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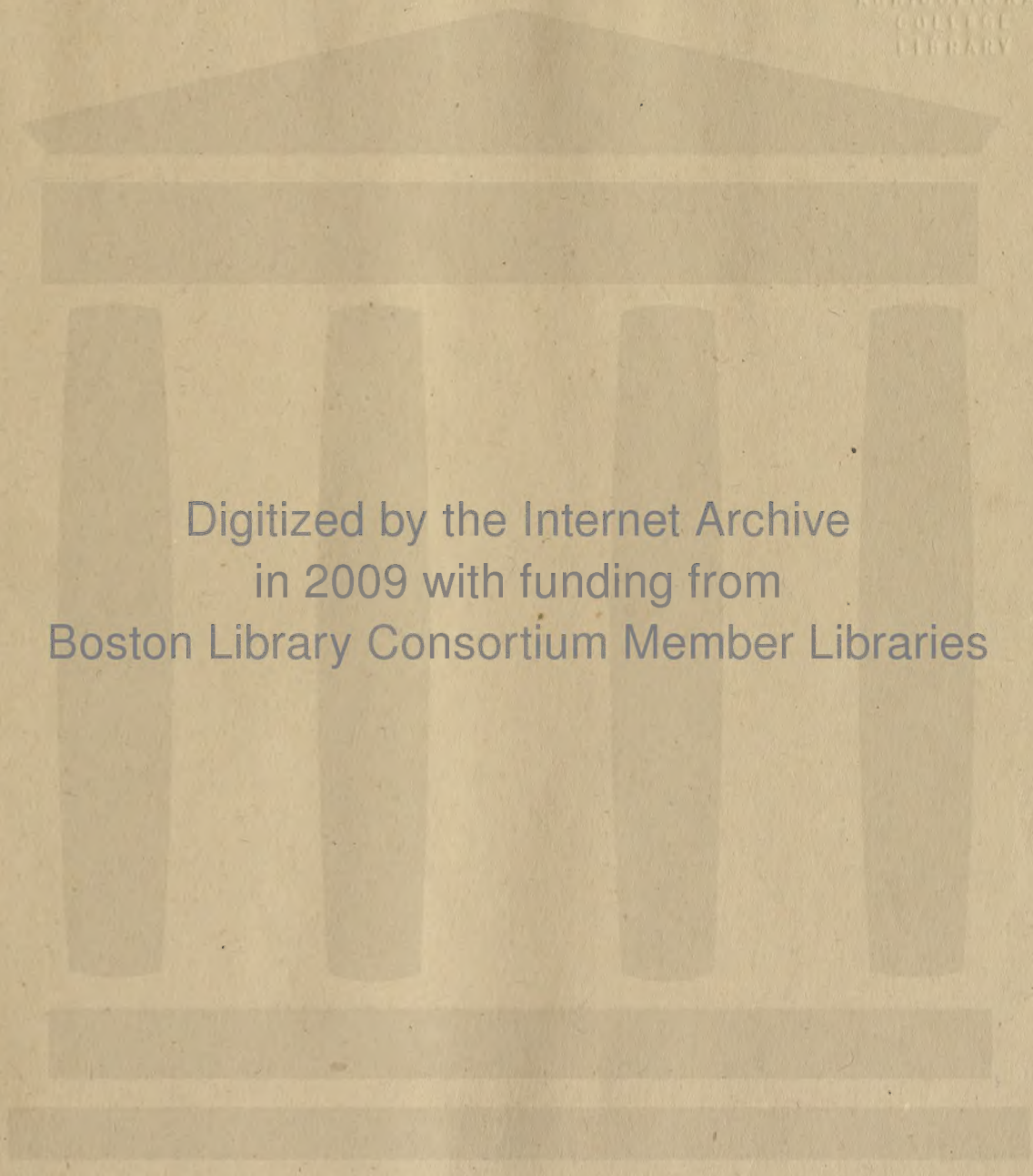

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THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 1 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) JULY 6, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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FERNS

	Per 100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima, 6-in.	.50
8-in.	1.00
elegantissima and elegantissima compacta, 10-in.	$3.00 to 5.00
elegantissima compacta, muscosa and Smithii, 3½-in.	.25
muscosa and Smithii, 5-in.	.50
Smithii, 6-in.	.75

WINTER-FLOWERING ROSES

	Per 100
Rosalind and Silvia, 3½-in. pots, own root	$25.00
American Beauty, Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney, Killarney Brilliant, and Francis Scott Key, 3½-in. pots, own-root	18.00

HYDRANGEAS IN TUBS

FOR JULY AND AUGUST FLOWERING

	Per 100
French varieties, assorted, and Otaksa, 14-in. tubs	$3.00

F. R. PIERSON CO.

Tarrytown, New York

IN THIS ISSUE

Convention Report American Association of Nurserymen

Importation of Asiatic Labor

The Forty Ton Coal Proposition

A Plea for the Use of More Summer Flowers

Greenhouse Plants

We offer below desirable stock for immediate use or for growing on:

GENISTA Canariensis. 2¼-in., $4.00 per 100; 6-in., $35.00 per 100.

MARGUERITE, (single white Daisy). Suitable for immediate bedding or growing on. 5-in., $20.00 per 100.

ADIANTIUM Croweanum. 2¼-in., $6.00 per 100, $50.00 per 1000.

Croweanum. 4-in., $25.00 per 100.

Croweanum. 6-in., $9.00 per dozen.

CYRTOMIUM Rochfordianum. 3-in., $12.00 per 100; 4-in., $20.00 per 100.

NEPHROLEPIS Wanamaker. Extra strong stock for benching. 2¼-in., $6.00 per 100, $50.00 per 1000.

ASPARAGUS Plumosus. Seedlings, $1.00 per 100, $9.00 per 1000.

Plumosus. 2¼-in., $3.50 per 100, $30.00 per 1000.

Plumosus. 3-in., $7.50 per 100, $60.00 per 1000.

Plumosus. 4-in., $12.00 per 100.

We can supply grafted and own root Roses for late planting

Write us your requirements

A. N. PIERSON, INC.

CROMWELL, CONN.

LORRAINE BEGONIAS

Extra strong, 2½-inch, ready for 4-inch, $18.00 per 100

JERUSALEM CHERRIES

(CLEVELAND)

2½-inch, fine stock, $8.00 per 100

CYCLAMEN SEEDLINGS

Fine stock, $5.00 per 100, $40.00 per 1000

LILY BULBS

GIGANTEUM—7-9, 100 to the case	Write for Prices
7-9, 300 to the case	
8-10, 225 to the case	
9-10, 200 to the case	
MAGNIFICUM—8-9, 200 to the case	

FRESH ASPARAGUS PLUMOSUS SEED

$2.00 per 1000; 5000 lots, $9.00

WM. F. KASTING CO., 568-570 Washington St. BUFFALO. N. Y.

Geraniums

A well known Geranium man said not long ago, that to think of Geranium is to think of Vincent, to think of Vincent was to think of Geranium; and if you don't do it, then we are going to keep at it until you do.

We are booking orders for next Spring delivery from those who are keeping their ears to the ground. On lots of 5000 and over, we are at present making the same price as last season, but do not know how long we will keep it up.

We have a fine stock, in a good assortment of varieties, including Ivy leaved, for immediate shipment.

2-in. $2.50 per 100, $22.50 per 1000
3-in., $3.50 per 100, $30.00 per 1000

FUCHSIAS, LEMON VERBENAS, SWAINSONA and ENGLISH IVY. 2-in., $2.00 per 100; 3-in., $3.00 per 100.

Pompon Chrysanthemums

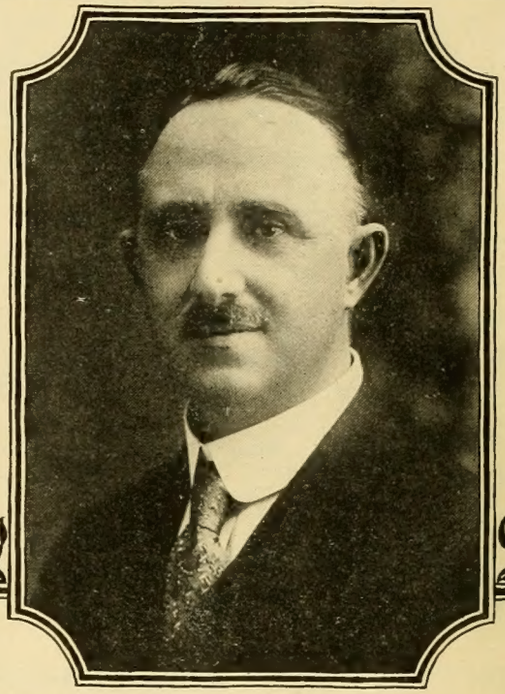
2-inch, $2.00 per 100.

R. Vincent, Jr. & Sons Co.

WHITE MARSH, MARYLAND

F68+ v.46

The tribute of P. W. Popp to Davey Tree Surgery



P. W. Popp, Superintendent for the Mrs. H. Darlington Estate, Orienta Point, Mamaroneck, N. Y.

"SEVEN OAKS"
Mamaroneck, New York

The Davey Tree Expert Co., Inc., Kent, Ohio.

Gentlemen: I am pleased to state that the Tree Surgery work done on the estate here in 1915 has stood the test of time, and that all the trees treated are without exception in the best of health and vigor. Many of the smaller cavities are entirely healed and the larger ones are rapidly healing. I heartily endorse your methods of Tree Surgery and can recommend the work to anyone interested in preserving fine trees.

Yours very truly,
P. W. POPP.

The saving of priceless trees is a matter of first importance on every estate.

Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO., Inc.
2407 Elm Street, Kent, Ohio

Branch Offices, with telephone connections: 225 Fifth Ave., New York; 2017 Land Title Bldg., Philadelphia; 450 McCormick Bldg., Chicago.

WRITE NEAREST OFFICE

Permanent representatives located at Boston, Newport, Lenox, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L. I., Newark, N. J., Harrisburg, Baltimore, Washington, Buffalo, Pittsburgh, Cleveland, Detroit, Cincinnati, Louisville, Milwaukee, Minneapolis, St. Louis, Kansas City. Canadian address: 252 Laugauchitere West, Montreal.

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Company, Inc., and the public is cautioned against those falsely representing themselves.

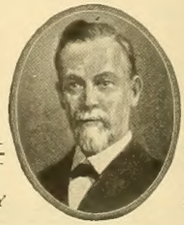
Time has proved the efficacy of Davey Tree Surgery. In three years' time the cavities have healed to a noticeable extent. Many of the counter-sink holes have entirely healed over. The tree has since withstood many severe storms

The next severe windstorm might have added to its toll the famous Darlington linden shown here. The seam running down the trunk indicated to the trained eye of a Davey Tree Surgeon a serious condition of hidden decay

The extent of this decay was revealed by a little preliminary cutting along the seam. Much decayed matter is still to be removed

All the decayed matter has been removed and the whole interior carefully disinfected and waterproofed. Mechanical bracing has been employed to strengthen the weakened trunk

The cavity is now filled by the Davey sectional method, which allows for swaying and prevents cracking. The greatest mechanical skill is required in this operation



JOHN DAVEY — *Father of Tree Surgery*

To have your name in this List of Advertisers is the most direct way of becoming known to all the trade.

List of Advertisers

These advertisers are catching the eye weekly of the most active buyers there are in the world for your good.

Albert & Davidson, Inc....40
Allen, J. K....33
American Association of Nurserymen....18
American Bulb Co....8
Anderson, J. F....15
Anderson, S. A....24
Aphine Mfg. Co....39
Aschmann Bros....12
Aschmann, Godfrey....16
Ashley, Ernest....24
Audubon Nurs....18
Avenue Floral Co....27
Baker Bros....26
Baker, Wm. J....35
Bard, Robt....29
Barrows & Son, H. H.15
Baumer, A. R....26
Baur & Steinkamp....14
Bayersdorfer & Co....31
Bay State Nurs., The. 18
Beaven, E. A....30
Beckers' Cons....24
Beckets' Seed Store....8
Begerow Floral Co....26
Bemb Floral Co., L....26
Benjamin, S. G....11
Bennett, C. A....18
Bertermann Bros., Co. 26
Boddington Co., Inc...12
Boerger, Henry F....11
Bolgiano & Son, J....10
Bonnet & Blake....33
Boston Floral Supply Co....31
Bowe, M. A....27
Braun, J. B....8
Breitmeyer's Sons, J...26
Brown, Peter....13
Brown Bag Filling Mach. Co., The....8
Bryan, Alonzo J....14
Buchbinder Bros....31
Buckbee, H. W....28
Bunyard, A. T....27
Burnett Bros....8
Burpee, W. A. & Co....8
Butler & Ullman....28
Byer Bros....12
Caldwell Co., W. E....40
Caldwell the Woodsman Co....31
California Nursery Co.18
Campbell Bros....15
Caplan, Florist....24
Carbone, Florist....24
Carnation Support Co.14
Champion & Co., John....27
Chicago Feed & Fertilizer Co....39
Chicago Flower Growers' Ass'n, The....34
Childs, John Lewis....9
Chinnick, W. J....14
Christensen, Thos. P. 12
Clarke's Sons, D....27
Clay & Son....17
Colonial Flower Shop..24
Conard & Jones Co....15
Coombs, Florist....26
Cowee, W. J....31
Cowen's Sons, N....39
Craig Co., Robt....15
Crouch, Mrs. J. W....24
Crowl Fern Co....30
Crump, F. F....24
Cut Flower Exch....33
Danker, Florist....24
Dards....27
Davey Tree Expert Co., Inc., The....2
Day Co., W. E....29
De Buck, John....16
Dickson, J....8
Dillon, J. L....14
Dolansky & McDonald....34
Donaghue, Alfred....28
Dorner & Sons Co....14
Dreer, H. A....39
Drumm Seed & Floral Co....26
Eagle Pipe Sup. Co...39
Eble, Chas....27
Edlefsen-Leidiger Co. 26
Edwards' Folding Box Co....30
Emmans, G. M....12
Eskesen, Frank N....15
Fallon, Florist....28
Farmville Florist....30
Fehrlin, O....11
Fenrich, Joseph S....32
Fetters, Florist....26
Fexy, D....33
Fletcher, F. W. & Co..11
Foley Greenhouse Mfg. Co....39
Ford, M. C....32
Ford, Wm. P....33
Fottler, Fiske, Rawson Co....8
Fowler, Mrs. L. P....29
Friedman, Florist....24
Friedman, J. J....39
Froment, H. E....33
Frost, Chas....10
Galvin, Thos. E....27
Gasser Co., J. M....24
Giblin & Co....39
Girvin, Willis B....11
Goldstein & Futterman....33
Gove, The Florist....24
Graham & Son, A....24
Grakelow, Florist....28
Grandy, The Florist..28
Gude Bros. Co....29
Gunther Bros....33
Habermehl's Sons....28
Hahn, Florist....24
Hanford, R. G....14
Hardesty & Co....24
Hart, George B....31
Hatcher....24
Heacock Co., Jos....15
Heiss Co....26
Henshaw Floral Co....32
Hentz & Nash, Inc....33
Herr, A. M....13
Hess & Swoboda....28
Hession....27
Hews Co., A. H....16
Highland Pk. Gnhs..26
Hill Co., E. G....35
Hill Floral Co., E. G..24
Hill Nurs. Co., D....18
Hitchings & Co....40
Hollywood Gardens..29
Holm & Olsen....29
Horan, E. C....33
Horn & Co., J. F....24
Hotaling, The Florist..24
Igoe Bros....30
Irwin, R. J....13
Jackson & Perkins..14-18
Jennings, E. B....9
Johnston Bros....28
Johnston & Co., T. J...28
Joseph's Florist....29
Joy Floral Co....26
Kasting, Wm. F. Co...1
Keller, John A....26
Keller Pottery Co....16
Keller Sons, J. B....28
Kelway & Sons....16
Kennelly, Bryan L....17
Kerr, The Florist....26
Kervan Co., The....31
Kessler, Wm....33
Knoble Bros....24
Komada Bros....35
Kooyman Co., Inc.C...8
Kottmiller, Florist....27
Kroeschell Bros. Co....39
Kuebler, Wm. H....33
Lager & Hurrell....16
Lang Floral & Nurs. Co....26
Lange, A....24
Lange, H. F. A....29
Langjahr, A. H....33
Leahy's....26
Leonard Seed Co.... 8
Littlefield & Wyman..18
Lockland Lumber Co..40
London Flower Shop...28
Lord & Burnham Co..40
Lovett, Lester C....18
Lovett, Inc., J. T....18
Ludwig Floral Co., E. C....28
Mackie, W....33
Macnair, Florist....28
Mader, Paul....16
Malandre Bros....28
Marshall & Co., W. E. 8
McCallum Co....31
McCarron, Miss....26
McClunie, Geo. G....26
McConnell, Alex....27
McHutchison & Co.... 8
McManus, James....33
Meehan, C. E....35
Metarie Ridge Nursery Co., Ltd....27
Metropolitan Material Co....39-40
Meyer, Adolph....28
Michigan Cut Flower Exchange....31
Michler Bros. Co....26
Miller, A. L....12
Mills, the Florist....26
Mountain View Floral Co....18
Mullanphy, Florist....28
Munk Floral Co....26
Murray, Samuel....26
Murray, Florist....27
National Florists' Board of Trade....11
National Nurseryman Publishing Co., Inc..18
National Plant Food Co....17
Neidinger Co., J. G...31
New England Florist Supply Co., Inc....34
Nicotine Mfg. Co....17
Niessen Co., Leo....35
Noe, L. M. 33
Ouwerkerk, P....18
Palmer, F. E....24
Palmer & Son, W. J....24
Papworth, Harry....27
Park Floral Co.,The...26
Park Floral Co....29
Parshelsky Bros, Inc...39
Peacock Dahlia Farms....15
Peirce, E. Allen....16
Penn, The Florist....24
Pennock Co., S. S....35
Peters & Reed Pottery Co....16
Peterson & Sons, J. A....11
Pfaff & Kendall....39
Philadelphia Wholesale Flor. Exch....35
Philips Bros....26
Pierce Co., F. O....39
Pierson, Inc., A. N....1
Pierson Co., F. R....1
Pikes Peak Floral Co...26
Pillsbury, I. L....14
Pittsburgh Cut Flower Co....30
Polykranas, G. J....32
Potter Floral Co....26
Pulverized Manure Co., The....39
Purdie & Co., D. S....26
Quadland's Sons, C...13
Ramsburg, G. S....12
Randall's Flower Shop 29
Randolph & McClements....28
Rawlings, Elmer....16
Reck, John & Son....24
Reed & Keller....31
Reinberg, Peter....34
Rice Co., M....30
Riedel & Meyer, Inc...33
Ritchy, F. W....13
Robinson Co., H. M...33
Robinson & Co., Inc. H. M....30
Rock Flower Co., W...26
Rodgers Floral Co....24
Roehrs Co., Julius....16
Rosemont Gardens....26
Rosary Flower Shop...24
Royal Glass Works....39
Rumbley Co., The....31
Rupp, John F....10
Russin & Hanfling....31
Salter Bros....28
Sauter, A....33
Sceery, Ed....28
Schling, Inc., Max, Seeds....8
Schling, Inc., Max, Flowers....28
Schmidt, J. C....12
Scholz, the Florist....24
Schramm Bros....29
Schulz Co., Jacob....26
Schwacke & Co., C....9
Scollay, John A....39
Scottswood Gnhs....29
Scott, Florist....24
Serphos, Norman....9
Sheridan, Walter F....33
Siebrecht, Geo. C....33
Skidelsky & Co., S. S.8-10
Skinner Irrigation Co..39
Smith & Fetters Co....24
Smith & Hemenway Co., Inc....40
Smith, Henry....26
Smith, P. J....32
Smith Co., W. & T....18
Smith, the Florist....26
Snyder Co., B. A....34
Solomon & Son, L....39
Spear & McManus....26
Steele's Pansy Gardens....10
Storrs & Harrison Co....18
Stuart Low Co....8
Stumpp, Geo. E. M...28
Stumpp & Walter Co..8-9
Syracuse Pottery Co..16
Taepke Co., G. H....26
Thompson & Co., C.B. 26
Thorburn & Co., J.M...8
Tomlinson Key Floral Co....26
Traendly & Schenck...33
United Cut Flower Co., Inc....32
Van der Schoot, R.A...10
Vanicek, V. A....12
Vick's Sons, James....8
Vincent, Jr., & Sons...1
Virgin, U. J....27
Walker Co., The F ..26
Watkins & Simpson....8
Wax Bros....24
Weber, F. H....28
Webster Floral Co....12
Weeber & Don....10
Weeks Nursery Co., Inc., C. H....18
Weir, Inc., James....24
Welch Bros. Co....34
Welch, The Florist...26
Westman & Getz....24
Whilldin Pottery Co...16
Wilk, John....8
Wilson, H. E....28
Wilson, R. G....24
Winterson's Seed Store....34
Wolfinger, Florist....26
Wood Bros....14
Woodruff & Sons, S. D.11
Young & Co., A. L....33
Young & Co., John....33
Young & Nugent....28
Young & Sons Co....28
Zech & Mann....35
Zvolanek, Ant. C....8

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Achyranthes....12
Adiantum....1-13-15
Ageratum....16
Alyssum....13-16
Antirrhinum....11
Ardisia....12
Asparagus..1-11-13-15-17
Asters....16
Azaleas....18

Bedding Plants....16
Begonias..1-8-11-12-13-16
Bellis....13
Berberis....18
Bleeding Heart....18
Bouvardias....13
Bulbs....1-8-9-10-12-13

Calceolaria....13
Calendula....12-13
Callas....9-10
Cannas....15
Carnations....11-14
Chorizema....12
Chrysanthemums...1-12-13-14
Cibotium....15
Cinerarias....10-13
Clematis....18
Cocos....15
Coleus....12-13-16
Cut Flowers..32-33-34-35
Cyclamen..1-8-9-10-11-13-14
Cyrtomium....1
Daffodils....8

Dahlias....15
Daisies....10-12-13-16
Decorative Plants....15
Delphinium....8-13
Dianthus....8
Dracæna...11-12-13-16-17
Dusty Miller....16

Euphorbia....13
Evergreens....18

Ferns....1-12-13-14-15-17
Farm Seeds....16
Feverfew....12-13
Forgetmenots....13
Freesia....8-11-12-13
Fruit Trees....18
Fuchsias....1-12-16

Genista....1
Geraniums....1-12-13-16
Gypsophila....13
Heliotrope....12-13
Hollyhocks....8
Hydrangeas....1-14-18

Ipomœa....16
Iris....9

Jerusalem Cherries..1-13-16
Ivy....1-12-13-16
Japonica....18

Kentias....15-16

Ligustrum....18
Lilac....18
Lilies....1-8-9-12-13-18
Lily of the Valley....8
Lobelias....16

Marguerites....1-12
Mignonette....8-12-13
Montbretias....10
Moon Vines....16
Myrtle....13

Nursery Stock....18

Onion Sets....8
Oranges....12
Orchids....16

Palms....16
Pansies....8-9-10-12-13
Pelargoniums....13
Peonies....9-18
Perennials....8-13-18
Petunias....16
Phlox....16-18
Poinsettias....13
Primulas....10-12-13
Primroses....10
Privet....18

Rhododendrons....18
Roses....1-13-15-18

Seeds....8-9-10-11-12-13
Shrub....15-18
Snapdragon..11-12-13-16
Smilax....13
Solanum....16
Spiræa....18
Stevia....13
Stocks....8-13
Swainsona....1
Sweet Peas....8-13
Sweet William....8-13

Trees....18
Tsuga....18

Verbena....1-13
Vegetable Plants....11-12
Vegetable Seeds...8-9-10-11-16
Vincas....11-12-13-15-16
Violets....13-14

Editorial Contents

Advertising (A Lantern Slide Talk) 38
Air Mail Rate Reduced.... 11

American Association of Nurserymen (Report of 43d Annual Convention) 5, 6, 22
American Dahlia Society 21
Asiatic Labor, Importation of .. 20
California Nurserymen's Registration for Coming Season 23
Ellwanger & Barry Liquidate .. 23

Exhibitions and Meetings, Coming 17
Florist Soldiers, Our 17
Foreign Trade Opportunities ... 17
Forty Ton Coal Proposition 20
Fuel and Production 21
Gladioli in the South, Storing.. 11
Guada, Bean, The (Illus.) 23
Horticultural Farm, A Great.... 14
Lilacs Not Winter Killed 21
Massachusetts, Agricultural College 16
Mayhew, J. R. (Portrait) 6

Meetings and Exhibitions Coming 17
Middle Atlantic States.... 15
New England States 16
Nursery Dept. (Illus.) 19

Obituary
Zech, Mrs. Lena 21
Potash vs. Phosphorus 16
Roses, Carnations, Grapes and Peaches 7
Roses, Climbing, Flower of Fairfield 7

Retail Dept. (Illus.)
A Plea for the Use of More Summer Flowers; Cornflower as a Gentleman's Boutonniere; Peonies for the Red Cross; Removing Splinters; Six Months of Surprising Business at Toledo; A Canteen Somewhere "Over There"; Production and Prices 25, 27, 28
St. Louis Convention, Representation at 21
S. A. F. & O. H. 20
Seed Trade, The 9
Snippets 16
Steam Power Plants to be Investigated 20
Southern States 12
Ten Health Commandments 38

Trade Notes:
Albany....15
Boston....32
Bridgeport....16
Chicago....34
Cincinnati....31
Cleveland....30
Fort Wayne....30
Houston....12
Indianapolis....38
Knoxville....12
Lancaster....15
New York....32
Philadelphia....38
Pittsburgh....15
Providence....16
St. Louis....38
St. Paul....31
San Francisco....31
Toledo....31
Washington....13

Vegetable Crops Under Glass and in the Open 11
Visitors to The Exchange Office 14
Ways and Means, Co-operation Sought 20
Week's Work, The (Illus.)... 7
Western States 30

MISCELLANEOUS

Aphine....13-39
Aphis Punk....13-17
Auction Sale....17
Bamboo....8
Baskets....30-31
Boilers....39-40
Boxes....30
Boxwood....30
Cycas Leaves....30-31
Cypress....39-40
Dagger Ferns....30
Directory of Reliable Retail Houses..24-25-26-27-28-29
Evergreens....30
Ferns, Fancy....30-31
Fertilizers....17-39
Fittings....39-40
Florists' Accounts Insured....11
Florists' Supplies..30-31
Fungine....39
Galax Leaves....30
Glass....12-39
Glass Cutters....40
Glazing Points....39
Greenhouse Construction....39-40
Greenhouse Material 39-40
Ground Pine....30
Heating....39-40
Hose....39
Huckleberry Foliage30-31
Insecticides....17-39
Irrigation....39
Laurel....30
Laurel Festooning....31
Lumber....39-40
Magnolia Leaves....31
Manure....39
Mastica....39
Metal Wreaths....31
Moss....30-31
Nico-Fume....13
Nikoteen....13-17
Paper Pots....16
Pecky Cypress....39-40
Pipe....12-39-40
Pipe Fittings....39-40
Plant Food....17
Posts....40
Pots....16
Putty....39
Putty Bulbs....39
Putty Machines....39
Refrigerators....31
Rubbish Burners....30
Sash....40
Seed Packets....8
Shrub Protectors....30
Smilax....30
Sphagnum Moss....30
Stakes....8-14-30
Staples....14
Supports....14-30
Tanks....40
Tobacco Products....39
Toothpicks....31
Tree Guards....30
Tree Surgery....2
Tubes....39-40
Vermine....39
Wants....36-37-38
Wax Flowers....31
Wheat Sheaves....31
Wholesale Florists..32-33-34-35
Wire....30
Wire Designs....31
Wreaths....30-31

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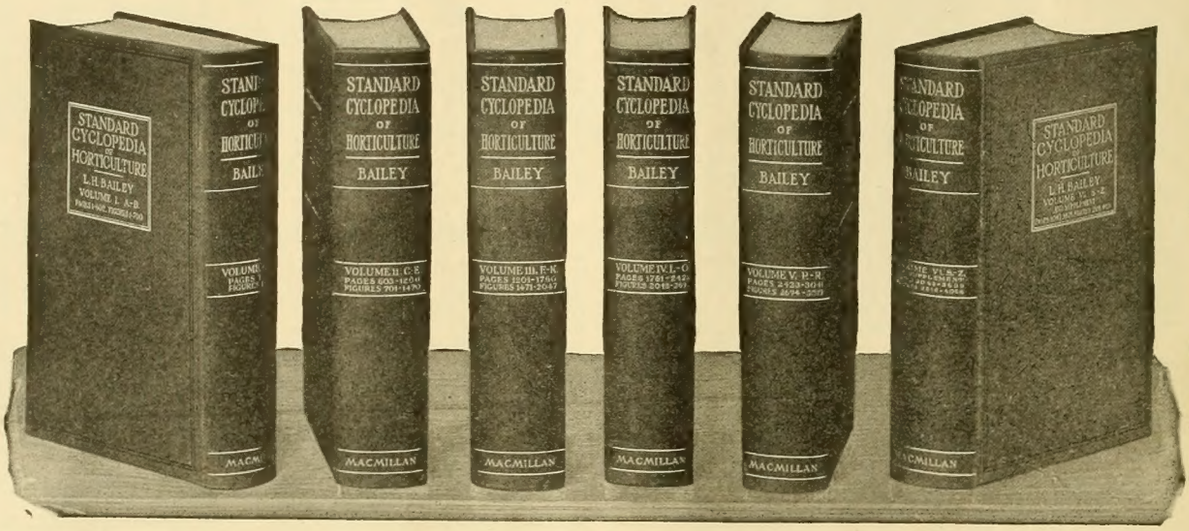

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FORTY-THIRD ANNUAL CONVENTION

AMERICAN ASSOCIATION OF NURSERYMEN

CHICAGO, JUNE 26 to 28, 1918

President Major Lloyd C. Stark writes from the Firing Line—The Distribution Problem—Publicity and Market Development—Officers Elected

The forty-third annual convention of the American Association of Nurserymen was held at Hotel Sherman, Chicago, Ill., June 26, 27 and 28, 1918. Vice-president J. R. Mayhew presided. Mr. Graw, of the Chicago Association of Commerce, extended a welcome on behalf of the city.

A message from Major Lloyd C. Stark, who was elected president of the Association at Philadelphia last year, was read.

A Message from Somewhere in France, or on the Way

Today I am not with you to answer the roll call but I am not a deserter. In leaving you, in tearing myself away and denying myself the honor of presiding, I have sacrificed something that is near to my heart. But not to see your faces, not to be with you to shake your hands and meet you again—that is the greater sacrifice.

All I am or hope to be I owe to my country—the land that gave me birth and educated me. When the call to arms came, when the bugle sounded, when the cries of bleeding Belgium and ravished France echoed in our ears, there was but one answer and one choice.

In these days of anguish, with the whole world on fire, and the very fate of humanity hanging in the balance, the man who has been trained to fight sees but one road—the road to the sea and over, and on through France to Berlin.

Today my battalion is on that road—and I am with it. We shall not return soon, perhaps never, but rest assured my dear friends that my heart is with you—and my thoughts and good wishes, always.

Those of us who go to fight and give our lives and our all, do so joyfully. And those of you who cannot go—whose ties and responsibilities point to the path of duty there at home—are not less patriotic than those who fight. Do your duty well, work harmoniously together to preserve and protect and upbuild our noble calling, so important to the health and sustenance of our people in these days of war and privation. Food alone won't win this war, but great stores of American foods and millions of strong hearted American men will win. As Kipling says:

"It ain't the guns nor armament
Nor funds that they can pay,
But the close co-operation
That makes them win the day.

It ain't the individuals,
Nor the army as a whole,
But the everlastin' teamwork
Of every bloomin' soul."

Just as our armies have almost insurmountable difficulties to overcome, so you have now and will have perhaps to an ever greater degree in the future war years, tremendous problems to solve. * * *

After this patriotic outburst Major Stark, coming down to business matters, called attention to the necessity for self-sacrifice on the part of the few for the benefit of all. He questioned the idea that the war would soon be over, and advised looking the situation straight in the eye and laying plans that would weather the storm.

Transportation, he said, was the greatest problem before the nurserymen today. This problem should be given every possible consideration. He advised that preparedness be the watchword concerning both legislation and transportation: "Sleep with one eye open, and keep that eye trained on Washington."

In concluding Major Stark said: "And now, my friends, each and every one of you, goodbye, good luck, and God bless you and yours."

Reply to President Stark

A message, on behalf of the Association, was sent to Major Lloyd Stark, on the Firing Line, Somewhere in France, telling him of the sincere appreciation with which his message was received, and expressing the wish that "May He who holds the waters of the sea in the hollow of his hand protect you from all bodily harm and return you ere long to your beloved country and friends." The letter was signed by the committee: J. W. Hill, Henry B. Chase and J. S. Kerr, with a P. S. reading: "The gang's all here and gives three cheers for our president on the Firing Line."

Arboretum Committee Reports

The committee on arboretums reported that it would be well for this association to keep a committee on arboretums under appointment, so that when the war was over it could co-operate with Federal officials in the furtherance of the plans advanced, having in view the location of a great arboretum in the District of Columbia.

Complaints and Grievances

W. H. Wyman, chairman of committee, made the following happy report: "I have had no complaints and grievances sent to me or made to me, and I have none myself to offer, therefore I have no report."

Report of Committee on Distribution

This thoroughly businesslike presentation was made by M. R. Cashman, chairman, who drew attention to some of the recommendations made by the distribution committee in its report at Philadelphia—No. 1 having to do with the establishment of a central bureau to look after the business of the association; No. 3 the compiling and printing of a complete and accurate directory; No. 6 the inauguration of a publicity campaign; No. 7 taking cognizance of the traveling salesman and the retail catalog as the most forceful and effective agencies in the distribution of nursery stock.

The establishment of a central bureau is to be further discussed at this meeting. In the matter of a directory considerable progress has already been made, while the inauguration of a publicity campaign has taken form, much work already having been done.

Mr. Cashman then dwelt on the matter of recognizing the traveling salesman as the most forceful and effective agency in the distribution of nursery stock, and deplored the practice of furnishing wholesale surplus lists and wholesale prices to those not engaged in the business.

We quote Mr. Cashman in full on the distribution problem:

"The solution of the distribution problem lies in the strength of our selling force, and in this connection we must consider the retailer. Look about you in other lines of trade, and find if you can a single commodity, no matter how necessary it is, no matter how popular it is, no matter how great a demand there is for it, that is not sold and distributed through the retailer, and sold by personal interview, and you will also find that the retailer is protected and supported in the matter of methods and prices in the distribution of that commodity.

"Manufacturers spend millions in the advertising of their product, but have you ever seen one of these advertisements quoting a price cheaper than that maintained by the retailer? Have you ever read an advertisement by the manufacturer urging their patrons to send direct to the factory for goods in order to save the retailer's profit? No, but on the other hand you have seen these advertisements in local papers all over the country advising the patrons where they can secure a package of the manufacturer's product right at home in his own town.

"These are distribution methods worked out from years and years of experience, and these methods have been almost universally adopted by all the manufacturers of this country. I hold that the ultimate solution of the distribution problem in the nursery business can be brought about only through the retailer, and if the growers, whether they be wholesalers or retailers, do not protect the retailer in a sufficient measure to cover his costs of operation, then the nursery business will continue to be a disappointment to the majority of those who engage in it.

"The traveling salesman is the key to the whole situation. Protect him in the matter of prices, and assist him with publicity, and you wholesalers and growers will reap bank accounts instead of brush piles. Cheap prices never built an industry in the world and cannot be used as an argument for business. On the other hand the argument of quality regardless of price is the foundation of our great commercial industry."

Other recommendations of the committee were for the appointment of a retail cost committee which would study all factors making for cost of production, combined with selling the stock so produced through a traveling salesman, and shipped over a distance of 200 miles average, adding to this a reasonable profit, together with a reasonable overhead, the resulting figures to be made the association's standard for quotation.

Committee on Directory

The committee on directory, also represented by Mr. Cashman as chairman, made the statement that when the directory, now in preparation, was completed, it would be worth something to know who the nurserymen of the United States are. Reports have been received from 41 States, and a few need revision, with the intention of publishing the directory this coming Fall. Dealers, landscape gardeners, florists, park boards, cemetery associations or small commercial fruit growers will not be listed in the directory.

French Relief Committee

Mr. F. L. Atkins, chairman of French Relief Committee, read letters telling of conditions in France, and stated that a fund amounting to upwards of $50,000 was now lying in banks in Paris, awaiting the time when it can be applied toward the reconstruction of orchards and gardens in France after the war.

Suppressing Berberis Vulgaris

Dr. E. C. Stakman, chairman Barberry eradication committee, U. S. Dept. of Agriculture, St. Paul, Minn., spoke on the subject, "Banish the Barberry and Save the Wheat." He added also that Oats, Barley and Rye should come under this head, as they were equally affected. It has been proved beyond any question of doubt that rust will transfer to the Barberry and retransfer from the Barberry back to the grains. In 1916 the Wheat yield alone in the States of Minnesota, North and South Dakota and Montana was reduced by over 205,000,000 bushels. The chief factor in the Wheat yield in those four States was the black stem rust, which is the most destructive of all the rusts. The spores or seed of the rust fungus can be carried tremendous distances by the wind.

The following resolution was offered by J. W. Hill and adopted:

Resolved That in view of the information given us by the pathologists regarding the dissemination of black rust, that it be the sense of this Association that the propagation and dissemination of Berberis vulgaris be discontinued, and we appeal to all loyal and patriotic members of this organization to support us in this position.

Various Committee Reports

The association's secretary and counsel, Curtis Nye Smith, of Boston, gave a lengthy report in which he reviewed both State and Federal legislation passed within the last year, affecting the nursery trade, and mentioned the work of the credit and collection bureau which, during the past 11 months, had collected $20,400.

"Marketing Methods," was the subject of an address by L. D. H. Weld, manager Commercial research department, Swift & Co., Chicago, Ill. The principal reasons for variations in marketing costs are as follows: The greater or less perishability of the product; the rapidity with which stocks of goods are turned; the standardization of products. The more goods that have been graded into standard or uniform grades, the less the market cost. The seasonal nature of the business is also a great factor in determining marketing cost. When there are regular trade channels through which goods are handled, for instance, drug stores, grocerymen, etc., the cost of marketing is also reduced. The National Association of Electrical Supply Jobbers have made an exhaustive study of costs, and anyone interested would do well to look into the activities of this association, whose headquarters is in Chicago.

Various resolutions and amendments to the constitution were printed in the Badge Book and submitted to the members for discussion and to be voted on, but with the exception of amendment to Art. 7 to the constitution, were laid on the table. Art. 7, as amended, reads as follows:

The annual membership fees shall be $10, and additional dues for active members, based upon annual volume of business, as follows:

100,000 or more, $100; $75,000 to $100,000, $75; $50,000 to $75,000, $50.00; $25,000 to $50,000, $25.00; $15,000 to $25,000, $15; $5000 to $15,000, $5.

The payment of annual membership fees and dues based upon the above schedule shall be made prior to date of annual meeting, and any members making a false report of amount due the association as above provided shall forfeit his membership.

The arbitration committee reported settlement having been obtained on five claims, totaling in value $2500 for the year.

The statistical committee stated that an enormous amount of work was involved in obtaining the desired information regarding plantings, young stock coming on, matured stock for market, losses by hail, fire and adverse growing conditions and contents of brush piles, due perhaps to overproduction. Blanks to be filled out by nurserymen all over the country have been prepared, and it is hoped that, with the co-operation of the trade, the desired information may be obtained.

Thomas B. Meehan, chairman of landscape gardening committee, reported that very little had been done the past year, owing to war conditions, but stated that its object was to harmonize the nurseryman and landscape architect and, on his recommendation, the committee was continued.

Harlan P. Kelsey presented the report of the committee on nomenclature, stating that lists and authorities on common names the world over have been consulted and are being codified. Messrs. Frederick Law Olmstead, F. V. Coville and Harlan P. Kelsey are now continuing the work so that the forthcoming edition of the "Code" shall include usable common names for the plants in commerce.

Report of the Publicity Committee

This was presented by F. L. Atkins, chairman, and consisted of a resumé of the meetings held in New York, Dec. 5 and 20, 1917, the members of the committee present being Messrs. Atkins, Pyle, Hicks and McFarland. At the second meeting the enthusiasm reached the point where definite subscriptions began, and its outcome was the appointment of a committee to be known as the market development committee, the members of which are Messrs. Atkins, Watson, Welch, Pyle and J. Edward Moon. Through this committee a large number of books on the home grounds are now in circulation among the nurserymen, and a second on fruits for the home grounds is in preparation.

Market Development

As was the case at the 1917 New York S. A. F. and O. H. convention, the most interesting feature presented at the nurserymen's convention was undoubtedly that included under this heading.

Robt. Pyle, West Grove, Pa., had the chair, and made some forcible remarks in introducing the subject which was promoting the establishment or the organization of a subscribers' movement that should be distinct and separate, for very good reasons, from the American Association of Nurserymen. His preference was that the movement be started as a voluntary one and not one of assessment of members. Market development was a tremendously big subject, and full of significance to those present.

J. Edward Moon, J. R. Mayhew, O. Joe Howard, W. H. Wyman, Orlando Harrison, John Watson, M. R. Cashman, C. H. Atkins and others express their views on Market Development

J. Edward Moon, Morrisville, Pa., being called on, emphasized the necessity for a publicity campaign. He said, "All of us know that in every community from which we come there are numerous home grounds unplanted, or insufficiently planted. We have an abiding opinion that if these people had attractive lawns, they would be more happy; we know their real estate would be enhanced; we know the community would be benefited, but we somehow have not sufficiently impressed the advantages of our products upon the community to have created that irresistible desire for them."

To carry on the campaign Mr. Moon said that 16 men have been chosen, eight from the different sections of the United States and eight at large; these men have organized to receive subscriptions which will consist of a certificate of membership, or a stock allotment having a face value of $100, issued payable in installments of $20 each over a period of five years. He said it was not the intention to pour this money out through the *Saturday Evening Post* or other nationally circulated magazine for the reason that these are probably one of the last avenues to use in the expenditure of this fund, having too much of a waste circulation for their purpose among city inhabitants. Mr. Moon understands the movies as being in line with advertising effort of profit in connection with this fund, also lectures; every grange, farmers' club, garden club, Mr. Moon said, as well as every agricultural or horticultural organization of any kind is always glad to have lectures. Additionally, methods of publicity would be through the press by articles that would tell more about fruit trees, how to grow them, the necessity of eating more fruits, etc.; news articles that tell the values of both trees and ornamentals. These news articles would reach millions of people. Other possibilities are through the schools. The plan will probably be worked out through some one person; probably some one of national merchandising experience, preferably not an advertising agency.

Mr. Moon continued: "I hope in this talk I have opened up to you a vision of the possibilities of this thing. It grows on us; it is infinite. America is our market; to make it more beautiful and to make it more fruitful is our ambition."

J. R. Mayhew struck a keynote when he said: "We must not lose sight of the fact that we must keep the home fires burning. The aim of this committee is to create better markets, bigger markets, and more markets."

O. Joe Howard, of North Carolina, predicated his talk with an appeal for the spirit of co-operation among nurserymen; he believed it would wipe away many difficulties. "We will stop knocking each other and boost our business and help everybody else along."

W. H. Wyman, of N. Abington, Mass., made a forcible presentation, arguing that market development was a broad proposition and should be taken up in a broad way. It was needed to create hunger for nursery products, to create an appetite for them. He did not believe the time was ripe to launch a movement of this kind now. He asked for a standing vote, ascertaining how many men present were in sympathy with the publicity movement: everybody rose. Last Winter, at their New England Association meeting, he said this matter was brought up and in that meeting it was concluded that the business of the nurserymen of this country amounted to 20 million dollars annually. New England, he said, would raise its quota. Mr. Wyman believed in assessing each member, and suggested one-half of one per cent. for five years of the total of each man's business. This would bring in $100,000. With regard to the assessment he suggested that this be graduated according to whether a nurseryman was a wholesaler or a retailer. He said he was in favor of the campaign but was not in favor of undertaking it this year; it would require some time to get the machinery going.

The chairman agreed with Mr. Wyman that this subject must be whipped into shape; it was going to take some time to do it, and the committee was on the job.

Orlando Harrison of Berlin, Md., believed in going ahead with the publicity now, but would leave it to the committee; he felt, however, that the association should take action and that today. The trouble was, he said, that they have postponed until they have got to a point where they are driven to do something. He believed a great many nurserymen have not made any

J. R. Mayhew, President American Ass'n of Nurserymen

money for five years. "Is it not time to get at it, do something, get together and try to earn a few dollars for ourselves?" he asked. "Somebody spoke about licking the Kaiser. Yes, that is the first aim but, gentlemen, we have got to have something to lick the Kaiser with. Let us get together, unite, determine on some plan of making some money, and help lick the Kaiser, and at the same time save our families."

John Watson favored the assessment plan; he thought the time for action was now; he said: "There is not money enough, or brains enough, or anything to be done within six months or within a year that can affect our sales. In the first place, if a merchandising expert is called in to prescribe for your business, he wants to know what your stock is, he wants to know what your customers are, what territory you cover, the condition of your bank book. Now, when your 16 directors get together to consider this question and when they have, as they should have, the advice of merchandising experts, who have their advice to sell, remember that they are going to consider not the business of one firm, but they must consider the business of, we hope, 500 to 800 firms scattered all over the United States, and it is going to be a big problem to figure out a campaign which is going to cover this whole country and fall equitably on all of you. It can be done, but it is a long, hard study; it is going to take, in my opinion, fully a year to get our money raised and get a campaign mapped out. We must not expect immediate returns on this. The effect is going to be cumulative. It may be two, three, four, five years before we get returns, but I honestly believe that there is not another way in which nurserymen could spend $50,000 or $100,000 that would bring them better or finer results than this will.

M. R. Cashman, of Owatonna, Minn., called attention to the necessity of building up the quality and character of the nursery salesman, and with them to make a concerted, united action for business. He continued: "There never has been in the history of this world a greater illustration made of one concerted and united action as there has been during the past four years which has cost the civilized world millions of lives in blood. Concerted action and united co-operation have made it possible for a very small portion of this earth to almost submerge the entire world. Just think of it. There is not a man in this room that before this war thought it would be possible for three little nations to combat so successfully and so disastrously the entire wealth and man power of the earth. But what is it? Is it a superiority of brains? Is it a superiority of government? Oh, no; it has been demonstrated clearly to you and me that concerted action and co-operation have continued this war to the present time, until we are beginning to tremble for our future." Further, he added he has found there must be a community interest excited in anything if you are going to make a demand for any product.

Mr. Cashman's presentation of the subject was a thoroughly thought out one and was carefully listened to.

He was followed by C. H. Atkins, of Rutherford, N. J., who said that this was not a question of the heart; it is a question of dollars and cents, and it is only dollars and cents that create further dollars and cents. He related the instance of a man to whom he sold five years previously about $600 worth of nursery products; this man came to him and told him that that $600 had made for him $5000 through beautifying and increasing his real estate value. "It is not always the love of plants and flowers that influence people when they buy our products. Many people buy them because it is a good thing; they are going to improve their grounds, in addition to having the pleasure and inspiration coming from beautiful surroundings. I think, gentlemen, that there is not a nurseryman in this country today that has vision beyond the present but what realizes that advertising or publicity is the power behind the business.

A canvass of all the members present resulted in a subscription of $10,200 toward the marketing development fund.

Officers Elected for Ensuing Year

The following officers were elected for the ensuing year:

President, J. R. Mayhew, Waxahachie, Tex.; vice-president, J. Edward Moon, Morrisville, Pa.; treasurer, J. W. Hill, Des Moines, Ia.

Executive committee: C. C. Mayhew, Sherman Tex.; C. R. Burr, Manchester, Conn.

Chicago was selected as the next meeting place.

A talk was given by Sergeant W. J. Morton, who told of work that is being done for the comfort of soldiers, and urged all citizens to see that the boys are well looked after when passing through cities and villages.

Osborn Monnet, of the United States Fuel Administration made a brief address, urging all the members to order their coal early.

Short talks were given on the topic, "War Times and the Nursery Business," by Messrs. E. C. Hillborn, W. H. Wyman and J. R. Mayhew. All spoke in an optimistic tone, and urged nurserymen to use their organizations in Liberty Loan and Red Cross work.

Vigilance, Press, Hail Ins. Committee Report

Paul C. Stark, chairman of the vigilance committee, stated that while their work was unpleasant, yet they believed much good could be accomplished by watching out for violations of trade ethics among nurserymen, and presented copies of several letters that had been written; for instance, to a nurseryman advertising Apple and Peach trees at "Two cents and up." In every case where such letters had been written, replies were received indicating such practices injurious to the trade would cease.

Report of the Press Committee

This committee was appointed to do work at the time of the holding of the convention, not only through the local city papers, but through the associated press, and was dependent as to obtaining publicity on the actual news interest of the proceedings of the association and the relative news value of its deliberations. The committee pointed out that if it was to gain attention that would secure nation-wide publicity for this convention it was up to the members thereof to do something that editors in these times would recognize as deserving space, such as planning the planting of trees for future fuel supply, or showing the actual possibilities through fruit and nut trees of supplementing effectively the short food supply or, again, to plant on the home grounds of every family which has sent a man

(*Report Proceedings continued on page 22*)

July Notes

Whether or not you have doubts about bulb stock reaching us this Fall from France, England or Holland, you should have your orders in for at least a good supply of Roman Hyacinths, Trumpet and Golden Spur Narcissi, as well as Paperwhites. If these bulbs don't reach us, you will be no worse off than the rest of us, but if they do come, your seedsman will fill his early orders first and in case of shortage but few late orders will be taken care of. In just a few weeks the benching of Carnations will begin; that means benches in proper shape, soil ready for filling them and the present is the time to do it; the soil won't spoil a couple of weeks in the benches before planting begins. Have you ordered your cane stakes for the 'Mums? Why not have them on hand? If you use wire and twine get them now. July is the month in which to sow most perennials and biennials and it will pay you to get better acquainted with them. If you intend growing Cyclamen for next year, some excellent home-grown seed is now offered, but in small quantities as yet. Get after some. Whether you are going to have a vacation in August or not, try to get ahead of the work now and, if possible, stay ahead, as far as this is possible. Clean up the whole place, put the pots away nicely where they belong, don't let the paint brush get cold. The tighter the roofs, the further that 50 per cent allowance of coal will go and the whiter the paint on the rafters, the brighter the house. Avoiding any and all unnecessary expenses doesn't mean to let the place run down and the older the houses the more attention they should have. What you do in July in the way of repairs means that much more time during the following two months for other things and time was never more valuable than now.

Next Winter's Coal and Your Heating System

Everybody advises putting in the 50 per cent coal which is to pull us through next Winter and while this is a very sensible thing to do, there are a number of florists located in sections where, even at present, it is almost impossible to obtain their coal and again, others have trouble in getting the dollars to pay for it and therefore have to take chances in obtaining what they need later on. What, to my mind, is of as great importance, especially to the smaller florist, is to get ready now for almost anything which might happen next Winter; get busy with valves and shut-offs in the heating system so you can disconnect almost any house and drain the pipes if necessary. Figure on putting the palms, ferns and the small bedding stock in one or two houses which you will keep on running until the last piece of coal and the last fence post in town is used up. No matter what happens you must pull through the Winter; stick to the ship; don't give up. Plan to plant the Carnations in the next houses. You can pull them through with 40 deg. to 45 deg., if it has to be, and still make them pay. Perhaps those houses which might have to be taken off in order to make the 50 per cent or less allotment of coal carry you through the Winter can be used for growing the Chrysanthemums during the Summer and Fall. Arrange it to suit your own case, but by all means do your steam fitting now. The cost of a few valves and the labor is little compared with what it may mean to you next Winter. You can't afford to take chances with existing conditions. You must get ready to meet anything next Winter. Don't be found unprepared. Don't lay down, or make up your mind that there is no chance to hold out. Roll up your sleeves and get busy. Do some hard thinking; there is a way out. It won't be a lack of demand for flowers, but a lack of flowers for the demand next Winter and the following Spring and most of us will manage to arrange it to get along with half the coal and half the houses and still come out ahead.

Proper Growing Conditions for Indoor Culture

From now on up to September you can, if necessary, grow your Cyclamen, Primulas and Begonias in the same house and include the Poinsettias. The first named three will require a little shading, while the Poinsettias want full sun and can go at one end of the house. All four need just about the same amount of moisture and treatment. While I am not in favor of trying to grow as many varieties of plants in the one house as possible, for the small grower this is a better way during the Summer months than to have small lots of each sort in different houses where they most likely will be neglected. In many sections of the country it has been a rather cool Spring, but no doubt there will be plenty of heat yet and it is then pot plants under glass need attention, if you want them to amount to anything. Watch things. Any of the plants such as Begonias Cinerarias, Primulas and Cyclamen need sun, but not to such an extent as to wilt the foliage. Keep the spraying up, refreshing the leaves during the hot days. Be ever on the lookout for insect pests. Allow proper space between the plants. The work around the plant house during July, August and September is never done. There is no end to it. A check to the growth of the plants means to stunt them and you are bound to notice the effect of it later on. Try to simplify your work. Arrange things so as to accomplish the most with the least effort. A batch of plants in one house and others scattered elsewhere are hard to manage and get anything out of. Proper growing conditions are every bit as necessary as good soil and drainage and you have to create them to suit the plants.

Asparagus plumosus

A Valuable Christmas Plant

Asparagus plumosus is one of the most useful plants for the retail grower, whether used to cut from for greens, grown on in small pots for the filling of fern dishes or as large specimen plants; around the Midwinter holidays pot plants of all sizes come in most handy. During the month of December material is wanted for the filling of baskets and pans and there is hardly a more suitable plant than Asparagus plumosus to go with Begonias, Cyclamen, Roman Hyacinths, or anything else in a plant arrangement, and the present is the time to start preparing stock. While Adiantums and almost any of the other so-called table ferns all require a warm house during November and December, in order to retain their color. Asparagus can get along with a 52 deg. house; if necessary, even 50. The plants will not make much of a growth in such a house but will remain in fair condition. This means a whole lot to the smaller florist, the one who hasn't a warm house. Pot up the seedlings now and keep them going. Small 2in. stock should get a shift into 3in. and be encouraged along. For specimen plants take those 2½in. and pot up into 5in. or take five 2½in. into a 6in. Do your growing now while the sun warms up the houses. Space the plants properly and by next October you will have fine stock which will come in most handy and mean money to you. You are not crowded now. Why not go into Bostons and Asparagus a little heavier this season? Palms are not any too plentiful, so push ferns and Asparagus plumosus.

Asparagus plumosus in an 8-in. pot trained to a single stake

Flower of Fairfield—Climbing Roses

Will you kindly inform me what special treatment should be given a Flower of Fairfield to make it actually everblooming and with blooms that are worth while? Blooms that come after the main crop are usually small and insignificant. Also kindly advise how much cutting should be done to Climbing Roses in general at this time, such as American Pillar, Dorothy Perkins, Tausendschoen and others that send up so many new canes? Is it essential to cut out all the old canes, when much interlaced in a trellis, and how many of the new ones should be used?—W. G. N.

To encourage a second crop of flowers on Roses, the first essential is to cut back the shoots that have bloomed, in order to induce a new growth. At the same time the plants should be given some extra nourishment, either in the form of bonemeal stirred into the soil, or by giving a topdressing of manure. This treatment, combined with plenty of water if the weather proves dry, will usually bring a second crop.

Climbing Roses in general do not need hard pruning at any time, but old canes that have finished blooming, may be cut back or cut out altogether if the size of the plants will permit it. Save all the young canes, unless there are more than you have space for, as these young canes are those from which next season's blooms are to be expected.—W.

Roses, Carnations, Grapes and Peaches

(1) I have a house with Russell Roses. I run this house at 60 deg. to 65 deg. at night and 75 deg. to 85 deg. in the daytime, depending on the weather outdoors. I syringe the plants each day, if clear. Is it better to take out all the blind wood? It seems to me my Roses have too much wood to produce first-class Roses. The plants are two years old.

(2) The Carnation house is empty except for young plants in 4in. pots. Would it not be better to plant the young plants in the garden than to leave them in the pots in the greenhouse? I keep the house as cool as possible and clean.

(3) I have a vinery with Grapes, of several varieties. I run the vinery at 60 deg. to 65 deg. at night to 80 deg. to 85 deg. in the daytime and keep a look-out for mildew, red spider, etc. I keep the house perfectly clean and dampen three times a day and thin Grapes. Is this right?

(4) I have also a house with Peaches and Nectarines and run this about the same as my Rose house. I keep it clean, syringe it daily and water it in abundance. Is it necessary to take out the wood of young growth? These trees are old ones and still are making a good growth. They promise a good crop of fruit.— C. P. J., Mass.

—(1) It is probable that some thinning of the blind wood on the Roses would be beneficial, as the strength of the plants would thus be encouraged to improve the blooms but such pruning should be done in such a way as to let the light in among the plants without removing too much wood; (2) The end of June is rather late to plant out Carnations in the field, as they would only have about a month in the ground before it was time to lift them again. Why not fill the benches and replant in the house, instead of putting these 4in. pot plants in the open ground? Syringe the plants frequently in bright weather to prevent red spider, and give all the ventilation possible. Indoor cultivation is not new for these plants and frequently gives very good results. W.

(3) Your treatment of the Grape vines is O. K., but I would make a suggestion in regard to night temperature and particularly when the Grapes are fairly well advanced, which they would be at this date. A temperature of 65 deg. to 70 deg. would be preferable. Yes, damping the house three times a day is good treatment for Grape vines, or say until the fruit commences to ripen, when a dryer atmosphere is of benefit; it has a tendency to better color and finish. (4) Peaches and Nectarines should be grown in a more humid atmosphere than Roses, that is to say up to their ripening period or when they commence to color; then a dryer bracing atmosphere should be encouraged, with the object of giving the fruit a rich flavor, also if they are kept a bit dryer at the roots while ripening their fruit this also will help. In regard to the Summer's growth; if at all crowded certainly some should be removed; otherwise it would be found impossible to ripen up the wood satisfactorily for next season. Thoroughly ripened wood is desirable, one should figure on having enough young wood for tying or furnishing the trees next season with the wood say 5in. apart. But at any rate see that the wood gets enough sun to thoroughly ripen it. This is surely one of the secrets of success in fruit culture under glass.—W. T.

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FOR EARLY FLOWERING

Every florist should have a few of these dainty flowers, $3.00 per 100, $28.00 per 1000.

BEGONIAS

Double-flowering

SALMON, DEEP ROSE, SCARLET, CRIMSON, WHITE YELLOW, ORANGE, COPPER-BRONZE

Mixed, $6.50 per 100, $60.00 per 1000

Single-flowering

DELICATE PINK, DEEP ROSE, SCARLET CRIMSON WHITE, YELLOW, ORANGE, SALMON.

Mixed, $4.75 per 100, $45.00 per 1000

Send for our Wholesale Florist Catalogue now ready

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The Seed Store 12 and 13 Faneuil Hall Sq, BOSTON, MASS.

Ready Now Pansy Seed

Here is a letter from a man **who knows,** that speaks for itself. "Please send us one (1) ounce of Pansy seed at once. Would like to have the same strain we had last year. We had the *best pansies we ever had.*" WALTER G. TAEPKE Detroit, Mich.

This is but one of a number of similar letters. Our **FLORISTS' PRIZE MIXTURE** of Pansy seed (home-grown) will be sure to give you entire satisfaction You can't possibly improve on it, if you pay double the price. Per ounce, $6.00

GIANT GREENHOUSE-GROWN MIGNONETTE. The kind you want if you want the best. $7.00 per ounce.

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Write us for prices on **C. S. Giganteum, 7-9, 300 to the case.** We have the stock.

BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Prices*

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BAMBOO Cane Stakes

		Per bale	Per bale
Natural,	6 ft...	2000....	$21.00
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WINTER ORCHID
Sweet Pea Seed
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VERY FINE ¾-INCH BULBS

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Beckert's Seed Store
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PITTSBURGH, PA. (North Side)

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DAFFODIL KING ALFRED

First Size Bulbs, True to Name
35/- per 100, £15 per 1000. Package free
These are money makers

J. DICKSON, GROWER OF RARE BULBS
30 Carlisle Street Belfast, Ireland

N. B.—Money Order value of English Pound is $4.87. Value of Cheques and Postal notes is 20c. per shilling (20 shillings to English Pound).

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CYCLAMEN GIGANTEUM And Other Varieties

A fine flower, and free blooming plant as is well known is produced from our strain which is unsurpassed by any other, both as regards size and color of flower and habit of plant.

Trade Offer of Seed Prices net cash with order, postage paid. To insure against possible loss, 5% added to these prices will cover war and maritime risk. **Bush Hill Pioneer** (white, rose, persicum, persicum mauve, salmon) in packets at $5 doz., $7.50 per 1000 seeds, $20 per oz. **Cherry Ripe** (New)—nearly scarlet—$12.50 per 1000 seeds, $30 per oz. **Eileen Low** (stock exhausted). **Mrs. Buckston** (bright salmon) in packets $5 per doz., $10 per 1000 seeds. **Majestic** (white with blush base) in packets $5 per doz., and $12.50 per 1000 seeds. **Purple Prince** (foliage like St. George, flowers lovely purple) in packets $5 per doz. **Pink Pearl** (New)—a lovely pale salmon, $10 per 1000 seeds, $25 per oz. **Persicum** (white with red eye) $4 per 1000 seeds, $10 per oz. **Persicum Rose** (bright rose colored variety) $4 per 1000 seeds, $10 per oz., **Persicum Mauve** (a delicate mauve with carmine eye) $4 per 1000 seeds, $10 per oz. **Phœnix** (a lighter red than Vulcan), $4 per 1000 seeds, $10 per oz. **Princess May** (gigantic rose with purple base), $4 per 1000 seeds, $10 per oz. **Papilio** (Butterfly Cyclamen in white, red, rose, mauve shades, Persicum) $7.50 per 1000 seeds, $20 per oz. **St. George** (the silver leaf Cyclamen) in packets, $5 per doz. **Scented** (possessing the true old Cyclamen perfume), in packets at $5 per doz. **Salmon King,** $6 per 1000 seeds, $12.50 per oz. **Sunset** (bright orange salmon) $12 50 per 1000 seeds, $30 per oz. **Victoria,** in packets, $5 per doz., $10 per 1000 seeds. **Vulcan** (deepest red, blood red Cyclamen) $4 per 1000 seeds, $10 per oz. **White Swan** or **Charming Bride** (giant white), $4 per 1000 seeds, $10 per oz. **Cyclamen Seed of the various colors mixed, $10 per ounce.**

Dry bulbs for growing on can be shipped August onwards at $15 per 100.

STREPTOCARPUS SEED of the finest strain. $10 per ounce, $2.50 per wholesale packet.

STUART LOW CO., BUSH HILL PARK, MIDDLESEX, ENG.

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Seed Packets for 1919

Should Be Ordered At Once

We make: All Packets Sizes
Larger bags for Counter and Package Trade, up to 2-lb. or more
Catalogue Envelopes Return Envelopes Coin Envelopes

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Every American Seedsman
will find it to his advantage to replenish his store with the celebrated
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Grown and sold by : : **WATKINS & SIMPSON, LTD.** Catalogue mailed free on application
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Lily of the Valley XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

MAX SCHLING, Inc.
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22 West 59th Street, New York City
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PANSIES

METTE'S STRAIN

Known in Europe as well as in America. Oz. $4.00. Inquire for price on larger quantities.

J. B. Braun, Parkside Greenhouses **Hightstown, N. J.**
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Blue list of Wholesale Prices mailed only to those who plant for profit
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James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

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GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pink
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Trade packet, 50c.; ⅛ oz., $1.00

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DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
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SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

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The SEED TRADE

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From Inside the Seed Bin

Seed Store Floral Displays

Have you ever received a letter from a customer enclosing or forwarding simultaneously a flower or plant, requesting the name of it, and asking when the seed, bulb or root may be procured at the proper time for planting? There is, I suppose, hardly a seedsman who has not had such requests, yes, hundreds of them.

Again, an attractive vase of flowers at a show, something uncommon, will often create a sensation, and orders are taken then and there for the seed or bulb, whatever it may be, to be forwarded at the proper time. Probably these enthusiastic flower lovers have seen the same flower described and perhaps illustrated in your catalog time and again, yet that description had lacked that powerful punch necessary to make a sale that one glance at the flower had accomplished in a moment.

Here then is an inducement to you, Messrs. seedsmen who have the facilities in store, window and counter space to place before the public attractive exhibits of seasonable flowers throughout the year.

You may have your own grounds and houses for producing this stock, or you can arrange to have your supply come from a nearby grower, or from the producer of your stock of the seeds, bulbs or roots of the flower in question.

Tulips, Peonies, Irises, Gladioli, Sweet Peas, Roses, Ploxes, (and various other hardy perennials) annuals and flowering shrubs if you handle this line—all these in season should be exhibited as largely and often as possible, properly labeled, with catalogs close at hand where varieties may be noted.

Where a number of one class of flower, such as Gladioli, makes up the exhibit, a card or leaflet containing names only, with space provided for notes, will answer equally well.

From an educative point of view, visitors derive much benefit and enjoyment in noting the points of beauty and form of the different flowers; many who previously had never seen such variety take great interest in these exhibits, become frequent callers if they are maintained throughout the season, and if they don't leave an order for planting stock immediately, they invariably do so when the proper time comes around.

The idea, no doubt is not new to all readers, but perhaps the scheme can be carried out more elaborately and consistently than formerly. Gladioli, Sweet Peas, Perennials and many annuals will be kinds to consider during the coming months; thus arrangements should be made now for these displays. We know that many of the regular local flower shows, have been discontinued owing to war work, and so it is up to the seedsmen to see that interest in flowers is not wholly forgotten.

You will find these exhibits make many new customers, and of old customers better friends. You are often lead into conversation with one who previously had no further business than to leave an order. The talk may turn to garden topics other than the flowers in question, prospects that he or she perhaps had in view, where your advice would be helpful and appreciated, and so lead to further business for you that might otherwise have gone elsewhere.

During July and August perennial seeds are largely sown, but many of the general public are unaware of this. Where attractive vases of such kinds as Delphiniums, Canterbury Bells, Hollyhocks, Scabiosa, Coreopsis and dozens of other kinds are shown, immediate sales for the seeds are made, and your counter sales during these months will be vastly increased. Nemo.

Dutch Bulbs Said to be Coming

The S.S. Nieuw Amsterdam, one of the grain steamers now running between New York and Rotterdam, will leave that port about the middle of August with a cargo of Dutch bulbs, we are informed by H. Langeler, representing Van Waveren & Sons, of Hillegom Holland. Cable advices having been received from Holland to that effect, bulbs being practically the only cargo out of Holland at that time.

French Bulb Prospects

A letter from the American Express Co. at Marseilles, France, to *l'Union Horticole* gives one an idea of the difficulties to be encountered this year in the importation of French bulbs. The shortage of rolling stock in France, of lumber and labor, makes packing and transportation difficult. It is recommended that the bulbs be shipped by steamer from Toulon to Marseilles, whence the ships sail for America. Ocean freight rates are high, recent quotations from Marseilles to New York were 88s. per 1000 kilogr. (2200 lbs.). Terms of sale of the French houses is to the effect that they will not enter into any agreement as to time of delivery of goods at New York, that no special conditions will be considered, and the French bulb growers' obligations apparently end when the bulbs leave their premises. Additionally, there is the matter of permits from the French government to ship, and from the American government to import, to be obtained.

Bulbs have to be paid for in cash to the growers in France. Payment of invoices will be insisted upon even if the goods never reach this side. For this information we are indebted to the courtesy of M. Van Waveren & Sons, Ltd., New York City.

New York Seed Trade

There is a little which can be said about the seed trade in this city at this time. It is the customary Summer story, a few sales of seeds for late planting, a considerable demand for insecticides, and some sales of sundries for garden and lawn use. Inventories are being taken, store renovations and changes are going on, and vacations are in order. If the present embargo on bulbs continues, as now seems likely, most seedsmen will probably issue no Autumn bulb catalogs, though probably some who usually devote considerable attention to the bulb business, will have their bulb catalogs in such a state of preparedness that they can be quickly put into the printer's hands, should they unexpectedly be able to import Dutch and French bulbs.

Charles R. Jackman of Woking, England was in town on Friday and Saturday of last week. Mr. Jackman was formerly the European buying agent of Vaughan's Seed Store Chicago, and about 20 months ago was taken prisoner by a German submarine, while aboard a steamer en route from Holland to England. Mr. Jackman was interned for 14 months at Ruhla near Berlin. He with six other men were lodged in a stable, where the temperature in Winter was sometimes many degrees below zero. There were no cots and little covering. About six months ago, with the third lot of prisoners released, he was exchanged for seven Germans. He suffered great hardship during his internment.

John B. Deamud for several years manager for Vaughan's Seed Store N. Y. City, has retired on account of poor health to his farm at Caro, Michigan.

Los Angeles, Cal.—The Germain Seed & Plant Co. has voted to increase its capital stock to $300,000. J. R. W.

S. & W. Co.'s American-Grown

CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

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BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

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7-9 (300 bulbs per case). Write for prices.

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PANSY SEED

Giant Superb Pansy Seed and Finest Mixture
Pkt., 5000 seeds, $1.00; ½ pkt., 50c.; oz., $5.00
Cash with order

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LET US QUOTE YOU ON
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Iris, Liliums, Paeonies, etc.
FOR FALL DELIVERY
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FLOWERFIELD :: :: L. I., N. Y.
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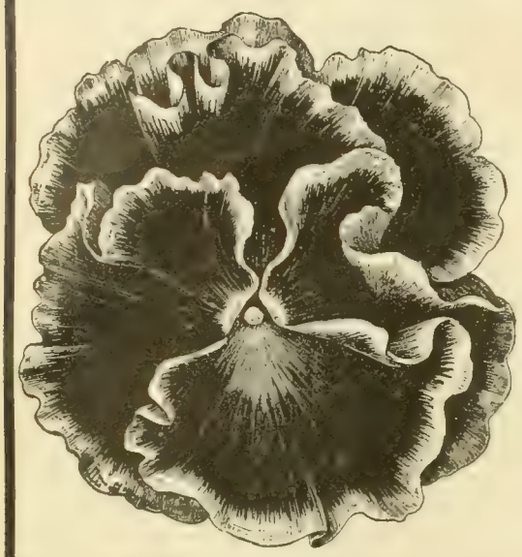

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Giant Pansies

The first to flower in Spring.
Flowers good and large, with deep, rich colors.
Stems long and strong.
Excellent for Cut Flowers when wanted in separate colors.
A vigorous grower and a good bedder.

14. WINTER SUN. Golden yellow, with dark eye.
15. ICE KING. Silvery white, with dark blue eye.
16. CELESTIAL QUEEN. Light or sky blue.
17. CHARM OF MARCH. Dark velvety blue.
18. MIXED. The above four colors with other shades and variations.

500 Seeds 25c., 1000 Seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, 1 oz. $7.50

For list and price of other Kenilworth Pansy Seed, see my ad. of next week

Chas. Frost, Kenilworth, N. J.

When ordering, please mention The Exchange

MONTBRETIAS

GIANT FLOWERING

Star of the East.....$5.00 per doz., $40.00 per 100
Prometheus..... 3.50 per doz., 25.00 per 100

BULBS FOR IMMEDIATE DELIVERY—ONLY LIMITED SUPPLY

WEEBER & DON

114 Chambers Street NEW YORK

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Sixty-Five Dollars

for a basket of **Mastodon Pansies**, "sold under the hammer," is a story of interest to you. Write for it.

Write now. 1918 seed prices ready.
Latest novelties. Write us now.
1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz $1.00, oz $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

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TO SEEDSMEN ONLY

R. A. van der Schoot, HILLEGOM HOLLAND

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

All inquiries for quotations, etc., may be addressed to the undersigned, who is the American representative of the house

No Retail Trade Solicited Strictly Wholesale

A. M. van der Schoot, 10 Bridge Street New York

When ordering, please mention The Exchange

Chicago Seed Trade

This is a period of extreme quiet with the Chicago seed trade. Retail trade, except in insecticides, is all over. Salesmen from the various houses have gone on the road for Fall business but the uncertainty of the bulb situation is a problem that is difficult to solve.

Vaughan's Seed Store reports good sales of Freesia bulbs and advance orders for Callas. There is no perceptible falling off in the sale of flower seed for Summer sowing. A nice lot of young plants of fancy Caladiums are on display in the store from the greenhouses at Western Springs. Albert Erickson, T. D. Long and Carl Cropp represented the nursery department of the house at the recent convention at the Sherman Hotel.

Winterson's Seed Store, exhibited at the Nurseryman's Convention an exceedingly fine vase of hardy Phlox Miss Lingard, grown at the home of Mr. Winterson in Highland Park.

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

Importation of Asiatics for Farm Labor Service

Query? Was it seriously intended, that proposition made at the late American Trade Convention, held in Chicago, that at least 500,000 Chinese be imported into this country to serve as farm laborers? Did the matter receive careful consideration, ere it was proposed? Does the American Seed Trade put itself on record in favor of shelving the Monroe Doctrine by opening wide the doors of the United States to an extensive colonization by the yellow race, those with a different civilization from our own, who would always remain pagan and faithful from generation to generation to the nation they had left? The very idea of the thing is abhorrent to the American white people, and does not the American Seed Trade comprehend that Congress would assail it bitterly were such a proposition ever brought before it for action.

This country is aleady confronted by two perils within its own borders, from the Atlantic to the Pacific, the Japanese peril in California, and the Black peril in the Southern States. The latter had its birth in colonial days in a similar desire for cheap labor: slave labor; for cheap production by our colonial planters or farmers; and one of this present generation is able to foresee with half an eye that the next civil war in America will in all probability break out between the black race of the South and the white race of the North, perhaps hastened thereto in the near future by the giving of suffrage to the negro women of the South, augumented subsequently by their husbands and sons, the tens of thousands of trained, experienced negro soldiers, after their return from Europe when the world war is over, alive and enthusiastic from their newly acquired education in the latest edition of liberty and democracy, and with their thirst for same whetted through their glorious service abroad for their country.

One of the lessons of this great world war that is fast being learned is that no nation can exist harmoniously within itself, one-half Teuton, one-half Slav; one-half white, one-half black or yellow; one-half Christian, one-half pagan or Mohammedan.

The facts are as well known, we do not require Oriental labor in America. In the present emergency, there plainly exists an abundant supply of white labor in the United States for every agricultural purpose, if same be properly encouraged and handled. Th Government has it in its power to taken over this white labor by conscription or otherwise, for employment at farm work among the various states as needed. Yea, and let this labor, as it deserves, be paid wages equally as high as is paid for labor at the shipyards and munition factories. The white portion of America, just as it now is bravely and cheerfully submitting to deprivation, sacrifice, to giving of its means and wealth, to enduring onerous taxation, all for the cause of democracy, and to down the unspeakable Hun, would a thousand times quicker pay $5 a bushel for Wheat, $5 a pound for Beet, Radish, and Turnip seeds, if it should come to that, rather than accept any yellow peril scheme.

While they were about it, it would perhaps have been more reasonable for

Our Advertising Man's Corner

PUT LIFE INTO IT

Advertising that "stays put." Get it? The kind of advertising that remains with you after having read it. That's the kind that pays. Not exaggerated statements, but simple truths set forth in language that grips the attention.

When one of our advertisers says "We go anywhere for business" you feel that *you* are included and that, no matter how far you happen to be away from one of their branch offices, they are willing to travel for your order.

That alone is sufficient to have you seriously consider their claims.

And good old Webster is not exclusive in his patrons. You have the privilege to select words for your advertising that will work just as effectively for you.

Keep your advertising uptodate. Have in it something of that which will be as fresh as the day's news, rather than as stale as an old newspaper.

If you are going to advertise you may as well get all the good out of it you possibly can.

Please discontinue our 4in. Vinca advertisement, as we are all sold out. DOBBS & SON, AUBURN, N. Y."

"Cut out Petunia Ad. Sold out HOPKINS & HOPKINS, CHEPACHET, R. I."

"Stop Salvia Ad. Sold out. PAUL FISCHER, WOOD-RIDGE, N. J."

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 100, $40.00 per 1000; 1¼-in to 1½-in., $5.50 per 100, $50 00 per 1000; 1½-in. to 1¾-in., $8.25 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.00 per 100, $110.00 per 1000; 2-in. to 2½-in., $13.50 per 100, $130.00 per 1000. **Ready in August.**

Complete list of Florists' Choice Seeds. A postal card will bring our catalogue.

S. S. SKIDELSKY & CO.

1004 Lincoln Bldg. Philadelphia, Pa.

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½ pkt. 50c.; 1000 seeds $1.50. Colors separate also.
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
CYCLAMEN. Gts., 250 seeds, $1.00; ½ pkt. 50c.
DAISY (Bellis). New, monstrous, mixed, great, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

the American Seed Trade through its committee on Oriental labor, instead of proposing importation for farm labor, to have suggested the importation of 5,000,000 Chinese at the United States expense, to forward to Europe to do our fighting there as substitutes for the American white boys who would thereby be enabled to remain at home to themselves perform the work that is required to be done here.

CALIFORNIA SEEDS.

British Sweet Pea Growers Aid War Fund

The National Sweet Pea Society held a special meeting on Tuesday, July 2, at the London Scottish Drill Hall, Buckingham Gate, Westminster, S. W., London, England. Arrangements had been made for exhibits of Sweet Peas in connection with the Royal Hort. Society's meeting in the same hall on the same day.

The British Ambulance Committee of the National Sweet Pea Society held a big floral fete from June 20 to June 26 at Trafalgar Square in aid of funds in connection with the British and French Ambulance in France. At a special committee meeting it was decided to support this fete and members were invited to send Sweet Peas to be sold for the benefit of the fund.

Air Mail Rate Reduced

After July 15, the postage on airplane mail will be reduced from 24c. to 16c. for the first ounce (this including a six-cent rate for postage and 10c. for the special delivery which is accorded all airplane mail), and 6c. for each additional ounce or fraction thereof.

Storing Gladioli in the South

Is is best to store the dry corms of Gladioli that are grown in the South in early Spring, in cold storage for the Summer and Fall until ready for planting in the following Winter?—A. G. H., Fla.

—We do not think it would be necessary to put the Gladioli bulbs in cold storage, but that they will keep well until needed for Winter planting in a dry, and as cool a place as is available for their storage.—J. H. S.

Vegetable Crops Under Glass and in the Open

Conducted by
E. F. STODDARD
Maryland State College

A Method of Growing Beets Outdoors

The Beet is one of our popular root crops and is planted in nearly every garden. The usual tendency is to sow the seed too thickly and the result is an unnecessary amount of thinning. It should be remembered that Beet seed, as it is planted, is not a single seed but each one is a "seed ball" which contains two to five seeds. This may be shown by counting out 100 seed balls, planting them in a flat and watching results. In two or three weeks, when the plants are counted, 150 to 200 plants will be found coming from the original 100 seeds.

In view of this fact, caution should be used when the seed is sown. The main object, of course, is to secure a good stand; for this reason the rate of seeding should be adjusted to secure this result and yet not have the plants too thick. In heavy soils, where the plants have more difficulty in getting through the ground, a little more seed is used than when the crop is grown on light soils where practically every good seed will grow. Of course, light soils are best for Beets although they may be grown on fairly heavy soils also. The disadvantage with the heavy soil is that many of the Beets may be irregular in shape. It requires more work to produce good Beets on heavy soils.

On a fairly light soil, such as a sandy loam, which contains plenty of well-rotted organic matter and is not given to baking, one good seed every inch should give a good stand. At this rate an ounce of seed will sow 75ft. to 100ft. of row. It always happens that the seed will drop a little thicker than this in places, and the extra plants in these places may be lifted carefully without breaking the tap root when the plants are about 3in. tall, and transplanted in new rows or missing places in other rows. This means less work than thinning out every row the entire length, and also a saving in seed. A few Radish seeds dropped occasionally in the row with the Beet seed will germinate quickly and mark the row. If a crust forms before the Beet seed has germinated, the Radishes will act as a guide to show where to break the crust over the row.

If there is any thinning to be done, it should be attended to when the plants are about 2in. to 3in. tall. If it is neglected until the plants are larger, the plants that remain will be injured somewhat by the thinning.

Plenty of well-rotted manure may be worked into the soil before seeding, but fresh manure should never be applied immediately before planting. Fresh manure contains a large amount of readily available nitrogen, and this causes a heavy leaf growth, but Beets will not form. The root will be a straight tap root. Well-rotted manure may be supplemented with 16 per cent. acid phosphate by using about 300lbs. of the phosphate to the acre, or 1 lb. to a piece of ground 10ft. x 14ft. This may be applied broadcast and worked into the surface soil before seeding, or it may be distributed along the rows and worked into the soil by cultivation when the plants are 2in. to 3in. tall, or shortly after thinning.

At first the plants may be allowed to stand about 1in. apart, if the land is fertile. When the plants are a good size and the Beets are ¾in. to 1in. in diameter, the first pulling may be made by taking out every alternate Beet. For pickling and table use these tiny Beets are preferred by some people, and in addition the tops may be used for greens. Some people boil the whole plant as for greens. This pulling leaves the plants standing about two inches apart where they remain until the beets are 1½ in. to 2in. in diameter. This is the size that is most popular. If larger Beets are desired, every alternate Beet may again be pulled, leaving the others stand 4in. apart where they will grow until they are 2½in. to 3in. in diameter.

It is said usually that the smaller Beets are the best in quality, being juicy and tender. This is generally true when the soil is properly fertilized and there is a constant supply of moisture present in the soil. Under very favorable conditions Beets will often attain a larger size in the same length of time and yet be just as good in quality as the smaller Beets.

Under good conditions about eight weeks are required to grow Beets of a desirable size. If there is a dry spell and the Beets grow very slowly, it may take 9 or 10 weeks to attain the same results. A slow growth requiring this much time to grow the Beets will make them tough, stringy and poorer in quality. The most important factors then are a fairly rapid growth, a fertile soil containing the necessary plant food, a constant supply of moisture, and a favorable temperature, not too hot, although Beets will stand more heat than Lettuce or Radishes.

In the same soil under the same conditions, it requires a proportionately longer time to grow really large Beets than it does to grow smaller ones. Fre-

Cyclamen Giganteum SEED

JULY DELIVERY

We offer the following varieties of all fresh American-Grown Cyclamen Seed:

Glory of Wandsbek (Dark and Light Shades of Salmon)
Christmas Cheer (Blood Red)
Brilliant Red (Wine Red)
Pure White
White (Pink Eye)
Rose of Marienthal (Rosy Pink)
Daybreak (Delicate Shade of Salmon Pink)
Lavender (A New and Beautiful Shade)

Price, $12.00 per 1000 seeds

For the past eight years we have been improving on the **Cyclamen**; the strain we offer is unsurpassed for quality.

Now ready for delivery

BEGONIA

Gloire de Lorraine	$120.00 per 1000
Glory of Cincinnati	150.00 per 1000
Melior	200.00 per 1000

Strong, young plants, all propagated from leaf cuttings.

J. A. Peterson & Sons

Westwood, CINCINNATI, OHIO

New Antirrhinum Seed

NOW is the time to sow for Winter Flowers

Nelrose, Phelps' White, Enchantress, Bronze Beauty, all 50c. per trade packet, 6 packets for $2.50. **From the Originators.**

F. W. Fletcher & Co., Inc., Auburndale, Mass.

Vinca and Vegetable Plants

Vinca Variegata	100
2¼-in. pots	$3.00
3-in. pots	5.00
4-in. pots	8.00

CABBAGE PLANTS, field grown, **Flat Dutch, Autumn King, Savoy, Succession, Drumhead Savoy, Copenhagen Market and Fottlers,** $2.00 per 1000; in 5,000 lots $1.50 per 1,000.

EGG PLANTS, from pots. **Black Beauty and New York Improved.** $2.00 per 100. Cash.

S. G. BENJAMIN, Fishkill, N. Y.

When ordering, please mention The Exchange

SNAPDRAGON GIANT FLOWERED

	Per 100
Silver Pink, Rose, Keystone, 2¼-in.	$3.00
DRACÆNA Indivisa, 2¼-in.	4.00
5-in.	2.50
	20.00

HENRY F. BOERGER
GARDENVILLE, Erie Co., N. Y.
When ordering, please mention The Exchange

ASPARAGUS PLUMOSUS

2½-in., $3.50 per 100, $30.00 per 1000.

MATCHLESS CARNATION CUTTINGS
From sand, $25.00 per 1000. Good, clean, healthy stock.

W. B. GIRVIN :: Leola, Pa.
When ordering, please mention The Exchange

Colored Freesia Seeds

GREENHOUSE-GROWN
Best of Strain

Try a few. They will bloom next Winter if sown in August or September and will more than surprise you with their large flowers of soft and exquisite colors. Have only a few thousand seeds to dispose at $1.00 the trade pkt. of 100 seeds; 10 pkts. for $8.50.

O. FEHRLIN, Citronelle, Ala.
When ordering, please mention The Exchange

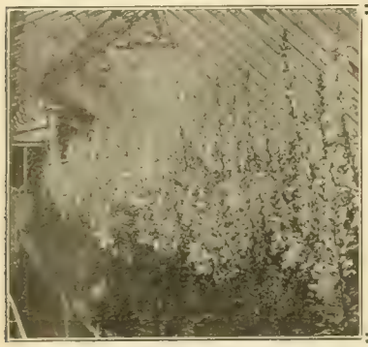
GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.
When ordering, please mention The Exchange

WE issue a **Trade Credit List** and furnish **Special Reports.** Also we serve the trade in other ways.
Write us for particulars
NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City
When ordering, please mention The Exchange

BUYING MADE EASY CONSULT OUR STOCK AND MATERIAL INDEX PAGE 3



What Shall We Plant?

Truly a vital question to every florist. Judging from inquiries and orders received, **Snapdragons** will be the main stay of many florists. There is no plant that will fill the gap so well as Snapdragon. Easy to grow, great producer, ready sale for every occasion. Will stand low temperature and respond to treatment when required. Be wise and plant heavily of **SNAPDRAGON.**

It is now time to sow seed. We have all of the good ones. Seed of our famous **Silver Pink**: $1.00 per pkt.; 3 for $2.50, 7 for $5.00. Seed of our new **Hybrid Pink**, same price. Seed of **Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed,** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

Do the wise thing today and sow some **Snapdragon seed.** Grow your own plants and save transportation worry.

G. S. RAMSBURG, SOMERSWORTH, N. H.

When ordering, please mention The Exchange

Freesias Purity

(TRUE)

	Per 100	Per 1000
½ inch	$0.90	$7.50
⅝ to ¾ inch	1.40	14.00
¾ to ⅞ inch, top roots	2.50	24.00

Lilium Giganteum

(SOUND BULBS)

7- 9 inch, 300 to case, $8.00 per 100, $20.00 per case
9-10 inch, 200 to case, 14.00 per 100, 25.00 per case

FRESH FLOWER SEEDS

MIGNONETTE (Forcing)

Majesty. The finest of all the fancy varieties of Mignonette for Winter forcing; an improvement on Allen's Defiance. Seed saved from select spikes under glass. ½ trade pkt., 60c., trade pkt., $1.00, oz., $7.50.

PRIMULA Obconica Gigantea

Alba (Pure white), **Kermesina** (crimson), **Lilac, Rosea, Mixed,** pkt. 50c., 3 pkts., $1.25.

Chinensis and other types of Primula, ask for our complete Florists' catalog.

PANSY

Our **Challenge Mixture** contains finest Giant Strains, of self colors, margined, blotched, striped, carefully mixed in proportion. Pkt., 50c., ¼ oz., $1.50; ½ oz., $2.75, oz. $5.00.

	Pkt.	¼ oz.	½ oz.
English Exhibit. Mixed	$0.50	$3.50	
Masterpiece	.25	2.00	3.50
Orchidaeflora (Orchid Type)	.25	1.50	2.50
Sim's Gold Medal Mixt.	.75	5.00	9.00
Trimardeau	.25	1.00	1.75
Separate Colors (All shades)	.25	1.00	1.75

Other Florists' Flower Seed Specialties Insecticides and Implements | **Ask for Complete Catalogue**

Arthur T. Boddington Co., Inc.

128 CHAMBERS STREET NEW YORK CITY

When ordering, please mention The Exchange

First-Class Stock In Prime Condition

READY FOR SHIPMENT NOW

	100
Achyranthes, 2-in. and 2¼-in.	$2.50
Dracæna Indivisa, 2-in.	2.50
Feverfew, 2-in.	2.50
Fuchsias, 2 in.	2.50
Heliotrope, 2-in.	2.50
Marguerites: Mrs. Sanders and **Boston Market,** 2-in.	3.50
Single, 2-in.	2.50
Vinca Variegata, 2-in.	2.50
Rooted Cuttings	$9.00 per 1000 1.00

Cash, please

WEBSTER FLORAL COMPANY, Inc.

WEBSTER, MASS.

When ordering, please mention The Exchange

Plants and Cuttings

COLEUS, R. C., $7.00 per 1000

CALENDULA. Orange King. 2¼-in., $2.00 per 100.
COLEUS. 2-in., $2.50 per 100.
DAISY, Boston Yellow. 2-in., 3c.; R.C., 2c.
HELIOTROPE. 2-in., $2.00 per 100.
CHRYSANTHEMUMS, Oconto, White Eaton, Cornoleta, Mistletoe, Money-Maker, Silver Wedding, Roman Gold, Chrysolora, Enguehard. 2¼-in., $3.00 per 100.
DRACÆNA Indivisa. Nice seedlings 85c. per 100.

Cash with order, please

Byer Brothers

Chambersburg - - Pa.

When ordering, please mention The Exchange

Dracaena Indivisa

2 Year Plants

3-in., pots, $5.00 per 100, 4-in., pots, at 25c.

V. A. VANICEK, NEWPORT R. I.

When ordering, please mention The Exchange

Otaheite Oranges

Out of 2¼-inch pots, $10.00 per 100

Chorizema Cordata

Out of 2-inch pots, $8.00 per 100
Both exceptionally fine stock

A. L. MILLER - Jamaica, N. Y.

When ordering, please mention The Exchange

Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¾-in pots, $8.00 per 100.

Ready July 15th. **FERNS** in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

Sweet Peas for Profit

$1.50

A. T. DE LA MARE CO., Inc.

438 to 448 West 37th Street, New York, N. Y

quently Beets are allowed to remain in the field too long, merely for the sake of size, so that fewer Beets will be required to make a bunch. These Beets are often tough and poor in quality and this is why consumers prefer the smaller Beets, 1½in. to 2in. If a Beet the same size is older and tougher because a longer time was required to grow it, due to poor soil or lack of moisture, it will usually be rougher at the top of the Beet near the base of the leaves; this is generally because some of the lower leaves drop off during the growth of the plant and these leaf scars make the Beet rough at the top. A Beet that has grown quickly will lose few of its leaves and will be smooth up to the leaves, unless some disease has roughened the surface.

Keeping the Land Busy

All good land that is capable of producing good yields should produce as much as possible this year. This means that the late crops should be planted just as soon as possible after the early crops are harvested. For example, late Tomatoes planted too late will be just in their prime with a heavy set of green Tomatoes when the first frost strikes them. Any grower who is not entirely sure about the time required to produce a crop should get in touch with the State college or university in his State, or answers to questions will be furnished through this column.

A great many growers are showing the true American spirit by operating as efficiently as possible the largest acreage they know they can handle with the labor available. They deserve a great deal of credit. If it becomes necessary, for any reason, to operate a smaller acreage, the land which is not used for a cash crop may be improved by planting on it a crop of Cow Peas, Clover, Canada field Peas, Vetch, etc., the choice depending upon the section of the country and time when the crop will be planted. After such a crop is planted the land will need no attention for some time but it will be improving while attention is being given to cultivated crops.

Southern States

Knoxville, Tenn.

The C. W. Crouch Co. has given up its Gay st. store and moved to 317 W. Clinch st., the store formerly occupied by Baum's "Home of Flowers".

R. E. Mapes the efficient bookkeeper of Baum's "Home of Flowers," has been called to the colors, and left for Camp Gordon June 25.

A. H. Dailey anticipates closing up his greenhouses during the extremely cold weather. He will bring on an early crop of Sweet Peas and bedding plants.

During June business was extremely dull, stock of all kinds being very scarce, prices ranging as follows: Roses from $1.50 to $3 per doz., Carnations $1.50 per doz., Sweet Peas $1.50 per 100, Snapdragons $1 to $2 per doz., Gladiolus $2 to $3 per doz., and Dahlias 75c to $1.50 per doz. M. U.

Houston, Texas

Trade is pretty good in Houston for the middle of the Summer. Blue Bells have been coming in well and have had a good demand,. Gladioli are still holding out, although they are nearing the end.

Kerr the Florist reports considerable funeral work, several prominent persons

VEGETABLE PLANTS

CABBAGE PLANTS

Danish Ball Head, Flat Dutch, All Season, Sure Head, Drum Head, Savoy and **Red.** $1.25 per 1000, 10,000 for $10.00.

CAULIFLOWER PLANTS

Early Snowball, Select and **Erfurt.** 50c. per 100; $3.50 per 1000.

CELERY PLANTS

White Plume, Golden Self-Blanching, Golden Heart, Giant Pascal and **Winter Queen.** $1.25 per 1000; 10,000 for $10.00.

TOMATO PLANTS

Earliana, Jewell, Stone and **Red Rock.** 35c. per 100; $2.00 per 1000.

PEPPERS and EGG PLANTS

Leading varieties. 50c. per 100; $3.00 per 1000.

LETTUCE and BEET PLANTS

Best varieties for summer plants. $1.00 per 100; 10,000 for $8.50.

All the above plants are strong plants, ready for field

J. C. SCHMIDT

BRISTOL, - - PA.

When ordering, please mention The Exchange

BEDDING AND FOLIAGE PLANTS

NEPHROLEPSIS Scottii and **Teddy, Jr.** 7-in. 75c.; 8-in. $1.00.
VINCA Variegata. 4-in. $12.00 and $15.00 per 100.
COLEUS. Golden Bedder and **Verschaffeltii.** 2½-in. $3.50 per 100.
HARDY IVIES. 5-in. $30.00 per 100.
GERANIUMS. Beauty, Poitevine and **A. Ricard.** 4-in. pots, $8.00 per 100.

Cash with order, please
All plants travel at purchaser's risk

ASCHMANN BROS.

Second and Bristol Streets **Philadelphia, Pa.**

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $5.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.

Second Hand 16x16 and 16x18 Double B. Glass, $3.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

The Field of Our Greatest Endeavors

If you asked us for a price on the printing of a huge poster—such as meets your eye on any railroad journey—we might give you a figure, if you insisted, but we could not do the job ourselves, it being out of our line. That kind of work calls for machinery other than we have.

Our printing plant has been assembled for the express purpose of doing work for the horticultural trade—catalogs and all other printed forms of that activity. Our entire staff has been more particularly trained to handle the printing of florists, nurserymen and seedsmen than the printing appertaining to other industries.

For that reason the placing of your printing order with us carries with it the thought that your aims to secure business through the printed word will be particularly understood by us—it augurs for intelligent and satisfying service from experts educated to your wants,

Put up to us those phases of your printing problems which bother you most.

A. T. DE LA MARE COMPANY, Inc.

438 to 448 West 37th Street, New York

Telephones: Greeley 80, 81, 82

GERANIUMS

ROOTED CUTTINGS

Summer prices, good until Oct. 1st.

	Per 1000	
	By Express	Parcel Post
S. A. Nutt	$10.00	$11.00
Ricard and **Poitevine**	12.50	13.50

	Per 100	
	By Express	Parcel Post
ASPARAGUS Plumosus Extra fine stock	$2.50	$3.00
SMILAX	2.00	2.50

Parcel Post deliveries have been very satisfactory. When they go beyond the third zone, add 50c. per 1000. Have sent 3500 **Plumosus,** Parcel Post, to one party and have as yet my first complaint to receive.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention **The Exchange**

GERANIUMS

ROOTED CUTTINGS

Strong, Healthy Stock
SUMMER PRICES

Ricard, Poitevine, Perkins, Castellane, Doyle, Viaud, $12.00 per 1000
S. A. Nutt and Buchner, $10.00 per 1000
If by Parcel Post, $1.00 per 1000 extra
Cash with order

FRED. W. RITCHY, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

Rooted Cuttings

C. QUADLAND'S SONS

NORTH ADAMS, MASS.

When ordering, please mention The Exchange

Exchange Ads. Pay Well

Geraniums ROOTED CUTTINGS

A fine lot ready for shipment

Ricard, Poitevine, Scarlet Bedder, $12.00 per 1000.

Buchner and Nutt, $10.00 per 1000.

Cash with order

PETER BROWN

LANCASTER, - - - - PA.

When ordering, please mention The Exchange

having died. A visitor was Chris. Pruener of Poehlmann Bros. Co., Chicago. Tom Wolfe, of Waco, called on his way to the Coast he traveling with his family in princely style, in a big motor truck, and will camp at Seabrook for a few weeks.

M. C. Walker of Kerr's has gone on his vacation.

C. L. Brock is receiving compliments on the result of his landscape work at the city green houses. The grounds are now bright with color, with blues and reds flanking the walks and beds, and particolored Cannas in the distance with a fine background of thick shrubbery.

Members of the Hort. Society are waiting to hear reports from Pres. S. J. Mitchell, who is expected to bring home some good ideas from New York. C. L. B.

Washington, D. C.

Conditions in the market are unusual for this time of year. Instead of large quantities of stock being thrown out as in previous years, wholesalers and growers are at their wits' ends to get enough good flowers to fill many of their orders, and retailers are having difficulty in handling large decorations. Summed up, stock is unusually scarce and all offers are picked up at sight. Gladioli are late and some of the growers who had large quantities to offer at this time last year have only just begun planting. This is due to the shortage of greenhouse labor. This flower is usually counted upon as a filler during the latter part of June, and in July for funeral work and decorations.

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

	☆	⅛	¼	1 Oz.
BELLIS (Daisies) Giant Monstrosa White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	.50	1.00	1.50	5.00
BELLIS (Daisies) Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CYCLAMEN, Giant English Strain. Very finest grown (ready July 15)	100	1000
Giant White	$1.25	$10.00
Giant Rose	1.25	10.00
Giant Crimson	1.25	10.00
Giant Red	1.25	10.00
Giant Pink with Dark Eye	1.25	10.00
Giant White with Dark Eye	1.25	10.00
Giant Cherry Ripe, most brilliant scarlet	1.50	12.00
Giant Salmon King, best salmon	1.50	12.00

CYCLAMEN SEED—Wansbek Strain—	100	1000
American Grown, in all colors	$1.25	$10.00
Glory of Wansbek, salmon	2.00	15.00

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00. **Giant Lord Beaconsfield, Giant White with Eye, Giant Yellow with Eye, New Giant Lavender.** Price same as above. **Greenhouse Forcing Giant Exhibition Mixture.** This strain took first prize in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

PRIMULA Chinensis Fimbriata Grandiflora. In separate cloors and all colors mixed. 1 pkt., 200 seeds, 75c.; 1 pkt., 500 seeds, $1.75; 1 pkt., 1000 seeds, $3.00. **Obconica Gigantea. Mixed,** Trade pkt., 500 seeds, 50c.

SNAPDRAGON. Greenhouse forcing varieties.

Tr. pkt.		Tr. pkt.	
Keystone	$1.00	**Phelp's White**	$0.50
Buxton, Silver Pink	1.00	**Garnet**	.50
Ramsburg's	1.00	**New Enchantress Pink**	.50
Nelrose Deep Pink	.50	**New Peachblow**	.50
Giant Yellow	.50	**New Bronze Beauty**	.50

STOCKS, Beauty of Nice. Best strain for cutting (pink, purple, white, selected strain, home-grown, 75% double flowers. Tr. pkt. $1.00; ¼ oz. $2.00; 1oz. $5.00.

Princess Alice. Cut and come again, white. Tr. pkt. 25c.; ¼ oz. 75c.; 1 oz. $2.50.

Queen Alexandria, Lilac, tr. pkt. 25c.; ¼ oz. 75c.; 1 oz. $2.50.

SWEET WILLIAM. Extra Dwarf Giant Flowering. Grown by specialist; best in N. Y. market; a brilliant mixture. Trade pkt., ☆ oz., 50c.; ⅛ oz., $1.00; ¼ oz., $1.50; $3.50 per oz.

SWEET PEAS **Zvolanek's** and **Irwin's Winter Orchid Flowering.** New seed, ready about August 1st. Refer to last week's issue, page 1262, for full list. I have his New York agency. Catalog on application.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

Freesias Purity

SELECTED STRAIN, Very Best Bulbs —Bulbs ready NOW—

⅝ to ¾-in., **$14.00** per 1000; ¾-in. and up, Mammoth size, **$19.00** per 1000
Prices on large quantities on application

Lilium Giganteum.

7-9	100 Bulbs in a Case	$9.00
7-9	300 Bulbs in a Case	21.00

Fresh Cold Storage Bulbs

8-10	100 Bulbs in a Case	$12.50
9-10	100 Bulbs in a Case	14.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100.

ALYSSUM, Fine Double. 2¼-in., $3.00 per 100, $25.00 per 1000.

ASPARAGUS PLUMOSUS SEEDLINGS, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in., $3.50 per 100; strong 3-in. $8.00 per 100; 4-in., $12.00 per 100.

SPRENGERI SEEDLINGS, $7.00 per 1000; 2¼-in., $3.50 per 100, $30.00 per 1000; 3-in., $6.00 per 100; 4-in., $10.00 per 100.

BEGONIAS	100	1000
Melior, 2¼-in., top cuttings	$15.00	
Mrs. J. A. Peterson, 2¼-in.	20.00	
Mrs. J. A. Peterson, top cuttings	15.00	
Cincinnati and **Lorraine,** 2¼-in., top cuttings	14.00	
Rex, 10 varieties, 2¼-in., 3-in	7.00	10.00

BOUVARDIAS. Single, White, Red, Pink. 2¼-in., $6.00 per 100.

CALCEOLARIA Hybrida. Extra fine, Mixed, 2¼-in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CHRYSANTHEMUMS. Rooted Cuttings, and 2¼-in., all varieties. Prices and list on application.

COLEUS. 2¼-in. **Golden Bedder, Verschaffeltii** and mixed, $3.50 per 100, $30.00 per 1000.

CYCLAMEN. 3-in., $12.00 per 100.

DAISIES. Boston Yellow, rooted cuttings, $5.00 per 100. 2¼-in., $7.00 per 100; fine 3-in., $10.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.00, 1000 $27.50.

DELPHINIUM, Belladonna. Strong, 2¼-in., $5.00 per 100, $45.00 per 1000.

DRACAENAS. Fine clean plants.	100	
2¼-in.	$3.50	
3-in.	7.50	
4-in.	14.00	

Strong Seedlings, $2.50 per 100; $20.00 per 1000.

EUPHORBIA Jacquiniflora. 2¼-in., $10.00 per 100.

FERNS

Table Fern Seedlings, Mixed	$2.35 per Flat
Table Fern Seedlings, in any variety	2.35 per Flat
Table Fern Seedlings, in any variety, 5 flats or more	2.25 per Flat
Birds' Nest Ferns Asplenium, 200 in flat	7.50 per Flat
Cybotium Scheidii. Ready, 200 in flat	10.00 per Flat

FERNS FOR FERN DISHES. Well established in all varieties. 2¼-in. $3.50 per 100. 100

Elegantissima Compacta, 2¼-in.	$8.00
Elegantissima Improved, 2¼-in.	8.00
Smithii, 2¼-in.	8.00
Fine 3½-in. of above	25.00

Fine 5-in. of above, 50c. each

Boston, 2¼-in., July 10	$5.00	$45.00
Roosevelt, 2¼-in., July 15	5.00	45.00
Teddy, Jr., 2¼-in., July 15	6.00	50.00
Verona, strong 2-in., ready now	6.00	50.00
Whitmani, 2¼-in., August 1	5.00	45.00

FEVERFEW GEM. 2-in., $3.00 per 100.

FORGET-ME-NOT. Selected Winter-blooming, ready July, now $5.00 per 100, $45.00 per 1000.

GERANIUMS. 2¼-in., $3.00 per 100, $27.50 per 1000.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. 2¼-in., $3.00 per 100; $27.50 per 1000.

LEMON VERBENAS. 2-in., $3.00 per 100; 3-in., $5.00 per 100.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. 2¼-in. See classified list.

POINSETTIAS. True Christmas Red. Ready July 15. 2¼-in., $7.00 per 100, $60.00 per 1000.

PRIMULA Obconica. 2¼-in., best Rousdorfer strain, **Rosea, Apple Blossom,** red and mixed, ready July 15th and later, $5.00 per 100, $45.00 per 1000. **Chinensis. Large Flo. Fringed.** 2¼-in., Finest strain, July 15th and later, $4.00 per 100, $35.00 per 1000. Primulas in all varieties on application.

ROSES. Fine 3- and 3½-in., own root. Price on application.

SMILAX. 2¼-in. $3.00 per 100.

SNAPDRAGON, Keystone, 2¼-in., $5.00 per 100, $45.00 per 1000. **Silver Pink, Nelrose, Giant Yellow** and **Phelp's White.** 2¼-in. $5.00 per 100, $40.00 per 1000.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000.

VINCA. Variegated, 2¼-in., $3.00 per 100; $25.00 per 1000; 3-in., $6.00 per 100. Strong, 3½-in., $8.00 per 100; 4-in., $12.00 per 100.

VIOLETS, Marie Louise, double, Strong clean plants from soil, ready July 15, $6.00 per 100, $50.00 per 1000.

"The Bugs Are Busy Now"

Express prepaid on all the following:

APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.

APHINE. 1 gal., $2.50.

NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK
Phones, 3738-2326 Farragut

A VALUABLE BOOK, CARRYING ALL THE INFORMATION AVAILABLE RIGHT WITHIN ITS TWO COVERS, ON THE SUBJECT OF

Commercial Plant Propagation

By PROF. ALFRED C. HOTTES

INCLUDES an intelligent survey of the various modes of propagating all the commercial indoor and outdoor plants, trees, shrubs and herbaceous perennials. Gives full description of sowing seeds, making soft and evergreen cuttings, methods of layering and grafting.

Serves the need of the Practical Florist, the Orchardist and Nurseryman; the Student and all men interested in propagating plants, either in the home garden or commercially.

Excellent illustrations accompany and explain the text, most of them having been specially drawn for this book.

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Hydrangea Otaksa for Growing On

Strong plants, from 2½-inch pots. $4.50 per 100, $40.00 per 1000.
Plenty of time yet to develop good plants for next Winter's use.

Jackson & Perkins Co. Newark, New York State

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LA FAYETTE, IND.

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Chrysanthemums

CYCLAMEN, FERNS, ETC.

In abundance. Correspondence solicited.

ALONZO J. BRYAN
Wholesale Florist ... Washington, New Jersey

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Violets - Violets

Marie Louise, clean and healthy, ready August 1st, 3-in., $5.00 per 100
Cash with order

W. J. CHINNICK
TRENTON NEW JERSEY

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SPLIT CARNATIONS
Easily mended. No tools required with
Pillsbury's Carnation Staple
The original patented article
"We like it very much. It's so easy to use."—Van Aken Bros.
"They are the best on the market."—John Schweichler.
1000 for 35c., 3000 for $1.00 postpaid
I. L. Pillsbury, GALESBURG, ILL.

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F. E. Ads Give Good Results

SOUTHERN STATES

Washington, D. C.—Continued

Roses are poor, except a few from the North. Carnations are in the same condition. Cornflowers are in fair demand for use in decorations and pieces carried out in the National Colors. Asters are not yet to be had; they would find ready sale if they were available.

The sale of the Washington Floral Co. to David G. Grillbortzer came as a surprise to the trade and shakes things up somewhat in the wholesale flower market, with corresponding effect on the retail trade. The sale included the store at Fourteenth st. and New York ave., as well as the greenhouses in Alexandria, Va. In Alexandria the properties are across the street from each other and the combination will give Mr. Grillbortzer nearly 250,000ft. of glass. J. Harper Hetherington, who previously managed the store will continue to do so, handling both the wholesale and retail business.

With The Colors

George Gouldman, formerly with the Louise Flower Shop, and Victor W. Fortwengler, formerly with the Washington Floral Co. have gone to Paris Island, S. C., for initial training in the Marine Corps. They will probably be at the training camp for about three months.

Francis J. Robbins, son of Jesse Robbins, florist of East Ridge st., Carlisle, Pa., and lately in the employ of Gude Bros. Co. is soon to report for duty with the Medical Corps at Camp Oglethorpe, Ga. He has left Washington for a brief stay at his home in Carlisle before reporting for duty at the training camp.

Charles Scarborough, for many years with Gude Bros. Co. has resigned and gone to his father's farm in Bucks County, Pa., near Trenton, N. J., pending a call to enter the service of the Government.

Walter Hawley, of the Gude Bros. sales force, is on a two week's vacation.

J. Harper Hetherington, manager of the Washington Floral Co., has heard that his three brothers, Horace D., Frank W., and William M. Hetherington, have arrived safely in France and are preparing to go into action with the United States Army. The four boys are the sons of Mr. Hetherington, who for many years, up to the time of his death, was in the employ of M. Rice & Company, of Philadelphia.

George C. Shaffer has been appointed by President Z. D. Blackistone, of the Florists' Club, to consider the advisability of holding an outing at Great Falls, or other suitable place, this year.

The United States Fuel Administration announces that an order is in preparation which is to take the place of the so-called "lightless night" order of last year.—E. A. D.

Visitors to The Exchange Office

Mrs. Myrtle Shepherd Francis, of Ventura, Cal., known as the successful hybridizer of the double Petunia, was in the city last week in attendance at the convention of the Woman's Land Army of America, the trip giving her opportunity to see the progress which is being made by the Army this side of the Rockies. Mrs. Francis having voluntarily and successfully undertaken to supply woman labor for the vineyards and seed farms of her native state.

Mrs. Francis reports a first class season in her seed specialties. In speaking of the possible importation of Chinese laborers, Mrs. Francis doubts whether the request of the seedsmen will receive much support for the reason that the Congress is on record against the admission of Chinamen, and because the labor unions of Northern California are dead set against the proposition.

Another visitor this week, S. J. Mitchell of Houston, Texas, mentioned the inefficiency of Mexican labor in that section of the country. Mr. Mitchell is president of the Houston Horticultural Society, and is optimistic concerning the present business situation, believing that all things are going to come out well and soon.

$40,000 State Greenhouses Bring $505 Under the Hammer

George A. Shreiner, superintendent of public grounds and buildings, has approved the sale of the big greenhouses in Capitol Park, Harrisburg, Pa., to Samuel A. Fishman for $505. It will cost three times this sum, it is figured for the wreckers to get out the glass, 12,000 feet of piping, frames and other materials for which the state has expended more than $40,000 in the 28 years the greenhouses have been in service. There was spirited bidding among the women for the plants in the greenhouses. Many of the great tropical ones were knocked down by the auctioneer, who did not exhibit them. Some women found their purchases were strange plants in great tubs that would take a half a dozen men to lift. As the average price paid was $1, most of the women quietly left the greenhouses without claiming their purchases. Nearly $700 was realized in the plant sale.

A Great Horticultural Farm

The George A. Howard Farming Co. Bono, Ohio, quite near Toledo, just added another farm, making the total area under cultivation 1660 acres. Roses grow and bloom remarkably well there, but they are sticking closely to the more essential crops. The farm, rich upland and muck, is entirely clear from stone and many acres are sown to Asparagus, Rhubarb, Witloof Chicory, Onions, Lettuce, Cauliflower, Potatoes, etc. Pigs and other stock are raised extensively.

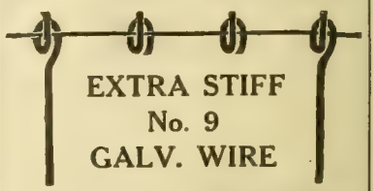
The plans for the farm were made years ago when the land was being redeemed. After careful study the irrigation system used in Holland and in the western States of American was adopted. The storage warehouses when completed will hold 75,000 bushel crates.

The farm is three miles long and 1¼ miles wide, and has a frontage on Lake Erie of more than a mile, affording good bathing and fishing for the families of the workers on the farm. Quite a little village has sprung up in connection with the farm it having 25 houses, two churches, school house, recreation park. It has not yet been named—the mail address being Bono, Ohio, which is just a few miles away.

After the present year, Mr. Frank Brunton, general manager, states they expect to grow hardy perennials and Roses for wholesale.

Rose Stakes

IN STOCK
SELF-TYING or STRAIGHT



EXTRA STIFF
No. 9
GALV. WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16.00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING
$22.00 per 1000 Plants
Three Rings to a Plant

The Carnation Support Co.
CONNERSVILLE, IND.

When ordering, please mention The Exchange

CHRYSANTHEMUMS

Chadwick Supreme.
2½-in. pots, $5.00 per 100.

Chieftain, Edwin Seidewitz, Elsie Papworth, Lynnwood Hall, Mary Jane, Nagoya, Oconto, Patty, Pink Gem, Roman Gold, Ramapo, The Harriott, Yellow Eaton.
2½-in. pots, $4.00 per 100, $35.00 per 1000.

A. J. Balfour, Autumn Glory, Chrysolora, Collingfordi, Early Snow, Golden Glow, Geo. Kalb, Harry May, Lillian Doty, Harvard, Maud Dean, Money Maker, Monrovia, Mrs. Jerome Jones, Miss Alice Byron, Mrs. Baer, Mrs. Robt. Halliday, Maj. Bonnaffon, Mad. Fred Bergman, Pacific Supreme, Polly Rose, Robt. Halliday, Smith's Advance, Timothy Eaton, Unaka, W. H. Lincoln, White Bonnaffon, W. H. Reiman.
2½-in. pots, $3.00 per 100, $30.00 per 1000.

Wood Brothers
Fishkill, N. Y.

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Write us for prices on

Carnation Cuttings

We have the best of the new and the standard varieties

We grow for quality

Baur & Steinkamp
Carnation Breeders
INDIANAPOLIS, INDIANA

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Chrysanthemums

Fine stock, 3-inch pots.

Pink and White Ivory, Jerome Jones, Advance, Bonnaffon, October Sunshine, Unaka, Charles Razer, Seidewitz, Smith's Ideal, also some Pompons and other varieties.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

Chrysanthemum Stock Plants

GOLDEN GLOW and EARLY FROST
Very good strain

Prices: $3.50 per 100, $30.00 per 1000

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Send for a copy of

Greenhouse Heating

A booklet of 52 pages, containing a reprint of four prize essays on the subject, which passed through the columns of THE FLORISTS' EXCHANGE several years ago, with comments by John McArthur, heating engineer for Hitchings & Co. There is also included a collection of answers to pertinent questions on greenhouse heating.

The problem of greenhouse heating is a vital one in the face of the 50% fuel restriction order, and all growers desiring information upon the choice of a boiler, the installing of a proper amount of piping, both as to the quantity and the proper placing of it, the stoking or feeding of the furnace and the general management of the heating apparatus should be in possession of a copy of this valuable little pamphlet.

Price 25c., postpaid

A. T. DE LA MARE CO. Inc.
438 to 448 West 37th St., NEW YORK

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $3.50 per 100, $30.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST
When ordering, please mention The Exchange

FERNS

Assorted varieties, for dishes. Strong, healthy, from 2¼-in. pots, $3.50 per 100, $30.00 per 1000; 3-in., $8.00 per 100.

Boston and **Harrisii.** 6-in., $7.20 per doz.; 4-in., $25.00 per 100.

Nephrolepis Whitmani. 6-in., $7.20 per doz.

KENTIA Belmoreana. 2¼-in., $10.00 per 100; 4-in. 35c. each.

COCOS Weddelliana. 2¼-in. $12.00 per 100.

VINCA Variegata. 3½-in., $6.00 per 100: 3-in. $5.00 per 100.

Frank N. Eskesen
MADISON NEW JERSEY
When ordering, please mention The Exchange

Decorative Plants
Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

DAHLIAS
Best new and standard varieties. Write for prices before ordering elsewhere
PEACOCK DAHLIA FARMS
BERLIN, N. J.

Middle Atlantic States

Lancaster, Pa.

In the retail trade there is practically nothing to report excepting that when there is a call for special flowers they are often not to be had on account of the peculiar season we have had.

Although a few growers are cutting good Carnations, they are on the whole scarce.

H. A. Schroyer's eye troubles are improving and he is able to be at the store during business hours.

A meeting of the picnic committee of the club was held on June 26 and some changes are made. Among other things lunch will be eaten at tables and plenty of sports have been arranged for the children. The Ladies Auxiliary has helped out the committee with many suggestions and is practically taking charge of the affairs.

The wholesale business is on the jump along certain lines, but A. plumosus and Smilax seem to be a rather doubtful proposition. This I suppose is because of the fear of their being lost in transit. However, they can be sent by post with better success than many other items in our business. It seems to me that as long as present conditions last growers of pot plants should make parcel post shipments a study and keep up this end of the business. It is obvious that without stock the retailer cannot do business and if the customer cannot obtain his accustomed supply of plants it will be hard to get him back as a buyer when conditions change. These facts are not brought before our florists strongly enough, nor often enough. I could write pages on things that we ought to do from our point of view of good business, but the constant reminder is better than the lengthy dissertation—which is generally laid aside and forgotten—for stimulating both growers and retailers to get busy and make the most of present conditions.

ALBERT M. HERR.

Pittsburgh, Pa.

Brisker Business

The scarcity of stock put more life in business last week. Indoor stock is about done for and very little outdoor stock is to be had except Delphiniums, Phlox, Gaillardia and some few Gladioli. There are still good Roses offered especially Ophelia and perhaps they will continue coming during July. Carnations are small but had a good demand on account of the scarcity of all other kinds of stock.

Prices have been somewhat better than for several weeks. Lilies are arriving in large quantities and command good prices. Gladioli are only seen in limited quantities and sell at $10 and $12 per 100. Valley sold much better than at any time during June. There are some Asters on the market but they are small. They also sell well.

Jottings

M. R. Morgan, a prominent grower in this section has accepted a position with H. Weber & Son Co., Oakland, Md.

Louis Green, representing the Garland Co., of Cleveland, O. called on the local florists.

Earl Tipton for some years with the A. W. Smith Co. but of late with Penn the florist of Boston has accepted a position with the McCallum Co.

Dave Hill had a letter from his brother stating he has arrived safely in France.

N. McC.

Albany, N. Y.

The next meeting of the Albany Florists' Club will be held at Frederick Goldring's at Font Grove. Once each year the club meets with Mr. Goldring, who is a former president. It is expected that the meeting will be a sort of an outing, but important business will also be taken up. The trip will be made in automobiles. The club will hold regular monthly meetings all Summer.

Charles Ford of Philadelphia, who has a large flower trade in this section of the State, was recently elected a member of the club.

William C. Gloeckner, of State st. worked hard to help make the war chest fund a success. He has also been active in the Thrift Stamp campaign.

Albany florists report that business for this season of the year is better than it was at this time last year. All are helping to make the Thrift Stamp drive a success.

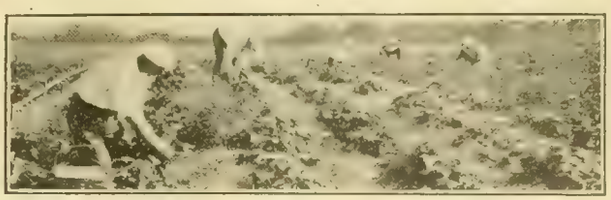
Mrs. Hazeltine has moved into her new place on Central ave. and has been carrying on an advertising campaign in the Albany papers.

Byron Holmes, of the firm of Holmes Bros. will go on a two week's vacation to Lake Champlain, making the trip by motor. Mrs. Holmes and their daughter will accompany him.—RAY I. BOKER.

"Fine fruit is the most perfect union of the useful and the beautiful that the earth knows. Trees full of soft foliage; blossoms fresh with spring beauty; and, finally—fruit, rich, bloom-dusted, melting and luscious—such are the treasures of the orchard and the garden, temptingly offered to every landholder in this bright and sunny, though temperate climate."—DOWNING, Fruits and Fruit Trees of America.

The Home Fruit Grower

By PROF. M.G. KAINS



A CLEAR, simple, practical and comprehensive volume for the amateur who seeks to grow high quality fruits for home needs, whether to eat out of hand as dessert, or to put up in some culinary way.

The author was particularly well fitted to write this book, having been reared in just such a fruit plantation, and in a village where for more than half a century the leading hobby has been high quality fruit growing for family use. With this standard of excellence he has united the best modern methods of securing choice specimens—methods little practised, or even unknown, in his boyhood days—tillage, spraying, thinning, fertilizing, cover cropping, preventing frost injuries, low heading, rational pruning—each simple in itself and each conducive to the production of an abundance of the best fruit.

Among the general topics discussed are:

Choosing Varieties	**Cover Cropping**
Buying Nursery Stock	**Pruning**
Season to Plant	**Thinning**
Preparation, Fertilization and Management of the Soil.	**Spraying**
	Harvesting
	Storing

Besides these general topics each fruit suitable to the home garden is discussed, in many cases with descriptions of a dozen, a score or even more varieties of conspicuous merit from the home plantation standpoint:

Apple	**Plum**	**Dewberry**	**Juneberry**
Pear	**Cherry**	**Blackberry**	**Pawpaw**
Quince	**Apricot**	**Grape**	**Persimmon**
Peach	**Strawberry**	**Loquat**	**Kaki**
Nectarine	**Raspberry**	**Fig**	**Wineberry**
		Pomegranate	

There is also a chapter on dwarf fruit trees, cordon and espalier training, and a special chapter on the influence of home fruit growing in the education of public taste, the author herein showing that the amateur fruit plantation really deserves the credit for raising and maintaining national standards of excellence. This chapter should prove an inspiration to all who enjoy fruit and is alone worth the price of the book.

Heavily illustrated with teaching pictures. Paper, $1.00. Cloth, superior paper, $1.50. By mail, postpaid.

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New England States

Providence, R. I.

All in all business during the month of July was very satisfactory and compared favorably with last year's figures; if the coming Summer months make as good a showing there will be no reason for complaint, either by the retailers or the wholesale growers.

Instead of an oversupply the market was on the short side the greater part of the month. On account of the abnormally cold weather lasting the greater part of June, Carnations are unusually good for this season. The same can be said of the young stock in the fields. Some growers are cutting better Sweet Peas from the houses now than was possible during the warm weather of last May.

Damage by Frost.

After a careful survey of the effects of the killing frost of June 20, I regret to say that the damage is much heavier than was first estimated.

John G. Jensen finds his early crop of Tomatoes an excellent investment; he is now picking about 200 lbs. daily. The wholesale prices last week was from 18c. to 25c. per lb.—J. C. L.

Bridgeport, Conn.

Most of the local florists have their 50 per cent allowance of coal and in most instances it is found that the quality is much higher than it was last year.

A number of the large firms have lost some of their valued employees either through the draft or because they have gone to work in the munition factories.

Weather conditions have not been favorable for the great number of war gardens; although the days have been warm the temperature at night has come pretty close to the frost mark.

The past week was a busy one for all with numerous bouquets for commencements.

John Reck, who was stationed at Camp Upton, has been transferred to Camp Johnson, Florida.

John Reck & Son of Main st. have planted one more house of Chrysanthemums than usual. The firm expects to move into temporary quarters, as the old building where the store is located will be torn down on account of the widening of John st. Plans, however, are already drawn for a fine new building on the old site; it will be ready for occupancy by Winter.

James Horan expects to occupy his new store on the corner of Bank and Main st. by Sept. 1. F. E. B.

Massachusetts Agricultural College

We now have eight members enlisted and under orders. Prof. F. A. Waugh, head of the division, is a captain in the Sanitary Corps, Division of Physical Reconstruction; Prof. F. A. C. Smith of the department of landscape gardening is a lieutenant in the Division of Personnel stationed in Florida; Prof. A. G. Hecht, head of the department of floriculture is in an officers' training camp at Camp Sherman, O.; C. E. Wildon, assistant in floriculture, is in a training camp in Virginia; R. A. Van Meter of the pomology department is at Camp Devens, Mass.; E. G. Wood of the pomology department enlisted early and is in France; W. C. Pauley of the landscape gardening department is in an officers' training camp in Ohio; Gilbert Watts, foreman in market gardening has enlisted in the Navy and expects to be called to the colors this month. Besides these Prof. W. D. Clark, head of the department of forestry, has been for several months in Boston employed with the State Fuel Administration, and Prof. A. O. Kilham has also been in Boston with the Food Administration. Other members of the staff, though not detached, are occupied constantly in war service, especially in food production and conservation. Prof. W. W. Chenoweth, of the department of horicultural manufactures, in particular is carrying on an important work throughout the State in the canning and drying of fruits and vegetables.

Potash vs. Phosphorus

About the greatest fertilizer experiment ever known since the world began is to be found in the plant food duel between England and Germany. We hear most about the fearful and bloody struggle in France, but on the farms at home a mighty contest, silent though it may be, is being fought out. Both England and Germany are fairly well supplied with nitrogen. Perhaps England has a little the advantage in her climate and in thousands of acres of unused rich sod. Germany will perhaps offset this in the thorough organization of her agricultural methods. England is short of potash, but can obtain needed supplies of phosphorus. Germany has more than she needs of potash, but is limited to small quantities of phosphorus. Thus the contest comes down to England with phosphorus against Germany with potash, and the war may be decided by the outcome of this duel rather than by the nitrogen used in explosives. Which element is the more necessary in the production of food—the life-giving phosphorus or the life-developing potash? Personally we would back phosphorus as the mightier and more necessary element of plant food!——*Rural New Yorker.*

:: SNIPPETS ::

It is announced in recent Commerce Reports that the Board of Agriculture for Scotland has decided to establish a station for the testing and registration of agricultural plants. It is proposed to lease for this purpose a suitable farm of 200 to 250 acres within easy reach of Edinburgh.

As many weeds are propagated only by seed, the Dept. of Agri. suggests that an enormous amount of labor, trouble and loss may be avoided by destroying weeds before the seed has developed sufficiently to germinate.

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For 1918

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Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

John Reck, Bridgeport, Conn., who was stationed at Camp Upton, has been transferred to Camp Johnson, Florida.

R. E. Mapes of Knoxville, Tenn., the efficient bookkeeper of Baum's "Home of Flowers," has been called to the Colors, and left for Camp Gordon June 25.

M. W. Wilson of Lakewood, O., has enlisted in the heavy artillery of the U. S. Army and left for camp on June 26.

Schuyler Arnold, son of Geo. Arnold, the latter manager of the Glenwood Beach Gardens, Ensenore, N. Y., writes from France that he is a gardening for the railway engineers, of which he is a member. Private Schuyler is a member of the Rochester, N. Y. Florists' Ass'n.

Lieut. Chapin Legal of Canton, N. Y., has been in France for some time.

Fred B. McClunie, Hartford, Conn., has gone to Camp Meade.

Jos. Grimme, the popular buyer for R. D. Ruttle, Cincinnati, O., left June 27 for an army training camp.

Harry Gray, Cincinnati, O., who has been "over there" for some time is now a sergeant in the Forestry Division of the Engineer's Corps.

Andrew Shoemaker, of the J. Chas. McCullough Sons Co., Cincinnati, O., and Chas. H. Hoffmeister have enrolled in the military training course at the University of Cincinnati.

W. H. Huffman, of Vaughan's Seed Store, Chicago, has joined the colors and expects to leave this week for the training camp.

Fritz Bahr Jr., son of Fritz Bahr the latter on THE EXCHANGE staff, is home on a furlough from a camp in California, where he has been stationed.

Francis J. Robbins, lately with Gude Bros. Co., of Washington, D. C., is soon to report for duty with the Medical Corps at Camp Oglethorpe, Ga.

George Gouldman, formerly with the Louise Flower Shop, and Victor M. Fortwengler, formerly with the Washington Floral Co., Washington, D. C., have gone to Paris Island, S. C., for initial training in the Marine Corps.

The three brothers of J. Harper Hetherington, manager of the Washington Floral Co., Washington, D. C., have arrived in France and are preparing to go into action with the U. S. Army.

Corporal Frank E. Hurley, a former employee of R. & J. Farquhar & Co., Boston, Mass., who was decorated with the French Croix de Guerre last March, has been cited to receive the American War Cross.

J. E. Blocksidge, Arthur W. Birkaier and Paul A. Eisenhardt are recent members of the Gardeners and Florists' Club of Boston, Mass., to join the Colors.

William H. Elliott's service flag has 11 stars for employees who went from his Brighton and Madbury (Mass.) establishments. Two of these have been killed in action.

Wm. Gray, secretary American Sweet Pea Society, in his report mentions that the following members are now in the service of the country: Dr. J. H. Franklin, Henry Gaut, Joseph J. Lane.

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Bryan L. Kennelly, Inc., will sell at auction,
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Wounded in action

Joseph A. Manda of West Orange, N. J. has been notified that his son William J., who enlisted in the Marine Corps two years ago, has been wounded in action.

A Floral Message from a Florist Soldier

Nelson Coon, son of Elmer Coon, florist, Rhinebeck, N. Y., who is with the 417th Aero Squadron abroad and whose letter was recently published in THE EXCHANGE describing English rural scenes sends another message reading: "English floral life is wonderful. Kew Gardens are past description. I hope that many of our florist soldiers have the chance to see these things."

British Horticulturists Will Welcome Our Soldiers

A very large number of American horticulturists are now with the colours in England or France. The *Horticultural Trade Journal* and its readers will be pleased to get in touch with them as opportunities occur. Among the latest to sail with their companies are Sergeant John Earl and Corporal Douglas Earl, sons of Howard M. Earl, of W. Atlee Burpee & Co., Philadelphia. Howard M. Earl frequently visited Europe in pre-war days, and from his many friends in England and France, his sons may be sure of a hearty welcome. [The foregoing invitation is extended by the publishers of the *Horticultural Trade Journal*, the Hortus Printing Works, Burnley, Lancashire, England.—Ed.]

Handy Pamphlet on Garden Pests

Bulletin of the Pennsylvania Dept. of Agri., Harrisburg, Pa., Vol. 1, No. 3, May, 1918, entitled "A Handbook of Common Garden Pests" is a useful pamphlet, intended for the amateur. It is convenient in size and the language is concise and clear. Descriptions are given, with illustrations, and methods of control of the principal insect pests and plant diseases that attack vegetables.

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Foreign Trade Opportunities

The Dept. of Commerce, Bureau of Foreign and Domestic Commerce, reports as follows:

27130—A man in France desires to purchase horticultural machines for transplanting slips and all kinds of labor-saving machines and tools for horticulture for the use of a horticultural school for mutilated soldiers. Correspondence should be in French.

Coming Meetings and Exhibitions

Buffalo, N. Y.—American Gladiolus Society; annual show and convention, probably Aug. 14 to 17. Madison Cooper, Calcium, N. Y., Sec'y.

Columbus, O.—Ohio State Fair, Aug. 26 to 30.

Denison, Texas.—Southwestern Nurserymen's Ass'n meeting, Sept. 17. H. C. Tackett, Fort Worth, Texas, Sec'y.

Hartford, Conn.—American Ass'n of Park Supts., annual convention, Sept., 1918. Roland Cotterill, Park Dept., Seattle, Wash., Sec'y.

New York City.—American Institute and Amer. Dahlia Soc., exhibition of Dahlias, Sept. 24 to 26; Amer. Inst. and Amer. Chrysanthemum Soc., 'Mums, Nov. 6 to 8. W. A. Eagleson, Sec'y, 324 W. 23d st.

St. Louis, Mo.—S. A. F. and O. H. Convention, Aug. 20, 21 and 22. John Young, 1170 Broadway, N. Y. City, Sec'y.

St. Louis, Mo.—Florists' Hail Ass'n of America, annual meeting, Aug. 21. J. G. Esler, Saddle River, N. J., Sec'y.

Syracuse, N. Y.—New York Federation of Hort. Societies and Floral Club, annual meeting, Sept. 11. Sec'y Prof. E. A. White, Cornell University, Ithaca, N. Y.

NASHUA, N. H.—We regret to learn of the recent death of George M. Coburn, grower of Nashua. Mr. Coburn was well known in the trade for many years, but retired from active business several years ago.

56 Pages of Suggestions

"The Year's Work in Commercial Greenhouses"—giving many profitable hints week by week throughout the year.

"Reminders for the Flower Garden in the Middle Atlantic States"—will greatly assist those doing private estate work.

"The Fruit and Vegetable Garden"—the work to be done from January to December. Particularly valuable at this "War-Garden" time.

"Reminders for the South on General Greenhouse Stock and the Vegetable and Fruit Garden"; also "Flower, Vegetable and Fruit Gardening in California." These articles make a special appeal to all in those sections of the country.

"The Nurseryman's Year," by the veteran, Joseph Meehan, concludes the Calendarial Section in the GARDENERS AND FLORISTS' ANNUAL for 1918. To EXCHANGE subscribers, 35c.

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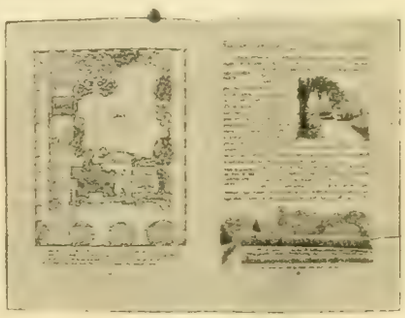

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NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

The Choice of a Hedge Plant

This is a question as important to the home grounds as the selection of the right tree for the lawn or the correct paper for the wall of the house.

Now that the Winter of 1918 is over, we can look around and see the extent of the damage, and we find the much used and abused hedge plant "California Privet" has again been smitten in a less or more degree, varying according to the situation as much perhaps as to latitude.

In points adjacent to Philadelphia some hedges have been so badly injured on the north side as to make them quite unsightly for some months to come. In such cases the best treatment was to cut them down to a point near the ground to insure having a good firm base again. In more northern sections of Pennsylvania, hedges of this plant have been killed to the ground line. At Huntingdon, Pa., a few weeks of Winter had completely annulled the work of years.

So we see how important it is to choose aright, and for the nurserymen and florists to advise aright, when such questions of permanency arise.

Our observation of hedge plants for cold latitudes leads us to invariably advise the use of the Japanese Barberry (Berberis Thunbergii) which has up to date held its own in the most severe Winter. This in itself should be the deciding factor, but there are other points in its favor which will surely appeal to the reasoning mind, namely, reduction of labor in the upkeep and a higher decorative value.

As to the first point, we all know that a Privet hedge should be clipped thrice a season at least to have it possess that degree of trimness much desired, and where one has several hundred feet of hedge this means labor and expense in compound measure.

The Barberry, on the other hand, need little or no trimming for the first two years, even where it may be necessary to maintain a low hedge and, where a good defensive hedge is desired, no pruning will be necessary except to maintain a uniform height; thus it is seen that the difference in the initial cost of the plants is more than equalized the first year in the cutting down of the labor expense, which, in these days, is an item which cannot be easily ignored.

Probably it is a question of individual taste when it comes to a comparison of decorative value. Some folks we meet would prefer the trim green wall of the Privet, while others favor more the flowing graceful habit of the Barberry which, in addition to the neatness of its foliage, produce a Winter decoration of coral red berry, not surpassed by any other of the innumerable deciduous shrubs.

Happily there is wide enough scope in this country of ours to admit of all kind of hedges. We may go westward to Oregon and see hedges of glossy evergreen Holly. We may go southward to Florida and see hedges of Hibiscus, of Biota, or of the "Mock Orange of the South," Prunus caroliniana and other broad-leaved evergreen shrubs of a semi-tropical nature.

If we travel northward and eastward from these two points, we shall find hedges of Box, evergreen Euonymus, Amoor Privet, Arbovitæ, Hemlock and many other deciduous and evergreen plants in quantity, quality and hardiness to satisfy the most fastidious.

It is all summed up, after all, in selecting wisely that which is known from experience to be best fitted to the climatic conditions wherein the plant is wanted as a permanent feature. EDWIN MATTHEWS.

Retrospective View of the Chestnut Tree Blight

It has been well said that out of all great troubles, catastrophes and tribulations has come some lasting good. Whether this be applicable in any great degree to the ravages of that dread disease among our native Chestnut trees which resulted in the death of tens of thousands of them throughout the country is an open question. During the period when the epidemic was at its height and when each year added to the number of noble trees slain we were all agreed that it was a national calamity.

Taking a retrospective look of it at the present time, we cannot help but see some compensation, at least it has to our way of thinking an expiatory viewpoint. This was brought forcibly home to us during the Winter just passed, which, on account of its severity and the shortage of coal in many greatly congested centers, caused much suffering among the populace. Wood for fuel was resorted to in a large measure. Hardwood of any variety or description was in demand at unheard of prices but the bulk of the wood supplied was that of our native Chestnut, Castanea americana, procured principally by nurserymen and foresters from woodlands which had been ravaged in a more or less degree by the Chestnut blight of a few years previous. While we all appreciate the fact that wood is not a satisfactory substitute for coal to the florist and householder, it undoubtedly relieved what was at least an embarrassing situation and greatly helped matters for all concerned.

This coming Winter we shall have to face conditions which may baffle the most resourceful but the fact that we know something of what is before us and are preparing for it in various ways will help us to meet and overcome the difficulties.

One important step which we think should be taken this Summer is the clearing of woodlands of all dead and dying trees. As one travels through the wooded areas at this season of the year it is too common a sight to see beautiful woodlands marred by the presence of numerous dead trees. These, standing out gaunt and leafless among the wealth of foliage displayed by their fellows, are a most depressing sight and it should be the duty of every owner of a woodland to have them taken down and the wood sold or held for a good purpose. The next step should be the cleaning out of all dead and congested wood, and so ensure the continued life and health of the living trees.

Another most important duty is the planting of sufficient young trees in all cleared areas to replace those removed and so preserve the balance of the trees in the land. Let us be as wise as our enemies in this respect—"For every tree felled, plant two in its place."

The wealth of a country lies no less in the living products of the earth's surface than in the minerals which come from its depth. As a matter of fact, the former must take precedence when it is remembered that all life sustaining food products on which the human race is dependent comes directly or indirectly from the soil. Even the very coal which forms one of the chief industries of the world today, and which is causing us serious thought for our Winter work, is but a mineralized form of a vegetation that once beautified the earth's surface.

This in itself is surely a most complete answer to those folks who would have us believe with them that the planting of trees, shrubs and flowers is a non-essential. In contradiction of this false impression, we should rather copy Divine forethought and see to it that all denuded areas which are not wanted for other essentials are well planted with trees that, while maturing, serve a good purpose, and which eventually realize high values among economics.

We all must deplore the ofttimes senseless devastation of trees and plants by real estate operators in their preparation of home sites, and can only wish that more thought were given to the preservation of the trees which for many years had been a blessing to the surroundings.

Happily, the planting of trees and other plants is now a recognized part of home building with all up-to-date promoters of real estate, so that in a few years the first loss is practically replaced with flourishing young trees on lawn and street. These not only add to the intrinsic value of the property but afford health to the community.

EDWIN MATTHEWS.

Hedge of Berberis Thunbergii

The Hop Hornbeam

The Ironwood or Hop Hornbeam, as Ostrya virginica is commonly called, is not generally regarded as an ornamental tree, yet to see a specimen well laden in June with pendulous "Hops," about 2in. long, is to admire it. One might be excused for mistaking these Hops for flowers at a distance, for the effect is not unlike that of the drooping racemes of a small European Bird Cherry. In habit of growth the Ostrya resembles the Hornbeams (Carpinus) and in foliage, too, for that matter; particularly the European species, C. betulus. The leaf also suggests the Sweet Birch (Betula lenta); a "family resemblance" it might well be termed for these three—Ostrya, Carpinus and Betula—with Alnus (Alder) constitute the Birch family.

As a cover plant for forest planting Ostrya is well suited and especially so for a woodland screen where all too frequently large growing trees are used exclusively, with the result that after a few years they lose their lower branches. Thus they remain a "screen" only as to their tops, emphasizing the need of bushy, low growing trees to attain the desired result. Another use which suggests itself is in connection with the home grounds situated in the mountains or near wooded areas where native plants are appropriate and in harmony with the surroundings. Seed germinates the year following the sowing. SAMUEL NEWMAN BAXTER.

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FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Over and above all the first duty of the florist is to obtain physical possession without delay of his full allowance of coal

The Forty Ton Coal Proposition

Wm. F. Gude, Washington representative of the S. A. F. and O. H., reports that the proposition to allow the florist who does not use over 40 tons of coal to obtain his full 100 per cent. quota, has passed the Fuel Administration, and is now in the Legal Department, and until this latter acts the order cannot go out. It is expected to be issued any day.

It would be well, therefore, for florists coming under the 40-ton proposition to make plans for their allotment of coal on a basis of 100 per cent. supply, so that just as quickly as the ruling is officially passed their allotment of coal will be ready for delivery, meantime housing the 50 per cent. allowance.

Steam Power Plants to be Investigated

As recently reported in these columns, the Fuel Administration has appointed engineers to make a survey of the situation with a view of inspecting every power plant in the country, and classifying and rating each plant based upon the thoroughness with which the owners conform to Government recommendations. It is hoped by this new line of endeavor to save 20,000,000 tons of coal through the correct operation of steam power plants without any radical change in equipment. This investigation we understand will include plants of florists using steam.

Ways and Means Co-operation Sought

If florist-growers, especially those possessing medium sized and small establishments, would write us for publication their plans to carry on this Fall and Winter, we believe this general discussion of ways and means—coming as it should from all parts of the United States—would help many to solve the problems now confronting them as to what to grow, how much glass to shut off to conserve coal, how to overcome the loss of men and the hundred and one other questions daily confronting the trade. The use of labor saving devices under labor shortage conditions will, no doubt, assume greater importance than ever,and a description of all such as are found of value would confer much benefit on the trade by telling them how to accomplish by mechanical methods many things heretofore done by hand.

Particularly interesting and valuable would be the story of the measures taken to make the allowance of fuel yield the utmost of returns; discoveries regarding savings in coal through improved mechanical appliances, also through raising stock under lower temperatures.

It will make interesting reading to learn the prevailing price of coal in different sections of the country; also of labor as, for instance, a letter from Portland, Ore., tells us that in that city unskilled labor is costing $4 a day.

It looks now as though the local grower who retails his own stock will be able to sell all he can raise. When it comes to determining just what to handle, the grower will have to look into the wants of his particular class of trade and adapt himself as far as possible to meet the expected requirements of that trade, so that in planning to shut off a part of his glass he will be able to bring this about with best advantage to himself.

Patriotism makes varied calls on all of us today. We do not believe it would be far out of line to class the co-operation we are calling for as the patriotic duty of all in the trade in a position to help a brother to overcome conditions brought about through restrictions imposed due to the war.

Importation of Asiatic Labor

At the recent Chicago convention of the American Seed Trade Association, a strong plea for Asiatic laborers was made to the Secretary of Agriculture and the Food Administration of the United States, pointing out that France and England had borrowed laborers for the period of the war from our Allies in Asia, and that same could be done in this country without injury to any American and with benefit to all. To the seedsmen it appears to be not a question now of producing cheap or dearly, but the question of producing or not producing the seeds which the world demands.

At this juncture we are not prepared to take sides for or against the importation of Asiatics, presumably Chinese. The actual necessity for this labor should first be proved by a thorough investigation made through federal sources. If it is found to be the case that we need labor in quantity, there need be no alarm felt at aliens entering the country, provided necessary steps are taken in advance to return them when their services are no longer of requirement.

American commissioners at Chinese ports could readily handle the details on that side, and in this country special organizations (bonding companies) approved by the government could act for the planters. Labor could be secured for a term not to exceed six months after peace is declared. The bonding companies would act as intermediaries between the government and the planters; would pay passage both ways; would remit to laborer's family in China so much a month; would agree to return laborer's body should he die in this country before his term had expired; would pay laborer so much per month; would guarantee medical attention, proper housing, food and treatment and, finally, would be bound, under heavy penalties, to return laborer to China when his term was up. We suggest handling this labor through bonding companies as it would be simpler for the government to deal with them than with the individual planter.

Great Britain has had for decades a system of supplying coolies from India to planters in Ceylon, Mauritius and other points, which works out somewhat on the lines indicated, and satisfactorily. In this instance, the Indian government deals directly with the planters to whom the men are sent.

People who are acquainted with the relative value of the Chinaman as against the Mexican will undoubtedly prefer the former. One of our metropolitan dailies speaking of this recently said "the Mexican is quite as much of an 'extraneous' person, as foreign in character to ourselves, as the Chinaman, and certainly far less efficient as a worker. And once here it will be impossible to get rid of him. If we must bring in alien help, why not get the best?"

Conventions that Produced Business Betterment

Two conventions, one immediately following the other, and both held in Chicago, have recently adjourned. The first, that of the National Seedsmen, the second that of the National Nurserymen. The lengthy accounts we have given indicate their importance. The next national convention is to be that of the Society of American Florists and Ornamental Horticulturists, at St. Louis, opening the third Tuesday in August. It is to be hoped that a program will be offered dealing with present day conditions, which will prove equally effective to the men in that profession, and that representatives from every state will feel it their bounden duty to be present.

The seedsmen have clarified their situation greatly but as much of their proceedings are still held in camera, the complete story cannot be told.

Our columns this week give in concise form much of the work of the National Nurserymen. This association, taking its cue from the S A. F. and O. H., is now working on a plan of national advertising; it is printing books for distribution to its members in the endeavor to promote their advertising; it is publishing a real trade directory; it is enlarging its official code of standardized plant names, has set its foot down on senseless competition and, in many other ways, is showing an alertness and business acumen that recommends itself highly to contemporary organizations.

If the war has brought us temporary trouble, the handwriting is already on the wall pointing the way to an unexampled prosperity in the near future for, paradoxical as it may sound to some in deep waters at the present moment, this future is rosy with promise.

Indications, too, are multiplying thus early in the day that the semi-panic which struck the florists and their allied industries but a few weeks ago will shortly be a thing of the past This branch of horticulture is beginning to realize that its case is not half so bad as it might be and that many of the evils it had feared are just going to turn out blessings in disguise.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary 1170 Broadway, New York

The St. Louis Convention

Judging from the reports received from many parts of the country, a more than ordinary interest attaches to the preparations now in progress for the 34th annual convention of the society, which is to be held in St. Louis, Aug. 20, 21 and 22. A number have already reserved space in the trade exhibition and it is fully expected that this feature of the convention will be as complete as ever. The geographical position of St. Louis makes the city an ideal choice for convention purposes, in fact, it is the hub of a very extended circle of trade area. Moolah Temple, where the convention is to be held, is a most desirable building for the great service expected of it by the society. The facilities for a handsome staging of the trade exhibition are all that could be wished for, and, as the official plan shows, there will be no necessity for crowding, there being ample aisle room.

Vice-president Bourdet and the secretary are now working on the official program, which will go out to members about 30 days prior to the convention. The subject matter of this schedule of events will this year be most important. Considerable time will be set apart for discussion of the reports of the publicity committee and the finance publicity committee; indeed the whole question of publicity for flowers will be gone into at length, and one or two notable publicity experts will, it is expected, present their views and comments upon the work of the society so far accomplished. The coal situation, too, will be discussed from all standpoints and much information will be evolved from a full and complete presentation of conditions as they are affecting our members in different sections. It is expected that a gentleman competent to speak with authority on fuel matters will be present, and that much enlightenment will result, upon details which at present are vexing, to say the least.

The secretary reports a large influx of members from various sections; in fact, never before have new members flocked in such numbers to the standard of the society. The good work which the organization has successfully carried out, and the secretary's personal efforts, are, of course, responsible in great measure for this.

National Publicity Campaign

In response to the wishes of Chairman Henry Penn of the publicity committee, and Chairman George Asmus of the publicity finance committee, President C. H. Totty called a meeting for a conference of these officials with the secretary and president to take place at the Iroquois Hotel, Buffalo, on Saturday, June 22. It was considered inadvisable to summon the whole committee membership at this time, owing to the great mileage expense that would be incurred. The conference was largely for the purpose of reviewing the campaign work for the past five months, and arranging data which

would enable the chairmen to make an intelligent report at the forthcoming convention of the society in St. Louis. Buffalo was chosen as the place of meeting for the reason that it was a central point, and the secretary was already there in the course of his western trip. S. A. Anderson of Buffalo was present as a resident committeeman, and W. J. Palmer of Buffalo attended by invitation. The secretary submitted a report showing what he had accomplished through the trips so far made, and the report, meeting with hearty approval, he was instructed to continue the work of visiting the trade until further notice. Matters of great importance in connection with the campaign were discussed, but definite action was deferred until such time as a general meeting of the committees could be arranged, when the individual views of the members could be obtained upon various phases of the work, and their votes recorded upon action to be taken.

The secretary in his report made feeling reference to the very many courtesies extended to him by the trade in the different cities visited up to the time he reached Buffalo; Bridgeport, New Haven and Hartford, Conn.; Providence and Pawtucket, R. I.; Boston, Mass.; Albany, Troy, Schenectady, Utica, Syracuse, Barnard, Irondequoit, Rochester and Buffalo, N. Y. With the assistance cheerfully rendered him his work was greatly facilitated and his time conserved to a considerable extent. Later in Detroit, he received material assistance from Philip Breitmeyer, Albert Pochelon and Robert M. Rahaley, the last gentleman devoting practically his entire time to the work during the period of the visit. Besides substantially increasing the publicity fund, these trips have resulted in large and important additions to the membership roll of the S. A. F. and O. H. They have provided opportunities not otherwise obtainable for exploiting the work of the society and establishing the fact of its great service to the florist industry.

The fact of the great benefit derived from the publicity campaign is becoming clearly established, and florists who have not already subscribed need no longer hesitate to do so. It is only by generally expressed interest on the part of those the work is to help that the campaign can continue. This interest is of the dollars and cents kind, something that can be exchanged for the publicity we are after. The risk of exploitation has already been taken, and doubt as to satisfactory results need no longer exist. Help to make this a whole-hearted movement; few florists are too poor to give at least a little assistance. "Flowerless days" are not yet on the calendar, nor will they ever be if this campaign is rightfully supported. Without this effort to keep flowers constantly in the public mind the future might be dark for the florist's trade. There is hardly a day when the promotion bureau is not called upon to combat some misinformation or misguided prejudice regarding the use of flowers, and it behooves everyone in the business, no matter what his standing, to bolster up the work of the publicity committees with a contribution to the publicity campaign fund.

The following additional subscriptions are recorded:

	Annually for four years
J. W. Massmann, Montclair, N. J.	$15.00
H. J. Neubrand, Middletown, Conn.	5.00
John Cook, Baltimore, Md.	6.00
Detroit, Mich.	
Chas. H. Plumb	50.00
Art Floral Co.	25.00
M. G. Paterson	25.00
W. B. Brown	25.00
A. H. Evans	25.00
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Frank Holznagle	50.00
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Century Cut Flower Co	30.00
Indian Village Greenhouses, Saginaw, Mich.	25.00
Wm. Roethke Floral Co.	25.00
Grohman The Florist	25.00
Chas. Frueh & Sons	25.00
J. B. Goetz Sons (1 yr.)	25.00
	$596.00
Previously reported from all sources	35,934.75
Grand Total	$36,530.75

Representation at the St. Louis Convention

From Charles H. Totty, President S. A. F. and O. H.

The convention of the S. A. F. and O. H. is rapidly drawing near and it has been suggested to me that on account of the troubled condition as well as the increased railroad rates the attendance will be small from the Eastern States. This may be so and yet, in view of the importance of the convention this year, I shall regret it if we do not have a large attendance.

Every florist who reads the trade papers must realize the S. A. F. has had a very busy season in his interest. Our Washington representative, Wm. F. Gude, in particular, has had to spend practically all of his time between the coal question, the cutting off of imports and other momentous questions. Under these circumstances it is not fair for Mr. Florist to stay at home and let the faithful "few" bear the brunt of the battle all of the time.

It has been suggested that florists' and gardeners' clubs combine their interests and send two or more delegates to the convention. This, I am not in favor of unless it is shown that, failing this, some particular section will not be represented at all. In an organization such as ours, every member has an equal voice and vote on the floor and should, if possible, go to the convention to exercise it, but let every section be represented by delegates if no other way seems available.

The S. A. F. has done and is doing a great work for the florists in Washington and through its publicity campaign at this time. What other organization has ever inaugurated a publicity campaign and gotten the publicity we have received through the splendid work of our committee for the small amount of money invested? It behooves every florist in the country, if he has a spark of pride in his business and makeup, to at least become a member of the S. A. F., and yet, strange to say, there are many men who are not on our membership roll. This should be remedied as soon as possible.

When our representative speaks in Washington he should know that the florists all over the country are back of him and that he is speaking in their behalf. Considering the membership fee is only $5, and the annual dues $3, it is a disgrace to the profession that we cannot treble our membership.

One man wrote me that he was glad to belong to the S. A. F. and O. H., but always felt it was an exclusive affair and only open to a favored few. Once and for all, let everyone dispense with this idea and give a Long Pull, a Strong Pull and a Pull All Together, so that our organization may attain the status to which its importance entitles it.

Market Development Organization

This is the title of an incorporation which will deal with the publicity feature of the nursery business in the endeavor to promote the desire for trees and shrubs among our people. May success attend its efforts.

American Dahlia Society

Special Prizes Offered

The list of special prizes offered by the society for its annual exhibition, to be held under the auspices of the American Institute of the City of New York, in the Engineering Building, 25 W. 39th st., New York City, Sept. 24, 25 and 26, is now ready and is being mailed to members. In addition to the special prizes, the American Institute also offers many attractive prizes in cash.

List of Special Premiums

Finest and most meritorious display of Dahlias, any or all classes, grasses or other foliage allowed, quality and arrangement to count, 100 sq. ft. or more: 1, silver medal; 2, bronze medal; offered by Michell's Seed House, Philadelphia, Pa.

Finest general display of Dahlias, any or all types, arranged for effect, space 50 sq. ft.: 1, American Dahlia Society's silver medal; 2, the society's bronze medal.

Best display of six vases of collarette Dahlias, distinct varieties: 1, $6; 2, $4; offered by the Bessie Boston Dahlia Gardens, San Mateo, Cal.

Best bowl or vase decoration of Peony-flowered or decorative Dahlias, any foliage: 1, $6; 2, $4; offered by Peter Henderson & Co., New York City.

Best basket or hamper decoration of cactus Dahlias, any foliage: 1, $6; 2, $4; Henry A. Dreer, Inc., Philadelphia, Pa.

Best table centerpiece of Dahlias for effect, any foliage; for amateurs and private gardeners only; silver cup offered by Stumpp & Walter Co., New York City.

Best decorative vase of ball-shaped double Dahlias: silver cup offered by W. Atlee Burpee & Co., Philadelphia, Pa.

Best vase of any good stemmed decorative or cactus Dahlias: $5 offered by R. Vincent, Jr. & Sons Co., White Marsh, Md.

Best vase of modern cactus Dahlias, 12 flowers, not less than four varieties: silver cup, offered by W. Atlee Burpee & Co.

Most meritorious exhibit in the show by any exhibitor, professional, private gardener or amateur: gold medal awarded by the Dahlia Society of California.

Collection of Dahlias, not over 25 vars., any or all types, exhibited by an amateur: 1, $6; 2, $4; offered by John Lewis Childs, Flowerfield, N. Y.

Best unnamed tested seedling Dahlia, to be shown in one vase on long stems, subject to the rules of the society: $10 offered by the American Dahlia Society. If deemed worthy, the winner is to be called Dahlia J. Harrison Dick, in honor of our late secretary. No restriction as to the number of entries in this class by one exhibitor is to be made.

Best basket or hamper of Dahlia Newport Wonder: 1, $6; 2, $4; offered by Mrs. Mabel Voss Chapman, Westerly, R. I.

Best vase of any type of Dahlia, arranged for decorative effect; cut glass, value $5, offered by P. W. Popp, "Seven Oaks," Mamaroneck, N. Y.

Largest Dahlia flower in the show: cash prize, $1, offered by Geo. L. Stillman, Westerly, R. I.

Smallest Dahlia flower in the show: cash prize $1, offered by Geo. L. Stillman.

Where only one prize is offered in any of the foregoing classes, the executive committee, may, at its discretion, award a second prize to any other exhibit which is deemed sufficiently meritorious.

The society's certificate of merit is offered for any seedling Dahlia novelty which is deemed distinct and sufficiently meritorious, and may be awarded by the adjudicating committee.

The silver and bronze medals of the Toronto Hort. Society will be awarded for the best seedling Dahlia, any type, shown by professional gardeners or commercial growers, to be awarded at the discretion of the adjudicating committee.

Members are advised that should the number of entries prove to be very large, it may be necessary to limit strictly the space allowed for any non-competitive display.

J. R. Lewis, Secretary.
736 Riverside Drive, New York City.

Fuel and Production

In reply to your recent letter regarding fuel consumption, I would suggest first, get all the coal you are entitled to under present restriction, as soon as possable to figure the cost of production when the subject The agent came around about a month ago about orders. He said; "Get your coal as soon as possible, we cannot promise anything for August. Mine coal was all delivered this year, last month." My heating plant is a steam plant, changed to hot water, for about 25,000 sq. ft. of glass or 15,000ft. of bench, which gives a temperature of 54 deg. to 56 deg. at night in moderate weather.

Regarding what to grow, I would suggest plants that don't require a higher temperature than 50 deg. to 56 deg. such as Cyclamen, Cinerarias, Primulas, Carnations, Snapdragons and Asters; there are also many others. If the stock is such that a temperature above mentioned will not do, then the only thing will be to cut out say one, two or three houses, as the case may be, and distribute the available heat over the rest of the range. Such a reduction will bring the proper results as far as prices are concerned and also would settle the labor question to a certain extent.

The complaint has always been that the florist cannot pay those prices. Now is the time to put this business on the basis it should have been years ago. The law of supply and demand will take care of the rest; and the cheap florist will shut up shop and go to the shipyard to make a living. How many of the florists are able to figure the cost of production when the subject of the cost per sq. ft. of bench space is brought up? Mighty few, I have found; it is Greek to most of them.

If I figure taxes, interest, depreciation, fuel, help, repairs, stock purchases, it costs me 35c per sq. ft. to produce stock. If I am not able to obtain returns above that amount per sq. ft. my ability as a grower is not worth much. A wholesaler should be able to produce 50c per sq. ft. and a florist who retails at least 75c per sq. ft. As soon as the florists get down to the actual figures many will find that some parts of their benches are not producing even 25c per sq. ft. Other classes of labor organize, but the florist thinks he has a secret which his neighbor does not possess and can "beat the latter to it." I say organize, talk over the situation and you will be the gainer in the end.

Tacoma, Wash. Henry Benthien.

Lilacs Not Winter Killed

One more word before we close the subject of Lilacs which was a feature of a recent issue. Mr. John Dunbar the author, tells us it has been a splendid year for Lilacs and for making notes. He said: "It is gratifying to know that no matter how cold the Winters may be, Lilacs do not suffer, and can be depended on to make a show."

Obituary

Mrs. Lena Zech

We regret to announce the death of Mrs. Lena Zech, widow of the late John Zech, and mother of Aloys, Caroline and Leo Zech, and Mrs. J. S. Cunningham, at the age of 56 years, at the family home, 1837 Summerdale ave., Chicago. The deceased outlived her husband John Zech a little over three years, he having died April 29, 1915, and having been a prominent figure in the Chicago wholesale market for over 20 years. He organized the commission house of Zech & Mann which is still conducted under the efficient management of A. J. Zech. The funeral was held Tuesday, July 2, at St. Gregory's Church, with interment at St. Boniface Cemetery. There was an abundance of flowers and many representatives of the trade present.

Association of American Nurserymen

(*Continued from page 6*)

to the front a "service tree" to bear the name of that person. Actions of this kind might catch the eyes of the editors.

Miscellaneous Reports

The committee on hail insurance, Frank Weber, chairman, had reached no satisfactory conclusion which enabled them to make a recommendation, and was therefore continued.

E. H. Smith, of York, Neb., read a paper on "The Retail Salesman," giving the following as ten very important qualifications of a desirable nursery salesman: Sobriety, health, honesty, confidence, management, neatness, system, optimism, industry and perseverance. Speaking of neatness, he said: "With one glance the prospect sizes the salesman up, and if he observes soiled clothing and a beard that needs mowing the chances are about one to five that he will be turned down."

Alvin E. Nelson, of Swain Nelson & Sons Co., Chicago, gave a talk on "Costs, Profits and Income Tax," and the subject was further discussed by Arthur H. Hill. Mr. Nelson referred to the fact that the firm of Ellwanger & Barry, which had always taken the very highest rank in the nursery business, had been dissolved and asked, "If Ellwanger & Barry's name and reputation are not worth enough to keep alive what is the chance for the rest of us?" A serious problem is here involved as to the extent to which the goodwill and reputation of a nursery firm can be capitalized, and the value that the organization would be to a prospective purchaser be established.

The chairman of the legislative committee, William Pitkin, being absent on government work, his report was filed with the secretary. A suggestion was contained in the report that a special committee be appointed to take up with the Bureau of Plant Industry the subject of the exclusion of plants and ornamentals. The report stated in part: "The Federal Horticultural Board announced a hearing in Washington on May 28, 1918, to consider the general question of exclusion of foreign nursery stock and particularly such items as are usually imported with balls of earth on the roots. Your committee, consisting of Messrs. Dayton, Meehan, J. M. Pitkin, Secretary Smith and your chairman, attended the hearing, and a committee representing the American Florist Association was also present. After the hearing your committee had an opportunity of discussing with Dr. Galloway of the Dept. of Agriculture and Dr. Orton of the Bureau of Plant Industry the suggestions made by us that the department should undertake to solve our problems. We are glad to say that both gentlemen expressed themselves in favor of such action, and felt that it was an entirely proper work for the department to undertake. Dr. Orton told us that the matter was already under consideration by Dr. Taylor, head of the Bureau of Plant Industry, and that the Department had certain land which he thought was well located and available for such experiments.

Committee on Resolutions

It was suggested that a page or pages of the annual report of the association be set apart as a Roll of Honor upon which would be inscribed the names, the home address, business connection and the army command of each member of this association, or the son or employee of the members.

E. R. Hicks presented the following resolution:

The Late Frank N. Meyer

To the memory of Frank N. Meyer, agricultural explorer of the U. S. Department of Agriculture, whose body was reported as found in the Yangtse Kiang River early in June. He had made collections of available material during the past ten years in China, Turkestan, Siberia, Korea and Japan, much of which is now being propagated and distributed by the Bureau of Plant Industry. Among others Mr. Meyer introduced new species and varieties of Pear, Quince, Grape, Jujube, Peach, Almond, Mulberry, Apple, Persian Walnut, Hazlenut, Rose, Pine, Juniper, Willow, Poplar, Rhododendron, Wheat, Buckwheat, Clover, Alfalfa, Beans, Cabbage, Radish, Melon and many other food plants. Much of this material is of great and immediate value to America. A large part will be of value as plant breeding material to procure hardier varieties of fruits, forest trees, grains and vegetables.

It is the duty of nurserymen to test, breed and introduce his plants. His work will be of great benefit to mankind in international understanding. His publications on fruit and nut orchards and Chinese agriculture teach us how to be happy though crowded. He had great courage, scientific knowledge, perseverance and power to see the human value of his discoveries.

Memorial services were held in honor of the following deceased members:

L. Van Lindley, Pomona, N. C.; Wick Hathaway, Madison, Wis.; Robert J. Pyle, West Grove, Pa.

Especial tribute was paid to the memory of Mr. Van Lindley, who was one of the oldest and best known members of the organization.

J. R. Mayhew

Elected President of the American Association of Nurserymen at Chicago, June 28, 1918

J. R. Mayhew, of Waxahachie, Tex., first vice-president of the association for 1917-18, who has also officiated as president since the former president, Major Lloyd C. Stark, Louisiana, Mo., volunteered his services to his country and is at present with the U. S. Army in France, was unanimously elected to the presidency of the association. Mr. Mayhew was born May 12, 1869, in Madison County, Ala., one of the greatest nursery districts in this country. He was educated in the public schools of Huntsville, Ala., and moved to Texas in 1891 where he engaged in the nursery business at both McKinney and Sherman until 1901, when he moved to Waxahachie and there established the Waxahachie Nursery Co., which was afterward incorporated. Since that time he has been president and business manager. Mr. Mayhew married in 1899; he is a member of the Presbyterian Church and ruling elder in the Waxahachie congregation, vice-chairman board of trustees, Trinity University, the Presbyterian college of Texas. He served the Texas Nurserymen's Association as president for three years. Was elected president of the Southern Association of Nurserymen in 1913.

Registrants at Nursery Convention

A. M. Augustine, Normal, Ill.; F. L. Atkins, Rutherford, N. J.; H. Askowith, New York City; A. H. Averill, Dundee, Ill.; Geo. Asmus, Chicago.

J. A. Barnes, Cincinnati, O.; O. P. Beakley, Harrisburg, Pa.; W. H. Bell, Milton, Mass.; E. P. Bernardine, Parsons, Kan.; H. Bowden, Geneva, N. Y.; Guy Bryant, Princeton, Ill.; C. R. Burr, Manchester, Conn.; G. M. Buttery, Wood Stubbs & Co., Louisville, Ky.; O. A. D. Baldwin, Bridgeman, Mich.; W. F. Bohlender, Tippecanoe City, O.; J. H. Bradley, Cleveland, O.; Benton Harbor Nursery Co., Benton Harbor, Mich.

Erdman Cain, Westbury, L. I.; Carmen Nurseries, Lawrence, Kan.; T. C. Carson, Geneva, N. Y.; M. R. Cashman, Owatonna, Minn.; M. A. Chandler, Argentine, Kan.; J. M. Chariton and wife, Rochester, N. Y.; Henry and R. C. Chase, Chase, Ala.; W. B. Cole, Painesville, O.; P. J. Crockett, Cleveland, O.; Carl Cropp, Vaughan's Seed Store, Chicago; W. E. Collins, Fennville, Mich.; J. F. Cultra, Benton Harbor, Mich.; H. R. Cotta, Rockford, Ill.; M. L. Carr's Sons, Yellow Springs, O.; Corn Belt Nursery Co., Bloomington, Ill.; A. J. Cultra, Onarga, Ill.; John C. Chase, Derry, N. H.

John Degnan, Winterson's Seed Store, Chicago; J. H. Dayton, Painesville, O.; L. F. Dintlemann, Belleville, Ill.; J. F. Dix, New York City; J. F. Donaldson, Sparta, Ky.; Dayton Fruit Tree Label Co., Dayton, O.; Davis Nurseries, Franklin, Baltimore, Md.; Des Moines Nursery Co., Des Moines, Ia.

F. C. Edwards, Coe Converse & Edwards Co., Ft. Atkinson, Wis.; E. Elkon, Rhinelander, Wis.; Chas. Ernest, Eaton, O.; Albert Erickson, Western Springs, Ill.

C. G. Ferguson, Denver, Colo.; Earl Ferris, Hampton, Ia.; W. F. Flemer, Springfield, N. J.; T. J. Ferguson, Hawks Nursery Co., Wauwatosa, Wis.

F. B. Garrett, Burns City, Ind.; W. F. Griffiths, Fredonia, N. Y.; George A. Galeener, Vienna, Ill.; Robt. George, Painesville, O.; W. A. Garrabrant, Kansas City, Mo.; E. C. Greening, Monroe, Mich.; M. Greenbaum, New York City; T. J. Grootendorst, New York City; Graham Nursery Co., Rochester, N. Y.; J. H. Gleason, South Bend, Ind.

A. Hamilton & Sons Co., Bangor, Mich.; E. G. Hill, Richmond, Ind.; A. W. Hill, Dundee, Ill.; Harry Haas, Terre Haute, Ind.; G. Gordon Hall, Troy, O.; E. R. Harris, Milton, Mass.; Orlando Harrison, Berlin, Md.; J. W. Hill, Des Moines, Ia.; V. D. Hill, Dundee, Ill.; C. M. Hobbs, Bridgeport, Ind.; Geo. Holsinger, Rosedale, Kan.; W. Hoopes, West Chester, Pa.; O. J. Howard, Pomona, N. C.; W. J. Hughes, Cedar Rapids, Ia.; Joseph T. Hoyne, Neosho, Mo.; Harry W. Hobbe, Bridgeport, Conn.; R. R. Harris, Huntsville, Ala.; Henry Hicks, Westbury, L. I., N. Y.; Louis Hillenmeyer, Lexington, Ky.; Jas. G. Hancock and wife, Chicago; H. B. Howard, Chicago; Irwin Ingels, La Fayette, Ill.; W. G., T. E. G., F. L. J., and T. J. J. Ilgenfritz, Monroe, Mich.

J. Jenkins, Winona, O.; Jackson & Perkins Co., Newark, N. Y.; P. Jack & Co., Newark, N. J.

F. Burnette Kelley, Princeton Nurseries, Princeton, N. J.; B. W. Keith, Sawyer, Mich.; Martin Kohankie, Painesville, O.; Kankakee Nursery Co., Kankakee, Ill.; C. B. Knickman, McHutchison & Co., New York City; David Knight, Sawyer, Mich.; Klehm's Nurseries, Arlington Heights, Ill. Geo. F. Knapp, Rockford, Ill.

A. F. Lake, Shenandoah, Ia.; C. L. Leesley, Chicago; T. D. Long, Vaughan's Greenhouses, Western Springs, Ill.

G. A. Marshall, Arlington, Neb.; D. F. McNulty, Troy, O.; C. C. Mayhew, Sherman, Tex.; J. R. Mayhew, Waxahachie, Tex.; Thos. B. Meehan, Germantown, Pa.; D. B. Monahan, Detroit, Mich.; J. Edward Moon, Morrisville, Pa.; Milton Moss, Huntsville, Ala.; Adolph Muller, Norristown, Pa.; J. C. Murphy, Girard, Pa.; Maywood Nursery Co., Maywood, Ill.; E. H. Maloney, Dansville, N. Y.; M. Mierisch, Glenview, Ill.; Thos. A. McBeth, Springfield, O.; S. M. Meehan, Germantown, Pa.; Mutual Nursery Co., Monroe, Mich.; Geo. Mohn, Chicago.

Naperville Nurseries, Naperville, Ill.; E. D. Needham, Des Moines, Ia.; Alvin Nelson, Chicago; J. A. Nelson & Sons, Paw Paw, Mich.

R. T. Olcott, Rochester, N. Y.; E. A. Ollinger, Chicago; Oak Lawn Nurseries, Huntsville, Ala.; P. Ouwerkerk, Weehawken, N. J.; Onarga Nursery Co., Onarga, Ill.

Robert Pyle, Conard & Jones Co., West Grove, Pa.; Prudential Nursery Co., Kalamazoo, Mich.; C. W. Prescott, Marengo, Ill.; Geo. Parker, Fayetteville, Ark.; C. M. Peters, Salisbury, Md.; Wm. Peterson, Peterson Nursery Chicago; J. M. Pitkin, Newark, N. J.; C. J. Pass, North Platte, Neb.; W. G. Reed, Vincennes, Ind.; J. B. Rice, Geneva, N. Y.; Geo. L. Robey, Fowler, Ind.; Louis Roesch, Fredonia, N. Y.; F. W. Rowe, Harrisburg, Pa.; Arnold Ringier, Chicago; A. S. Riley, Pardeville, Wis.

Wm. Sadler, Bloomington, Ill.; C. S. Schumaker, Painesville, O.; E. M. Sherman, Charles City, Ia.; C. A. Simpson, Monticello, Fla.; H. M. Simpson, Vincennes, Ind.; Curtis Nye Smith, Boston, Mass.; Carl Sonderegger, Beatrice, Neb.; P. C. Stark, Louisiana, Mo.; Otto N. Stein, Chicago; R. S. Stoner, Dayton, O.; C. B. Stedman, Dundee, Ill.; Sherman Nursery Co., Charles City, Ia.; E. H. Smith, York, Neb.; F. B. Simons, New York City; O. H. Sherman, Painesville, O.; Southern Nursery Co., Winchester, Tenn.; H. J. Smith, Dundee, Ill.

H. S. Taylor, Rochester, N. Y.; Texas Nursery Co., Sherman, Tex.; E. R. Taylor, Topeka, Kan.

F. W. Von Oven, Naperville, Ill.; J. C. Vaughan, Chicago; B. J. Vandervoort, Bloomington, Ill.

John Watson, Kingston, N. J.; Alfred Whitted, Troy, O.; A. E. Willis, Ottawa, Kan.; Otto Wittbold, Chicago; W. H. Wyman, North Abington, Mass.; T. E. Waters, Chicago; C. E. Whitten, Bridgeman, Mich.; Westover Nursery Co., Clayton, Mo.; W. T. Wood, Richmond, Va.; Peter Willens, Rochester, N. Y.; Winchester Nursery Co., Winchester, Tenn.; F. J. Wright, Des Moines, Ia.; A. R. Weston & Co., Bridgeman, Mich.; F. A. Ward, St. Cloud Nursery, St. Cloud, Minn.; F. A. Weber, Nursery, Mo.; E. S. Welch, Shenandoah, Ia.; J. A. Young, Aurora Nurseries, Aurora, Ill.

The Entertainments

There was sufficient entertainment provided for the ladies who were not occupied in the business sessions. As for the nurserymen their motto was business throughout; all the meetings were fully attended and were of such an important nature as to cause them to be listened to with earnest attention by all present—during the first two days not more than one hour was allowed between the closing of the morning and the opening of the afternoon meeting. This was on account of the amount of business that had to come before the convention for its consideration.

On the opening day luncheon was served to the visiting ladies in the Narcissus room of Marshall Field & Co.'s store, after which the party was shown through the mammoth establishment under the direction of competent guides.

There was a change in the entertainment program from what was originally announced, the trip to the Great Lakes Naval Training Station being made on the opening day. Practically the same party that attended the Field luncheon made the trip to the Great Lakes, which is located on the shore of Lake Michigan about 40 miles north of Chicago. Here there are about 30,000 young men undergoing training for naval service. It was well worth the trip and highly enjoyed.

The annual banquet of the association was held on the evening of the opening day. In order that the members could feast and enjoy themselves at the same time the banquet was held in the Terrace Garden of the Morrison Hotel. This is one of the most popular amusement places in the city. The dining tables are set on a series of terraces at the base of which is the stage and ice rink combined. Tables were reserved for the nurserymen on the front terraces close to the stage and ice arena. One of the chief features of the entertainment was the skating carnival where graceful skaters disported themselves to the great amusement of the visitors. The entertainment committee was highly complimented on the arrangement, many of the visitors claiming that it was more enjoyable than a formal banquet with its customary after dinner speaking, generally dry and uninteresting, and that their meetings afforded all the necessary occasions for speaking.

On Thursday morning the visiting ladies were taken on a trip to the Art Institute, and after inspection of the vast store of masterpieces of art, sculpture and architecture, luncheon was served in its cafeteria. On Thursday afternoon, at the close of the business session, the ladies turned hostess for the time being and served refreshments in the meeting room.

According to the program a large number of the visitors attended in a body the play of "Friendly Enemies," at Wood's Theatre, within a block of the hotel.

The convention closed on Friday at the end of the morning and final session after which, by invitation, the nurserymen with their wives and visitors inspected the great merchandising institution of Sears, Roebuck and Co., located in a quiet residence district on the west side of the city. The great buildings of the plant extend over half a mile in length and are surrounded by gardens, athletic fields, tennis courts and baseball diamonds, covering in all an area of over 50 acres, and providing working quarters and recreation for many thousands.

On arrival the entire party was taken to one of the large restaurants for the employees where a substantial luncheon was served complimentary by the company. After luncheon special trained guides escorted the party through the enormous plant. A party of the nurserymen preferred, however, to inspect the grounds and the beauty of the outside surroundings. The sunken garden with its Lily pools, pergola, shrubs, etc., was of much interest, although the bedding plants had not as yet assumed the full beauty that a few more weeks of warm weather will give them. The outdoor Roses were well in bloom and Robt. Pyle, who was in the party, called attention to the salient features of many of the popular varieties. This visit brought the entertainment features of the convention to a close.

Trade Exhibit

The trade exhibit was the smallest in the history of the association. Slow and uncertain transportation was assigned as the cause. The extensive exhibition of tractors and other implements of cultivation scheduled for demonstrative work in one of the city parks was abandoned on account of transportation troubles. The exhibit in the parlors of the hotel adjoining the meeting rooms consisted principally of those of catalog publishing houses, there being four exhibitors in this line. The following comprises all exhibitors:

Isaac Hicks, Westbury, N. Y. Printed matter showing new ideas in advertising. Henry Hicks and Erdman Cain in charge.

Adolph Muller, De Kalb Nurseries, Norristown, Pa. Samples of Euonymus radicans vegetus or evergreen Bittersweet. A. Muller in charge.

J. Jenkins & Sons, Winona, Ohio. Seedling evergreens, shrubbery, and forest tree seedlings for lining out. E. M. Jenkins in charge.

J. Van Lindley Nursery Co., Pomona, N. C. A box of Peach pits with a hammer and other attachments for testing the pits. Everybody was invited, according to the sign, to "take a crack."

Thos. B. Meehan, Dresher, Pa. "Handy, Jr." tree calipers and "Budtie," a wood fiber that is predicted will take the place of Raffia and can also be used for tree bandages.

M. Greenbaum, New York. Plant tubs of various sizes. M. Greenbaum was present.

United Mills Company, Chicago. Sample twines and burlap bags. I. Katz in charge.

McFarland Publicity Service, Harrisburg, Pa. Sample catalogs and price lists for the trade. O. P. Beckley and J. Fred Rowe in charge.

A. T. De La Mare Co., Inc., New York. Samples of catalogs for nurserymen, seedsmen and florists, showing the De La Mare service to the trade in printing and color work. Edw. W. Dorey in charge.

Florists' Exchange, New York and Chicago. Sample copies of THE EXCHANGE and a complete line of horticultural books for the florist, nursery and landscape gardening trades. Jas. Morton, Western representative, in charge.

Savo Mfg. Co., Chicago. Flower and plant boxes for windows, porches and sun parlors.

Market Development Organization

Directors Choose Officers

The 16 directors of the Market Development plan, who were elected by the first subscribers to the fund by a mail ballot recently, and confirmed by the subscribers at a special meeting held during the convention, met and formed the permanent organization by electing an executive committee, composed of John Watson, Princeton, N. J.; Robert Pyle, West Grove, Pa.; C. C. Burr, Manchester, N. H.; E. C. Welch, Shenandoah, Ia., and O. Joe Howard, Pomona, N. C. Mr. Watson was chosen temporary president and Mr. Pyle temporary secretary of the organization.

The other directors who had been chosen are: J. Edward Moon, Morrisville, Pa.; Paul Stark, Louisiana, Mo.; F. L. Atkins, Rutherford, N. J.; W. C. Harrison, Painesville, Ohio; T. B. Meehan, Dresher, Pa.; H. B. Chase, Chase, Ala.; J. B. Pilkington, Portland, Ore.; W. F. Ilgenfritz, Monroe, Mich.; M. R. Cashman, Owatonna, Minn.; George C. Roeding, Fresno, Cal., and C. C. Mayhew, Sherman, Tex.

Arranging for Incorporation

A committee consisting of J. Edward Moon, F. L. Atkins and C. C. Burr was appointed to provide for the incorporation of the Market Development organization, and plans are in the making for steadily pushing forward the work.

Convention Notes

E. G. Hill came up from Richmond, Ind., and brought with him a large bouquet of Columbia Roses that were placed on the speakers' stand; many of them made reference to it in their patriotic addresses.

So well did the visitors like Chicago that it was recommended that the next convention be held there. The same applies to the Seed Trade convention the week previous, so that it is possible both the seedsmen and nurserymen will meet again in Chicago next year.

The planting of trees to emphasize service stars in the various cities of the country, on some thoroughfare to be known as "Liberty Row," met with the approval of the local press.

Ellwanger & Barry Liquidate

The nursery trade generally will no doubt be surprised and sorry to learn that the Ellwanger & Barry Nursery Co. voted recently to liquidate its affairs and dissolve the company, this not at all on account of any financial difficulties, but for the reason that the growth of the city of Rochester has for years past been absorbing the lands that were used for nursery purposes and are worth far more as building property than for the growth of trees and shrubs. The stockholders interested are the heirs of Geo. Ellwanger and Patrick Barry the founders of the business, and whose history reads like a page out of a book of romance and adventure. We are told that many years ago these two young men made their way by canal boat to Rochester; after inspecting the soil and pronouncing it fair they determined to start a nursery there, at that time considered to be well to the West for such an enterprise.

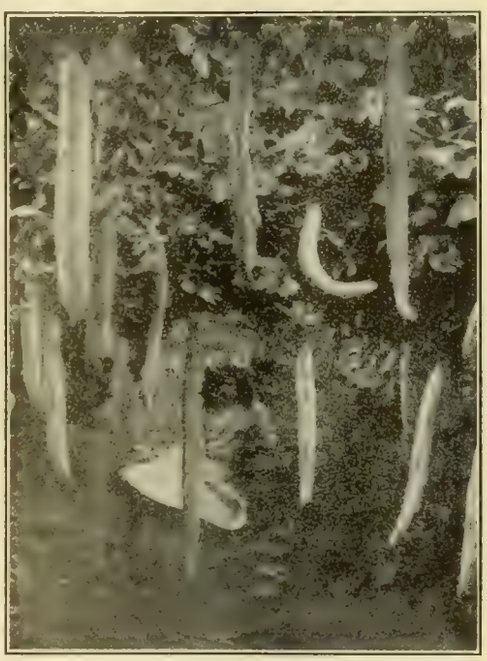
Californian Nurserymen's Registration for the Coming Season

Nurserymen are now being Registered for the Years 1918-19

There are two innovations in the system this year. The license number is made in the form of a circular rubber stamp the size of a silver dollar. A print of this stamp should appear upon all shipping tags. While the old tags can be used, the new form should be stamped over the old to show re-registration. The advantage of the stamp is that it saves the waste of tags at the end of the year.

Another innovation is a card which is being mailed to all registrants requesting a classification of their business. This will greatly increase the value of the directory and be of assistance not only to the State Commission of Horticulture but also to the various nurserymen's associations. If the status of a registrant is known, i. e., whether he is a nurseryman, florist, orchardist or plant specialist, inspectors will find their work greatly reduced and simplified, and nurserymen who have occasion to use the directory will be able to discriminate between individuals doing a "back yard" business and regular nurserymen.

HENRY W. KRUCKEBERG.



Guada Bean (?) in fruit

Optimism and Skepticism

When we launched our publicity campaign we heard more or less about whether this was the opportune time for a campaign and whether we hadn't better wait for a normal time, etc. Well, here we are a little over a year in the war and have not heard anything derogatory since our publicity movement was launched.

I have personally noted in many national campaign movements throughout the country where the Government War Office has interrupted their policies as outlined to the extent that a great deal of the work was curtailed as being detrimental to the Government needs.

How has our campaign worked out? Editorially, we have had compliment after compliment heaped upon us by editors who have said that our flowers were more beneficial during war times than at any other period, and just as necessary to the average mortal as anything under the sun. Shall we stand by and permit this branch of industry to go to seed for want of enthusiasm and courage and, of course, contributions, so essential to carry on and do our share so as to be able to do our duty in other war work activities in which so many of our florist brethren are so nobly interested? We are still pegging away for that $50,000 to help culminate our first campaign, and the florists of this great country of ours are not going to let it lag.

"Carry on" is the motto of the publicity campaign committee.

Do your best is all we ask. HENRY PENN.
Chairman National Publicity Committee.

The Guada Bean?

Editor The Florists' Exchange:

I have found THE EXCHANGE both instructive and interesting and have learned to take it as an authority. I was much interested in the paragraph on the Cardinal Climber in your March 30 issue; the Cardinal Climber flourishes here and is truly an acquisition. The long, tube-like blossoms are the happy hunting grounds of a race of long-billed honey eaters, which incidentally carry the pollen from one flower to another and freely fertilize the seed. We have no difficulty in germinating seed here, as thousands of self-sown plants come up every year.

The next paragraph, however, gave us a shock. "S. L." would be a clever hybridist if he succeeded in crossing the Guada (gourd) "Bean" with a "present type of Bean," as it is one of the Cucurbitæ. An enterprising amateur seedman introduced this plant here and although it has got acclimated sufficiently to grow in the warmer parts of this state it is a tropical plant. I doubt if it is a perennial either. I enclose the only cut I can come across of it.

The "Guada" has been sold here as a Bean and the ignorant still think it is one. A greater fraud still has followed on its success. A very long, hard-skinned gourd not approaching in quality a decent Summer Squash, or Vegetable Marrow, as English folks call it, has been called the Solomon Island Butter Bean, and largely confused with the Guada. The Guada cooked is better than a Cucumber, and is really liked by many.

We held off these two lines as long as we could, but as one after another of the reputable seedsmen began cataloging them, we gave them place this season, somewhat under protest. We did not, however, put them under Beans.

The seeds we enclose will emphasize the fact that they are not Beans. They could probably be grown under glass in your greenhouses and would be a curiosity.

Dundas, N. S. W., Australia. HERBERT J. RUMSEY.

As an instance of the economic value of some of the Gourds, Theodore Outerbridge of Sunnylands, Bermuda, somewhere around 1910 was presented by a perfect stranger with two seeds, "which," said he, "I think you will find have a value." One seed perished, the other lived and throve and, at the time of the writer's visit to Bermuda in 1914, its vines had taken possession of fences, tree branches and whatever else it could cling to, covering many square yards, presenting much the same appearance as in the picture of the Guada Bean we reproduce herewith, from Brisbane, (Queensland, Australia).

It proved to be an edible gourd, having a nutty flavor. To develop from its embryo to its full size, three feet in length, required but one week. People in Hamilton, Bermuda, were than paying 8c. a pound for this vegetable and each one weighed heavily. Local names given were Money Gourd and Kaffir Gourd. This gourd could be readily grown in Florida and California, and if this paragraph would bring to light to some reader the actual botanical name of this particular gourd, we would like to have it.

Subscriptions to Market Development Campaign at Nursery Convention

Never in the experience of nurserymen present had there been a time when the men representing this industry seemed more ready to co-operate in any effort that would redound to the benefit of the Association. The list herewith embraces the subscriptions pledged at the meeting in addition to those already made public, except that in some cases the amount set forth is an increase over the amount previously printed. The subscriptions noted, with one or two exceptions, are annual for five years.

J. Van Lindley Nursery Co., Pomona, N. C.	$350.00
Earl Ferris, Hampton, Ind.	100.00
O. A. D. Baldwin, Bridgman, Mich.	100.00
Swain Nelson & Sons, Chicago, Ill.	150.00
Irving Rouse & Son, Rochester, N. Y.	100.00
Oaklawn Nurseries, Huntsville, Ala.	20.00
Esro Eikop, Huntsville, Ala.	20.00
Kelsey Nurseries, St. Joseph, Mich.	50.00
Thomas A. McBeth, Springfield, Ohio	5.00
C. W. Prescott, Marengo, Ill.	10.00
J. W. Root, Manheim, Pa.	25.00
J. G. Harrison & Sons, Berlin, Md.	500.00
Huntsville Wholesale Nurseries, Huntsville, Ala.	250.00
W. T. Hood & Co., Richmond, Va.	100.00
Mutual Nurseries, Monroe, Mich.	100.00
Maloney Bros. & Wells Co., Dansville, N. Y.	100.00
Charles M. Peters, Salisbury, Md.	100.00
Bobbink & Atkins, Rutherford, N. J.	500.00
A. B. Morse Co., St. Joseph, Mich.	25.00
Benjamin Chase Co., Derry Village, N. H.	200.00
Templin, Crickett & Bradley, Cleveland,	100.00
Keith Bros., Sawyer, Mich.	100.00
McFarland Publicity Service, Harrisburg, Pa.	20.00
Washburn & Son, Bloomington, Ill.	25.00
Cotta Nursery Co., Rockford, Ill.	20.00
H. S. Taylor & Co., Rochester, N. Y.	100.00
W. H. Moon Co., Morrisville, Pa.	500.00
Baumhoefener Nursery, Cedar Rapids, Ia.	10.00
H. Hass, Terre Haute, Ind.	100.00
H. H. Charles Adv. Service, New York	100.00
Adolph Muller, Norristown, Pa.	100.00
St. Cloud Nursery Co., St. Cloud, Minn.	100.00
I. Hicks & Son, Westbury, L. I., N. Y.	500.00
Stark Bros. Co., Louisiana, Mo.	500.00
Princeton Nurseries, Princeton, N. J.	500.00
Hoopes Bro. & Thomas, West Chester, Pa.	500.00
Curtis Nye Smith, Boston, Mass.	50.00
Jackson & Perkins Co., Newark, N. Y.	500.00
F. & F. Nurseries, Springfield, N. J.	500.00
W. H. Wyman, North Abington, Mass.	500.00
Greening Nursery Co., Monroe, Mich.	250.00
Willadean Nurseries, Sparta, Ky.	100.00
Simpson Nursery Co., Monticello, Fla.	100.00
M. L. Carr's Sons, Yellow Springs, Ohio.	50.00
Southern Nursery Co., Winchester, Tenn.	100.00
Henry Bock, Naperville, Ill.	25.00
Naperville Nurseries, Naperville, Ill.	125.00
Cumberland Nurseries Winchester, Tenn.	50.00
Harlan P. Kelsey, Salem, Mass.	250.00
Critchfield Adv. Service, Chicago, Ill.	100.00
Harrison Nursery Co., York, Neb.	100.00
Marshall Bros., Arlington, Neb.	100.00
H. J. Weber & Sons Nursery Co., Nursery, Missouri	100.00
Peter Youngers, Geneva, Neb.	20.00
Sonderegger Nurseries, Beatrice, Neb.	100.00
J. W. Hill, Des Moines, Ia.	50.00
Des Moines Nursery Co., Des Moines, Ia.	50.00
W. B. Cole, Painesville, Ohio.	100.00
W. C. Reed, Vincennes, Ind.	100.00
Peter Bohlender & Sons, Tippecanoe City, Ohio.	50.00
Charles Ernst, Eaton, Ohio.	50.00

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST

Albany, N. Y.

The best service
Our business is growing

The Rosery FLOWER SHOP

ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FLORIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Hatcher FOUNDED 1877

Amsterdam, N. Y.
LEADING FLORIST
Schenectady, N. Y.
EST. 1877

Amsterdam, N. Y.
HOTALING, *The Florist*
58 MARKET STREET
Satisfaction and personal attention guaranteed

Boston-Becker's

Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.

BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897

Caplan FLORIST

144 Massachusetts Ave.
BOSTON

All orders will be reciprocated

Carbone

BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers

BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

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JOHN RECK & SON,
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LARGEST FLORIST IN THIS DISTRICT
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Established 1886

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but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us

BOSTON, MASS.

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"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y. *ESTABLISHED 1869*

James Weir, INC.

324 Fulton Street, Our only store

Wilson FLORIST

Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street
Phone: Prospect 6800-6801-6802
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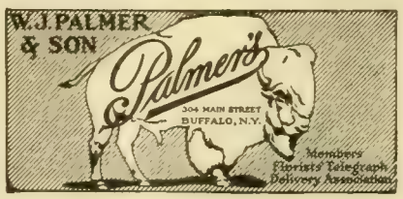
S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

W. J. PALMER & SON



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Gove The Florist

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Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
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National Florist

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Scholtz, the Florist, Inc.
CHARLOTTE, N. C.
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Office, 807 Market St.
The Leading Florist
100,000 feet of glass

Friedman Flowers

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Congress Hotel
Courtesies Extended to all Florists

A. Lange

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25 E. Madison St.

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

---

CINCINNATI, OHIO
E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son

CLEVELAND, OHIO
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HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
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CLEVELAND, OHIO

The Smith & Fetters Co. Florists

CLEVELAND, OHIO
735 Euclid Avenue

Westman & Getz

Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

Frank E. Crumpe

COLORADO SPRINGS, COLORADO
Telegraphic orders will be carefully and promptly filled. Personal attention given. Usual discount allowed.

RETAIL DEPARTMENT

A Plea for the Use of More Summer Flowers

Among those recommended for the purpose are Delphiniums, Sweet Peas, Coreopsis, Gypsophila, the Aster, Antirrhinum, Phlox, Canterbury Bells, Gladioli and Dahlia—JOSEPH H. SPERRY

THERE has always been a tendency among many retail florists to encourage their customers to buy in Summer such of the staple Winter flowers as can be to some extent obtained in Summer also, namely Roses, Carnations, Lilies, Lily of the Valley and orchids, or if "encourage" is too strong a word, at least not to try to discourage their extensive use, and not to promote as vigorously as they might the use of the outdoor grown distinctively Summer flowers. We do not by any means advocate that the retail florist should boycott such Roses, etc., as the growers send into the market in Summer, but rather that he should bring the outdoor grown Summer flowers to the fore-front.

From mid-June until Oct. 1 there is in the flower market a large selection of outdoor grown herbaceous perennial flowers, and not a few annuals, in many desirable shades of color and form which, in beauty and fragrance, rival the Rose, the Carnation and other staple greenhouse grown Winter flowers.

The Delphiniums (perennial Larkspurs) give stately blue flowers in several shades with whose beauty no other blue flower can at all compare. The several varieties of Delphinium belladonna, especially those in azure blue, and of D. chinense and the well-known D. formosum are among the best for florists' use. The annual Larkspurs, too, give us some pretty blue flowers. There are some white varieties also of both Delphiniums and annual Larkspurs, and some which bear double flowers, but the single varieties in the shades of blue are most attractive.

Among the Summer annuals Spencer Sweet Peas, grown in the open in June and July, give the florists flowers which, in beauty, rival the orchid, and whose shades and combinations of color show a wider range than any other flower, and whose delicate fragrance is exquisite.

The flowers of the perennial Coreopsis are of the richest golden yellow, and those of the perennial Gaillardia give flowers of crimson, orange and vermilion shades of color combined. If the retailer would present these and other Summer flowers in his store and window displays as carefully as he does Roses and orchids, they would meet with a far larger sale.

The perennial Gypsophila, both single and double, and also the annual varieties of this are as useful in making up bouquets of other flowers in Summer as Stevia is in Autumn and early Winter.

From mid-July until mid-September the annual Asters in their many shades of purple, red, pink and white can be used by the florist for almost any conceivable purpose. There are the formal Victoria types of these, the informal Comet types, and the narrow petaled King types, which give a considerable variation in form.

Antirrhinums (Snapdragon) grown in the open have a delicate fragrance and their flowers, especially in the pink shades, but also in yellow and white, though not on as long stems as those grown indoors, are pretty in small bouquets, corsages and basket work.

The perennial Phloxes, especially the white variety, Miss Lingard, and also Mme. Buchner, whose white flowers and trusses are very large, and the new variety Rose Queen, all deliciously sweet, should be used more freely, for, though the wide open flowers drop off, the many buds expand after the stems are placed in water, so that in effect it is a long keeper.

Canterbury Bells (Campanula medium) have uniquely shaped flowers, especially those whose bells or cups are furnished with saucers. These are effective in vases, as are also the long spikes of flowers of the persicifolia varieties of Campanula.

Where flowers on stiff stems can be used for general color effect, there are available several annuals, notably the plumed type of the gay Celosia, the big orange, and lemon yellow African Marigolds, and the giant flowered double Zinnias in their many colors and, if something is needed for a still larger effect, we have the Helianthus (Sunflower) both double and single.

Among Summer bulbous flowers the Gladioli are leaders. The newer varieties and some of the old, as well, offer a wide range of shades and combinations of shades of color, and even of the form of the flowers. It is a long season flower, too, continuing to bloom until frost. We need not make any plea for its use, a passing mention is enough, for it has already become one of the main stays of the florist in Summer.

In September and in October also, in sections where the frosts come late, the Dahlia is the leading flower. In its modern types and shades of color it is a splendid flower for the florists' use. This is especially true of many varieties of the decorative, the peony-flowered, the cacti and single classes of this flower.

We will say nothing for that "Queen of the Autumn," the Chrysanthemums, because they are mostly grown under glass, and it is our intention in this article to speak only of outdoor grown Summer flowers.

More and better Summer flowers are grown now than ever before, so that retail florists, having once established a good demand for these, may feel reasonably sure of their supply. May we not say again in closing that it is really due to the growers of good Summer flowers that the retail florists handle these just as carefully, and display them just as attractively in their salesrooms and shop windows as they do the greenhouse grown Winter flowers.

Creating a large demand for Summer flowers will do more than anything else, we feel, to help retail florists increase their Summer business.

Peonies help the Red Cross. See text

The Cornflower as a Gentleman's Boutonnière

A man who has worn the Cornflower as a boutonnière for a quarter of a century from the time it appears until the Winter comes around, gives the following reasons for his preference of the Cornflower as a boutonnière: "It is a gentleman's flower, as it harmonizes better with his clothing than any other. Most men wear blue or black or dark brown and quiet colors in their neckwear, and blue is quite in harmony. A man wearing a white flower looks as if he were laid out for burial. Pink or red swears at everything he wears, so blue is his color."

He denies that the Cornflower is the Kaiser's favorite flower or that it is the national flower of Germany, and says he wore a Cornflower boutonnière before the Kaiser ascended the throne and expects to wear it after he (the K—) shall have lost his hold on the Central Powers.

Peonies for the Red Cross

The accompanying illustration shows a very successful sale of Peonies for the Red Cross held on June 14, at Newport, R. I. The Peonies were donated by Thomas J. Gibson of 36 Washington sq., that city, who furnished all the flowers that the Red Cross could use. The flowers were sold at a table in front of Mr. Gibson's store. The sale aroused much interest. Mrs. R. Livingston Beeckman, wife of the Governor of the State, and other prominent people were interested and bought flowers to send to friends. Between 600 and 700 blooms were sold, netting $92.78, the difference between that sum and $100 being donated by Mr. Gibson, the full amount going to the Newport Chapter of the Red Cross.

Conditions in the cut flower business seem to be adjusting themselves to better prices even before the effect of the scarcity of fuel has made itself manifest, as from more than one city we receive word that stock is unusually scarce and all offers are being picked up at sight.

Removing Splinters

To remove a splinter from the hand, fill a wide-mouthed bottle nearly full of hot water; thrust the injured part over the mouth and press it slightly. The flesh will be drawn down, and shortly the splinter will be exposed under the action of the steam. This method, says *Popular Mechanics*, is far better than the common and dangerous practice of pricking the flesh with a pin or knife point. The usual antiseptic solution should be applied.

Probably florists and their workers suffer from splinters getting lodged in their hands as much or more so than other classes of industry, and the above suggestion may be considered worthy of a trial when next in trouble of this nature.

Six Months of Surprising Business at Toledo, O.

July is here, and florists are enjoying a breathing spell, which they are using to check up on the past six months of business, months in which it had been expected that the war would make heavy inroads on the demand for flowers which many people still regard as an out-and-out luxury. Florists who became depressed and economized too much on necessary improvements and cut their advertising found that it was a mistake to do this, because there was no let up in business; if anything, there was a substantial increase. Naturally, the bulk of the increase went to progressive florists who kept right on advertising. Beginning with St. Valentine's day, every holiday saw a great demand for flowers. The Spring planting season just completed was the best on record not only in quantity of stock sold but in better profits. Funeral work has been unusually heavy during these first six months and the grade of pieces ordered has been above the average. F. T. D. business, both incoming and outgoing, has increased. Naturally, war conditions are more difficult than those prevailing in times of peace; it is hard to obtain satisfactory help; costs are rising; coal is scarce; thus the situation calls for a high order of courage and a closer attention to eradicating the small leaks of business, cutting costs and obtaining a correct profit. Florists must learn to be better business men and merchandisers in the most modern sense of the word. The next few years will most certainly be a case of the survival of the fittest. F. M. S.

At the recent Spring meeting of the National Retail Dry Goods Ass'n, at Chicago, the matter of a national trade mark was brought up. The advantage of such a national trade mark, in protecting American merchants, was pointed out. This matter, together with other plans designed to prepare the American manufacturer and exporter for the struggle for world trade after the war, is now being worked out by the U. S. Dept. of Commerce

Directory of Reliable Retail Houses

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company DAYTON, OHIO
FLORISTS
112 South Main St.

The Park Floral Co. DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
1643 Broadway
Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

The L. Benth Floral Co. DETROIT, MICH.
ALBERT POCHELON, 133-135 BATES ST.
If we fill your order, our reputation is your guarantee of efficiency
Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS 95 Gratiot Ave.
WALTER G. TAEPKE DETROIT, MICH.

***SMITH,* THE FLORIST**
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service 1169 E. Jersey Street

POTTER FLORAL CO.
EL PASO, TEXAS

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FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
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MICHIGAN BUSINESS SOLICITED

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HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
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165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
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180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
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Bertermann Bros. Co. INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist, Inc.*
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

ROCK'S FLOWERS
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LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

The Design Book de Luxe with colored plates is the only one suitable for the finest retail trade. For $2.50 we will send you a copy, postage paid.

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co. INCORPORATED EST 1875
550 FOURTH AVENUE - LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co. INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
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LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's Nashville, Tennessee
200,000 Feet of Glass

Begerow's NEWARK, N. J.
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger 883 Broad St.
NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

. Directory of Reliable Retail Houses .

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

Chas. Eble Florist NEW ORLEANS, LA. 121 Baronne Street

QUALITY and PROMPTNESS — New Orleans, La. — Members F. T. D. — The Avenue Floral Co. 3442 ST. CHARLES AVENUE

WIRE YOUR ORDERS TO HARRY PAPWORTH The Melarie Ridge Nursery Co. Ltd. STORE 135 Carondelet St. NEW ORLEANS ROSES ORCHIDS VIOLETS F.T.D.

NEW ORLEANS, LA. 38 Canal St. **U. J. Virgin** TEXAS, LOUISIANA AND MISSISSIPPI ORDERS TAKEN CARE OF

M. A. Bowe IN HEART OF NEW YORK CITY 332 Fifth Avenue 'Phones {358} MADISON {359} SQUARE Our Motto: THE GOLDEN RULE

For Safety's Sake: In all your Telegraphic Business, consult The Exchange's Reliable Directory of Retailers.

A Canteen "Somewhere Over There"

Flowers are a prominent feature of American Red Cross canteens at the front, according to the reports and pictures that are coming back. While the soldiers in the trenches are plentifully supplied with papers and magazines, the Red Cross realizes that flowers are rarely to be seen and, consequently, try always to have some at the canteens for their visiting soldiers to enjoy.

How the use of flowers came about is a pretty little story. At first, the canteens were strictly utilitarian. There were no flowers, no pictures; nothing but tables, chairs, counters and other necessary furniture. Red Cross workers got their first clue to the fondness of the French soldiers for flowers when they noticed that frequently, heavily laden though they might be and on a wearisome march, many of the men would stop to pick the tiniest of blossoms and would treasure them until they had withered away.

The accompanying illustration shows a canteen, "somewhere over there," within range of the guns and air raiders and, because of its very nature, one of the most tempting targets for the latter. E. A. D.

Flowers in a Canteen. See text

Production and Prices

Our correspondent at Kalamazoo makes some sensible comments in a recent newsletter from that city on the manner in which the growers ought to prepare for the future. In our opinion he hits the nail squarely on the head when he says that "Personally I think $1 for a dozen Carnations and from $2 to $3 per dozen for a good grade of Roses is all the average man can be expected to part with, and if we cannot produce the present varieties at somewhere near these prices the remedy should be to plant more freely of productive varieties which can be sold profitably at prices ordinary people can afford to pay."

Our correspondent's idea is that we grow the most productive pink, red, white and yellow Roses and Carnations now on the market, even if these are not of as high

A. J. Bunyard FLORIST — We Guarantee Satisfaction — NEW YORK 413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

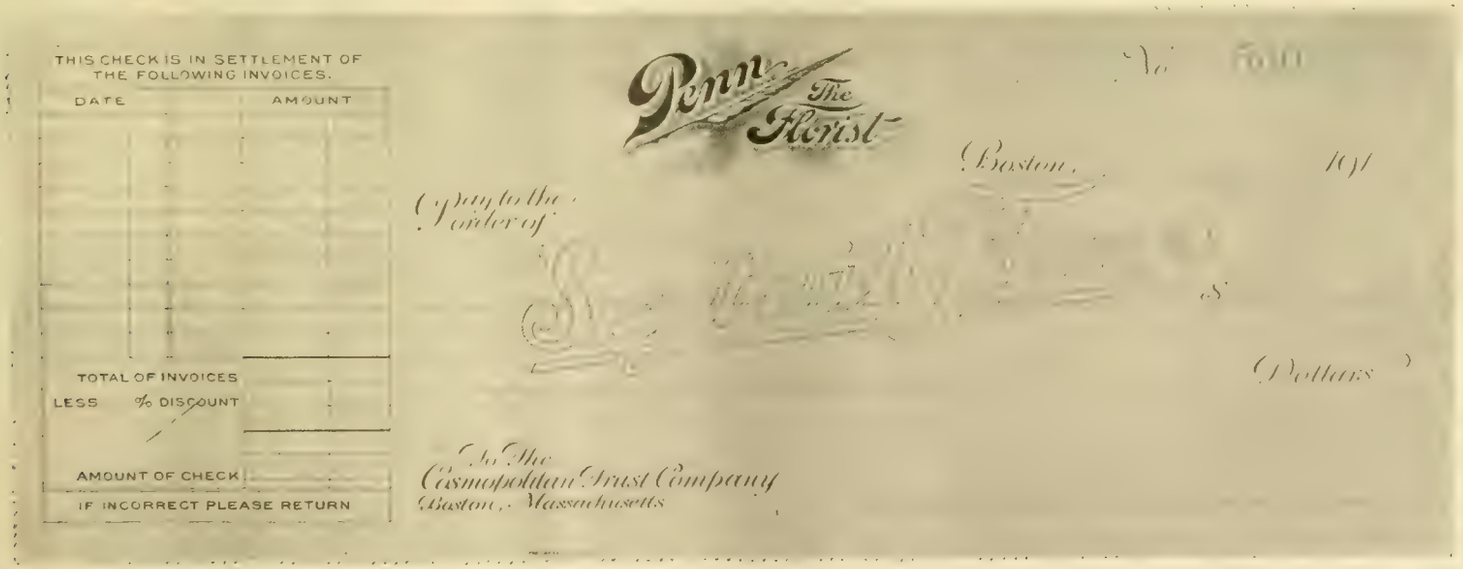
Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.

Alex. McConnell NEW YORK 611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers. Test it for yourself.



Henry Penn, Chairman S. A. F. Publicity Committee, sends us the above form of Cheque, for the purpose of inducing florists, retailers and others, to use a similar idea in spreading the propaganda, SAY IT WITH FLOWERS. Mr. Penn says that he has for some time been searching for a model form of cheque for general use that would be applicable to all florists, and feels that this present one is worthy. We heartily endorse Mr. Penn's suggestion as not only a good method of spreading the propaganda, but because this form of cheque acts as a complete receipt for bills paid through the endorsement thereon of the payee, and further gives the payer uniformity in filing his receipts.

. Directory of Reliable Retail Houses .

New York

MAX SCHLING
Phone, 7241 Plaza
785 FIFTH AVENUE

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK

Young's Bouquet
42 West 28th St.
NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

NORFOLK, VA.
Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

BUTLER & ULLMAN
Successors to **H. W. FIELD** *SMITH COLLEGE FLORISTS*
NORTHAMPTON, MASS.

OMAHA, NEB.
Alfred Donaghue
1622 Harney Street Established 1866

Omaha, Neb.
HESS & SWOBODA
FLORISTS
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EDWARD SCEERY
PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

J. J. Habermehl's Sons
PHILADELPHIA, PA.
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Mr. Gloeckner deserves recognition as the originator of more than one good scheme. The above bright idea, so neatly expressed, speaks for itself.

(*Concluded from page 27*)

quality as other varieties of Roses and Carnations, and likewise of all other kinds of flowers of which some varieties are more productive than others. This does not mean to grow worthless varieties because they are extremely productive, but to grow the most productive of the reasonably good varieties of the several kinds of cut flowers.

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In Fritz Bahr's notes in the "Week's Work" there may often be found valuable suggestions along these lines and much can undoubtedly be done through co-operation between retailers and growers, especially through the florists' clubs. It cannot be too strongly emphasized that the trade must carefully study the situation, plan intelligently, and co-operate willingly and heartily, so that every available means may be made use of to tide us over the difficulties which confront us.

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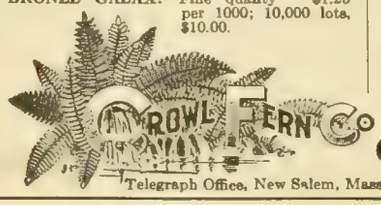

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Western States

Fort Wayne, Ind.

The demand during the past two weeks for cut flowers has been exceptionally good. There has been a steady demand for funeral work, although no very elaborate pieces have been sent out. There have also been a large number of small weddings, many of them calling for expensive flowers, such as orchids and Lily of the Valley. Counter trade has held up well, and flowers for the hospitals have had a brisk call, especially outdoor flowers. June has been a record month, for, although there have been no elaborate affairs, nor large funeral pieces, yet there has been a large number of small orders.

Outdoor flowers are prominent in all the leading flower shops, and take the place of greenhouse flowers, which are scarce. Roses are of good Summer quality, but are not over plentiful, some of the growers reporting that they are not cutting any. Orchids are entirely off crop in the local greenhouses, and Carnation blooms are exceedingly small in size and short in quantity. Easter Lilies are in fine crop, and attractive specimens are seen in the retail shops, both in potted plants and cut flowers.

Lily of the Valley is scarce. In outdoor flowers, Delphiniums are most conspicuous; these are of handsome proportions, and sell well. In many cases they are combined with Easter Lilies, thus making a striking combination. Shasta Daisies are at their best, and sell readily. Outdoor Snapdragons, although short-stemmed, sell well, especially for basket work. Sweet Peas are of excellent quality, for the outdoor variety. Gaillardias are appearing on the market, and Coreopsis, Feverfew, Bachelor Buttons, Zinnias, Centaurias, Gypsophila, and other smaller flowers sell on sight. Hollyhocks are used for their decorative effects in the flower stores. Colonial grass is used by one of the retailers in making up old-fashioned bouquets of the smaller outdoor flowers. In the plant line, although the variety is small the quality is excellent. Hydrangeas in pink, blue and white are offered; also excellent Easter Lilies and Begonias.

False Economy on Flowers

The writer on a recent visit to Detroit, Mich., was talking to one of the prominent retailers of that city who said, that his wealthy patrons were using the war as an excuse to economize on flowers, when such economy was not only unnecessary, but was also a great loss to themselves, in that they were deprived of the inspiration and pleasure which flowers furnish. This retailer stated, however, that this loss of trade among the wealthy was more than counterbalanced by the fact that the middle, or working classes, who were earning more money than ever before were spending it freely for flowers.

With The Colors

Among those who have recently joined the army are George A. Doswell, who enlisted and went to Camp Sherman, Chillicothe, O., on June 15, and Wiliam Branning, formerly with the Frank J. Knecht Co. who has gone to Valpariso University, Valpariso, Ind. to take a special three months' course in gas engine work, preparatory to being called. Several other florists who are in Class 1 expect to be called during July.

The florists, both retailers and wholesalers are donating flowers several times weekly, for sale at the outdoor socials that are being held here for the local Red Cross. Large sums have been realized.

The New Haven Floral Co., of which Henry Freese of the Freese Floral Co. is a member, is removing its stock from the Hale ave. greenhouses in this city, to the greenhouses at New Haven, Ind., and will use the latter place entirely for growing stock.

The representative of the A. L. Randall Co., Chicago, Ill., called on the trade.

A heavy frost on the night of Saturday, June 22, did great damage to the crops in this vicinity, especially Corn, Tomato plants, and other garden truck.

D. B.

Cleveland, O.

The Cleveland Florists' Club will hold its annual outing on July 24.

We are in the midst of another warm wave and the high temperature is having the customary effect upon stock. Carnations are about done for and Roses are coming in partly open, particularly the Winter varieties. Good Easter Lilies are in weak supply, although there is a persisitent call for them. Receipts of outdoor Sweet Peas are liberal and of excellent quality but the best prices are $5 to $6 per 100. Garden stock is plentiful and is being much employed for window trimming and also for week-end sales. Such Summer Roses as Russell, Shawyer, My Maryland, Stanley and Double White Killarney are eagerly absorbed, the offerings, as usual being far beneath the daily requirements. Receipts in general are seasonably light and the market is well cleared up by the end of the day.

June Business

The consensus of reports from representative trade sources points to a slightly reduced volume of businesss for June, attributable to the absence of wedding decorations, the unprecedentedly small use of flowers at school commencements and the complete absorption of the public in patriotic activities. Throughout most of the month the weather was favorable and the quality of flowers correspondingly good. In spite of labor shortage greenhouse work progressed as usual, plantings of stock being heavier than ever.

The New Express Service

The merging of the major express companies into the American Railway Express Co, under Federal control, taking effect July 1, is a matter of importance to florists. A. C. White, former general agent of the American Express Co., is the Cleveland superintendent, assisted by J. N. Morris and Arthur Williams, former Adams and Wells-Fargo agents. These gentlemen know their business from A to Z and their working in harmony will result in materially increased efficiency. Outbound express is to be handled exclusively at the 26th st. depot and inbound at 38th st., all deliveries being made from the latter. Flowers and other perishable stock as formerly, will be billed at the offices in the various railway stations, in order to expedite movements, but supplies, accessories, etc., must be taken to the 38th st. depot for shipment. Pick-up service will be regular and will differ from former methods only in that one wagon instead of three, will call, and receipts entered in but one book.

Club Meeting

The regular meeting of the Florists' Club was held at the rooms in the Hollenden on July 1, with Pres. Carl Hagenberger in the chair. About 50 members were present. Attention centered largely about

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SUMMER CLOSING HOURS:—5 P. M. SATURDAYS, 1 P. M.

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the discussion of a program prepared for the examination of subjects particularly vital at this time. Frank A. Friedley paid a glowing tribute to the club boys "over there" in his formal presentation of the service flag, bearing 14 stars, to the club. He recommended that stars be included for all trade members from greater Cleveland; as a result a motion was enacted electing them to honorary membership during the period of the war. H. P. Knoble spoke on the club's finances and advised the raising of the club dues from $4 to $10 a year, for florists and executives and $6 for employees. The recommendation called forth much discussion of a constructive nature.

F. C. W. Brown gave a brief talk on the new F. T. D. emblem supplemented by a strong appeal for the general support of that great organization. An excellent talk on present versus past trade conditions was given by Adam Graham, Sr. The remainder of the program was postponed till next meeting.

Frank Friedley, Richard Rolston and R. B. Bryden were appointed to handle the soldiers' fund and business pertaining thereto. July 24 was selected for the date of the annual club outing. Certificate of merit was awarded F. W. Ziechmann for a splendid seedling Amarylis named Pride of Cleveland. Letters were read from soldier members George Schaub and Philip Koellisch. Nominations of officers for the ensuing year will be held at the August meeting.

Notes

F. E. Bauers has the sympathy of the trade in the loss of his mother, who died June 27.

Mr. and Mrs. Carl Hagenberger celebrated their fourth wedding anniversary June 25, calling upon Cleveland friends in the trade.

M. W. Wilson, the Lakewood Florist, is the latest member of the trade called to the Colors.

Mr. and Mrs. C. E. Russell celebrated the fifth anniversary of their wedding on July 1.

Frank Kocher, of the J. M. Gasser Co. is off on his annual vacation. J. M. L.

St. Paul, Minn.

Cut stock has met the demand, except Roses which are scarce and local growers are unable to meet the call. Carnations are also scarce but are not greatly in demand. Outdoor Sweet Peas are just beginning to come in; indoor Sweet Peas are deteriorating somewhat in quality; they sell for 75c. and a $1 per 100. Several weddings and funerals have cleared up much stock. In pot plants little is left excepts ferns and a little left-over bedding stock.

The Merriam Park Floral Co is building a new smoke stack of concrete, their steel stack having been blown down half way, last Winter.

The Como Park planting is looking at its best. It has been given a military character, being laid out in the form of cannons, etc. At the St. Paul Court House grounds a bed has been laid out in effective flag design, the plants used being Alternanthera, Echeveria and Coleus.

The Minnesota State Florists' Ass'n held a meeting on July 2 at Lyndale Park rose garden, with a lunch at Lake Harriet pavilion and a short trip afterward. E. C. T.

Toledo, O.

[Interesting comments on business in Toledo for the past six months will be found in the Retail Dept., this issue.]

Gathered Here and There

William Feniger on Adams st., has sub-leased the eastern half of his store to a clothing firm.

Metz & Bateman are now located in their new store on Superior st., to which they moved from the Ohio building about two weeks ago. Extensive alterations are being made and when completed will give them greatly increased facilities. The large work room is arranged so that funeral designs can be loaded at a rear door.

Max Spanner is now located in the Ohio Building in the store formerly occupied by Metz & Bateman. He expects to be ready for business in his new location in about ten days.

Schramm Bros. have added a new refrigerator to their facilities as well as a new cash register. F. M. S.

Cincinnati, O.

The supply of Roses is weak; all that come into the wholesale houses clean up readily. Carnations have about reached an end for the season until the new crop comes. The Gladioli supply is limited; they sell well. A fair quantity of rubrum Lilies is available. Easter Lilies are not plentiful. Feverfew is meeting with a good market. Snapdragon sells fairly well. Other offerings include a few outdoor Sweet Peas, Delphiniums, Shasta Daisies and Coreopsis.

The annual meeting and election of officers of the Cincinnati Florists' Society will be held Monday, July 8.

Miss Stella Bushman, formerly with the Jas. O'Malley store, passed away the early part of this week.

C. E. Critchell will close his store at 5 p.m. during the Summer months.

Frank McCabe, representing the A. L. Randall & Co., Chicago, was a visitor. TEDDY.

San Francisco, Cal.

Paul Franco who conducts the flower shop in the Carr & Kennedy Building, at Redding, Cal., suffered considerable loss, through a fire of unknown origin, which broke out in his shop early Sunday morning, June 16.

A. Shuta, for several years connected in an important capacity with the Bessie Boston Dahlia Farms, died on June 25 after a brief illness.

Miss Blythe Fidelis Monroe was recently appointed junior professor of soil technology at the University of California. She is said to be the first woman to occupy an office of this kind in the history of the University.

Lecture at Next Club Meeting

Dr. P. Gray, for some time head of the insecticide laboratory in the College of Agriculture, University of California at Berkeley, is to lecture before the Pacific Coast Hort. Society on the evening of July 6, on the subject of "The Possible Use of Chemicals in Weed Control."

The Ladies Auxiliary of the Pacific Coast Hort. Society held its monthly meeting and annual election on June 25, at the home of Mrs. H. Plath, Ocean View, San Francisco. The officers were re-elected as follows: Mrs. John Vallance, pres.; Mrs. H. Plath, vice-pres.; Mrs. John Gill, sec'y, and Miss Gladys Plath, treas. Mrs. Martin A. Poss, of San Mateo, was elected a member. The July meeting 's to be suspended, the next meeting will take place August 27, at the home of Mrs. John R. Walsh. J. R. W.

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We Manufacture Our Own - - **FLORISTS' SUPPLIES** METALS WIRE WORK and BASKET WORK
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Huckleberry Foliage
$1.75 per case.
Per bag of 100 sq. ft.
Natural Log Moss - - - $1.75
Perpetuated Sheet Moss - - 3.50
Caldwell The Woodsman Co., EVERGREEN, ALA.
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WIRED TOOTHPICKS
10,000 $2.00; 50,000, $8.75
Manufactured by
W. J. COWEE, Berlin, N. Y.
Samples Free. For Sale by Dealers.
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RUSSIN & HANFLING
Office and Salesroom
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Telephone—Madison Square 3053
Manufacturers and Importers of
Willow and Fancy Baskets for Florists
Dealers in FLORISTS' SUPPLIES
Our specialties—Wheat Sheaves and Baskets

Florists' Supplies
McCallum Co.
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WIRE DESIGNS
PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.
GEORGE B. HART, Manufacturer
24-30 Stone Street, Rochester, N. Y.
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Michigan Cut Flower Exchange
INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
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PREPARED
Magnolia Leaves
IN CASES OR CARTONS
Pass us your orders
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REFRIGERATORS
WRITE FOR CATALOGUE
Buchbinder Bros.
518 Milwaukee Ave., Chicago
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IN TIMES OF WAR AS WELL AS TIMES OF PEACE

We find ourselves doing a large volume of business. We require heavier arrivals of Staple-Stocks, especially of Roses.

Come in and grow with us!

THE HENSHAW FLORAL CO., Inc.
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M. C. FORD, *Wholesale Florist*
121 West 28th Street
Telephones 3870-3871 Farragut NEW YORK CITY

New York City

The Market

July 2. The relatively more active conditions which obtained in the wholesale flower market during last week and Monday of this week ended abruptly today, Tuesday. This is probably in a measure attributable to the fact that both school commencements and June weddings are over. At any rate, today stagnation reigns in the wholesale stores. The supply of flowers in general has not been large, but is now being increased daily by the heavier arrival of the distinctively Summer flowers and of Carnations from those greenhouses where the plants have not been thrown out.

The few receivers of what are known as Summer American Beauty report large arrivals and an abrupt decline in the demand for these. Special grade blooms are selling at from 8 to 25c. and other grades at corresponding prices. Hybrid tea Roses are in moderate supply and in general not of a very high quality. The demand for these is much less. The best blooms now arriving are selling at from 4c. to 6c. each, in general, with occasional small sales at 8c. No. 2 grade blooms are selling at from 75c. to $1 per 100. Indications are that there will be a further decline in prices at an early date.

The supply of Carnations at so late a date as this is rather large and the demand for them decidedly weak. They are selling at from 50c. to $1.50 per 100, with occasional small sales at $2. Cattleya orchids are in larger supply and the demand for these is less. Prices have declined to 50c. to 75c. each with occasional sales of very choice blooms at $1. There is a moderately large supply of both white and pink Lilies, the former meeting with a fair demand at from $6 to $8 and the latter at from $3 to $5 per 100. The small supply of Lily of the Valley is selling at from $2 to $6 per 100 with occasional sales of extra choice blooms at $8.

The present supply of miscellaneous flowers is large in quantity and affords an abundant opportunity for selection, since it comprehends such a variety of flowers. These Summer flowers are meeting with a fair demand at quoted prices. The demand for greens is small.

Summer conditions now prevail in the wholesale and retail flower stores of this city. A visit to the wholesale flower stores during what are usually the selling hours of the day will convince you of the small demand for flowers which the retailers are making upon the wholesalers and if you ask the retail florists when you meet them, or when you visit their stores, how business is and if they cannot give you a little story about some decoration which they have made for a social occasion, or a church and house decoration and a bouquet outfit for a wedding, the answer invariably is: "There is nothing doing." It would appear that the changes which the war has brought about in the florist's business and the usual smaller demand for flowers during the Summer would make this Summer in the flower stores a very quiet one indeed. The usual vacations have now begun, but the fact is that there are not so many workers left in the stores to take vacations as there were a year ago; the staff of employees has been for one reason and another reduced so much. The usual store renovations have now begun, but there is no inclination to make any expensive changes in the stores, or in their equipment.

New General Post Office

A matter of interest is the fact that the old post office building occupying the square near City Hall and Park Row, has lost its title of General Post Office and July 1 became merely one of the many sub-stations of the post office department. The beautiful new post office building at 31st st. and Eighth ave. assumes the designation of the New York General Post Office hereafter.

Frank Traendly of Traendly & Schenck, 436 6th ave., and family are now sojourning for several weeks on their Rowayton, Conn. farm.

We regret to learn that W. J. Stewart, editor of *Horticulture*, is ill and that his physicians have ordered him to remain at home for several weeks.

The first early Asters of the season were noted this week at the store of the United Cut Flower Co., 11 W. 28th st.

Clarence L. Slinn has moved across the street to his former quarters at 123 W. 28th st.

John Reynolds, salesman for Riedel & Meyer, 49 W. 28th st., is on a two weeks' vacation and Miss Mollie Boxer bookkeeper for the same firm, will start on a vacation of the same length on Saturday.

In spite of the relatively small supply of flowers now arriving in the market weekly contributions of these are still going on for distribution among the base hospitals in this city and vicinity. This work is certainly very worthy and commendable.

Where the 50% Restriction Doesn't Apply

Two gardens of many others in Flatbush—New York's most favored suburb (that ought to get us into hot water)—were both pretty with Ramblers. That was a week ago. Today, only one of these two particular gardens has Ramblers. The other garden answered an S. O. S. from 28th st. (what a chapter in the life of the trade famous old 28th st. will provide!) A stepladder, a pair of house scissors, and then to the store of one of the old reliable wholesalers nearly completes the story. The finishing touch is a little pin money for the girl who climbed the ladder, manipulated the scissors and transported the Roses via the route where there are more straphangers than seats.

ROSES in all the leading varieties CARNATIONS of high quality
Longiflorum and Rubrum LILIES throughout the year
LILY OF THE VALLEY. All Other Flowers in their season
P. J. SMITH, *Wholesale Florist*
TELEPHONES Farragut 2281, 3089 131 W. 28th St., NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist Consignments Solicited
104 West 28th Street Telephone Farragut 2264 NEW YORK
When ordering, please mention The Exchange

Boston

The Market

July 2. During the last week of June business was good; unfortunately the present week shows a falling off. There is a fairly good supply of flowers although I have seen more variety at this time of year. The quality is good, which can easily be accounted for by the exceptionally cool weather, which enables flowers to last better.

The supply of American Beauty Roses is ample for all requirements; the call, however, is more sluggish; prices are from 3c. to 20c. apiece. There is an adequate supply of hybrid tea Roses, of good quality, although the demand has fallen off somewhat. Prices are from 50c. to $10 per 100, latter figure being for long-stemmed flowers of such varieties as Russell, Hadley and Ophelia.

Carnations are of surprisingly good quality considering that July is here. Prices vary from 50c. to $2 per 100.

Cattleya orchids are not overabundant and prices are holding well at $6 a doz. Lilies are not overplentiful and prices are good, at 8c. to 10c. apiece. Nor is Lily of the Valley abundant. It sells at $8 to $10 per 100. Exceptionally attractive Peonies are coming in from Bar Harbor, Me.; they sell at $6 to $8 per 100.

Sweet Peas are very scarce. There are some good Larkspur of pleasing blue shades to be had, which sell well. Water Lilies are abundant. Candytuft and Feverfew are hard to move. The call for miscellaneous flowers is limited and such items as Daisies, Snapdragons, Calendulas, Canterbury Bells and Coreopsis are moving sluggishly. There is a plentiful supply of good Asparagus of both of the usual varieties.

The annual outing of the employees of R. and J. Farquhar & Co. was held on Saturday, June 29 at Thompson's Island. The employees from the store and the nursery, with their friends, made a party of about 100. The weather was fine and the outing most enjoyable.

Decorated for Bravery

It is a pleasure to learn of the success of Corporal Frank E. Hurley, a former employee of R. and J. Farquhar & Co. Corporal Hurley, who was decorated with the French Croix du Guerre last March has been cited to receive the American War Cross.

Mr. and Mrs. Patrick Welch spent the greater part of last week in New York, returning to Boston Saturday evening.

Mr. and Mrs. William Penn and Mr. and Mrs. Martin Wax have gone to Maine for a month.

The Boston Flower Exchange, Inc., and the Boston Co-operative Flower Market, close at 12 noon on Saturdays, during July and August.

William H. Elliott's service flag has 11 stars, for employees who went from the

(*Concluded on page* 34)

WISE ones ship their flowers to the New York market.

You will be wise if you do likewise—wiser still if you ship to us.

We have years of experience, backed by ample capital and every facility for handling your shipments.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.
111 WEST 28th STREET, NEW YORK CITY
When ordering, please mention The Exchange

Miesem's LILIES Every Day
Shipping Quality ROSES in All Varieties.
DELPHINIUMS, SWEET PEAS, ASPARAGUS, MAIDEN HAIR FERNS, SMILAX
Special attention given out-of-town shipments
MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.
Joseph S. Fenrich
51 West 28th Street Telephones 420-421-422 FARRAGUT NEW YORK
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Wholesale Florists

130 Livingston St., BROOKLYN, N. Y.

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OUT-OF-TOWN ORDERS CAREFULLY ATTENDED TO

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Cut Flower Exchange

Sixth Avenue and 26th Street

COOGAN BUILDING, NEW YORK

Open Mornings at Six o'clock for the Sale of Cut Flowers. After Nov. 1, closed on Sundays

Wall Space for Advertising Purposes For Rent

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Henry M. Robinson Co.

Wholesale Florists

Consignments solicited

55-57 West 26th Street New York

Telephones: 13 and 3180 Farragut

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Wholesale Commission Florist

106 West 28th Street

NEW YORK

CONSIGNMENTS SOLICITED

Established 1888

GUNTHER BROS.

Wholesale Commission Florists

110 West 28th Street, New York

Telephone, Farragut 551

Consignments of Choice Flowers Solicited

WILLIAM H. KUEBLER

Wholesale Commission Dealer in

CUT FLOWERS

28 Willoughby St., BROOKLYN, N. Y.

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RIEDEL & MEYER, Inc.

Henry C. Riedel *Wholesale Florists* Meyer Othile

Seasonable Flowers of all kinds

The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignment solicited.

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TELEPHONES, FARRAGUT 4024-4025

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SERVICE

Our classification of stock and index thereto were created solely for the benefit of the buyer, whose welfare is our constant study. As this is the man you are after, Mr. Grower, our advertising columns make a direct appeal to you. Try our next issue. Forms close Tuesday night.

A. Sauter

Wholesale Florist

86 West 26th Street, NEW YORK

Telephone, Farragut 3296

HENTZ & NASH INC. N.Y. WHOLESALE COMMISSION FLORISTS GROWER AGENT 55 and 57 West 26th St.

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ORCHIDS A SPECIALTY

THE HIGHEST GRADE OF VALLEY ALWAYS ON HAND

GARDENIAS, DAISIES, ROSES, CARNATIONS

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New York City

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Consignments Solicited

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WHOLESALE FLORISTS

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148 WEST 28th STREET TEL. {300 301} FARRAGUT NEW YORK

THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, and WARD ROSES

VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

New York, July 3, 1918

Prices quoted are by the hundred unless otherwise noted

Asking and Taking Prices up to 2 p. m. Tuesday

ROSES—			CARNATIONS—		
A Beauty, Special	8.00	25.00	Inferior grades, all colors	.50	.75
" Fancy	6.00	12.00	Standard Varieties: White	.75	1.00
" Extra	4.00	6.00	Standard Varieties: Pink	.75	1.00
" No 1	2.00	4.00	Standard Varieties: Red	.75	1.00
" No 2	1.00	2.00	Standard Varieties: Yellow and var.	.75	1.00
" No 3	.50	1.00	*Fancy (*Highest Grades of Standard Varieties): White	1.00	1.50
Ulrich Brunner	.....	.....	*Fancy (*Highest Grades of Standard Varieties): Pink	1.00	1.50
Killarney	.75	4.00	*Fancy (*Highest Grades of Standard Varieties): Red	1.00	1.50
Killarney Brilliant	.75	4.00	*Fancy (*Highest Grades of Standard Varieties): Yellow and var.	1.00	1.50
Killarney Queen	.....	.....	Novelties	2.00	3.00
White Killarney	.75	4.00	Gardenias, per doz	.....	.....
White Killarney, Double	1.00	5.00	Gladiolus, per doz	.75	1.00
My Maryland	.50	4.00	Gladiolus, Baby, per doz	.....	.....
Hadley	1.00	8.00	Hyacinths	.....	.....
Hoosier Beauty	1.00	6.00	Iris, per bunch	.....	.....
Key	2.00	12.00	Lilac, per bunch	.....	.....
Lady Hillingdon	1.00	6.00	Lilies, Longiflorum	6.00	8.00
Cecile Brunner, Elgar, etc. bun	.10	.25	" Rubrum	3.00	5.00
Mme. Pl. Euler (Prima Donna)	1.00	8.00	Lily of the Valley	2.00	8.00
Radiance	.....	.....	Mignonette, per doz	.10	.35
Mrs. George Shawyer	.75	6.00	Narcissus, P. W., per bunch	.....	.....
Sunburst	1.00	6.00	Narcissus, Soleil d'Or	.....	.....
Mrs. Aaron Ward	.75	6.00	Narcissus, Daffodils, per bunch	.....	.....
Lady Alice Stanley	1.00	6.00	Pansies	.....	.....
Ophelia	.75	6.00	Peonies	.....	.....
J. J. L. Mock	2.00	8.00	Primula, per bunch	.....	.....
Mrs. Charles Russell	1.00	8.00	Orchids, Cattleyas	50.00	75.00
Adiantum Cuneatum	.25	.50	Cypripediums, per doz	.....	.....
Hybridum and Croweanum	.75	1.00	Dendrobium formosum	.....	.....
Antirrhinum, per bunch	.15	.35	Oncidium	.....	.....
Asparagus Plumosus, bunches	.08	.20	Smilax, per doz., strings	1.00	1.25
Sprengeri, bunches	.....	.....	Stocks, Double, per bunch	.....	.....
Calendula, per bunch	.....	.....	" Single, per bunch	.....	.....
Callas, per doz	.....	.....	Sweet Peas, Ord., doz. bunches	.....	.....
Daisies	.....	.....	" Spencers	.25	.75
Delphinium, per bunch	.15	.75	Tulips, per doz	.....	.....
Ferns, per 1000	1.75	2.00	Violets, Double	.....	.....
Forget-me-nots, per bunch	.....	.....	" Single, Princess of Wales	.....	.....
Freesias, per bunch	.....	.....	" Single, Gov. Herrick	.....	.....
Galax, green and bronze, 1000	.....	1.00	Wallflowers, per bunch	.....	.....
Leucothoe, per 1000	4.50	7.00		.....	.....

All the New and Standard ROSES

Fine Grade CARNATIONS

and all Seasonable CUT FLOWERS

WALTER F. SHERIDAN, 133 WEST 28th ST., NEW YORK TELEPHONE, FARRAGUT 3532

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WILLIAM KESSLER, *Wholesale Florist*

Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK

Carnations, Orchids, Lilies, Roses, Calendulas, Peonies

Spencer Peas, Valley and a Complete Line of Novelties

When ordering, please mention The Exchange

EDW. C. HORAN

55 West 28th St., NEW YORK

Telephones: {2560 2561} Farragut Cut Flowers at Wholesale

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Wholesale Florist

109 West 28th St., NEW YORK

Telephone, Farragut 608-609

The best source of supply in the city

ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS

Personal Attention—Consignments Solicited

Satisfaction Guaranteed

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All Seasonable Flowers

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Wholesale Commission Florists

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Matthew Sampson, Jr., Manager

55-57 W. 26th St., NEW YORK

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Established 1887

J. K. ALLEN

Pioneer Commission Dealer in Cut Flowers

Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers

118 West 28th Street New York

Consignments of good stock solicited.

Phones Farragut 167 and 3058

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CONSIGNMENTS SOLICITED

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Telephone, Farragut 9761

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WHOLESALE FLORIST

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Consignments Solicited

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When ordering, please mention The Exchange

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Wholesale Florist

55 WEST 26th STREET

NEW YORK

Telephone, FARRAGUT 4559

When ordering, please mention The Exchange

SHIP TO THE WHOLESALE FLORISTS A. L. Young Co. 54 W. 28th ST. NEW YORK CONSIGNMENTS SOLICITED

When ordering, please mention The Exchange

B. A. SNYDER CO. *Wholesale Florists..*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1082-25017-25552

When ordering, please mention The Exchange

ORCHIDS That are not rehandled and sold by the grower direct, are worth while
25 for $10.00 *Try a box*
DOLANSKY-McDONALD COMPANY
Wholesale Florists 256 Devonshire Street, Boston, Mass.

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo July 1, 1918	Cincinnati July 1, 1918	NAMES AND VARIETIES	Boston July 2, 1918	Baltimore June 10, 1918	Pittsburgh July 1, 1918
20.00 to 30.00	..... to	Roses—A. Beauty—Special	15.00 to 20.00	30.00 to 40.00	15.00 to 20.00
15.00 to 20.00	..... to	" Fancy	10.00 to 15.00	..... to	12.00 to 15.00
8.00 to 12.00	..... to	" Extra	5.00 to 10.00	..... to	8.00 to 10.00
6.00 to 10.00	..... to	" No. 1	2.00 to 4.00	..... to	6.00 to 8.00
3.00 to 5.00	..... to	" No. 2	..... to	..... to	4.00 to 6.00
..... to	..... to	" No. 3	..... to	..... to	..... to 2.00
4.00 to 8.00	..... to	Hadley	2.00 to 10.00	3.00 to 8.00	..... to .....
6.00 to 10.00	3.00 to 8.00	Hoosier Beauty	2.00 to 10.00	3.00 to 8.00	2.00 to 12.00
..... to	..... to	Kaiserin Augusta Victoria	2.00 to 6.00	..... to	..... to .....
3.00 to 6.00	2.00 to 6.00	Killarney	1.00 to 4.00	2.00 to 6.00	..... to .....
3.00 to 8.00	2.00 to 6.00	White Killarney	1.00 to 4.00	3.00 to 8.00	2.00 to 12.00
2.00 to 6.00	..... to	Killarney Queen	1.00 to 6.00	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	2.00 to 4.00	2.00 to 12.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 10.00	..... to	2.00 to 12.00
..... to	..... to	Mrs. Francis Scott Key	2.00 to 8.00	..... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	3.00 to 8.00	2.00 to 12.00
3.00 to 8.00	..... to	My Maryland	..... to	3.00 to 6.00	2.00 to 12.00
6.00 to 10.00	..... to	Prima Donna	2.00 to 6.00	..... to	2.00 to 12.00
5.00 to 10.00	3.00 to 8.00	Ophelia	1.00 to 4.00	2.00 to 8.00	2.00 to 12.00
..... to	..... to	Prince de Bulgarie (Mrs. Taft)	..... to	..... to	..... to .....
3.00 to 8.00	2.00 to 8.00	Richmond	1.00 to 4.00	2.00 to 6.00	2.00 to 12.00
3.00 to 8.00	2.00 to 8.00	Sunburst	1.00 to 4.00	4.00 to 6.00	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Brilliant	2.00 to 6.00	..... to	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Cecile Brunner	..... to	..... to	..... to .....
1.00 to 1.25	..... to 1.00	Adiantum, ordinary	..... to 1.00	..... to 1.00	1.00 to 1.25
1.00 to 2.00	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	1.00 to 2.00
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	.25 to .35	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	..... to	.35 to .50
..... to	..... to	Asters	..... to	..... to	1.00 to 2.00
1.00 to 3.00	2.00 to 3.00	Calendula	.50 to 1.00	..... to	..... to .....
..... to	..... to	Callas per doz	..... to	.75 to 1.00	..... to .....
..... to	..... to	Carnations, Inf. grades	..... to	..... to	..... to 2.00
1.50 to 2.00	1.00 to 1.50	Standard Varieties — White	.50 to 1.00	1.50 to 2.00	..... to 2.00
1.50 to 2.00	1.00 to 1.50	Standard Varieties — Pink	.50 to 1.00	1.50 to 2.00	..... to 2.00
1.50 to 2.00	1.00 to 1.50	Standard Varieties — Red	.50 to 1.00	..... to 1.00	..... to 2.00
..... to	1.00 to 1.50	Standard Varieties — Yellow and var	..... to	..... to	..... to 2.00
2.00 to 3.00	..... to 2.00	*Fancy (*The highest grade of Standard Varieties) — White	1.00 to 2.00	2.50 to 3.00	..... to 3.00
2.00 to 3.00	..... to 2.00	*Fancy — Pink	1.00 to 2.00	2.50 to 3.00	..... to 3.00
2.00 to 3.00	..... to 2.00	*Fancy — Red	1.00 to 2.00	..... to 2.00	..... to 3.00
..... to	..... to 2.00	*Fancy — Yellow and var	1.00 to 2.00	..... to	..... to 3.00
..... to	..... to	Coreopsis	..... to	..... to	..... to 1.00
..... to	..... to	Daffodils	..... to	..... to	..... to .....
1.00 to 1.50	..... to	Daisies	.50 to 1.00	..... to	.50 to 1.00
..... to	..... to	Delphinium, per doz	..... to	..... to	1.00 to 1.50
..... to .25	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Forget-me-nots (Myosotis)	..... to	..... to	..... to .....
..... to	..... to	Freesias	..... to	..... to	..... to .....
..... to	..... to	Gaillardias	..... to	..... to	1.00 to 1.50
..... to .15	..... to .12½	Galax Leaves	..... to	..... to .15	..... to .12½
..... to	..... to	Gardenias	..... to	..... to	..... to .....
6.00 to 10.00	3.00 to 8.00	Gladioli	4.00 to 6.00	..... to	10.00 to 12.00
2.00 to 3.00	..... to	Iris	..... to	..... to	..... to .....
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
..... to	..... to	Lilac, per bunch	..... to	..... to	..... to .....
8.00 to 10.00	..... to	Lilium Formosum	..... to	8.00 to 10.00	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	8.00 to 10.00	..... to	8.00 to 12.00
4.00 to 6.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	4.00 to 6.00	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to	4.00 to 6.00
..... to	..... to	Mignonette, Per 100	1.00 to 2.00	..... to	..... to .....
..... to .25	..... to	Narcissus poeticus	..... to	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 60.00	40.00 to 50.00	40.00 to 50.00
2.00 to 3.00	..... to	Pansies	.50 to .75	..... to	..... to .....
3.00 to 5.00	..... to	Peonies	8.00 to 10.00	2.00 to 6.00	..... to .....
..... to	..... to	Phlox	..... to	..... to	2.00 to 4.00
..... to 3.00	..... to	Primula, Per 100	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, per doz. strings	..... to	1.80 to 2.40	..... to 2.00
.50 to 1.00	.35 to .50	Sweet Peas	1.00 to 2.00	..... to	.50 to .75
..... to	..... to	Sweet Williams	..... to	..... to	..... to 1.00
1.00 to 2.00	..... to	Tulips	..... to	..... to	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.

When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

"WORTH WHILE" QUALITY
Seeds · Bulbs · Plants For Florists Seedsmen Nurserymen
Florists' Flower Seeds a Specialty Seasonable Price Lists Mailed Upon Request
Winterson's Seed Store, 166 North Wabash Avenue, Chicago

When ordering, please mention The Exchange

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Chicago, July 2, 1918

Prices quoted are by the hundred unless otherwise noted

ROSES—American Beauty.			**CARNATIONS—**	
Specials	per doz.	4.00 to 5.00	Standard Varieties — White	1.00 to 1.50
36-inch stems	"	3.00 to 4.00	Standard Varieties — Pink	1.00 to 1.50
30-inch stems	"	2.00 to 3.00	Standard Varieties — Red	1.00 to 1.50
24-inch stems	"	1.50 to 2.00	*Fancy (*The Highest Grades of St'd Varieties.) — White	1.50 to 2.00
18 to 20-inch stems	"	.75 to 1.00	*Fancy — Pink	1.50 to 2.00
Short per 100	"	4.00 to 5.00	*Fancy — Red	1.50 to 2.00
Columbia, special		18.00 to 20.00	**Asparagus plumosus, bunch**	.35 to .50
Medium		12.00 to 15.00	" **Sprengeri, bunch**	.25 to .50
Select		8.00 to 10.00	" **plumosus, strings**	40.00 to 50.00
Short		4.00 to 6.00	**Adiantum**	1.00 to 1.50
White and Pink Killarney.			**Calendulas**	2.00 to 3.00
Specials		6.00 to 8.00	**Cornflowers**	.50 to 1.00
Fancy		5.00 to 6.00	**Daisies**	1.50 to 2.00
Medium		3.00 to 4.00	**Delphiniums**, per bunch	.50 to .75
Short		2.00 to 3.00	**Ferns, Hardy, per 1000**	2.50 to 3.00
Killarney Brilliant, specials		6.00 to 8.00	**Forget-me-nots**	..... to .....
Medium		4.00 to 6.00	**Galax Leaves, per 1000**	..... to 1.25
Short		2.00 to 3.00	**Gardenias, per doz**	1.50 to 2.00
Milady, special		6.00 to 8.00	**Gladioli, fancy, per doz**	1.00 to 1.50
Fancy		4.00 to 6.00	Colvillei	3.00 to 4.00
Seconds		3.00 to 4.00	**Leucothoe Sprays**	.75 to 1.00
Short		2.00 to 3.00	**Lilium Longiflorum**	8.00 to 10.00
Mrs. Aaron Ward, special		6.00 to 8.00	**Lilium Rubrum**	3.00 to 4.00
Medium		4.00 to 6.00	**Lily of the Valley**	..... to 6.00
Short		2.00 to 3.00	**Mexican Ivy** per 1000	..... to 6.00
Mrs. Chas. Russell, special		12.00 to 15.00	**Mignonette**	3.00 to 4.00
Firsts		10.00 to 12.00	**Orchids—Cattleyas, per doz**	6.00 to 9.00
Fancy		8.00 to 10.00	**Pansies, per bunch**	.10 to .15
Medium		6.00 to 8.00	**Peonies** per 100	3.00 to 4.00
Short		4.00 to 6.00	Fancy per 100	4.00 to 6.00
Richmond, special		6.00 to 8.00	**Shasta Daisies**	1.00 to 1.50
Fancy		4.00 to 6.00	**Smilax** per doz.	2.50 to 3.00
Medium		3.00 to 4.00	**Snapdragons** per doz.	1.00 to 1.50
Short		2.00 to 3.00	**Sweet Peas, Spencers**	.75 to 1.50
Sunburst, special		6.00 to 8.00	**Water Lilies**	1.50 to 2.50
Medium		4.00 to 6.00	.....	..... to .....
Seconds		2.00 to 3.00	.....	..... to .....
Ophelia, special		6.00 to 8.00	.....	..... to .....
Select		5.00 to 6.00	.....	..... to .....
Medium		3.00 to 4.00	.....	..... to .....
Short		2.00 to 3.00	.....	..... to .....

All the Leading Varieties of **Roses and Carnations**
PETER REINBERG
Wholesale Cut Flowers Headquarters for Mrs. Russell Roses
30 East Randolph St., CHICAGO, ILL

When ordering, please mention The Exchange

BOSTON—Continued from page 32

Brighton and Madbury establishments. Two of the young men have been killed in action.

I regret very much to have to report the death of John Fee, grower, of Jamaica Plain. He had many friends in the trade.

Recent members of the Gardeners and Florists' Club to join the Colors are J. E. Blocksidge, Arthur W. Birkaier and Paul A. Eisenhardt.

James Shea has been appointed by Mayor Peters to the position of park superintendent and chairman of the Park Board; the salary attached to position is $5000 a year. Mr. Shea was with John Pettigrew for many years.

Sweet Pea Exhibition

On Saturday and Sunday, July 6 and 7 the Mass. Hort. Society will hold its Sweet Pea exhibition. There are also classes for Iris Kaempferi, Hollyhocks, wild flowers, fruits and vegetables.

R. C.

LAKEWOOD, OHIO—M. W. Wilson of Lakewood, O., has enlisted in the U. S. Army, in the heavy artillery and left for camp on June 26. He has given up his store in the Homestead Building, but the greenhouse will be run as usual by his sister, Miss G. A. Wilson.

Chicago and the West

The next meeting of the Chicago Florists' Club will be held on July 18. Details are given below.

Encouraging

July2. —General market conditions are all that might be expected. There is not nearly as much stock as there has been, so that no so much effort is required to make a cleanup daily. A strong demand would mean a tight market and better prices, but as it is, neither the demand for stock nor the supply is such as to enable the wholesalers to get more than average Summer prices.

The supply of American Beauty Roses is short and little good stock is obtainable. In all other varieties the supply is short also but still enough to meet all demands, with the exception of Mrs. Russell; that variety is now more extensively grown than ever for this market and will therefore continue to dominate the supply for some time to come.

The supply of Carnations is getting less each week and good stock is a rarity,

During the Summer

we will close every day at 4 P. M. Place your order early in the day. With a good demand for flowers there is no probability of a surplus and when placing an order it is to your advantage to give us all the time possible.

We recommend to you for this week:

Easter Lilies, Feverfew, Candytuft and Gypsophila

In Roses RUSSELL, PRIMA DONNA, SUNBURST, OPHELIA

Sphagnum Moss

5 bls. bale $2.50 6 bales for $13.50

Put in your supply of MOSS now for next season. Later in the year we may not be able to have our MOSS shipped to us. You will pay a great deal more for your MOSS next Winter and it is to your advantage to stock up now.

THE LEO NIESSEN CO.

Wholesale Florists

BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Philadelphia, July 2, 1918

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	30.00 to 40.00	Carnations, inf. grades, all col.		..... to	1.00
" Fancy	20.00 to 25.00	Standard Varieties	White	1.00 to	2.00
" Extra	10.00 to 15.00		Pink	1.00 to	2.00
" No. 1	6.00 to 8.00		Red	1.00 to	2.00
" No. 2	4.00 to 5.00		Yellow and var.	..... to	2.00
" No. 3	3.00 to 4.00	Fancy Varieties	White	3.00 to	4.00
Kaiserin Aug. Vic	2.00 to 10.00		Pink	3.00 to	4.00
Killarney	2.00 to 8.00		Red	3.00 to	4.00
White Killarney	2.00 to 8.00		Yellow and var.	3.00 to	4.00
Lady Hillingdon	2.00 to 6.00	Freesias		..... to	.....
Radiance	..... to	Galax Leaves, per 1000		1.00 to	1.50
Mme. Paul Euler (Prima Donna)	2.00 to 10.00	Gardenias		..... to	.....
Mrs. Aaron Ward	2.00 to 6.00	Gladiolus		4.00 to	8.00
My Maryland	2.00 to 8.00	Hyacinths		..... to	.....
Richmond	2.00 to 6.00	Iris		..... to	.....
Sunburst	2.00 to 8.00	Leucothoe, per 1000		..... to	.....
Killarney Brilliant	2.00 to 8.00	Lilac		..... to	.....
J. J. L. Mock	2.00 to 8.00	Lilium Auratum		..... to	.....
Lady Alice Stanley	2.00 to 10.00	Lilium Longiflorum		8.00 to	12.50
Mrs. Chas. Russell	2.00 to 20.00	Lilium Rubrum		3.00 to	6.00
Mrs. Francis Scott Key	2.00 to 8.00	Mignonette		... to	.....
Mrs. George Shawyer	2.00 to 8.00	Lily of the Valley		4.00 to	8.00
Hadley	2.00 to 10.00	Mignonette, ordinary		..... to	.....
Hoosier Beauty	2.00 to 8.00	Fancy		..... to	.....
Ophelia	2.00 to 8.00	Narcissus (Paper White)		..... to	.....
Adiantum, Ordinary	.75 to 1.00	Orchids—Cattleyas		60.00 to	100.00
Antirrhinum, per bunch	..... to	Cypripediums		..... to	.....
Asparagus Plumosus, per bunch	.25 to .50	Dendrobium formosum		..... to	.....
" Sprengeri, per bunch	.25 to .50	Oncidium		..... to	.....
Bouvardia	..... to	Pansies, per 100 bunches		..... to	.....
Calendula	..... to	Peonies		..... to	.....
Callas	..... to	Smilax, per doz. strings		..... to	.....
Daffodils	..... to	Stevia (per bunch)		... to	.....
Daisies	..... to	Sweet Peas		.25 to	1.00
Ferns, Hardy	.15 to .20	Violets, single		..... to	.....
Forget-me-nots (Myosotis)	..... to	Violets, double		..... to	.....
		Wallflowers		..... to	.....

Roses
Carnations
Sweet Peas
and a full line of all other Seasonable Cut Flowers.

CHARLES F. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other greens

When ordering, please mention The Exchange

ZECH & MANN

We are Wholesale Florists Doing a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

When ordering, please mention The Exchange

E. G. HILL CO.

Wholesale Florists

Richmond, Indiana

When ordering, please mention The Exchange

F E. Ads Give Good Results

Easter Lilies

A splendid Summer flower, a flower we can recommend as a good shipper and a good keeper. Will have a large supply all Summer.

$12.50 and $15.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

S. S. PENNOCK COMPANY

The Wholesale Florist of Philadelphia

Philadelphia 1608-1620 Ludlow Street
New York 117 West 27th Street
Baltimore Franklin and St. Paul Streets
Washington 1216 H St. N. W.

When ordering, please mention The Exchange

ROSES and CARNATIONS OF THE Best Quality

THE KIND THAT WILL SHIP WELL

Philadelphia Wholesale Florist Exchange

1615 RANSTEAD STREET, PHILADELPHIA, PA.

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.

Seasonable Flowers

When ordering, please mention The Exchange

Bell Telephone Keystone Telephone

Komada Brothers

Manufacturers of all kinds of WIRE DESIGNS

FLORISTS' SUPPLIES

Any Wire Design at short notice

1008 Vine Street PHILADELPHIA, Pa.

When ordering, please mention The Exchange

count of its light, graceful qualities. The supply of greens is ample. The situation so far as fancy ferns are concerned has reached the turning point. There is a fairly large supply of cold storage stock on hand and the new crop has commenced to come in freely.

Express Companies Combined

The American Railway express Co. under Government supervision, succeeded the old line companies on Monday. It is believed that the new company will give improved service when the working system is thoroughly understood. Practically the same employees are in charge of the shipping of the wholesale cut flower market. The shipper has nothing to do with the routing of his shipments. It is all collected and taken to a building where it is assorted and routed by the company via the most direct way to destination. Another important change in the wholesale cut flower market is the Sunday closing which goes into effect at the end of the week.

Chas. McCauley, treasurer of the Chicago Flower Growers Ass'n had the misfortune to have a large tile drop on his foot from a freight car, at Geneva last week. The injury, while not serious, is painful and will lay him up for a week or more.

Secretary John Young, of the S. A. F. was in the city Monday on his way to St. Louis, where he is going to make arrangements for the forthcoming convention to be held there the third week in August. While in the city he was taken in charge by Geo. Asmus and Fred Dietsch of A. Dietsch & Co.

Herbert Schneider, another of A. Lange's employees has joined the Colors. This makes eight stars in the service flag of the firm.

Tony Then, son of Anton Then has taken a position with the Flower Growers' Ass'n. John Welsh is on a two weeks' vacation. The seventh annual meeting of this association will be held July 15, at 3 p.m. in the office of the association, 182 N. Wabash ave.

Jack Lonregan, who has been helping out at Winterson's Seed Store during the Spring has accepted a position in the supply department of the Poehlmann Bros. Co.

Wm. Reid formerly with the W. W. Barnard Co. is in the city. He is located in Kansas City as local representative for the A. L. Randall Co. Other visitors were John Klaus, manager of the Graceland Greenhouses, Greenwood, Mo., Blain Wilcox, Council Bluffs, Ia., Mr. and Mrs. Geo. Weigand, Indianapolis, Ind. F. W. Heckenkamp Quincy, Ill. and Vincent Gorley, St. Louis.

Midsummer Club Rally

The next meeting of the Chicago Florists' Club will be a grand Midsummer rally and will be held at Karthauser's Grove on the north side on July 18. The committee For the Good of the Club held a meeting on Friday, at which all the details were agreed upon. The meeting will be called at 7 p.m. in order to allow ample time for the discussions that are to follow the business meeting. A number of the prominent growers have been invited to be present and give their views on the present situation and how best to meet it. At the August meeting the wholesalers will be invited to give their opinion as to the betterment of present conditions from their standpoint as wholesale commission men. The September meeting will be a get-together meeting for the retailers; the leading retailers will be invited to speak on conditions as they find them and suggest plans for co-operation for the general good of the trade in the city.

Wm. F. Schofield, 734 N. State st. one of the most popular florists on the north side, is confined to the Michael Reese hospital suffering from severe cuts about his head and several broken ribs as the result of an automobile accident on Thursday evening, while driving northward at 31st street and Cottage Grove ave. His condition, while critical, is encouraging.

Robt. Pyle, West Grove, Pa., has been in the vicinity of Chicago for the past two weeks; he has been lecturing before various garden clubs, his principal subject being Roses.

Fritz Bahr, Jr. son of Fritz Bahr of Highland Park, and who has been in the Army for some time, located at a camp in California, is at the home of his parents in Highland Park on a furlough.

Frank Farney, well known to the florists' supply trade in Philadelphia and Chicago has resigned his position with the A. L. Randall Co., and has gone into business for himself, representing several manufacturers.

C. J. Pass, North Platte, Neb., and G. A. Fosberg, of the J. C. Rennison Co., Sioux City, Ia. were recent visitors

The Philadelphia Newsletter will be found on page 38

as the old crops are being thrown out and the greenhouses undergoing an overhauling before replanting.

Peonies are almost gone, the present week will see the end of the supply, excepting in one or more cases where some late stock went into storage.

The first of the outdoor Gladioli in this section have made their appearance. Sweet Peas continue to come in from late planted crops and all good stock sells freely. There is, however, much poor stock that has no call. There are sufficient Easter Lilies at from $8 to $10 per 100. Valley and orchids are short in supply but there are generally enough to be picked up to meet the existing demand. Shasta Daisies, Delphiniums, Feverfew, Coreopsis, and Calendulas are in large supply and move fairly well at low prices. Gypsophila paniculata is coming in and is a favorite with Summer buyers, on ac-

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { New York: Box 100 Times Square Station. Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED As superintendent or head gardener on private estate. 41 years old. Life experience in growing Orchids, Roses, 'Mums, Carnations, Sweet Peas, Grapes, Nectarines and Vegetables, under glass and outside. Only first-class position considered. 8 years as head gardener in present position; wishes to make change. Very best references. Married; no children. Address S. C., care The Florists' Exchange

SITUATION WANTED—By gardener; Austrian 32 years old; married, no children. 22 years experience; understands greenhouse and landscape work, funeral designs and handling of all kinds of machinery. Address S. E., care The Florists' Exchange

SITUATION WANTED—By young lady in retail store. 10 years' experience in making-up, etc. New York or Brooklyn preferred. Good references. Address S. A., care The Florists' Exchange.

SITUATION WANTED—By grower and designer. 18 years' experience. Good recommendations as to character and ability. Can start at once. State particulars in first letter. Address S. B., care The Florists' Exchange.

HELP WANTED

WANTED—Experienced nursery propagator; shrubs, evergreens and herbaceous stock. Good wages and steady position. When answering give experience and references. Wood, Stubbs & Co., 219 E. Jefferson st., Louisville, Ky.

WANTED—By July 1st, Rose grower to take charge of Rose section, also a Carnation grower to take charge of carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties. T. Malbrano, Johnstown, Pa.

WANTED—Working foreman, to take charge of about 40,000 sq. ft. of glass, able to manage men. Married. All round grower. Best references required. State nationality and age. Wages, $125.00 per month, with chance of improvement. Address S. D., care The Florists' Exchange.

WANTED—Gardener to manage 3 acres, country home, 18 miles from New York. All in cultivation now. Position all year round. Write, stating experience reference, nationality and salary expected. Address R. C., care The Florists' Exchange.

WANTED—Greenhouse man. One who understands the growing of Ferns and Palms preferred. Steady work. $18.00 per week. 9-hour day. A. Leuthy & Co., Perkins St., Roslindale, Boston, Mass.

WANTED—Working foreman to take entire charge of greenhouses in Northern New England. Grow a general line for retail trade. 25-000 ft. of glass. Give experience and references. Address R. A., care The Florists' Exchange.

WANTED—A good, all around man, on retail place. Must be steady and a worker. One with some experience in making-up. Single man preferred. Best of wages to the right man. P. M. Olm, Bath, Maine.

WANTED—Middle aged, single, gardener to grow Palms on a private estate in New Jersey. Wages, $75.00 per month and room. Apply to Arthur T. Boddington Co., Inc., 128 Chambers st., New York City.

WANTED—A good all round steady man for greenhouse and gardening. Must be reliable and experienced. Steady position for right man. State wages and references required. Charles W. Pflomm, 1195 Barnum Ave., Bridgeport, Conn.

WANTED—A good all round, steady man to work under foreman on retail place. Must be a worker and have some experience in making up. Single man preferred. Send references. State wages expected. E. F. Quinn, Norwich, N. Y.

WANTED—Greenhouse assistant. Good grower of greenhouse flowers and plants. Single. Wages, $80.00 per month and room. Apply John A. Forbes, Supt. C. M. Schwab, Loretto, Pa.

WANTED—Greenhouse assistant. Good grower of Fruits and Vegetables. Single Wages, $80.00 per month and room. Apply John A. Forbes, Supt. C. M. Schwab, Loretto, Pa.

WANTED—Two Rose growers for section, under foreman. Good wages and steady position in up-to-date place. Write at once. The McCallum Co., Evans City, Pa.

WANTED—A steady man for retail florist. Must be a good decorator and maker-up. State wages. Address S. F., care The Florists' Exchange

WANTED—An assistant for general greenhouse work. Please state wages expected, with board; and experience. E. L. Riley, Trenton, N. J. R. F. D. No. 2

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—A first-class grower of a general line of greenhouse plants for retail trade. Wages, $18.00 per week. References required. Address K. E., care The Florists' Exchange.

WANTED—All round grower. Man capable of taking charge. Single. State wages expected in first letter. Burtt, The Florist, Greenfield, Mass.

WANTED—A section man, able to grow Christmas and Easter stock. Near New York. Address R. D., care The Florists' Exchange.

WANTED—A first-class Chrysanthemum grower Wages, $18.00 per week. References required Address K. F., care The Florists' Exchange.

WANTED—Three greenhouse men to work in Rose houses, under foreman. Good wages paid. Apply to Thomas Roland, Nahant, Mass.

WANTED—Man experienced in ferns and foliage plants. Married man prefererd. Louis Dupuy, Whitestone, L. I.

WANTED—At once, two experienced men for greenhouse work. E. J. Byam, 406-414 Elm st., Rome, N. Y.

WANTED—Assistant in retail greenhouse. Apply Emslie & Co., Montpelier, Vt.

STOCK FOR SALE

ASPARAGUS

PLUMOSUS

	100	1000
Seedlings, very heavy		$9.00
2½-in	$4.00	35.00
3-in	7.00	60.00
4-in	12.00	

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

2500 ASPARAGUS Sprengeri Strong, 2½-in. $3.00 per 100. The McCallum Co., Evans City, Pa.

ASPARAGUS Plumosus—Strong plants, for 4-in. pots, $3.00 per 100. Cash S. M. Godbey, Waldo, Fla.

ASPARAGUS PLUMOSUS—Fine, 3-in., $5.00 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

ASPARAGUS PLUMOSUS—Seedlings, $8.00 per 1000, ready now. Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8 in. above 3-in. pots, 6c. Also 3-in. Cash please. B. C. Blake Co., Springfield, Ohio.

ASPARAGUS PLUMOSUS SEEDLINGS—$1.00 per 100; Prepaid. W. C. Ehmann, Corfu, N. Y

ASPARAGUS—Plants, seedlings and seed. See page 13. Roman J. Irwin, 108 W. 28th st., N. Y.

ASTERS

ASTERS—Vick's branching, choice colors and mixed, hardy, $2.50 per 1000. Mrs. M. Cavanaugh, Ionia, Ontario Co., N. Y.

BEGONIAS

	100	1000
Begonia Lorraine, 2¼-in. pots	$14.00	$120.00
Mrs. J. A. Peterson, 2¼-in. pots	20.00	180.00
Melior, 2¼-in. pots	20.00	

Julius Roehrs Co., Rutherford, N. J.

BEGONIAS — Lorraine, etc. See page 13. Roman J. Irwin, 108 W. 28th st., New York.

Continued on Next Column

CALLAS

ÆTHIOPICA (Arum Lily). At present the only dependable new crop lily bulb for 1918-19.

1 to 1½-in. $4.50 per 100; $42.00 per 1000
1½ to 2 -in. 7.00 per 100; 65.00 per 1000
2 to 2½-in. 9.50 per 100; 90.00 per 1000
2½-in. and up 11.50 per 100; 110.00 per 1000

Ready in September.

Midsummer Seed List now ready—Write. Vaughan's Seed Store, Chicago and New York.

GODFREY CALLA

Closing out flowering clumps of this money-making Calla. $2.50 doz., $15.00 per, 100. Charles H. Totty Co., Madison, N. J.

CANNAS

CANNAS—4-in. Richard Wallace and Florence Vaughan, 10c., $9.00 per 100. Brant Bros., Inc., Utica, N. Y.

CARNATIONS

Field-Grown Carnations

We strongly advise early planting. Good plants will be scarce. Get your order in early. The following ready now; Mrs. C. W. Ward, Miss Theo, Pink Enchantress, Alice, Matchless, White Enchantress.

$7.50 per 100, $65.00 per 1000.

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

2500 Alice Carnations, 2¼-in. pots, $20.00 per 1000, $2.50 per 100. 1000 White Enchantress, 2¼-in. $25.00. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

CHRYSANTHEMUMS

CHRYSANTHEMUMS—Extra fine, healthy plants, guaranteed free from midge. Plants from 2½-in., Yellow Bonnaffon, White Chieftain Harvard, Golden Wedding, E. A. Seidewitz, Nagoy, Maud Dean, Marigold, Jean Nonin, $4.00 per 100, $35.00 per 1000. Rooted Cuttings, $3.00 per 100, $25.00 per 1000.

Mrs. M. R. Morgan, Golden Chadwick, Pink Chadwick, Hamburg Late White, $5.00 per 100, $40.00 per 1000. Rooted Cuttings, $3.50 per 100, $30.00 per 1000.

POMPONS, 2½-in. Marguerite Waite, Hilda Canning, $5.00 per 100, $40.00 per 1000. Zenobia, Klondyke, Mikado, Golden Climax, Golden Harvest, Helen Newberry, Diana, White Mensa, $4.00 per 100, $35.00 per 1000. White Chadwick, Rooted Cuttings, $4.00 per 100, $35.00 per 1000; Lynwood Hall, Enguehard, Chas. Razer, Chrysolora, Ramapo, 2½-in., $4.00 per 100, $35.00 per 1000.

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CHRYSANTHEMUMS, R. C.—Ivories White, Pink and Yellow, $1.75 per 100, $15.00 per 1000, Pac. Supreme, Elberon, G. Queen, R. Holliday, Harvard, Cullingfordii, Greystone, Helen Newberry, Skibo, Overbrook, G. West, G. Climax, Buckingham, etc., $2.00 per 100, $17.50 per 1000. Smith's Ideal, W. Chieftain, W. Sensation, W. Frick, Nonin, Dr. Enguehard, Patty, Pk. Frick, Seidewitz, Marigold, Chrysolora, Diana, Fairy Queen, L. Doty, Neola, W. Beauty, Sov. d'Or, etc., $2.25 per 100, $20.00 per 1000. Yondota, Helen Lee, Oct. Herald, W. Doty, D. Doge, Little Gem, Roman Warren, etc., $3.50 per 100, $30.00 per 1000. For plants from pots, add $1.00 per 100 to above prices. Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUMS

Not less than 25 plants of a variety at 100; 250 plants of a variety at 1000 rate.

20,000 White and Yellow Chadwicks for July Delivery. From 2¼-in. pots, only $5.00 per 100, $40.00 per 1000. Orders booked now and filled in strict rotation.

Elmer D. Smith & Co., Adrian, Mich.

Continued on Next Column

STOCK FOR SALE

CHRYSANTHEMUMS

Well rooted cuttings of the following:

	100	1000
Marigold	$2.00	$15.00
Maud Dean	2.00	15.00
E. A. Seidewitz	2.00	15.00
Chrysolora	2.00	15.00
Enguehard	2.00	15.00
Harvard	2.00	15.00
Yellow Turner	3.00	25.00
Some very fine Major Bonnaffon, well rooted and clean	1.50	11.00

POMPONS

Souv. d'Or or Mrs. Wilcox	2.00	15.00
Mikado	2.00	15.00
Buckingham	2.00	15.00
Golden Mensa	2.00	15.00

John R. Coombs, West Hartford, Conn.

Strong stock, 2½-in. Mums, in large lots, $2.50 per 100, $25.00 per 1000, delivered.

Seidewitz, best late pink.
Tints of Gold, early yellow
Pacific Supreme, early pink.
Diana, best white pompon.
Lilia, best red pompon.
Skibo, best bronze and yellow.
Mensa, best single white pompon.

Also list of 70 varieties, large flowering, single and Pompons.

Cash with order.

GEORGE SCHNEIDER, Florist,
22 E. High st.,
Springfield, O.

'MUM—Rooted Cuttings, ready July 10. Chrysolora, Unaka, Roman Gold, Smith's Sensation, Glenview, Nacota, Enguehard, Golden Eagle, $2.50 per 100; Nag-ir-roc and Louisa Pockett, $8.00 per 100. Caprice 'Mums, $3.00 per 100, in 4 colors. N. Kiger, Marietta, O.

POMPONS and SINGLES

2¼-in. pots, in standard sorts. Mention colors wanted and we will give you a good selection.

$4.00 100; $30.00 1000

CHAS H. TOTTY CO., MADISON, N. J.

CHRYSANTHEMUMS—Early Frost, Golden Glow, Halliday, Harvard and Chieftain. 2¼-in. pots, $3.00 per 100, $20.00 per 1000. Strafford Flower Farm, Strafford, Pa.

COLEUS

COLEUS—Golden Bedder, Verschaffeltii, Queen Victoria, Fire Brand and good fancy varieties, out of 2¼-in. pots, $25.00 per 1000. A. Nahlik, 261 Lawrence st., Flushing, N. Y.

COLEUS—Verschaffeltii—2¼-in. at 3c., $2.50 per 100; orders of 250 at 2c., each. Brant Bros., Inc., Utica, N. Y.

CYCLAMEN

The best new English and Holland varieties. Salmon Pink, Light Pink, Dark Pink, Blood Red, Pure White and White with red eye.

	100	1000
3-in. pots	$5.00	$40.00
2½-in. pot plants	$9.00	80.00
4-in. extra good and strong	25.00	
4-in., light grade	20.00	

Seedlings ship better than pot plants. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CYCLAMEN—In the following colors. Pure white, white with pink eye, pink dark red, light red and salmon.

	100	1000
2½-in. pots	$8.00	$75.00
3-in. pots	10.00	95.00
3½-4-in. pots	20.00	

If only salmon is ordered—the price will be 20% higer. Julius Roehrs Co., Rutherford, N. J.

CYCLAMEN—Best strain of Cyclamen growing 2¼-in. pots. Varieties: Salmon Pink, Light Pink, Blood Red, Bright Red, Pure White and White with Red Eye, at $7.50 per 100, $65.00 per 1000. Seedlings, from 3 to 5 leaves, $5.00 per 100, $40.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

DELPHINIUMS

DELPHINIUM—Belladonna, 2¼-in. pots. True variety for medicinal purposes or for cut flowers. $40.00 per 1000. Digitalis (Fox Glove), 2¼-in. pots, $40.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

DRACÆNAS

DRACÆNA TERMINALIS—Clean, healthy stock, out of 2¼-in. pots at $8.00 per 100; 3-in. pots at $15.00 per 100; 4-in. pots at $25.00 per 100. Cash with order. J. H. Fiesser, Hamilton ave., North Bergen, N. J.

DRACÆNA INDIVISA—Extra large, 6-in. 30c. Strong, 5-in. 20c. 2½-in., $3.00 per 100. Strong, transplanted seedlings, $2.50 per 100. W. C. Ehmann, Corfu, N. Y.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

Continued on Next Page

STOCK FOR SALE

FERNS

BOSTON FERNS—6-in., 75c. each, $8.00 per doz.; 5-in., 65c. each, $7.00 per doz.; 4-in., 40c. each, $4.50 per doz.; 2½-in., $5.00 per 100; Runners, $4.00 per 100, $35.00 per 1000. Prices on larger sizes on application. Cash with order. Wm. Mears, Rumson, N. J.

FERNS—Adiantum Cuneatum, 2-in., $3.00; 3-in., $5.00. Croweanium, 2-in., $6.00; 3-in. $8.00 all per 100. Cyrtomium Rochfordianum, 4-in.; $15.00 per 100. Assorted Table Ferns, 2-in., $3.00. Henry Smith, Grand Rapids, Mich.

FERNS—Boston, Scottii, Teddy Jr., 2½-in. $6.00 per 100, $55.00 per 1000; Scottii, 3-in. $12.00 per 100; $100.00 per 1000. C. U. Liggitt, Wholesale Plantsman, 325 Bulletin Bldg., Phila., Pa.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 15. J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—In all varieties and Seedlings. See page 13. Roman J. Irwin, 108 W. 28th st., N. Y.

FREESIAS

FREESIA PURITY—Selected for high class florist trade. ½ to ⅝ in., $6.00 per 1000; ⅝ to ¾-in., $9.00 per 1000; ¾-in. and up, including Jumbos, $14 00 per 1000. We pay expressage. Satisfaction guaranteed. J. R. Walsh, 502 California st., San Francisco, Cal.

FREESIAS—Improved Purity—Extra size, ⅝-in. to ¾-in., per 1000, $12.00; ½ to ⅝ in., per 1000, $7.50; ⅜ to ½-in. per 1000, $4.00. Write for samples.
Vaughan's Seed Store, Chicago, and New York.

FREESIA PURITY—Spend 3c. for a postage stamp and save $3 per 1000 on your bulbs. Direct to the Florist. Price list now ready. Lakeside Gardens, Box. 123, Santa Cruz, Cal.

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road. North Bergen, N. J.

FUCHSIAS—3½-in., assorted varieties, extra fine, in bloom, 8c., $6.00 per 100. Brant Bros., Inc., Utica, N. Y.

FUCHSIAS—Best varieties; 2¼-in. $2.00 per 100. Geo. Milne, Winchester, Mass.

FUNKIAS

FUNKIA variegated—Strong, field divisions, 3 to 4 eyes, $5.00 per 100, $45.00 per 1000. Large, field clumps, not divided, $10.00 per 100. Roman J. Irwin, 108. W. 28th st., New York.

GARDENIAS

1000 exceptionally good Gardenia Veitchii, 2½-in. pots, as good as 3-in. plants. Guaranteed free from disease. $100.00 for the lot.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, Poitevine and Nutt, 2¼ in. Cash. $3.00 per hundred. John C. Daly, 1510 Hack. Plank Road, North Bergen, N. J.

GLADIOLI

GLADIOLUS—Prices per 100: Niagara, 1¼-8in. $2.00; 1-in. $1.50. King, 1½-in. $1.00; 1¼-in. $0.75; 1-in. $0.50. Schwaben, 1½-in. $2.00; 1¼-in. $1.50; Dieulafoy, 1¼-in. $1.50; 1-in. $1.00. George Hall, Adelphia, N. J.

HYDRANGEAS

HYDRANGEAS—All the best French sorts, named varieties. 4-in. pots, $25.00 per 100. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

IVY

		100
ENGLISH IVY—Exceptionally fine.		
5-in. pots, 3½ to 4 ft. long and very heavy.		$37.50
4-in. pots; extra heavy, selected		17.50
4-in. pots, lighter grade		15.00
3-in. pots		12.00

Send for complete copy of our price list.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia. Pa.

IVY—Green, 3-in., long vines, $5.00 per 100. Brant Bros., Inc., Utica, N. Y.

LILIES

LILLIUM Rubrum

		100	1000
8- 9	200 to case	$7.00	$65.00
9-11	140 to case	10.00	95.00
10-11	125 to case	12.00	110.00

LILIUM Auratum

8- 9	160 to case	7.00	65.00
9-11	100 to case	9.50	90.00
11-13	75 to case	20.00	180.00
13-14	45 to case	30.00	

VAUGHAN'S SEED STORE
New York. Chicago.

LILY OF THE VALLEY

LILY OF THE VALLEY. 250, $8.00; 500, $15.00; 1000, $30.00. Vaughan's Seed Store, Chicago and New York.

Continued on Next Column

STOCK FOR SALE

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

NURSERY STOCK—Fruit trees, English trained fruit trees of fruit bearing size, and of the best varieties; trained in all styles and shapes. J. H. Troy, New Rochelle, N. Y.

ORCHIDS

1000 rare and choice Orchids. All in the finest condition, at a fraction of original cost. Particulars on request. Address Mossiæ, care The Florists' Exchange.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in. pots	8.00
Pandanus Veitchii, from open, for 6 in. pots	12.00

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

PELARGONIUMS

PELARGONIUMS and PRIMULAS—See page 13. Roman J. Irwin, 108 W. 28th st., N. Y.

PEONIES

PEONIES — Profitable cut-flower and best general planting varieties. Very early, mid-season, late. Any quantity. Own growing. Early September shipment. Submit list. Harmel Peony Company, Berlin, Maryland

PETUNIAS

PETUNIAS—Rosy Morn, from 2½-in. pots, $3.50 per 100. Burgevine Greenhouses, Port Chester, N. Y.

POINSETTIAS

POINSETTIA PULCHERRIMA—Nice, strong plants, out of 2½-in. pots, ready for shipment now. $50.00 per 1000. Packing charge of 50c. for every $10.00 of value. Only orders with remittance will find consideration. Anton Schulthies, 316 19th st., College Point, N. Y.

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
Plants ready July 15th
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2½-in. pots, good variety. $7.50 per 100, $65.00 per 1000. Cash with order. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000. Strafford Flower Farm, Strafford, Pa.

POINSETTIAS and PRIMULAS—See page 13. Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

Primulas with a reputation,
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermesina.
Other varieties later.
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots,
$4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N. J.

PRIMULA—Obconica Gigantea and Grandiflora. From 2¼-in. pots, $5.00 per 100.
PRIMULA Chinese. From 2¼-in. pots, $4.00 per 100.
PRIMULA Malacoides. From 2¼-in. pots, $3.50 per 100. Wettlin Floral Co., Hornell, N. Y

PRIMULA—Obconica, 2¼-in. strong, $4.00 per 100; 4-in., $12.50; 6-in., $25.00. Chinensis, 4-in., $12.50; 6-in., $25.00 per 100. Malacoides, 2¼-in., $3.00; 4-in., $10.00; 6-in., $20.00; 4 and 6-in. well in bloom, all varieties. Henry Smith, Grand Rapids, Mich.

PRIMULAS—2½-in. Obconica, all the best varieties, $5.00 per 100, $45.00 per 1000; Malacoides, new strain, better than Townsendi, $6.00 per 100, $50.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Phila., Pa.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA OBCONICA—Miller's Giant; fine 2-in., $3.50 per 100; 3-in., $5.00 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULAS and PELARGONIUMS—See page 13. Roman J. Irwin, 108 W. 28th st., N. Y.

ROSES

ROSES—Good, 2¼-in., own root, Mrs. George Shawyer. $50.00 per 1000. A Farenwald, Roslyn, Mont. Co., Pa.

Continued on Next Column

STOCK FOR SALE

ROSES

MINIATURE ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00

VERY SPECIAL STOCK

Ophelia, 3-in.	$12.00
Sunburst, 3-in.	12.00
4-in.	15.00
Mdm. Collette Martinette, 3-in.	12.00
4-in.	15.00
Columbia, own root	30.00
Ophelia Supreme, grafted	30.00
Irish Fireflame, 3-in.	10.00
Richmond, 4-in.	10.00

Ready for immediate delivery
CHARLES H. TOTTY COMPANY,
MADISON, NEW JERSEY

ROSE PLANTS—Own Root, 2½-in. Ophelia, Maryland, Hoosier Beauty, Mrs. Shawyer, Pink Radiance, Kaiserin, White Killarney. $7.50 per 100, $65.00 per 1000.

	100	1000
American Beauty, 2½-in.	$8.00	$75.00
3-in.	12.00	
Russell, 2½-in.	14.00	
3-in.	18.00	
Sunburst 2½-in.	8.00	70.00
Hadley, 2½-in.	8.00	75.00
3-in.	10.00	
Double White Killarney	14.00	130.00
Killarney Brilliant, grafted	14.00	130.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ROSE PLANTS

2½-in.	Own Root 100	Own Root 1000	Grafted 100	Grafted 1000
Columbia	$30.00	$250.00	$35.00	$300.00
Ophelia Supreme	30.00	250.00	35.00	300.00
Hadley, extra heavy	7.50	65.00		130.00
Sunburst, extra heavy	7.50	65.00		
Killarney, D. P.	7.50	65.00		
Killarney, S.White	7.50	65.00		130.00
Ophelia	8.00	70.00		
Mrs. Geo. Shawver	7.50	60.00		

S. S. PENNOCK COMPANY, 1608 Ludlow, Street, Philadelphia, Pa.

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

See June Bargain ad. page 1133, June 1st. Get list. Leedle Co., Expert Rose Growers, Springfield, Ohio

SALVIAS

SALVIA BONFIRE, 2-in., pot grown, transplanted, cut back, branched plants, $3.00 per 100; $27.50 per 1000. Cash, please. B. C. Blake Co., Springfield, O.

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SALVIA BONFIRE—2¼-in., $2.00 per 100. Geo. Milne, Winchester, Mass.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
New crop, California lathhouse-grown, now ready:
Per 1000 seeds $1.50
ASPARAGUS SPRENGERI SEED.
Per 1000 seeds ..... .75
ASPARAGUS ELONGATUS SEED.
Per 1000 seeds 5.00
Write for price by the pound.
H. N. GAGE CO., INC.,
MONTEBELLO, CALIFORNIA

SNAPDRAGON—Nelrose, Phelp's White, Enchantress, Peach Blow, Bronze Beauty, 50c. per pkt.
Sweet Pea Seed—All the new and standard varieties. Send for list with prices. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGONS

SNAPDRAGON—Nelrose, Keystone, 2½-in. $5.00 per 100, $40.00 per 1000. Giant White, Phelps' White, Phelps' Giant Yellow, 2½-in. $5.00 per 100, $40.00 per 1000. Send for a copy of our complete price list. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGON—2¼-in. pink, white, garnet and yellow, 3c., $2.50 per 100; orders of 350 at 2c. Buxton's Silver pink, 2¼-in., $3.50 per 100; orders 250 at 3c. Brant Bros., Inc., Utica, N. Y.

SNAPDRAGONS—Seedlings, Keystone, Pink and White: 2¼-in., $4.00 per 100. Schizanthus, best colors, fine plants, 2¼-in., $4.00; 4-in., $12.50; 6-in., $25.00 per 100. Henry Smith, Grand Rapids, Mich.

SNAPDRAGONS—2-in. pots, Silver Pink, Rose, Yellow and Maroon, $3.00 per 100. No attention to C. O. D. Cash, please. B. C. Blake Co., Springfield, Ohio.

SNAPDRAGONS. 2¼-in.—See page 13. Roman J. Irwin, 108 W. 28th st., New York.

VERBENAS

LEMON VERBENA—2¼-in., $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road, North Bergen, N. J.

Continued on Next Column

STOCK FOR SALE

VERBENAS

VERBENAS—Mixed colors, 2¼-in. 3c., $2.50 per 100; orders of 250 at 2c. each. Brant Bros., Inc., Utica, N. Y.

VINCAS

VINCA VARIEGATA—Strong, 3½-in. at $10.00 per 100; also 3-in., with nice long runners, $7.00 per 100. Cash. Russell Bros., Inc., Syracuse, N. Y.

VINCA VINES—Variegated, 4-in., extra heavy vines, 15c., $12.50 per 100; orders of 250 at 10c. each. Brant Bros., Inc., Utica, N. Y.

VINCA Variegata—2¼-in. pots, $2.50 per 100. Cash, please. M. H. Baumann, Park Ridge, N. J.

VINCA VARIEGATA—3½-in. pots, 6c., 4-in. pots, 12c. T. H. Judd, Danbury, Conn.

VIOLETS

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and other varieties on application. Roman J. Irwin, 108 W. 28th st., New York.

VEGETABLE PLANTS

CELERY, CABBAGE and CAULIFLOWER PLANTS.
Shipped anywhere. Roots in damp moss.
White Plume, Winter Queen, Golden Heart and Giant Pascal Celery Plants. $2.00 per 1000; 500, $1.25; 300, $1.00.
Re-rooted plants (mass of fine, new roots grown on them), $3.00 per 1000; 500, $1.75; 300, $1.25; 200, $1.00.
Henderson's Re-rooted Snowball Cauliflower plants. $4.50 per 1000; 500, $2.50; 300, $1.60; 200, $1.25.
We make a great specialty of Snowball Cauliflower and raise no other kind. We sow seed about every five days to have a supply on plants constantly on hand.
Re-rooted Succession, All Head Early, Flat Dutch and Early Jersey Wakefield Cabbage plants. $1.80 per 1000; 500, $1.00. Parcels post or Express.
F. W. Rochelle & Sons, Chester, New Jersey.
(20 years Vegetable Plants exclusively.)

300,000 CELERY PLANTS—Winter Queen Golden Heart and Giant Pascal. $2.00 per 1000; re-rooted, $3.00 per 1000.
Golden Self Blanching. (French Grown Seed), $3.00 per 1000; re-rooted, $4.00 per 1000.
Fine plants, well packed, either by Parcel Post or Express.
Paul F. Rochelle, Morristown, New Jersey.

CAULIFLOWER PLANTS—Snowball and Erfurt. 95c. per 100, $4.75 per 1000. If wanted by mail, send postage. All leading varieties of Cabbage, Celery, Tomato, Pepper, Brussels Sprouts, Beet, Egg, Onion, Kohl Rabi, Kale, Parsley, Sweet Potato, Asparagus plants at reasonable prices. Catalogue free. Harry P. Squires, Good Ground, N. Y.

SWEET POTATO PLANTS of all the leading varieties delivered by parcel post. 25 plants, 20c.; 50 plants, 35c.; 100 plants, 50c.; 500 or more, 30c. per 100. By express, charges collect, 1000 plants, $1.75; 5000 or more, $1.50 per 1000. H. Austin, Felton, Del.

CELERY—White Plume and Winter Queen, the most blight resisting variety of all transplanted stock. $4.00 per 1000, $35.00 per 10,000. Moss packed. 250 at 1000 rate. Celeriac or Turnip-rooted Celery same price. Manneto Hill Nurseries, Wm. A. Finger, Prop., Hicksville, N. Y.

CELERY PLANTS—Golden Self Blanching, Winter Queen, White Plume and Giant Pascal 60c. per 100, $2.50 per 1000. If wanted by mail, send postage. Harry P. Squires, Good Ground, N. Y.

SWEET POTATO PLANTS—Red and Yellow Jersey, also Red Yams. $2.00 per 1000; 5000, $1.50 per 1000. Cash. Moreau Plant Co., Wholesale Plant Growers, Freehold, N. J.

LATE TOMATOES—Greater Baltimore, Matchless and Red Rock. Grown from selected seed. $2.00 per 1000. Cash. W. P. Carre, Mantua, N.J.

15,000 EGG PLANTS—Out of 2½-in. pots, $15.00 per 1000. (New York Spineless). Otto Muller, Whitestone, L. I.

FOR SALE OR EXCHANGE

300 Hardy Ivy—2½-in. pots at 2c., or will exchange for Vinca variegata, good stock, or Rooted Cuttings. C. K. Hoffmeyer, R. Route 8, Crafton Branch, Box 56, Pittsburg, Pa.

STOCK WANTED

WANTED—Rooted Cutitngs of Hydrangeas, French varieties, by 1000. Cash. Arden Floral Gardens, Arden, Del.

PEONIES—1000, Sept. delivery. Cash. Wm. F. Miller, Collingswood, R.F.D. 2, N. J.

Continued on Next Page

FOR SALE OR RENT

FOR SALE—Most up-to-date greenhouse establishment between Boston and Montreal. Situated in heavily wooded district. Been established 18 years. 3 acres land, about 15,000 sq. ft. glass. barns, sheds, garage, coal pockets, stock and tools. Must be seen to be appreciated. Cannot devote my time to look after it as it needs. Would like to sell to a good grower as I can handle nearly all stock grown in my stores. Price right. Half cash down, balnace easy terms. H. W. Totman, Randolph, Vt.

FOR SALE—Great opportunity. Small local Nursery, with greenhouse, a lot of hot beds; place well stocked. Fine modern dwelling house, barn and stable, two acres of ground. Price, $16,000.00. Five minute walk from Railroad station. Five-cent trolley fare from Philadelphia Place must be sold. Apply to Michell SeedHouse, 518 Market street, Philadelphia, Pa.

FOR SALE—On account of retiring from business 5 greenhouses 125 ft. x 24; 16 x 24 glass All heated with 2-in. pipe. 1 Manval wind mill, 150 Hot Bed Sash. Inquire of Ulrich Bros., Pennsylvania & Cozine Aves., Brooklyn, N. Y.

FOR SALE—Greenhouse material; bars, glass pipe, iron gutters, 2 Hitchings' houses. Mr. C. Eisele, 11th and Westmoreland st., Philadelphia, Pa.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York. Jacob Hauck, 49 Montgomery st., Bloomfield, N. J.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

AUCTION SALE

Executor's Sale by auction, in Manchester, N. H., of the Ray Brook Garden Greenhouses, 14 of them, on Union st., belonging to the Estate of the late G. A. Campbell. Sale on Monday, July 8, 1918, at 9.45 a.m. Fully equipped with all it takes to run such a business. Also, the real estate, building lots and a 90-acre farm. as well as personal property. By order of Judge H. E. Loveren, Otis H. Forbush, Auctioneer.

SUNDRIES FOR SALE

FOR SALE—Greenhouses, to be removed: 1 house, ¾ span, 130x20; 1 house curvilinear, 50x25, iron frame, glazed with 16x20 and 16x24 glass, double thick; also heating apparatus consisting of 2 Hitchings' hot water boilers and 4-in. cast iron pipe. One mile from N. Y. C. and C. N. E. R. R. F. E. Witney, Beacon, N. Y.

FOR SALE—Hot water boiler, 2000 ft., used one season $150.00. Otto Stienacker, 3958 N. 5th st., Philadelphia, Pa.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

MOSS

SPHAGNUM MOSS—10-bbl. bale, $2.85; 5 5-bbl. bales, $7.00. Orchid Peat, $1.00. Bag burlap, 35c. extra; cash, 5c. less. Jos. H. Paul, Manahawkin, N. J., Box. 156.

SPHAGNUM MOSS—5 bbl. bale, $1.50. Burlap, $1.75. Cash with order. Harry E. Halloway, Chatsworth, N. J.

PAPER POTS AND DIRT BANDS

PAPER POTS AND DIRT BANDS—We ship from Pittsburgh, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis and Kansas City, Mo. Price list and samples free. Address F. W. Rochelle & Sons, Chester, N. J.

WIRE

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill

WOOD LABELS

LABELS FOR NURSERYMEN AND FLORIST Benjamin Chase Co., Derry Village, N. H.

INFORMATION WANTED

T. W. HANNAH—Please communicate with Box 912, Binghamton, N. Y., as soon as possible.

Florist Suffers Bereavement

The trade will regret to learn that W. A. Harkett, florist, of Dubuque, Iowa, lost his son Charles, aged 40, on June 17. The latter for the past 20 years was in charge of the cut flower and shipping departments at the greenhouses. This is the second bereavement that Mr. Harkett has suffered within the past six months, another son, W. F. Harkett, passing away on Feb. 17.

Philadelphia

Improvement

July 2.—The small supply, coupled with the cool weather, seems to have put some "pep" into the market. The past week has been most satisfactory, with most lines cleaning up daily. As one wholesaler puts it: "We could dispense with the ice box, as we haven't a chance to put anything in it."

Carnations have advanced a point and clean up on arrival. Roses are firm and all varieties and colors are taking briskly. American Beauty are almost off the market. Valley and orchids continue scarce. Easter Lilies are plentiful and in excellent demand. Gladioli are coming in somewhat stronger; more could be used. Sweet Peas are showing up better and are in favor. Miscellaneous outdoor flowers are in fair supply, all of which are in daily call. All greens are plentiful.

Notes

Since the death of Christian Eisele of Eleventh and Westmoreland sts., Mrs. Eisele has been running the place. Owing to the difficulties of the coal and labor problems she has decided to close down the place.

The Joseph Heacock Co. is now located in its new city quarters, No. 9 S. Mole st.

The Henry F. Michell Co. reports a continued activity in the call for young vegetable plants. The demand has been heavier this year than ever before.

Harry Heileman and Chas. F. Edgar are now traveling for the M. Rice Co.

J. J. Habermehl's Sons had the making of the huge Liberty Bell to be used in the patriotic parade on July 4. It was composed of natural Magnolia leaves and stood about 8ft. high. Walter Van den Hengel was recalled from his vacation to make up the piece.

Probably nothing finer in Sweet Peas was ever shown before in this city and possibly anywhere else than the exhibit of Sweet Peas made by the W. Atlee Burpee & Co. at the recent show of the American Sweet Pea Society, held at Wanamaker's. There were about 6000 blooms, comprising more than 100 varieties, staged in tiers against a background of dark green velvet.

This is the commencement of the vacation period and with the national holiday this week there is little to note in the way of business.

H. Bayersdorfer has opened his cottage at Atlantic City for the Summer.

Indianapolis, Ind.

The wedding season is rapidly drawing to a close. There were a few June weddings, but nothing in comparison, however, with those of previous years. Funerals and hospital work have been relied upon as the mainstay throughout the Spring months.

There is not the usual noticeable oversupply of early Summer flowers of former years and nearly everything acceptable is taken in this market, at good prices.

A few Carnations are available, at $3 per 100 wholesale, and 60c. to $1 per doz. retail. Good Roses are exceedingly scarce, at $6 to $10 per 100 for most kinds, and $6 to $15 for Columbia and Russell. An attractive lot of Am. Beauty Roses are being received, at $5 to $35 per 100. Auratum Lilies are available at $15 per 100 wholesale, and $4 to $5 per doz. retail. Lilium giganteum sells well at $10 to $15 per 100. A quantity of Gypsophila is available for funeral work at $5 to $10 per 100 sprays. Larkspur is beautiful, at $5 per 100 sprays, and Hydrangea arborescens plentiful at $3 to $4. There are few blooming plants to be had for the conservatory that could be specimens.

Prices in general are much firmer than at the corresponding date last season.

About Town

L. Newby, the well-known florist of Logansport, Ind., was a recent visitor.

The opening of the new Hotel Lincoln called for a quantity of beautiful baskets, vases, etc., and caused a flurry in the local market.

Edward Bertermann is away on a three weeks' vacation.

Chas. Hitz is back at Bertermann's after being laid up for three months with Rose-thorn poisoning.

Inquiries are being received from many directions for good Carnation plants. Late rains have decidedly improved these and there will be a fine crop later on.

Twenty-eight new members for the F. T. D. is quite an addition, for the S. A. F. and also for the F. T. D. It is, however, only in keeping with the great strides this portion of the flower business is taking.

L. B.

St. Louis, Mo.

The next meeting of the St. Louis Florists' Club will be held on July 11 at Bourdet's Greenhouses. The annual picnic will take place on July 18 at Ramona Park.

Business is about the same; quiet as is to be expected for this time of year. Stock is fairly plentiful but of poor qualty. Roses are arriving in fairly large numbers, especially Ophelia and Russell, the latter bringing from 6c. to 15c. Ophelia, Killarney, Richmond, Ward are also in moderately heavy supply, stock running from 4c. to 8c.

Carnations are in good supply and meet with fair call at 2c. to 3c. Gladioli are coming in heavily at 8c. to 10c. Daisies clear up at 50c. per 100. Cornflowers at 35c. per 100 are good sellers. Lilies sell well at 10c. to 12½c.; Larkspur and Delphinium at quoted prices. Greens are plentiful.

Club Picnic on July 18

Correcting last week's statement the St. Louis Florists' Club's annual picnic will be held at Ramona Park, July 18. A big crowd is expected and an added feature will be a big ball game between the wholesalers and retailers

The July meeting of the club will be held at Bourdet's Greenhouse on July 11.

Frank Windler and O. K Sanders have joined the Missouri Home Guards.

Mrs. John W. Boerm is convalescing at the Mo. Baptist Sanitarium from a recent serious operation. O. K. S.

Advertising

(*A Lantern Slide Talk—Continued from page* 1297, *issue of June* 29, 1918)

And now we come to the Seabrook Farms Strawberry campaign itself. When Mr. Seabrook over the dinner table mentioned to me that he had half a million quarts of berries to advertise for the New York markets, I was amazed. It looked like a problem so huge as almost to defy solution. But when the four million people in the city of New York alone came to mind it looked entirely possible. A three weeks' campaign of two issues a week, in two New York papers resulted in selling the crop at the rate of 2½ carloads a day, at a price from 1½ to 3 cents above prices secured any other year; prices far above current ones. Supply and demand unmistakably govern prices. The demand was created by the advertising. The supply was there to meet it. You see when you create your own demand you can have something to say yourself about the prices. In the face of the dire prediction of the wise old heads, Mr. Seabrook has proven that advertising is just as feasible for a short crop like Strawberries as it is for Dromedary Dates in packages, or Hawaiian Pineapples in cans. A week in advance of the crop advertisements announced the fact that Seabrook's Honey Heart Strawberries would be on sale the following week. The next week, a large space told that they were on sale.

Then followed a series shown on the next slide telling of their goodness and further dwelling on their size—4in. around, three bites to the berry. These words were the key note of the entire campaign. Notice the strength of the border. The lack of crowding of the text; and the vigor of the typical signature. The name Honey Heart was created especially for this campaign. It proved one easy to remember and one of appetizing allurement.

In addition to two goodly sized "ads" appearing in the produce papers, telling the dealers of Seabrook's Honey Heart Berries, each was sent a letter on this special stationery, shown on the slide, carrying the firm name signature like the "ads." These letters called especial attention to the clip-on slips.

The latter were furnished to restaurants and clubs in any quantity desired, for clipping on their bills of fare. You will note from the slide that the Strawberry is in natural color at the top with beneath the words "Seabrook's Honey Heart Strawberries, Three Bites to a Berry," which at once links it up with the advertisements seen in the papers. Then below it are the words: "Served with inch stems and a 'dip' of powdered sugar or served the old-fashioned way, with cream and sugar." A letter was also sent to all the likely clubs and restaurants, enclosing a number of clip-ons, asking them to let us know how many they needed.

Every detail of this campaign was, as in the others, most carefully worked out well in advance, so that the gears would mesh smoothly from start to finish. The results are certainly a tribute to the foresight and business sagacity of Mr. Seabrook, who had the nerve to tackle such an untried, unheard-of proposition.

With these three examples now in mind, surely the question of whether advertising can be made to pay need no longer be under discussion. For the individual to advertise may not always be feasible. But for a community of growers to band together, surely is. If the Ashtabula association, for example, can make a success in mutual marketing methods, they can make a still larger success in association advertising.

It will, however, never pay to advertise second rate products. Nothing will sooner gag results than top-notch claims in the advertisements, and lower-notch goods to meet them. Great care will be necessary in packing advertised vegetables. An absolute standard must be set and kept. Goods must be trademarked and packed or wrapped in a distinguishing way, if the height of results are to be expected. If the fruit growers of California can so successfully pool their advertising interests, so can the vegetable growers. With this country never so prosperous as it is now and the facilities for both growing and marketing greenhouse products in such an advanced stage, all things seem ripe for the advertising action of these growers who would broaden their markets and deepen their profits.

Advertising will not only do both but more closely link the mutual interest of grower and commission man. The field of crop disposal will be yours, because you will have secured a firm grip on the buyers. You will be in a position to command the situation. The irresistible force of the superior quality of your goods, combined with consistent advertising, make a team against which the unadvertised products will find it pretty tough tugging.

But once you go in for advertising, go in with the idea of *staying*. It's not a thing to dabble with. It's liable to back fire. There is every reason why increased sales and larger, better profits, will take care of the advertising investment and leave a handsome additional profit besides. But don't disc harrow. Plough deep if you would win.

Ten Health Commandments for Business Men

At a recent gathering of manufacturers Dr. Thos. Darlington, former Health Commissioner of N. Y. City, told the delegates that while they have been taking plentiful care of the health and welfare of their workers, a great many of them are neglecting their own, and he gave them these ten health commandments:

1—Keep your mouth closed when breathing—also when angry.

2—Drink cold water with your meals, also between meals.

3—Bathe daily; a shower if possible.

4—Eat slowly; this leads to eating sparingly. Never read or transact any business while eating.

5—Exercise daily and breathe deeply while so doing, but avoid over-exertion. Never eat when fatigued.

6—Work ten hours; sleep eight; use the balance for recreation and meals.

7—Always rest on Sunday.

8—Always keep a contented mind; equanimity means longevity.

9—Neglect no portion of the body. Employ a physician to examine you at regular intervals, and so watch for the beginnings of disease and build up resistance.

10—Be moderate in all things; even virtue in excess may become vice.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black white fly, thrips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affecting flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

EULTIMATLY

You'll Demand

Magic Brand

When Ordering Fertilizer of Your Supply House *Why Not Do It Now?*

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

USE WIZARD BRAND

CONCENTRATED PULVERIZED

MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO
34 Union Stock Yards. CHICAGO

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, 4c. lb. in 100 lb. sacks
TOBACCO DUST, 2c. lb. in 100 lb. sacks
TOBACCO DUST, 1c. lb. in 100 lb. sacks
TOBACCO STEMS, $1 50 in 100 lb. bales
Special prices in Tons and Carload Lots

A. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

CAN SHIP ANY SIZE AT ONCE

Telephone or Telegraph Order at Our Expense

KROESCHELL BROS. CO., 468 W. Erie Street CHICAGO, ILL.

When ordering, please mention The Exchange

GULF CYPRESS

Greenhouse Materials

Pecky Cypress Bench Lumber

Glass

THE ONLY PERFECT

LIQUID PUTTY MACHINE

"SEAL TIGHT LIQUID PUTTY"

will not harden, crack or peel off.

$1.50 per gallon in 10 gallon lots.

$1.60 per single gallon.

Non-Kink Woven Hose

In any length (one piece) with couplings, 14c per foot. Remnants 15 to 30 feet, coupled, 9c per foot. Unequalled at the price.

Metropolitan Material Co
PATENTED GREENHOUSES

1335-1339 Flushing Ave., Brooklyn, N. Y.

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE

THE FOLEY GREENHOUSE MFG. CO.

3075 S. SPAULDING AVE.
CHICAGO

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 75c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.

GLASS

N. COWEN'S SON, 14-16 Wooster St. NEW YORK

—PIPE—

Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

Established 1902

Pfaff & Kendall, Ferry and Foundry Sts NEWARK, N. J.

When ordering, please mention The Exchange

PIPE NEW AND SECOND HAND

Boiler Tubes • Fittings

ALL SIZES • LARGE STOCK

ALL PIPE GUARANTEED absolutely perfect or replaced without charge

Prompt Shipments • Special Prices to Florists

EAGLE PIPE SUPPLY CO. Inc. 30 CHURCH STREET NEW YORK CITY

When ordering, please mention The Exchange

Putty Bulb

(Scollay's)

for Liquid Putty

The best tool for glazing and repairing greenhouse roofs.

Note the Improved Spout

For sale by your supply house or send postpaid for $1.00

John A. Scollay,
INCORPORATED
74-76 Myrtle Ave.
BROOKLYN, N. Y.

Accidental vs. Positive Gardening

MESSRS. L. L. BOOK & SON, of the Eldorado Gardens, Eldorado, Pa., write:

"Without this System it is 'accidental' gardening: with it, it is positive. While others are waiting for rain we germinate our seeds by means of your system of Irrigation."

SKINNER SYSTEM OF IRRIGATION.

The Skinner Irrigation Co.

225 Water St., Troy, Ohio

When ordering, please mention The Exchange

MASTICA

FOR GREENHOUSE GLAZING

USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

F. O. PIERCE CO., 12 W Broadway, New York

When ordering, please mention The Exchange

GLASS

and HOT-BED SASHES

Our prices can be had by mail, and it will pay you to get them.

We carry the largest stock of Specially Selected Glass in Greater New York and can supply any quantity from a box to a carload on a one-day notice, and at Rock Bottom Prices.

PARSHELSKY BROS. Inc.

215-217 Havemeyer St., Brooklyn, N. Y.

When ordering, please mention The Exchange

DREER'S

FLORISTS' SPECIALTIES

New Brand New Style "RIVERTON" HOSE

Furnished in lengths up to 500 feet without seam or joint.

TheHOSE for theFLORIST

¾-inch, per ft.... 17c.
Reel of 500 ft .. 16½c.
2 reels, 1000 ft.... 16c.
½-inch, per ft..... 15c.
Reel of 500 ft.... 14½c.
Couplings furnished

HENRY A. DREER
714-716 Chesnut St.
Philadelphia, Pa.

When ordering, please mention The Exchange

Greenhouse Glass

Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24

Ten boxes or more at wholesale prices

Royal Glass Works

120 Wooster St., NEW YORK, N. Y.

CAST IRON

BOILERS

THAT LET THE FLORIST SLEEP

Write for catalogue and particulars of our two-piece section greenhouse boilers

GIBLIN & CO. 107 Broad St. UTICA, N. Y.

When ordering, please mention The Exchange

GLASS

6 x 8 to 16 x 24. Single or Double, at lowest possible prices.

Get our prices before placing your order.

L. SOLOMON & SON

199-201 Wooster St., NEW YORK

WHOLESALE WINDOW GLASS

When ordering, please mention The Exchange

ADVERTISING NURSERY STOCK In the F. E. PAYS and pays WELL!

Flue Facts Some that Save Coal

ON pages 114 and 115 of our 1918 Handy Hand Book are some coal saving facts about chimneys and flues that will open your eyes.

It seems there are a lot of things that a lot of us think everybody knows a lot about.

Those are just the things most of us know the least about.

Some of them are given on those two pages.

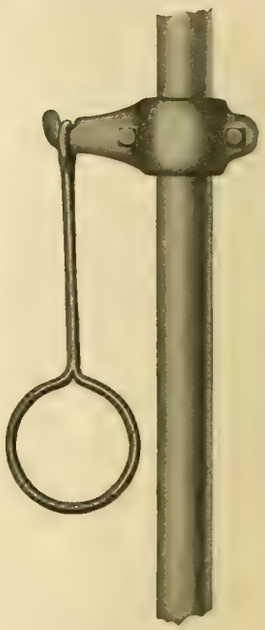
Swing Supports For Heating Mains

THESE hangers with cast iron clamp hook and wrought iron, hand-welded swing, are made for clamping to either a pipe or double angle iron column.

Their freedom of motion takes from the columns the push and pull strain of expansion and contraction.

For ten years we have used nothing else. That's how good they are.

See pages 149 and 150 in new 1918 Handy Hand Book.



Clamp and swing for pipe column

Send for the new 1918 Handy Hand Book, and see for yourself.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

SALES OFFICES:

NEW YORK 42d Street Bldg. | CHICAGO Continental & Commercial Bank Bldg. | ROCHESTER Granite Bldg. | CLEVELAND Swetland Bldg. | TORONTO Royal Bank Bldg. | MONTREAL Transportation Bldg.

FACTORIES: Irvington, N. Y., Des Plaines, Ill., St. Catharines, Canada

When ordering, please mention The Exchange

As Easy as Snipping Off a Bud When You Cut Greenhouse Glass With

"Red Devil" Glass Cutters

REG. U.S. PAT. OFF. TRADE MARK.

Zip! And you cut out a pane of glass clean, clear and sharp, without breakages and splinters. *Send* 15c *for sample tool, style* 024.

Glaziers' Handy Tool Booklet Free

Smith & Hemenway Co., Inc. 90 COIT STREET IRVINGTON, N. J.

When ordering, please mention The Exchange

PIPE CUT TO SKETCH

It will pay you to correspond with us

Wrought Iron Pipe, Tubes and Fittings

NEW AND SECOND HAND

Thoroughly overhauled, with new threads and couplings, in lengths of 16 feet and over. Guaranteed to give satisfaction.

ALBERT & DAVIDSON, Inc., Oakland & Kent Sts., Brooklyn, N. Y.

When ordering, please mention The Exchange

What Goes Up Must Come Down

That's why florists using the Caldwell Tubular Tower, delivering water by the force of gravity, can depend on a plentiful water supply every day in the year. Any mechanic can erect it. Strong, durable, inexpensive.

Send for Catalogue

W. E. CALDWELL CO.

2010 Brook St., LOUISVILLE, KY.

C. J. Brooks, Florist Bloomington, Ill.

Caldwell TANKS AND TOWERS

When it comes to Greenhouses come to Hitchings & Co.

Send for Supply Book

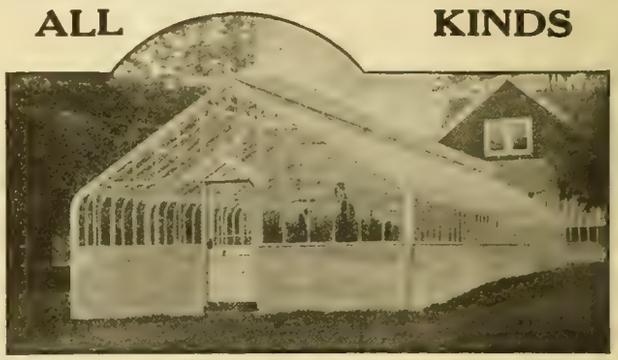
New York: 1170 Broadway Boston: 49 Federal St

When ordering, please mention The Exchange

Advertising Nursery Stock in F. E. PAYS and PAYS WELL

GREENHOUSES

ALL KINDS



When contemplating the building of a greenhouse, the wise course is to avoid extravagance and delay by hiring an organization which features speed and economy

PUT YOUR GREENHOUSE PROBLEMS UP TO US

We go anywhere in the United States to submit plans and prices

Metropolitan Material Co

PATENTED GREENHOUSES

1335-1339 FLUSHING AVE. BROOKLYN, N. Y.

When ordering, please mention The Exchange

1866-1917

Greenhouse Lumber

"ALL HEART" CYPRESS WORKED TO SHAPES.

HOTBED SASH.

PECKY CYPRESS.

SQUARE RED CEDAR POSTS.

Lockland Lumber Co., Lockland, O.

When ordering, please mention The Exchange

JUL 15 191

THE FLORISTS' EXCHANGE

Library Mass Agricultural College

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 2 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879) JULY 13, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

FERNS

	Per 100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima, 6-in.	.50
8-in.	1.00
elegantissima and elegantissima compacta, 10-in.	$3.00 to 5.00
elegantissima compacta, muscosa and Smithii, 3½-in.	.25
muscosa and Smithii, 5-in.	.50
Smithii, 6-in.	.75

WINTER-FLOWERING ROSES

	Per 100
Rosalind and Silvia, 3½-in. pots, own root	$25.00
American Beauty, Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney, Killarney Brilliant, and Francis Scott Key, 3½-in. pots, own-root	$18.00 per 100, $150.00 per 1000

HYDRANGEAS IN TUBS

FOR JULY AND AUGUST FLOWERING

	Per 100
French varieties, assorted, and Otaksa, 14-in. tubs	$3.00

F. R. PIERSON CO.
Tarrytown, New York

IN THIS ISSUE

The Plea for Asiatic Labor
100% Heat with a 50% Supply
Growing Freesias in California
Plant Exclusion as to California
Seed Trade Selling Experience in 1918
Your Trade Paper an "Essential"

Greenhouse Plants

CYRTOMIUM Rochfordianum. 3-in., $12.00 per 100; 4-in., $20.00 per 100.

ASPARAGUS Plumosus. Seedlings, $1.00 per 100, $9.00 per 1000.
Plumosus. 2¼-in., $3.50 per 100, $30.00 per 1000.
Plumosus. 3-in., $7.50 per 100, $60.00 per 1000.
Plumosus. 4-in., $12.00 per 100.

POINSETTIAS. 2¼-in. pots, $8.00 per 100, $75.00 per 1000.

EUPHORBIA Jacquiniæflora. 2¼-in. pots, $10.00 per 100.

PRIMULA Obconica. Good assortment of colors, 2¼-in. pots, $5.00 per 100, $45.00 per 1000.

WE CAN SUPPLY

GRAFTED ROSES

FOR LATE PLANTING

Write us your requirements

A. N. PIERSON, INC.
CROMWELL, CONN.

LORRAINE BEGONIAS

Extra strong, 2½-inch, ready for 4-inch, $18.00 per 100

JERUSALEM CHERRIES

(CLEVELAND)

2½-inch, fine stock, $8.00 per 100

CYCLAMEN SEEDLINGS

Fine stock, $5.00 per 100, $40.00 per 1000

LILY BULBS

GIGANTEUM—7-9, 100 to the case	Write for Prices
7-9, 300 to the case	
8-10, 225 to the case	
9-10, 200 to the case	
MAGNIFICUM—8-9, 200 to the case	

FRESH ASPARAGUS PLUMOSUS SEED

$2.00 per 1000; 5000 lots, $9.00

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Is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of all varieties, with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivalled mixture. 500 seeds 30c., 1000 seeds 50c.; ⅛ oz. $1.35, ¼ oz. $2.50, oz. $10.00.

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56. **Light Blue Shades.**
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106. **White.** Large satiny white.
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List of Advertisers

These advertisers are catching the eye weekly of the most active buyers there are in the world for your good.

Albert & Davidson, Inc....75
Allen, J. K....67
American Bulb Co. 42-48
Anderson, J. F. 50
Anderson, S. A. 59
Aphine Mfg Co. 70
Aschmann Bros. 54
Aschmann, Godfrey 50
Ashley, Ernest 59
Atteaux & Co., F. E. 70
Audubon Nurs 52
Avenue Floral Co 62
Baker Bros. 61
Baker, Wm. J. 69
Bard, Robt. 63
Barrows, Henry H. 50
Baumer, A. R. 61
Baur & Steinkamp. 44
Bayersdorfer & Co. 65
Bay State Nurs., The. 52
Beaven, E. A. 65
Beckers' Cons. 59
Beckets' Seed Store. 46
Begerow Floral Co. 61
Bemb Floral Co., L. 61
Benjamin, S. G. 54
Bennett, C. A. 52
Bertermann Bros., Co. 61
Boddington Co., Inc. 48
Bolgiano & Son, J. 48
Bonnet & Blake. 67
Boston Floral Supply Co. 65
Bowe, M. A. 62
Braun, J. B. 44
Breitmeyer's Sons, J. 61
Brown, Peter 50
Brown Bag Filling Mach. Co., The 46
Bryan, Alonzo J. 44
Buchbinder Bros. 64
Buckbee, H. W. 63
Bunyard, A. T. 62
Burnett Bros. 47
Burpee, W. A. & Co. 46
Butler & Ullman 62
Byer Bros. 54
Caldwell the Woodsman Co. 64
California Nursery Co. 52
Campbell Bros. 50
Caplan, Florist. 59
Carbone, Florist. 59
Carnation Support Co. 44
Champion & Co., John N. 62
Chicago Feed & Fertilizer Co. 70
Chicago Flower Growers' Ass'n, The 68
Childs, John Lewis 44
Chinnick, W. J. 54
Christensen, Thos. P. 54
Clarke's Sons, D. 62
Clay & Son. 70
Colonial Flower Shop. 59
Conard & Jones Co. 52
Coombs, Florist 61
Cowee, W. J. 64
Cowen's Sons, N. 71
Craig Co., Robt 52
Crouch, Mrs. J. W. 59
Crowl Fern Co. 65
Crump, F. F. 59
Cut Flower Exch. 67
Danker, Florist 59
Dards 62
Day Co., W. E. 63
DeBuck, John 52
Dickson, J. 42
Dietsch Co., A. 75
Dillon, J. L. 52
Dolansky & McDonald 68
Donaghue, Alfred 62
Dorner & Sons Co. 44
Dreer, H. A. 71-74
Drumm Seed & Floral Co. 61
Eagle Pipe Sup. Co. 75
Eble, Chas. 62
Edlefsen-Leidiger Co. 61
Edwards' Folding Box Co. 65
Emmans, G. M. 50
Eskesen, Frank N. 50
Fallon, Florist 63
Farmville Florist 65
Fehrlin, O. 42
Fenrich, Joseph S. 66
Fetters, Florist 61
Fexy, D. 67
Fletcher, F. W. & Co. 46
Foley Greenhouse Mfg. Co. 75
Ford, M. C. 66
Ford, Wm. P. 67
Fottler, Fiske, Rawson Co. 46
Fowler, Mrs. L. P. 63
Friedman, Florist 59
Friedman, J. J. 70
Froment, H. E. 67
Frost, Chas. 42
Fuchs, Albert. 52
Galvin, Thos. E. 62
Gasser Co., J. M. 59
Giblin & Co. 75
Girvin, Willis B. 54
Goldstein & Futterman 67
Gove, The Florist 59
Graham & Son, A 59
Grakelow, Florist 62
Grandy, The Florist 62
Gude Bros. Co. 63
Gunther Bros. 67
Habermehl's Sons 62
Hahn, Florist 59
Hanford, R. G. 52
Hardesty & Co. 59
Hart, George B. 65
Hatcher 59
Heacock Co., Jos. 50
Heiss Co. 61
Henshaw Floral Co. 66
Hentz & Nash, Inc. 67
Herr, A. M. 54
Hess & Swoboda 62
Hession 62
Hews Co., A. H. 74
Highland Pk. Ghns. 61
Hill Co., E. G. 69
Hill Floral Co., E. G. 59
Hill Nurs. Co., D. 52
Hitchings & Co. 76
Hollywood Gardens 63
Holm & Olsen 63
Horan, E. C. 67
Horn & Co., J. F. 50
Hotaling, The Florist 59
Irwin, R. J. 49
Jackson & Perkins 52
Jacobs & Sons, S. 75
Jennings, E. B. 46
Johnston Bros. 63
Johnston & Co., T. J. 63
Joseph's Florist 63
Joy Floral Co. 61
Kasting, Wm. F. Co. 41
Keller, John A. 61
Keller Pottery Co. 74
Keller Sons, J. B. 63
Kelway & Sons. 46
Kentucky Tobacco Product Co., Inc. 70
Kerr, The Florist. 61
Kervan Co., The 64
Kessler, Wm. 67
Knoble Bros. 59
Komada Bros. 69
Kooyman Co., Inc. C. 46
Kottmiller, Florist 62
Kroeschell Bros. Co. 71
Kromhout, A 52
Kuebler, Wm. H. 67
Lager & Hurrell. 52
Lang Floral & Nurs. Co. 61
Lange, A. 59
Lange, H. F. A. 63
Langjahr, A. H. 67
Leahy's 61
Leonard Seed Co. 46
Liggit, C. U. 54
Littlefield & Wyman 52
Lockland Lumber Co. 75
London Flower Shop. 62
Lovett, Lester C. 52
Lovett, Inc., J. T. 52
Ludwig Floral Co., E. C. 63
Mackie, W. 67
Macnair, Florist. 63
Mader, Paul. 54
Malandre Bros. 62
Market Florists' Association 54
Marshall & Co., W. E. 46
McCallum Co. 64
McCarron, Miss. 61
McClunie, Geo. G. 61
McConnell, Alex 62
McHutchison & Co. 42
McManus, James. 67
Meehan, C. E. 69
Metarie Ridge Nursery Co., Ltd. 62
Metropolitan Material Co. 71
Meyer, Adolph. 62
Michell Co., Henry F. 44
Michigan Cut Flower Exchange. 65
Michler Bros. Co. 61
Miller, A. L. 50
Mills, the Florist. 61
Mountain View Floral Co. 52
Mullanphy, Florist 63
Munk Floral Co. 61
Murray, Samuel. 61
Murray, Florist 62
National Florists' Board of Trade 48
National Plant Food Co. 70
Neidinger Co., J. G. 64
New England Florist Supply Co., Inc. 68
Nicotine Mfg. Co. 70
Niessen Co., Leo 69
Noe, L. M. 67
Outpost Farm. 52
Ouwerkerk, P. 52
Palmer, F. E. 59
Palmer & Son, W. J. 59
Papworth, Harry. 62
Park Floral Co., The 61
Park Floral Co. 63
Parshelsky Bros, Inc. 75
Peacock Dahlia Farms 48
Peirce, E. Allen 74
Penn, The Florist. 59
Pennock Co., S. S. 69
Peters & Reed Pottery Co. 52
Pfaff & Kendall. 71
Philadelphia Wholesale Flor. Exch. 69
Philips Bros. 61
Pierce Co., F. O. 71
Pierson, Inc., A. N. 41
Pierson Co., F. R. 41
Pikes Peak Floral Co. 61
Pillsbury, I. L. 52
Pittsburgh Cut Flower Co. 65
Polykranas, G. J. 66
Potter Floral Co. 61
Pulverized Manure Co., The 70
Purdie & Co., D. S. 61
Quadland's Sons, C. 54
Ramsburg, G. S. 42
Randall's Flower Shop 63
Randolph & McClements 63
Rawlings, Elmer 54
Reck, John & Son 59
Reed & Keller 65
Reinberg, Peter 68
Rice Co., M. 64
Riedel & Meyer, Inc. 67
Ritchy, F. W. 54
Robinson Co., H. M. 67
Robinson & Co., Inc. H. M. 64
Rock Flower Co., W. 61
Rodgers Floral Co. 59
Roehrs Co., Julius 52
Rosemont Gardens 61
Rosary Flower Shop. 59
Royal Glass Works 71
Rumbley Co., The 64
Rupp, John F. 44
Russin & Hanfling 65
Salter Bros. 63
Sauter, A. 67
Sceery, Ed. 62
Schling, Inc., Max, Seeds 46
Schling, Inc., Max, Flowers 62
Schmidt, J. C. 42
Scholz, the Florist. 59
Schramm Bros. 63
Schulz Co., Jacob 61
Schwacke & Co., C. 46
Scottswood Gnhs. 63
Scott, Florist. 59
Serphos, Norman. 47
Sheridan, Walter F. 67
Siebrecht, Geo. C. 67
Skidelsky & Co., S. S. 42-46
Skinner Irrigation Co. 71
Smith & Fetters Co. 59
Smith, Henry. 61
Smith, P. J. 66
Smith Co., W. & T. 54
Smith, the Florist 61
Snyder Co., B. A. 68
Solomon & Son, L. 71
Spear & McManus 61
Stearns Lumber Co., A. T. 71
Steele's Pansy Gardens 44
Storrs & Harrison Co. 52
Stumpp, Geo. E. M. 62
Stumpp & Walter Co. 46-47
Syracuse Pottery Co. 74
Taepke Co., G. H. 61
Thompson & Co., C. B. 61
Thorburn & Co., J. M. 42
Tomlinson Key Floral Co. 61
Traendly & Schenck. 67
United Cut Flower Co., Inc. 66
Van der Schoot, R. A. 46
Vick's Sons, James 42
Vincent, Jr., & Sons. 41
Virgin, U. J. 62
Walker Co., The F. 61
Watkins & Simpson 47
Wax Bros. 59
Weber, F. H. 63
Weeber & Don. 46
Weeks Nursery Co., Inc., C. H. 52
Weir, Inc., James. 59
Welch Bros. Co. 68
Welch, The Florist. 61
Westman & Getz. 59
Whilldin Pottery Co. 74
Wilk, John 46
Wilson, H. E. 63
Wilson, R. G. 59
Winterson's Seed Store 68
Wolfinger, Florist. 61
Wood Bros. 44
Woodruff & Sons, S. D. 47
Young & Co., A. L. 67
Young & Co., John 67
Young & Nugent. 62
Young & Sons Co. 63
Zech & Mann. 69
Zvolanek, Ant. C. 46

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Adiantum. 49-50
Ageratum. 50
Alyssum. 49-50
Ampelopsis. 46
Antirrhinum. 52
Ardisia. 51-54
Aristolochia. 52
Asparagus. 41-44-46-49-50-51-54
Asters. 50
Azaleas. 52
Bedding Plants. 51-54
Begonias. 41-49-50
Bellis. 46-49
Berberis. 52
Bleeding Heart. 52
Bouvardias. 49-51-54
Bulbs. 41-42-46-48
Calceolaria. 46-49
Calendula. 46-49-51-54
Callas. 42-44
Cannas. 52
Carnations. 44-51-52-54
Chorizema. 50
Chrysanthemums. 44-49-51-52-54
Cibotium. 50
Cinerarias. 46-49
Clematis. 52
Cocos. 50
Coleus. 50-51-54
Conifers. 52
Cut Flowers. 66-67-68-69
Cyclamen. 41-44-46-47-49 51-54
Cyrtomium. 41
Daffodils. 42
Dahlias. 48
Daisies. 49-51-54
Decorative Plants. 52
Delphinium. 46-51-54
Dianthus. 46
Dracæna. 49-50-51-54
Dusty Miller. 50
Euphorbia. 41-49
Evergreens. 52
Ferns. 44-41-49-50-51-54
Farm Seeds. 46
Feverfew. 49
Forgetmenots. 49
Freesia. 42-46-48-49
Fruit Trees. 52
Fuchsias. 50
Gardenia. 51-54
Genista. 41
Geraniums 41-49-50-51-54
Gypsophila. 46-49
Heliotrope. 51-54
Hemlocks 52
Hollyhocks. 46
Honeysuckle. 52
Hydrangeas. 41-52
Ipomœa. 50
Iris. 44-52
Jerusalem Cherries 41-49-50-51-54
Ivy. 49-50-51-54
Japonica. 52
Kentias. 50
Ligustrum. 52
Lilac. 52
Lilies. 41-44-46-48-49-52
Lily of the Valley. 46
Lobelias. 50
Magnolias. 52
Marguerites. 41
Mignonette. 46-48-49
Montbretias. 46
Moon Vines. 50
Myrtle. 49
Nursery Stock. 52
Onion Sets. 46
Oranges. 50
Orchids. 52
Palms. 52
Pansies. 42-44-46-48-49
Pelargoniums. 49
Peonies. 44-52
Perennials. 46-49
Petunias. 50
Phlox. 50
Poinsettias. 41-49-51-54
Primulas. 41-48-49
Primroses. 44
Privet. 52
Rhododendrons. 52
Roses. 41-49-52-54
Seeds. 42-44-46-47-49-51-54
Shrub. 52
Snapdragon. 42-46-49-50-51-54
Smilax. 49-51-54
Solanum. 50
Spiræa. 52
Stevia. 49-51-54
Stocks. 46-49-52
Sweet Peas. 44-46-49-51-54
Sweet William. 46-49
Trees. 52
Tsuga. 52
Vegetable Plants. 42
Vegetable Seeds. 42-46-47-51-54
Vincas. 49-51-54
Violets. 49-51
Wistaria. 52

MISCELLANEOUS

Aphine. 49
Aphis Punk. 49-70
Bamboo. 42
Baskets. 64-65
Boilers. 71-75
Boxes. 64-65
Boxwood. 52-64
Cycas Leaves. 64-65
Cypress. 71-75
Dagger Ferns. 65
Directory of Reliable Retail Houses. 59-60-61-62-63
Evergreens. 64
Verns, Fancy. 64-65
Fertilizers. 70
Fittings. 75
Florists' Accounts Insured. 48
Florists' Supplies. 64-65
Fungine. 70
Galax Leaves. 65
Glass. 71-75
Glazing Points. 71
Greenhouse Construction. 71-75-76
Greenhouse Material. 71-75-76
Ground Pine. 65
Heating. 75
Huckleberry Foliage 64-65
Insecticides. 70
Irrigation. 71
Laurel. 65
Laurel Festooning. 65
Lumber. 71-75
Magnolia Leaves. 64-65
Manure. 70
Mastica. 71
Metal Wreaths. 65
Moss. 64-65
Mushroom Spawn. 44
Nico-Fume. 49-70
Nikoteen. 49-70
Paper Pots. 74
Pecky Cypress. 75
Pipe. 71-75
Pipe Fittings. 75
Plant Food. 70
Posts. 75
Pots. 74
Putty. 70
Putty Machines. 71
Refrigerators. 64
Sash. 75
Seed Packets. 46
Smilax. 65
Soap Spray. 70
Sphagnum Moss. 65
Stakes. 42-44
Staples. 54
Supports. 44
Tobacco Products. 70
Toothpicks. 64
Tubs. 74
Tubes. 75
Vermine. 70
Wants. 72-73-74
Wax Flowers. 65
Wheat Sheaves. 65
Wholesale Florists. 66-67-68-69
Wire. 44-65
Wire Designs. 65
Wreaths. 65

Editorial Contents

American Red Cross Wants Flowers. 56
Asiatic Labor, A Plea for. 57
Asiatic Labor, Seedsmen's Plea for. 56
Cornell, Arthur. 64
Daphne odora, A Notable Grower of. 65
Florist Soldiers, Our. 64
Freesias in California, Growing. 55
Freight Congestion at New York, Eliminating. 66
German Names of Plants, Americanizing of. 58
Geranium Flowers of Two Colors in Same Truss. 51
Geraniums in Open Frames, Rooting. 51
Heroes, Honoring Our Fallen. 56
Labor-Saving Devices: Bordeaux Deposits, Cleaning Off; Flue Protector, Simple and Effectual; Wheelbarrow, Improved; Long Quotations, Additional Copies of; Subirrigation Simplified. 45
Lilies in the South (Illus.). 50
L. Brownii, Forcing for Easter. 56
Meetings and Exhibitions, Coming. 50
Middle West. 70
New England States. 54
"Non Essentials," 35 to 50 Billions Invested In. 56
Nursery Dept. (Illus.): A Novel Use for Philadelphus coronarius aurens; The Japanese Dogwood; The Meadow Rues; Some Speedwells—Veronica; Acer rubrum, Red Maple; Nurseries of France. 53
Obituary: Schweiger, John; Spencer, Jacob C.; Byxbee, Frederick H.; Ward, Rear Admiral, U. S. N. 57
100 Per Cent. Heat with a 50 Per Cent. Coal Supply. 55
Plant Exclusion, Trade Opinion of in California. 58
Retail Dept. (Illus.): Resurrecting Old and Devising New Uses for Flowers, by Joseph H. Sperry; Dards' War Savings Stamp Window (Illus.); Your Supply of Wire and Paper Boxes; The Movie Star Window Display that is Different; Combating "Please Omit Flowers". 59-63
Seed Trade, The. 47
Southern States. 50
Stamford (Conn.) Hort. Society. 64
S. A. F. and O. H.: St. Louis Convention; National Publicity Campaign. 57
Seed Trade Selling Experience, in Spring, 1918. 58
Thrift Stamps, How I Saved the Coin to Buy a Book of. 51

Trade Notes:

Boston	66	Kansas City	71
Buffalo	64	Lancaster	64
Chicago	68	Louisville	50
Cincinnati	74	New Bedford	54
Cleveland	70	New York	66
Fort Wayne	70	Pittsburgh	64
Hartford	54	Providence	54
Houston	50	St. Louis	74
Philadelphia	69	Washington	50
Indianapolis	70	Worcester	54

Trade Paper, Your, Essential. 56
Tree, Plant Another. 45
Vegetable Crops Under Glass and in the Open. 49
Vegetables Under Glass. 56
Ward, Admiral Aaron, Tribute to 57
Week's Work, The: Feeding 'Mums; Chrysanthemums; Cypripedium insigne; Calliopsis (Illus.); Calendulas; The Annual Gypsophila; Hunnemania fumariaefolia. 51
Wood Ashes, Fertilizing Value of. 58

Mastodon Pansies

Originated by us, and perfected by twenty-five years of exclusive cultivation, aided by an ideal climate, have reached a development in enormous size as well as color, form and range of colors, that has won the acclamation of the highest expert authorities of floriculture in America.

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A rich velvety Burgundy red. ⅛ oz. $1.25, ¼ oz. 2.50, ½ oz. $5.00, oz. $10.00.

Separate Colors Grown in Separate Gardens

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Mushroom Spawn

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Brandywine Pure Culture Spawn

1 Brick	$0.30	50 Bricks	$10.00
12 Bricks	2.50	100 Bricks	18.00
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1 Brick	$0.25	50 Bricks	$8.50
12 Bricks	2.25	100 Bricks	16.00
25 Bricks	4.50	1000 Bricks	150.00

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5000 Seeds	15.50	25,000 Seeds	72.50

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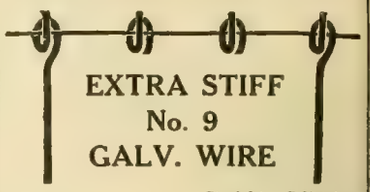

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No. 9
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Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16.00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

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CONTINUOUS RING
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Three Rings to a Plant

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TINTS OF GOLD
$4.00 per 100, $35.00 per 1000

Chieftain, Edwin Seidewitz, Elsie Papworth, Lynnwood Hall, Mary Jane, Nagoya, Oconto, Patty, Yellow Eaton.

2½-in. pots, $4.00 per 100, $35.00 per 1000.

A. J. Balfour, Autumn Glory, Chrysolora, Collingfordi, Early Snow, Golden Glow, Geo. Kalb, Harry May, Lillian Doty, Harvard, Maud Dean, Money Maker, Monrovia, Mrs. Jerome Jones, Miss Alice Byron, Mrs. Baer, Mrs. Robt. Halliday, Maj. Bonnaffon, Mad. Fred Bergman, Pacific Supreme, Polly Rose, Robt. Halliday, Smith's Advance, Unaka, W. H. Lincoln, White Bonnaffon, W. H. Reiman.

2½-in. pots, $3.00 per 100, $30.00 per 1000.

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"Plant Another Tree"

This would be a good slogan for the florist to use when he starts his nursery show grounds—How John Albrecht of Pencoyd, Pa., is "Working the Oracle"

There is today an unmistakable demand in every trade l profession for more efficiency and better service, ich, when once properly appreciated, live, ambitious n will make every effort to supply. The demand will ely be expected from the allied nursery and florists' de, who should form some kind of working agreement, co-operate with advantage in promoting and securing ter service: The trouble with many of us is that we too conservative, doing many things like our fathers them before us, and not adapting ourselves to the es in which we live; we must have some great crisis the present one to make us realize that our old habits out of date, and that we must look for success only modern methods and efficiency.

would like to see every florist in the land get prac-lly interested in trees. The florist's opportunities to in close touch with prospective buyers are of the v best, and there is going to be a greater demand trees as the years roll by. What is needed first today n educational propaganda. Wherever there is a local er published, the local florist should by all means have name in it, either as an advertiser or as a contributor short articles, suitable for the neighborhood. He uld get into the good graces of all the best people get talked about. The public should know that he supply plants and care for all kinds of trees, plants flowers, and he should be ready at all times to offer suggestions.

t is natural for every human be- to have the home making in-ct more or less, and to have his her own definite ideals for a e which, as soon as conditions mit, becomes a reality. The ad-t of the automobile has so won-fully popularized country and urban homes that during the last years thousands of beautiful es have been erected in the out-ts of all the cities, which are ost invariably surrounded by ns and grassy plots, planted n suitable ornamental and shade s, which not only give shade create beauty and give pleasure a large number of our busiest ens. In Philadelphia there is a e fashionable association for nen, the chief slogan of which is ant another tree." Every home r loves trees because they im-ve the house and increase its e, purify the air, are cooling in mer, and radiate warmth in ter. Trees need no spokesman; speak for themselves.

lorists who have hitherto con-d themselves exclusively to green-se work, will find it to their ad-tage to look for outside work, as landscaping and planting of all kinds; these ches are interesting and profitable. But the gen-public, although well meaning and anxious to se-the best service, is, because of its inexperience, n imposed upon by irresponsible persons to the iment of the trade. To gain the confidence of the lic, faithful and intelligent work is essential.

our neighborhood we are proud to know a fine e of a practical and accommodating florist. John recht has conducted a successful florist's business 30 years. His congenial and happy disposition, and ingness to help every worthy cause are, unlike the er that wastes its fragrance on the desert air, not on his neighbors, for he is popular with everyone comes in contact with him. When, a few years ago, bought several acres of land right on Montgomery which, for a distance of 15 to 20 miles is one of finest residential avenues in the country, and very ular with automobilists, and planned to spread out starting a home market nursery business, we knew he would be successful. For, as soon as he had ew samples planted, and his name on the gate post, iness came to him because he was in a good location, a good reputation and there were hundreds of pros-tive buyers every day. Owing, however, to the great rcity of help and the fact that his son Conrad, who charge of this branch, had joined the Army, the e has been working under disadvantages. Neverthe-Mr. Albrecht has in mind a vast scheme for the elopment of this trade which, as soon as the war is r, he will not fail to carry out. The illustration shows office and part of the grounds. There are plenty of ilar locations all over this broad land which offer ilar opportunities.

Show grounds of John Albrecht. See text

Labor Saving Devices

Take Profit out of These and Send us More

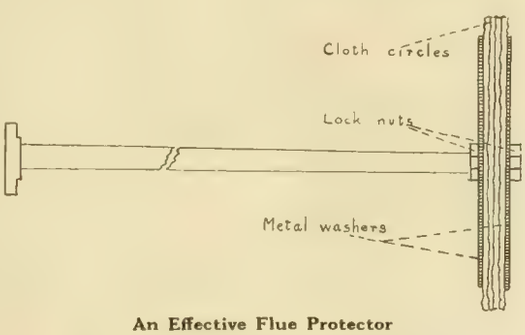
Cleaning Off Bordeaux Deposits

Soon the florist who has outside Tomatoes coming on that have been well sprayed with Bordeaux, as they should have been, will be worrying how to get the Bordeaux spots off the fruit in a cheap, quick manner. If he will take a pint of acetic acid to a small tub of water, and wash the Tomatoes in this, he will find that these spots come off as if by magic. This amount of solution will clean a large amount of fruit. This method, of course, may be used on any other vegetable or fruit so covered, as this acid is nothing but the pure acid of vinegar.—D. F. Harrison Co., Kankakee, Ill.

Simple But Effective Flue Protector

When the firing season is over, most of us florists leave the ashes and soot in the boiler until Fall, and when we are ready to start up the fires again, we find some of the flues and smoke pipes rusted out. When a new boiler is sold instructions for laying up the boiler when not in use are sent. These usually advise the coating of all parts exposed to the fire with linseed oil.

The usual way of oiling the flues is to fasten a rag in the shape of a ball on the end of a long pole and swab out the flues. After one or two of the flues are oiled the rag gets loose and the rest of the flues get little or no oil; the job is given up and probably never repeated. We have had this experience and finally found a better way, as shown in the accompanying illustration. On the end of a ⅝in. or ½in. pipe two lock

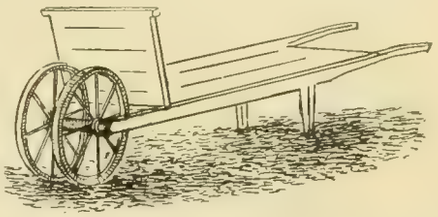


An Effective Flue Protector

nuts and two metal washers are screwed. Between the washers enough circles of cloth are placed to make a pile ½in. high. The metal washers can be cut from the ends of tin cans and should be ½in. smaller than the diameter of the flue. The cloth washers can be cut from cloth such as discarded cement or grain bags or a piece of carpet. These circles of cloth should be a little larger than the flue. The oil is poured in the ends of the flues through a piece of pipe. Linseed oil should be used; don't use kerosene or ordinary machine oil. Use lots of oil and turn the device when using it, so the top of the flue gets well oiled.—Hild Bros., Lake Forest, Ill.

Improved Wheelbarrow

In a florist's establishment a wheelbarrow is indispensable, but one with two wheels is far better than a barrow with one wheel. The ordinary wheelbarrow is easily upset, so that considerable stock is damaged in the course of the year, and much time is lost in gathering it up. This is obviated by the use of the two-wheeled barrow, as the latter is much steadier than the ordinary type. The wheels are both on the same axle, but are independent, so that, in turning, the barrow acts the same as though it had only one wheel. Either iron or wooden wheels can be used. C. L. Black, Jr.

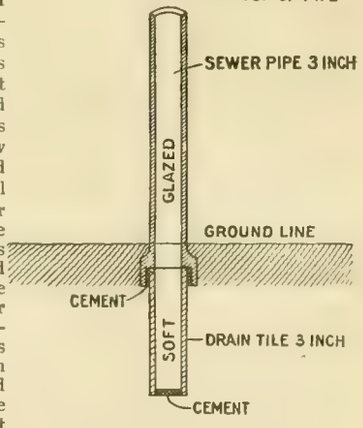


Additional Copies of Long Quotations

Here is a "labor saver" for stenographers in the seed, plant, landscape gardening and nursery business. A customer places his order "as per quotation." The order clerk, in executing the order, will then need a copy of the quotation (generally in a great hurry) and is usually not permitted to remove the copy that is on file. On other occasions, also, additional copies of long quotations and orders are often called for a long time after the originals have been written. By making two additional carbon copies at the time the original is made, of such quotations, of which copies may be called for again in the future, the considerable time required for retyping may be saved. These extra copies had best be placed in the stenographer's own file till wanted, in order not to clutter up the general files.—Victor G. Hipple, care Henry A. Dreer, Riverton, N. J.

Sub-irrigation Simplified

The accompanying drawing shows how I water my vines, such as Cucumbers, Squashes, etc., by taking a glazed 3in. sewer pipe and cementing into it a 3in. soft drain tile, putting a 1in. cement plug in the bottom of the drain tile, as shown. I set these sub-irrigating pipes to a depth as shown and plant the seeds around them. This waters the plants below the ground and prevents the soil from caking or from scalding the vines. The vines can be watered any time of the day, no matter how hot the weather. The pipes get quite hot in the hot sun, and thus warm the water before it passes on to the roots of the plants. This is like a warm rain. Watering twice a week is all I give them, as the sun and wind do not dry up the water and cause the ground to bake. I am using 14 of these sub-irrigating pipes this year.—A. B., Portland, Ore.—From *Rural New Yorker.*



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NOW is the time to sow for Winter Flowers

Nelrose, Phelps' White, Enchantress, Bronze Beauty, all 50c. per trade packet, 6 packets for $2.50. From the Originators.

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Sweet Pea Seed

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If you have not received one, let us know

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Wilk's Triumph of the Giants

My own special selected strain. Tr. pkt. 50c., ⅛ oz. $2.00, ¼ oz. $3.50, 1 oz. $12.50

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Lily of the Valley

XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

MAX SCHLING, Inc.

Seed Merchants and Growers

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F. E. BEST ADVERTISING MEDIUM

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Here is a letter from a man **who knows,** that speaks for itself. "Please send us one (1) ounce of Pansy seed at once. Would like to have the same strain we had last year. We had the *best pansies we ever had.*" WALTER G. TAEPKE Detroit, Mich.

This is but one of a number of similar letters. Our **FLORISTS' PRIZE MIXTURE** of Pansy seed (home-grown) will be sure to give you entire satisfaction. You can't possibly improve on it, if you pay double the price. Per ounce, $6.00.

GIANT GREENHOUSE-GROWN MIGNONETTE. The kind you want if you want the best. $7.00 per ounce.

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We make: All Packets Sizes

Larger bags for Counter and Package Trade, up to 2-lb. or more

Catalogue Envelopes Return Envelopes Coin Envelopes

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FITCHBURG, MASS.

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FIRST QUALITY BULBS

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LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

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KELWAY'S SEEDS

GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

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PHILADELPHIA

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Giant Superb Pansy Seed and Finest Mixture

Pkt., 5000 seeds, $1.00; ½ pkt., 50c.; oz., $5.00

Cash with order

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P. O. Box 25 GREEN'S FARMS, CONN.

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STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pin
LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33rd STREE NEW YORK

PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved fro named varieties. Oz. $1.00.

DIANTHUS. Double and Single Hardy Pink mixed. Oz. $1.00.

HOLLYHOCK. Newport Pink. Finest doub Oz. $1.00.

SWEET WILLIAM. Single, mixed, select strai Oz. 25c.

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European Notes

With fires and our warmest clothing an absolute necessity, it is hard for us to realize that we are within a week of Midsummer Day. A few very heavy and destructive hail storms have in some measure relieved the drought and the prospects apparently favor a showery time, but personal investigation during the day shows that the soil three inches below the surface is as hard and dry as a well-baked brick. This is especially the case with our strong land, where some of our most important crops are growing, and the prospects are, to say the least, very discouraging. On the lighter and drier land the conditions are even less favorable and a shrinkage in the crops is inevitable.

In the meantime the myriads of vermin foretold in the notes which appeared in the Florists' Exchange for June 1 have arrived, accompanied by immense reserves, and are actively engaged in work of most destructive character. It is at present well nigh impossible for us to form any correct estimate of what the ultimate results will be; we must be content to wait until the seed is actually in our stores. European Seeds.

From Inside the Seed Bin

C. O. D. Shipments

Having read "The Exchange" report (such a complete one, too) of the recent convention of the American Seed Trade Association, held at Chicago, I failed to find allusion to any discussion having taken place as to whether "collect on delivery" shipments of seeds should be continued or temporarily abolished for the duration of the war. I presume if such had been discussed it would have appeared in the issue of June 29. [Not necessarily; part of the sessions were held in camera.]

The past season has evidently been full of trouble over C. O. D. shipments, presumably due to railroad delays to a great extent, and so numerous were the consignments thrown back on the shipper that many seedsmen are of the opinion that these shipments should either be abandoned or conducted in such a way as to insure the shipper against loss.

On referring to the printed instructions to customers regarding ordering and shipping, in the catalogs of six leading seed houses, who are credited with doing a considerable mail order trade, I find that three of them do not mention C. O. D. shipments; two offer to send C. O. D. if 25 per cent. cash remittance accompanies the order, while the sixth mentions that no plants or other perishable stocks are sent C. O. D., but no allusion is made to seeds, fertilizers, etc.

Here then is an encouragement to the buyer to order goods C. O. D., while the seedsman takes the risk of all losses and trouble in collecting and settling claims, and the chance of the goods being delayed with a subsequent refusal to accept delivery by the purchaser.

Packet seeds when returned have invariably to be broken up and repacketed due to rough handling en route, waste of time, material and labor. Bulk seeds shipped C. O. D., perhaps delayed and refused, bought elsewhere in the meantime (perhaps cheaper), are again returned to the shipper, who stands the loss, while in the meantime he may have had cash or reliable credit buyers for the same goods, and may have been obliged to turn them down. During the past season of shortages this has probably occurred time and again.

Skilled labor and experienced office help is scarce now, and those available have more useful work to do than following up claims and collecting payments on C. O. D. shipments.

Whom do we accommodate when we ship C. O. D.? Usually those who will not take the trouble to look up the price of the goods in the catalog, or who through lack of foresight and forethought have neglected to order at the proper time and who, finding the selling or sowing time rapidly slipping by, try to procure in the quickest and easiest way. Many others, we may suppose, adopt the C. O. D. method because they are in the habit of ordering their daily meat and groceries over the 'phone in the same manner, and apply the same principle to their garden purchases.

While I do not think that the method should be abolished, I do not consider it advisable to adopt it while railroad transit is uncertain. If it is continued, seedsmen should come to an understanding and demand a remittance with order that would insure them against losses, and this should be distinctly stated in all shipping instructions printed in their catalogs.

Routing Shipments

Another instruction to customers printed in many catalogs reads as follows: "Please give instructions as to how you desire your order sent." This apparently is correct for those who can conceive some idea of the bulk and weight of their order, but I think the seedsman is the better judge in most cases, and the routing should be left in his hands, to send by the best and cheapest method. Of course if the order is prepaid he has the privilege of this, and this should be distinctly stated in the catalog.

To point out the fallacy of always allowing the customer to decide: An order for bulbs was received by a certain house last fall to be shipped several hundred miles "by express." The bulk of the order was sent in this way, but 6 Lily bulbs had not arrived in time and were to go forward later. These were duly sent by parcel post (the cheapest way), and two weeks later the customer wrote to say that she (always the female of the species) had just found the parcel of bulbs outside her front door, left there by the carrier, but she never used the front door in the Winter, for which reason she distinctly stated the goods were to come "by express." The bulbs were frozen and had to be replaced free of charge because the purchaser was paying delivery charges and though the parcel post was three times cheaper yet her instructions were not carried out.

It is quite proper for a customer to give "routing" for freight shipments, but express and parcel post consignments should be left to the judgment of the shipper, unless there is no express office at destination. Nemo.

New York Seed Trade

Dutch and French Bulbs

All the seedsmen are on the alert for any news about the Dutch and French bulb situation. The statements about the probable arrival of Dutch bulbs, and the difficult conditions under which French bulbs might possibly be imported, made in last week's Exchange by H. Langeler, representing Van Waveren & Son of Hillegom, Holland, were read with much interest, because Mr. Langeler has the reputation of being very well informed about such matters. We are further informed from another source that if bulbs arrive they will be unloaded at a Government pier, without any attempt to keep the cases of bulbs of the several importers in separate lots, and that it will therefore be necessary for agents of the different importers to be at the pier when the bulbs are unloaded in order that each importer may get his own.

Vaughan's Seed Store, 41-43 Barclay st., reports that there is an active demand for its "Improved" Purity Freesia bulbs. A second shipment of these bulbs is expected to arrive soon.

Some of the more progressive seedsmen, we note, are displaying lists of the seeds which may be planted now to produce an Autumn crop. Such lists are easily prepared by seedsmen and are extremely

S. & W. Co.'s American-Grown
CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

Write for Our Growing Prices at once

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

Every American Seedsman
will find it to his advantage to replenish his store with the celebrated
"Pedigree" Vegetable and Flower Seeds
Grown and sold by : : WATKINS & SIMPSON, LTD. Catalogue mailed free on application
27 28 & 29 DRURY LANE, COVENT GARDEN, LONDON, ENGLAND

Burnett Bros.
SEEDSMEN
Catalogue on application
98 Chambers Street, NEW YORK CITY

GARDEN SEED
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.

LOOKING FOR SOMETHING? LIST OF ADVERTISERS, INDEX TO STOCK and MATERIAL ADVERTISED, NEWS CONTENTS
SEE PAGE 43

Field of Freesia Purity, grown especially for the American Bulb Company in California

This field contains about 3,000,000 bulbs. In order to obtain the finest bulb development possible the flowers were never marketed

IMPROVED
Purity Freesia Bulbs

BULBS WELL CURED. TRUE TYPE. WELL UP TO SIZE

Prices quoted are F. O. B. Chicago. No charge for packing.

Ordinary planting size	$3.50 per 1000
3/8 to 1/2 inch and up	6.00 per 1000
1/2 to 5/8 inch and up	9.50 per 1000
5/8 to 3/4 inch and up	15.00 per 1000
Large Jumbo Bulbs	18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower.

Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory.

We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

American Bulb Company

172 N. Wabash Avenue **CHICAGO**

Phone, Randolph 3316

Freesias Purity

(TRUE)

	Per 100	Per 1000
1/2 inch	$0.90	$7.50
5/8 to 3/4 inch	1.40	14.00
3/4 to 7/8 inch, top roots	2.50	24.00

Lilium Giganteum

(SOUND BULBS)

7- 9 inch, 300 to case, $8.00 per 100, $20.00 per case
9-10 inch, 200 to case, 14.00 per 100, 25.00 per case

FRESH FLOWER SEEDS

MIGNONETTE (Forcing)

Majesty. The finest of all the fancy varieties of Mignonette for Winter forcing; an improvement on Allen's Defiance. Seed saved from select spikes under glass. 1/2 trade pkt., 60c., trade pkt., $1.00, oz., $7.50.

PRIMULA Obconica Gigantea

Alba (Pure white), **Kermesina** (crimson), **Lilac, Rosea, Mixed,** pkt. 50c., 3 pkts., $1.25.

Chinensis and other types of Primula, ask for our complete Florists' catalog.

PANSY

Our **Challenge Mixture** contains finest Giant Strains, of self colors, margined, blotched, striped, carefully mixed in proportion. Pkt., 50c., 1/4 oz., $1.50; 1/2 oz., $2.75; oz. $5.00.

	Pkt.	1/4 oz.	1/2 oz.
English Exhibit. Mixed	$0.50	$3.50	
Masterpiece	.25	2.00	3.50
Orchidaeflora (Orchid Type)	.25	1.50	2.50
Sim's Gold Medal Mixt.	.75	5.00	9.00
Trimardeau	.25	1.00	1.75
Separate Colors (All shades)	.25	1.00	1.75

Other Florists' Flower Seed Specialties Insecticides and Implements | **Ask for Complete Catalogue**

Arthur T. Boddington Co., Inc.

128 CHAMBERS STREET **NEW YORK CITY**

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS

BERLIN, N. J.

When ordering, please mention The Exchange

WE issue a Trade Credit List and furnish Special Reports. Also we serve the trade in other ways.

Write us for particulars

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

When ordering, please mention The Exchange

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors For One Hundred Years Write for Our 1918 Special Catalogue to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

Chicago Seed Trade

William Reid, well known to the seed trade in Chicago, having been connected with the W. W. Barnard Co. for several years, has joined the British Field Artillery and will leave for Canada this week.

C. O. Wilcox, of the W. W. Barnard Co., came in from a trip through Michigan to spend July 4 with his family. He reports frost in the upper part of Michigan last week that slightly injured the Corn and Grape crops.

Harry Goldstein, of the American Bulb Co., has returned from a business trip to Japan.

Vaughan's Seed Store has received its second consignment of California grown Freesias.

C. M. Jackman, who has been interned in a German camp for two years, has reached New York and is expected in Chicago this week.

A. Miller, president of the American Bulb Co., spent a few days in Detroit, Mich. Robt. Newcomb, who has been in California for several months, is expected in Chicago at an early date.

Carl Cropp of Vaughan's Seed Store reports that the Phlox Miss Lingard has been especially fine this season at the firm's grounds at Western Springs.

Dutch Bulbs

The Holland bulb situation does not improve as time goes on. Importing and forwarding houses in Chicago state that the Holland-America Line has no set sailing dates and that it has been impossible so far to get them to make freight rates. The government of the Netherlands has not as yet given its permission for the exportation of these bulbs, but should it do so later on the bulbs will require prompt handling as soon as they reach the docks in New York, as these docks have all been taken over by the Government and must be cleared of all stock immediately upon its arrival. Should the bulbs come, importers in the West will do well to have someone on hand in New York to look closely after their interests.

Imports and Exports for April, 1918

In April, 1918, we imported seeds to the total value of $9,073,884. This is in striking contrast to April, 1917, imports which were only $8,801,779.

Imports of plants, trees, shrubs and vines for April, 1918, were $84,702 compared with $94,746 in April, 1917. Of these totals $18,466 and 5,245 represent imports of bulbs and bulbous roots or corms cultivated for their flowers or foliage, for April, 1918, and April, 1917 respectively.

Our fertilizer imports for April, 1918 were $363,935, a slight falling off from the April, 1917, figures, which were $394,982.

Seed exports for April, 1918, were $310,258; for April, 1917, $375,757. We exported in April, 1918, 16,629 tons of fertilizer, valued at $633,620. This shows an increase in value over the April, 1917 exports for the same item, which were 26,869 tons, valued at $514,100.

The foregoing figures have been taken from the *Monthly Summary of Foreign Commerce of the United States.*

Americans Must Grow Seeds Formerly Imported

War conditions have made it necessary for the United States to produce at home seed supplies formerly imported from Europe. "Temporary seed shortages have developed under new economic conditions, and they may continue," says the U. S. Dept. of Agriculture in "The Seed Supply of the Nation,"a new publication recently issued as Yearbook Separate 757, "but farmers and seedsmen are resourceful and they may be expected to find ways and means to meet not only the needs of this country, but also those of other countries which may be dependent upon us."

Although, as a matter of necessity, seed production has increased in this country since the war, the experts of the department state that the possibilities of commercial seed growing in the United States have only been slightly developed. The publication mentioned may be obtained by seedsmen and those especially interested. It discusses at length the various American farm crops, from a viewpoint of seed supply.

American farmers plant upward of 7,000,000 tons of seed per year, most of this being the great staples, Wheat, Corn, Cotton, etc., and practically all of these seed supplies are produced at home. Nevertheless we were accustomed before the war to import large quantities of seeds from Europe. For some vegetables, Sugar Beets, and other crops, we depended almost entirely upon the European seed supply. Seed importations from Europe were curtailed or entirely cut off after the war.

Important to Seedsmen

An important letter from President Frank W. Bolgiano of the American Seed Trade Association, discussing the matter of the importation of Asiatic labor, appears in our wide measure columns this issue.

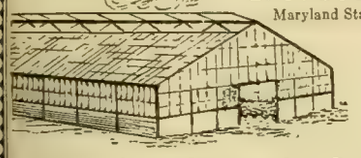
An article illustrating the difficulties of a large seed trade house during the recent Spring rush, when both freight and express deliveries were creating unusual delays, will be found in full in our wide measure columns. It is entitled "Seed Trade Selling Experience in 1918."

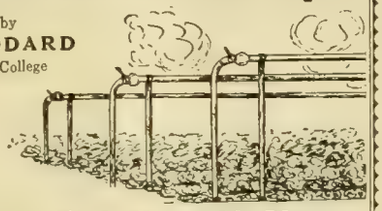
Some of the salesmen in the seed stores which have trial grounds are agreeably employed on these a part of the time at this season of the year. We heard one store salesmen who had recently returned from a week or ten days at the trial grounds, looking brown and hearty, say that he would like to work on the trial grounds all the season. It is such salesmen who eventually get to the top of the ladder in seed business, because they have learned the business from "A to Izzard," or as an old seedsman put it, "They can not only sell Pumpkin seeds but they really know Pumpkins when they see them."

HOUSTON, TEX.—The San Jacinto Seed Co., Houston, has been incorporated. Capital stock $10,000. Incorporators: J. P. Rikard, R. Gerard and J. D. Franklow.

Vegetable Crops Under Glass and in the Open

Conducted by
E. F. STODDARD
Maryland State College





Using Greenhouses for Growing Early Vegetable Plants

This article is the first of a series of three or four which will deal with the use of greenhouses for growing early vegetable plants, and the methods employed to that end. The second article will discuss methods of starting such hardy plants as Cabbage, Lettuce and Prizetaker Onions. The third article will cover less hardy plants, such as Tomatoes, Egg Plants, Peppers, etc.

Florists and commercial greenhouse vegetable growers are no doubt well informed concerning the coal situation for next Winter. The necessity of large amounts of coal for industries manufacturing products for the successful prosecution of the war, and for the navy and army, caused the United States Fuel Administrator to issue, on April 24, 1918, an "Order Establishing a Regulation to Restrict Fuel Consumption by Florists." The word "florist" in this case includes any grower of flowers, plants or Winter vegetables in greenhouses heated with artificial heat. No restrictions are placed on the amount of coal used by those growing early vegetable plants for transplanting outdoors to produce Summer vegetables. Complete details concerning this order were published in the May 4 issue of THE EXCHANGE, page 894.

This means that no restrictions will be placed on the use of coal for the growing of early vegetable plants in greenhouses next Spring for transplanting outdoors to produce Summer vegetables. During the war there will be a great demand for vegetable plants because the number of home gardens is increasing in nearly every section, and the habit of eating more vegetables is being confirmed. Even after the war a great many of these new gardens will be continued, but it certainly is safe to say that at least during the war period there is quite an opportunity offered to florists in the growing of early vegetable plants.

A large number of florists grew vegetable plants last year, and since the Fuel Administrator has provided for a full allotment of coal for greenhouses operated exclusively for growing early vegetable plants, a great many more should take advantage of this opportunity. Very good returns may be secured from the sale of these plants. A greenhouse that must be closed in order to get along with the 50 per cent. allowance of coal, could be put to good use for this purpose.

Take an example of a grower operating a range consisting of four greenhouses. If it takes, say, 200 tons to run the four greenhouses during the Winter, approximately 50 tons would be used for each house, depending upon the temperature required for the crop. The 50 per cent. allowance of coal will cause two greenhouses to be closed up unless other arrangements are made to grow cool crops not requiring much heat. If one of these houses is used for growing early vegetable plants, then the full 50 tons of coal could be secured for this house if it is used exclusively for this purpose. Thus a total of 150 tons of coal could be secured, which would be sufficient to run three greenhouses.

Of course, in this example no attempt has been made to state how much coal would be necessary for warm crops and how little for cool crops, but this would vary depending upon the rotation of crops that each florist uses. Each grower must decide this matter for himself when plans for next year are being made. One thing that is important to keep in mind is that such vegetable plants as the Tomato, Pepper and Egg Plant require a rather high temperature. Tomato, 60 to 70, and Pepper and Egg Plant 65 to 80 degrees. This means that a full allotment of coal is necessary to keep up these temperatures while they are in the greenhouse.

An order from the U. S. Fuel Administrator, dated June 14, 1918, came to me a few days ago. In one section of this order it is stated that "all florists, as defined in the order of the U. S. Fuel Administrator of April 24, 1918, may use wood and peat or either of them, when not transported by railroad, as fuel in the production of flowers and plants in excess of the quantity of fuel permitted (50 per cent.) by said order of April 24, 1918, and said order is hereby modified accordingly.

"All producers of flowers and plants as defined in said order of April 24, 1918, shall within five days after beginning the use of wood and peat or either of them, as fuel for the purpose aforesaid, notify their respective State Fuel Administrator in writing of the exact time they began the use of such wood and peat for fuel."

Nothing was said in this order about the growing of early vegetable plants for outdoor planting to produce Summer vegetables because the first order provided for a full allowance for this purpose. Florists who expect to grow vegetable plants next Spring should make the necessary arrangements to get the coal as soon as possible.

When several different kinds of plants are being grown, they cannot be placed in one greenhouse at the same temperature. As mentioned, Tomatoes, Peppers and Egg Plants require high temperatures but they are not started as early as some others. Early Cabbage and Lettuce that are started two or three weeks before Tomatoes, for one shifting before they are planted outdoors, may be placed in a cooler house, when the Tomato seed is sown. To harden off the plants, Cabbage may be placed in houses where little or no artificial heat is used, or in cold frames. When Tomatoes are large enough to be hardened off they may be transferred to a cooler house and later to frames. This gives a few suggestions regarding the use of houses for growing vegetable plants, but the subject will be discussed more in detail in the next issues, when the respective kinds of vegetable plants will be mentioned having regard to methods of growing the plants.

The reason for discussing the subject at this time of the year is to show the possibilities of this line of work and methods of growing plants so that growers may decide soon about their plans for next year and secure the allowance of coal during the Summer when it may be secured more easily than in the Fall.

Getting a Stand of Snap Beans

A great many people have trouble in getting a good stand of Snap or String Beans, especially in heavy soils. The lighter types of soil are best for Beans, but many people are using soils this year which are less favorable to the growth of certain crops. In light soil the seed may be sown about 2in. deep, but in heavier soils a little more shallow, depending upon the moisture. While the germinating seeds have considerable power to push their way up through the soil, a heavy soil may prevent many of the seeds from reaching the surface. The following suggestions may be helpful at this time of the year when the late crop of Beans is being planted.

The soil must be in fine condition before planting. Lay off the rows and then drop two seeds together at intervals of 4in. to 6in. and then cover the seed with fine soil. Firm the soil over the rows with a rake which will not pack it hard like a hog. If a crust forms after a rain, it should be broken by striking gently with a rake. The two seeds, being together, have a greater power in pushing through the soil, and if they are sown at the proper depth, in well prepared soil, and the crust is broken if it forms, there will be little trouble in securing a stand of Beans.

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

BELLIS (Daisies) Giant Monstrosa

	⅛	¼	1 Oz.
White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	50	1.00	1.50	5.00

BELLIS (Daisies)

Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown (ready July 15) 100 1000

Giant White	$1.25	$10.00
Giant Rose	1.25	10.00
Giant Crimson	1.25	10.00
Giant Red	1.25	10.00
Giant Pink with Dark Eye	1.25	10.00
Giant White with Dark Eye	1.25	10.00
Giant Cherry Ripe, most brilliant scarlet	1.50	12.00
Giant Salmon King, best salmon	1.50	12.00

CYCLAMEN SEED—Wansbek Strain—

	100	1000
American Grown, in all colors	$1.25	$10.00
Glory of Wansbek, salmon	2.00	15.00

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.
Giant Lord Beaconsfield, Giant White with Eye, Giant Yellow with Eye, New Giant Lavender. Price same as above.

Greenhouse Forcing Giant Exhibition Mixture. This strain took first prize in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

PRIMULA Chinensis Fimbriata Grandiflora. In separate colors and all colors mixed. 1 pkt., 200 seeds, 75c.; 1 pkt., 500 seeds, $1.75; 1 pkt., 1000 seeds, $3.00.
Malacoides, Mixed, Trade pkt., 1000 seeds, 50c.

SNAPDRAGON. Greenhouse forcing varieties.

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

STOCKS, Beauty of Nice. Best strain for cutting (pink, purple, white, selected strain, home-grown, 75% double flowers. Tr. pkt. $1.00; ¼ oz. $2.00; 1oz. $5.00.

Princess Alice. Cut and come again, white. Tr. pkt. 25c.; ¼ oz. 75c.; 1 oz. $2.50.

Queen Alexandria, Lilac, tr. pkt. 25c.; ¼ oz. 75c.; 1 oz. $2.50.

SWEET WILLIAM. Extra Dwarf Giant Flowering. Grown by specialist; best in N. Y. market; a brilliant mixture. Trade pkt., ⅛ oz., 50c.; ⅛ oz., $1.00; ¼ oz., $1.50; $3.50 per oz.

SWEET PEAS Zvolanek's and Irwin's Winter Orchid Flowering. New seed, ready about August 1st. Refer to issue June 29, page 1262, for full list. I have his New York agency. Catalog on application.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

Freesias Purity

SELECTED STRAIN, Very Best Bulbs —Bulbs ready NOW—
⅝ to ¾-in., **$14.00** per 1000; ¾-in. and up, Mammoth size, **$19.00** per 1000
Prices on large quantities on application

Lilium Giganteum.

7-9 100 Bulbs in a Case.....$9.00
7-9 300 Bulbs in a Case.....21.00

Fresh Cold Storage Bulbs

8-10 100 Bulbs in a Case.....$12.50
9-10 100 Bulbs in a Case.....14.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100.

ALYSSUM, Fine Double. 2¼-in., $3.00 per 100, $25.00 per 1000.

ASPARAGUS PLUMOSUS SEEDLINGS, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in., $3.50 per 100; strong 3-in. $8.00 per 100; 4-in., $12.00 per 100.

SPRENGERI SEEDLINGS, $7.00 per 1000; 2¼-in., $3.50 per 100, $30.00 per 1000; 3-in., $6.00 per 100; 4-in., $10.00 per 100.

BEGONIAS 100 1000

Melior, 2¼-in., top cuttings	$15.00	
Mrs. J. A. Peterson, 2¼-in.	20.00	
Mrs. J. A. Peterson, top cuttings	15.00	
Cincinnati and Lorraine, 2¼-in., top cuttings	14.00	
Rex, 10 varieties, 2¼-in.,	7.00	
3-in.	10.00	

BOUVARDIAS. Single, White, Red, Pink. 2¼-in., $6.00 per 100.

CALCEOLARIA Hybrida. Extra fine, Mixed, 2¼-in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CHRYSANTHEMUMS. Rooted Cuttings, and 2¼-in., all varieties. Prices and list on application.

CYCLAMEN. 3-in., $12.00 per 100.

DAISIES. Boston Yellow, rooted cuttings, $5.00 per 100. 2¼-in., $7.00 per 100; fine 3-in., $10.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.00, 1000 $27.50.

DRACÆNAS. Fine clean plants. 100
2¼-in.....$3.50
3-in., $7.50 per 100; 4-in., $14.00 per 100.
Strong Seedlings, $2.50 per 100; $20.00 per 1000.

EUPHORBIA Jacquiniflora. 2¼-in., $10.00 per 100.

FERNS

Table Fern Seedlings, Mixed.$2.35 per Flat
Table Fern Seedlings, in any variety.....2.35 per Flat
Table Fern Seedlings, in any variety, 5 flats or more....2.25 per Flat
Birds' Nest Ferns Asplenium, 200 in flat.....7.50 per Flat
Cybotium Scheidii. Ready, 200 in flat.....10.00 per Flat

FERNS FOR FERN DISHES. Well established in all varieties. 2¼-in. $3.50 per 100. 100

Elegantissima Compacta, 2¼-in.	$8.00
Elegantissima Improved, 2¼-in.	8.00
Smithii, 2¼-in.	8.00
Fine 3½-in. of above	25.00

Fine 5-in. of above, 50c. each

Boston, 2¼-in., Aug. 1st.....$5.00 $45.00
Roosevelt, Aug. 1st..... 5.00 45.00
Teddy, Jr., Aug. 1st..... 6.00 50.00
Verona, strong 2-in.,ready now. 6.00 50.00
Whitmani, 2¼-in., Aug. 1st. 5.00 45.00

FEVERFEW GEM. 2-in., $3.00 per 100.

FORGET-ME-NOT. Selected Winter-blooming, ready now, $5.00 per 100, $45.00 per 1000.

GERANIUMS. 2¼-in., $3.00 per 100, $27.50 per 1000.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. 2¼-in., $3.00 per 100; $27.50 per 1000.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. True Christmas Red. Ready July 15. 2¼-in., $7.00 per 100, $60.00 per 1000.

PRIMULA Obconica. 2¼-in., best Rousdorfer strain, **Rosea, Apple Blossom,** red and mixed, ready July 15th and later, $5.00 per 100, $45.00 per 1000.
Chinensis. Large Flo. Fringed. 2¼-in., Finest strain, July 15th and later, $4.00 per 100, $35.00 per 1000.
Primulas in all varieties on application.

ROSES. Fine 3- and 3½-in., own root. Price on application.

SMILAX. 2¼-in. $3.00 per 100.

SNAPDRAGON, Keystone, 2¼-in., $5.00 per 100, $45.00 per 1000. **Silver Pink, Nelrose, Giant Yellow** and **Phelp's White.** 2¼-in. $5.00 per 100, $40.00 per 1000.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000.

VINCA. Variegated, 2¼-in., $3.00 per 100; $25.00 per 1000; 3-in., $6.00 per 100. Strong, 3½-in., $8.00 per 100; 4-in., $12.00 per 100.

VIOLETS, Marie Louise, double, Strong clean plants from soil, ready July 15, $6.00 per 100, $50.00 per 1000.

"The Bugs Are Busy Now"

Express prepaid on all the following:
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.)$1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

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of bedding and other plants, at reasonable prices, to make room for our Fall stock.

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ASPARAGUS Plumosus. 4-in. pots, $12.00 per 100; 3-in. $7.00 per 100.
DRACÆNA Terminalis. Strong, 3-in. pots, 25c.; 4-in. 35c.; 5-in., 50c.
FERNS. Scotti, Teddy Jr. 6-in. pots, 50c. each.
HARDY ENGLISH IVY. 2 plants in a 2½-in. pot, $6.00 per 100; 4-in., staked-up, $15.00 per 100.
KENTIA Belmoreana, 4-in. pots, 16 in. high, 4 to 6 leaves, 40c. each.
BIRDS' NEST FERNS. 3-in. pots, 25c. each.

BEDDING PLANTS

BEGONIA Vernon, red, **Erfordi,** pink. 4-in., $10.00 per 100.
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FUCHSIAS. 4 best varieties. 4-in. pots, in bud and bloom, $8.00 per 100.
COLEUS Golden Bedder and **Verschaffeltii.** 2½-in. pots, $3.50 per 100.
GERANIUMS. S. A. Nutt, Poitevine and **Mad. Buchner,** White. 4-in. pots, $10.00 per 100.
DUSTY MILLER, Dwarf, dark blue LOBELIA, PHLOX, PETUNIAS, single, and **SWEET ALYSSUM.** 2½-in. pots, $3.50 per 100.

MOON-VINES

IPOMŒA Noctiflora or **Godfrey Aschmann's famous white MOON-VINES,** bearing flowers as big as saucers. 2½-in. pots, $5.00 per 100.
ASTERS. Late Branching Lavender, Superb Late Branching deep Crimson, Superb Late Branching deep Rose, Superb Late Branching Shell Pink, Late Branching Purple, Queen of the Market White, Crego Giant Comet White, Crego Giant Comet Pink, Crego Giant Comet Rose, Crego Giant Comet Purple. 2-in pots, $3.00 per 100.
SNAPDRAGONS. Ready now. 2½-in. pots, $4.00 per 100. **Silver Pink, Nelrose, Giant White, Phelp's White** and **Phelp's Yellow.**
SOLANUM or **JERUSALEM CHERRIES.** This is not ordinary kind, but is a compact growing habit and has large berries covering the entire plant. 2½-in. pots, $5.00 per 100.

Please state if plants are to be shipped in or out of pots. All goods travel at purchaser's risk.

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8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

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—KENTIAS—

JOSEPH HEACOCK COMPANY, Wyncote, Pa.

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MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $3.50 per 100, $30.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

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FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $3.50 per 100, $30.00 per 1000; 3-in. $8.00 per 100.

Harrisii and **Teddy Jr.** 6-in. $7.20 per doz.; 4-in. $25.00 per 100.

Nephrolepis Whitmani. 6-in. $7.20 per doz.

KENTIA Belmoreana. 2¼-in. $10.00 per 100; 4-in. 35c. each.

COCOS Weddelliana. $15.00 per doz.

FERN seedlings. The best varieties, ready for potting. $1.35 per 100, $11.50 per 1000.

ASPARAGUS Plumosus Nanus Seedlings $1.00 per 100, $8.00 per 1000.

ASPARAGUS Sprengeri Seedlings. $1.00 per 100.

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Geraniums ROOTED CUTTINGS

A fine lot ready for shipment

Ricard, Poitevine, Scarlet Bedder, $12.00 per 1000.

Buchner and **Nutt,** $10.00 per 1000.

Cash with order

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All sold out on stock to August 1st.

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Out of 2¼-inch pots, $10.00 per 100

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Out of 2-inch pots, $8.00 per 100

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REX BEGONIAS. 2¼-in., $5.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.

Second Hand 16x16 and 16x18 Double B. Glass, $3.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.

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Southern States

Houston, Texas

New Company Organized

The Robt. C. Kerr Co. has been fully organized for business. At a meeting of the stockholders, held July 1, officers were elected as follows: Robert C. Kerr, pres.; A. F. Koehle, vice-pres. and general manager; E. C. Eichling, sec'y. and treas., and Clarence L. Brock, Charles E. Hogans, C. W. Hurley and M. C. Walker, directors. Mr. Koehle is well known with the trade, having had 25 years' experience in growing cut flowers and plants.

The company has a capital stock of $35,000, and is organized principally for supplying the trade in the South. About $50,000 a year is spent in Houston for cut flowers alone. Material for the greenhouses is now on the way. Roses and 'Mums have already been planted, and it will be necessary merely to build the houses over them.

R. G. Hewitt of the Brazos Greenhouses, says that he believes there will be much difficulty in shipping this year, and he intends to have all the blooms possible on his own place.

Henry Kuhlmann, Jr., of the Kuhlmann Floral Co., is on a short vacation trip.

Tom Wolfe of Waco has returned from his trip to Seabrook, passing through Houston on his way home.

Among visitors were George Cohn of Wertheimer Bros., New York City, and Martin Reukauf, of H. Byersdorfer Co., Philadelphia, Pa. C. L. B.

Louisville, Ky.

The florists are enjoying a rest from the extremely busy times of last month. Business for June was above the average, but so far this month there has been little work, aside from the general run of funeral designs. There is a general shortage of cut stock; the florists are experiencing considerable difficulty in securing enough to keep up with orders. Carnations are all cut, Asters are not in yet and Roses are small. Outdoor Gladioli are beginning to bloom.

Greenhouse planting is about finished. A number of the local growers report stock as looking exceptionally well; with a continuation of the present good weather it should be in excellent condition for the Fall trade.

Wood for Fuel

Anders Rasmussen of New Albany, Ind., has recently obtained a two-ton truck, with which he is hauling scrap lumber to be used for fuel this Winter. He intends to put in about 1000 loads of it, averaging about 1½ cords per load. Other growers are also laying in a supply of wood.

August R. Baumer gave two days during the latter part of June to the War Savings Stamp campaign, and met with fair success.

J. E. Barton, formerly State Forester, has been appointed Commissioner of forestry and geology, under an act of the 1918 legislature consolidating the two offices. O. V. N. S.

Baltimore, Md.

We are in need of a correspondent to represent Baltimore. Will applicants please address with full particulars, Editor THE FLORISTS' EXCHANGE, P. O. Box 100, Times Sq. Sta., N. Y.

Washington, D. C.

J. D. Owens, formerly bookkeeper for the Leo Niessen Company in this city, has gone to Camp Humphreys, Va., the engineers' training camp.

Lewis Palmer, formerly with the Gude Bros. Co., has been sent to Camp Bliss, in Washington, to take the electrical course for enlisted men of the Army.

A letter received here from Ben Carrick, formerly an employee of the Gude Bros. Co., but now a sergeant in the Army, tells of how the outfit with which he is serving paraded through the streets of London, the first American aggregation to be reviewed by the British King and Queen. Speaking of Army life, Sergeant Ben says there is nothing like it.

Albert Schnell, manager for the Leo Niessen Co. in this city, is wearing a button that shows him to be a colonel in the W. S. S. campaign. Mr. Schnell was one of the first subscribers here in the thousand-dollar class. E. A. D.

Coming Meetings and Exhibitions

Buffalo, N. Y.—American Gladiolus Society; annual show and convention, probably Aug. 14 to 17. Madison Cooper, Calcium, N. Y., Sec'y.

Columbus, O.—Ohio State Fair, Aug. 26 to 30.

Denison, Texas.—Southwestern Nurserymen's Ass'n meeting, Sept. 17. H. C. Tackett, Fort Worth, Texas, Sec'y.

Hartford, Conn.—American Ass'n of Park Supts., annual convention, Sept., 1918. Roland Cotterill, Park Dept., Seattle, Wash., Sec'y.

New York City.—American Institute and Amer. Dahlia Soc., exhibition of Dahlias, Sept. 24 to 26; Amer. Inst. and Amer. Chrysanthemum Soc., 'Mums, Nov. 6 to 8. W. A. Eagleson, Sec'y, 324 W. 23d st.

St. Louis, Mo.—S. A. F. and O. H. Convention, Aug. 20, 21 and 22. John Young, 1170 Broadway, N. Y. City, Sec'y.

St. Louis, Mo.—Florists' Hail Ass'n of America, annual meeting, Aug. 21. J. G. Esler, Saddle River, N. J., Sec'y.

Syracuse, N. Y.—New York Federation of Hort. Societies and Floral Club, annual meeting, Sept. 11. Sec'y Prof. E. A. White, Cornell University, Ithaca, N. Y.

Lilies in the South

The accompanying illustration shows Charles L. Baum of Baum's "Home of Flowers," Knoxville, Tenn., and his grandson inspecting the firm's home-grown Lilies. Mr. Baum expects a fine crop of bulbs; he is growing these to force for next Easter, as from all reports there will be no bulbs coming from Japan this season.

Mr. Baum has been experimenting with Lily bulbs for the past three or four years and finds good bulbs can be grown here as well as in Japan. The illustration shows only one of three beds, 150ft. long, and from which will be harvested about 10,000 bulbs. Mr. Baum cuts off the bloom and bud with a stem of about 3in. which preserves the vitality of the bulb. He has found on investigation that soil and climatic conditions in this section are very favorable for growing Lilies and in fact all kinds of bulbs. These Lilies shown in the illustration were not dug last Fall.—M. U.

Home-grown Lilium giganteum in the South. See text

Feeding 'Mums

How to Apply Nitrate of Soda

If your plants are doing well don't make the mistake of hunting all through Webster's Dictionary for the names of chemicals in the way of phosphates and sulphates to feed them with and make them do still better. Too rich food has seriously harmed many previously healthy stomachs; the least overdose of nitrate of soda or phosphate of ammonia has the same effect on the soil in the benches. One of the worst things you could do when you notice yellow foliage or a stunted growth on your plants is to dose them with commercial fertilizer. There is a big difference between applying fertilizer on an open field and on a bench under glass holding 5 in. of soil. Go slowly. If you can notice an active, healthy growth, a light mulch of well decomposed manure is in order. It will replace food taken out of the soil by the plants. Don't start yet with nitrate of soda, unless you want to push the plants a little. In that case take a 3½-in. pot full of nitrate of soda in dry form and scatter over the surface of a 100ft. x 4ft. of bench, followed by a good watering. For the small grower this is less work than dissolving the nitrate in a barrel of water, dipping it all out with a can and having the trouble of applying it on the bench afterward, and it is just as effective, in fact I rather prefer it for the plants. Don't get the whole dose with the first watering. A dose like that once a month is quite enough; in fact five weeks between meals is better.

Chrysanthemums

Perfect Foliage Desirable

There is hardly any good excuse for the smaller grower with just a few benches of 'Mums planted out to have trouble with disfigured foliage. The best remedy for caterpillars is to catch them by hand. Which is cheaper, to have a lot of fine flowers next Fall with eaten up foliage, or to go over the benches each day and remove the cause? We have insecticides and remedies for aphis and greenfly, but it takes some awful doses to clean up the caterpillars, and just a few of them not reached promptly can do an awful damage in just a couple of days. To go over 25,000 to 30,000 plants is "some job," but it is an easy matter to keep a few thousand of them free from the pest; keep your eyes open and if necessary put on the specs.

Cypripedium insigne

The smaller florist may not want to go into orchids extensively, but Cypripediums, whether the old standby insigne, or some of the other later and still more desirable sorts, all can be handled to advantage without much trouble. From now on until Fall it means that the plants will want plenty of moisture so as to develop into good specimens ready to furnish flowers later on. If you handle Cyclamen in frames outdoors, you can put the Cypripediums there as well. That will be a far better place than a dry greenhouse bench. Keep the plants sprayed and don't overlook giving them at least two doses of weak liquid cow manure each month up to October.

Calliopsis

The hardy Gaillardias and the Coreopsis are at their best with most of us right now. Both are desirable cut flowers and it isn't too early to sow seed for next year's requirements. For a cut flower of the same type, only much smaller, but for all that attractive and useful when cut with 15in. stems, we have the Calliopsis. Sow seed now for next September flowering; they can stand quite some frost. Sow in rows where the plants are to flower. Crown of Gold is a golden yellow, Crimson King a dark crimson, and Tinctoria flore pleno a semi-double, all three splendid cut flowers. But maybe it is as well to get a couple of ounces of mixed seed; that means an investment of about 30c. That isn't much, is it?

Calendulas

A Cold House Crop

At present any crop which can be grown in a cool house during the Winter months interests the florist. Calendulas by many are considered hardly worth while growing under glass, and so with other flowers. There are quite a few of us who find them a paying proposition, however, and especially during Midwinter, and I am sure any retail florist who has his doubts about getting his requirement of coal for the coming Winter will find Calendulas a desirable crop to grow on. Seed sown now outdoors and the plants benched, or what is still better planted on a solid bench, will flower from October and be at their best during December and January. Even in a house just above the freezing point, they will flower and with just a little care will hold out until Spring when they will make up for any lost time. If you are growing for your own retail trade don't try to grow five or six times as many plants as you can handle for your trade. That doesn't pay. Don't plant more than you think you want, but by all means grow some. Sow the first lot of seed now; another, if you like, in about a month from now. Those you sow now outdoors, if left alone, will flower in September and keep it up until a really heavy frost finishes them. It is not uncommon to cut good Calendulas outdoors as late as November.

The Annual Gypsophila

The seed of the annual Gypsophila is so cheap, the culture of the plant so simple and the little flower so valuable for the retail florist that there shouldn't be a week during the Summer and Fall months without your being able to cut your own supply. Keep on sowing out in rows about 1ft. apart every two weeks. It takes the plant just about from five to six weeks to flower from the time the seed is sown, so get started; it will bring you good results.

Hunnemannia fumariæfolia

I don't know who gave this beautiful flower such a name. It isn't at all appropriate, so let us call it giant yellow Tulip Poppy, which surely sounds better. Here we have one of the finest cut flowers for Fall use, if sown now. With it and some of the annual Gypsophila you have a combination for a centerpiece that you can't beat. Cut the flowers when only partly open and they will last four to five days and the fine feathery foliage gives the flowers a perfect setting. The plants do best in a rather stiff soil and they don't want to be transplanted. A good way to do is to sow in rows about 6in. to 8in. apart in beds 5ft. in width. This will afford a chance to place temporary frames over them next October and sash protection if necessary. Anything different from the usual Asters, Dahlias and Gladioli should have your attention. We want as great variety as possible; it means more business. Grow Zinnias, Calendulas, hardy 'Mums and Marigolds, but don't on that account neglect this beautiful Poppy, and while you are making out the order for the seed, why not include a trade package of Iceland Poppy? This is really a perennial, but should be sown now. It will be one of the first ones of your outdoor stock to flower next Spring. It is another fine cut flower, which requires so little care that one can't help but wonder why it isn't seen more.

Calliopsis lanceolata

Rooting Geraniums in Open Frames

What is the best way to root cuttings from Geraniums growing in the field, in late August or early September? Can they be rooted successfully in an open frame (no sash) in a mixture of sand and loam? Would be thankful for information from any reader who has been successful.—P. F., N. Y.

—The best way to root Geranium cuttings taken from the field in late Summer and early Autumn is in benches of pure sand in a greenhouse. They might be rooted with fair success in a frame of pure sand, under cheesecloth, if the sand were always kept moist with tepid water, and an extra cover of cloth placed over the frames on cool nights. J. H. S.

Geranium Flowers of Two Colors in Same Truss

Early in the Spring we bought some 3 in. Geraniums, from whom or where located I do not recall. These we put in 4 in. pots, and when one of them bloomed it produced one cluster of pink and another cluster of red flowers. My first thought was that two small cuttings had been placed very close together in one pot and the roots had intertwined. On examination I found this to be so, but when another plant of the same lot in another pot produced one cluster with red and separate pink flowers on one stem in the same cluster I had no solution.

In the 12 years that I have been growing Geraniums this is my first time to see anything like this. Is there such a Geranium on the market or is this one a freak? I am enclosing the cluster of red and pink florets. Of course it will be withered when it reaches you, but the colors should show. Other clusters of flowers now opening on this plant appear to be all pink.—E. C., Mo.

—The writer has sometimes seen Geraniums produce flowers of two distinct colors in one truss, but regarded them as sports, whose habits of producing such flowers were not constant. The truss of blooms submitted by the inquirer appears to belong to this class. There used to be sold a Geranium called "New Life" which produced flowers of two colors on the same truss, but in a different way and in different colors than the specimen submitted. J. H. S.

How I Saved the Coin to Buy a Book of Thrift Stamps

Having occasion to visit the metropolis a friend invited me to accompany him in his automobile half the distance. Offer accepted; congestion on Mr. McAdoo's lines relieved to the extent of 185 lbs. of human freight, and a thrift stamp saved by yours truly. Added to this, I carried a box of flowers and patriotically relieved the congestion of Mr. McAdoo's express company and incidentally saved more money toward fulfilling my thrift endeavor.

Dining on two sandwiches, washed down by a near prohibition beverage, containing two per cent alcohol, two thrift stamps were acquired.

When I annexed a two dollar discount, my thrift book began to loom large, and daylight saving gave time to use the trolley home, and further relieve congestion on Mr. McAdoo's railroad and still further add to my thrift stamp account.

It gave me great pleasure to purchase my stamps from fair maidens, and had I not been of the vintage of 1846 I would have been greatly tempted to purchase an extra stamp provided a kiss were thrown in.

BUT: having the goods I am speculating whether it will be legal tender at the delicatessen shop when the non-essentials are busted.

In my horoscope of the future I endeavor to locate myself as an essential. Being too ancient to fight ("the spirit may be willing but the flesh is weak"), and too corpulent, indolent and short winded to be of much account anyway, I am thinking of applying to Mr. McAdoo for a position as a flagman at a grade crossing. That *essential* position would, at least, have in prospect a raise in wages.

Buying thrift stamps is easier than I anticipated, besides the performance furnishes food for thought, and the conclusion reached is when a non-essential can Poor Richard enough out of his scanty income to buy W. S. S. he ought to have a star on a service flag for every book he acquired. JOHN G. ESLER.

Hints

The Dept. of Agri. recommends that fertilizer be purchased in 200 lb. bags rather than in smaller bags because of the great scarcity of burlap.

If the first appearance in this country of weeds, such as Russian Thistle, field Hawkweed, and Canada Thistle, had been reported, much of the loss and trouble which they are causing might have been avoided. It is important to report the appearance of new weeds and to take precautions to prevent their dissemination. —*Dept. of Agriculture Bulletin.*

FRESNO, CAL.—Geo. C. Roeding, nurseryman and fruit grower of this valley recently disposed of his home place here for $400,000 to Eastern buyers.

Two-Year Budded Roses

CALIFORNIA-GROWN ON MANETTI

Quality unquestioned. We ship East by Freight or Express. Stock ready January first. Order *now*—demand heavy. Demonstration on Trial Order—Send it.

A SCORE OF THE 200 VARIETIES WE OFFER:

PRICES PER HUNDRED

American Beauty	$20.00	Mrs. W. C. Miller	$20.00
Kaiserin Augusta Victoria	20.00	Papa Gontier	16.00
Frau Karl Druschki	20.00	Ophelia	20.00
General MacArthur	18.00	Paul Neyron	16.00
Irish Elegance	18.00	Rayon d'Or	20.00
Irish Fireflame	20.00	Richmond	18.00
Juliet	20.00	Maman Cochet	18.00
Mad. Caroline Testout	16.00	Soliel d'Or	18.00
Mad. Edouard Herriot	20.00	Sunburst	18.00
Mrs. Chas. Russell	25.00	Ulrich Brunner	18.00

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TREES
Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

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Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

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FOR THE FLORISTS' TRADE

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70 Years 1000 Acres

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5000 Hemlocks

Imported stock, 3 to 5 feet. All transplanted several times. First-class, extra heavy specimens, for tubs, lawn planting or groups. High class, bushy specimens, suitable for landscape work. For sale en bloc or in small quantities. Submit offers to

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C. H. WEEKS NURSERY CO., Inc.
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50,000 IRIS

Five colors; strong. $35.00 per 1000; $20.00 for 500. No order for less. Cash with order. Plant now and get flowers in Spring.

Albert Fuchs, 803 Sheridan Road CHICAGO

ORDER NOW

PEONY Albater. 2-years. $15.00 per 100.
Felix Crousse.
Festiva Maxima. $8.00 per 100.

10,000 PEONIES in 30 leading varieties.

ROSES on Rugosa and Briar in H.P., T., H.T., Climbing and Polyantha Varieties. 4000 Transplanted JAPANESE MAPLES. 2½-3 ft. $16.00 per 100, $140.00 per 1000.

BOXWOOD. All shapes and sizes. AZALEAS, RHODODENDRONS, CONIFERS, MAGNOLIAS, AMPELOPSIS, ARISTOLOCHIA, HONEYSUCKLE, WISTARIA and CLEMATIS. Price list on demand.

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All correspondence to our United States representative,

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California Privet

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BERBERIS Thunbergii

in large supply also

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I am now booking orders for Fall shipment in car lots, at most attractive prices.

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Complete assortment in large and small sizes. Price list now ready.

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Privet and Berberis

LARGE STOCK FOR FALL

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Tsuga Canadensis

IN ALL SIZES. 6 to 7 feet, $3.85 each. 5 to 6 feet, $2.20 each. Smaller sizes in proportion.

"ABINGTON QUALITY" nursery stock is to be found at:

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HYDRANGEA, Pan-grown, 3 to 4 ft., 4 branches and up, $12.00 per 100.
SPIRÆA, Anth. Waterer, 24 to 30 in. $15.00 per 100.
SPIRÆA, Anth. Waterer, 18 to 24 in., $1.00 per 100
LIGUSTRUM Ibota, 4 to 5 ft., $6.00 per 100; 3 to 4 ft., $4.00 per 100.

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for **California Privet** *and* **Berberis Thunbergii**

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Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

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SPLIT CARNATIONS
Easily mended. No tools required with
Pillsbury's Carnation Staple
The original patented article
"We like it very much. It's so easy to use."—Van Aken Bros.
"They are the best on the market."—John Schweichler.
1000 for 35c., 3000 for $1.00 postpaid
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Chrysanthemums

Fine stock, 3-inch pots.

Pink and White Ivory, Jerome Jones, Advance, Bonnaffon, October Sunshine, Unaka, Charles Razer, Seidewitz, Smith's Ideal, also some Pompons and other varieties.

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Chrysanthemum Stock Plants

GOLDEN GLOW and EARLY FROST

Very good strain

Prices: $3.50 per 100, $30.00 per 1000

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Robt. Craig Co.

4900 Market St., Philadelphia, Pa.

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Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

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NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

A Novel Use for Philadelphus coronarius aureus

The subject of this note is one well known to the trade—everyone knows the Golden Mock Orange which, for its leaf coloration, is highly valued in landscape effects. Our illustration shows a use for it which to say the least is unique and strikingly handsome. As seen, it is planted in a 6ft. wide bed along the front of the terrace wall, some 150ft. in length, and backed up with a beautifully kept Privet hedge, the green of which brings into strong relief the golden color of the Mock Orange. Viewing it from a distance one would conclude it to be the much used yellow Coleus so greatly does it remind one of the latter.

Such a decided planting, however, would not be possible to secure from the Coleus at the date this picture was taken (May 21). Here, then, is a thought that presents itself from two angles: First, we have in this Golden Mock Orange a hardy plant which produces an effect practically equal to that afforded by an annual (annual in the sense that it cannot withstand the frost), and covering a period of at least six months against that of three and one-half months given by the Summer plant. Secondly, there is the all important question of labor saved which, by the permanent use of the hardy plant, has quite obviously been obtained.

For the space taken up by the Mock Orange we would need at least 900 Coleus plants, which represents, in addition to the labor of planting, etc., each year, a considerable amount of time and expense in propagation, plus glass, plus fuel.

The use to which the plant has been put in this particular instance precludes to a large extent the flowers it would otherwise afford, the paramount thought, of course, being to secure the best foliage effect only. To realize this, the plant is given an annual pruning in the early Spring with the result that there is a greater strength of foliage and color in the young growth and this it retains through the major portion of the season.

EDWIN MATTHEWS.

Philadelphus coronarius aureus, Mock Orange, used in a striking way

The Japanese Dogwood

Considering the popularity of our native Dogwood (Cornus florida) it is strange that the Japanese species (C. Kousa or Benthamia japonica) is not more common. The white, pointed bracts appear after the foliage and are about 2½in. across; slightly smaller than our native bloom but could readily pass for the latter with the average person. The fact that they flower a month later (June) than our native sort means a longer Dogwood season for those who possess both. The tree—it makes a small tree in time—which prompted these notes was planted some years ago near Philadelphia, by the late Thomas Meehan and is now 15ft. high with a trunk 5in. in diameter at the base. It does well in the shade and as regards hardiness, a recent bulletin of the Arnold Arboretum states that the Japanese Dogwood came through the past Winter in Massachusetts without injury, whereas the native sort suffered.

SAMUEL NEWMAN BAXTER.

The Meadow Rues

In the hardy flower garden one naturally expects to find the old favorites like Peonies, Phloxes, Irises, etc., but there are many plants not rare but uncommon which might be used to advantage. The Meadow Rues (Thalictrum) are noted for their graceful, fern-like foliage. This feature alone is sufficient to commend them for use. Added to this, however, we have in T. glaucum a fluffy, yellow, plume-like bloom, slightly fragrant. It may well be placed in the "not rare but uncommon" class.

The corymbose panicles, about the size of one's fist, are borne in June, on the end of stalks about 5ft. high and are splendid for cutting. T. dioicum, with greenish yellow flowers in larger and more open panicles, blooms earlier than T. glaucum. T. aquilegi folium (or Columbine leaved) comes with white (var. album) and pink (var. roseum) flowers. T. adiantifolium and nutans have white flowers, the former blooming in May and June and nutans a month later. Both grow about 2ft. to 3ft. high. The foliage of all is worthy and blends well when grouped with ferns. Try some Meadow Rues for that shady spot.

SAMUEL NEWMAN BAXTER.

Some Speedwells—Veronica

Seeing a mass of Veronica candida blooming in the nursery in early June the thought occurred: Why not use it as an edging or border plant in the formal garden? It grows to a height of 1ft. and the combination of its silvery foliage—whence the common name Hoary Speedwell—and its lavender-purple flower spikes is indeed most pleasing, especially effective when the plants are massed. Blooming as it does about the same time as the Scotch Pinks (Dianthus) it may be grouped effectively with these garden favorites in pink and white, where low-growing plants are desired. Other desirable Speedwells are V. circaeoides, Teucrium, rupestris and spicata. All are blue, low growing and suitable for rock gardens. V. spicata blooms in late June and July but the others mentioned flower in advance of V. candida. The best known and really the showiest is V. longifolia subsessilis (Hendersoni) which grows 2ft. to 3ft. and has blue flower pin spikes 6in. long, appearing in July and continuing for a month. Then, too, we have the Virginian Speedwell (V. virginica) or Culver's Root as it is also called. It grows 5ft. to 6ft. high with a cluster of white flower spikes throughout July. It is not desirable in the average flower garden but is appropriate in connection with native plants and grows well in partial shade. Seeds, division and cuttings are the various methods of propagation.

SAMUEL NEWMAN BAXTER.

Acer rubrum, Red Maple

Few people when seeking an ornamental flowering tree for their grounds would look for it among the Maples, nor is it classed as one in the nurseryman's catalog, yet viewing it when covered with its scarlet flowers we would not hesitate to place it in the list of flowering trees. Moreover, it holds a unique position in this respect that there is no rival for honors during its blooming period, for even while Winter is yet with us it forms the one bright spot among trees in the landscape.

True, the individual flowers are mere segments compared with the floral envelopes of many other flowering trees, but when the multiplicity of them is considered, and seen under good sunlight, the effect is a brilliant one. The flowers are monœcious, the male or staminate being in separate bundles from the pistillate ones. Both have the scarlet coloration, the former perhaps by reason of the protruding anthers is the prettier.

Around the last few days of March we received through the mail from a tree lover in Asheville, N. C., a spray of the fruit of this tree for identification. The note accompanying it stated that the whole landscape was aglow with the color given by this tree at the time of writing. It was quite interesting to note the advanced stage of the North Carolina tree as compared with ours in Pennsylvania. Here they had but reached the flowering stage, while from the southern one sent us developed seed, showing a difference of about four weeks.

In a threefold sense does this tree earn the title of Red or Scarlet Maple, for following its bright red flowers are the scarlet-winged fruits and, later in the year, in the Autumn days, it again shows up in wonderful leaf coloration of crimson and gold.

The tree delights in a moist soil, as is clearly shown in Nature, for we find it following the water courses and banks of streams. Its seeds, which mature quickly, should be sown soon after ripening to obtain the highest germination.

There is another Maple which is sometimes listed as "Acer rubrum" and is apt to confuse us with our native one. We refer to the Himalayan species, Acer lætum, or as it is more commonly called, Colchicum rubrum. This is a pigmy tree compared with our native one, the true Acer rubrum, and bears no resemblance to it except in a botanical sense.

EDWIN MATTHEWS.

Nurseries of France

Through the courtesy of Winfred Rolker of A. Rolker & Sons, New York, we are enabled to publish the following extract from a letter by Norbert Levavasseur of Ussy and Orleans, France, dated June 12, 1918. The writer represents Levavasseur & Sons, which firm is one of the most important exporting houses in France:

"At present we feel seriously the effects of the war. While we have sustained very heavy losses in the nursery business which could not be covered with the low prices at which we sold the items demanded for exportation, all other business went up tremendously, and wages went up the same way—from $3 to $5 a day for an ordinary man. For instance, my main office assistant left me last March, saying he could earn wages that he knew we could not pay him. Several others did the same. Well, now we have to pay these high wages to get help and still we cannot secure enough. You may see what an amount of work lays on my shoulders. Of course the nursery production is a limited one, having grown only such items as are liable to be exported to the United States and England, and some forest plants liable to be planted in France. This means about 20 per cent. of the old output. Naturally, we had to increase the prices in accordance with cost of production. This was done by our commercial committees of Ussy, Orleans and Angers when meeting at Angers some 10 days ago.

"We believe it is quite important that orders be taken early, so we know what is sold, and to make arrangements ahead in view of obtaining licenses in time, also to enable us to lift very early in season, as soon as plants are matured, for we shall endeavor to be ready for Fall shipments the latest by Dec. 15. With early orders in hand we shall try to get enough lumber to pack and ship in cases instead of in hampers, which we had to use last season because we could not do any better." (Signed) N. LEVAVASSEUR.

Selected Seeds and Plants

for the Commercial Grower

SWEET PEA SEED

Winter Orchid-Flowering Varieties

Pink	1 oz.	¼ lb.	1 lb.
Rose Queen	$3.00	$10.00	$35.00
Yarrawa	1.00	3.00	10.00
Fordhook Pink	1.00	3.00	10.00
Miss Louise Gude	4.00	12.00	40.00
Mrs. A. A. Skach	.50	1.75	5.00
Morning Star	1.25	4.00	12.00
Mrs. Jos. Manda	1.00	3.00	10.00
Dolansky Orchid	.75	2.50	9.00
Bohemian Girl	.75	3.00	10.00
Mrs. Paul Dusha	4.00	15.00	50.00
Early Song Bird	.75	3.00	10.00
Gertrude Welsh	4.00	15.00	50.00
Bicolor			
Xmas Pink Orchid	1.50	4.00	18.00
Pink and White Orchid	.50	1.75	5.00
Fordhook Pink and White	1.00	3.00	10.00
White and Blush			
White Orchid	.75	2.50	10.00
Venus	.75	2.50	10.00
Mrs. M. Spanolin	.75	2.50	10.00
Bridal Veil	.75	2.50	10.00
Early Snow Flake	1.00	3.00	12.00
Watchung Orchid	4.00	15.00	50.00
Helen Keller Orchid	4.00	15.00	50.00
Lavender, Blue and Maroon			
Mrs. Chas. A. Zvolanek	3.00	12.00	40.00
Zvolanek's Blue	4.00	15.00	50.00
Lavender Orchid	.50	1.75	5.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Lavender Spanolin	4.00	15.00	50.00
Nubian Orchid	1.50	5.00	18.00
Rose, Orange and Red			
Britannia	$1.25	$3.50	$12.00
Orange Orchid	1.00	3.00	10.00
Mrs. Sims Orchid	1.25	4.00	12.00
Apricot Orchid	1.25	4.00	12.00
Golden Orchid	1.25	4.00	12.00
Flora Fabing	.75	2.50	8.00
Servian Prince	1.00	3.00	10.00
Orchid Beauty	1.00	3.00	10.00
Zvolanek's Red	4.00	12.00	40.00
Miss Y. Gilbert	4.00	15.00	50.00
Gudemore	10.00	35.00	
The Beauty	1.00	3.00	10.00

Many other varieties, also complete list with descriptions on application

CYCLAMEN SEED

	1000
Blood Red	$12.00
Brilliant Red	12.00
Rose Pink	12.00
Glory of Wandsbek Dark and Light Salmon	12.00
Daybreak (Salmon Pink)	12.00
Pure White	12.00
White with Eye	12.00

Other varieties also.
If all Salmon is ordered, the price is $11.00 per 1000.

SNAPDRAGON SEED

	Tr. Pkt.
Keystone	$1.00
Nelrose	1.00
Phelps' White	.75
Phelps' Yellow	.75
Enchantress	.75
Peachblow	.75
Giant Yellow	.50

Send for a copy of our latest price list of Plants, Seeds and Bulbs.

ASPARAGUS PLUMOSUS

ASPARAGUS Plumosus	100	1000
Seedlings		$9.00
2½-in., extra heavy	$4.00	$35.00
2½-in., lighter grade	3.50	30.00
3-in., heavy	7.00	60.00
4-in., heavy	12.00	

Sprengeri, same as Plumosus.

BOUVARDIA

Extra good plants, from soil $5.00 $40.00
2½-inch 7.00 65.00
Single Pink, White and Red.

FIELD-GROWN CARNATIONS

See Classified.

JERUSALEM CHERRIES

The Famous Cleveland Cherry, with berries above the foliage. Bright Red and Orange Queen Plants twice transplanted, better than 2½-inch pot plants, $80.00 per 1000.

	Per 100
3-inch	$15.00
3-inch, selected	20.00
4-inch	25.00
4-inch, selected	35.00
5-inch	50.00

CYCLAMEN

Exceptionally good this season.

	100	1000
2-in., selected	$7.50	$65.00
2½-in., selected	9.00	80.00
2½-in. as they run	8.00	75.00
4-in., selected	30.00	
4-in., as they run	25.00	
6-in., selected	60.00	

Salmon, Light and Dark, Pink, Light and Rose, Blood Red, Light Red, Pure White and White with Eye.

STEVIA (Double)

Exceptionally fine strain. 2½-in., $4.00 per 100; $35.00 per 1000.

POINSETTIAS

Selected strain, produces very large Bracts, true red, 2-inch, $8.00 per 100, $70.00 per 1000. Ready now.

GARDENIA Veitchii

Only 1000 left, guaranteed free from disease. Extra large plants, in 2½-inch pots, as good as 3-inch, $10.00 per 100, $90.00 per 1000.

FERNS

Good, heavy plants.	100	1000
Scotti, Teddy Jr., 2½-in.	$6.00	$55.00
Boston, Scholzeli, 2½-in.	6.00	50.00
Scotti, Harrisi, 3-in.	12.00	110.00

BIRD NEST FERN

Guaranteed free from disease.

2-in.	$12.00	$110.00
2½-in.	20.00	175.00
3-in.	25.00	225.00
4-in.	50.00	

DISH FERN SEEDLINGS, $2.25 per flat.

DELPHINIUM Belladonna

2½-in., $5.00 per 100, $40.00 per 1000.

ROSES

See Classified.

C. U. LIGGIT

Wholesale Plantsman

Office: 325 Bulletin Bldg. PHILADELPHIA, PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

Strong, Healthy Stock
SUMMER PRICES

Ricard, Poitevine, Perkins, Castellane, Doyle, Viaud, $12.00 per 1000
S. A. Nutt and Buchner, $10.00 per 1000
If by Parcel Post, $1.00 per 1000 extra
Cash with order

FRED. W. RITCHY, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

Rooted Cuttings

C. QUADLAND'S SONS

NORTH ADAMS, MASS.

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Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¾-in pots, $8.00 per 100.

Ready July 15th. FERNS in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

GERANIUMS

S. A. Nutt, Ricard and Viaud, 2-in. $2.00 per 100. Nutt, 4-in. $8.00 per 100.

DAISY. Mrs. F. Sanders, 2-in. $2.00 per 100.

VINCA Variegata. 2-in. $1.75 per 100.

ELMER RAWLINGS

ALLEGANY NEW YORK

When ordering, please mention The Exchange

F E. Ads Give Good Results

Violets - Violets

Marie Louise, clean and healthy, ready August 1st, 3-in., $5.00 per 100
Cash with order

W. J. CHINNICK

TRENTON NEW JERSEY

When ordering, please mention The Exchange

ANNUAL MEETING

of the stockholders of the

Market Florists' Association

will be held at the office of
WILLIAM SIEBRECHT, Bridge Plaza
Long Island City

on July 22, at 12 o'clock, noon

H. C. STEINHOFF, Secretary

New England States

Providence, R. I.

A slight reduction in business was noticed during last week. Local stock is more than sufficient to meet all demands. Some of the growers are cutting heavy crops of Lilies, bringing the price down about 35 per cent. below last week's quotation. Prices are as follows: Roses $2 to $12; Carnations $2 to $3; Lilies $6 to $8; Adiantum $1 to $2. J. C. L.

Hartford, Conn.

The florists of this city have begun closing their stores at 1 o'clock Saturdays and will continue to do so during July and August. The uptown stores close weekdays at 6 o'clock, while others out of the rush close at any old time.

Trade in general is fairly good, considering the times.

Stock on the whole is good; Roses are selling at a fair price, while Carnations continue at a good figure; in fact I never saw Carnations keep up so well in price for a great many years. We are getting better prices for our stock than at any time in my experience, and that covers about 30 years.

Miss Sadie Coombs, who has been head saleswoman and bookkeeper for John Coombs on Main st. for many years, was married on Tuesday, July 2, to Thos. Martin of New Haven, Conn.

GEORGE G. McCLUNIE.

New Bedford, Mass.

A general depression is felt by nearly all: there is little demand for cut flowers of any kind; funeral work has also fallen off. The weather has kept cool, which accounts for the good quality of the stock of Carnations, Roses, etc., offered.

Mr. and Mrs. Peter Murray are away on their vacation.

Mack Blackwell, son of F. G. Blackwell, was home on a short furlough, having just returned from a trip overseas.

FRED REYNOLDS.

Worcester, Mass.

Business has been rather quiet. The call for funeral and wedding flowers has been light, and cut flower trade is unusually slack, with the possible exception of Saturday, when many of the stores offer specials.

Mrs. P. G. Forbes has sent in the first Sweet Peas of the season.

Paul F. Brigham, proprietor of the Westboro Conservatories, intends to meet the Government coal order by closing half his place.

Ralph M. Forbes has his houses well filled with Tomato plants and expects a good crop of ripe fruit in about two weeks. He also has a war garden of about five acres, planted with vegetables. Mr. Forbes and F. L. Midgley have been appointed to assist Leonard C. Midgley, supervisor of war gardens for Worcester and Worcester county.

The next show to be given by the Worcester County Hort. Society will be held on Thursday, July 13. The schedule calls for fruit, flowers and vegetables.

The market has not been overstocked, owing to the weather, which has continued to be cloudy and rainy on an average of three days each week. It is not likely now that the market will be swamped with flowers, as most of the growers have cleaned up their houses and vegetables are being grown outside where flowers were grown last year.

Prices generally were as follows: Carnations $1 to $1.50 per 100; Roses $1 to $8; Sweet Peas 50c. to 75c. per 100; Gladioli $3. F. L. M.

GERANIUMS

ROOTED CUTTINGS

Summer prices, good until Oct. 1st.

	Per 1000 By Express	Per 1000 Parcel Post
S. A. Nutt	$10.00	$11.00
Ricard and Poitevine	12.50	13.50

If beyond 3d zone, bill will be sent for balance of postage due.

	Per 100 By Express	Per 100 Parcel Post
ASPARAGUS Plumosus Extra fine stock	$2.50	$3.00
SMILAX	2.00	2.50

3500 **Plumosus,** from pots, to one party; 10,000 **Geranium cuttings** to another, by Parcel Post; repeat orders from a number of customers, is proof that I am getting the stock to buyers in good shape.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

Plants and Cuttings

COLEUS, R. C., $7.00 per 1000

CALENDULA. Orange King. 2¼-in., $2.00 per 100.
COLEUS. 2-in., $2.50 per 100.
DAISY, Boston Yellow. 2-in., 3c.; R.C., 2c.
HELIOTROPE. 2-in., $2.00 per 100.
CHRYSANTHEMUMS, Oconto, White Eaton, Cornoleta, Mistletoe, Money-Maker, Silver Wedding, Roman Gold, Chrysolora, Enguehard. 2¼-in., $3.00 per 100.
DRACÆNA Indivisa. Nice seedlings 85c. per 100.

Cash with order, please

Byer Brothers
Chambersburg - - Pa.

BEDDING AND FOLIAGE PLANTS

NEPHROLEPSIS Scottii and Teddy, Jr. 7-in. 75c.; 8-in. $1.00.
VINCA Variegata. 4-in. $12.00 and $15.00 per 100.
COLEUS. Golden Bedder and Verschaffeltii. 2½-in. $3.50 per 100.
HARDY IVIES. 5-in. $30.00 per 100.
GERANIUMS. Beauty, Poitevine and A. Ricard. 4-in. pots, $8.00 per 100.

Cash with order, please
All plants travel at purchaser's risk

ASCHMANN BROS.

Second and Bristol Streets Philadelphia, Pa.

When ordering, please mention The Exchange

VINCAS

Pots	Per 100	Pots	Per 100
2-in.	$2.00	3½-in.	$5.00
3-in.	3.00	4-in.	6.00

CABBAGE PLANTS

	Per 1000
Surehead, Savoy and Drumhead, also BRUSSELS SPROUTS	$2.00
5,000 lots	1.50
10,000 lots	1.25

Cash

S. G. BENJAMIN, FISHKILL, N. Y.

When ordering, please mention The Exchange

ASPARAGUS PLUMOSUS

2½-in., $3.50 per 100, $30.00 per 1000.

MATCHLESS CARNATION CUTTINGS

From sand, $25.00 per 1000. Good, clean, healthy stock.

W. B. GIRVIN :: Leola, Pa.

When ordering please mention The Exchange

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

Growing Freesias in California

By JAMES A. BROWN, who gives our readers a leaf or two out of his experience

Preparing the Soil

We prepare the soil for planting in June or July, irrigating first, so that it may be plowed; we have no rain at that time of year. A thin coat of lime is put on if soil is inclined to be acid, together with some stable and hen manure, both being used sparingly. This is all plowed under and the ground worked up into good condition.

Methods of Planting

There are several methods of planting the bulbs. The one giving the best results, we believe, is the use of single rows because in this way we are better able to cultivate, irrigate and weed. Trenches are made with a hoe, by hand, about three inches deep; about one-half to one inch of beach sand (we are located about one-half mile from the Pacific Ocean) is put in the bottom of these and the small bulbs or bulblets, as the case may be, are put on top of this sand and the rows covered with finely worked soil. The bulbs are not permitted to dry out from then until the rainy season; then the rains take care of the watering for us. Of course it is a big job to keep these beds free of weeds. All the work of hoeing, cultivating and weeding has to be done by hand. Some growers, in order to obtain larger bulbs, like to irrigate in the Spring after the rains are over, but we have proven by prominent florists in the East who have forced them for us, that better bulbs for florists' use are obtained by letting the fields dry up and the bulbs open air for four or five weeks before the bulblets are removed because, if not properly handled at this time, the bulbs will chalk or dry rot. The result of premature curing is that even though the bulbs may arrive at destination without mildew or sweating, they begin to chalk where the bulblets were broken off and this chalking even continues after the bulbs are planted by the florists, with the result that a large per cent of the bulbs do not flower as they should.

Methods of Grading

We are adverse to grading through screens as a bulb proves worthless after being bruised. We favor the plan of grading by hand. Every bulb is picked up by a girl and tried in a bevel edged wooden gauge which has the different sized holes that we grade to. In this manner no bulbs are bruised as is the case with the screens which, we admit, lessen the cost of grading and cleaning. Another important point in grading first class Freesias is to take the bulblets for replanting only from the largest bulbs harvested the season before. By watching these closely, we have been able to improve the stock we originally started with.

In concluding his article Mr. Brown tells of success achieved in growing Callas and the Dutch bulbs of which he states they are working up quite a stock, and with which they have had no disease or trouble of any kind finding them easy to grow.

Mr. Brown, however, takes the point of view which every grower in California is forced to take to the effect that to make the American bulb industry a success in future we must have tariff protection after the war is over and also protection from the extremely low freight rates from Europe, which are quite likely to be the case shortly after the war is over, taking into consideration the immense number of ships which will be in commission at that time.

Freesias in bloom on the Brown Bulb and Berry Ranch, Capitola, Cal.

cure after the Spring rains are over. We have had no rogueing to do because we have never had a bulb of any kind but Purity, therefore there can be no bulblets left in the soil from plantings in the past that might volunteer and introduce rogues into stock.

Irrigation

We don't irrigate by the ditch system, but use the slow revolving Sunshine system of spraying from high tanks into which we pump water from wells on our own ranch. We firmly believe from our experiments that bulbs planted and grown close together in beds tend in a measure to force themselves, and while they produce better flowers there, because this method of growing is similar to that in a greenhouse, giving the same results as from bulbs grown in a greenhouse, such bulbs are not inclined to be as good for forcing another season as those grown in single rows.

Lifting and Curing the Bulbs

The lifting of Freesia bulbs is a slow and expensive operation. After the foliage is completely dead and the ground has become dry and hard, which is necessary for the bulbs to properly cure, we have to soften the soil by a light irrigation. After about two weeks' watering a man loosens the dirt close to the bulbs and on each side of the row with a tool which goes down into the dirt lengthways of the rows and leaves about 4in. of dirt with each row. A narrow bladed shovel is used to shovel this dirt on to tables. It takes about six girls to pick the bulbs out of the dirt by hand and push the dirt off the tables after each digger. When we tell you that a good digger and six girls can only lift about 1200 feet of single row bulbs a day you will see that it takes a lot of help and a long time to lift an acre of Freesias and that it is an expensive operation. The bulbs are put in trays and stacked out of the sunshine in the

100% Heat with a 50% Coal Supply

JOSEPH H. SPERRY

This is an article by a man of wide experience; its reading will well repay the attention you give it

Setting Forth the Problem

Let us suppose that we have a greenhouse for the heating of which we have been accustomed to use 100 tons of coal yearly. How can we heat that greenhouse with 50 tons of coal to approximately the same degree of heat as we have in other years with 100 tons? If that is not entirely possible, how can we make up the difference between the greatest possible amount of heat which we can obtain from 50 tons of coal when used in the most effective way and that amount of heat which we have obtained from 100 tons of coal as we have been accustomed to use it?

The answer is twofold.

First, we must see how we can obtain more heat from the 50 tons of coal which we are to have than we have obtained in other years from the same amount of coal. To do this, we must have a heating outfit which will give us the greatest possible amount of heat from those 50 tons of coal. "There, there," I hear some grower say, "we have heard enough of that; you fellows are always harping on getting better heating apparatus; the other fellows have told us all about that; do say something else; my old outfit has stood by me for years, and I would be all right now if I could only get coal enough."

Well, you will not get coal enough, if by enough you mean a 100 per cent. supply, and we are going to say again, after our poor fashion, what the heating sharps have been saying so plainly to you, and someone, we hope, will yell it in your ears until you give heed to the good advice. We are going to say something more, too, and you need not get mad. There is a French proverb which says, "The man who pleads his own case in court has a fool for a lawyer." In a great many of the small greenhouses, and in some of the larger ones, too, the owner has installed his own heating apparatus, a second-hand boiler and pipe, perhaps, and in many cases he had a fool, so far as greenhouse heating is concerned, to install his heating plant, and he is paying dearly for the foolishness of this ignoramus every year—this year, unless a change is made, it may put him out of business. Do you hear that?

Efficiency of Apparatus Saves 15 tons plus 17 tons

Let us suppose, for argument's sake, that with a 100 per cent. efficient heating plant you can get as much heat this next year out of 85 tons of coal as you have been obtaining from 100 tons. Then, of course, 85 tons will do you for next year. There are some devices now on the market, the purpose of which is to effect a more perfect combustion of coal than can otherwise be obtained, and hence a greater volume of heat than can be obtained from the most perfect furnace without this device. The U. S. Government engineer, in an official report, says that one of these devices gives an "equivalent saving in coal of 35½ per cent." Let us suppose by using this device we save even 20 per cent. of the 85 tons named in our calculations, that means a saving of 17 tons of coal. This would reduce our necessary coal supply to 68 tons.

How to Save the 18 tons Still Short

Secondly, we must use this coal only when absolutely necessary, and having obtained the greatest possible amount of heat through the most perfect heating plant and coal combustion devices, we must try to conserve this heat so as to use not 68 tons of coal, but 50 tons per year; in other words, we must save 18 tons more of coal. How can we do this? Perhaps by economical firing and heat conservation. There are many times when more coal is burned than is necessary. This is especially true in greenhouses where no regular day or night fireman is employed. The fire is often kept on in the morning of sunny Winter days longer than necessary, and there is often heavier firing than is called for nights when the temperature outside rises as the night advances until, when the sun rises, it is from 10 deg. to 30 deg. warmer outside than it was at nightfall. In short, you can save some coal by watching your fire more closely, both day and night. The small grower may find it necessary this Winter to sleep in his boiler house with an alarm clock near his head. This will, of course, be a hardship, but do you know among your acquaintances anyone in these days, when we are contending for the democracy and safety of the world, who is not enduring in the way of labor, or anxiety, or care, or sorrow, more than he was called upon to bear in the "piping days of peace"?

There are several ways in which heat may be conserved in the smaller greenhouses. When Winter is close at hand you can bank the sides and beds of your greenhouse heavily nearly as high as the eaves with coarse manure, or manure and leaves, or meadow hay; manure is preferable. This should be kept in place by a few posts and boards.

On sunny Winter days close your ventilators early in the afternoon, so as to have some sun heat stored up in the greenhouse to meet the falling outside temperature of the oncoming night. Growers are often careless and let the temperature run down in mid-afternoon by leaving the ventilators open too late.

In Winter nights, when a cold wind is blowing over the greenhouse roof and carrying off the heat fast, or when the outside temperature is very low, strips of canvas of moderate thickness and of a width convenient for handling could be stretched across the roof in such a way that the edge of one strip would lap well over the other. These strips should be long enough to reach over the roof and down each side of the house almost to the ground, and tied securely by ropes attached to ends of the canvas strips to short posts set firmly in the ground. It would need two men to put these coverings in place. Inside heavy curtains can be used at both gable ends of the greenhouse, if the gables are glassed. These would, of course, be triangular in shape, and roll down on a roller attached to the bottom of the gable.

All of the changes in heating apparatus and devices for conservation of heat which we have suggested will, of course, increase your expenses, but this will be partly offset by the fact that you are paying for 50 instead of 100 tons of coal.

The growers who will suffer most from this 50 per cent. coal allotment are those whose heating plant during the last three years has been most nearly 100 per cent. effective. Theirs seem to be a case where the worthiest will suffer most.

FOUNDED IN 1888

THE FLORISTS EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Over and above all
the first duty of the florist
is to obtain physical possession
without delay
of his full allowance of coal

That 40-Ton Provision

At hour of going to press the legal department of the Fuel Administration had not as yet legalized the use of the full 100 per cent. to users of 40 tons and under.

A witty man who has been all his life until recently engaged in the business tells us that the florist's is "not a business but a disease." What did he mean?

The new War Revenue Bill which is being drafted by the Ways and Means Committee may contain a measure providing for a tax of 3 per cent. of the amount paid for advertising or advertising space. E. A. D.

35 to 50 Billions in "Non-Essentials"

Among them that of the Florist

"When all this talk about non-essentials started, accusing eyes were turned on the florists. Apparently there could be no business of less importance in the winning of the war than the raising of Roses and orchids. However, that wasn't the only side of the case. It was pointed out that if coal was withheld from the hothouses for a day millions in investments would be wiped out and thousands left suddenly without employment. One so-called non-essential industry was found to involve a billion in credits. The saving made by keeping coal from it would be nothing compared to the loss and injury that would result. It is estimated that the industries that had been mis-named non-essential represent from $35,000,000,000 to $50,000,000,000 of capital and employ 10,000,000 persons."—*The Nation's Business.*

Honoring Our Fallen Heroes

The question has been put to us: "What are other florists doing under these circumstances: A former employee of ours was recently killed at the front, and we have been sending flowers to his family each morning since receipt of the advices. Would it be a good idea to continue this practice, and how long? We would much like to know the proper course."

One national organization at its recent meeting passed resolutions to place on a Roll of Honor a list of all members of the association or of their employees who placed their lives in peril through the war. This is the first case of the kind we have heard of, and is a step which is quite likely to be taken by all national horticultural representative associations. More enduring steps will probably be taken at the close of the war, through the erection of tablets or in other way permanently recording the names of the fallen.

As to the local handling of the matter we replied as follows: "This is a hard question to answer at large, as in each case it would depend upon the relations existing between the sender and the family of the deceased. Our own idea would be to send flowers but once to the home, and later and for all time manifest such practical sympathy with the family of the deceased as you feel able to give, for really it is these actions in daily life which count the most, not necessarily gifts of cash or the equivalent thereof, but unostentatious sympathy shown in kindly deeds and reassuring words."

The Seedsmen's Plea for Asiatic Labor

A letter from Frank W. Bolgiano, president of the American Seed Trade Association, published in these columns, makes a strong plea for the importation of Asiatic labor.

Mr. Bolgiano makes the statement that within the next eight months, if something is not done, our people will cry for food that could be produced and is not being produced, and surely such a statement coming from so responsible a source should be paid heed to.

There is another feature in connection with food production which we have not seen touched upon: Immediately on conclusion of the war, this country, with a limited support from Australia, and possibly Argentine, will be called upon to supply food for at least 300,000,000 Europeans, in addition to those we are already feeding. After the war ceases the pangs of hunger will be greater than now, for it will make itself felt with more force when the mind has but one thought to concentrate upon. So long as people are fighting and struggling for existence, the mind is diverted and so much privation can be withstood, but at the very moment the tension of war is relaxed and self-preservation becomes the prevalent thought, at that moment the repressed hunger will manifest itself acutely and take exclusive possession of the faculties.

There is no doubt that in the United States we are under a great moral responsibility to produce food, so as to be ready to supply the starving enemy nations; when the time comes we will have a great fleet to carry the foodstuffs, the question now is to be ready to furnish without delay ways and means to provide these foodstuffs.

Your Trade Paper an Essential

"No business man can afford to be without his trade paper," was recently proclaimed by a keen observer.

This assumes, as a matter of course, that the trade paper itself is fully alive to the times and able to deal fairly and without prejudice with the momentous questions of business control which are succeeding one another these days with a rapidity unexampled in any previous stage of the world's history. The statement quoted applies with equal force to all trade papers, whether representing so-called essentials or non-essentials, although the latter have the more difficult task, as not only have they the supreme work of endeavoring to protect and conserve the resources of their clientele, but as well they are confronted with their own problems of existence in this respect, suffering alike with their own people.

The reason the business man cannot afford to slight his trade paper is because that even in an obscure paragraph he may discover a pointer for guidance that will help him, and in any one issue there may be contained many resourceful suggestions which will prove of value to him in his daily work.

An ably conducted trade paper sifts the news and gives the facts on both sides of the question; otherwise it is remiss in its duties. So far as The Exchange is concerned, we have endeavored, particularly within the past few months, to cover, without faltering, the questions of the day as they have matured, and certainly these have been many and significant. Business for all concerned was classed as really good up until well into the month of May. There had been exceptions and difficulties in the way of freight and express deliveries, it is true, and these were disagreeable features. It was not until the issuance of the coal restriction order by the Fuel Administration that the first real trouble made itself manifest, this being followed by the agitation in favor of plant exclusion, the embargoes on imports, together with the loss of employees creating a shortage of labor. All a sequence to the great war, taxing the facilities of this country to its uttermost.

A writer in these columns tells us conditions might have been much worse. We agree with him. We further believe that we have plumbed the full depth, practically reached bottom, of our difficulties—we know the worst—and that from now henceforth the light will break through and the road become easier.

The troubles we have faithfully chronicled; we have not endeavored to hide anything. In reference to the past, those who have not scanned our columns closely are business losers, because they have lost contact with the situation, and are therefor not in as good condition to help themselves when the opportunity comes as will be those who have followed the situation carefully.

Our future endeavors will be to deal with the problems of the general business of the florist, nurseryman, seedsman and allied industries, even though from want of space it becomes necessary to eliminate much of the purely personal matters hitherto occupying our columns; in fact, we have already taken steps in that direction.

Reassuring facts are brought to view through the conventions recently held by the American Seed Trade Association and American Association of Nurserymen. Both these organizations are fronting the situation with confidence, and, instead of relaxing their efforts have, on the contrary, planned not only for increased business, but for better business, to be conducted on improved lines—methods which will give more and yield better returns. Let us hope that the forthcoming meeting of the S. A. F. and O. H. at St. Louis will be equally productive of good in this same direction, evidencing what can be accomplished through team work and co-operation.

It shall be the endeavor of The Florists' Exchange to co-operate to the uttermost with these representative horticultural societies, and as well, on its own account, exploit fresh avenues for the development of the energies of all lines we represent. In this endeavor it is our firm assurance that strong men will give us their hearty support.

The road to recovery may be a bit longer than some of us anticipate; on the other hand, recuperation may come quickly. Much depends on each man's own efforts, for the recuperation will come more quickly to those who work for it than to those who allow themselves to go down stream with the current.

American Red Cross Wants Flowers

A letter setting forth the need of the American Red Cross contributions of flowers for the army and navy camps, to be used in cheering up the convalescent patients, has just been received by the Washington Bureau of The Florists' Exchange from Assistant Director General Harry B. Wallace of the Department of Military Relief, in which he says:

"It has been suggested that the florists of the country would undoubtedly be glad to supply flowers to the 44 Red Cross convalescent houses at each of the army and navy camps and cantonments throughout the country, if the opportunity were brought to their attention.

"I am told that you are in a position to lay this matter before the florists and I am accordingly writing to ask if you will not undertake to do this. We feel that this suggestion offers the florists one of the biggest opportunities to do a patriotic work in their own line and at the same time be of immense help to their Red Cross society in looking after our soldiers and sailors.'

Florists who desire to "come across" in this way need only address or take their offerings to the American Red Cross in care of the camp nearest them, and they are assured of a warm welcome. Soldiers who have been injured in action are coming back to this country now for treatment—there are no flowers and little of beauty to be seen in the front line trenches—and they will appreciate the spot of color a bunch of flowers makes against a hospital window. E. A. D.

Vegetables Under Glass

With this issue we commence the publication by Prof E. F. Stoddard of a series of three to four articles which will deal with the use of greenhouses for growing early vegetable plants and the methods to be employed to that end.

We commend this series of articles to our readers' careful attention, and would add here the fact that the Fuel Administration has placed no restriction on the amount of coal used by those (florists or others) who grow early vegetable plants for transplanting outdoors to produce Summer vegetables. As Prof. Stoddard says, a man with four greenhouses devoted to cut flower growing may have to close two, but he is at liberty to use one or both of these remaining greenhouses, with a full supply of coal to run them, provided he devotes these houses solely to the growing of early vegetable plants for transplanting outdoors to produce Summer vegetables.

The first of Prof. Stoddard's articles will be found on another page.

Forcing L. Brownii for Easter

Scheepers & Co. are exhibiting at their offices, 9 Stone st., N. Y., some fine blooms of Lilium japonicum more commonly known as L. Krameri), and some of what Mr. Scheepers calls "an improved form of Lilium Brownii." These were grown on the estate of T. A. Havemeyer, at Rosedale, L. I. The bulbs of L. Krameri were imported from Japan, those of L. Brownii from England.

L. Krameri, probably the best of the pink Lilies, is too well known to need much description. Although the foliage is rather scattered, the color of the flower is attractive indeed. Mr. Scheepers is of the opinion that it could readily be had in flower for Memorial Day trade.

The improved form of L. Brownii is indeed worthy of note. Its foliage is of a much better character than that of the typical species, resembling more the foliage of L. formosum. The color of the flower is a creamy white on the inside, this being especially pronounced in the bud stage. On the reverse, three of the segments are creamy white with a narrow purple band running lengthwise through each segment; the other three are creamy white, heavily and evenly flushed with purple. Mr. Scheepers believes that this Lily can be forced for Easter and that the bulbs can be readily grown in this country. If so, this form should prove a desirable addition to the list of Lilies used for forcing purposes.

A Plea for Asiatic Labor

Editor The Florists' Exchange:

I want to thank you as president of the American Seed Trade Association for the full account of the proceedings of our association given in your issue of June 29. We are glad there is a tendency to discuss the importation of "Chinese for the duration of the war." We were perfectly aware in making the recommendation we did, viz., for the importation of *at least* 500,000 Chinese, that we laid ourselves liable to criticism, but we felt we had a duty to perform that was beyond all others to our country and to the "boys over there" and those whom it would be necessary to send.

Since our return to Washington we have had the pleasure of hearing one talk and, for about one hour, a discussion of the labor situation, before the War Trade Board Advisory Committee. We are, after hearing this discussion and having traveled and received a number of letters, ready to put ourselves in the position of recommending that there be imported under Government restriction not less than 1,000,000 Chinese farm laborers.

People do not seem to realize that it takes from six to eight men to keep one man in the field. While we would feel the sudden curtailment of 1,000,000 men from the labor supply of this country, yet that number could be readily made up from the surplus labor, but the taking away of 8,000,000 to 9,000,000 men from their usual occupations within the course of one year, and the prospect of doubling this number, we can all appreciate the consequences. We now not only appreciate the consequences but we feel the terrible shortage. But this is only the beginning. Within eight months, unless something is done, our people will begin to cry for food that could be produced, but is not being produced because someone is unwilling to take the responsibility of acting on the labor situation as the cause demands.

Food will win the war. For God's sake don't let it lose it for this country. Our boys are over there. Don't let them cry for bread because there is fear of a labor problem. Every man in the trenches is there for you and me. Will we do what we can? We all purchase bonds, are willing to work to the limit of our endurance, are willing to desist from eating things so that we can supply them. The women are willing to sacrifice nearly everything for the boys. Now, don't, from a misguided sentiment, either hamper the war or lose it because we are afraid to do that which our Allies have already found is expedient to do.

It is a fact that both England and France have imported labor, and are importing large quantities of Chinese for the period of the war. Why should we not follow their example? There certainly can be no valid reason.

Finally, our boys may be supplied, but the boys of Engand, France and Italy will certainly be pinched. They have fought the battles that we would have had to fight if they had not fought thus far. Let us who cannot go, do our best to do without, but by all means keep the boys cheerful as best we can with full stomachs.

FRANK W. BOLGIANO,
President Am. Seed Trade Ass'n.

Washington, D. C., July 5, 1918.

Admiral Aaron Ward

A Tribute from the American Rose Society

The sudden death, at his home in Roslyn, L. I., of Admiral Aaron Ward, struck his friends with a sharp blow. The admiral was a true-hearted, able man, with the vigor and clear vision of a good sea captain. Born in Philadelphia, in 1851, he became in due time a trained seaman in the U. S. Navy, and advanced step by step until he reached the top, retiring from active service as rear-admiral.

At the beginning of this war he commanded and took across the water the first Red Cross ship on its errand of noble mercy. In New York he was at home, having for some years had oversight of certain naval affairs of the port. He had sailed the great deep of the oceans from land to land in all latitudes, but his name, however, is far wider known among the people of America, for his connection with the Queen of Flowers—the Rose. When he named the beautiful yellow Rose, which grows to perfection from Long Island to Vancouver, from ocean to ocean, it was after the one he loved best—his wife. Here lay in his character the sentiment for that which is beautiful—the strong man for whom the great winds and rough waves had no terrors. He had the love of home and beauty in the fiber of his being. "A Rose for every home, a bush for every garden," is a sentiment which makes the world the better. In the American Rose Society, as far as his duties permitted, he was always ready to give a guiding, helping hand. At the entrance of the United States into the war, he resigned his connection with the executive committee work, with a word to the effect, "America first."

His many friends in the American Rose Society have expressed a desire that their esteem and respect for the man, Admiral Aaron Ward, may be a matter of record, as he has left us for the realm, where the spirit of just man is made perfect.

BENJAMIN HAMMOND,
President American Rose Society.

Society of American Florists and Ornamental Horticulturists

ST. LOUIS CONVENTION, AUGUST 20, 21 and 22

INFORMATION SUPPLIED BY THE SECRETARY, 1170 BROADWAY, NEW YORK CITY

The prospects for a successful convention are cheering indeed. In these days of concentrated energy along lines pertaining to the despatch of armies and their provisioning and equipment we are apt to overlook or belittle the importance of matters concerning civil industries. It is pleasing to note that many of those connected directly or indirectly with the florist trade have no misgivings regarding the stability of business in their respective lines, and are prepared to take advantage of the trade exhibition in St. Louis to increase or renew their relations with the trade visitors at the convention.

Among the earliest to seek reservations at our annual exhibitions were the following:

Henry A. Dreer, Inc., Philadelphia, Pa.; Burlington Willowware Shops, Burlington, Ia.; Joseph Heacock Co., Wyncote, Pa.; Chicago Carton Co., Chicago, Ill.; S. S. Pennock Co., Philadelphia, Pa.; A. L. Randall Co., Chicago, Ill.

So far as the trade exhibition is concerned, the plan prepared for the postponed National Flower Show in St. Louis last Spring, which provided for trade exhibits on customary lines, is still in force, that is, the lower floor of Moolah Temple, where the convention is to be held, will house the trade exhibition, and the layout is unchanged. Copies of this plan were widely circulated, and those who contemplate making exhibits may consider these plans as being in full force. In cases where the plans have been mislaid prompt application to the secretary for duplicates should be made. The rate for space is 40c. per sq. ft., and the locations available are all good. Applications for space should be sent to the secretary's office as early as possible for the convention is little more than five weeks distant, and arrangements for it are becoming very active.

A record attendance is expected at the convention, due to the fact that the proceedings will be of more than ordinary interest to florists. A feature of the program will be an address by a representative of the United States Fuel Administration who will speak with authority and, undoubtedly, settle many questions which are at present rather disturbing in the minds of many florists.

National Publicity Campaign

The secretary last week visited Chicago, Milwaukee, Minneapolis and nearby points, where he found the florists greatly interested in the publicity campaign. He feels deeply obligated to the many members of the trade who in various ways helped to make his work effective.

The publicity fund is growing but, sad to say, slowly. There is a considerable number of florists who have not yet given the publicity movement their thought and aid. All doubt as to the great value of the campaign to the entire trade is removed. The movement is an admitted success, but what has been attained can only be made of a permanent character by the continuation of the good work.

At the start the committees did not think it would be difficult to raise the required $50,000 for a year's work. We are still, while halfway through the year, far short of the goal—and this with, approximately, 20,000 or more florists who are getting the benefit of the work accomplished. Just think of it. Don't get the idea into your head, Mr. Nonsubscriber, that there are plenty of well-disposed florists to complete this fund without your assistance. Did everyone look at the movement this way there would be no fund, no publicity and, ultimately, perhaps no business. And do not think for one moment that our publicity begins and ends with the advertisements in the magazines. Were we required to pay cash for all the publicity we are getting, at its worth, a million dollar fund would not be too large. So why hold back that contribution? The work done is for your benefit, in your interest, and to your advantage, no matter where you are located, whether you are in a large or small way of business, a grower or a retailer. Help the fund and charge the contribution to your overhead expense—where it belongs on your books—but in reality it is an investment, and one that pays handsomely. Reach for your check book now, this minute, get the matter off your mind, and become conscious of the fact that you have done your duty, both to yourself and the trade.

There is still on hand a good supply of stickers for use on envelopes, boxes, packages and the like, miniature reproductions of our slogan sign, "Say it with Flowers." There are three sizes, 2in. 4in. and 6in. long, all in the original colors. There are also a number of sets of lantern slides for use in moving picture houses. There are four slides to the set, each handsomely colored, designed to cover completely any screen on which they are projected; these slides make cheap but effective advertising.

Co-operation and advice, Mr. Florist, you most likely will need before we get through, so join the S. A. F. and become entitled to it. Sign up now.

Obituary

John Schweiger

John Schweiger, head of the firm of J. Schweiger & Son, florists, Pittsburgh, Pa., died June 25, aged 80 years. He came to this country when a boy and was one of the oldest inhabitants of West View, where he lived. He is survived by his widow, two daughters and three sons.

Jacob C. Spencer

Jacob C. Spencer, who for a number of years, conducted a greenhouse and florist's shop at Utica, N. Y., died on June 28, at the age of 72. He was well known in his section of the State and had been a resident of Utica since 1876. For a number of years he was secretary of the Utica Florists' Club. He is survived by his widow and two daughters.

H. Frederick Byxbee

H. Frederick Byxbee of Norwalk, Conn., died on June 28, at the age of 63. He had for many years successfully grown the old-fashioned fragrant Daphne odora, which he made a specialty. Last Fall he had thousands of plants when the cool weather set in, but was unable to get coal, so that long before this Spring his entire stock was killed by frost. The loss of the results of his life's work undoubtedly affected his health and had much to do with his death. An appreciative note concerning his work will be found elsewhere in this issue.

Norwalk, Conn. R. G. H.

Rear-Admiral Aaron Ward, U. S. N.

Rear-Admiral Aaron Ward, a famous amateur rosarian, died of heart disease in his 67th year at his country home, "Willowmere," Roslyn, N. Y., on July 5. After his retirement in 1912, Rear-Admiral Ward lived in Roslyn, where he spent his time cultivating Roses. His garden was known throughout this country and Europe. He kept a log in which he recorded the date of planting of each Rose bush and its progress. He was accustomed in the Summer to rise at 5 o'clock in the morning to cultivate his flowers. He wrote a little book called "One Year of Rose Work," the proceeds of which he gave to the American Ambulance Fund. In his garden he had more than 3000 Rose bushes, and when he exhibited for charitable purposes persons came from great distances to see them. The well-known Mrs. Aaron Ward was named for his wife, who studied Rose culture under M. Pernet, the famous French floriculturist. The Rear-Admiral kept a ship barometer in his garden to guide him in his planting and cultivating.

Seed Trade Selling Experience in Spring, 1918

The seed house which supplied us with the notes following on the difficulties attending the handling of a retail seed business this past season, has not unduly emphasized them.

All seedsmen have had these experiences more or less seriously, according to the nature of their business. Readers of THE EXCHANGE may feel a certain satisfaction in being assured that they are having company in their miseries. One of the laughable things these days (if it is permitted to laugh) is when two men get together and compare notes. One listens to the complaints of the other, then says: "But you know my conditions are *so different* from yours"; whereas, to tell the truth, their trials and tribulations are traceable to the same first cause.

The following is a brief narration of seed trade obstacles encountered Spring of 1918 as against the placid methods of other days. The story comes from a large seed house:

"In my opinion the seed trade has never experienced a season like the one which has just passed away. I have spent my entire life in it and feel safe in making this statement.

"We began the present season with short crops of many varieties. This was followed by conditions of transportation almost beyond description; for instance, one carload of Beans was four months on the way from California. Even at the present writing (early June) we have shipments out made months ago that have not yet been delivered to us. Unfortunately, seeds cannot be manufactured to meet the demands.

"The period has been one of great trouble and heavy expense, because in conforming to our regular plan we had to back order all such items as we had en route, and it was found necessary not only to notify the customer that certain items were being back-ordered, but later to write again to tell him why the goods had not been shipped. Much of our help was green on account of labor conditions, so thousands of customers who were not notified at the proper time could not understand the delay and wrote in demanding action. Naturally, this congested our correspondence department; literally thousands of explanatory letters were mailed out each day, but at that we could not keep up with the complaints which in many instances were from causes entirely beyond our control. Hundreds of letters crossed each other, necessitating additional letters. Finally, when the season got too far along for certain varieties it was again necessary to write customers refunding their money and giving them the reason therefor, although the goods they wanted were still en route to us. Many customers could not understand conditions, were displeased that we held their money, and did not refund it in time for them to endeavor to get the seeds from other sources—these customers, when they wrote, being unfamiliar with the fact that the items on which we held their money until the end of the season were items which could not be procured from any other source.

"It is safe to say that while we have had a big year, the correspondence involved in doing business this year, which was three to four times as heavy as in previous years, materially reduced the profits."

We are astonished at the endurance of our soldiers in the trenches and on the battlefield, and wonder in ourselves where they get the strength to stand it all. The difficulties faced by men in business cannot begin to compare with those borne by the men serving under the Colors; the former are not risking their lives hour by hour, although some may fall from business worries. We should look upon our trials with equanimity, feeling assured that we at least have a fair chance for our lives; meanwhile, we are storing up experience which we could not otherwise have had and which undoubtedly will serve us in good stead in other years to come. So let us plug along faithfully, keeping up a bright mentality, refusing to be made downhearted by the difficulties surrounding us, knowing that we are doing well our part. When the exigency is over we will have any number of satisfying reminiscences, and be fully recouped for all we have gone through, possessing a pride which will be justly ours after having faced the issue boldly and having gone through it with honor unscathed, even though our bank account may have been seriously depletted.

Trade Opinion in California on Plant Exclusion

It has been the dream of plant optimists in California that "some day" her growers would supply the markets of this country with the major portion of their economic and ornamental plants, just as she now does with her surplus orchard products. In this direction there are beginnings—the nucleus of what under intelligent exploitation and development will in the near future grow into a recognized and profitable industry. In seed production the foundation has already been substantially created and, as population increases and markets expand, there is every reason to believe that commercial plant growing will not only follow, but that it will eventually assume proportions in keeping with similar lines in Europe. Allowing for these premises it naturally follows that the discussion in THE FLORISTS' EXCHANGE appeals at a different angle than it does in New York City, the chief import city of the nation. This, however, does not imply that the florists and nurserymen are blind to the fact that the subject must be approached along broad and sane lines; any precipitous prohibitive measures are quite apt to produce disturbances in the ordinary channels of trade. Hence, when THE FLORISTS' EXCHANGE suggested that I "feel out" the trade on this subject, there were those who were averse to going into print in a discussion, while others plead ignorance of the economic and quarantine measures that plant exclusion involved. In carrying out the wishes of Mr. De La Mare, the aim has been to learn trade opinion in both Northern and Southern California. In two cases opinions are positive and emphatic, in others the matter is viewed more leniently.

Lester L. Morse Interested in Winning the War

From the general tone of the letter of Lester L. Morse, of the Pioneer Seed House of C. C. Morse & Co., San Francisco, it is obvious that he is more interested in winning the war than plant restriction, for which we beg the privilege of tendering him a salute of 21 guns; but here is the body of his letter to the writer complete: "I have your favor of the 13th inst., and have read the article in THE EXCHANGE of June 1, to which you refer. One paragraph in the first column of the article states that there would be no embargo on exclusion of the importation of ordinary farm, vegetable and flower seeds, which are usually imported in large quantities from Europe, which statement disposes of practically all the matters we are interested in. We will be interested in the restriction or exclusion of nursery stock only in a general way, since we handle but very few plants, and these principally through the Vallance Nursery Co. In the writer's opinion, however, it is almost a waste of time to talk about developing anything in the horticultural line during the period of the war. There isn't labor enough now, nor equipment to handle especially new lines of luxuries at that. After the war, the American people will probably want to buy where they can buy the cheapest, as they have always done, to a large extent. I can feel but little interest in any progressive measures now that are not actually confined to the prosecution of the war and the feeding and clothing of our people and our Allies."

D. W. Coolidge Votes "No Exclusion"

D. W. Coolidge, president of the Coolidge Rare Plant Gardens, of Pasadena, is not only a good story teller but a man of opinions and convictions. After reading his letter I am afraid my New York friends will be asking him to join the 217th Aero Squadron now stationed at Garden City (and of which the son of the writer is a member) where they will be able to "get at him," especially when bouquets are taking place. Coolidge votes "No," as follows: "I am unalterably opposed to the proposition or measure tending to exclude all foreign grown plants. Southern California, noted far and wide for its ornamental and economic vegetation, would not have much to show were we to rely on domestic or American plants entirely. In looking over any of our prominent gardens, one will see fully 90 per cent. exotic plants. However, I have always contended that America should grow much of the material that heretofore has been imported; but for Heaven's sake, do not put out of business a concern like the Coolidge Rare Plant Gardens that was organized and is carried on for the purpose of constantly adding to the wealth of our flora by bringing in from all possible sources new species and varieties of ornamental and economic plants. I vote NO."

Favors Exclusion of Imports

John S. Armstrong, head of the Armstrong Nurseries of Ontario, strongly reflects the idea advanced at the beginning of this page. He says: "The oft repeated quotation 'Necessity is the mother of invention' we believe thoroughly applies to this subject. We are firmly of the opinion that the growing of stocks, and nursery stock in general, which have been imported, will not be developed in the United States to the extent that it should be developed until importations are excluded. It also occurs to us that the main difficulty in this matter is a lack of co-operation on the part of the nurserymen in all parts of the United States, particularly the western and eastern nurserymen, and the sooner we get together and find the best localities for growing certain stock and commence development along this line the better off we will be. Answering your direct questions regarding growing, prices, transportation charges, etc., we are firmly of the opinion that these matters can all be worked out and the ultimate outcome will be to elevate the standard of the nursery business in the United States."

Chas. W. Ward, Cottage Gardens Nurseries, Eureka, Cal., who has made large investments, particularly along decorative and nursery products at that point, is strong in his assertions that practically all the decorative material now imported from abroad can be produced within certain defined areas in California, principally along the coast. The stocks of decoratives he mentions as being within the possibilities of successful commercial growing include all the hardy Azaleas, Rhododendrons, Boxwoods, Myrtles and all broad leaved as well as coniferous evergreens, and all florist flowering plants which are forced for Easter or Christmas. Additionally, Gloxinias, Tuberous Begonias, Cyclamen, Gladioli and all the Lilies; Manetti stocks for grafting, and plum stocks can be grown anywhere along the California coast, while Apple, Pear, Quince and Cherry stocks can be grown commercially in many sections throughout the country.

Mr. Ward appears to favor the importation of decorative stocks for propagation purposes through the Department of Agriculture.

These letters fairly reflect trade opinion in California bearing on the matter of plant exclusion. From a careful reading, added to what is "talked on the street," it is fair to assume that California is for exclusion only in moderation. The factors that loom large are the possible introduction of pests and disease which, under intelligent regulation can be largely controlled; war conditions, which render labor high and often unavailable, hence retards development along lines calculated to foster and promote investments in enterprises of this kind; and finally the want of a co-operative spirit, a continuity of purpose and a cohesiveness in the trade that will give encouragement to home enterprise, home initiative and home production, not only in the way of purchase, but in the more essentials of investing its capital in a way that will insure home supplies. Will conditions have become so changed when once peace is established as to give the American nursery trade a new rebirth and imbue it with the important advantages the country possesses to produce a large per cent. of what it has been in the habit of importing? Echo answers, will it?

HENRY W. KRUCKEBERG.

Americanizing German Names of Plants

Editor Florists' Exchange:

The plan proposed in some quarters to change the names of Roses and other flowers to the writer seems both unjust and absurd; unjust in that the originators surely had a right to name the variety and also are entitled to all the honors that go with it, which would mean a perpetuation of a name unless the changes were made for some good reason, commercial or otherwise.

The originators of many good Roses bearing German names have long since gone to their reward. They were men who had no quarrel with us, nor with the great country to which we belong. Therefore let us hold their memory in veneration; and let us also respect the Germans living here amongst us who are loyal and true to the Stars and Stripes. Let us save our shots for our foes, not venting our spleen on our friends; let us discriminate between the two, and let us be fair and just.

ALEXANDER MACLELLAN.

Fertilizing Value of Wood Ashes

Owing to the well-known shortage of potassium in the form of potash salts, wood ashes furnish one of the most available sources of this element. They also possess many desirable qualities as a fertilizer. The following facts concerning the fertilizing value of various sorts of wood ashes and the quantity of ash per ton are taken from recent Commercial Reports:

Wood	Chemical element percentage				
	Phosphorus	Potassium	Calcium	Sulphur	Magnesium
Oak (without bark)...	16.95	34.80	22.40	2.73	16.50
Oak (with bark)	4.37	7.25	76.50	1.50	4.92
Larch (without bark).	7.70	23.52	45.10	2.07	13.22
Larch (leaves).....	16.25	22.73	26.50	3.65	10.50
Spruce (without bark).	2.45	19.60	33.90	2.60	11.20
Beech.....	6.75	28.60	37.60	1.35	11.20
Birch (without bark)..	14.70	23.60	19.00	1.65	16.45
Pine.....	7.85	16.85	30.20	4.27	9.75
Acacia.....	27.60	40.00	9.77	5.10	6.34

According to Bottinger, 21.27 per cent. of wood ash is soluble and is composed of these chemicals in the proportions indicated: Carbonate of potassium, 15.40 per cent.; sulphate of potassium, 2.27 per cent.; carbonate of sodium, 3.40 per cent.; and chloride of sodium, 0.20 per cent.

Vegetable ash in general contains many chemical constituents, such as carbonates, phosphates, sulphates, silicates, chlorides, bromide of sodium, calcium, magnesia, and potassium. From a fertilizing standpoint the potash is of primary importance, and in this connection it might be mentioned that the following amounts of ash and potash remain as the result of burning one ton of any of the different woods and plants here indicated:

	Ash, pounds	Potash, pounds		Ash, pounds	Potash, pounds
Spruce.....	7.50	1.00	Ferns (or bracken)	80.25	9.37
Beech.....	12.78	2.80			
Ash.....	26.90	1.63	Wormwood plant (Artemisia Absinthium).....	214.73	160.93
Oak.....	29.76	3.31			
Elm.....	55.11	8.60			
Willow.....	61.73	6.28	Fumaria plant (Fumaria)...	482.81	174.16
Grapevine.....	74.95	12.12			

On a general average there is between 6 and 10 percent of potash in woodash

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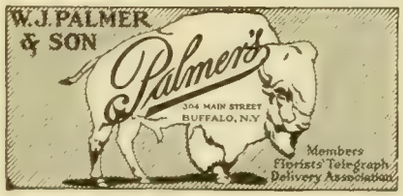

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RETAIL DEPARTMENT

Resurrecting Old and Devising New Uses for Flowers

The writer tells two stories by way of introduction—Wreaths of flowers in the hair for men and women—Decking the bridal chamber with flowers—The boutonniere—Flowers in place of confections—

JOSEPH H. SPERRY

SOME of our retail florists, fortunately not in the majority, we are glad to say, are sticklers for precedent. It is to the large, live-wire minority which form the exception that credit is due for whatever progress is made by the retail florist. It would seem that there is a good opportunity in this business for still more progressives that it may make that advance which is seen in other lines.

Speaking of precedent reminds us of the story of the old man who had a large farm and likewise a large family. When his sons and daughters married they brought their wives and their husbands back to the farm and lived there in common, the old patriarch holding a pretty tight rein over them all. Each Autumn they were accustomed to kill a fat steer for the Winter's supply of beef. A rope was hitched on the steer's head and he was led into the big barn up to a certain block, standing on which one of the sons struck him on the head between the horns with a maul and, when the steer was felled by the blow, cut his throat. One Autumn a refractory steer refused to be led or drawn up to the block, and one of the sons advancing on the steer with the maul said, "Confound this steer, if he will not come up to the block let us kill him where he is." "Stop, stop," cried the old patriarch, " my father stood on that block to kill the steers, and I stood on it, and you boys have stood on it; pull the steer up to the block, pull him up to the block." Many men in every line of business, like the old patriarch, never violate precedent, but always "pull the steer up to the block."

The sticklers for precedent and the conservatives for the most part "belong in the same boat." You may have heard of the two men, the one a progressive and the other a conservative, who slept one night in a double bedded room at a hotel. The progressive came in and went to bed first, but before retiring opened a couple of windows to admit fresh air. When the conservative came in he exclaimed, "I can't stand this night air (an old theory) in my room," and he closed the windows. In the morning as they were dressing, the conservative said, "The air in this room seems to be in a very fixed condition." "Yes," said the progressive, "and, confound you, you fixed it." These sticklers for precedent or conservatives, call them which you please, in any line of business often "fix" the business, that is, prevent progress.

When ancient Greece and Rome and the other Mediterranean nations, and those still farther east were in their palmy days, not only the women wore wreaths of flowers and foliage in their hair, but the men, too, were accustomed at their banquets to wear wreaths of foliage on their heads. Julius Cæsar paid little attention to the scurrilous attacks upon him in poetry and in public speeches, but he was very sensitive about his bald head and, it is said, was exceedingly gratified when the Roman Senate voted him the privilege of wearing all the time the Laurel wreath on his head, because this concealed his baldness. The Romans usually went about with uncovered heads. You may smile, Mr. Florist, and probably will make some sarcastic remark, if you are a conservative, but I am going to tell you that you could, by using a little tact and diplomacy, revive this custom of both women and men wearing wreaths at banquets. You might introduce it anew first at some college banquet, or banquet of the younger women and men. We attended the annual Greek ball in New York City, a few years ago, and we noted how the beauty of the pretty Greek girls and handsome Greek matrons was enhanced by the wreaths of Smilax and flowers which they wore in their hair, and we noticed one or two of the younger Greek men also wearing wreaths. In one of Owen Meredith's poems we read:

"She was at Paris, at the opera there,
And she looked like a queen in a book that night
With the wreath of pearls in her raven hair
And the brooch on her breast so bright."

Every woman cannot afford to wear a wreath of pearls in her hair but many can wear a wreath of foliage and flowers.

When the queen in Shakespeare's "Hamlet" was standing by Ophelia's open grave, she said:

"Sweets to the Sweet: farewell!
I hoped thou shouldst have been my Hamlet's wife;
I thought thy bride-bed to have deck'd, sweet maid,
And not to have strewed thy grave."

From this and other passages in literature we learn that there was a beautiful old custom of decking with flowers the bridal chamber, a custom which it would be easy to revive upon the occasion of the newly married couple returning from their bridal trip to the apartment or house where they were going to live.

When Charles Dickens visited this country, more than a half century ago, he wore at the public readings which he gave, a boutonnière on his coat lapel, and it is said by so doing introduced that custom in this country. This custom on some festive occasions still obtains to an extent, and with some gentlemen it is an every day habit, but has never been encouraged and pushed by the retail florists as it ought to be. It is in just as good taste for the business and professional man to wear a Rosebud or Carnation or some other appropriate flower on his lapel each day as it is for a woman to indulge in the very pretty habit of wearing a corsage of flowers when traveling or when out calling or on business.

It is quite customary for a gentleman who is invited to dinner or tea or to pass the evening at the home of friends to take with him and present to his hostess a box of candy. If retail florists would persistently suggest to their customers a box of flowers instead of one of confections, it would in time have its desired effect and increase the flower business.

The use of natural flowers in Summer on ladies' hats for wearing on morning walks or rides or at garden parties, was inaugurated in Europe some years ago, and the custom was later introduced into this country, but was never taken up and encouraged by retail florists as vigorously as it should have been.

If through the efforts of retail florists the custom of wearing boutonnières should become common, it would mean a daily sale of a million or more Carnations and Roses for that purpose in New York City alone. Furthermore, the introduction into this country of the other ways of which we have spoken of using flowers, namely, the wearing of wreaths of flowers and foliage on festive occasions, the decking of bridal chambers, and the reviving of the custom of trimming ladies' Summer hats with flowers, would add greatly to the volume of the retail florist's business.

The retail florist should be ever alert to see new uses also for flowers on all social and festive occasions, both private and public. In closing we will make just one suggestion as to new uses of flowers, an iconoclastic suggestion indeed, because it overthrows one of the old conceptions of the proper use of flowers. The suggestion is this: Men in all walks of life are equally as fond of flowers as women, and it is just as appropriate that a man or a woman should present a man with a bouquet, for almost any of the various reasons for which bouquets are usually presented, as it is for a man to give a bouquet to a woman. I hear some florist exclaim "This suggestion is ultra and revolutionary and visionary." Our answer is there is need of a wider vision in the retail florist business and of blazing out new trails

Dards' War Savings Stamp Window

The accompanying picture shows a War Savings Stamp window at Dards', Madison ave. at 44th st., New York The scene is laid in the Vosges Mountains, France. In the center is a dugout, with a soldier within and just over the entrance is the emblem "Buy W. S. S. now." A shell is bursting over the door. The dugout is surrounded by barbed wire.

In the foreground, to the left of the dugout, there is a "tank" at rest, and in the background, to the right,

Chas. A. Dards' War Savings Stamp Window —*See Text*

"tank" in motion climbing a hill. To the left there is a ruined mountain village with a military railroad and a train moving up to the front line trenches, and a telephone line and flags, and W. S. S. emblems, and there are other American flags and W. S. S. emblems several points in the scene.

The mountain effect is produced by the use of broken stone and trees. Overhead there are two observation balloons and also a battle plane, run by electricity, and circling continually around above the dugout.

Our readers will recall that Chas. A. Dards is chairman of the Florists' War Savings Stamp Committee. Mr. Dards is devoting practically all of his time to this and to Red Cross work, and to getting subscriptions for the maintenance of the French orphans whose fathers have been killed in the war, until they become self-supporting.

Mr. Perry, Mr. Dards' store manager, is also giving nearly all of his time out of business hours to patriotic service.

Your Supply of Wire and Paper Boxes

In view of the reports of a possible increase in the cost of wire, in fact, even an actual shortage, the following will undoubtedly interest EXCHANGE readers. I had an interview with a man well posted on the wire market and he would advise all florists, particularly in the East, to buy next Winter's requirements before Sept. 1. Anything in the line of corrugated paper boxes should be bought immediately, as there already exists a shortage in the most popular sizes. Advertisements of reliable firms selling the above articles will be found in THE EXCHANGE.

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Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

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Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

. Directory of Reliable Retail Houses .

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Phones {1552 1553} Columbus — ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

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For Safety's Sake: In all your Telegraphic Business, consult The Exchange's Reliable Directory of Retailers.

New York

The Movie Star Window Display that is Different

ERNEST A. DENCH

The movie star photo window is not by any means novel, but there are new ways of putting across the same stunt and by so doing reviving public interest. A recent window display by a New York florist was only an adaptation of an idea which originated in the motion picture magazines, yet it attracted extraordinary attention because it was used in an unfamiliar place.

Enclosing the window at the back was a wallboard in three sections joined together. Fastened to the two side sections were kodak pictures of a famous film star at home. The little snapshots showed such incidents as the screen idol resting in a hammock, digging in her garden, walking in the fields, basking on the beach, in the hall of her home, playing billiards and, finally, resting by the fireside.

On the middle panel was a card which said:

Film Stars are only human. They appreciate home comforts as much as you and I do.

To make your home look cheerful take home some flowers.

Exactly how the florist in question obtained the informal snapshots I do not know, but the usual way is to communicate with the star personally, asking for the loan of some snapshots. If the star considers the publicity will increase her popularity, her press agent will send them to you. The ideal floral window display is the one which displays the florist's products in the front and leaves a little room for the motion pictures tie-up at the back.

If you find it impossible to obtain suitable snapshots from either of these two sources, invest 15c. or 20c. on a motion picture magazine. Select for your purpose an article on some player's home life, clip the informal photographs with which the story is illustrated and mount the pictures neatly on a wallboard. Do not remove the captions when clipping the illustrations.

Try to select some star who is popular locally. She may not be filmdom's greatest star, for the extent of a star's popularity depends a great deal as to whether or not her pictures are screened in the town. You may be in a town or community where no Mary Pickford or Douglas Fairbanks pictures are screened, consequently if the local theaters show productions featuring Lillian Walker and Edward Earle and other players not quite so prominent, these stars will be more popular on account of the peculiar local conditions. It is well to bear these facts in mind because then the effectiveness of your movie star window display will be increased.

Combating "Please Omit Flowers"

The increasing use of the request "Please omit flowers" in funeral notices is being given specific attention by the publicity committee of the Cleveland, Ohio, Florists' Club. That the practice is growing in proportions and exerting its detrimental influence upon the business of the florist is undeniable; indeed, in a recent list of 24 deaths in a daily paper in that city six, or 25 per cent. of the entire number, requested the omission of flowers. That something must be done effectually to counteract the spread of this sentiment is imperative, according to the committee, which has appropriated $200 for use during July and August for publicity designed to counteract the movement. Although a subject that must necessarily be approached with extreme care and tact, there is little doubt that this brief but constructive campaign will be productive of much good. J. McL.

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

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426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.

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Alex. McConnell NEW YORK 611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
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Flowers Delivered Promptly in Greater New York City and Neighboring States

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Young & Nugent 42 West 28th St. NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

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ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

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OUR ONLY STORE
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PROVIDENCE RHODE ISLAND
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LEADING FLORISTS
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Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

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Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

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We will carefully execute orders for Syracuse and vicinity

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R. ABBOTT — Both Telephones
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Deliveries to all points in New England
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Randall's Flower Shop

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Battle Creek, Mich.	COGGAN F. T. D. and Sanitarium Orders
Binghamton, N.Y.	BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City
Bloomington, Ill.	A. WASHBURN & SONS Members Florists' Telegraph Delivery
Brattleboro, Vt.	HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass.
Charleston, W. Va.	CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.
Charleston, W. Va.	WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D
Dayton, O.	MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.
Dayton, Ohio	J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.
Dover, N. J.	ALONZO D. HERRICK National and Florists' Telegraph Delivery
Elmira, N. Y.	RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.
Greensboro, N. C.	and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.
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Johnstown, N.Y.	WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity.
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Lebanon, Pa.	J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.
Liberty and Loomis	Deliveries to Loomis Sanitorium and al points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.
Montclair, N. J.	F. W. MASSMANN Telephone L. D. 438 Member of Florists Telegraph Delivery
Montreal, Can.	McKENNA Limited Largest Retailers in Canada. Members F. T. D
Nashville, Tenn.	GENY BROS. 150,000 square feet of glass
Omaha, Neb.	JOHN H. BATH, 1804 Farnam Street F. T. D.
Pawtucket, R. I.	LAPHAM FLORAL CO. Covers Rhode Island
Peoria, Ill.	C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.
Quebec, Can.	McKENNA Limited Largest Retailers in Canada. Members F. T. D.
Richmond, Ind.	FRED H. LEMON & CO. Florists and Decorators Send us your orders.
Saginaw, Mich.	WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.
Scranton, Pa.	A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns
Scranton, Pa.	CLARK, Florist. Estab. 38 years. 7 Railroads Reach all points. Wires received any hour.
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Trenton, N. J.	CLARK, THE FLORIST Member of F. T. D. and National Florist
Troy, N. Y.	THE ROSERY FLOWER SHOP The Leading Florist
Westfield, N. J.	CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth
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York, Pa.	CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.
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18 x 5 x 3½	$2.90	24 x 8 x 5	$6.00
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8 to 12	$3.75
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44 to 48	14.75

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Galax (Bronze-Green)...$1.50 per 1000
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$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

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10,000 $2.00; 50,000, $8.75

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Samples Free. For Sale by Dealers.

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Huckleberry Foliage

$1.75 per case.

	Per bag of 100 sq. ft.
Natural Log Moss	$1.75
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Caldwell The Woodsman Co., EVERGREEN, ALA.

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PREPARED

Magnolia Leaves

IN CASES OR CARTONS

Pass us your orders

THE RUMBLEY CO.

EVERGREEN, ALA.

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Florists' Supplies

McCallum Co.

Pittsburgh, Pa.

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Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

R. K. Pohl of Brooklyn, N. Y., is with the 27th Division abroad.

W. M. Williams, Mahopac, N. Y., is now fighting in France.

Paul B. Reinhard, York, Pa., is in the National Army.

Eugene Shellem, son of Mrs. John A. Shellem of Philadelphia, is in the Army.

Leo Le Gierse of Philadelphia has been made sergeant in the Engineering Corps, and is somewhere "over there."

M. H. Wilson, florist of Lakewood, O., has been called to the colors.

Herbert Schneider, in the employ of A. Lange, Chicago, Ill., has joined the Colors. This makes eight stars in the service flag of the firm.

William Reid, well known to the seed trade in Chicago, having been connected with the W. W. Barnard Co. of that city for several years, has joined the British Field Artillery and will leave for Canada this week.

Phil Foley, Jr., of Chicago, has enlisted in the aviation department at the Great Lakes Naval Training Station.

Curtis Kindler, well known to the florist trade from his connection with the Raedlein Basket Co., of Chicago, has enlisted in the Navy, and has reported for duty at the Great Lakes Naval Training Station.

Arthur Weber, son of the late Fred Weber, Bowmanville, who has been managing the greenhouses, has been called in the draft and reported for service on June 22.

Robert Roland, eldest son of Thomas Roland of Nahant, Mass., who has been in the Ambulance Corps in France and Italy for the past year, arrived home on the night of July 3.

John Dowd, formerly buyer for Thomas F. Galvin of Boston, Mass., has been promoted to sergeant and is at Fort Warren, Boston.

"A glorious death is his,
Who for his country falls."

Adolph Cornell

Among the first florist heroes to give up his life for his country must be recorded the name of Adolph Cornell, late employee of the Bon Ton Flower Shop, South Manchester, Conn., killed in action in France June 19. The deceased was 22 years old, a member of Company G, 102d Infantry, 26th Division. On June 11 this year he was made a sergeant. He had previously seen service on the border during the Mexican trouble and went to France early in the war. He is survived by his father, mother, one sister and one brother.

Buffalo, N. Y.

Last week's market was in fair condition and stock was in good supply. Sales were quite satisfactory, though there has been no special rush since July 1. Floral work is the only business the merchants can figure on. No complaints can be made so far with the condition of the market. JOSEPH A. MCGUIRE.

Lancaster, Pa.

Walter Hammond says that trade is about normal; there is nothing startling about it. Mr. Hammond points out that a shoe dealer says that two years ago the average price paid for shoes was $3 to $5; today these shoes are hard to sell, but the ones ranging from $8 to $12 are the main sellers. The same applies to the men's furnishing business; two years ago the sale of $5 and $6 silk shirts was rare, whereas today the sale of a $12 shirt is common. These rules do not apply to the florist's business. Why?

Harry Schroyer's eye trouble is improving rapidly.

J. F. Johnson has sold his greenhouses and is going out of the business. For many years he was a prominent figure on the markets.

Fred Ritchy is building some new houses out of the material from the Bachler range which he bought a year ago. Just what he is going to do with them he has not yet decided, as the 50 per cent. coal allotment will not heat any additional glass.

We are all looking forward to the picnic at the B. F. Barr farm on the 18th; if we don't have a good time it will not be through any fault of the Ladies' Auxiliary, nor of Mr. and Mrs. Barr.

ALBERT M. HERR.

Pittsburgh, Pa.

Business continues to hold up well in this section. Stock is not plentiful. Roses and Carnations are still to be had in limited quantities. Roses continue to be of excellent quality, especially Ophelia and Prima Donna. A few Pink and White Killarney are offered. There are also some good Russells. American Beauty Roses are about off the market for a short while. Sunburst and Wards are holding their own well and sell readily. The Carnations on the market are excellent for this time of year; they are not sufficient to meet the demand.

Gladioli are arriving in larger quantities and sell well. We are expecting larger shipments soon and naturally the price will drop. They have been selling at $8 and $10 per 100. Good Lilies are at a premium, as only a few reach this market. There are some Asters coming now which help out. Larger shipments are due the coming week.

There is still a goood demand for all kinds of garden flowers and some good stock is seen. Delphinium is still of good quality and sells well. Valley is good but does not go as well as it did in June. All kinds of greens are moving briskly. Outdoor Sweet Peas are now arriving in larger quantities; they are unusually fine. N. McC.

Stamford (Conn.) Hort. Society

A very successful Summer show open to the public was held on July 5 at Moose Hall, Stamford. The Hall was well filled with noteworthy exhibits of Sweet Peas, perennials and vegetables. Judges were, H. Wild, W. Morrow and A. Wynne.

An interesting meeting took place in the evening. Mr. Whitehouse received the prize for the best paper on any horticultural subject by an assistant gardener. His subject was "Orchid Culture."

Productivity of Carnations

A. P. Wezel talked on Carnations from a productive standpoint, having kept a record during the past season. His varieties averaged as follows: Alice 23, Enchantress 20, Enchantress Supreme, Beacon, Matchless and Mrs. C. W. Ward 15, White Enchantress 14, Benora, Belle Washburn and Cottage Maid, 12, Princess Dagmar 11, White Perfection 10, and Good Cheer 9, giving an average of 15 flowers for all, from Nov. 1 until July 1. Belle Washburn is well thought of, and never splits. It was voted that the society invest $100 in War Savings Stamps. Two new and one honorary members were elected and three applications received. A. P. WEZEL, Corr. Sec'y, Noroton, Conn.

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SUMMER CLOSING HOURS:—5 P. M. SATURDAYS, 1 P. M.

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"I have looked this book through carefully and it seems to me that it fills a long felt want which our salesmen would appreciate. While it is true that not all nursery salesmen may be able to grasp the essence of this book, still it is the exceptional men who really do want to learn what there is to landscape gardening and who lay the foundations to our business. I would like to be able to furnish every man on my force with one of these books. It is the best book on the subject I have ever seen and I try to keep familiar with all the literature published on landscape gardening."

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LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.
BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.
SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c. per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted.
Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens

Telegraph Office, New Salem, Mass.

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MILLINGTON, MASS.

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Boston Floral Supply Co., Inc.

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Manufacturers of Florists' Supplies
Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.

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Office and Salesroom
134 West 28th St., NEW YORK CITY
Telephone—Madison Square 3053
Manufacturers and Importers of
Willow and Fancy Baskets for Florists
Dealers in FLORISTS' SUPPLIES
☞Our specialties—Wheat Sheaves and Baskets

WIRE DESIGNS

PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.
GEORGE B. HART, Manufacturer
24-30 Stone Street, Rochester, N. Y.
When ordering, please mention The Exchange

PITTSBURGH CUT FLOWER COMPANY

Florists' Supplies
116-118 Seventh St., PITTSBURGH, PA
When ordering, please mention The Exchange

Huckleberry Foliage

$1.75 per case

per bag of 100 sq. feet
Natural Log Moss - - - - $1.75
Perpetuated Sheet Moss - - 3.50
E. A. BEAVEN, Evergreen, Ala.
When ordering, please mention The Exchange

Dagger Ferns

12 to 18 inches long, $2.00 per 1000.
Express prepaid on 5000 or over.
Send for sample.
FARMVILLE FLORIST, Farmville, Virginia
When ordering, please mention The Exchange

Michigan Cut Flower Exchange

INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
264-66 Randolph St., Detroit, Mich.
When ordering, please mention The Exchange

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

When ordering, please mention The Exchange

The Florists' Exchange

Best Advertising Medium

A Notable Grower of Daphne odora

The following appreciation of the work of H. Frederick Byxbee was sent in by a friend, together with Mr. Byxbee's obituary, which appears on another page.

There are men in many trades with the spirit of the artist. There are more than a few of such fortunates among florists. H. Frederick Byxbee of Norwalk, Conn., was of these. At one time he grew Violets for the market, but for the last 35 of his 63 years his real interest was in Daphne odora. For 20 years his houses on Toilsome Road, three miles out from Norwalk, had been given over to this one flower.

Three years ago he numbered his plants at 10,000. This great stock ranged from year-old slips 2in. high, to 20-year-old shrubs 8ft. tall. To see his houses in bloom and to drink in the fragrance of their thousands upon thousands of flowers was an experience never to be forgotten.

On the one occasion on which I went from Philadelphia to Norwalk, at January's end, to visit him, the day was mild and Mr. Byxbee had opened his houses so that the sweetness of his Daphnes might greet my companion and myself before we were near enough to see them. This was in 1916, a year of as full bloom as his plants had known.

I did not see them in 1917. Mr. Byxbee was not well that Spring and Summer, and last Winter found neither his health nor his supply of fuel sufficient to meet the Winter's rigor. His houses were frozen. Not more than 150 of his plants survived. They had been his all.

His entire stock of plants had come from one that his grandmother had owned. A niece had been named Daphne because of his devotion to this sweetest of old-time house plants. To have his Daphnes in good up-keep, with leaves glossy and thickly studded with pink and white flowers, was to him a satisfaction exactly of a kind the painter or sculptor enjoys in his completed labor. What did it matter if he did only a few hundred dollars' worth of business a Winter? He had grown perfect specimens of what was to him the most beautiful of flowers. What more could man ask of life? Then they froze. What more had life for him? He had little, too little, to live for, so he gave up. He did not survive the ruin of his Daphnes many months.

C. W., Philadelphia, Pa.

Business Difficulties

Chas. Walters of Stoughton, Mass., has filed a petition in bankruptcy; liabilities $6417, assets $6100.

Postal Banks Raise Limit

The maximum amount of money which a depositor may have in a postal savings bank was increased July 2 to $2500, from the late limit of $1000, the original maximum having been $500.

IN TIMES OF WAR AS WELL AS TIMES OF PEACE

We find ourselves doing a large volume of business. We require heavier arrivals of Staple-Stocks, especially of Roses.

Come in and grow with us!

THE HENSHAW FLORAL CO., Inc.
A. M. HENSHAW, President
127 West 28th Street NEW YORK
'Phones—3310-3311-3312 Farragut

M. C. FORD, *Wholesale Florist*
121 West 28th Street
Telephones 3870-3871 Farragut NEW YORK CITY

Miesem's **LILIES** Every Day

Shipping Quality **ROSES** in All Varieties.

DELPHINIUMS, SWEET PEAS, ASPARAGUS, MAIDEN HAIR FERNS, SMILAX

Special attention given out-of-town shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

Joseph S. Fenrich
51 West 28th Street Telephones 420-421-422 FARRAGUT NEW YORK

When ordering, please mention The Exchange

ROSES in all the leading varieties CARNATIONS of high quality
Longiflorum and Rubrum LILIES throughout the year
LILY OF THE VALLEY. All Other Flowers in their season

P. J. SMITH, *Wholesale Florist*
TELEPHONES Farragut 2284, 3089 131 W. 28th St., NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist Consignments Solicited
104 West 28th Street Telephone Farragut 2264 NEW YORK

When ordering, please mention The Exchange

New York City

The Market

July 9.—In the wholesale cut flower market there is a little activity on Saturdays and Mondays and a very small demand during the other days of the week. The funeral this week of ex-Mayor Mitchel has caused a considerable demand for orchids and the higher grades of the Roses and Lilies and a few other flowers. If it were not for such occasional spasmodic demands as this, the cut flower market would be in a very bad condition most of the time. The general supply of flowers, though increasing, is not at this time unseasonably large. The trouble lies in the weak demand.

American Beauty Roses are in fair supply and today (Tuesday) they are meeting with a little better demand. Special grade blooms are selling at from 10c. to 30c. each and the other grades at corresponding prices. The supply of hybrid tea Roses, though not excessive, is more than enough for the present demand. Top grade blooms are selling at from 3c. to 6c. each in general, with occasional small sales at 8c. for preferred varieties, and No. 2 grade blooms at from 50c. to $1 per 100.

There is a seasonably large supply of Carnations. The cool weather favors the quality. The general range of prices on account of the limited demand is from 25c. to $1.50 per 100.

The supply of Cattleya orchids is very limited. Today the variety gigas is selling at from $1 to $1.50 each and Harrisonii at about 25c. each. There is little Lily of the Valley in the market. The best of this is realizing from $5 to $10 per 100. There is an abundant supply of both white and pink Lilies, both of which are moving slowly, the former at $4 to $6 per 100, and the latter at from $3 to $4 per 100.

The market is moderately well supplied with the usual kinds and varieties of Summer flowers and indoor and outdoor grown greens, which are meeting with a small demand.

Rear-Admiral Aaron Ward, U.S.N., retired, died at his home at "Willowmere," Roslyn, L. I., on July 6. He was one of the most successful and most noted amateur rosarians in this country. *See obituary page.*

Leon P. Russell, of Russell Bros., Syracuse, N. Y., was a caller at THE EXCHANGE office on Wednesday of this week. Mr. Russell was on his way to Washington, D. C., where he hoped to see Wm. F. Gude, and, if possible, Mr. Noyes in reference to an exemption so that with the aid of the local Fuel Administrator at Syracuse he may obtain from the coal dealers a 50 per cent. supply of hard coal.

The Growers' Cut Flower Co., 129 West 28th st., has vacated its store, and E. J. Van Reypen, for several years manager of this company, is receiving his mail and express matter at Riedel & Meyer's, 49 West 28th st.

John Engebrod, head salesman for Badgley & Bishop, 34 W. 28th st., is now on his annual vacation.

James Rutz, who has charge of the Rose department at J. S. Fenrich's, 51 W. 28th st., is passing his vacation at Kingston, N. Y.

The death of ex-Mayor Mitchel has kept many of the florists of this city busy executing large orders for funeral designs, in which the higher grades of the choicer kinds of flowers have been used.

Muarice Glass, a member of the N. Y. Florists' Club's committee on gathering flowers for distribution at the base hospitals, received a letter from Mrs. J. Clark Curtin, chairman of the Home and Overseas Relief Division, in which she expresses her personal appreciation of the generous gifts of flowers received, and telling what joy they are giving "our boys." As an instance of one day: "One-half of these flowers were taken to the Flower and Park Hospitals; of the other half, some were left at the Willard Parker, where are boys with contagious diseases; some were taken to Bellevue to cheer some French boys. In passing a troop train on our way to the naval hospital, a Rose was thrown to each of the boys, until finally 200 wore boutonnières. The pleasure the flowers gave these weary, travel-stained boys was immense, one boy taking and kissing his Rose fervently.

Among the growers who have donated plants to Camp Mills are J. Ebb Weir & Co., Ft. Hamilton ave., Brooklyn; George Rogers, Hempstead, L. I.; John Fieber, Metropolitan ave., Brooklyn; John Bracker, East Williston, L. I.

Eliminating Freight Congestion at New York

Plans for a new freight handling system have been formulated by Jas. S. Harlan, of the Interstate Commerce Commission, and approved, which are expected to eliminate the freight congestion at the port of New York. Briefly speaking, the idea is an extension of a system prevalent on the railroads of Great Britain, except that this plan goes them one better by bringing all the incoming freight points under control of one management. The new system is along the lines of the store-door delivery service, and involves immediate delivery of incoming freight to consignees by means of an organized drayage system.

Only those trucks having permits will be allowed on the piers or freight stations. Goods for delivery will be arranged according to zones laid out for the city, and in this way a full load secured by each truck. It is predicted there will be a gain of time of 50 per cent. in handling freight. No notice will be given consignees of any freight arriving; no free time will be allowed on the docks, and all inbound freight will be removed immediately on arrival to the store door of the consignee.

Nothing more desirable could well be devised as an aid to the business men of this city, as the losses through truck delays during the past three years or more have been simply incalculable, mounting up into the millions. This service should make for betterment in every direction, saving time, which is a vital factor these days, and the expense of maintaining individual trucking systems.

Boston

Sweet Pea Exhibition

The Sweet Pea exhibition of the Massachusetts Hort. Society, which was held on Saturday, July 6, was rather small and although it was scheduled to be open on Sunday it was closed up on Saturday evening. There were few competitors. Wm. G. Taylor took many prizes in the Sweet Pea classes. The Blue Hill Nurseries had a very fine display of a white perennial Delphinium named Mrs. Eric Wetterlow which received a first-class certificate of merit. This is by far the best white perennial Larkspur I have seen. Well grown fruits and vegetables were also shown by various competitors.

Robert Roland, eldest son of Thomas Roland of Nahant, who has been in the Ambulance Corps in France and Italy for the past year, arrived at home on the night of July 3. Robert Roland is 20 years old and went from Dartmouth College, where he had been a student.

The friends of John Dowd, who was buyer for Thomas F. Galvin for several years, will be pleased to learn that he has been promoted to sergeant and is at Fort Warren, Boston.

Patrick Welch and his family have gone to their Summer home at Old Orchard, Me., for the remainder of the Summer.

Joseph Margolis of the firm of Henry M. Robinson & Co. has gone with family to Sterling, Mass., for a month's stay.

Edward Close, who was employed for many years by Patrick Welch and in charge of his Springdale greenhouses, died on Friday, July 5. The funeral was on Monday, July 8. He was noted as an expert grower of Kaiserin and Carnot Roses. R. C.

FLOWERS are finding ready sale in the New York market and good prices prevail.

If you have not been shipping your flowers to this market, better get in touch with us.

Remember, when you consign your shipments to us, you are doing business with one of New York's most active and reliable commission houses.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.
111 WEST 28th STREET, NEW YORK CITY
When ordering, please mention The Exchange

Trade Notes

MIDDLETOWN, O.—The city flower store of the G. A. Beckman Floral Co. was closed on June 15 and all business will be conducted hereafter from the residence and greenhouses on West 8th st.

SYRACUSE, N. Y.—Work has been started on the $10,000 greenhouse for Syracuse University. The building is 110ft. long by 23ft. wide. The contract for the superstructure has been awarded to Hitchings & Co. of Elizabeth, N. J.

MARSHFIELD, WIS.—T. D. Hefko has recently donated to the local Red Cross Society 2000 Carnations that were sold on Carnation tag day and realized a good sum for the society.

MADISON, WIS.—Because of lack of fuel, the Rentschler Floral Co. will be forced to close its greenhouses at Williamson st. The range at the cemetery will continue to do business.

C. Bonnet G. H. Blake

Bonnet & Blake
Wholesale Florists
130 Livingston St., BROOKLYN, N. Y.
Telephones: Main 1293-4
OUT-OF-TOWN ORDERS CAREFULLY ATTENDED TO
Give us a trial

Cut Flower Exchange
Sixth Avenue and 26th Street
COOGAN BUILDING, NEW YORK
Open Mornings at Six o'clock for the Sale of Cut Flowers. After Nov. 1, closed on Sundays
Wall Space for Advertising Purposes For Rent
V. S. Dorval, Jr., *Secretary*
When ordering, please mention The Exchange

Henry M. Robinson Co.
Wholesale Florists
Consignments solicited
55-57 West 26th Street New York
Telephones: 13 and 3180 Farragut
When ordering, please mention The Exchange

D. FEXY
Wholesale Commission Florist
106 West 28th Street
NEW YORK
CONSIGNMENTS SOLICITED

Established 1888
GUNTHER BROS.
Wholesale Commission Florists
110 West 28th Street, New York
Telephone, Farragut 551
Consignments of Choice Flowers Solicited

WILLIAM H. KUEBLER
Wholesale Commission Dealer in
CUT FLOWERS
28 Willoughby St., BROOKLYN, N. Y.
Telephone, Main 4591

RIEDEL & MEYER, Inc.
Henry C. Riedel *Wholesale Florists* Meyer Othile
Seasonable Flowers of all kinds
The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignment solicited.
49 WEST 28th STREET, NEW YORK
TELEPHONES, FARRAGUT 4024-4025
When ordering please mention The Exchange

SERVICE
Our classification of stock and index thereto were created solely for the benefit of the buyer, whose welfare is our constant study. As this is the man you are after, Mr. Grower, our advertising columns make a direct appeal to you. Try our next issue. Forms close Tuesday night.

A. Sauter
Whole ale Florist
66 West 26th Street, NEW YORK
Telephone, Farragut 3296

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISSION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

HEADQUARTERS FOR NOVELTIES
ORCHIDS A SPECIALTY
THE HIGHEST GRADE OF VALLEY ALWAYS ON HAND
GARDENIAS, DAISIES, ROSES, CARNATIONS
JAMES McMANUS, TELEPHONE FARRAGUT 759 105 W. 28th St., New York

Frank H. Traendly Charles Schenck
TRAENDLY & SCHENCK
Wholesale Florists
436 Sixth Ave., bet. 26th and 27th Sts.
New York City
and Cut Flower Exchange
Consignments Solicited
Phones: Farragut 797-798-799

John Young George Hildenbrand
John Young & Co.
WHOLESALE FLORISTS
53 West 28th St., NEW YORK
Telephone, FARRAGUT 4336
When ordering, please mention The Exchange

H. E. FROMENT, *WHOLESALE FLORIST*
148 WEST 28th STREET TEL. {300 301} FARRAGUT NEW YORK
THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, and WARD ROSES
VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON
When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers
New York, July 9, 1918
Prices quoted are by the hundred unless otherwise noted
Asking and Taking Prices up to 2 p. m. Tuesday

ROSES—		CARNATIONS—	
A Beauty, Special	10.00 to 30.00	Inferior grades, all colors	.50 to .75
" Fancy	8.00 to 15.00	Standard Varieties White	.75 to 1.00
" Extra	4.00 to 6.00	Standard Varieties Pink	.75 to 1.00
" No 1	2.00 to 4.00	Standard Varieties Red	.75 to 1.00
" No 2	1.00 to 2.00	Standard Varieties Yellow and var.	.75 to 1.00
" No 3	.50 to 1.00	*Fancy (*Highest Grades of Standard Varieties) White	1.00 to 1.50
Ulrich Brunner	to	*Fancy (*Highest Grades of Standard Varieties) Pink	1.00 to 1.50
Killarney	.50 to 3.00	*Fancy (*Highest Grades of Standard Varieties) Red	1.00 to 1.50
Killarney Brilliant	.50 to 3.00	*Fancy (*Highest Grades of Standard Varieties) Yellow and var.	1.00 to 1.50
Killarney Queen	to	Novelties	1.50 to 2.00
White Killarney	.50 to 3.00	Gardenias, per doz	to
White Killarney, Double	1.00 to 5.00	Gladiolus, per doz	.25 to .35
My Maryland	.50 to 3.00	Gladiolus, Baby, per doz	to
Hadley	1.00 to 8.00	Hyacinths	to
Hoosier Beauty	.50 to 5.00	Iris, per bunch	to
Key	1.00 to 10.00	Lilac, per bunch	to
Lady Hillingdon	to	Lilies, Longiflorum	4.00 to 6.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	" Rubrum	3.00 to 4.00
Mme. Pl. Euler (Prima Donna)	1.00 to 8.00	Lily of the Valley	2.00 to 8.00
Radiance	to	Mignonette, per doz	.10 to .35
Mrs. George Shawyer	.50 to 5.00	Narcissus, P. W., per bunch	to
Sunburst	.50 to 5.00	Narcissus, Soleil d'Or	to
Mrs. Aaron Ward	.50 to 5.00	Narcissus, Daffodils, per bunch	to
Lady Alice Stanley	1.00 to 6.00	Pansies	to
Ophelia	.50 to 6.00	Peonies	to
J. J. L. Mock	1.00 to 6.00	Primula, per bunch	to
Mrs. Charles Russell	1.00 to 8.00	Orchids, Cattleyas	25.00 to 150.00
Adiantum Cuneatum	.20 to .25	Cypripediums, per doz	to
Hybridum and Croweanum	.25 to .50	Dendrobium formosum	to
Antirrhinum, per bunch	.10 to .15	Oncidium	to
Asparagus Plumosus, bunches	.08 to .20	Smilax, per doz., strings	1.00 to 1.25
Sprengeri, bunches	to	Stocks, Double, per bunch	to
Calendula, per bunch	to	Single, per bunch	to
Callas, per doz	to	Sweet Peas, Ord., doz. bunches	to
Daisies	to	" Spencers	.15 to .50
Delphinium, per bunch	.15 to .50	Tulips, per doz	to
Ferns, per 1000	1.75 to 2.00	Violets, Double	to
Forget-me-nots, per bunch	to	" Single, Princess of Wales	to
Freesias, per bunch	to	" Single, Gov. Herrick	to
Galax, green and bronze, 1000	to 1.00	Wallflowers, per bunch	to
Leucothoe, per 1000	4.50 to 7.00		

All the New and Standard **ROSES**
Fine Grade **CARNATIONS**
and all Seasonable **CUT FLOWERS**
WALTER F. SHERIDAN, 133 WEST 28th ST., NEW YORK
TELEPHONE, FARRAGUT 3532
When ordering, please mention The Exchange

WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses, Calendulas, Peonies
Spencer Peas, Valley and a Complete Line of Novelties
When ordering, please mention The Exchange

EDW. C. HORAN
55 West 28th St., NEW YORK
Telephone: {2660 2661} Farragut Cut Flowers at Wholesale
When ordering, please mention The Exchange

George C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Telephone, Farragut 608-609
The best source of supply in the city
ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS
Personal Attention—Consignments Solicited
Satisfaction Guaranteed
When ordering, please mention The Exchange

All Seasonable Flowers
WILLIAM P. FORD, *Wholesale Florist*
107 West 28th Street, New York
Telephone, Farragut 5335
When ordering, please mention The Exchange

Louis M. Noe Louis A. Noe
Wholesale Commission Florists
Telephone, Madison Square 756
AMERICAN BEAUTIES A SPECIALTY
Matthew Sampson, Jr., Manager
55-57 W. 26th St., NEW YORK
When ordering, please mention The Exchange

Established 1887
J. K. ALLEN
Pioneer Commission Dealer in Cut Flowers
Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
118 West 28th Street New York
Consignments of good stock solicited.
Phones Farragut 167 and 3058
When ordering, please mention The Exchange

Goldstein & Futterman
Wholesale Florists
CONSIGNMENTS SOLICITED
102 West 28th Street, New York City
Telephone, Farragut 9761
When ordering, please mention The Exchange

William Mackie
WHOLESALE FLORIST
105 West 28th Street, NEW YORK
Consignments Solicited
TELEPHONE: FARRAGUT 759
When ordering, please mention The Exchange

Alfred H. Langjahr
Wholesale Florist
55 WEST 26th STREET
NEW YORK
Telephone, FARRAGUT 4559
When ordering, please mention The Exchange

WHOLESALE FLORISTS
A. Young & Co.
54 West 28th St. New York
Consignments Solicited
When ordering, please mention The Exchange

Over and above all, the first duty the florist owes to himself is to get physical possession without delay of his 50 per cent. allowance of coal

B. A. SNYDER CO. *Wholesale Florists . .*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

When ordering, please mention The Exchange

ORCHIDS That are not rehandled and sold by the grower direct, are worth while
25 for $10.00 *Try a box*
DOLANSKY-McDONALD COMPANY
Wholesale Florists 256 Devonshire Street, Boston, Mass.

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo July 8, 1918	Cincinnati July 8, 1918	NAMES AND VARIETIES	Boston July 2, 1918	Baltimore July 6, 1918	Pittsburgh July 6, 1918
20.00 to 30.00	..... to	Roses—A. Beauty—Special	15.00 to 20.00	..... to	25.00 to 35.00
15.00 to 20.00	..... to	" Fancy	10.00 to 15.00	..... to	20.00 to 25.00
8.00 to 12.00	..... to	" Extra	5.00 to 10.00	..... to	15.00 to 20.00
6.00 to 10.00	..... to	" No. 1	2.00 to 4.00	..... to	10.00 to 12.00
3.00 to 5.00	..... to	" No. 2	..... to	..... to	6.00 to 8.00
..... to	..... to	" No. 3	..... to	..... to	..... to 2.00
4.00 to 8.00	..... to	Hadley	2.00 to 10.00	..... to	..... to .....
6.00 to 10.00	3.00 to 8.00	Hoosier Beauty	2.00 to 10.00	..... to	2.00 to 10.00
..... to	..... to	Kaiserin Augusta Victoria	2.00 to 6.00	..... to	..... to .....
3.00 to 6.00	2.00 to 6.00	Killarney	1.00 to 4.00	..... to	..... to .....
3.00 to 8.00	2.00 to 6.00	White Killarney	1.00 to 4.00	..... to	2.00 to 10.00
2.00 to 6.00	..... to	Killarney Queen	1.00 to 6.00	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	..... to	2.00 to 10.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 10.00	..... to	2.00 to 10.00
..... to	..... to	Mrs. Francis Scott Key	2.00 to 8.00	..... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	..... to	2.00 to 10.00
3.00 to 8.00	..... to	My Maryland	..... to	..... to	2.00 to 10 00
6.00 to 10.00	..... to	Prima Donna	2.00 to 6.00	..... to	2.00 to 10.00
5.00 to 10.00	3.00 to 8.00	Ophelia	1.00 to 4.00	..... to	2.00 to 10.00
..... to	..... to	Prince de Bulgarie (Mrs. Taft)	..... to	..... to	..... to .....
3.00 to 8.00	2.00 to 8.00	Richmond	1.00 to 4.00	..... to	2.00 to 10.00
3.00 to 8.00	2.00 to 8.00	Sunburst	1.00 to 4.00	..... to	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Brilliant	2.00 to 6.00	..... to	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Cecile Brunner	..... to	..... to	..... to .....
1.00 to 1.25	..... to 1.00	Adiantum, ordinary	..... to 1.00	..... to	1.00 to 1.25
1.00 to 2.00	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	1.00 to 2.00
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	..... to	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	..... to	.35 to .50
..... to	..... to	Asters	..... to	..... to	1.00 to 2.00
1.00 to 3.00	2.00 to 3.00	Calendula	.50 to 1.00	..... to	..... to .....
..... to	..... to	Callas per doz	..... to	..... to	..... to .....
..... to	..... to	Carnations, Inf. grades	..... to	..... to	..... to 1.00
1.00 to 2.50	1.00 to 1.50	Standard Varieties: White	1.50 to 2.00	..... to	..... to 2.00
1.00 to 2.50	1.00 to 1.50	Standard Varieties: Pink	1.50 to 2.00	..... to	..... to 2.00
1.00 to 2.50	1.00 to 1.50	Standard Varieties: Red	1.50 to 2.00	..... to	..... to 2 00
..... to	1.00 to 1.50	*Fancy (The highest grades of Standard Varieties): Yellow and var	1.00 to 2 50	..... to	..... to 2 00
1.00 to 2.50	..... to 2.00	*Fancy (The highest grades of Standard Varieties): White	2.00 to 3.00	..... to	..... to 3.00
1.00 to 2.50	..... to 2.00	*Fancy (The highest grades of Standard Varieties): Pink	2.00 to 3.00	..... to	..... to 3.00
1.00 to 2.50	..... to 2.00	*Fancy (The highest grades of Standard Varieties): Red	2.00 to 3 00	..... to	..... to 3.00
..... to	..... to 2.00	*Fancy (The highest grades of Standard Varieties): Yellow and var	1.00 to 2.50	..... to	..... to 3.00
..... to	..... to	Coreopsis	..... to	..... to	..... to 1.00
..... to	..... to	Daffodils	..... to	..... to	..... to .....
1.00 to 1.50	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... to	..... to	Delphinium, per doz	..... to	..... to	.50 to .75
..... to .25	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Forget-me-nots (Myosotis)	..... to	..... to	..... to .....
..... to	..... to	Freesias	..... to	..... to	..... to .....
..... to	..... to	Gaillardias	..... to	..... to	1.00 to 1 50
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .12½
..... to	..... to	Gardenias	..... to	..... to	..... to .....
6.00 to 10.00	3 00 to 8.00	Gladioli	4.00 to 6.00	..... to	6 00 to 8 00
2.00 to 3.00	..... to	Iris	..... to	..... to	..... to .....
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
..... to	..... to	Lilac, per bunch	..... to	..... to	..... to .....
8.00 to 10.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	8.00 to 10.00	..... to	8 00 to 12.00
4.00 to 6.00	5.00 to 10.00	" Rubrum	4.00 to 5 00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to	4.00 to 6.00
..... to	..... to	Mignonette, Per 100	1.00 to 2.00	..... to	..... to .....
..... to .25	..... to	Narcissus pœticus	..... to	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 60.00	..... to	40 00 to 50.00
2.00 to 3 00	..... to	Pansies	.50 to .75	..... to	..... to .....
3.00 to 5.00	..... to	Peonies	8.00 to 10.00	..... to	..... to .....
..... to	..... to	Phlox	..... to	..... to	2.00 to 4.00
..... to 3.00	..... to	Primula, Per 100	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1 80	Smilax, per doz. strings	..... to	..... to	..... to 2 00
.50 to 1.00	.35 to .50	Sweet Peas	1.00 to 2.00	..... to	.50 to 1.00
..... to	..... to	Sweet Williams	..... to	..... to	..... to .....
1.00 to 2.00	..... to	Tulips	..... to	..... to	..... to .....

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Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.

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New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
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The Chicago Flower Growers Association
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BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Chicago, July 9, 1918

Prices quoted are by the hundred unless otherwise noted

ROSES—American Beauty.			
Specials	per doz.	4.00 to 5.00	
36-inch stems	"	3.00 to 4.00	
30-inch stems	"	2.00 to 3.00	
24-inch stems	"	1.50 to 2.00	
18 to 20-inch stems	"	.75 to 1.00	
Short per 100	"	4.00 to 5.00	
Columbia, special		18.00 to 20.00	
Medium		12.00 to 15.00	
Select		8.00 to 10.00	
Short		4.00 to 6.00	
White and Pink Killarney.			
Specials		6.00 to 8.00	
Fancy		5.00 to 6.00	
Medium		3.00 to 4.00	
Short		2.00 to 3.00	
Killarney Brilliant, specials		6.00 to 8.00	
Medium		4.00 to 6.00	
Short		2.00 to 3.00	
Milady, special		6.00 to 8.00	
Fancy		4.00 to 6.00	
Seconds		3.00 to 4.00	
Short		2.00 to 3.00	
Mrs. Aaron Ward, special		6.00 to 8.00	
Medium		4.00 to 6.00	
Short		2.00 to 3.00	
Mrs. Chas. Russell, special		12.00 to 15.00	
Firsts		10.00 to 12.00	
Fancy		8.00 to 10.00	
Medium		6.00 to 8.00	
Short		4.00 to 6.00	
Richmond, special		6.00 to 8.00	
Fancy		4.00 to 6.00	
Medium		3.00 to 4.00	
Short		2.00 to 3.00	
Sunburst, special		6.00 to 8.00	
Medium		4.00 to 6.00	
Seconds		2.00 to 3.00	
Ophelia, special		6.00 to 8.00	
Select		5.00 to 6.00	
Medium		3.00 to 4.00	
Short		2.00 to 3.00	

CARNATIONS—			
Standard Varieties	White		.75 to 1.00
Standard Varieties	Pink		.75 to 1.00
Standard Varieties	Red		.75 to 1.00
*Fancy (*The Highest Grades of Std'd Varieties.)	White		1.00 to 2.50
*Fancy (*The Highest Grades of Std'd Varieties.)	Pink		1.00 to 2.50
*Fancy (*The Highest Grades of Std'd Varieties.)	Red		1.00 to 2.50
Asparagus plumosus, bunch			.35 to .50
" **Sprengeri**, bunch			.25 to .50
" **plumosus**, strings			40.00 to 50.00
Adiantum			1.00 to 1.50
Calendulas			2.00 to 3.00
Candytuft, bunch			.35 to .50
Coreopsis			.50 to .75
Cornflowers			.50 to 1.00
Daisies			1.50 to 2.00
Delphiniums, per bunch			.50 to .75
Ferns, Hardy, per 1000			2.00 to 2 50
Feverfew, bunch			.35 to .50
Forget-me-nots			..... to .....
Galax Leaves, per 1000			..... to 1.25
Gaillardias			1 00 to 1.50
Gardenias, per doz			1.50 to 2.00
Gladioli			6.00 to 8.00
Leucothoe Sprays			.75 to 1.00
Lilium Longiflorum			8.00 to 10.00
Lilium Rubrum			3.00 to 4.00
Lily of the Valley			..... to 6.00
Mexican Ivy	per 1000		..... to 6.00
Mignonette			3.00 to 4.00
Orchids—Cattleyas, per doz			6.00 to 9.00
Pansies, per bunch			.10 to .15
Peonies	per 100		3 00 to 4 00
Shasta Daisies			1.00 to 1.50
Smilax	per doz.		2.50 to 3.00
Snapdragons	per doz.		.75 to 1.00
Sweet Peas, Spencers			.75 to 1.50
Water Lilies			1.50 to 2.00
			..... to .....
			..... to .....
			..... to .....

All the Leading Varieties of **Roses and Carnations**
PETER REINBERG
Wholesale Cut Flowers Headquarters for Mrs. Russell Roses
30 East Randolph St., CHICAGO, ILL.

When ordering, please mention The Exchange

Chicago and the West

Satisfactory Market

July 9.—For a Midsummer market all conditions are quite satisfactory. There is no great supply of stock, but what is offered meets with a ready demand. The shipping business keeps well up to the average for the season, and local trade has been much more active during the past two weeks. Cool weather helps in a great way in holding stock in good condition, and is beneficial to the shipping trade.

The supply of Roses is fair; no more than can be disposed of daily. Mrs. Russell is selling well and Columbia is becoming more popular each day; more of it could be sold if the supply were larger. In all the other varieties there is just about enough, with the exception of White Killarney, which is difficult to obtain in quantities sufficient for the call.

Carnations are also on the scarce side. The season's supply is nearly over and many of the growers have thrown out their plants and are arranging for the new plantings.

The Peony crop of the season is gone. The few in storage will be disposed of before the week is over; with the coming in of the new crop of Gladioli Peonies have lost favor with buyers. Easter Lilies are in good supply and are used largely for funeral work. The orchid supply is short and few good ones are to be had. Valley, while not plentiful, is in sufficient supply for all demands. The new crop of outdoor grown Gladioli is coming in well and is meeting with good demand so far, bringing as high as $8 per 100 for good stock.

In hardy outdoor grown stock, including annuals, perennials and shrubbery, as well as field flowers, there is a large variety of stock offered, prominent among which is Delphiniums, Centaureas, Shasta Daisies, Candytuft, Coreopsis, Gaillardias Phlox, Gypsophila, Tiger Lilies, Deutzias, Pyrethrum, Pond Lilies, Bullrushes, and many other odds and ends of stock from the fields and gardens. All move well but the price is low.

Sunday Closing

Sunday closing of the wholesale houses became effective last Sunday and the prevailing opinion is that it is quite satisfactory to all concerned. There was sufficient additional business done Saturday to make up for any loss that might be sustained by Sunday closing. The proprietors and employees enjoyed the day

DUE to the cool weather most of the stock is in much better condition than what we usually have it at this season of the year.

The early ASTERS are coming in now. Good Asters would be a desirable acquisition to the cut-flower list at this time.
$2.00 – $3.00 per 100.

From now on, during the summer months, you will need good LILIES and you will always find them here.
$10.00 per 100.

The supply of GLADIOLI is much increasing. Nowhere will you find a larger supply of stock, better grown.
$8.00 per 100.

In small flowers for design work we have plenty of FEVERFEW and CANDYTUFT, in white and lavender.

If you place your *cut-flower* order with us we can assure you of the greatest amount of satisfaction.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Wholesale Prices of Cut Flowers
Philadelphia, July 9, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special		.... to	Carnations, inf. grades, all col.		.... to 1.00
" Fancy		.... to	Standard Varieties	White	1.00 to 2.00
" Extra		.... to		Pink	1.00 to 2.00
" No. 1		.... to		Red	1.00 to 2.00
" No. 2		.... to		Yellow and var.	.... to 2.00
" No. 3		.... to	Fancy Varieties.	White	3.00 to 4.00
Kaiserin Aug. Vic		2.00 to 10.00		Pink	3.00 to 4.00
Killarney		2.00 to 8.00		Red	3.00 to 4.00
White Killarney		2.00 to 8.00		Yellow and var.	3.00 to 4.00
Lady Hillingdon		2.00 to 6.00	Freesias		.... to ....
Radiance		.... to	Galax Leaves, per 1000		1.00 to 1.50
Mme. Paul Euler (Prima Donna)		2.00 to 10.00	Gardenias		.... to ....
Mrs. Aaron Ward		2.00 to 6.00	Gladiolus		4.00 to 8.00
My Maryland		2.00 to 8.00	Hyacinths		.... to ....
Richmond		2.00 to 6.00	Iris		.... to ....
Sunburst		2.00 to 8.00	Leucothoe, per 1000		.... to ....
Killarney Brilliant		2.00 to 8.00	Lilac		.... to ....
J. J. L. Mock		2.00 to 8.00	Lilium Auratum		.... to ....
Lady Alice Stanley		2.00 to 10.00	Lilium Longiflorum		8.00 to 12.50
Mrs. Chas. Russell		2.00 to 20.00	Lilium Rubrum		3.00 to 6.00
Mrs. Francis Scott Key		2.00 to 8.00	Mignonette		.... to ....
Mrs. George Shawyer		2.00 to 8.00	Lily of the Valley		4.00 to 8.00
Hadley		2.00 to 10.00	Mignonette, ordinary		.... to ....
Hoosier Beauty		2.00 to 8.00	Fancy		.... to ....
Ophelia		2.00 to 8.00	Narcissus (Paper White)		.... to ....
Adiantum, Ordinary		.75 to 1.00	Orchids—Cattleyas		60.00to100.00
Antirrhinum, per bunch		.... to	Cypripediums		.... to ....
Asparagus Plumosus, per bunch		.25 to .50	Dendrobium formosum		.... to ....
" Sprengeri, per bunch		.25 to .50	Oncidium		.... to ....
Bouvardia		.... to	Pansies, per 100 bunches		.... to ....
Calendula		.... to	Peonies		.... to ....
Callas		.... to	Smilax, per doz. strings		.... to ....
Daffodils		.... to	Stevia (per bunch)		.... to ....
Daisies		.... to	Sweet Peas		.25 to 1.00
Ferns, Hardy		.15 to .20	Violets, single		.... to ....
Forget-me-nots (Myosotis)		.... to	Violets, double		.... to ....
			Wallflowers		.... to ....

Roses
Carnations
Sweet Peas
and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN
5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other greens

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Wholesale Florists
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Exchange Ads. Pay Well

off and came to business Monday morning with a better feeling than ever before.

The movement for Sunday closing among the retail stores is reported to be making considerable headway and it is not unlikely that some concerted action will be taken on this matter very shortly.

The American Railway Express Co. has been in operation during the past week and while it is generally believed that the company will ultimately give better service there are some complaints of the service so far, from the wholesale men. There is a delay in routing the shipments, packages do not get away from Chicago as quickly as they did when each of the old companies handled its own shipping independently. Several complaints have come in during the past few days that stock reached its destination from 12 to 24 hours late. It is hoped, however, that this trouble will be shortly overcome.

H. Dieu Schiller, former vice-president of the Schiller the Florist Co., is at present a fireman on the city fireboat Graeme Stewart, which has been given to the United States Shipping Board's school for firemen.

H. L. Hill, Maquoketa, Ia., L. Albert of the Buckbee Seed & Floral Co., Rockford, Ill., W. A. Rieman, Vincennes, Ind., Dora Brown of the Colonial Flower Shop, Goshen, Ind., and F. C. Weber, St. Louis, Mo., were visitors during the past week.

Mr. Zech, of Zech & Mann, is making arrangements to motor to St. Louis for the S. A. F. convention and is trying to get up a party for the occasion.

T. E. Waters, chairman of the Good of the Club Committee, reports that all arrangements are complete for the grand Midsummer rally of the Florists' Club at Karthauser's Grove on July 18. Pres. F. Lautenschlager will appoint a booster committee to secure from Chicago the largest possible attendance to the S. A. F. convention in St. Louis next month.

W. F. Schofield, 734 N. Clark st., who was hurt in an auto accident last week, is reported to be getting along nicely.

Phil Foley, Jr., has enlisted in the aviation department at the Great Lakes Training Station. Curtis Kindler, well known to the florist trade from his connection with the Raedlein Basket Co., has enlisted in the Navy, and has reported for duty at the Great Lakes Naval Training Station. Arthur Weber, son of the late Fred Weber, Bowmanville, who has been managing the greenhouses, has been called in the draft and reported for service on June 22.

Correction

In the Chicago newsletter of THE EXCHANGE of June 29, page 1296, the sentence in the middle of column 4, concerning J. Fred Wustenhoff representing Rynveld Bros., bulb growers, Holland, should read "*Rynsburger Bros., bulb growers, Sassenheim, Holland.*

Gladioli

Of the newer and better varieties, the kinds grown especially for cut flowers, and wonderful stock it is, at
$6.00 and **$8.00** per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

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THE KIND THAT WILL SHIP WELL
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Seasonable Flowers
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Manufacturers of all kinds of WIRE DESIGNS
FLORISTS' SUPPLIES
Any Wire Design at short notice
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Philadelphia, Pa.

The Market

July 9.—The market for the week of the 4th of July was quiet, with a slight increase in the supply. There is a good demand but not as good as for the same period of last year. There is just about enough stock to be had to make the market interesting; for instance, Carnations are selling up to $3 and $4 per 100, an unheard of price for this time of year. As it is replanting time for Carnations the grower is placed in a quandary as to whether to throw out his old plants at these prices. Roses are coming in more freely in the short grades. Long grade stock is in brisk demand. There are no American Beauty Roses on this market. Easter Lilies are in great demand, with a good supply. The Easter Lily is one of the best keeping flowers at this time of the year, or in fact at any other time. Gladioli are increasing, with cleanup sales. There are a few Cattleya Harrisoniæ. There is a medium supply of Sweet Peas that are taking well. Most of the outdoor flowers, such as Hydrangeas, Gypsophila, Candytuft, Coreopsis and Feverfew, are selling well. There is no lack of greens. There are not yet enough Asters to require quoting.

H. H. Battles has closed the Century Flower Shop for July and August.

Mrs. John A. Shellem is closing down her greenhouses on Magazine Lane. Two of her sons are in the Government service: Eugene in the Army and Francis in the merchant marine.

Leo Le Gierse, formerly in business here, has been made a sergeant in the Engineering Corps, and is somewhere "over there."

J. Otto Thilow spoke before the Islip Garden Club of Islip, L. I., N. Y., on June 28, on "Gardening." He also addressed the Easthampton Garden Club of Easthampton, L. I., on Roses on July 9.

The Joseph Heacock Co. are on with a nice Summer crop of Hadley and Ophelia Roses at Roelof's. The orchid houses at Jenkintown are producing excellent Cattleya Harrisoniæ.

The Leo Niessen Co. is receiving choice Roses in about a dozen varieties.

Paul Berkowitz of H. Bayersdorfer & Co., together with Mrs. Berkowitz, is stopping at one of the famous beach front hotels.

Robert Gaul of the S. S. Pennock Co., is taking his Summer holiday.

Miss Mary A. Baker superintends the Baker establishment at 5 South Mole st. while Wm. J. Baker gives his undivided attention to his war garden.

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can..	$10.50	288-sheet can	$7.50
4-lb. can..	5.50	144-sheet can	4.00
1-lb. can..	1.50	24-sheet can	.85
¼-lb. can..	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

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RED SNAPPER Plant Food is a specially prepared, rich, nutritious yet harmless organic fertilizer made from the fresh heads of the South American Red Snapper fish. Finely pulverized tobacco snuff is mixed with it, making it very rich in analysis, but harmless to plants. It is put up in convenient and attractive containers and sold in a strictly modern way. Our national advertising campaign with copy appearing in the Saturday Evening Post and leading Woman's publications is creating an immediate and big demand for this article. We also furnish to dealers an attractive lithographed counter display stand in five colors and advertising folders for distribution. Progressive dealers handle national advertised goods. If your supply house does not carry the RED SNAPPER PRODUCTS, write us direct for our Introductory Sales Proposition.

National Plant Food Co.

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Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

IMP SOAP SPRAY
Sure Insect Killer

THE use of Imp Soap Spray on fruit trees, garden truck, ornamental trees, shrubs, etc., will positively destroy all insect pests and larva deposits. Quite harmless to vegetation. Used in country's biggest orchards and estates. Very economical—one gal. Imp Soap Spray makes from 25 to 40 gals. effective solution. Directions on can. Qt. 55c.; Gal. $1.90; 5 Gals. $8.50. F. O. B. Boston. Genuine can has Ivy Leaf trade mark. Your money back if Imp Soap Spray doesn't do as claimed. Order direct if your dealer can't supply.

F. E. ATTEAUX & CO., Props.
Eastern Chemical Co.
BOSTON, MASS.

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
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The Middle West

Indianapolis, Ind.

There has been considerable funeral work, with many counter orders. Trade is reported as excellent for the season in nearly all the stores.

Quantities of fine giganteum and auratum Lilies are offered at $10 to $15 per 100 wholesale, and $3 to $6 per doz. retail. The Carnation market has been decidedly short at $2 to $3 per 100 wholesale, and 50c. to $1 per doz. retail. Good Summer Roses, home grown and shipped-in stock, are fairly plentiful, at $5 to $10 per 100 for the better grades. Russells bring as high as $20 per 100, as do Columbias and Hoosier Beauties; short stock sells as low as $1. Garden flowers are much in prominence and bring goood prices; among them are Shasta Daisies at $1 to $1.50 per 100; Larkspur at $4 to $5 per 100; Hydrangea arborescens at $2 to $3; Gypsophila at $2 to $3, and Coreopsis at 50c.

Higher Prices Necessary

It is really surprising the way business has maintained itself and if the florists would stop competing among themselves and would raise prices to the public, in keeping with the greatly increased cost of production, we need not to have any fear for the future. Higher prices are being urged in all the local flower circles and a decided increase is looked for by Sept. 1. It has been fully recognized that the flower business in this part of the country is not maintained as are other lines of trade, and the florists are operating on a much narrower basis of profit than they really should. Credits are also lined up more closely and are generally put on the 30-day basis. Much of the trade heretofore controlled by the undertakers can be made profitable only with the strictest of credits, as 20 per cent. and six months' time is not in the general order of things any more.

There will probably be a delegation of 15 or 20 from here to the S. A. F. convention at St. Louis. The various problems confronting the florists at this time, will no doubt cause more to go than in normal times. It is hoped to have those going from the various Indiana cities meet in Indianapolis this year and go as a body as a direct representation from here.

I. B.

Cleveland, O.

Moderate receipts of stock and a seasonably brisk demand therefor describes the present situation in this market. Gladioli are arriving, but not in sufficient quantities to cut much figure yet. Outdoor Sweet Peas retain their excellence, due to the cool weather, which is also benefiting other stock. Daisies, Gaillardias, Candytuft, Achillea, Cornflowers, Physostegias, Larkspurs and other miscellaneous stock is being offered in abundance and clear up daily.

Am. Beauty Roses are in limited supply but of excellent quality. Receipts of Roses in the longer grades of such varieties as Sunburst, Shawyer, Ophelia, Stanley and Killarney Brilliant, are inadequate to the call. Easter Lilies continue decidedly scarce; in fact there are few to be had in this market. Japanese Lilies are also conspicuous by their absence. Water Lilies are being much favored for use in window displays. Greens of all kinds are abundant.

Mr. and Mrs. James Salmon of Akron, O., spent July 4 calling on Cleveland friends in the trade. Mr. Salmon contemplates closing his business permanently immediately following Thanksgiving.

Albert Heil, of the staff of the Jones-Russell Co., has taken a position with the White Automobile Co.

The Heepe Co., Akron, O., are making preparations for the early occupancy of their new store.

The florists' annual outing will be held later in the month. The entertainment committee usually includes a fine athletic program for this occasion.

J. McL.

Fort Wayne, Ind.

Business during the first week of July showed a general falling off in demand except in funeral work. Counter trade has continued fairly well, with plenty of hospital orders to be filled daily. The recent cooler weather has slightly increased the demand and improved the quality. There is no great supply in any line of flowers, and consequently no appreciable surplus after the day's orders are filled. Some excellent Summer Roses are selling well, with Mrs. Chas. Russell leading. Other good varieties offered are: Mrs. Aaron Ward, My Maryland, Milady, Hoosier Beauty, Richmond, and Shawyer. These are retailing for $1 per doz. up to $3. Carnations are about over, the few available being small, and retailing for CCc. and 75c. per doz.

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CONCENTRATED PULVERIZED

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
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34 Union Stock Yards. CHICAGO

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Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50
FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
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For eel worms, angle worms and other worms working in the soil
Quart, $1.00 Gallon, $3.00
SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.

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ULTIMATELY You'll Demand Magic Brand

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Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
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FRIEDMAN'S BEST

TOBACCO POWDER, 4c lb.	in 100 lb sacks
TOBACCO DUST, 2c. lb.	in 100 lb. sacks
TOBACCO DUST, 1c. lb.	in 100 lb. sacks
TOBACCO STEMS, $1 50	in 100 lb. bales

Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

F. E. Ads Give Good Results

GULF CYPRESS

Greenhouse Materials

Pecky Cypress Bench Lumber

Glass

THE ONLY PERFECT

LIQUID PUTTY MACHINE

Will last a lifetime, $1.75 each

"SEAL TIGHT LIQUID PUTTY"

will not harden, crack or peel off.

$1.50 per gallon in 10 gallon lots.

$1.60 per single gallon.

Metropolitan Material Co
PATENTED GREENHOUSES

1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

Skinner System Installed at Total Cost of Only $125 per Acre

FOLLOWING is an extract from a letter from E. V. Dane Estate, Brookline, Mass.:

"The cost of installation, figuring labor consumed, amounted to about $125.00 per acre. The actual outlay was for pipe, nozzles, etc., as the work was performed at a time when the labor of our employees was least valuable for other work."

SKINNER SYSTEM
OF IRRIGATION

The Skinner Irrigation Co.

225 Water St., Troy, Ohio

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 75c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

When ordering, please mention The Exchange

Greenhouse Glass

Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24

Ten boxes or more at wholesale prices

Royal Glass Works

120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

GLASS

6x 8 to 16 x 24. Single or Double, at lowest possible prices.

Get our prices before placing your order.

L. SOLOMON & SON

199-201 Wooster St., NEW YORK

WHOLESALE WINDOW GLASS

When ordering, please mention The Exchange

A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?

More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass

Pecky Cypress for Bench Lumber **Cypress Clapboards and Boarding**

ASK FOR CIRCULAR E

The A. T. Stearns Lumber Co.

NEPONSET—BOSTON, MASS.

When ordering, please mention The Exchange

KROESCHELL BOILERS

IF YOU NEED A BOILER IN A HURRY,
Telephone or Telegraph At Our Expense.

SEND FOR CATALOG

Kroeschell Bros. Co., 468 W. Erie St., Chicago

Gladioli are fast becoming prominent; Peace and America are the leading varieties; these bring $1 and $1.50 per doz. Fine, long-stemmed Shasta Daisies sell well. Outdoor Sweet Peas have been greatly benefited by the cooler weather. All other seasonable outdoor flowers are shown in the retail flower shops. Auratum Lilies in pots are good sellers for the sick room, and potted yellow Callas also meet with a fair demand.

Sunday Closing

There is a movement among the retailers to close their stores on Sundays, and many have already started closing at 6 o'clock on Saturday evenings and at 5 o'clock during the week.

Planting of stock in the greenhouses is proceeding as usual, in spite of labor shortage and high wages. Most of the greenhouses have their 'Mum stock already planted.

The local Commercial Club is reorganizing into a Chamber of Commerce, enlarging both its membership and its activities, and many of the florists have been asked to join. It seems to the writer that no florist should lose the opportunity to make himself felt in the community, in these days especially, feeling sure that all his activities will return in some beneficial way to him, through his business.

Success with Vegetables

A number of the growers who devoted considerable space to the planting of vegetables, especially Tomatoes, have had such excellent results and good prices for their crops all Winter and during the early Spring, that they have decided to devote a number of their houses to vegetables next Winter.

Mr. and Mrs. Roy Brown, of the A. J. Lanternier Co., are the proud parents of a baby daughter. Mrs. Brown was formerly Miss Ruth Lanternier.

The Country Club held an auction sale of flowers on July 4, donating the proceeds to the local chapter of the Red Cross. For this auction the Flick Floral Co. furnished 50 corsages; other florists who donated flowers were the A. J. Lanternier Co., and the Doswell Floral Co.

Henry Freese, of the Freese Floral Co., has just moved from his residence in New Haven, Ind., to this city.

Vice-President Thos. R. Marshall, Mrs. Marshall and their baby were guests in this city over the fourth of July, when Mr. Marshall was one of the principal speakers at the patriotic celebration. Mrs. Marshall was the recipient of a number of flowers during her stay here. D. B.

Kansas City, Mo.

Extreme Heat

The extreme heat and lack of rain have caused trouble for florists and gardeners in this vicinity. June was unusually warm. For two weeks steadily the thermometer stood high in the nineties and several days 100 and higher, and the entire month was dry. Home gardens and lawns suffered so greatly from this hot spell that few flowers of any kind were to be seen by the last of the month. The grass was burned until it was yellow in many places. Amateur gardeners, who had hoped to have plenty of vegetables, had to labor unceasingly even to save their crops and in spite of the best of care much of the product was not up to expectations. Gladioli blooms which are now coming out show the effects of the heat especially, but the next ones to bloom are expected to be better, as showers fell on July 5 and the temperature was somewhat lower the first few days in July.

Business has kept up well. The general opinion is that so far this Summer it has been up to the average, and in some respects it is even better than in previous Summers. There has been much funeral work and the number of orders for baskets and bouquets for sick rooms and hospitals has been greater than ordinarily for this time of year.

McGrail's Flower Shop had some of the largest orders for the funeral of Thomas P. Flahive, chief of police of Kansas City, who was buried from St. Aloysius Church on June 28. One noteworthy design consisted of an American flag made up of red and white Carnations, Gypsophila, Maidenhair fern and blue Immortelles. This design covered the casket, and the price paid for it was $150.

MASTICA

FOR GREENHOUSE GLAZING

USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

F. O. PIERCE CO., 12 W Broadway, New York

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.

GLASS

N. COWEN'S SON, 14-16 Wooster St. NEW YORK

—PIPE—

Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

Established 1902

Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

When ordering, please mention The Exchange

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { New York: Box 100 Times Square Station. Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By gardener, to take charge of private place or public institution. Age 35; married; baby girl. Thoroughly experienced in all branches of the profession, under glass and outside; 20 years' experience. Best reference. Prefer Pacific coast or Middle West; distance no object. Would consider up-to-date commercial place. Expect good salary. Address Landscape Gardener, Ft. Steilacoom, Wash.

SITUATION WANTED—By Scotsman as head gardener or superintendent on a private estate. Has a thorough knowledge of gardening, especially landscape and construction work. Life experience in the care and management of private estates. Married; age 38; 1 baby girl. Can furnish first-class credentials. Address T. B., care The Florists' Exchange.

SITUATION WANTED—By gardener and grower. 40 years old; married; 1 child. Life experience in Carnations, 'Mums, Easter and bedding stock, Vegetables and making-up. Please state particulars and salary in first letter. Address T. A., care The Florists' Exchange.

HELP WANTED

WANTED—Experienced nursery propagator; shrubs, evergreens and herbaceous stock. Good wages and steady position. When answering give experience and references. Wood, Stubbs & Co., 219 E. Jefferson st., Louisville, Ky.

WANTED—By August 1st, Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties. T. Malbranc, Johnstown, Pa.

MEN OR WOMEN—Part or all time wanted to solicit orders for Fruit and Ornamental Trees, Roses, Shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit. C. H. Weeks Nursery Co., Newark, New York State.

WANTED—Two good, experienced gardeners for landscape and flower gardens on gentleman's large estate. Only good, all around, steady and educated men desired. Wages, $55.00 to $60.00 per month; good board and room per man. Apply to Supt. Lochevan Estate, Derby, N. Y.

WANTED—Working foreman to take charge of 45,000 sq. ft. of glass in roses, able to manage help, and grow the best stock. State wages. Best references required. J. Henry Bartram, Lansdowne, Pa.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—A good commercial grower to take charge of section of Palms, Dracæna and Crotons. Secaucus Exotic Nursery, Secaucus, N. J.

WANTED—A steady man for retail florist Must be a good decorator and maker-up. State wages. Address S. F., care The Florists' Exchange.

WANTED—Man for retail florist work. Elderly man preferred. Apply to H. Berschad, Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—Designer and decorator for high class trade. One not subject to draft. Good salary. Idle Hour Nurseries, Macon, Ga.

WANTED—A section man, able to grow Christmas and Easter stock. Near New York. Address R. D., care The Florists' Exchange.

WANTED—Three greenhouse men to work in Rose houses, under foreman. Good wages paid. Apply to Thomas Roland, Nahant, Mass.

WANTED—Man experienced in ferns and foliage plants. Married man prefererd. Louis Dupuy, Whitestone, L. I.

WANTED—At once, two experienced men for greenhouse work. E. J. Byam, 406-414 Elm st., Rome, N. Y.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS PLUMOSUS—Seedlings, $8.00 per 1000, ready now. Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8 in. above 3-in. pots, 6c. Also 3-in. Cash please. B. C. Blake Co., Springfield, Ohio.

ASPARAGUS—Plants, seedlings and seed. See page 49. Roman J. Irwin, 108 W. 28th st., N. Y.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS Plumosus—Strong plants, for 4-in. pots, $3.00 per 100. Cash. S. M. Godbey, Waldo, Fla.

ASTERS

ASTERS—Henderson's Invincible (one of the finest for cut flowers) white, shell pink, rose, lavender and purple. Strong plants, $5.00 per 1000 Cash. Brill Celery Gardens, Kalamazoo, Mich.

BEGONIAS

BEGONIAS

	Per 100
Glory of Cincinnati. Strong, 3-inch	$25.00
Strong, 4-in	35.00
Gloire de Lorraine. Strong, young plants.	12.00
Strong, 4-in. plants	30.00
Melior. Best of winter-flowering Begonias.	
Strong, young plants	20.00
Strong, 3-in. plants	30.00
Strong, 4-in. plants	40.00
Mrs. J. A. Peterson. 3-in. plants	35.00
J. A. Peterson & Sons, Westwood, Concinnati, O.	

	100	1000
Begonia Lorraine, 2¼-in. pots	$14.00	$120.00
Mrs. J. A. Peterson, 2¼-in. pots	20.00	180.00
Melior, 2¼-in. pots	20.00	

Julius Roehrs Co., Rutherford, N. J.

BEGONIAS — Lorraine, etc. See page 49. Roman J. Irwin, 108 W. 28th st., New York.

CALLAS

ÆTHIOPICA (Arum Lily). At present the only dependable new crop lily bulb for 1918-19.

1 to 1½-in. $4.50 per 100; $42.00 per 1000
1½ to 2 -in. 7.00 per 100; 65.00 per 1000
2 to 2½-in. 9.50 per 100; 90.00 per 1000
2½-in. and up 11.50 per 100; 110.00 per 1000

Ready in September.

Midsummer Seed List now ready—Write.

Vaughan's Seed Store, Chicago and New York.

GODFREY CALLA

Closing out flowering clumps of this money-making Calla. $2.50 doz., $15.00 per 100.

Charles H. Totty Co., Madison, N. J.

CARNATIONS

CARNATIONS

Good, strong, well-grown, field plants.

WHITE	100	1000
Matchless	$7.00	$60.00
White Enchantress	7.00	60.00
PINK		
Alice	4.50	35.00
Light Pink Enchantress	7.00	60.00
Rose Pink Enchantress	7.00	60.00
Mrs. Ward	7.00	60.00
Miss Theo	6.00	50.00
Enchantress Supreme	7.00	60.00
RED		
Victory	7.50	65.00
Beacon	7.50	65.00

S. S. PENNOCK COMPANY, 1608-1620 Ludlow St., Philadelphia, Pa.

Field-Grown Carnations

We strongly advise early planting. Good plants will be scarce. Get your order in early. The following ready now; Mrs. C. W. Ward, Miss Theo, Pink Enchantress, Alice, Matchless, White Enchantress.

$7.50 per 100, $65.00 per 1000.

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

2500 Alice Carnations, 2¼-in. pots, $20.00 per 1000, $2.50 per 100. 1000 White Enchantress, 2¼-in. $25.00. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

Continued on Next Column

STOCK FOR SALE

CARNATIONS

You are taking absolutely no risk in buying your Carnation Plants from us.

Ready for immediate delivery.

C. W. Ward Matchless Supreme
White Enchantress Beacon

Leo Niessen Co., 1201 Race st., Philadelphia.

CHRYSANTHEMUMS

Well rooted cuttings of the following:

	100	1000
Marigold	$2.00	$15.00
Maud Dean	2.00	15.00
E. A. Seidewitz	2.00	15.00
Chrysolora	2.00	15.00
Enguehard	2.00	15.00
Harvard	2.00	15.00
Yellow Turner	3.00	25.00
Some very fine Major Bonnaffon, well rooted and clean	1.50	11.00
POMPONS		
Souv. d'Or or Mrs. Wilcox	2.00	15.00
Mikado	2.00	15.00
Buckingham	2.00	15.00
Golden Mensa	2.00	15.00

John R. Coombs, West Hartford, Conn.

Strong stock, 2½-in. Mums, in large lots, $2.50 per 100, $25.00 per 1000, delivered.

Seidewitz, best late pink.
Tints of Gold, early yellow
Pacifio Supreme, early pink.
Diana, best white pompon.
Lilia, best red pompon.
Skibo, best bronze and yellow.
Mensa, best single white pompon.
Also list of 70 varieties, large flowering, single and Pompons.
Cash with order.

GEORGE SCHNEIDER, Florist,
22 E. High st.,
Springfield, O.

CHRYSANTHEMUMS—R. C. and 2¼-in. pot plants, in nearly 200 best commercial varieties. White and Pink Ivory, R. C., $1.75 per 100; $15.00 per 1000. Elberon, G. Queen, Harvard, Greystone, H. Newberry, Overbrook, G. West, Buckingham, etc., R. C., $2.00 per 100; $17.50 per 1000. W. Sensation, Enguehard, Chrysolora, F. Queen, L. Doty, W. Beauty, etc., R. C., $2.25 per 100; $20.00 per 1000. Yondota, H. Lee, Oct. Herold, D. Dodge, Little Gem, Percilla, etc., R. C., $3.50 per 100; $30.00 per 1000. For plants from pots, add $1.00 per 100 to the above prices. Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUMS

1240 White Chieftain, 300 Golden Glow, 250 Golden Gleam, 200 Golden Mensa, 100 Golden Queen, 200 Chrysolora, 90 Dusky Maid, 150 Roman Gold, 150 Autocrat, 400 miscellaneous Pompons. We offer the above from 2½-inch pots; good plants. $3.50 per 100, cash; 25 at hundred rate. Arnold-Fisher Company, 58 Wyman Street, Woburn, Mass.

'MUM—Rooted Cuttings, ready July 10. Chrysolora, Unaka, Roman Gold, Smith's Sensation, Glenview, Nacota, Enguehard, Golden Eagle, $2.50 per 100; Nag-ir-roc and Louisa Pockett, $8.00 per 100. Caprice 'Mums, $3.00 per 100, in 4 colors. N. Kiger, Marietta, O.

CHRYSANTHEMUMS—Early Snow, Oconto, Harvard, Pacific Supreme, Tints of Gold, Bonnaffon, Chas. Razer, Dr. Enguehard, 2½-in., $3.50 per 100; $30.00 per 1000; 250 at the 1000 rate. Pompon Mrs. Buckingham, 2½-in., same price. Brant Bros. Inc., Utica, N. Y.

POMPONS and SINGLES

2¼-in. pots, in standard sorts. Mention colors wanted and we will give you a good selection.

$4.00 100; $30.00 1000

CHAS H. TOTTY CO., MADISON, N. J.

Continued on Next Column

STOCK FOR SALE

CHRYSANTHEMUMS

POMPON CHRYSANTHEMUMS—Couronne d'Or, strong plants from soil, $2.00 per 100, $15.00 per 1000. Chas. Leisy, Mantua, N. J.

CINERARIAS

CINERARIAS—Finest mixed, Dreer's Prize Dwarf strain, $5.00 per 100. See Primulas and Dracaenas. Wettlin Floral Co., Hornell, N. Y.

COLEUS

COLEUS—Golden Bedder, Verschaffeltii, Queen Victoria, Fire Brand and good fancy varieties, out of 2¼-in. pots, $25.00 per 1000. A. Nahlik, 261 Lawrence st., Flushing, N. Y.

CYCLAMEN

CYCLAMEN SEED

Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavender, No better strain anywhere.
Daybreak. Harvested April and May, 1918.

$12.00 per 1000 seeds, net.

J. A. Peterson & Sons, Westwood, Cincinnati, Ohio

CYCLAMEN—In the following colors. Pure white, white with pink eye, pink dark red, light red and salmon.

	100	1000
2½-in. pots	$8.00	$75.00
3-in. pots	10.00	95.00
3½-4-in. pots	20.00	

If only salmon is ordered—the price will be 20% higer. Julius Roehrs Co., Rutherford, N. J.

CYCLAMEN—Best strain of Cyclamen growing 2¼-in. pots. Varieties: Salmon Pink, Light Pink, Blood Red, Bright Red, Pure White and White with Red Eye, at $7.50 per 100, $65.00 per 1000. Seedlings, from 3 to 5 leaves, $5.00 per 100, $40.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

DELPHINIUMS

DELPHINIUM—Belladonna, 2¼-in. pots. $40.00 per 1000. Digitalis (Fox Glove), 2¼-in. pots, $40.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

DRACÆNAS

DRACÆNA TERMINALIS—Clean, healthy stock, out of 2¼-in. pots at $8.00 per 100; 3-in. pots at $15.00 per 100; 4-in. pots at $25.00 per 100. Cash with order. J. H. Fiesser, Hamilton ave., North Bergen, N. J.

DRACÆNA Indivisa—3-in. 45c.; 5-in. 30c. Seedlings, transplanted, $2.50 per 100. P. P. W. C. Ehmann, Corfu, N. Y.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

FERNS

FERNS—Adiantum Cuneatum, 2-in., $3.00; 3-in., $5.00. Croweanium, 2-in., $6.00; 3-in. $8.00 all per 100. Cyrtomium Rochfordianum, 4-in.; $15.00 per 100. Assorted Table Ferns, 2-in., $3.00. Henry Smith, Grand Rapids, Mich.

FERNS—Boston, Scottii, Teddy Jr., 2½-in. $6.00 per 100, $55.00 per 1000; Scottii, 3-in. $12.00 per 100; $100.00 per 1000. C. U. Liggitt, Wholesale Plantsman, 325 Bulletin Bldg., Phila., Pa.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 50. J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—In all varieties and Seedlings. See page 49. Roman J. Irwin, 108 W. 28th st., N. Y.

FERNS—2-in. Elegantissima compacta, 4c. Cash B. C. Blake Co., Springfield, Ohio.

FORGET-ME-NOTS

Fine Forget-me-nots—Now in bud. 100 for 75c.; 200 for $1.00. Parcel Post. M. L. McClave, Benton Harbor, Mich.

FREESIAS

FREESIA PURITY

The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in.	$0.60	$3.50
½-in.	1.00	6.00
⅝-in.	1.50	10.00
¾-in.	2.50	18.00
⅞-in.	3.00	25.00

LAKESIDE GARDEN
Box 123, SANTA CRUZ, CAL.

Continued on Next Page

STOCK FOR SALE

FREESIAS

FREESIA PURITY
Selected bulbs
½-inch.....$9.00 per 1000
½ to ⅝ inch.....$14.00 per 1000
Ready now.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

FREESIAS—Improved Purity—Mammoth, ¾-in. and up, $17.00 per 1000; extra size, ⅝-in. to ¾-in., per 1000, $12.00. ½ to ⅝ in., per 1000, $7.50; ⅜ to ½-in. per 1000, $4.00. Write for samples.
Vaughan's Seed Store, Chicago, and New York

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road. North Bergen, N. J.

FUNKIAS

FUNKIA variegated—Strong, field divisions, 3 to 4 eyes, $5.00 per 100, $45.00 per 1000. Large, field clumps, not divided, $10.00 per 100. Roman J. Irwin, 108. W. 28th st., New York.

GARDENIAS

1000 exceptionally good Gardenia Veitchii, 2½-in. pots, as good as 3-in. plants. Guaranteed free from disease. $100.00 for the lot.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS

GERANIUMS—Ricard, La Favorite, Mme. Sallerol, 2¼-in., $2.50 per 100. Mme. Sallerol, 3¼-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—S. A. Nutt, Buchner, Ricard, Viaud and Rose Geraniums, 3½ and 4-in. 7c., 5c. to 10c. Be quick if you want them. Stafford Conservatories, Stafford Springs, Conn.

GERANIUMS—Ricard, Poitevine and Nutt, 2¼ in. Cash. $3.00 per hundred. John C. Daly, 1510 Hack. Plank Road, North Bergen, N. J.

HYDRANGEAS

HYDRANGEAS
Special Offer
A very fine lot of plants

	100	1000
250 Otaksa, 4-in.	$20.00	$175.00
000 French, 4-in.	20.00	175.00
000 French, 2½-in.	6.00	50.00
000 Otaksa, 2½-in.	5.00	45.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

IRIS

5000 strong Iris (Florentine) roots, $4.00 per 00. E. T. Rodes, Greenwood, Va.

IVY

	100
NGLISH IVY—Exceptionally fine.	
in. pots, 3½ to 4 ft. long and very heavy	$37.50
in. pots, extra heavy, selected	17.50
in. pots, lighter grade	15.00
in. pots	12.00

Send for complete copy of our price list.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

LILIES

LILLIUM Rubrum

		100	1000
- 9	200 to case	$7.00	$65.00
-11	140 to case	10.00	95.00
-11	125 to case	12.00	110.00

LILIUM Auratum

- 9	160 to case	7.00	65.00
-11	100 to case	9.50	90.00
-13	75 to case	20.00	180.00
-14	45 to case	30.00	

VAUGHAN'S SEED STORE
w York. Chicago.

COLD STORAGE GIGANTEUM
Sound, unfrozen bulbs, for monthly or semi-monthly shipments. 6-8 in. (400 to case), per ase $22.50; per 1000 $55.00. F. O B. New rk only. Vaughan's Seed Store, 43 Barclay reet, New York.

5000 Lilium Candidum bulbs, 1 to 4 inches. ake offer for size and number desired. M. L. 2Clave, Benton Harbor, Mich.

LILY OF THE VALLEY

LY OF THE VALLEY. 250, $8.00; 500, $15.00; 000, $30.00. Vaughan's Seed Store, Chicago d New York.

MYRTLE

YRTLE—Hardy (Vinca Minor), for covering raves, etc. Strong clumps, $5.00 per 100, 00 per 1000. Roman J. Irwin, 108 W. 28th New York.

NURSERY STOCK

ERICAN GROWN or IMPORTED—For orist or Nurseryman; decorative and ornatal landscaping or forcing. Let us appraise r wants. A. Rolker & Sons, 51 Barclay st., w York City.

RSERY STOCK—Fruit trees, English trained uit trees of fruit bearing size, and of the best eties; trained in all styles and shapes. J. H. y, New Rochelle, N. Y.

Continued on Next Column

STOCK FOR SALE

ORCHIDS

1000 rare and choice Orchids. All in the finest condition, at a fraction of original cost. Particulars on request. Address Mossiæ, care The Florists' Exchange.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in. pots	8.00
Pandanus Veitchii, from open, for 6 in. pots	12.00

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

PELARGONIUMS

PELARGONIUMS and PRIMULAS—See page 49. Roman J. Irwin, 108 W. 28th st., N. Y.

PEONIES

PEONIES — Profitable cut-flower and best general planting varieties. Very early, mid-season, late. Any quantity. Own growing. Early September shipment. Submit list.
Harmel Peony Company, Berlin, Maryland

PETUNIAS

PETUNIAS—Rosy Morn, from 2½-in. pots, $3.50 per 100. Burgevine Greenhouses, Port Chester, N. Y.

POINSETTIAS

POINSETTIA PULCHERRIMA—Nice, strong plants, out of 2½-in. pots, ready for shipment now. $50.00 per 1000. Packing charge of 50c. for every $10.00 of value. Only orders with remittance will find consideration. Anton Schulthies, 316 19th st., College Point, N. Y.

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
Plants ready July 15th
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2½-in. pots, good variety. $7.50 per 100, $65.00 per 1000. Cash with order. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000. Strafford Flower Farm, Strafford, Pa.

POINSETTIAS and PRIMULAS—See page 49. Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

SCHILLER'S PRIMROSES.
THE STRAIN THAT LEADS
Ready now from 2¼-in. pots of the usual high class strains, short and stocky, frame grown.
CHINESE LARGE FLOWERING FRINGED.
In 9 separate colors or mixed, $4.00 per 100, $37.50 per 1000.
CHINESE CHOICEST NAMED VARIETIES.
8 named kinds, the cream for critical trade, $5.00 per 100, $45.00 per 1000.
CHINESE STAR SHAPED.
Mixture of carmine, pink, salmon and white, $5.00 per 100.
MALACOIDES, ready in August, of the original type, only "Pink" is grown.
MALACOIDES GRANDIFLORA, OUR IMPROVEMENT in Enchantress Pink and White.
All above at $5.00 per 100, $45.00 per 1000.
OBCONICA
Owing to crop failure supply is very short.
OBCONICA, LARGE FLOWERING.
In 9 separate colors or mixed.
OBCONICA, LARGE FLOWERING, FRINGED
In 6 separate colors or mixed.
HYDRANGEAS.
A complete collection of all French varieties and Otaksa, grown by the acre, Sept. delivery. See under Hydrangeas.
J. L. SCHILLER, TOLEDO, O.

Primulas with a reputation,
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermensina.
Other varieties later.
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots,
$4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N. J.

PRIMULA—Obconica Gigantea and Grandi, flora. From 2¼-in. pots, $5.00 per 100.
PRIMULA Chinese. From 2¼-in. pots, $4.00 per 100.
PRIMULA Malacoides. From 2¼-in. pots $3.50 per 100. Wettlin Floral Co., Hornell, N. Y

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

Continued on Next Column

STOCK FOR SALE

PRIMULAS

PRIMULA—Obconica, 2¼-in. strong, $4.00 per 100; 4-in., $12.50; 6-in., $25.00. Chinensis, 4-in., $12.50; 6-in., $25.00 per 100. Malacoides, 2¼-in., $3.00; 4-in., $10.00; 6-in., $20.00; 4 and 6-in. well in bloom, all varieties. Henry Smith, Grand Rapids, Mich.

PRIMULAS—2½-in. Obconica, all the best varieties, $5.00 per 100, $45.00 per 1000; Malacoides, new strain, better than Townsendi, $6.00 per 100, $50.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Phila., Pa.

PRIMULA Obconica—Miller's Giant. Fine. 2-in. $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULAS and PELARGONIUMS—See page 49. Roman J. Irwin, 108 W. 28th st., N. Y.

ROSES

MINIATURE ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00

VERY SPECIAL STOCK

Ophelia, 3-in.	$12.00
Sunburst, 3-in.	12.00
4-in.	15.00
Mdm. Collette Martinette, 3-in.	12.00
4-in.	15.00
Columbia, own root	30.00
Ophelia Supreme, grafted	30.00
Irish Fireflame, 3-in.	10.00
Richmond, 4-in.	10.00

Ready for immediate delivery
CHARLES H. TOTTY COMPANY,
MADISON, NEW JERSEY

ROSE PLANTS—Own Root, 2½-in. Ophelia, Maryland, Hoosier Beauty, Mrs. Shawyer, Pink Radiance, Kaiserin, White Killarney. $7.50 per 100, $65.00 per 1000.

	100	1000
American Beauty, 2½-in.	$8.00	$75.00
3-in.	12.00	
Russell, 2½-in.	14.00	
3-in.	18.00	
Sunburst 2½-in.	8.00	70.00
Hadley, 2½-in.	8.00	75.00
3-in.	10.00	
Double White Killarney	14.00	130.00
Killarney Brilliant, grafted	14.00	130.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ROSE PLANTS

2½-in.	Own Root		Grafted	
	100	1000	100	1000
Columbia	$30.00	$250.00	$35.00	$300.00
Ophelia Supreme	30.00	250.00	35.00	300.00
Hadley, extra heavy	7.50	65.00		130.00
Sunburst, extra heavy	7.50	65.00		
Killarney, D. P.	7.50	65.00		
Killarney, S. White	7.50	65.00		130.00
Ophelia	8.00	70.00		
Mrs. Geo. Shawyer	7.50	60.00		

S. S. PENNOCK COMPANY, 1608 Ludlow, Street, Philadelphia, Pa.

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

See June Bargain ad. page 1133, June 1st. Get list
Leedle Co., Expert Rose Growers, Springfield, Ohio

SALVIAS

SALVIA BONFIRE, 2-in., pot grown, transplanted, cut back, branched plants, $3.00 per 100; $27.50 per 1000. Cash, please. B. C. Blake Co., Springfield, O.

SALVIA—Zurich. Fine, dwarf branched plants in bloom, ready for immediate effect, 2½-in. 4c.; 3½-in. 6c. Stafford Conservatories, Stafford Springs, Conn.

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
New crop, California lathhouse-grown, now ready:
Per 1000 seeds..... $1.50
ASPARAGUS SPRENGERI SEED.
Per 1000 seeds..... .75
ASPARAGUS ELONGATUS SEED.
Per 1000 seeds..... 5.00
Write for price by the pound.
H. N. GAGE CO., INC.,
MONTEBELLO, CALIFORNIA

SNAPDRAGONS

SNAPDRAGON—Nelrose, Keystone, 2½-in. $5.00 per 100, $40.00 per 1000. Giant White, Phelps' White, Phelps' Giant Yellow, 2½-in. $5.00 per 100, $40.00 per 1000. Send for a copy of our complete price list. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGONS—2-in. pots, Silver Pink, Rose, Yellow and Maroon, $3.00 per 100. No attention to C. O. D. Cash, please. B. C. Blake Co., Springfield, Ohio.

SNAPDRAGONS. 2¼-in.—See page 49. Roman J. Irwin, 108 W. 28th st., New York.

Continued on Next Column

STOCK FOR SALE

SNAPDRAGONS

SNAPDRAGONS—Seedlings, Keystone, Pink and White: 2¼-in., $4.00 per 100. Schizanthus, best colors, fine plants, 2¼-in., $4.00; 4-in., $12.50; 6-in., $25.00 per 100. Henry Smith, Grand Rapids, Mich.

VERBENAS

LEMON VERBENA—2¼-in., $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road, North Bergen, N. J.

VINCAS

VINCA VARIEGATA—Strong, 3½-in. at $10.00 per 100; also 3-in., with nice long runners, $7.00 per 100. Cash. Russell Bros., Inc., Syracuse, N. Y.

VINCA Variegata—2¼-in. pots, $2.50 per 100. Cash, please. M. H. Baumann, Park Ridge, N. J.

VINCA VARIEGATA—3½-in. pots, 6c., 4-in. pots, 12c. T. H. Judd, Danbury, Conn.

VIOLETS

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and other varieties on application. Roman J. Irwin, 108 W. 28th st., New York.

VEGETABLE PLANTS

CELERY, CABBAGE and CAULIFLOWER PLANTS.
Shipped anywhere. Roots in damp moss.
White Plume, Winter Queen, Golden Heart and Giant Pascal Celery Plants. $2.00 per 1000; 500, $1.25; 300, $1.00.
Re-rooted plants (mass of fine, new roots grown on them), $3.00 per 1000; 500, $1.75; 300, $1.25; 200, $1.00.
Henderson's Re-rooted Snowball Cauliflower plants. $4.50 per 1000; 500, $2.50; 300, $1.60; 200, $1.25.
We make a great specialty of Snowball Cauliflower and raise no other kind. We sow seed about every five days to have a supply of plants constantly on hand.
Cabbage Plants. All Head Early, Succession, Surehead, Flat Dutch, $1.50 per 1000; re-rooted, $1.80 per 1000; 500, $1.00, Parcel post or Express.
F. W. Rochelle & Sons, Chester, New Jersey. (20 years Vegetable Plants exclusively.)

300,000 CELERY PLANTS—Winter Queen, Golden Heart and Giant Pascal. Re-rooted, $3.00 per 1000.
Golden Self-Blanching (French-grown seed). Re-rooted, $4.00 per 1000.
Fine plants, well packed, either by Parcel Post or Express.
Paul F. Rochelle, Morristown, New Jersey.

Celery, Celery, Celery Plants
Golden Self-Blanching (French), $2.00 per 1000. Cabbage: D. Ballhead, Short Stem, Succession, Sure Head and Flat Dutch, $2.00 per 1000; 5000 or more, $1.50 per 1000. Pepper, in variety, (sweet), $3.00 per 1000. Cash with order please. H. T. Wooster, Wholesale grower, Lock Box 141, Plainville, Ct.

CAULIFLOWER PLANTS—Snowball and Erfurt. 95c. per 100, $4.75 per 1000. If wanted by mail, send postage. All leading varieties of Cabbage, Celery, Tomato, Pepper, Brussels Sprouts, Beet, Egg, Onion, Kohl Rabi, Kale, Parsley, Sweet Potato, Asparagus plants at reasonable prices. Catalogue free. Harry P. Squires, Good Ground, N. Y.

SWEET POTATO PLANTS of all the leading varieties delivered by parcel post. 25 plants, 20c.; 50 plants, 35c.; 100 plants, 50c.; 500 or more, 30c. per 100. By express, charges collect, 1000 plants, $1.75; 5000 or more, $1.50 per 1000. H. Austin, Felton, Del.

CELERY—White Plume and Winter Queen, the most blight resisting variety of all transplanted stock. $4.00 per 1000, $35.00 per 10,000. Moss packed. 250 at 1000 rate. Celeriac or Turnip-rooted Celery same price. Manneto Hill Nurseries, Wm. A. Finger, Prop., Hicksville, N. Y.

CELERY PLANTS—Golden Self Blanching, Winter Queen, White Plume and Giant Pascal 60c. per 100, $2.50 per 1000. If wanted by mail, send postage. Harry P. Squires, Good Ground, N. Y.

CELERY PLANTS—Golden Self Blanching (French strain), Giant Pascal, also the grand, new easy blanching, which is easy to grow. Fine plants, ready for the field, $2.00 per 1000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

LATE TOMATOES—Greater Baltimore, Matchless and Red Rock. Grown from selected seed. $2.00 per 1000. Cash. W. P. Carre, Mantua, N. J.

15,000 EGG PLANTS—Out of 2½-in. pots, $15.00 per 1000. (New York Spineless). Otto Muller, Whitestone, L. I.

A successful method which covers your own proposition is always a good lead to follow The majority of the subscribers to this paper use the Classified Department of THE EXCHANGE for the selling of surplus stock with success.

Continued on Next Page

STOCK WANTED

PLOMTS—1000, Sept. delivery. Cash. Wm. F. Miller, Collingswood, R F.D 2, N. J.

MISCELLANEOUS WANTS

PARTNER WANTED.—Must be honest and [illegible] can invest $1000 to $1500 in the business. Must take care of the florist end of it. Doing good business. Frank P. Mattero, Landscape Gardener, Wildwood, N. J.

INFORMATION WANTED

T. W. HANNAH—Please communicate with Box 912, Binghamton, N. Y., as soon as possible.

WANTED—A few thousand 2½-in pots. Hews & Co. make 6 preferred. Stafford Conservatories, Stafford Springs, Conn.

FOR SALE OR RENT

FOR SALE—2 greenhouses to be taken down. Hitchings semi-iron frame, one 85 ft. x 28 ft.; one 110 ft. x 28 ft., 16 x 24 glass, 6-section Hitchings boiler. Will sell either house separately. Address T. C., care The Florists' Exchange.

FOR SALE—On account of retiring from business 5 greenhouses 125 ft. x 24; 16 x 24 glass. All heated with 2-in. pipe. 1 Manval wind mill, 150 Hot Bed Sash. Inquire of Ulrich Bros., Pennsylvania & Cozine Aves., Brooklyn, N. Y.

FOR SALE—Greenhouse material; bars, glass pipe, iron gutters, 2 Hitchings' houses. Mrs. C. Eisele, 11th and Westmoreland st., Philadelphia, Pa.

FOR SALE—Greenhouse, 112 ft.x25, iron frame, put up this Spring; 6-room cottage, stable, etc. Located in Jersey. Plenty room for more glass. For particulars, address T. D., care The Florists' Exchange.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York. Jacob Hauck, 49 Montgomery st., Bloomfield, N. J.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

SUNDRIES FOR SALE

GREEN AND FLUFFY

WANTED—Every florist in the U. S. to have the benefit of Brendel's Campus Green or Three-in-One. It takes the place of ferns, plumosus and Sprengeri, saving the labor and picks of filling-in green in spray and design work; it is fluffy and beautiful when made up; not a spoiled spray in ten thousand, and will last for days after being made up, suitable for every purpose; use it once and you will always use it. To introduce it, 40c. per 100 sprays by mail, $2.50 per 1000 by express; satisfaction or your money back. S. C. Brendel, Jackson, Tenn.

FOR SALE—16x24 double thick glass, good as new, $4.25 per box. Second-hand pipe, 2-in. 12c. ft; 1½-in. 9c. ft.; 3-in. 18c. ft.; 4-in., 25c. ft. 2-in. brass valves, $2.00 each. 6-way manifolds 2-in., $2.00 each; 3-way, 2-in. $1.00. Ventilating apparatus, Hitchings, large 6-section Hitchings boiler, $175.00. 15 ft., 4-in. roof drip bars, 1½x2½-in., cypress, 30c. each. 190 ft. Hitchings iron-frame houses, with cast iron gutter, 28 ft. 8-in. wide. Blackmon Bros., Centre St., Trenton, N. J.

CANES

CANES—6 to 8 ft. $2.50 per 1000, F. O. B. S. C. Brendel, Jackson, Tenn.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000, 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

MANUAL

MANUAL BY ELMER D. SMITH, ADRIAN, MICH., who has given his undivided attention for twenty-five years to the improvement of the Chrysanthemum and its culture in detail. 50c. postpaid.

MOSS

SPHAGNUM MOSS—10-bbl. bale, $2.85; 5 5-bbl. bales, $7.00. Orchid Peat, $1.00. Bag burlap, 35c. extra; cash, 5c. less. Jos. H. Paul, Manahawkin, N. J., Box. 156.

PAPER POTS AND DIRT BANDS

PAPER POTS AND DIRT BANDS—We ship from Pittsburgh, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis and Kansas City, Mo. Price list and samples free. Address F. W. Rochelle & Sons, Chester, N. J.

WIRE

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill

WOOD LABELS

LABELS FOR NURSERYMEN AND FLORIST Benjamin Chase Co., Derry Village, N. H.

St. Louis, Mo.

Extremely dry and hot weather prevails, affecting everything. Nothing going on at all with the exception of funeral work. Roses are in fair supply and demand. Russell stock running from 5c. to 10c., Ophelia 5c. to 8c. Other teas are in supply at quoted price; also Delphinium, Gypsophila and Larkspur. Carnations are in excellent quality and fair demand at 2c. to 3c. Good Gladioli sell at 5c. to 8c. Daisies are plentiful at 50c. per 100. Lilies are in ample supply at 10c. to 12½c.; also ferns and greens.

Club Picnic

Arrangements are now complete for the big St. Louis florists' picnic July 18, at Ramona Park. The trade and their friends are particularly urged to attend this grand affair and a delightful time is assured all. Any person wishing to give a prize for any of the various athletic events should make his wishes known to Frank A. Windler immediately.

Jos. J. Windler, secretary of the St. Louis Florists' Club, and the reception committee for the S. A. F. and O. H., met at W. C. Smith's rooms last Wednesday and made complete plans for the entertainment of the visiting members to the convention in August.

Wilford J. Beneke, son of J. J. Beneke, has been drafted and left Sunday night for Jefferson Barracks.

Otto Bruenig and family are moving to their new home at Olivette, Mo., where Mr. Bruenig has taken over the Steidle greenhouses. He will grow Roses for the St. Louis market. Geo. Schmidt, formerly with W. J. Pilcher, will be the Rose grower at the establishment.

The St. Louis Florists' Club Publicity Committee will meet at its rooms Tuesday afternoon.

Ralph Walters, son of G. S. Walters, the wire work man, died from the effects of an operation, July 3. The trade extends its sympathy to Mr. Walters in his deep loss.

Patrick Patton, the bard and poet of "Wholesale Row," with Smith & Co. the past eight years, will leave next week for Camp Pike, Ark., where he will engage in the show business.

Geo. Walabart is happy to be around again after his long illness.

Cincinnati, O.

Rose receipts are meagre and are not large enough to satisfy present wants. Carnations, although not very good, still clean up readily. Gladioli meet with a good demand and generally sell out quickly. Rubrum Lilies are fairly plentiful while Harrisii Lilies are inclined to be scarce. The first Asters of the year have come in. Snapdragon and Feverfew is meeting with a fair demand. Other offerings are Shasta Daisies, Coreopsis, Hardy Hydrangeas and a few outdoor Sweet Peas. New green Galax may be had.

The Joy Floral Co., Nashville, Tenn., have been sending excellent Gladioli into the market.

Recent visitors were: P. O. Coblentz, New Madison, Ohio,; Joseph Hill, Richmond, Ind.; C. A. Brown, Dayton, Ohio, and R. E. Blackshaw, Laporte, Ind.

TEDDY.

How Dame Nature Hides Havoc of War

Philip Gibbs, writing to the *N. Y. Times* from the West Front, says concerning the flowers which were growing in the territory where the battle front has surged to and fro:

"Poor Amiens has been sadly stricken, but it is still a world away from such ruin as that of Arras, where yesterday I heard the cooing of pigeons through the noise of gunfire, where they mated above the broken pillars of the cathedral ruins, which have no rooof but the sky, and where wild flowers grow amid the fallen masonry of the Hotel de Ville and through the crevices of the old Spanish houses which have been smashed and burned these three years past.

"It is astonishing how nature takes possession of the ruin that war makes and hides its ugliness beneath a riot of color. A year ago the long range of Vimy Ridge was all bare where it had been torn up by shellfire, and not a blade of grass grew on its slopes. Now it is all aflame with scarlet Poppies, mingled with clumps of Cornflowers, bluer than a poilu's coat, and flowers that were in Shakespeare's England and in the France of the troubadours, who wove them into garlands of song. So it is along all the British trench system, and the men go up to the fighting line through waves of color, and outside the dugouts are wild gardens rich in scent.

"At Souchez, where the town has been wiped clean off the map, there are Roses blooming where once there were cottage gardens, and it is only the new shell holes made by the German gunners searching for batteries or parties of men going up to the line which clear away the tangled growth and cut down the plants now blossoming over all the battlefields.

"It is worth writing this, perhaps, not because a bouquet of flowers makes shellfire more pleasant, but because it gives a picture to people at home of the look of the country in which their men are living while they wait for the battles that must come before these wild blossoms have withered away."

Mr. Gibbs takes particular pains, quite often in his vivid descriptive narratives, to tell how the soldiers prize the flowers they come across, whether wild or cultivated.

General Trade Notes

HUDSON, N. Y.—Wm. Christians has taken over the Allen Greenhouses at 36 Green st., and will operate them under his own name.

AUSTIN, MINN.—W. F. Kemper, proprietor of the Waseca greenhouses, announces that he will be compelled to close up this Winter on account of shortage of coal.

ROCHESTER, N. Y.—At a meeting of stockholders of the Ellwanger & Barry Nursery Co. held recently, it was voted to liquidate the company's affairs and dissolve. The proposed dissolution has no effect on the Ellwanger & Barry Realty Co.

SPRINGFIELD, O.—The Spring season is now ended, with a good cleanup. Ferns in all sizes from 2in. up to 6in. sold well. Bedding plants, such as Coleus, Salvias, Petunias, Geraniums and Ageratum had a good call.

Recent visitors here were: Mr. Conger of Cincinnati, O.; Mr. Manthey, St. Bernard, O., Mr. Schaffer, Dayton, O., and Mr. Arnold, Cambridge, O.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$2.75	$30.00	$230.00
20	18 in.	2.25	24.00	190.00
30	16 in.	1.75	19.00	152.00
40	14 in.	1.50	17.00	135.00

No.	Diam.	Each	Doz.	100
50	12 in.	$1.00	$11.00	$88.00
60	10 in.	.70	7.75	62.00
70	8 in.	.55	6.50	50.00

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced.

The neatest, lightest, and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed
When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.
When ordering, please mention The Exchange

Many a grower for market would be glad to know just what constitutes a "bunch" of any given flower. An article on "Bunching Flowers and Foliage," for the New York wholesale market appears in the Gardeners and Florists' Annual for 1916. 35 cents, from this office.

Red Standard Pots

Look ahead and see whe you can get THE BEST P for your money you going to spend this Spri to stock your greenhous

Think of us—write us—try us
The Keller Pottery C
213-223 Pearl St., Norristown, P
When ordering, please mention The Excha

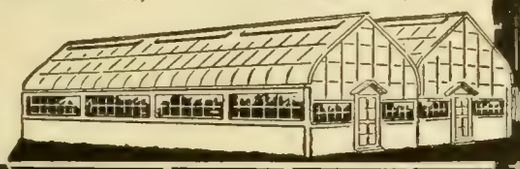
CAMBRIDGE NEW Y

World's Oldest and Largest Manufacturers
FLOWER POTS
A. H. HEWS & CO., IN
Cambridge, Mass.
When ordering, please mention The Exch

SYRACUSE
Standard Red Pot
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.
When ordering, please mention The Exc

Peirce Pa
Flower P
Made in standa of 2-in. to 6-in. T Paper Pot for ab and growing pu Samples furnishe Ask your dealer fo
E. ALLAN PE
40 Oaks Road, Wabba
When ordering, please mention The Ex

JACOBS BUILT TO LAST
GREENHOUSES
HOTBED SASH
MATERIAL AND GLASS
S. JACOBS & SONS
1365-1379 FLUSHING AVE., BROOKLYN, N. Y.



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Our prices can be had by mail, and it will pay you to get them.
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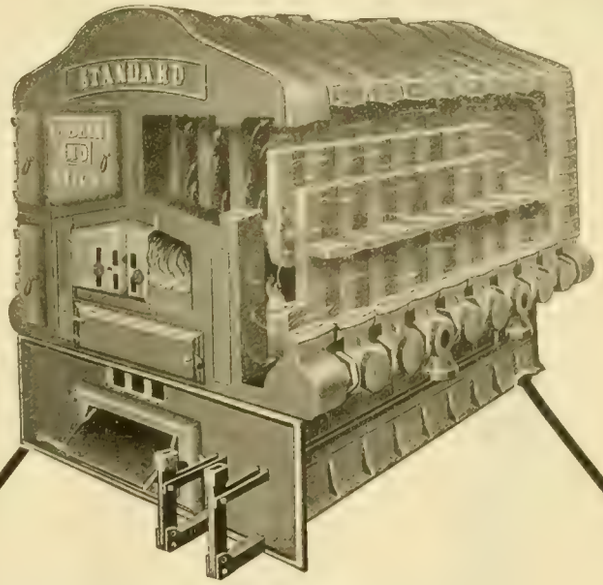

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- Has TWENTY-FIVE years' GOOD REPUTATION behind it.
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War material and troops will soon take all railroad capacity

Get Your Boiler NOW, or You May Not Get It This Year

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We advise without charge regarding your heating conditions

GIBLIN & CO., UTICA, N. Y.

Makers of GREENHOUSE BOILERS
THAT LET THE FLORIST SLEEP
When ordering, please mention The Exchange

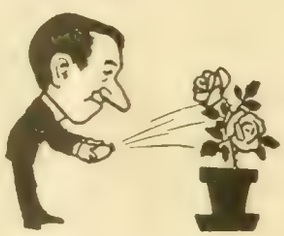
Look the Business Situation Straight in the Eye

ONE of the inspiring things about the war is the way the florists, as a whole, have accepted conditions and are doing their best to keep on the sunny side of the street. Keeping sunny is just as surely a form of patriotism, as buying Liberty Bonds. Both pay just as good interest. Mr. Sefton and I were talking it over last Tuesday and lined up the situation in 4 divisions, as represented by our friends below.

FIRST, there is the serious thinking florist. The man who, altho he knows it's not his fault that the coal supply is cut down, can't quite content himself with letting it go at that. He is thinking every two minutes of some way to overcome it. Or how to grow the cool things that will pay the most. He is looking things straight in the eye. These men will work out some plans that will be of tremendous benefit to their business both now and after the war. They are just the opposite to the men who say—"Oh well, what's the use?"

THEN, there's the commission man whose face is growing longer and longer, who is walking around with a big pencil over his ear, and ledger in his hand, figuring out where he "is at." He knows 1918 won't look as good as 1917 and he peers over his glasses and mournfully tells you so.

And then he lays down that big book and smilingly says, "stock will be scarce, but the demand will be better and prices higher, so we won't be so bad off after all. Neither will the grower."



AND now comes the flower shop man, who, after all, is the most important one of all in this hill climbing contest. He isn't wearing a band of crape on his coat sleeve because stock is going to be short. He isn't predicting direful things. He is the sunniest sunny Jim of the lot.

It isn't a case of American Beauties or Ophelias with him. He knows there will be a lot of the old fashioned flowers grown and that folks are just in the frame of mind for them.

Perhaps the gross sales may not be so large; but the net profits won't be so bad after all.

AND so, knowing how all the above three are looking the situation in the eye, there are a lot of the florists who are ready to hit old Gloomy Gus a whale of a wallop.

They refuse to allow their houses to run down. They are doing just as much repairing as usual. Just as much painting and tightening of the glazing.

They are having a heating expert go over every inch of their system. They know that what they put off doing this year is going to cost them a lot more to do next. Cost them more, because there will be more of it to do.

Materials will be no lower, or labor any easier to find for several years to come.

TO which let us add, that in spite of the fact that due to the up-to-date equipment of our factory, the shipping concerns are awarding us large quantities of work; still, we can take care of your needs. Of course labor is short, especially in the heating department. So looking the situation in the eye, it's up to you to order early anything and everything you want, regardless of when you actually need it. Get it when you can get it—that's the point. Of first importance, you better have our heating expert go over your system with a fine tooth comb. He may save you many a ton of coal.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON
49 Federal Street

JUL 2 1 '18

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 3 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) JULY 20, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

Library Mass Agricultural College 5318

FERNS

	Per 100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima, 6-in.	.50
8-in.	1.00
elegantissima and elegantissima compacta, 10-in.	$3.00 to 5.00
elegantissima compacta, muscosa and Smithii, 3½-in.	.25
muscosa and Smithii, 5-in.	.50
Smithii, 6-in.	.75

WINTER-FLOWERING ROSES

	Per 100
Rosalind and Silvia, 3½-in. pots, own root	$25.00
American Beauty, Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney, Killarney Brilliant, and Francis Scott Key, 3½-in. pots, own-root	$18.00 per 100, $150.00 per 1000

HYDRANGEAS IN TUBS

FOR JULY AND AUGUST FLOWERING

French varieties, assorted, and Otaksa, 14-in. tubs ..... $3.00 each

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Tarrytown, New York

IN THIS ISSUE

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Death of James Dean

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Can Any Grower Beat this Record

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Program for S. A. F. and O. H. St. Louis Convention

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Fine, strong stock for growing on or for counter sales.
Immediate delivery.

ADIANTUM Croweanum. 2-inch, $6.00 per 100, $50.00 per 1000. 3-inch, $15.00 per 100.

BIRD'S NEST FERNS. 4-inch, 35c.; 5-inch, 60c.; 5-inch, selected, 75c. each.

COCOS Weddelliana. Strong 3-inch, $2.50 per doz., $20.00 per 100.

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SNAPDRAGON. Nelrose, Keystone, Peachblow, Enchantress, fine clean stock: 2¼-inch $4.00 per 100, $35.00 per 1000.

ASPARAGUS Plumosus. Seedlings, $1.00 per 100, $9.00 per 1000; 2¼-inch $3.50 per 100, $30.00 per 1000; 3-inch $7.50 per 100, $60.00 per 1000.

We can supply Grafted Roses for late planting.

Write us your requirements

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Extra strong, 2½-inch, ready for 4-inch, $18.0 (per 100

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2½-inch, fine stock, $8.00 per 100

CYCLAMEN SEEDLINGS

Fine stock, $5.00 per 100, $40.00 per 1000

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GIGANTEUM—7-9, 100 to the case	Write for Prices
7-9, 300 to the case	
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MAGNIFICUM—8-9, 200 to the case	

FRESH ASPARAGUS PLUMOSUS SEED

$2.00 per 1000; 5000 lots, $9.00

FREESIA PURITY ½ to ⅝-in., $1.25 per 100, $10.00 per 1000; ⅝ to ¾-in., 1.75 per 100, 15.00 per 1000

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EVERYBODY'S FLOWER

Always in place wherever a blooming plant can be used.

The Geranium is a blooming plant for everybody, every day in the year, and everybody knows it.

We have them for immediate shipment and are booking orders for future delivery.

Ready for immediate shipment:

2-in. $2.50 per 100, $22.50 per 1000
3-in. $3.50 per 100, $30.00 per 1000

KENTIA Belmoreana, 6-inch, $1.00 each

HARDY POMPON CHRYSANTHEMUMS, SWAINSONA, HARDY ENGLISH IVY, BEGONIA Vernon, 2-inch, $2.00 per 100

Cash with order Send for Catalog

R. Vincent, Jr. & Sons Co.

WHITE MARSH, MARYLAND

The Passing of Landreths' Bloomsdale Farm

In a Way a Contribution to the War Not to be Reckoned in Dollars and Cents—Only in Memories

There have been rumors circulated that we have sold Bloomsdale Farm and are going out of the Seed Business. These rumors, so far as our going out of the seed business are concerned, are absolutely without foundation. The fact of the matter is, the Merchant Shipbuilding Corporation of Bristol, which is one of the United States Emergency Fleet Corporation plants, bought a tract of ground next to us and then bought the major portion of our Bloomsdale Farm, east of the railroad, between the railroad and the Delaware River. There still remains about 150 acres unsold on the west of the railroad, but all east of the railroad, over a mile and a quarter long, has been sold. We have made arrange-

View looking from the railroad, showing central portion of Bloomsdale Farm. Trial Ground in foreground

ments, in addition to this 150 acres unsold, to work nearly all the ground sold and remain in the buildings until November 1, 1918, when we must vacate.

We have purchased in Bristol, one mile below us, the mill of the Bristol Wall Paper Company, a three-story stone structure, with ceilings 14 feet high, the main building of which is 302 feet long by 60 feet wide, with an additional wing of 139 feet long by 64 feet wide, and with other buildings attached, giving us a floor space of over 100,000 square feet. In this building we will clean, store and prepare our Seed for shipment. This warehouse is well lighted by many windows and has three large electric elevators to all floors. In this warehouse our General Office will be located, and from which building our principal shipments will be made.

This building has its own railroad siding, running its entire length, with room for ten cars at a time to be loaded or unloaded. It is also within three minutes' walk of the Pennsylvania Railroad passenger station and express office; within five minutes' walk of the Pennsylvania Railroad freight station, and within two minutes' walk of the Bristol Post Office, and a ten minutes' walk from the Bristol Steamship Company, which plies between Trenton, N. J., Bristol and Philadelphia on the Delaware River. Altogether it will be much more convenient than the Bloomsdale Farm buildings for commercial purposes.

We are, therefore, in a better position to handle mail, express and freight quicker than ever before; all being under one roof, we are better able to attend to our trade in the future than in the past, for while the buildings on Bloomsdale Farm totaled 75,000 square feet of floor space, the Seeds were in separate buildings, where much hauling and handling had to be done from building to building.

As for Bloomsdale Farm, we will work it much the same this summer as in the past, and this coming January we expect to purchase a large farm which we will call "New Bloomsdale," where we will contiune to grow tomato, beet, cabbage and other seeds too numerous to mention. We insert a print of our new Seed Warehouse at Bristol, and one also of the central portion of our old Bloomsdale Farm.

We will purchase near Bristol land for a trial ground, the most extensive growing being done at our various growing stations in the west as in the past and on the new Bloomsdale Farm. It might be well to make a few remarks about Bloomsdale Farm, celebrated the world over as the "Home of Pedigree Seeds" and "Seeds which Succeed," where many new varieties have been obtained by interbreeding and selection and now known by all planters of seed.

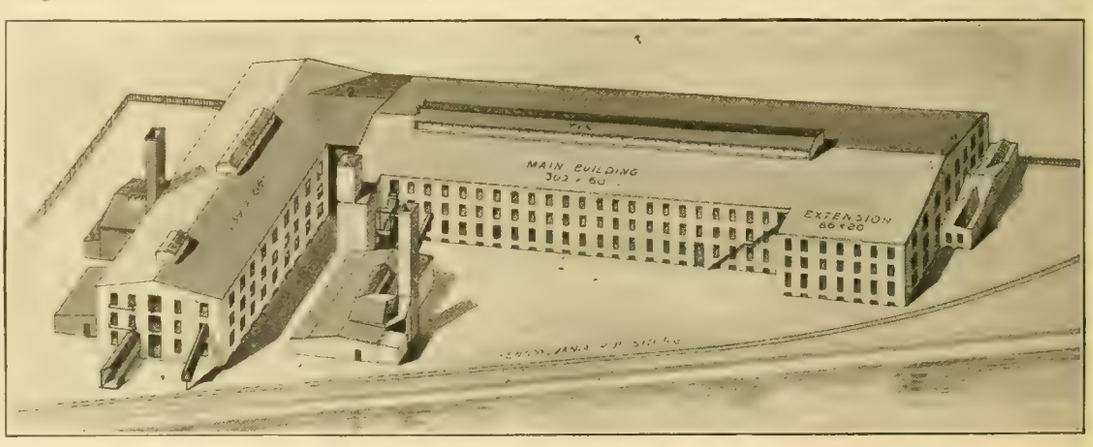
The first Landreth Seed Farm, located below Philadelphia, then known as "down the Neck," the site now indicated by the Landreth Public School, Twenty-second and Federal Streets, this tract being rented first in 1784 and purchased in 1789, becoming too valuable in 1847 for Seed Growing was sold and Bloomsdale Farm at Bristol purchased in the spring of 1847, other farms in other States being purchased at later dates.

Bloomsdale Farm, as many of our friends know, is situated in Bucks County, Pennsylvania, on the banks of the Delaware River, twenty-three miles east of Philadelphia, and sixty-eight miles west of New York, on the main line of the Pennsylvania Railroad, which runs through it for a little over one mile and a quarter, and is and has been known by the millions of travelers over that railroad for two generations and has been favorably commented upon thousands and thousands of times on account of its broad and fertile acres, high state of cultivation and its general good appearance.

The growing crops of many varieties of vegetables have been watched from year to year by the passersby, particularly when cabbage, turnip, kale and other seeds were in full bloom, making a bright spot in the landscape and attracting the eyes of all.

Bloomsdale Farm, celebrated for nearly three hundred years because of its historic associations—carved out of the primeval forest of white pine and white oak granted in 1687 by William Penn, British Colonial Governor of Pennsylvania, and for over seventy years celebrated because of its Seed Growing and handsome lawns, thirty acre collection of American and foreign trees; for many years the most comprehensive in America, still in many of its trees possessing larger and more symmetrical specimens than any trees of their kinds to be found in the United States; celebrated, also, because of its worldwide reputation as the home of "Pedigree Seeds," the birthplace of so many and of such a quantity as annually produced during the period of seventy years past, new sub-varieties obtained by interbreeding and selection, for instance, seeds of choice varieties of cabbage, radish, onion, lettuce, tomato and many other esculents, cultivated in every vegetable garden; seeds most favorably known, not only all over the United States, but in South America, South Africa, British India and China—has given place to war's necessity.

The usual peaceful pursuits of seed growing on Bloomsdale, which operations are the most advanced branch of farming, are now pushed aside by the nerve-racking steam riveters and by the other deafening noises of one of the largest steel shipbuilding companies in the world. Having a river frontage of a mile and a half, all of which was Bloomsdale Farm, and an operating space area of nearly four hundred and fifty (450) acres, the depth of water in the river to Philadelphia increased by dredging to over thirty feet, a ship company backed by the United States Government having laid twelve shipways along the beautiful river bank of the Bloomsdale Seed Farms and built a modern city of dwellings to accommodate 8,000 workmen—carpenters, foundrymen, iron plate men, riveters, painters, enginemen and a host of other men engaged in the building of steel ships—certainly a vast host, for they propose to put one ship into the water every twenty days, these ships being of about 10,000 tons each.



Our new Seed Warehouse at Bristol, Pa., as purchased, subject to many alterations, among them the moving of the railroad siding nearer the building

This imperative demand by the United States Government that a specially well adapted site on a wide river for a gigantic shipbuilding yard be taken to meet the urgency of war conditions renders it fitting, we might say imperative, that Seed Growing operations be removed to make way for the grim activities of war. It is with many regrets and a feeling of deep sadness this "passing of dear old Bloomsdale," a place of so many happy memories and of good work done—it will now be simply a memory. The present management is of the third and fourth generation of Landreths, no one but Landreths being connected with the business. This is our one hundred and thirty-fifth year in the seed business. We trust to receive the continued patronage of our friends.

Bloomsdale Seed Farms,
FOUNDED 1784

D. Landreth Seed Company, Bristol, Pa.

To have your name in this List of Advertisers is the most direct way of becoming known to all the trade.

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American Association of Nurserymen. 90
American Bulb Co. 82-86
Anderson, J. F. 89
Anderson, S. A. 96
Aphine Mfg. Co. 111
Aschmann Bros. 86
Aschmann, Godfrey. 89
Ashley, Ernest 96
Audubon Nurs 90
Avenue Floral Co. 98
Baker Bros. 97
Baker, Wm. J. 107
Bard, Robt. 100
Barrows, Henry H. 89
Baumer, A. R. 98
Baur & Steinkamp. 88
Bayersdorfer & Co. 102
Bay State Nurs., The. 90
Beaven, E. A. 103
Beckers' Cons. 96
Beckets' Seed Store. 84
Begerow Floral Co. 98
Bemb Floral Co., L. 97
Benjamin, S. G. 86
Bennett, C. A. 89
Bertermann Bros., Co 98
Boddington Co., Inc. 80
Bolgiano & Son, J. 89
Bonnet & Blake. 105
Boston Floral Supply Co. 102
Bowe, M. A. 99
Braun, J. B. 86
Breitmeyer's Sons, J. 97
Brown, Peter 89
Brown Bag Filling Mach. Co., The 84
Bryan, Alonzo J. 88
Buchbinder Bros. 102
Buckbee, H. W. 100
Bunyard, A. T. 99
Burnett Bros 84
Burpee, W. A. & Co. 80
Butler & Ullman 99
Byer Bros 88
Caldwell Co., W. E. 112
Caldwell the Woodsman Co. 102
California Nursery Co. 90
Campbell Bros. 89
Caplan, Florist 96
Carbone, Florist 96
Carnation Support Co. 88
Champion & Co., John N 98
Chicago Feed & Fertilizer Co. 111
Chicago Flower Growers' Ass'n, The 106
Childs, John Lewis 80
Chinnick, W. J. 86
Christensen, Thos. P. 86
Clarke's Sons, D. 99
Clay & Son 88
Colonial Flower Shop. 96
Conard & Jones Co. 89
Coombs, Florist 97
Cowee, W. J. 102
Cowen's Sons, N. 111
Craig Co., Robt 86
Crouch, Mrs. J. W. 96
Crowl Fern Co. 103
Crump, F. F. 96
Cut Flower Exch. 105
Danker, Florist 96
Dards 99
Day Co., W. E. 100
DeBuck, John 89
Dickson, J. 84
Dillon, J. L. 88
Dolansky & McDonald 106
Donaghue, Alfred 99
Dorner & Sons Co 88
Dreer, H. A. 111
Drumm Seed & Floral Co. 97
Eagle Pipe Sup. Co. 112
Eble, Chas. 98
Edlefsen-Leidiger Co. 98
Edwards' Folding Box Co. 103
Emmans, G. M. 89
Eskesen, Frank N. 89
Fallon, Florist 99
Fehrlin, O. 86
Fenrich, Joseph S. 104
Fetters, Florist 97
Fexy, D. 105
Fletcher, F. W. & Co. 80-84
Foley Greenhouse Mfg. Co. 111
Ford, M. C. 104
Ford, Wm. P. 105
Fottler, Fiske, Rawson 84
Fowler, Mrs. L. P. 100
Friedman, Florist 96
Friedman, J. J. 111
Froment, H. E. 105
Frost, Chas. 82
Galvin, Thos. E. 99
Gasser Co., J. M. 96
Giblin & Co. 111
Girvin, Willis B. 86
Goldstein & Futrteman 105
Gove, The Florist 96
Graham & Son, A. 96
Grakelow, Florist 99
Grandy, The Florist 99
Gude Bros. Co. 100
Gunther Bros. 105
Habermehl's Sons 99
Hahn, Florist 96
Hanford, R. G. 88
Hardesty & Co. 96
Hart, George B. 103
Hatcher 96
Heacock Co., Jos. 89
Heiss Co 97
Henshaw Floral Co. 104
Hentz & Nash, Inc. 105
Herr, A. M. 89
Hess & Swoboda 99
Hession 99
Hews Co., A. H. 110
Highland Pk. Gnhs. 97
Hill Co., E. G. 96
Hill Floral Co., E. G. 106
Hill Nurs. Co., D. 90
Hitchings & Co. 111
Hollywood Gardens. 100
Holm & Olsen 100
Horan, E. C. 105
Horn & Co., J. F. 96
Hotaling, The Florist. 96
Hunt & Co., Wm. M. 84
Irwin, R. J. 87
Jackson & Perkins 90
Jennings, E. B. 84
Johnston Bros. 99
Johnston & Co., T. J. 99
Joseph's Florist 100
Joy Floral Co. 98
Kasting, Wm. F. Co. 77
Keller, John A 98
Keller Pottery Co. 110
Keller Sons, J. B. 100
Kelway & Sons. 85
Kerr, The Florist. 97
Kervan Co., The 102
Kessler, Wm. 105
Knoble Bros. 96
Komada Bros. 107
Kooyman Co., Inc.C. 84
Kottmiller, Florist 99
Kroeschell Bros. Co. 111
Kromhout, A. 90
Kuebler, Wm. H. 105
Lager & Hurrell. 88
Landreth Seed Co., D. 78
Lang Floral & Nurs. Co. 97
Lange, A. 96
Lange, H. F. A. 100
Langjahr, A. H. 105
Leahy's 97
Leonard Seed Co. 84
Littlefield & Wyman. 90
Lockland Lumber Co. 112
London Flower Shop. 99
Lord & Burnham Co 112
Lovett, Lester C. 90
Lovett, Inc., J. T. 90
Ludwig Floral Co., E. C. 99
Mackie, W. 105
Macnair, Florist 99
Mader, Paul. 88
Malandre Bros. 99
Market Florists' Association 88
Marshall & Co., W. E. 84
McCallum Co. 102
McCarron, Miss. 98
McClunie, Geo. G. 97
McConnell, Alex 99
McHutchison & Co. 80-82-84
McManus, James. 105
Meehan, C. E. 107
Metarie Ridge Nursery Co., Ltd. 98
Metropolitan Material Co. 111-112
Meyer, Adolph. 99
Michell Co., Henry F. 88
Michigan Cut Flower Exchange. 103
Michler Bros. Co. 98
Miller, A. L. 86
Mills, the Florist. 98
Mountain View Floral Co. 90
Mullanphy, Florist. 100
Munk Floral Co. 97
Murray, Samuel. 98
Murray, Florist 98
National Florists' Board of Trade. 82
Neidinger Co., J. G. 102
New England Florist Supply Co., Inc. 106
Nicotine Mfg. Co. 111
Niessen Co., Leo 107
Noe, L. M. 105
Outpost Farm. 88
Ouwerkerk, P. 90
Palmer, F. E. 96
Palmer & Son, W. J. 96
Papworth, Harry. 98
Park Floral Co., The. 97
Park Floral Co. 100
Parshelsky Bros, Inc. 112
Peacock Dahlia Farms. 86
Peirce, E. Allen 110
Penn, The Florist 96
Pennock Co., S. S. 107
Peters & Reed Pottery Co. 110
Pfaff & Kendall 111
Philadelphia Wholesale Flor. Exch. 107
Philips Bros 98
Pierce Co., F. O. 111
Pierson, Inc., A. N. 77
Pierson Co., F. R. 77
Pikes Peak Floral Co. 97
Pillsbury, I. L. 97
Pittsburgh Cut Flower Co. 103
Polykranas, G. J. 105
Potter Floral Co. 97
Pulverized Manure Co., The 111
Purdie & Co., D. S. 98
Quadland's Sons, C. 89
Ramsburg, G. S. 86
Randall's Flower Shop 100
Randolph & McClements. 99
Rawlings, Elmer 89
Reck, John & Son 96
Reed & Keller 103
Reinberg, Peter 106
Rice Co., M. 103
Riedel & Meyer, Inc. 105
Ritchy, F. W. 89
Robinson Co., H. M. 105
Robinson & Co., Inc., H. M. 103
Rock Flower Co., W. 98
Rodgers Floral Co. 96
Roehrs Co., Julius. 88
Rosemont Gardens 98
Rosary Flower Shop. 96
Royal Glass Works 111
Rumbley Co., The 102
Rupp, John F. 82
Russin & Hanfling. 103
Salter Bros 100
Sauter, A. 105
Sceery, Ed. 99
Schling, Inc., Max., Seeds 80
Schling, Inc., Max, Flowers 99
Schmidt, J. C. 86
Scholtz, the Florist, Inc. 96
Schramm Bros 100
Schulz Co., Jacob 98
Schwacke & Co., C. 82
Scollay, John A 111
Scottswood Gnhs. 100
Scott, Florist 96
Serphos, Norman. 85
Sheridan, Walter F. 105
Siebrecht, Geo. C. 105
Skidelsky & Co., S. 82-84
Skinner Irrigation Co. 111
Smith & Fetters Co. 96
Smith, Henry 97
Smith, P. J. 104
Smith Co., W. & T. 90
Smith, the Florist 97
Smith & Hemenway Co., Inc. 112
Snyder Co., B. A. 106
Solomon & Son, L. 111
Spear & McManus. 97
Steele's Pansy Gardens 84
Storrs & Harrison Co. 89
Stumpp, Geo. E. M. 99
Stumpp & Walter Co. 85-89
Syracuse Pottery Co. 110
Taepke Co., G. H. 97
Thompson & Co., C. B. 98
Thorburn & Co., J. M. 82
Tomlinson Key Floral Co. 98
Traendley & Schenck. 105
United Cut Flower Co., Inc. 104
Van der Schoot, R. A. 84
Vick's Sons, James. 80
Vincent, Jr., & Sons. 77
Virgin, U. J. 98
Walker Co., The F. 98
Watkins & Simpson. 85
Wax Bros 96
Weber, F. H. 100
Weeks Nursery Co., Inc., C. H. 89
Weir, Inc., James. 96
Welch Bros. Co. 106
Welch, The Florist. 97
Westman & Getz. 96
Whilldin Pottery Co. 110
Wilk, John 84-85
Wilson, H. E. 100
Wilson, R. G. 96
Winterson's Seed Store 106
Wolfinger, Florist. 98
Wood Bros. 88
Woodruff & Sons, S. D. 84
Young & Co., A. L. 105
Young & Co., John. 105
Young & Nugent. 99
Young & Sons Co. 100
Zech & Mann. 106
Zvolanek, Ant. C. 82

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Adiantum. 77-87-89
Alyssum. 87
Ampelopsis. 90
Antirrhinum. 80-84
Ardisia. 86
Aristolochia. 90
Asparagus. 77-84-86-87-89
Azaleas. 90
Begonias. 77-87-89
Bellis. 84-87
Berberis. 89-90
Bleeding Heart. 90
Bouvardias. 87
Boxwood. 90
Bulbs. 77-82-84-86-87
Calceolaria. 84-87
Calendula. 84-87
Callas. 80-82-84
Cannas. 89
Carnations. 86-88
Chrysanthemums. 77-87-88
Cibotium. 89
Cinerarias. 82-84-87
Clematis. 90
Cocos. 77-89
Coleus. 86
Conifers. 90
Cut Flowers. 104-05-06
Cyclamen. 77-80-82-84-85-87-88
Cyrtomium. 77
Daffodils. 84
Dahlias. 86
Daisies. 82-87-89
Decorative Plants. 86
Delphinium. 84
Dianthus. 84
Dracaena. 87-88-89
Euonymus. 86
Euphorbia. 77-87
Evergreens. 90
Ferns. 77-86-87-88-89
Farm Seeds. 85-88
Feverfew. 87
Forgetmenots. 87
Freesia. 77-80-82-84-86-87
Fruit Trees. 90
Gardenia. 77
Genista. 77
Geraniums. 77-86-87-89
Gypsophila. 84-87
Hemlocks. 88
Hollyhocks. 84
Honeysuckle. 86-90
Hydrangeas. 77-90
Iris. 80
Jerusalem Cherries. 77-87-89
Ivy. 77-86-87
Japanese Maples. 90
Japonica. 90
Kentias. 77-80-89
Ligustrum. 90
Lilac. 90
Lilies. 77-80-82-86-87-90
Lily of the Valley. 80
Magnolias. 90
Mignonette. 80-84-87
Myrtle. 87
Nursery Stock. 89-90
Onion Sets. 84
Orchids. 88
Palms. 88-89
Pansies. 80-82-84-86-87-89
Pelargoniums. 87
Peonies. 80-90
Perennials. 84-90
Phlox. 90
Poinsettias. 77-87
Primulas. 77-80-82-87-88
Primroses. 82-87
Privet. 89-90
Rhododendrons. 90
Roses. 77-87-88-89-90
Seeds. 77-78-80-82-84-85-86-87-89
Shrub. 89-90
Snapdragon. 77-84-86-87
Smilax. 87-89
Solanum. 89
Spiræa. 90
Stevia. 87
Stocks. 85-87
Swainsona. 77
Sweet Peas. 80-82-84-87
Sweet William. 82-84-87
Trees. 90
Tsuga. 90
Vegetable Plants. 86
Vegetable Seeds. 80-84-85-89
Vincas. 86-87
Violets. 86-87-89
Wistaria. 90

Editorial Contents

Bermuda Bulbs are Coming 85
Brick Chimney Required, Size of (Illus.) 102
Business difficulties 101
Can Any Grower Beat this Record? (Illus.) 102
Catalogs Received 85
Easter Lily Bulbs. Suggestions for Home Production of 94
English Horticultural Editor Dies. 101
Exhibitions and Meetings, Coming. 83
Fuel for Next Winter 92
Heating Queries 102
Labor Saving Devices (Illus.) 94
Let Flowers Dominate 92
Meetings and Exhibitions, Coming 83
Middle West 101
Middle Atlantic States 95
New England States 95
Nursery Dept. (Illus.) 91
Obituary:
Dean, James (Portrait); Evans, Wm. H.; McFarland, E. B.; Smith, Mrs. Magdalena; von Oven, Mrs. Emma 93
Pacific Coast 95
Quarantines and Restricted Shipments. 92
Retail Dept.
Keep the Store Up-to-date in War Times; Biggest Cash Register Ever; Increasing the Summer Sales of Plants; Dards W. S. S. Window Display 97-100
Rose and Carnation Benches 83
Seed Trade, The 85
Society of American Florists
Convention Program and National Publicity Campaign 81
Southern States 88
Trade Notes:
Buffalo 95
Chicago 107
Cincinnati 101
Fort Wayne 101
Hartford 95
Houston 88
Lancaster 95
Louisville 89
Minneapolis 101
Newport 95
Paterson 95
Pittsburgh 95
Portland 95
Providence 95
Rochester 95
San Francisco 95
Spokane 95
Vegetable Crops Under Glass and in the Open 87
Wants to Know About that 40 Tons. 103
Week's Work, The
English Wallflower; Decorative Stock; Extra Early Indoor Peas; Primula obconica; Primula malacoides; Winter Flowering Stocks; Pansies 83
Why Subscribe, if You won't Read it? 92

MISCELLANEOUS

Aphine. 87-111
Aphis Punk. 87-111
Bamboo. 84
Baskets. 102-03
Boilers. 111
Boxes. 103
Boxwood. 103
Crepe Paper. 102
Cycas Leaves. 102-03
Cypress. 111-12
Dagger Ferns. 102-03
Directory of Reliable Retail Houses. 96-97-98-99-100
Evergreens. 102-03
Ferns, Fancy. 103
Fertilizers. 88-111
Fittings. 111-12
Florists' Accounts Insured. 82
Florists' Supplies. 102-03
Fungine. 111
Galax Leaves. 103
Glass. 89-111-12
Glass Cutters. 112
Glazing Points. 111
Greenhouse Construction. 111
Greenhouse Material. 111-112
Ground Pine. 103
Heating. 111
Hose. 111
Huckleberry Foliaged 102-103
Insecticides. 111
Irrigation. 111
Laurel. 103
Laurel Festooning. 102
Lumber. 112
Magnolia Leaves. 102
Manure. 111
Mastica. 111
Mats. 102
Metallic Designs. 102
Moss. 102-03
Nico-Fume. 87
Nikoteen. 87-111
Oak Leaves. 102
Paper Pots 110
Pecky Cypress. 111-12
Pipe. 89-111-12
Pipe Fittings. 112
Plant Food. 88
Posts. 112
Pots. 110
Putty. 111
Putty Bulbs. 111
Putty Machines. 111
Refrigerators. 102
Roping. 102
Sash. 112
Seed Packets. 84
Smilax. 103
Sphagnum Moss. 103
Stakes. 84-88
Supports. 88
Tanks. 112
Tobacco Products. 111
Toothpicks. 102
Tubes. 111-12
Vermine. 111
Wants. 108-09-10
Wax Flowers. 102
Wheat Sheaves. 102-03
Wholesale Florists. 104-105-06-07
Wire Designs. 102-03
Wreaths. 102-03

Boddington's Winter-Flowering Spencers

Winter-Flowering Spencer Sweet Peas

Now Ready for Delivery

TO BLOOM FOR THANKSGIVING AND UNTIL MARCH, sow the seed in August in sand using 2 seeds in a 2-inch pot. After growth is advanced a few inches transplant to permanent positions about three inches apart.

All strains of Winter-flowering Sweet Peas contain "rogues" both as to color and the Winter flowering characteristic. The Australian varieties are almost perfectly "fixed" in both respects and are better than the American sorts. Any late bloomers can be readily distinguished as they commence to branch an inch or two above the surface of the soil, whereas the Winter-flowering plants produce a straight vine and more pointed foliage, making no lateral growth until 15 to 18 inches above the surface of the soil. The late bloomers should be eliminated as soon as they can be distinguished.

Australian Winter-Flowering Spencer Sweet Peas

BLUE FLAKES. Deep blue, pencilled over a delicate gray white ground; the best blue to date.
CÆRULEA. Delicate sky blue, sometimes a little lighter.
CONCORD BLUSH SHADES. The colors range from white blush and creamy pink to deep pink.
CONCORD CHARM. Delicate shades of white and blue; white wings and very light heliotrope standard.
CONCORD CHRISTMAS PINK SHADES. A Spencer strain of Christmas Pink coloring; as there is some variation in these they are offered as shades.
CONCORD COUNTESS. Most attractive tint of pink, the ideal flower color.
CONCORD COUNTESS IMPROVED. A larger and finer strain of Concord Countess, blush pink on white, ground, deepening at the edge of the standard. Pkt. (25 seeds), 40c., 5 pkt. $1.75.
CONCORD CHIEF. Intense, rich deep maroon, massive Spencer form.
CONCORD DAYBREAK. Cream with standard heavily edge buff pink.
CONCORD EMPEROR. A rich glowing crimson, large blooms of excellent substance and very free flowering.
CONCORD EXQUISITE. Pale pink on rich cream ground, three on a stem. Pkt. (25 seeds) 40c., 5 pkts. $1.75.
CONCORD PURPLE. Mauve purple, changing as the flower ages to purple blue.
CONCORD RADIANCE. A very striking shade of rosy magenta.
RUBY. A glowing light crimson-scarlet color.
SALMONEA. A rich, rosy salmon variety of great merit.
YARRAWA. Bright rose pink, with light wings, ¼ oz., (about 100 seeds) 35c., 1 oz., $1.00, lb., $12.00.

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c., each, 5 pkt., $1.75.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.20	.75	2.50	8.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.75	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose-pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.20	.75	2.50	10.00

	¼ oz.	Oz.	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush	.15	.50	1.75	5.00
Red Orchid. Bright cherry red	.20	.75	2.50	10.00
Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
Fordhook Rose	.20	.75	2.50	10.00
Rose Queen. A variety of sterling merit and one of the most popular ½ oz. 75c		1.00	3.00	12.00
LAVENDER AND BLUE				
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.50	1.50	4.50	15.00
Lavender Orchid	.15	.50	1.75	5.00

Mixed Winter-Flowering Spencers

Containing many of the best and most expensive sorts in a wide range of color

¼ oz. 20c., oz. 65c.; ¼ lb $2.00, lb. $7.50

CYCLAMEN SEED

Boddington's Gigantic

	Tr. pkt. 20 seeds	100	1000
Cherry Red		$1.10	$9.00
Crimson		$1.10	9.00
Crimson and White		1.10	9.00
Lilac		1.10	9.00
Pink		1.10	9.00
Rose		1.10	9.00
Snowflake		1.10	9.00
White		1.10	9.00
Bush Hill Pioneer (Feathered Mixed)	$0.50	2.50	20.00
Peach Blossom		1.10	9.00
Phoenix Cherry Red		1.10	9.00
Purple King. The largest and best crimson		1.10	9.00
Princess May. Pink, crimson at base of petals		1.10	9.00
Salmon King		$1.10	$9.00
Salmon Queen		1.10	9.00
Vulcan. Very large, rich crimson		2.00	19.00
Mrs. Buxton. Frilled Salmon	$0.50	2.50	20.00
Eileen Low. Pink crested	$0.50	2.50	20.00
Mixed. All colors and varieties		1.10	7.50

FREESIAS PURITY (TRUE)

	100	1000
½-inch	$0.90	$7.50
⅝ to ¾-inch	1.40	14.00
¾ to ⅞-inch, top roots	2.50	24.00

LILIUM GIGANTEUM (SOUND BULBS)

7-9-inch, 300 to case, $8.00 per 100, $20.00 per case.

9-10-inch, 200 to case, $14.00 per 100, $25.00 per case.

MIGNONETTE (FORCING)

Majesty. The finest of all the fancy varieties of Mignonette for Winter forcing; an improvement on Allen's Defiance. Seed saved from select spikes under glass. ½ trade pkt., 60c., trade pkt., $1.00, oz. $7.50.

PRIMULA Obconica Gigantea

Alba (Pure White), **Kermesina** (crimson), **Lilac, Rosea, Mixed,** pkt. 50c., 3 pkts., $1.25.

Chinensis and other types of Primula, ask for our complete Florists' catalog.

PANSY

Our **Challenge Mixture** contains finest Giant Strains, of self colors, margined, blotched, striped, carefully mixed in proportion. Pkt., 50c., ¼ oz., $1.50; ½ oz oz., $2.75; oz., $5.00.

	Pkt.	¼ oz.	½ oz.
English Exhibit. Mixed	$0.50	$3.50	
Masterpiece	.25	2.00	3.50
Orchidaeflora (Orchid Type)	.25	1.50	2.50
Sim's Gold Medal Mixed	.75	5.00	9.00
Trimardeau	.25	1.00	1.75
Separate Colors (All shades)	.25	1.00	1.75

Other Florists' Flower Seed Specialties, Insecticides and Implements—Ask for Complete Catalogue

Arthur T. Boddington Co., Inc., *Seedsmen* 128 Chambers Street NEW YORK CITY

When ordering, please mention The Exchange

New Antirrhinum Seed

NOW is the time to sow for Winter Flowers

Nelrose, Phelps' White, Enchantress, Bronze Beauty, all 50c. per trade packet, 6 packets for $2.50. **From the Originators.**

F. W. Fletcher & Co., Inc., Auburndale, Mass.

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NEW CROP **KENTIA SEEDS** JUST ARRIVED

BELMOREANA and FORSTERIANA

Write for prices, stating quantity required

McHUTCHISON & CO., 95 Chambers St., New York

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Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

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XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

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Seed Merchants and Growers

22 West 59th Street, New York City

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James Vick's Sons

Growers of Flower and Vegetable Seeds

Get the benefit of our 69 years' experience

All seasonable varieties

Our stocks are very complete

Rochester, N.Y. The Flower City

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LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

Society of American Florists and Ornamental Horticulturists

Information Supplied by John Young, Secretary, 1170 Broadway, New York City

The S. A. F. Convention Program

he official program for the forthcoming convention e held in St. Louis, Mo., Aug. 20, 21 and 22 has n sent out to members of the society. The program, n a business point of view, is more than usually active, as will be seen by the following:

FIRST DAY—TUESDAY, AUG. 20

OPENING SESSION

p.m.—Opening exercises in Convention Hall.
Convention called to order by August H. Hummert, vice-president St. Louis Florists' Club.
Address of welcome by L. Jules Bourdet, vice-president S. A. F. and O. H.
Address of welcome by Hon. Henry Kiel, mayor of St. Louis.
Response by J. Fred Ammann.
President C. H. Totty's address.
Reading minutes of executive board.
Report of the secretary.
Report of the treasurer.
Report of the Washington representative.
Reports of State vice-presidents.
Reports of standing committees.
Reports of special committees.
Discussion of amendments to be voted on at evening session.
Miscellaneous business.
Judging of trade exhibits.
Consideration of place and meeting for 1920.

EVENING SESSION

p.m.—President's reception. The reception will be held in the Jefferson Hotel. President Totty wishes it to be distinctly understood that the reception will be informal and that the most comfortable clothing will be the most appropriate for wear.

Amendments to Constitution and By-Laws to be voted upon:

To amend the portion of Article XI, Section 2 (b), Elections and Appointments, reading:

Clubs, societies or kindred organizations of professional florists, gardeners and horticulturists, having paid-up membership of 100 or more members in the S. A. F. and O. H. shall be entitled to one representative on the board of directors. Such representative shall be the president of such organization and must be a member of this society. Any elective officer or appointed director shall not be eligible as a representative of such organization. When the president of any such organization is already a director, the vice-president shall be eligible for the office.

by inserting after the sentence "Such representative shall be the president of such organization and must be a member of this Society," the following sentence:

Should the president of any such organization be or become unable to serve as its representative, through sickness, or for any other reason which is acceptable to the president of the society, then the vice-president shall act in his place and stead during the period of such inability.

and at the end of paragraph (b) of the same section, adding:

The chairmen of the publicity committee, the publicity finance committee, and the national flower show committee, respectively, shall act and serve as directors for and during their terms of office as the same appear upon the records of the society; but if any such chairman shall be already a director, then the committee of which he is chairman shall have no further or separate representation upon the board.

To amend Article VI—Plant Registration:

A registration book shall be kept by the secretary, in which shall be inscribed names and descriptions of new plants, as furnished by the owners thereof, under the rules of the society. Names so inscribed shall be recognized, officially, as the proper and permanent titles respectively of the varieties as registered, and this society shall do all in its power to prevent the subsequent application of any name thus registered to any other plant in the same special class, or the distribution of plants so recorded, under any title other than the one thus given it.

On receipt of application for registration, it shall be the duty of the secretary to give public notice thereof, and if, after the lapse of three weeks from date of said application, no protest shall have been filed with the secretary, due announcement of registration shall then be made; but when there exists a permanent committee or affiliating society especially devoted to the interests of any distinct class of plants or flowers, the secretary shall, on receipt of application for registration of a plant belonging in such class, refer such application to the duly constituted authorities of such committee or society, in lieu of public notice, and, upon the return of said application regularly approved by such authorities, shall make public announcement accordingly. Failure to return such application in a period of three weeks shall be construed as approval and announcement made accordingly.

Any protest under the above provisions shall be referred to a committee of three specially appointed by the president of the S. A. F. for this purpose. The committee shall act promptly, and their decision shall be accepted as final.

by striking out the first two paragraphs and substituting:

Any member originating or acquiring a plant which is believed to be new to commerce, or which embodies a varietal difference sufficient to make it distinctive and separate from any existing variety may register the same with the society both as to description and name, provided such plant is not covered by any society or organization devoted to the interests of its species, in which case any application for registration will be referred to such society or organization. The secretary shall, on receipt of an application for registration, and a description of the plant, with the name proposed for it, give public notice of such application in the trade papers; and if, after the lapse of three weeks from the date of such application no protest shall have been filed with the secretary, he shall issue a preliminary certificate of registration, confirmation of which, by final certificate, can only follow after such plant, or flowers from the same, has been exhibited at a meeting or exhibition held by any organized florist club or horticultural body, when the exhibit shall be judged by a special committee appointed by the president of the society, ten days' notice of such exhibition having previously been given to the secretary. Any plant for which registration is sought must show an improvement over existing varieties; a mere varietal difference is not to be considered sufficient to entitle the exhibitor to a final certificate.

The following recommendation of the board of directors is to be voted upon:

That an appropriation of $250 be made for the use of the committee on school gardens.

SECOND DAY—WEDNESDAY, AUG. 21

MORNING SESSION

10:00 a.m.—Nominations of officers for 1919.
Report of committee on president's address.
Report of committee on national credits and collections bureau. By R. C. Kerr, chairman. Discussion.
Address.—"National Credits and Collections." By F. S. Webb, Chicago, Ill. Discussion.

AFTERNOON SESSION

2:00 p.m.—Report of committee on publicity. By Henry Penn, chairman. Discussion.
Address.—"Publicity." By Major P. F. O'Keefe, Boston, Mass.

THIRD DAY THURSDAY, AUG. 22

MORNING SESSION

10:00 a.m.—Election of officers for 1919. Polls open from 10:00 a.m. to 11:00 a.m., or until all in line have voted. Voting will be done under the new system. There will be four voting places: "A" to "D" inclusive, "E" to "K" inclusive, "L" to "R" inclusive, "S" to "Z" inclusive. Please vote promptly.
Question box.
Deferred business.
Report of judges of trade exhibition.

AFTERNOON SESSION

2:00 p.m.—Address: "The Coal Conservation Order as it Applies to Florists." By United States Fuel Administration representative. Discussion.
4:00 p.m.—Report of Committee on Convention Garden, by Theodore Wirth, chairman.
Report of National Flower Show Committee, by George Asmus, chairman. Discussion.

Special Meetings

FIRST DAY—TUESDAY, AUG. 20

In Convention Hall, Moolah Temple

10:00 a.m.—Meeting of the Florists' Telegraph Delivery Association.

SECOND DAY—WEDNESDAY, AUG. 21

9:00 a.m.—Annual meeting of the Florists' Hail Association.
10:00 a.m.—Annual Meeting of the Ladies' Society of American Florists.

The Trade Exhibition

With prospects of a splendid attendance at the convention, the trade exhibition is now an object of much interest to those who are able to take advantage of it for the display of productions of a trade character. While it is yet early to report as to the extent of the exhibition, there is every indication that it will be quite large, and a credit to the Society. Many requests for plans have been received in the past week at the secretary's office, showing that growers and manufacturers are alive to the possibilities which the expected large gathering will present to exhibitors. The program covering the proceedings, which has just been mailed, in its makeup is such as to induce every florist within traveling distance to spare no effort to be present.

Space reservations have already been made for the following:

Henry A. Dreer, Inc., and S. S. Pennock Co., Philadelphia, Pa.; Chicago Carton Co., Chicago, Ill.; Joseph Heacock Co., Wyncote, Pa.; Burlington Willow Ware Shops, Burlington, Ia.; A. L. Randall Co., Chicago, Ill.; Wertheimer Bros., New York, N. Y.; W. A. Manda, Inc., South Orange, N. J.,; Kroeschell Bros. Co., and Poehlmann Bros. Co., Chicago, Ill.

National Publicity Campaign

The secretary is able to report a very satisfactory continuation of his trip in behalf of the national publicity campaign fund. In Milwaukee he, with Chairman George Asmus of the publicity finance committee, were guests of the Milwaukee Florists' Club, which held a special meeting in order that the objects of the campaign and its benefit to the trade might be properly explained, and the work of the promotion bureau demonstrated. Many subscriptions were forthcoming at this meeting, and a number of new members for the society obtained. Next day the secretary made a round of calls upon the florists of Milwaukee and vicinity and was most cordially received everywhere; the results of his visit are quite noticeable in the subscription report, and in addition to the subscriptions he has to report an influx to the membership roll of 21 annual and three life members. He feels under deep obligation to Messrs. Hunkel, Rutsch, Kennedy and Pollworth for courtesies extended and help given during his stay in Milwaukee.

In Minneapolis and St. Paul the secretary had a most hearty reception, and the support given him was generous and in volume somewhat unexpected. The florists of the twin cities held a special meeting, and gave a banquet at the Elk's Club. The meeting was largely attended and much enthusiasm over the work of the society was apparent; Hans Rosacker presided, and the proceedings were interesting indeed. The secretary explained the work of the S. A. F. and told of what was being accomplished in behalf of the trade. He, of course, dealt at length with the work of the publicity committees, and explained fully the details of the campaign in progress. The result of this visit was a subscription list amounting to about $500, 22 new annual members and two life members. The thanks of the secretary are due to all who rendered him assistance, and particularly to Hugh Will, Cal. Rice, Theodore Wirth, Hans Rosacker, R. A. Latham, Max Kaiser and Olaf Olson.

In Fargo, N. D., every florist subscribed to the fund or took out a membership in the society. In this city, as in others, the secretary's reception was most gratifying; he desires particularly to express thanks for the very great assistance given by John Shotwell and F. D. Swedley.

With the florists falling into line as they appear to do on the secretary's route, should those whose locations preclude the possibility of personal contact hesitate to send in their contributions—especially so, if they will only stop to think, they are florists who have much to gain from the publicity secured? One of the objects of the campaign is to promote inter-city business. It would be a surprise to some of those who are hesitating were they to know of the very large number of letters received by our promotion bureau from people in remote communities asking for information as to how orders for flowers could be filled at distant points. These letters have come from all parts of the country and from France, England, Cuba, the South American Republics and other countries. All were indicative of immediate business, and no doubt much business of a continuous nature. The writers of these letters received courteous replies and the fullest information possible.

The fund now is nearing the end of its fourth stage. The fifth stage is "the last ten thousand." How soon can we accomplish its completion? Those who have the spirit of the campaign thoroughly within them feel that completion should come speedily—and it will, if the no doubt well-intentioned non-subscriber will only exert himself to overcome his hesitancy, and turn in a subscription. It is not a "gamble"—it is money well expended, and the assurance goes with it that it will come back through increased business and consequent prosperity. Remember the parable of the talents. Don't let the little subscription which you assuredly are able to provide go unused; use it in this great cause, and be sure of a manifold return.

The following additional subscriptions are recorded:

	Annually for 4 years
Eli Cross, Grand Rapids, Mich.	$15.00
Hartnett Flower Shop, Grand Rapids, Mich.	10.00
W. C. Ehmann, Corfu, N. Y.	5.00
Michael Rocklin, Sioux City, Ia.	5.00
M. A. Patten, Tewksbury, Mass.	25.00
P. N. Hermes, Merriam Park, Minn. (1 year)	25.00
Holton & Hunkel Co., Milwaukee, Wis.	100.00
Gust Rusch & Co., Milwaukee, Wis.	50.00
Edlefsen-Leidiger Co., Milwaukee, Wis. (2d sub.)	15.00
Ida Baumgarten, Milwaukee, Wis. (2d sub.)	7.00

(Concluded on page 93)

Field of Freesia Purity, grown especially for the American Bulb Company in California

This field contains about 3,000,000 bulbs. In order to obtain the finest bulb development possible the flowers were never marketed

IMPROVED
Purity Freesia Bulbs

BULBS WELL CURED. TRUE TYPE. WELL UP TO SIZE

Prices quoted are F. O. B. Chicago. No charge for packing.

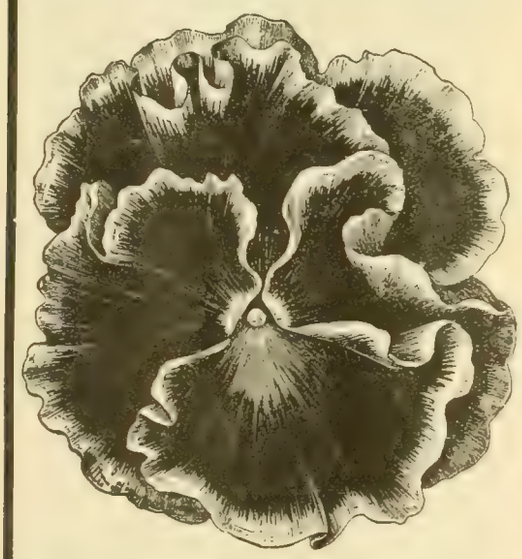
Ordinary planting size	$3.50 per 1000
3/8 to 1/2 inch and up	6.00 per 1000
1/2 to 5/8 inch and up	9.50 per 1000
5/8 to 3/4 inch and up	15.00 per 1000
Large Jumbo Bulbs	18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower.

Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory.

We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

American Bulb Company
172 N. Wabash Avenue **CHICAGO**
Phone, Randolph 3316



New Early-Flowering or Winter-Blooming

Giant Pansies

The first to flower in Spring.
Flowers good and large, with deep, rich colors.
Stems long and strong.
Excellent for Cut Flowers when wanted in separate colors.
A vigorous grower and a good bedder.

14. **WINTER SUN.** Golden yellow, with dark eye.
15. **ICE KING.** Silvery white, with dark blue eye.
16. **CELESTIAL QUEEN.** Light or sky blue.
17. **CHARM OF MARCH.** Dark velvety blue.
18. **MIXED.** The above four colors with other shades and variations.

500 Seeds 25c., 1000 Seeds 40c., 1/8 oz. $1.10, 1/4 oz. $2.00, 1 oz. $7.50

For list and price of other Kenilworth Pansy Seed, see my ad. of next week

Chas. Frost
Kenilworth, N. J.

When ordering, please mention The Exchange

FREESIAS
FISHER'S PURIT
California-Grown

1/2-in. to 5/8-in., Large
5/8-in. to 3/4-in., Mammoth
3/4-in. and up, Jumbo

CALLAS
Grown in California, sandy so not over forced, greenhouse bulbs

1 1/2-in. to 2-in., White
1000 per case

LILIUM
Giganteum and Multifloru

From Cold Storage New York and Chicago

Write for prices

McHutchison & C
95 Chambers St., New York

When ordering, please mention The Ex

Ready Now Pansy Seed

Here is a letter from a man **who knows**, that speaks for itself. "Please send us one (1) ounce of Pansy seed at once. Would like to have the same strain we had last year. We had the *best pansies we ever had.*" WALTER G. TAEPKE Detroit, Mich.

This is but one of a number of similar letters. Our **FLORISTS' PRIZE MIXTURE** of Pansy seed (home-grown) will be sure to give you entire satisfaction. You can't possibly improve on it, if you pay double the price. Per ounce, $6.00.

GIANT GREENHOUSE-GROWN MIGNONETTE. The kind you want if you want the best. $7.00 per ounce.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

Write us for prices on **C. S. Giganteum, 7-9, 300 to the case.** We have the stock.

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

FREESIA PURIT

Mammoth Size, also 5/8-in. and
FREESIA refracta alba, 5/8-in.
SWEET WILLIAM, single, mix fine strain.
CYCLAMEN seed. Finest Americ grown from finest strains.
Prices on application

J. M. THORBURN & C
53 BARCLAY STREET thro. to 54 PARK PLACE
NEW YORK CITY

When ordering, please mention The Ex

FROM COLD STORAGE
LILIUM GIGANTEUM
7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

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XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; 1/2 pkt. 50c.; 1000 seeds $1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., 1/2 25c.
CYCLAMEN. Gts., 250 seeds, $1.00; 1/2 pkt. 50c.
DAISY (Bellis). New, monstrous, mixed, great, 25c.
SWEET WILLIAM, Midnight. Darkest maroon grown; sure to attract attention, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; 1/2 pkt., 50c.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

WE issue a **Trade Cir List** and furnish pe **cial Reports.** Also we s the trade in other ways.
Write us for particulars

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

When ordering, please mention The Exchange

English Wallflower

Grow at Least a Few

Don't overlook the sowing out of some allflower seed. Wallflowers can be erwintered. With just a little protecn and by bringing the plants into a deg. house about the middle of Febary flowers can be had by the end of arch and a steady supply of them kept until Memorial Day. A well-grown allflower makes an ideal pot plant; as we don't appreciate them as such in s country, but in order to make money t of them all that is necessary is for retail grower to show them. There 't any good reason why by March and m then on almost every florist, no tter how small his establishment and w little coal he has to get along with, 't have a good supply of Wallflowers, nsies, Sweet Peas and Mignonette to t from. Grow these four and grow m well and you are bound to get good urns from your investment. Sow seed Wallflower outdoors now, transplant seedlings about 6in. apart; later on, the milddle of October, lift the plants d pot up into 5in. and place in a cold me where they should be watered gularly until severe weather sets in and ps their growth. Protect with sashes d bring the first batch indoors in Jary. I've found the dark red singles the st sellers and prefer this color over the llows or the double sort.

Decorative Stock

Palms, Dracænas and Rubbers

With an advanced price for palms and ner decorative plants we slowly begin appreciate them more and find it worth while to take better care of such ck. You can encourage the growth of st of these plants from now on until time is here again for firing. Small ms, Aspidistras and Dracænas are just well off if not better off out in a me; they all love heat, moisture and re or less shade in order to do well. nge the pots up to the rim in soil, de the frame and arrange it so as to vide openings along the sides of the mes so you can spray the plants with hose several times during the hot s. Ficus elastica or Rubber plant is of the plants coming right to the nt again. It will take the place of aller palms and the florist will do well pay more attention to their culture. rge specimens can be cut and mossed w and if the moss is kept moist at all es the tops will be rooted enough in- of four to five weeks to be potted This method beats leaf cuttings, t is if you have old plants on hand. bbers also will do nicely in a frame the next two months and for the ung stock a mild hotbed is still better. ve you any old Aspidistras on the e? The present is a good time to ide them and place the freshly potted ck with the Rubbers outdoors. Aspistras are among the most valuable of corative plants; they live and thrive en other plants such as palms and racænas will die. Now is a good time purchase small Dracæna terminalis, red leaf sort; also fragrans Sanderia, Massangeana and Imperialis. Any these will grow into money between w and next October. Why not get a supply and let them come along?

Extra Early Indoor Peas

There is certainly no lack of kinds hen it comes to Sweet Peas, whether r indoor or outdoor culture and it ould be almost impossible to name any he, two or three sorts as the best. The ost desirable are found among the early rchid forcing ones. When it comes to a od crop, that not only depends on ndling the plant properly but far more weather conditions. Most growers, their November and December flowers, depend on raised benches, while solid beds are best later on. All Peas, whether garden sorts or the Sweet Peas, delight and do best in a deep, cool soil and cool weather and that, to a large extent, holds good with the ones we force under glass. On a hot, dry bench you can no more grow Sweet Peas successfully than you could Violets, but you can get them to flower with fair-sized stems during Midwinter when the roots are confined and other growing conditions are right. With the retail grower, the one who handles a great number of different crops of which there are always some not doing as they should, a batch of Sweet Peas in 2½in. pots, ready for benching, is always a good thing to have on hand during the Fall months. While the good seed comes high, making use of two or three plants to a pot doesn't mean a great expenditure. Don't carry along a lot of pot-bound stunted stock; rather keep on sowing small batches and throw those not wanted away. You can plant these early flowering Peas around the purline support, along the end of houses or a part of a bench to replace as above stated some crop which failed to do well. All this is meant for the retail grower—it wouldn't pay the specialist. He doesn't need suggestions but will no doubt agree that success doesn't always depend on knowing how to grow extra early Peas regardless of weather conditions.

Primula obconica

The present is a good time to sow your main lot of Primula obconica; there should be a good demand for flowering stock of those Primulas around Easter, 1919, and seed sown now will give you plants at their best next March and April. Always bear in mind that this class of Primulas need quite some shade to protect them from the sun during the early Spring months, especially those with delicate colors. Primula obconica grandiflora hasn't as large flowers as the gigantea but is a more free bloomer. Don't get too many of the dark shades—the white, light lavender and rose colored ones are most useful. While the obconicas require more heat than the Chinese sorts a house of 50 deg. will do nicely for stock not intended to flower during Midwinter.

Primula malacoides

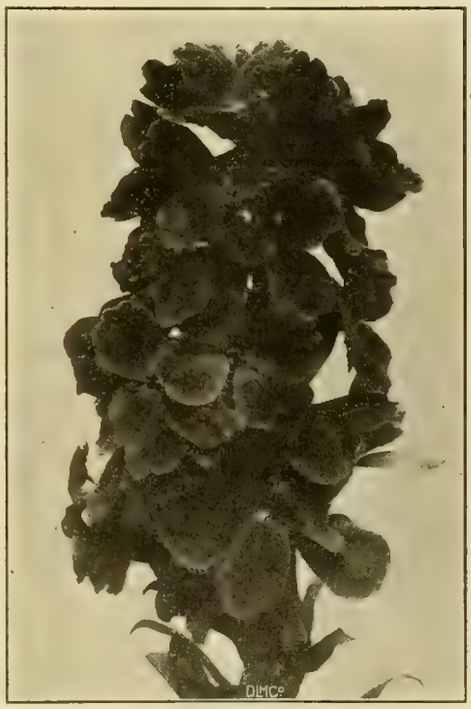
This greatly improved Baby Primrose is one of the most useful florist variety of all the many beautiful Primulas we have. It comes in lilac and white and every retail florist has good use for the cut flowers all through the Winter months. Sow now and another lot in a month from now. If you want the plants or a part of your supply just for cut flower purposes you will find it a good way to bench some of them in a cool house. It is time enough to do this after the first lot of Chrysanthemums have left the house. Planted out on a sunny bench the plant will flower more freely, have larger flowers and produce longer stems than those in pots. For all that, grow on a fair number to be sold as pot plants, for when well done they make most desirable subjects and will help to overcome the shortage of other stock which we are bound to notice.

Winter Flowering Stocks

With the uncertainty of bulb stock it is well for all of us to prepare a little more than usual in the way of other stock to take their place, and plants requiring a cool house are more in favor over those requiring warm quarters in which to do well. Why not sow out a liberal package of stocks, one each of white and flesh pink? Pot up the seedlings as soon as large enough to handle and carry along in a cool place either indoors or outdoors. If you haven't room for them by the end of September or October there isn't much harm done if you do throw them away. On the other hand if bench space can be had they will pay you to handle as well as anything else.

Pansies

Another cold house crop for next Winter are the Pansies. With the early Sweet Peas under glass weather conditions have a lot to do with the success you have with Pansies. During a comparatively cool Summer and Fall the plant will be by far superior to those grown on during a hot spell. Sow now the best seed money can buy and don't waste it; transplant later on about 4in. apart into a frame and protect so that you may be able at any time during the Winter months to take up a lot of plants without having to chop through a foot of ice. Pansies make an ideal "fill-in crop" in this way, and wherever you have large well marked flowers on long stems to offer you have no trouble in disposing of them.



Wallflower—Single dark red

Rose and Carnation Benches; Snapdragon; Freesia Bulbs

(1) What is the best material to use for drainage in Rose and Carnation benches? Are coal cinders all right to use? (2) What temperature is best for Snapdragons? (3) Will Freesia bulbs that I used last Winter be all right for forcing under glass this year?—J. W. B., N. C.

—(1) Rose and Carnation benches are usually about 5in. deep, and drainage is provided by leaving spaces between the bottom boards. When these interstices are so wide that the soil when placed in the benches may drop through, they may be covered by coarse coal cinders in sufficient quantity to retain the soil. The soil sometimes, when it is dry and is first put in the benches, needs these coal cinders over the interstices, but after it is wet down, and especially after it is filled with plant roots, there is no danger of its dropping through.

(2) Snapdragons require a temperature of 45 deg. to 50 deg. at night, and 55 deg. to 65 deg. in the daytime.

(3) The largest of the sound Freesia bulbs, if the plants were allowed last year to dry off gradually in the bench, after they ceased to bloom, will do to force again this season. Unless the bulbs are of blooming size and in good condition, it will be better to buy new ones.—J. H. S.

Useful Bulletin on Bordeaux Mixture

"Commercial Bordeaux Mixtures; How to Calculate Their Values." Farmers' Bulletin 994, obtainable from the Division of Publications, U. S. Dept. of Agri., Wash., D. C.

Is this You, Brother?

The ideal trade association member has not yet been described, but the course of action to follow in order to take the life out of your association has been. It is as follows:

1. Don't come to the meetings.
2. But if you do come, come late.
3. If the weather doesn't suit you, don't think of coming.
4. If you do attend a meeting, find fault with the work of the officers and other members.
5. Never accept an office, as it is easier to criticize than to do things.
6. Nevertheless, get sore if you are not appointed on a committee, but if you are, do not attend the committee meetings.
7. If asked by the chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting tell everyone how things ought to be done.
8. Do nothing more than is absolutely necessary, but when other members roll up their sleeves and willingly, unselfishly use their ability to help matters along, howl that the association is run by a clique.
9. Hold back your dues as long as possible, or don't pay at all.
10. Don't bother about getting new members. "Let George do it!"

Coming Meetings and Exhibitions

Buffalo, N. Y.—American Gladiolus Society; annual show and convention, Aug. 14, 15, 16 and 17. Madison Cooper, Calcium, N. Y., Sec'y.

Columbus, O.—Ohio State Fair, Aug. 26 to 30.

Denison, Texas.—Southwestern Nurserymen's Ass'n meeting, Sept. 17. H. C. Tackett, Fort Worth, Texas, Sec'y.

Hartford, Conn.—American Ass'n of Park Supts., annual convention, Sept., 1918. Roland Cotterill, Park Dept., Seattle, Wash., Sec'y.

New York City.—American Institute and Amer. Dahlia Soc., exhibition of Dahlias, Sept. 24 to 26; Amer. Inst. and Amer. Chrysanthemum Soc., 'Mums, Nov. 6 to 8. W. A. Eagleson, Sec'y, 324 W. 23d st.

Ottowa, Can.—Canadian Hort. Ass'n, annual convention, Aug. 13, 14, 15 and 16. Sec'y-treas., H. J. Eddy, 4425 Sherbrooke st., Westmount, P. Q., Can.

St. Louis, Mo.—S. A. F. and O. H. Convention, Aug. 20, 21 and 22. John Young, 1170 Broadway, N. Y. City, Sec'y.

St. Louis, Mo.—Florists' Hail Ass'n of America, annual meeting, Aug. 21. J. G. Esler, Saddle River, N. J., Sec'y.

Syracuse, N. Y.—New York Federation of Hort. Societies and Floral Club, annual meeting, Sept. 11. Sec'y Prof. E. A. White, Cornell University, Ithaca, N. Y.

HIGHEST GRADE SEEDS — FOTTLER FISKE RAWSON CO. — BOSTON

SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.

The Seed Store — 12 and 13 Faneuil Hall Square, BOSTON, MASS.

When ordering, please mention The Exchange

Sixty-Five Dollars

for a basket of Mastodon Pansies, "sold under the hammer," is a story of interest to you. Write for it.

Write now. 1918 seed prices ready. Latest novelties. Write us now.

1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

When ordering, please mention The Exchange

Seed Packets for 1919

Should Be Ordered At Once

We make: All Packets Sizes
Larger bags for Counter and Package Trade, up to 2-lb. or more
Catalogue Envelopes Return Envelopes Coin Envelopes

The Brown Bag Filling Machine Co.
FITCHBURG, MASS.

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

To Growers and The Trade

SPECIAL OFFER OF NEW AND RARE

DAFFODIL KING ALFRED

First Size Bulbs, True to Name
35/- per 100, £15 per 1000. Package free
These are money makers

J. DICKSON, GROWER OF RARE BULBS
30 Carlisle Street Belfast, Ireland

N. B.—Money Order value of English Pound is $4.87. Value of Cheques and Postal notes is 20c. per shilling (20 shillings to English Pound).

When ordering, please mention The Exchange

NEW ANTIRRHINUM SEED

NOW is the time to sow for Winter Flowers
Nelrose, Phelps' White, Enchantress, Bronze Beauty, all 50c. per trade packet, 6 packets for $2.50. **From the Originators.**

NELROSE SEEDLINGS

from flats. Last year we had 10,000. Sold 'em in two weeks. Haven't as many this year, so get your order in. From originator's selected seed and warranted free from rust. $1.00 per 100, postpaid. Cash, please.

F. W. FLETCHER & CO., Inc.
AUBURNDALE :: MASSACHUSETTS

When ordering, please mention The Exchange

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 100, $40.00 per 1000; 1¼-in. to 1½-in., $5.50 per 100, $50.00 per 1000; 1½-in. to 1¾-in., $8.25 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.00 per 100, $110.00 per 1000; 2-in. to 2½-in., $13.50 per 100, $130.00 per 1000. **Ready in August.**

Complete list of Florists' Choice Seeds. A postal card will bring our catalogue.

S. S. SKIDELSKY & CO.
1004 Lincoln Bldg. Philadelphia, Pa.

When ordering, please mention The Exchange

Pansies-Pansies

Wilk's Triumph of the Giants

My own special selected strain. Tr. pkt. 50c., ⅛ oz. $2.00, ¼ oz. $3.50, 1 oz. $12.50

JOHN WILK
155 West 33d Street NEW YORK

When ordering, please mention The Exchange

"It's a Great Help,"
Say Our Subscribers
Our Stock and Material Index
Page 79

HUNT'S Perfection Pansy

NEW CROP—JUST ARRIVED

A mixture of Giants saved from one of the choicest collections

Trade packet.....$0.50
¼ ounce..... 1.50
1 ounce..... 5.00

MIGNONETTE

New York Giant. Greenhouse-saved seed

Trade packet.....$0.50
⅛ ounce..... 1.50
¼ ounce..... 2.00
1 ounce..... 7.00

WM. M. HUNT & CO.
37 Warren Street, New York City

TO SEEDSMEN ONLY

R. A. van der Schoot, HILLEGOM HOLLAND

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

All inquiries for quotations, etc., may be addressed to the undersigned, who is the American representative of the house

No Retail Trade Solicited Strictly Wholesale

A. M. van der Schoot, *10 Bridge Street New York*

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Pri*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAG

ONION SETS GROWERS FOR THE TRAD

BAMBOO Cane Stakes

		Per bale	Per bale
Natural,	6 ft...	2000....	$21.00
,,	6-9 ft...	600....	7.00
,,	9-12 ft...	400....	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.

PANSY SEED

Giant Superb Pansy Seed and Finest Mixture
Pkt., 5000 seeds, $1.00; ½ pkt., 50c.; oz., $5.00
Cash with order

E. B. JENNINGS
P. O. Box 25 **GREEN'S FARMS, CONN.**

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchange

PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved fr named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pink mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest doul Oz. $1.00.
SWEET WILLIAM. Single, mixed, select stra Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YOR

Burnett Bros

SEEDSMEN

Catalogue on application

98 Chambers Street, NEW YORK CI

BOOK of WATER GARDENING PRI $2.

A. T. De La Mare Company, Inc., 438 to 448 West 37th St., New Yo

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

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Bermuda Bulbs are Coming

See report on editorial page concerning r Trade Board's resolution permitting importation of Bermuda Lily bulbs s season.

From Inside the Seed Bin

Japanese Bulbs

Some growers at the present time are ll laboring under the impression that ey will be able to get their new crop y bulbs as usual this year. They either not read their weekly trade paper or ey badly need to subscribe for one at ce.

The Japanese Lily bulb situation has eady been clearly set forth in your lumns, and it is fairly correct to as- me that we shall not receive any this ar, the government embargo at present force making their importation an im- ssibility.

However, I know many florists and owers who have ordered, subject to rival, "new crop" bulbs, and many seed uses are daily receiving orders and nu- erous inquiries for these bulbs.

A few advance bulb lists are out, from rge importers, and no mention what- ever is made therein of new crop bulbs. his may be taken as evidence of the uth of the above assertion. Another rroborating point is the fact that no dvertisements have as yet appeared in ur Ad columns (usually at this time me advance announcements would have en seen), nor have any crop reports en published up to the present. I have t seen any.

It would therefore be a wise plan for ose who require Lily bulbs for Winter rcing to secure cold storage bulbs of ch varieties as are available, to be ipped at a pre-arranged time, so as to ve the crop ready to cut during the sired period.

alifornia Sweet Peas

A report has just reached me from the est stating that aphis have been play- g havoc with the Sweet Peas in one strict. One grower states that the mage to his crop of grandiflora types ill mean a loss of 40 per cent. of that timated, while his Spencer Varieties ve been, to use his own expression, leaned out." I don't know whether the ndition is general. NEMO.

New York Seed Trade

Business in the New York seed stores the present time is very dull indeed. me of the stores on this account have scharged a number of their employees, pecially those who were taken on during e busy season. There are in fact in ost of the stores re-organizations and anges, all tending to a more economical anagement of the business. The ques- on, now becoming stale, which is still ost frequently asked is: "Are we going receive Dutch and French bulbs?" view of the fact that these can be rought into flower at a low temperature, eir receipt this year, when florists are have only a 50 per cent. coal supply, more important to them than usual. lost of the handlers of California grown reesias are now in receipt of their bulbs nd report them as meeting with a good mand.

Chicago Seed Trade

The first Paperwhite Narcissus bulbs f the season have appeared on the mar- et. They are American grown and of pparently fine quality.

Vaughan's Seed Store has issued its nnual price list of seeds for Summer owing, which includes price of American grown Narcissi, California grown Free- sias, Callas and cold storage giganteum, speciosum and auratum Lilies.

Winterson's Seed Store has on display American grown Paperwhite Narcissi, and report their retail trade holding on well in insecticides and seeds for Summer planting.

The Alfred J. Brown Seed Co., Grand Rapids, Mich., has increased its capital stock from $200,000 to $700,000, accord- ing to amendments to its articles of as- sociation filed July 6 with the county clerk. Of the capital stock, $200,000 is preferred stock, which is subject to re- demption at par Oct. 1, 1943, and holders are entitled to a dividend of 7 per cent Increase of business has made increased capitalization necessary.

H. V. Knight, a Purdue expert, is writ- ing in the Indiana state papers instruc- tions to farmers and gardeners on how best to grow and select their own seeds for another season's supply. In early times the home saving of vegetable seed was the rule, and it seems desirable that the home gardeners should go back to their old methods of seed saving to meet the shortage in supply.

Encouragement from a Seedsman

Editor The Florists' Exchange:

If the war continues the item of paper, ink and labor, and everything else which enters into the building of a periodical, will be higher and harder to get. Some smaller publications have already sus- pended in the West. Others have com- bined, so that where there were two or three papers in small towns there is now only one. Others have cut down the size.

Let me suggest that you keep yours going by all means with the splendid, spicy material in it that has been promi nent in the past and, if necessary, cut down the size temporarily until after this war is over. This advice, I presume, is quite unnecessary because I take it from your splendid letter of July 10 that you already have the situation in grasp, and I do not hesitate to say again that your paper appeals to me and I will watch for it each week with interest.

HENRY FIELD SEED CO.,
By A. M. Eldridge, Ass't. Mgr.
Shenandoah, Iowa, July 13, 1918.

Flaxseed and Linseed on List of Restricted Imports

Flaxseed and Linseed have been placed by the War Trade Board, in a new ruling (W. T. B. R. 160), upon the List of Restricted Imports. All outstanding licenses for the importation by sea of Flaxseed and Linseed have been revoked, except for the importation of Flaxseed or Linseed which is now in transit or is to be transported upon vessels which are now loading. No licenses will be issued hereafter for the importation of this seed. —*Commerce Reports.*

Catalogs Received

Domestic

William M. Hunt & Co., 37 Warren st., New York City, Summer, 1918, catalog, listing bulbs, Strawberry plants, flower seeds for the greenhouse; also perennial, Alpine, vegetable and grass seed; a neat list, 20 pages.

Joseph Bancroft & Son, Inc., Cedar Falls, Iowa, catalog of filled cemetery and lawn vases, porch and window boxes, hardy perennial plants and cut flowers; eight pages, illustrated.

Vaughan's Seed Store, 41-43 Barclay st., New York City and 31-33 W. Randolph st., Chicago, catalog of flower seeds for Summer sowing, in- cluding among others, Cyclamen, Stocks, Sweet Peas for Fall sowing and Vaughan's giant Pansies; also biennials and hardy perennials and a list of plants, including Roses; as well as bulbs for Summer and early Fall delivery; 12 pages, illus- trated.

Foreign

Searl & Sons, 86 King st., Sydney, Australia, 1918 catalog of vegetable and flower seeds; also list of shrubs, ornamental and fruit trees, hedge, greenhouse plants and perennials; 66 pages, illustrated; a comprehensive catalog.

S. & W. Co.'s American-Grown
CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 seds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

When ordering, please mention The Exchange

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

Write for Our Growing Prices at once

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

When ordering, please mention The Exchange

Every American Seedsman
will find it to his advantage to replenish his store with the celebrated
"Pedigree" Vegetable and Flower Seeds
Grown and sold by: WATKINS & SIMPSON, LTD. Catalogue mailed free on application
27 28 & 29 DRURY LANE, COVENT GARDEN, LONDON, ENGLAND

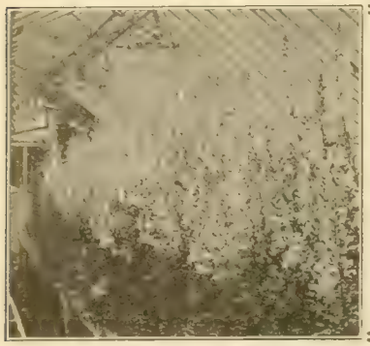
When ordering, please mention The Exchange

STOCKS-STOCKS
GREENHOUSE-SAVED SEED
LENOX, White LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00
JOHN WILK, 155 WEST 33rd STREET NEW YORK

When ordering, please mention The Exchange

KELWAY'S SEEDS
GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.
KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

When ordering, please mention The Exchange



What Shall We Plant?

Truly a vital question to every florist. Judging from inquiries and orders received, **Snapdragons** will be the main stay of many florists. There is no plant that will fill the gap so well as Snapdragon. Easy to grow, great producer, ready sale for every occasion. Will stand low temperature and respond to treatment when required. Be wise and plant heavily of **SNAPDRAGON.**

It is now time to sow seed. We have all of the good ones. Seed of our famous **Silver Pink**: $1.00 per pkt.; 3 for $2.50, 7 for $5.00. Seed of our new **Hybrid Pink,** same price. Seed of **Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed,** 35c. per pkt.: 3 for $1.00. Free cultural directions. All orders cash.

Do the wise thing today and sow some **Snapdragon seed.** Grow your own plants and save transportation worry.

G. S. RAMSBURG, SOMERSWORTH, N. H.

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

Colored Freesia Seeds

GREENHOUSE-SAVED

Best of Strain

If sown before September will bloom next Winter and surprise you with their large flowers and exquisite, soft colors. Only a limited number to sell at $1.00 the trade packet of 100 seeds; 10 packets for $8.50.

O. FEHRLIN
CITRONELLE - ALABAMA

When ordering, please mention The Exchange

VINCAS

Pots	Per 100	Pots	Per 100
2-in.	$2.00	3½-in	$5.00
3-in.	3.00	4-in.	6.00

CABBAGE PLANTS Per 1000

Surehead, Savoy and Drumhead, also BRUSSELS SPROUTS.....$2.00
5,000 lots..... 1.50
10,000 lots..... 1.25

Cash

S. G. BENJAMIN, FISHKILL, N. Y.

When ordering, please mention The Exchange

Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¼-in pots, $8.00 per 100.

Ready July 15th. FERNS in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

EUONYMUS RADICANS VARIEGATED

Pot-grown, very bushy 4-in., $15.00 per 100

HONEYSUCKLE

Pot-grown, 6-in., $25.00 per 100

A. L. MILLER - Jamaica, N. Y.

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

Forage Plant Seeds Imported During Fiscal Year

The following table, prepared in the seed laboratory of the Bureau of Plant Industry, United States Department of Agriculture, shows the amount of the various kinds of forage plant seeds subject to the seed importation act permitted entry into the United States during the month of June, 1917, as compared with June, 1918, and during the quarter and fiscal year ending June 30, 1917, as compared with the corresponding quarter and fiscal year, 1918:

Kind of seed.	June		3 months ended June 30		Fiscal year ended June 30	
	1917 Pounds.	1918 Pounds.	1917 Pounds.	1918 Pounds.	1917 Pounds	1918 Pounds
Alfalfa	.....	600	616,200	20,100	3,169,600	44,700
Blue grass:						
Canada	33,700	30,600	136,800	388,400	495,300	1,229,000
Kentucky				800		4,500
Brome grass, awnless					1,400	
Clover:						
Alsike	1,700	87,400	317,100	516,300	4,329,000	3,528,200
Crimson	221,100	40,000	1,064,000	257,700	5,776,300	1,603,000
Red	41,300	155,700	282,600	625,900	5,343,600	768,300
White	37,300		56,700		157,800	52,700
Clover mixtures:						
White and Alsike	11,200		11,800		16,100	30,200
Red and Alfalfa					100	
Alsike and Timothy			1,300	117,100	7,800	138,800
Alsike, Timothy, and White			1,600		1,600	
Millet:						
Hungarian			36,900		259,500	9,000
Broom Corn	111,200	833,700	426,400	833,700	786,400	1,583,700
Mixtures						
Grass			4,600	5,600	123,600	5,600
Spring Vetch and Oats	300		300		300	
Orchard grass					1,286,300	57,600
Rape	196,200	120,500	270,200	472,200	2,285,700	11,316,300
Redtop	1,000		1,000		1,000	2,200
Rye grass:						
English	56,300	20,400	245,500	255,000	1,667,900	1,583,500
Italian	5,600	18,700	20,700	29,800	480,700	606,000
Timothy			2,800	3,400	4,400	22,400
Vetch						
Hairy	10,000	12,100	124,200	24,300	295,600	231,200
Spring			6,100	62,100	29,900	117,600

Commerce Reports, No. 158, July 8, 1918.

The Henry Field Seed Co.

The importance of the personal element in business is again strikingly shown by the remarkable growth, during the past year, of the Henry Field Seed Co. of Shenandoah, Iowa. Some idea of the size of the establishment may be gained from the fact that the payroll for the year amounted to $156,959.06, averaging $3000 per week. The largest number of persons employed at one time was 419; 283 employees were eligible for the profit sharing dividend. The company did a total business of $1,115,962.14, these figures being in striking contrast with those for 1913, which were $170,973.09.

The labor dividend which, according to custom, is fixed at a certain percentage of the net earnings, was paid as usual and after all taxes had been accounted for, amounted to $4,699.03, which was divided pro rata among all employees whose wages were $150.

The net earnings for the year, after paying all taxes, were $46,990.34, or a trifle over 4c. on each dollar in sales. This, while not a large percentage, makes a considerable sum when the enormous volume of business is considered. The average sale of the firm is only $5, thus a profit of only about 20c. is made on each order.

The postage bill alone was $78,827.37. The business is entirely mail order and retail sales by catalog.

One of the secret's of the firm's wonderful success is the direct personal interest taken in the wants of customers. A feature is a little pamphlet or booklet called "Seed Sense" which goes to all customers once a month. This is made up largely of interesting letters and photographs sent in by customers. It also contains useful gardening hints and seasonable bargains, besides a personal page of Mr. Field's. Another point made is accurately to describe all items, without exaggeration. A feature is the order sheet which is headed: "Your Page," and includes an invitation to write a letter to the firm, whether an order is sent or not. Many accept the invitation. Thus all the firm's literature acquires an intensely personal character, the effect of which is shown in the extraordinary growth of the business.

New York Vegetable Market Sales

The Bureau of Markets, 204 Franklin st., N. Y., in its weekly market review of prices to jobbers and the U. S. Government, and of the situation as covers incoming and outgoing shipments the past week, adds:

Export dry Beans and Peas, Jan. 1 to June 10, 1918, were 1,108,085 lbs. Nearly one-half went to West Indies. About three-fifths of the Colorado Pinto Bean crop reported sold to the U. S. Grain Corporation.

Active movement early New Jersey Potatoes beginning. Army requirements of Potatoes at cantonments for August approximately 251,570 cwt.

Onions. Army requirements of Onions at cantonments for August approximately 17,310 cwt.

Tomatoes. Government requirements expected to take about one-third output canned Tomatoes.

Government requirements are expected to include about 25 per cent of total output canned Peas, Corn and String Beans.

Growers of vegetables should feel encouraged and keep up large plantings, for purchases by the government for army and navy will undoubtedly make for higher retail prices.

Disease-Resistant Asparagus

Several varieties of disease-resistant Asparagus have been placed on the market. These were introduced by the Dept. of Agri. as a result of study and experimentation to eradicate Asparagus rust. One of the best varieties is Martha Washington. Another equally as good, if not better, is Mary Washington.

Vegetable Plants

CABBAGE PLANTS

Danish Ball Head, Flat Dutch, All Season, Sure Head, Drum Head, Savoy and Red Rock. $1.25 per 1000, 10,000 for $10.00.

CAULIFLOWER PLANTS

Early Snowball, Select and Erfurt. 50c. per 100; $3.50 per 1000.

CELERY PLANTS

White Plume, Golden Self-Blanching, Golden Heart, Giant Pascal and Winter Queen. $1.25 per 1000; 10,000 for $10.00.

J. C. SCHMIDT
BRISTOL, - - PA.

When ordering, please mention The Exchange

BEDDING AND FOLIAGE PLANTS

NEPHROLEPSIS, Scottii and Teddy, Jr. 7-in. 75c.; 8-in. $1.00.
VINCA Variegata. 4-in. $12.00 and $15.00 per 100.
COLEUS. Golden Bedder and Verschaffelti 2½-in. $3.50 per 100.
HARDY IVIES. 5-in. $30.00 per 100.
GERANIUMS. Beauty, Poitevine and Ricard. 4-in. pots, $8.00 per 100.

Cash with order, please
All plants travel at purchaser's risk

ASCHMANN BROS.
Second and Bristol Streets Philadelphia, Pa

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.

When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready August 1st, 3-in., $5.00 per 100

Cash with order

W. J. CHINNICK
TRENTON NEW JERSEY

When ordering, please mention The Exchange

PANSIES

METTE'S STRAIN

Known in Europe as well as in America Oz. $4.00. Inquire for price on large quantities.

J. B. Braun, Parkside Greenhouses **Hightstown, N. J.**

When ordering, please mention The Exchange

ASPARAGUS PLUMOSUS

2½-in., $3.50 per 100, $30.00 per 1000.

MATCHLESS CARNATION CUTTINGS

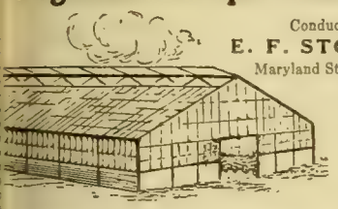
From sand, $25.00 per 1000. Good, clean, healthy stock.

W. B. GIRVIN :: Leola, Pa.

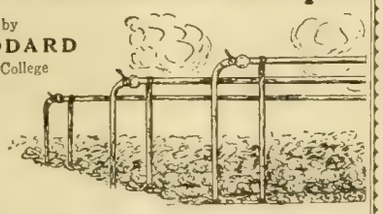
When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

Vegetable Crops Under Glass and in the Open



Conducted by
E. F. STODDARD
Maryland State College



Growing Early Vegetable Plants

This article is the second of a series of three or four dealing with the use of greenhouses for growing early vegetable plants for transplanting outdoors to produce Summer vegetables. "There is always room for a grower who can produce good plants." In this article Professor Stoddard treats on early Cabbage, early Lettuce, Cauliflower, Kohlrabi and Brussels Sprouts.

Since the order of the U. S. Fuel Administrator was published restricting the of coal by florists no doubt a great ny have decided that it will be necry to close up one-half of their houses order to get along with less coal. In same order, greenhouse men were ed the full amount of coal necessary running greenhouses that were to be oted exclusively to growing early vegle plants for transplanting outdoors roduce Summer vegetables. This subis discussed at this time in order t florists who plan to grow vegetable nts next Spring will endeavor to see their allotment of coal this Summer. t has been the practice of many flor- for years, to grow a small supply of main early vegetable plants. Next ing a larger number of home gardenin every town and city will need nts. Of course, in towns or cities re the plant business has been estabed by a number of growers who can ply the trade, there may not be as at an opportunity as in towns or cities re this line of work has been neged. There is always room for a grower can produce good plants. Such a wer can sell his plants even when the ket is well stocked.

The method of growing the plants will mine the kind and amount of equipt needed for this work. If the seed is n in the soil on the benches for the ting of the plants, flats or plant boxes not be needed. Flats are most conient to handle, however, as in these transplanted seedlings may be readily ed. If flats are used it is a great antage to have them all the same size they will hold the same number of nts, and it is easier to avoid loss of s. The size of the flat will be determed by the width of the benches and frames and should not be too heavy n filled with soil. The main thing is avoid loss of space in the greenhouses cold frames.

he seed could be sown in the soil on benches and seedlings transplanted to when they are of proper size. Poss soil is necessary for this work on unt of sufficient drainage being necry to prevent water standing on the face among the young seedlings, since is a cause of disease and loss of nts. Heavy soil on beds or benches be made lighter, or else a lighter should be mixed up for flat use to vide the best conditions.

is realized that it is difficult to give with each vegetable discussed just exact date when these plants should started, in every section of the country, the length of time required to grow h kind of vegetable plant will be m, then each grower can figure back the average earliest date when the d may be prepared in the Spring the hardy vegetables, like Cabbage, m the average date of the latest g frost in the case of Tomatoes, and determine the time to start each

Early Cabbage

Cabbage is a popular early crop practically every home garden where plants may be secured. Since there s demand for the plants, and each gardener uses quite a number of because of much closer distances of ting than Tomatoes, for example, it vident that there is a good opportu- in the growing of early Cabbage nts.

Last Spring the writer saw a great many Cabbage plants offered for sale that were just "plants," and that is the best that could be said about them. Many of them would not live after they were transplanted, and, if they did, many would not head up. Cabbage will stand considerable abuse and diverse conditions, but there is a limit. A good product is the foundation of the best advertisement. The announcement in the newspaper should be built upon that foundation. For this reason a few suggestions will be offered here to assist plant growers in the production of good plants.

A good early Cabbage plant is one that is properly grown, stocky, well hardened, and having a good root system. Plants that are grown too close together are usually tall, spindling and weak. It has become quite a common practice among market gardeners to transplant all of their early Cabbage at least once before it goes to the field. These are strong plants, having well branched root systems which hold considerable soil around the roots when they are planted in the field. They are seldom checked in growth when they are set out and will mature earlier than poor plants that are checked. Early maturity allows more time to grow a good crop after the Cabbage is removed. These are advantages of well grown plants.

Five to six weeks is allowed to grow the plants and, in addition, about two to three weeks to harden them properly, so they will stand cool conditions outside. Thus, if the ground may be prepared by April 10, the seed will be sown Feb. 8 to 12. The Pennsylvania Experiment Station secured a heavier yield, however, when the seed was sown Jan. 20 for field planting about April 10 to 15. These plants are grown slowly at cool temperatures and by withholding water as much as possible.

The seed may be sown on the benches or in flats placed on the benches. It is a good plan to make two sowings of the seed so as to distribute the transplanting period. At that season of the year, when there is likely to be considerable cloudy weather, it is best to sow the seed in rows and water carefully to avoid "damping off." When the first rough leaf appears the plants should be transplanted about 1½in. apart both ways. It is better to have them in flats now so they may be carried easily to cooler greenhouses or coldframes to harden them. The temperature for seed germination should be about 50 deg. to 60 deg. and, after they are transplanted, the temperature may be dropped a little, and they are given just enough water to keep the soil from drying out they will grow slowly and become strong and stocky. If the temperature in the houses, not heated with steam, goes up above 60 deg. with the heat of the sun, the plants may be removed to coldframes for a short time to harden them, then they may be placed anywhere outdoors until they are sold if they are hardened enough to withstand a frost. The greenhouses not heated with steam may be used to a good advantage in the first part of the hardening off process.

At 1½in. apart, there will be 64 plants per sq. ft. If the plants are transplanted 1in. apart they must not be started as early, and more care is necessary to prevent them from becoming too tall and weak. At 1in. apart there would be 144 plants per sq. ft.

As far as possible the plants should remain in the soil until they are sold

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

BELLIS (Daisies) Giant Monstrosa

	☆	⅛	¼	1 Oz.
White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	.50	1.00	1.50	5.00

BELLIS (Daisies)

Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown (ready July 15). **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000.

Giant Cherry Ripe, most brilliant scarlet, **Giant Salmon King,** best salmon, $1.50 per 100, $12.00 per 1000.

CYCLAMEN SEED—Wansbek Strain—

	100	1000
American Grown, in all colors	$1.50	$14.00
Glory of Wansbek, salmon	2.00	15.00

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50, ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ⅛ oz., $3.50; 1 oz., $6.00.

Giant Lord Beaconsfield, Giant White with Eye, Giant Yellow with Eye, New Giant Lavender. Price same as above.

Greenhouse Forcing Giant Exhibition Mixture. This strain took first prize in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

PRIMULA Chinensis Fimbriata Grandiflora. In separate colors and all colors mixed. 1 pkt., 200 seeds, 75c.; 1 pkt., 500 seeds, $1.75; 1 pkt., 1000 seeds, $3.00.

Malacoides, Mixed, Trade pkt., 1000 seeds, 50c.

SNAPDRAGON. Greenhouse forcing varieties.

Tr. pkt.		Tr. pkt.	
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

STOCKS, Beauty of Nice. Best strain for cutting (pink, purple, white, selected strain, home-grown, 75% double flowers. Tr. pkt. $1.00; ¼ oz. $2.00; 1oz. $5.00.

SWEET WILLIAM. Extra Dwarf Giant Flowering. Grown by specialist; best in N. Y. market; a brilliant mixture. Trade pkt., ¼ oz., 50c.; ⅛ oz., $1.00; ¼ oz., $1.50; $3.50 per oz.

SWEET PEAS Zvolanek's and **Irwin's Winter Orchid Flowering.** New seed, ready about August 1st. Refer to issue June 29, page 1262, for full list. I have his New York agency. Catalog on application.

SWEET PEAS ROSE QUEEN, selected greenhouse grown, 1 oz $3, ¼ lb $10, 1 lb $35
YARRAWA, selected Australian-grown, 1 oz. $2.00; 4 ozs. $7.50

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. Bulbs ready NOW.
⅝ to ¾-in., **$14.00** per 1000; ¾-in. and up, Mammoth size, **$19.00** per 1000
Prices on large quantities on application

Lilium Giganteum. Fresh Cold Storage Bulbs

7-9	100 Bulbs in a Case	$9.00	
7-9	300 Bulbs in a Case	21.00	
8-10	100 Bulbs in a Case		$12.50
9-10	100 Bulbs in a Case		14.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100.

ALYSSUM, Fine Double. 2¼-in., $3.00 per 100, $25.00 per 1000.

ASPARAGUS PLUMOSUS SEEDLINGS, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in., $3.50 per 100; strong 3-in. $8.00 per 100; 4-in., $12.00 per 100.

SPRENGERI, 2¼-in., $3.50 per 100, $30.00 per 1000; 3-in., $6.00 per 100; 4-in., $10.00 per 100.

BEGONIAS 100 1000

Melior, 2¼-in., top cuttings $15.00
Mrs. J. A. Peterson, 2¼-in. 20.00
Mrs. J. A. Peterson, top cuttings 15.00
Cincinnati and **Lorraine,** 2¼-in., top cuttings 14.00
Rex, 10 varieties, 2¼-in., 7.00
3-in. 10.00

BOUVARDIAS. Single, White, Red, Pink. 2¼-in., $6.00 per 100.

CALCEOLARIA Hybrida. Extra fine, Mixed, 2¼-in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CHRYSANTHEMUMS. Rooted Cuttings, and 2¼-in., all varieties. Prices and list on application.

CYCLAMEN. 3-in., $12.00 per 100.

DAISIES. Boston Yellow, rooted cuttings, $5.00 per 100. 2¼-in., $7.00 per 100; fine 3-in., $10.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.00, 1000 $27.50.

DRACÆNAS. Fine clean plants. 100
2¼ in. $4.50
3-in., $7.50 per 100; 4-in., $14.00 per 100.
Strong Seedlings, $2.50 per 100; $20.00 per 1000.

EUPHORBIA Jacquiniflora. 2¼-in., $10.00 per 100.

FERNS
Table Fern Seedlings, Mixed. $2.35 per Flat
Table Fern Seedlings, in any variety 2.35 per Flat
Table Fern Seedlings, in any variety, 5 flats or more 2.25 per Flat
Birds' Nest Ferns Asplenium, 200 in flat 7.50 per Flat
Cybotium Scheidii. Ready, 200 in flat 10.00 per Flat

FERNS FOR FERN DISHES. Well established in all varieties. 2¼-in. $3.50 per 100. 100
Elegantissima Compacta, 2¼-in. $8.00
Elegantissima Improved, 2¼-in. 8.00
Smithii, 2¼-in. 8.00
Fine 3½-in. of above 25.00
Fine 5-in. of above, 50c. each

Boston, 2¼-in., Aug. 1st $5.00 $45.00
Roosevelt, Aug. 1st 5.00 45.00
Teddy, Jr., Aug. 1st 6.00 50.00
Verona, strong 2-in., ready now. 6.00 50.00
Whitmani, 2¼-in., Aug. 1st 5.00 45.00

FEVERFEW GEM. 2-in., $3.00 per 100.

FORGET-ME-NOT. Selected Winter-blooming, ready now, $5.00 per 100, $45.00 per 1000.

GERANIUMS. 2¼-in., $3.00 per 100, $27.50 per 1000.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. 2¼-in., $3.00 per 100; $27.50 per 1000.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $7.00 per 100, $60.00 per 1000.

PRIMULA Obconica. 2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000.
Chinensis. Large Flo. Fringed. 2¼-in., Finest strain, ready now, $4.00 per 100, $35.00 per 1000.
Primulas in all varieties on application.

ROSES. Fine 3- and 3½-in., own root. Price on application.

SMILAX. 2¼-in. $3.00 per 100.

SNAPDRAGON, Keystone, 2¼-in., $5.00 per 100, $45.00 per 1000. **Silver Pink, Nelrose, Giant Yellow** and **Phelp's White.** 2¼-in. $5.00 per 100, $40.00 per 1000.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000.

VINCA. Variegated, 2¼-in., $3.00 per 100; $25.00 per 1000; 3-in., $6.00 per 100 Strong, 3½-in., $8.00 per 100; 4-in., $12.00 per 100.

VIOLETS, Marie Louise, double, Strong clean plants from soil, ready now, $6.00 per 100, $50.00 per 1000

"The Bugs Are Busy Now"

Express prepaid on all the following:
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK
Phones, 3 738-2326 Farragut

Michell's Seasonable Florists' Supplies

Headquarters for Cane Stakes

		100	500	1000	5000
Southern.	8 to 9 feet, selected quality	$1.00	$3.75	$7.50	$35.00
Japanese.	Very thin, about 6 feet long	1.25	5.25	10.00	

Japanese Green Cane Stakes

	100	500	1000		100	500	1000
1½ ft	$0.90	$3.75	$7.00	3 ft.	$1.50	$6.00	$11.50
2 ft.	1.00	4.50	8.50	4 ft.	1.75	7.50	14.00
2½ ft.	1.25	5.50	10.00				

Also Galvanized Steel Wire Plant Stakes.

GLAZING MATERIAL

On account of the shortage of coal it will be particularly necessary to have greehouses very tight; it will save fuel.

GLASS CUTTERS — GREENHOUSE PAINT — PUTTY
GLAZING CEMENT — MASTICA — PUTTY BULBS
GLAZING POINTS — MASTICA MACHINES — ZEMENTINE

Also Rubber Hose, Hose Couplings, Hose Bands, Hose Washers, etc.

HEADQUARTERS FOR ASPARAGUS PLUMOSUS NANUS SEED	
1,000 Seeds	$3.50
5,000 Seeds	15.50
10,000 Seeds	30.00
25,000 Seeds	72.50

(PURITY FREESIA BULBS True)

	Doz.	100	1000
First size	$0.20	$1.25	$10.00
Mammoth	.25	1.75	15.00
Monster	.45	2.75	25.00
Jumbo	.60	4.00	35.00

Send for our new Wholesale Price List, if you do not get a copy

HENRY F. MICHELL CO., 518 Market St., PHILADELPHIA

When ordering, please mention The Exchange

Clay's The World Power in the Soil.

CLAY'S FERTILIZER — TRADE MARK — EVERY GENUINE TIN, BAG & BALE BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

Write us for prices on

Carnation Cuttings

We have the best of the new and the standard varieties

We grow for quality

Baur & Steinkamp

Carnation Breeders

INDIANAPOLIS, INDIANA

When ordering, please mention The Exchange

Chrysanthemums

CYCLAMEN, FERNS, ETC.

In abundance. Correspondence solicited.

ALONZO J. BRYAN

Wholesale Florist... Washington, New Jersey

When ordering, please mention The Exchange

Chrysanthemums

Fine stock, 3-inch pots, 4c.

Pink and White Ivory, Jerome Jones, Advance, Bonnaffon, October Sunshine, Unaka, Charles Razer, Seidewitz, Smith's Ideal, also some Pompons and other varieties.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

Carnations

F. Dorner & Sons Co

LA FAYETTE, IND.

When ordering, please mention The Exchange

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

5000 Hemlocks

Imported stock, 3 to 5 feet. All transplanted several times. First-class, extra heavy specimens, for tubs, lawn planting or groups. High-class, bushy specimens, suitable for landscape work. For sale en bloc or in small quantities. Submit offers to

Superintendent, OUTPOST FARM
RIDGEFIELD :: :: CONNECTICUT

When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.

ORCHIDS PALMS
and Plants of Every Variety

When ordering, please mention The Exchange

Chrysanthemum Stock Plants

GOLDEN GLOW and EARLY FROST

Very good strain

Prices: $3.50 per 100, $30.00 per 1000

J. L. DILLON, Bloomsburg, Pa.

When ordering, please mention The Exchange

Notes on Vegetable Crops—Continued

They are injured by standing around the store for several days. Some growers keep several flats of plants on hand in the sales store all the time. These plants in soil are always in a fresh condition and give much better results to the home gardener.

Early Lettuce Plants

Early Lettuce plants may be grown in about five weeks, allowing some two weeks more for their hardening. The seed may be sown a few days after the Cabbage seed is sown in order to avoid having too much transplanting to do at one time. The seed may be sown at intervals of 7 days for a few weeks in order to have plants of different ages for a continuous supply when planting season begins.

Since the plants will be transplanted, the seed may be sown as thick as 12 to 15 seeds to the inch. When the seedlings are about 1in. tall they should be shifted, 1½in. to 2in. apart, in flats. The plants may be hardened in the same manner and at the same temperatures as Cabbage. While Lettuce plants are grown on a large scale for commercial planting they seldom appear on the market in towns and cities where they may be purchased by home gardeners. There is no doubt that Lettuce plants would meet with a ready sale for the earliest Lettuce in the garden although the demand will not be as great as for Cabbage.

Cauliflower, Kohlrabi and Brussels Sprouts

Cauliflower may be started similar to Cabbage, although they should be transplanted farther apart so that the watering may be done between the rows at first until the plants get beyond the stage where they are attacked by the damping-off disease. They are more susceptible to this disease than is Cabbage. The plants must be kept moist at the roots all the time. Cauliflower is more difficult to grow and should not be recommended for sale to the average home gardener. There may be a limited sale and it may be a good plan to take orders in advance for this crop to know how many to grow.

Kohlrabi and Brussels Sprouts are not as well known as Cabbage although they they are being grown more and more every year. There may be a limited sale for these plants also. The plants may be grown the same as Cabbage.

Southern States

Houston, Texas

Sirius, the Dog Star, is traveling with the sun; thus we have what the ancients call the dog days, the time of hot weather and dull business. But despite the dull season the florists of Houston are managing to get trade and to keep their establishments going. The seedsmen, naturally, have almost nothing to do, taking a rest after the very strenuous times of last Winter and Spring, when they worked late at night.

The R. C. Kerr Co. has received material for fourteen greenhouses, and work of erecting these has already been started. The establishment will begin business in the Fall on a large scale. At the R. C. Kerr store there was a fair business during the week, brought about through one large funeral and lively purchasing of flowers for the sick in the hospitals, etc.

R. G. Hewitt of the Brazos Greenhouses expects a big crop of 'Mums this Fall. His plants have started out well. Two of his help, Martino Belleri and Angelo Russo, are on vacation.

Henry Kuhlmann, Jr., of the Kuhlmann Floral Co., has returned from his vacation, and reports having had a fine time.

Mr. Kofahl of the Q. & S. Florists had much success last year in growing his own flowers, and intends to carry on the idea to a greater extent this season.

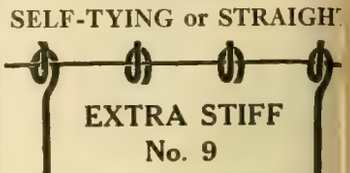
J. M. Laughlin, the new secretary of the Houston Hort. Society, has received the contract for taking care of the Schass place and has placed a man there to look out for it.

Quite a hit was made at Sam Houston Park this year by the Chrysanthemum-flowered Sunflowers which were planted by Supt. Brock along a long line of fence.

Rose Stakes

IN STOCK

SELF-TYING or STRAIGHT



EXTRA STIFF
No. 9
GALV. WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.2
3 ft. 6 in.	14.00	16.0
4 ft.	15.75	17.7
4 ft. 6 in.	17.50	19.5
5 ft.	19.25	21.2
5 ft. 6 in.	21.00	23.0
6 ft.	22.75	24.7

Carnation Supports

CONTINUOUS RING
$22.00 per 1000 Plants
Three Rings to a Plant

The Carnation Support Co

CONNERSVILLE, IND.

When ordering, please mention The Excha

CHRYSANTHEMUM

TINTS OF GOLD

$4.00 per 100, $35.00 per 100

Chieftain, Edwin Seidewitz, Elsie Papwo Lynnwood Hall, Mary Jane, Nagoya, Ocor Patty, Yellow Eaton.

2½-in. pots, $4.00 per 100, $35.00 per 100

A. J. Balfour, Autumn Glory, Chrysole Collingfordi, Early Snow, Golden Glow, C Kalb, Harry May, Lillian Doty, Harvard, Ma Dean, Money Maker, Monrovia, Mrs. Jero Jones, Miss Alice Byron, Mrs. Baer, Mrs. Rc Halliday, Maj. Bonnaffon, Mad. Fred Be man, Pacific Supreme, Polly Rose, Robt. Ha day, Smith's Advance, Unaka, W. H. Linc White Bonnaffon, W. H. Reiman.

2½-in. pots, $3.00 per 100, $30.00 per 100

ROSES

Sunburst, Maryland, Kaiserin, Ri mond, Sunrise, White Killarney, Pink K larney, Brides, Bridesmaid. Own root, 3 pots $10.00 per 100. Grafted plants, 3-in. p $18.00 per 100. Ophelia and Mrs. Russ own root, 3-in. pots $12.00 per 100. Graf plants, 3-in. pots $20.00 per 100.

Wood Brother

Fishkill, N. Y.

CHRYSANTHEMUM

Oconto, Comoleto, Elberon, Moneymak December Gem, Mistletoe, White Eat White Chieftain, Chieftain, Enguehar Seidewitz, Chrysolora, Silver Wedding. 2 in. $3.00 per 100, $25.00 per 1000.

PRIMULA

Obconica Giant and Grandiflora. 2- $4.00 per 100.

Cash.

Byer Brothers

Chambersburg - - P

When ordering, please mention The Excha

ANNUAL MEETING
of the stockholders of the
Market Florists' Associatio
will be held at the office of
WILLIAM SIEBRECHT, Bridge Plaza
Long Island City
on July 22, at 12 o'clock, noo
H. C. STEINHOFF, Secretary

These flowers are large, of a deep y low color, and are far more artistic a aristocratic in appearance than the or nary Sunflower. They have attract much attention from visitors to the pa

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $3.50 per 100, $30.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

When ordering, please mention The Exchange

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots, 25c., 6-in. pots, 50c.
KENTIA Belmoreana. Strong, 4-in., 40c.
DRACAENA Terminalis. 4-in pots, 35c.
BIRDS' NEST FERNS. 3-in. pots, 25c.
SOLANUM or Jerusalem Cherries. 2½-in. pots, $5.00 per 100.

GODFREY ASCHMANN
1012 W. Ontario St., Philadelphia, Pa.

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $5.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.

Second Hand 16x16 and 16x18 Double B. Glass, $3.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

FERNS

All sold out on stock to August 1st.

HENRY H. BARROWS
WHITMAN, MASS.

When ordering, please mention The Exchange

ROSES, CANNAS and SHRUBBERY

WRITE FOR PRICES

The Conard & Jones Co.
WEST GROVE, PA.

When ordering, please mention The Exchange

Privet and Berberis

LARGE STOCK FOR FALL

C. A. BENNETT
ROBBINSVILLE, NEW JERSEY

When ordering, please mention The Exchange

There are hundreds of nursery orders from nearby home owners

that you can take if you will. Let us suggest a simple way of adding a profitable nursery business to your florist business. Write us today.

C. H. WEEKS NURSERY CO., Inc.
NEWARK, Wayne Co., NEW YORK

When ordering, please mention The Exchange

The Storrs & Harrison Co.

NURSERYMEN, FLORISTS and SEEDSMEN

PAINESVILLE, OHIO

When ordering, please mention The Exchange

J. BOLGIANO & SON
Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue to Market Gardeners and Florists
Pratt and Light Sts. BALTIMORE, MD.

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

almost as much as the pink Cannas of last season.

Particulars were given in last issue concerning the incorporation of the Robt. C. Kerr Co. There will be constructed this Summer 14 greenhouses which will be located on the Kerr plant on the Westheimer road. The product of flowers and plants will be for the wholesale trade.

Wm. P. Reynaud of O. P. Jackson & Co. and E. Schwenke of Reichardt & Schulte are resting up after their heavy labors of last season. The seed business will not open until the middle of August. Owing to the extreme hot weather this Summer, most of the gardens are now dried up; even Tomatoes and Cabbages are scarce on the market. Mr. Reynaud is of the opinion that people in this section do not spray enough, many fine crops of Cabbages being lost because of the bugs.

C. L. B.

Louisville, Ky.

The local florists are doing a fairly good business at the present time, funeral work having been very good for the past few weeks. There have been no special functions for some time and special work has fallen off considerably. Growers have been kept busy planting. Almost all of the local growers are planning to make an effort to keep all of their houses going this year.

Anders Rasmussen, florist of New Albany, Ind., sustained a slight damage to a part of his Winter coal supply. Fire broke out in the coal pile stored in his coal bin and smoldered for some time. The fire department was called and for 36 hours kept a stream of water on the coal and finally succeeded in extinguishing the blaze. According to Mr. Rasmussen, little damage was done, but it will necessitate constant watching to keep it from breaking out again. Mr. Rasmussen reports that outside of having been kept busy with his coal pile, he has been busy planting Carnations and is looking forward to an excellent stock this Fall and Winter. Mrs. Rasmussen, who has been seriously ill for the past several weeks, is not out of danger but is improving slightly.

A profitable deal was recently completed by Fred Haupt, Louisville florist, in which he disposed of a piece of property on Green st. to the Green st. Baptist Church.

It has been rumored in Louisville that James G. Phelps, recently elected secretary of the Board of Park Commissioners, would lose his job at the next election. Mr. Phelps was elected to fill out an unexpired term of Harry Smith, and his term expires in about a week. Six members of the Board have stated, since the rumor has gotten out, that they knew of no foundation for the reports and the chances are that Mr. Phelps will be re-elected.

At a recent meeting of the Board of City Commissioners of Lexington, Ky., Richard H. Tacke, superintendent of the city parks for nearly twelve years, offered his resignation which was accepted by the board. A successor to Mr. Tacke has not been selected.

The Jacob Schulz Co. of Louisville has been featuring funeral designs in its recent newspaper advertising.

The fact that the Government has selected Stithton, Ky., as the site for the new artillery camp instead of West Point, Ky., will no doubt mean that a lot of business that would have come to Louisville will now go to Elizabethtown. The artillery range will still be at West Point but the camp will be at Stithton, which is about nine miles from West Point and only a few miles from Elizabethtown. While stationed at West Point a number of the soldiers came into Louisville on their afternoons off and usually spent quite a bit of money, the florists having received a fair share of their patronage.

O. V. N. S.

S. & W. Co.'s Giant Pansy Seed

World's Best Mixture This mixture of Pansy is grown for us by one of the best growers of Pansies in the United States. All inferior varieties have been discarded and only the finest types and colors retained. Per 1000 Seed, $1.50., 5000 Seeds, $6.00.

OTHER SELECT MIXTURES	Pkt.	¼ oz.	Oz.
NON PLUS ULTRA. Mixed	$0.15	$1.50	$5.00
MASTERPIECE (Frilled Pansy). A very pretty type of Pansy, petals delicately frilled; the color range through the various shades of velvety maroon, brown, and crimson	.50	1.75	6.50

GIANT NAMED VARIETIES			
ADONIS. Pale lavender blue	.10	.75	2.50
AZURE BLUE. Bright blue	.10	.75	2.00
DARK BLUE. Rich dark blue	.15	.75	2.50
FIRE KING. Rich mahogany red	.15	1.25	4.00
LORD BEACONSFIELD. Violet blue	.15	.75	2.50
PURPLE. Rich velvety purple	.10	.75	2.50
SNOW WHITE. Pure snow white	.10	.75	2.50
WHITE. White with dark eye	.10	1.00	3.50
YELLOW. Yellow with dark eye	.10	.75	2.50
PURE YELLOW. Rich deep yellow	.10	1.00	3.50

Stumpp & Walter Co., 30-32 Barclay Street NEW YORK

When ordering, please mention The Exchange

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

—KENTIAS—

JOSEPH HEACOCK COMPANY, Wyncote, Pa.

Write for prices

When ordering, please mention The Exchange

Geraniums ROOTED CUTTINGS

A fine lot ready for shipment

Ricard, Poitevine, Scarlet Bedder, $12.00 per 1000.
Buchner and Nutt, $10.00 per 1000.

Cash with order

PETER BROWN
LANCASTER, - - - - PA.

GERANIUMS
ROOTED CUTTINGS
Strong, Healthy Stock
SUMMER PRICES
Ricard, Poitevine, Perkins, Castellane, Doyle, Viaud, $12.00 per 1000
S. A. Nutt and Buchner, $10.00 per 1000
If by Parcel Post, $1.00 per 1000 extra
Cash with order
FRED. W. RITCHY, Lancaster, Pa.

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2½-in. pots, $3.50 per 100, $30.00 per 1000; 3-in. $8.00 per 100.
Nephrolepis Whitmani. 6-in. $7.20 per doz.
FERN Seedlings. In all the best varieties. $1.35 per 100, $11.50 per 1000.
KENTIA Belmoreana. 2¼-in. $10.00 per 100; 4-in. 35c. each.
COCOS Weddelliana. 2¼-in. $1.50 per doz.; $12.00 per 100.
ASPARAGUS Plumosus Nanus Seedlings. $1.00 per 100, $8.00 per 1000.
Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000.
POINSETTIAS. From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

Summer prices, good until Oct. 1st.

	Per 1000 — By Express	Parcel Post
S. A. Nutt	$10.00	$11.00
Ricard and **Poitevine**	12.50	13.50

If beyond 3d zone, bill will be sent for balance of postage due.

	Per 100 — By Express	Parcel Post
ASPARAGUS Plumosus Extra fine stock	$2.50	$3.00
SMILAX	2.00	2.50

3500 **Plumosus,** from pots, to one party; 10,000 **Geranium cuttings** to another, by Parcel Post; repeat orders from a number of customers, is proof that I am getting the stock to buyers in good shape.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

Rooted Cuttings

C. QUADLAND'S SONS
NORTH ADAMS, MASS.

When ordering, please mention The Exchange

GERANIUMS

S. A. Nutt, Ricard and Viaud, 2-in. $2.00 per 100. **Nutt,** 4-in. $8.00 per 100.

DAISY. Mrs. F. Sanders, 2-in. $2.00 per 100.

VINCA Variegata. 2-in. $1.75 per 100.

ELMER RAWLINGS
ALLEGANY NEW YORK

When ordering, please mention The Exchange

This Booklet Will Build the Base for Bigger Sales

FLORISTS who sell nursery stock, and nurserymen themselves, must interest more people in planting; must secure *more* orders, and *bigger* orders, for trees, shrubs and plants.

Home Grounds—Their Planning and Planting

A booklet prepared by L. H. Bailey for the American Association of Nurserymen, will create business for you because it will induce more and better plantings around the home grounds.

Tells ***why*** *trees should be used, and by story and pictures tells* ***how*** *to use them.*

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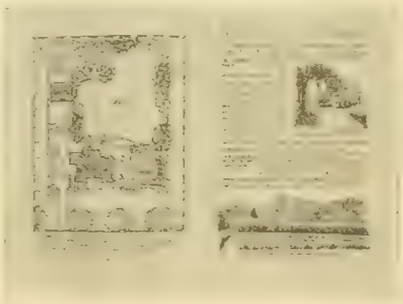

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Both Privet and Berberis of superior quality
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Ask for price lists. ORDER NOW
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Our Fall List is Ready
ASK FOR IT
JACKSON & PERKINS COMPANY
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FOR THE FLORISTS' TRADE
Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials
Write for our Wholesale Trade List
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70 Years 1000 Acres
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Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery
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IN ALL SIZES. 6 to 7 feet, $3.85 each. 5 to 6 feet, $2.20 each. Smaller sizes in proportion.
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BEST FOR OVER HALF A CENTURY
Complete assortment in large and small sizes. Price list now ready.
The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill
Evergreen Specialists
Largest Growers in America

A TIME SAVER and HANDY REFERENCE
OUR STOCK AND MATERIAL INDEX, PAGE 79

NURSERY DEPARTMENT

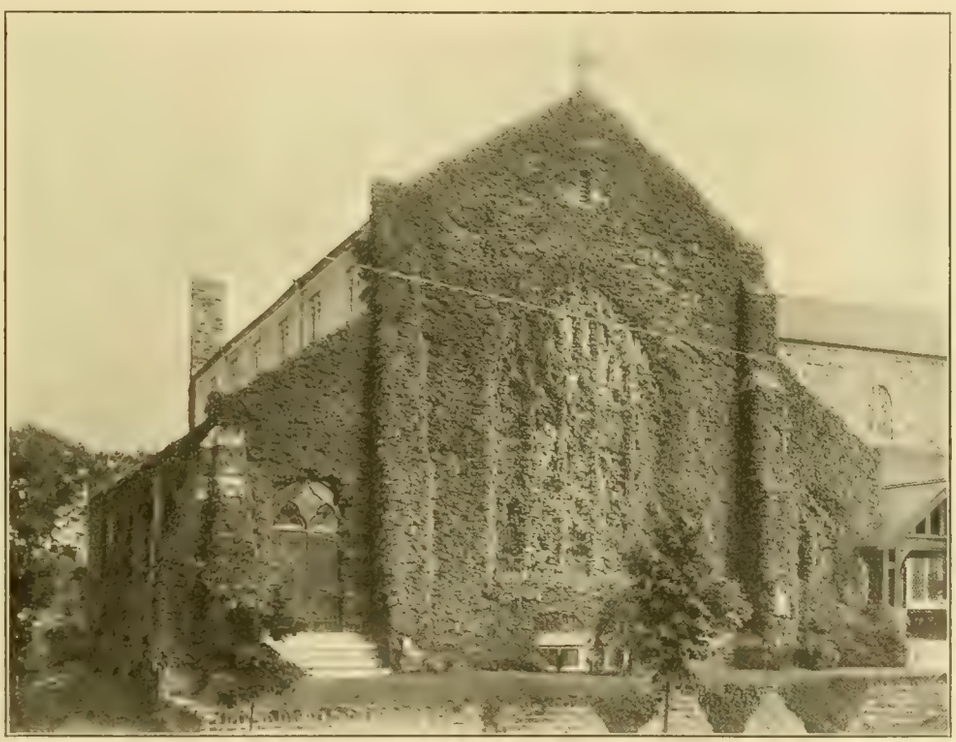
AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Ivy Covered Church Front

Our illustration represents the Ivy covered front of the Summit Presbyterian Church, Germantown, Philadelphia. The Ivy is the Japanese Ampelopsis tricuspidata (Veitchii), and the photograph was taken in late Summer, when the foliage of the vine had lost some of its freshness and was taking on its Autumn hue. It will be observed that the vine has been allowed to grow at will, partly covering the chief window as well as the wall. This has caused some comment from those viewing it as they pass by, the opinion prevailing that the front would gain in beauty were the vine confined to the wall, leaving the window free.

Then there is expressed by some the opinion that where the English Ivy is hardy, as it is at Philadelphia, it is a better vine for a church wall than the Japanese one, the darker green of the leaves and their evergreen character being much in its favor. A few plants of the English Ivy may be seen creeping over the low stone wall along the front of the church.

The Japanese Ivy is a faster grower than the English, and is in much use in cities, thriving where many other vines would not. Both these vines have a competitor in the Euonymus radicans, a hardy, evergreen one, which clings closely to surfaces and has a very neat appearance. JOSEPH MEEHAN.



Ivy Covered Church, Germantown, Pa.

The Japanese Maples

Probably no group of plants has found more favor with the general public than the Japanese Maple.

Japan has given us of her flora liberally, but nothing that has emanated from that country can excel in beauty the foliage of these plants.

The largest are not too large for the smallest garden or the smallest too small for the largest grounds. Possessing as they do such diversity in size, in color and shape of leaf and general outlines of plant, make them available for use in many ways in plantings.

All lend themselves readily to grouping, and when the several forms and colors are commingled intelligently in a well placed and balanced group they form a most attractive feature.

There are hardly any of them which could not be also used as a solitaire, depending of course on the position and what it demands. The most suitable ones for lawn specimens are found among the stronger growing kinds of which the "Blood-leaved," Acer polymorphum atropurpureum, is the most sought and desired on account of its striking color in Spring.

The "Ivy-leaved," Acer polymorphum ampelopsifolium, is another most desirable green leaf kind and is perhaps the most brilliant in Fall coloration, while the plain type, Acer polymorphum, makes a graceful lawn specimen of moderate size.

One of the most distinct and informal varieties is the "Aconite-leaved," Acer japonicum aconitifolium, the silky foliage of which bears a striking likeness to the leaf of the common Aconite, hence its name. The plant has quite a pretty floral effect, too. The flowers, which are red, are produced in drooping clusters before the leaf expands. The Autumn color of the plant exceeds even its beauty in the Spring, the deeply cut and lobed leaves turning a crimson and gold. We shall never forget a dining table decoration made up solely of the leafage of this plant; it was truly a fine interpretation of Autumn.

The golden leaved variety, Japonicum aureum, while not a strong grower and not always a shapely plant, is rather indispensable for grouping with others as it maintains the golden color very much longer through the season than A. polymorphum reticulatum, a pretty gold and green leaved kind of a much freer habit of growth and a good seller on that account.

Those of the graceful pendent habit, like A. polymorphum dissectum, are shown off to better advantage when placed on sloping ground so that the growth of the plant flows with the contour of the immediate surroundings. Nothing is more fitting for the Japanese rock garden than is this form and its red counterpart, "dissectum atropurpureum." As there is not a superabundance of soil or root room for them under this phase of gardening, the plant grows very slowly, but usually maintains that perfection in miniature which is really the chief thing required in the small space allotted it. We know of nothing that so quickly changes and glorifies the Japanese garden than do these plants.

Within less than a week, what to the mere casual observer is an uninteresting twiggy bush, becomes a veritable mass of flowing shades of color which elicits much admiration from everyone. Practically all the growth of a season is made in three to four weeks with the Japanese Maples and, consequently, nurserymen find it no easy task to fill every order for them safely unless unusual methods are used. Three or four days of warm weather in April will so rush the foliage out that to dig them without exercising such precaution as securing all the earth possible with the roots, wrapping and sewing in burlap, and immersing the ball in water, would be an unsatisfactory transaction for all parties concerned. By reason of this and the fact that the plant is always a wonderful seller when in leaf (then really too late to plant it), wise nurserymen will have a good supply of the best varieties in pots and tubs for which there is always a ready sale and, what is more, a profitable one in every sense of the word.

The plants intended for late Spring and Summer sales are usually lifted and potted up in October which gives them a chance to make better root action the following Spring, and those unsold can well remain in the same receptacles until the next season; in fact the plants of the second season will have a better color to the foliage by reason of becoming well rooted.

We have often thought the florist would find ready sales for small and medium sized plants of the better kinds of Japanese Maples if he would have them among his forced plants for February and March. The lacey, fern leaved, palm leaved, quinate leaved and colored leaved kinds would strike a distinct chord among the regulars. No great heat is required to bring them into leaf for March and, if placed in special Japanese designed receptacles, good prices could be secured for them without a doubt. The plant under good care could serve a double purpose for, later in the season after it has done service inside, it could be planted out on the grounds as a permanent feature.

What a change has been effected in our cemeteries in later years by a more free use of these bright colored foliage plants in conjunction with those of sombre hues. In the old days, the resting place of the departed ones was invariably associated with the sombre and this thought was carried out even to the choice of plants. Thanks to the change and modification of sentiment in this respect, along with comprehensive and preconceived planting plans in all up-to-date cemeteries, we now see them vieing in beauty of color with many of our public parks. This assuredly is as it should be. Let the resting place of our loved ones be a garden and not a Valley of Tears.

We are agreed, certainly, that evergreen should always be in strong evidence to afford that living color in Winter and to accentuate perhaps the thought of keeping green the memory of those departed, but there should also be a fair balance of deciduous trees and shrubs which, with the advent of Spring, will burst forth in cheerful shades of color and illustrate strongly to the living the thought of a resurrection.

Recalling how rapidly the growth is formed in Spring, we should see to it that the position given them is one sheltered as much as possible from cold winds which, in a few hours, would blast the tender leaf to the extent of marring their beauty for a season.

Planted in connection with evergreens, the latter are both a source of protection and the right background for the bright colors of the Maples.

The prevailing modes of propagation are by layering and inarching, both being effected in June and July, while the plant's growth is young. All the stronger growers make good plants from layers. These are usually down for two years before being severed from the parent plant. The small and less sturdy ones are best inarched to raise them on a stout stem, the common species, Acer polymorphum or Acer Japonicum, being the stock used. These having been put into pots in the Fall are ready for the scion in the Spring and are plunged in the soil around the plant to be grafted. No grafting wax is needed in the operation, strong raffia bound tightly around the point of union being sufficient. The following Spring the young plants are ready for lining out. A watch should be kept over them during the first Summer to keep the young growth that appears on the stock from taking the life from the scion, and a stake should be given the young plants to strengthen and train the leading growth. EDWIN MATTHEWS.

The one book pre-eminently practical for use by florists and nurserymen as a guide for all laying out work is Cridland's Practical Landscape Gardening. Price $1.90 from this office.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; Jas. Griffith, secretary; David Touseau, treasurer. The address of the officers is the address of this paper. Short address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Use every endeavor
to secure without delay the full
amount of coal to which
you are entitled under the ruling of
the Fuel Administration
Get it in NOW

To lovers of Roses the recent death of E. B. McFarland, president of the Portland Rose Society, will prove a distinct blow. His obituary is recorded in this week's columns.

Carnations and Chrysanthemums in Short Supply

Reports reach us to the effect that Carnation and Chrysanthemum plants are running short of supply and will be high in price.

Quarantines and Restricted Shipments

Federal Horticultural Board Announcements

The Service and Regulatory Announcements issued by the Federal Horticultural Board, U. S. Dept. of Agriculture, Washington, D. C., is of interest to many nurserymen(according to their location) and again according to whether or not they are importers of plants, and this is just a reminder to those nurserymen not now receiving the Announcement regularly that same can be obtained by addressing C. L. Marlatt, chairman, at above address. To publish these Announcements in our columns would consume unnecessary space in proportion to their general value to readers and would not be in as handy form for quick reference as the originals, which should be carefully filed.

Let Flowers Dominate

When will the grower realize higher prices for his product? This seems to be the prevalent query to the future welfare of the producer in order to enable him to carry on in spite of the Government restriction of coal supply so necessary to help win the war and with which the trade want to co-operate by assisting in every way possible.

Now let us assume that we were not connected with the flower business at all and we had to send a gift to somebody for certain anniversaries, weddings, birthdays, motherhood and many other occasions where remembrances were in order. How often would you think of flowers? Well, perhaps, you might think of flowers. Why not make the gift of flowers dominate in the minds of everyone when there is a doubt as to what to send? If we succeed in partly doing this, don't you think the demand for flowers ought to automatically increase the price and, if it does, may not the grower expect his proportion also?

Now if it were possible to make every one in your city or town see your floral display that would be one way, but as this is almost impossible, the next method should be by publicity (newspapers preferably), thereby calling attention to flowers. By this manner and means you have the most effective and quickest method to bring to the public the use of flowers and the more you talk about them the more you make them think and use them.

Then will flowers dominate and then will we come to a bigger and better business so that the publicity committee, when funds are needed to do nationally, together with what you are expected to do locally, will have no difficulty in accomplishing their task. HENRY PENN,
Chairman National Publicity Committee.

Good News for Small Florists

Forty Ton Coal Maximum Allowed

Just as we go to press we are reliably informed that S. A. F. President Chas. H. Totty has received telegraphic advices from the Fuel Administration that the order has been issued permitting florists who during 1915-6-7 have burned an average of 40 tons of coal or less, to secure 100 per cent. allowance; for instance, if a florist during the past three years averaged for each year 35 tons of coal he can order that quantity for the coming season.

Further advice states that florists in Illinois and Indiana and states west of the Mississippi are to be allowed to burn screenings in any quantity.

Good News for Easter Lily Growers

Just as we were going to press we received a telegram from Wm. F. Gude, Washington representative of the Society of American Florists, to the effect that the War Trade Board had passed a resolution to the effect that licenses for importation of Lily bulbs from Bermuda shall be issued when shipped by S. S. Charybdis.

That's one item of comfort to the grower, to which we may add another to the effect that in a letter dated July 3, received from a Bermuda Lily grower he made the comment that the bulbs on the island never looked finer than on that date.

Fuel for Next Winter

Undoubtedly this is the uppermost question in the minds of those florists who are not as yet supplied, either wholly or in part, with their 50% allowance. In some sections of the country it is reported that florists have all their fuel for next Winter. Such men are in luck's way. The delay of the order in the legal department of the Fuel Administration to pass on the recommendation allowing full 100% up to 40 tons of coal for the small florist is making for a severe loss to this class, as it is absolutely impossible for them to put in over their 50% supply, even though the local fuel administrator should be willing, for, in so doing, they would run the risk of having to pay an extremely heavy fine. No action whatsoever can be taken by a florist in this matter until the allowance is legally granted. The powers of the local fuel administrators are construed by these gentlemen in various ways, simply following the methods practiced by officials all the world over since the earliest days. The more accustomed to their duties they become, the more likely are they to take sane views and make wise decisions. Thousands of florists will be on the anxious seat until the matter is definitely settled.

The law allows two or more florists to combine in the one plant, if they so desire, but we have not heard of any such combinations. We think there must be many cases where this could be done to advantage; that is, for two or more men to make use of one common plant, throwing all their coal allowance therein. It would be the part of wisdom to take advantage of the clause allowing the use of wood as a substitute, and we recommend that wherever possible to obtain it (without the use of the railroads) florists gather a supply of wood. This is always a staple, and can be sold should the grower finally not have to resort to it himself.

Why Subscribe, if You Won't Read?

"As a subscriber for THE FLORISTS' EXCHANGE, I have been informed that anyone with 8000 ft. of glass or less can have enough coal to run his plant. Kindly send me a ruling on the coal law or tell me where I can get the ruling, as I have that amount of glass and it seems hard to get enough coal."

A letter such as the above illustrates one disappointing and disagreeable feature of trade paper editing. The daily papers can insert articles abounding in untruth or exaggeration, to put it mildly, and then, without batting an eyelash, publish a contrary version the next day or entirely ignore making a correct statement. With the trade press the code is different. Here one is supposed to use every effort to assure one's self of the facts before making any publication whatsoever. Hence, trade paper editors go the limit in their endeavor to serve up actual facts, expecting in return, for what is often obtained at considerable expenditure of time and money, a careful reading by the subscribers.

In our issue of May 4 we published the restriction order from the Fuel Administration in full, and for the benefit of our inquirer, and probably hundreds of others who may still be in the dark, we repeat it herewith:

(Originally published in these Columns, May 4)

Regulation Restricting Fuel Consumption by Florists

1. That the term "florist" in this regulation shall be construed to include any person, firm, association or corporation engaged in the growing of flowers, plants or Winter vegetables, but is not intended to and shall not include the growing of plants for transplantation to produce Summer vegetables.

[**Note Particularly.**—On April 27 the Fuel Administration interpreted above paragraph 1 by ruling that the exception made in favor of greenhouses in which vegetable plants were raised for "transplantation to produce Summer vegetables," applied only to greenhouses devoted exclusively to that purpose.]

2. The term "greenhouse" shall be construed to mean any building, private or public, in which artificial heat is used to aid in the growing of flowers, plants or Winter vegetables.

3. That no florist, as defined above, shall at any of his greenhouses consume, burn, or use fuel of any description, including coal, coke, fuel oil and natural gas, or other petroleum products, or use power derived from any such fuel, for or in connection with the growing of flowers, plants, or Winter vegetables, as above defined, during the year beginning April 1, 1918, and ending March 31, 1919, to an amount in excess of 50 per cent. (50%) of the average annual amount of fuel consumed at such greenhouse for or in connection with the growing of plants, flowers and Winter vegetables, during the period from April 1, 1915, to April 1, 1918.

4. That whenever it appears that any particular greenhouse was not in existence on April 1, 1915, then and in such case the period during which it has been in existence prior to April 1, 1918, shall be considered and used as a basis in determining the quantity that would constitute one-half of the average annual consumption of fuel of such greenhouse.

5. That any florist, as above defined, owning and operating more than one greenhouse for the growing of plants, flowers or Winter vegetables, may combine such greenhouses and use in such combined greenhouse the fuel allotted to each of such greenhouses by this regulation, provided the amount of fuel so used at such combined greenhouse shall not be in excess of one half of the fuel consumed by all of such greenhouses when operated separately.

6. That whenever two or more florists find that a further fuel economy would result from using in one greenhouse the allotments of fuel as provided by this regulation, to two or more greenhouses, then upon application to the United States Fuel Administration and receiving a permit therefor, such florist may use the aggregate allotment of fuel to their respective greenhouses at one or more greenhouses operated jointly by them, provided the amount of fuel so used shall not exceed one-half of the amount consumed by all such greenhouses when operated separately.

7. That any such florist, violating or refusing to conform to the above regulation, shall be liable to the penalty prescribed in the aforesaid Act of Congress.

(Signed) H. A. GARFIELD,
United States Fuel Administrator.

The only ruling since the above of May 4 has been that allowing florists to burn wood in their greenhouses when same was procurable without having it conveyed over the railroads. Where it is the intention to burn wood, additional to the coal allowance, advance notification should be given to the local fuel administrator.

On May 27 there was held a hearing before the Fuel Administration at Washington, in which numerous representative florists participated, and from its ranks a committee of nine was appointed to meet Mr. Noyes of the Fuel Administration office. What took place at that time was published in full in THE EXCHANGE, the outcome being that Mr. Noyes promised the committee that he looked favorably upon their recommendation to allow small florists, who had used on an average of not over forty tons of coal during the past three Winters, to be allowed their full 100% supply.

Right up to this minute the only further satisfaction which Wm. F. Gude, Washington representative of the S. A. F., has been able to obtain was that this concession was in the hands of the legal department of the Fuel Administration office, and that they would make their decision known in due time. Evidently, the "due time" has not yet elapsed.

Allowance is Granted

See head of Second Column

Until that concession is promulgated by the Fuel Administration it would be unwise for any florist to violate the present order, which is that he may obtain physical possession, at the earliest possible moment, of 50% of the amount of coal based on the average of his consumption for the past three years. There is nothing, however, to prohibit the small florist from negotiating with his coal supply man to hold in readiness for delivery to him, up to 40 tons, the full 100% of his requirements, should the 100% efficiency allowance eventually be passed.

Under the Federal ruling, we cannot see where an appeal to, or taking counsel with, the local Fuel Administrators is going to help. On the one side is the official ruling, which is law, and on the other side are the local administrators appointed to enforce the law, but we cannot see where even these men can interfere with or

hibit the florist from obtaining his allowance, although are in receipt of letters pointing to the contrary, wherein local administrator seems to be of belief that he can nt or refuse coal at his pleasure. It should further be erstood that the local administrators have the right to that private families are supplied before the florists other restricted industries.

In Memoriam

Through the recent deaths of Andrew Peck and nes Dean, the A. T. De La Mare Co. Inc., proprietors THE FLORISTS' EXCHANGE, have suffered the loss of honored ex-directors of the company who served gave of their best for its interests for many years. although not related in business affairs before they ame directors of the company, Mr. Dean assuming ce several years prior to Mr. Peck, both gentlemen re Civil War veterans and members of U. S. Grant ny Post (the first G. A. R. Post to be founded, if remember correctly), each in due course becoming mander thereof. They were staunch friends. Neither them was inclined to discuss the events of the Civil r, keeping their recollections solely for Reunion days. writer learned to know them intimately during extensive business association, and he and their mul- ide of personal and business friends made by each them during their more than three score years and , feel keenly the break in a long and pleasant ac- intance. A. T. D.

The Guada Bean Identified

have just had an opportunity to glance over the rent issue of THE EXCHANGE, and noted your illustra- n of the so-called Guada Bean. I note also that ask for its identification.

This is *Trichosanthes anguinea*, known as "Guada an" and "Snake Gourd." It belongs to the cucurbi- eae, and has nothing to do with the Bean family. The shell of this gourd does not dry as hard as the linary gourd, but is more like a Cucumber. The fruit en grows to a considerable length—sometimes as much from four to six feet. For use as a food the gourd taken while still tender and before it has begun to or, as later it becomes quite tough and stringy. e gourd is cut into thin strips and then cooked; it sembles, in this way, very much the String Bean.

PETER BISSET,
Plant Introducer in charge of
Foreign Plant Distributions.

Washington, D. C., July 10, 1918.

Replying to yours of recent date regarding the possi- ities of the Guada Bean, Kaffir Gourd, etc., as a vege- ble, and also taking into consideration your Bermuda perience, I must admit that I feel a little doubtful the value of this plant for food purposes here. We ve so many good varieties of Squash, some early and ne that may be kept in good condition until quite late the year, that I cannot see a great opportunity for the ffir Gourd. Of course, it is possible that it might l in moderate quantities as a novelty. I am inclined consider the plant in question as a variety of the ake Gourd, Trichosanthes anguinea.

New Jersey, July 6, 1918. WM. H. TAPLIN.

S. A. F. Publicity Campaign

(Concluded from page 81)

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R. Eckhardt, St. Paul, Minn.	10.00
Fischer, Chicago, Ill.	25.00
hn Fuhrmann, Chicago, Ill.	25.00
W. Adams, Chicago, Ill.	10.00
dolph Malchon, Chicago, Ill.	12.00
raff & Dresel, Chicago, Ill.	10.00
lbert Hall, Chicago, Ill.	20.00
hotwell Floral Co., Fargo, N. Dak.	25.00
medley Floral Co., Fargo, N. Dak. (2d sub.)	20.00
he El Paso Carnation Co., El Paso, Ill.	10.00
he Sacramento Florist Society, Sacrameto, Cal.	25.00
ouis Burk, Philadelphia, Pa.	10.00
	$1,008.00
Previously reported from all sources	36,530.75
Grand Total	$37,538.75

Obituary

Mrs. Magdalena Smith

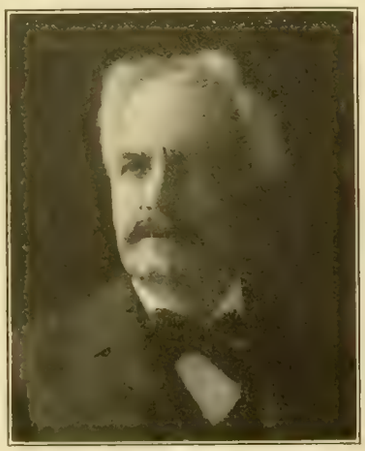
Mrs. Magdalena Smith, wife of the late John Smith and mother of George W. Smith of the Cleveland Florists' Exchange, Cleveland, Ohio, died on July 10, at the age of 74 years and six months, at her residence, 1483 Crawford rd. Interment was held July 13 at Lakeview Cemetery. J. McL.

Mrs. Emma von Oven

Mrs. Emma von Oven, wife of the late Ernst von Oven and mother of Emma, Lena and Frederic von Oven, proprietors of the Naperville Nurseries, at Naperville, Ill., passed away, on July 12. Funeral services were held at the late residence on Monday, July 15, at 2 p.m.

William H. Evans

Wm. H. Evans, president of the Pike's Peak Floral Co., Colorado Springs, Colo., died after a protracted illness at Pasadena, Cal., where he had resided much of the time during the past four or five years, due to ill health. Sixteen years ago he established the Pike's Peak Floral Co., now one of the largest greenhouse concerns in the Rocky Mountain region. The deceased had many friends who will hear of his death with sincere sorrow.



The late James Dean

E. B. McFarland

E. B. McFarland, of Portland, Ore., though not a florist, was a great lover of Roses, and the news of his sudden death from heart disease, at Seaview, Wash., July 5, will come as a shock to his many strong friends. Mr. McFarland occupied the same position in the West as did Rear-Admiral Aaron Ward (whose death was chronicled in last issue) in the East as regards their mutual love of the Rose. In Portland Mr. McFarland was looked upon as an authority upon the subject, and it was largely through his efforts that the fame of Portland as a Rose center was spread far and wide; he was not an originator of Roses, but he imported and grew more varieties perhaps than any other man in the Northwest. He was the president of the Portland Rose Society.

James Dean

It is with sincere regret that we are called upon to record the death of another of our veteran florists, James Dean, of Freeport (L. I.) N. Y., who passed away at 10 a.m. Tuesday, July 16.

James Dean was born on the estate of the Marquis of Queensberry, Dumfriesshire, Scotland, Aug. 7, 1843, where his father was gardener. In 1850, with the family, he came to the United States, his father securing a position as gardener to the Rev. Dr. Howland, Astoria (L. I.), N. Y., where the deceased attended school, beginning to work at the age of 15. When the Civil War broke out in 1861 he ran away from home and enlisted in the 72d New York Volunteers, returning home at the close of the war in charge of his company. He was with General Joe Hooker's corps in the Peninsula campaign, and was present at the battles of the Wilderness, Gettysburg, Spottsylvania, Cold Harbor and others, ending up at Appomattox in 1865, during his four years' service being twice wounded. Mr. Dean was one of the survivors of the fierce fight at the Bloody Angle, Gettysburg, a fight to the death, which will stand out for ages to come in the annals of the Civil War.

After the close of the war, Mr. Dean worked for two years at Astoria for the then celebrated Wm. C. Wilson, one of the most prominent florists of the time; he was superintendent for nine years for W. C. Langley, Bay Ridge, Brooklyn, N. Y., at which point he started in business in 1877 with J. M. Keller. At the close of this partnership Mr. Dean started in business in 1881 for himself, purchasing at a nominal figure four acres of ground at 65th st. and Third ave., Brooklyn, which property some 20 years later was purchased by the city of Brooklyn at an enhanced price for the purpose of connecting up the boulevard which runs from Prospect Park along the shore to Fort Hamilton. His specialty was that of foliage and Easter plants for the New York market; his reputation as a grower of Azaleas, Genistas and Easter Lilies was unrivaled. After some 20 years of successful business life and the sale of his property to the city, he disposed of the contents of his greenhouses and retired from business, purchasing the residence at Freeport, where he resided to the time of his death. Indicative of the high esteem in which Mr. Dean was held by his neighbors was his election three times as president of the village; he also served for several years as commodore of the South Shore Yacht Club.

During his business career in Bay Ridge he was greatly interested in educational affairs, and served there as president of the board of trustees for 20 consecutive years. As with many other men so with Mr. Dean; not having had the advantage of an extensive education in his youth he was determined that the rising generation should not suffer, and the schools he planned in that section were in those days models in every respect.

An appointment of which Mr. Dean was justly proud was when he was placed in charge of the floricultural exhibit of the State of New York at the World's Columbian Exhibition in Chicago in 1893, covering six and three-quarters acres, and which was awarded 82 medals and diplomas, or as many or more awards than were given to all the United States in the same classes.

The deceased had a hobby in the collection of firearms of which he never boasted but was always glad to show visitors; this collection comprised antique arms from centuries back and was probably the most complete private one in the United States; unfortunately it was recently disposed of at public auction thus scattering the various pieces again.

Mr. Dean received the highest honor at the hands of his fellow workers when he was elected president of the Society of American Florists, at the convention held at Toronto in 1891. He presided at the convention held in Washington in 1892. Well we remember that meeting, and other conventions of long ago; trade journals then did not occupy their present importance and so many of the practices of the day were thoroughly threshed out at the convention gatherings. Mr. Dean was a strict disciplinarian; three meetings were held each day, morning, noon and night, and 400 men crowded the room at each session; once in the meeting Mr. Dean would not permit a delegate to escape. The writer recalls one session when a discussion started on lapped vs. butted glass that waxed hot; which side won the writer cannot remember; this is mentioned as indicative of the intense interest displayed frequently at these long gone by meetings.

Jame Dean's recollection of the first Rose house he saw was one owned by James Weir, a leanto, some 35ft. x 20ft., with heavy rafters and sashes glazed with 6in. x 8in. glass, the Roses being planted in a solid bed, composed of varieties Lamarque, Gloire de Dijon, Malmaison, Safrano and Devoniensis.

Mr. Dean was one of the original directors when the A. T. De La Mare Ptg. & Pub. Co., Ltd., proprietors of THE FLORISTS' EXCHANGE, was formed in 1891, continuing as such for over 20 years and until ill health overtook him. The writer had the pleasure of a long acquaintance with the deceased and came to know him well. He was one of the most unassuming of men; in his personal dealings he was most honorable; nothing on earth could swerve him to any action outside the beaten path of rectitude. He had a great heart filled with charity and friendliness for all; he did his good work in secret, and few know the extent of his devotion to those less fortunate than himself, especially toward former comrades in arms who had met with reverses in the battle of life.

Mr. Dean was one of the founders of the U. S. Grant Post Grand Army of the Republic, and eventually served as its commander. It was this post which went to Mt. McGregor, N. Y., and brought General Grant's body to the mausoleum on Riverside Drive; this Post still holds services there every Memorial Day. His last wishes were complied with when last Friday the U. S. Grant Post held its funeral service in his memory at its headquarters, 489 Washington ave., Brooklyn, N .Y.

He was married in 1867 to Louise L. Labrouse, and had two sons and five daughters.

Funeral services were held at his home on Bayview ave., Freeport, N. Y., on Thursday evening, July 18, interment taking place next day in Greenwood Cemetery following the G. A. R. service. A. T. D.

Suggestions for the Home Production of Easter Lily Bulbs

Florists can grow their own Easter Lilies—Easter Lily bulbs can be produced in the latitude of Washington—Flowering bulbs obtained in one year's time—Space required for bulblets in greenhouse negligible—Seed production comparatively simple—Specialists may develop—Forced bulbs can be used over—The North more suitable than the South. **The writer of this article is Dr. David Griffiths, in charge of the Bulb Production Investigations, Bureau of Plant Industry, Department of Agriculture, Washington, D. C.**

FLORISTS will be interested in some preliminary work being done in the greenhouses of the Department of Agriculture at Arlington Farm, Va. The investigation is not far enough advanced yet to warrant definite recommendations and directions to be drawn, but there are indications that the Easter Lily bulb can be produced in the latitude of Washington, D. C., on a combination greenhouse and outdoor basis very satisfactorily. Since the exigencies of the shipping situation of the world have necessitated an embargo on importations of bulbs we shall have to produe the stocks ourselves or go without these almost indispensables. A few suggestions, therefore, based on the D. of A.'s investigations, may enable some of our florists to work out a plan for the production of their own stocks. As the time necessary for building up a stock is considerable it seems desirable to offer these few suggestions now—all with reservations—for the benefit of saving time for those who may be in a position to take advantage of them.

Years ago it was proven, through the work done by Geo. W. Oliver, that it was perfectly feasible to produce flowering bulbs in one year's time from seed under greenhouse conditions. With this as a starting point a large batch of seedlings was produced two years ago. These have just passed through their first full flowering and have been segregated for further seedling generations. But that is aside. The points which it is desirable to emphasize here may be summarized as follows:

I. The Easter Lily can be carried out-of-doors and blossomed in the vicinity of Washington (and probably very much farther north).

II. The seed sown in August to October in flats in the greenhouse will germinate quickly and may be pricked off into 3in. pots in Winter or early Spring.

III. A few of these may produce blossoms during the Summer.

IV. In the following Autumn the bulbs can be dried off and matured for a few weeks and then potted up for forcing. Eighty per cent. at least should be large enough for this purpose.

V. The bulbs too small to force may be planted late in the Fall out-of-doors in a friable and preferably fertile soil at a depth of 8in. and mulched after cold weather sets in. These will be ready to force the following year.

From the above it will be seen that the greenhouse room necessary for the production of flowering bulbs is a small space (two or three flats) during Winter, and a comparatively small space for 3in. pots during the Summer when plenty of room is usually available. As a matter of fact it is thought it may be possible to cut out the Summer in 3in. pots in the greenhouse. This is being tried this season. The seedlings were set in beds out-of-doors in April. They are doing very well at present, but it can not be told yet how the bulbs will grow. At all events, if greenhouse space is short for the 3in. pot period, frames will suffice as well as greenhouse space for growing the bulbs on. It is quite certain that a smaller percentage of the bulbs will reach flowering size under the uncontrolled out-of-door conditions, but this will simply necessitate that a larger proportion of small bulbs be grown out-of-doors another year.

Seed production in the Easter Lily is a simple matter, as practically every blossom will set. It is needless to say that only the best plants should be used to produce seed. A cross between the varieties giganteum and Harrisii has been recommended as producing great vigor. On the other hand satisfactory results have been secured by selfing good plants of formosum. Experience is too limited to enable one to say which cross is the best that can be made. It is safe, however, to recommend that the florist select the best and most uniform plants, pollinating with other individuals in the same variety.

It is to be expected that special growers will come along after a time who will make it their business to produce the bulbs for the florist trade in this country. But until that comes about the florists can produce them themselves with little if any more space and effort than that now required to keep up the propagation of Carnations or any other similar stocks.

It should be borne in mind that all forced bulbs can be used again by growing out-of-doors a year, providing they are allowed to mature naturally in the pots. This necessitates only that the pots be set out-of-doors with proper moisture control after cold weather is by. This requires that the florist, when he has gotten up his stocks, needs carry only double the number of bulbs which he forces each year, plus a margin for losses and plants sold. Those not actually in forcing are carried out-of-doors where their handling should be paid for by flowers which will be produced in abundance in June. Of course, cutting at all times must be carefully done to preserve the leafage for bulb production.

Stocks produced from seed will be irregular in size, but so is the stock imported from Japan, for that matter. Uniformity of stock can be brought about only through selection and further breeding. The Department is now endeavoring to produce uniformity through successive seedling generations. This may be a difficult thing to do. It is not felt, however, that it is at all imperative that it be done. If it shall be found that it is difficult or impracticable of accomplishment vegetative propagation can be resorted to and that without practicing the scale method in vogue in Bermuda years ago. Bulbs planted deeply will always produce a number of axillary bulblets, the number of which will be mutiplied still further by "hilling" or banking the earth about the plants as they grow. We have had 12 bulblets ⅜in. in diameter produced naturally on bulbs planted 9in. deep. This natural bulblet propagation will serve to keep up the stocks. They need but one year's growth to be brought to forcing size and where but few are produced on a stem they may be large enough to produce one or two flowers the first year.

Many will no doubt be skeptical about the repeated use of the bulbs year after year for forcing on account of their experience with diseases in imported stocks. But with care in handling there should be no more difficulty with diseases in the Lily than in the Hippeastrum or a score of other plants that might be mentioned. It should be noted that a seed generation leaves the diseases behind—for how long will depend to a very large extent upon the conditions under which the plants are handled. No disease has yet appeared in our stocks.

It may seem rather revolutionary to advocate the production of Easter Lily bulbs this far north when the venture has been so disastrous even in Florida, and especially when the advice in all the trade journals is to throw the bulbs away after they have flowered. But it is not at all impossible that the northern situation has decided advantages. Diseases and pests will certainly be less troublesome. In the South the bulbs appear above ground in the Fall and go through the Winter in vegetative condition. In the North they are planted late to preclude this Autumnal development. We have also mulched in the vicinity of Washington. This is an added expense, but the space covered by bulbs used by any one florist is small and the cost of mulching inconsiderable. We must remember that the whole bulb industry of Holland is built up very largely upon a mulching system.

It is rather felt that it may be necessary to dig all bulbs and ripen them off in storage each fall, late planting being advocated for such as are not needed or are too small for forcing, so that no top growth will be produced before Winter sets in. However, it may be shown later that it might not be necessary to dig each Autumn. We have had two lots undisturbed out-of-doors now for the second Winter with good success, the plants producing from three to eleven flowers each. We have even had small bulbs go through the Winter with no protection when planted but 6in. deep.

Labor Saving Devices

There are Hundreds in Use—Let us hear from them

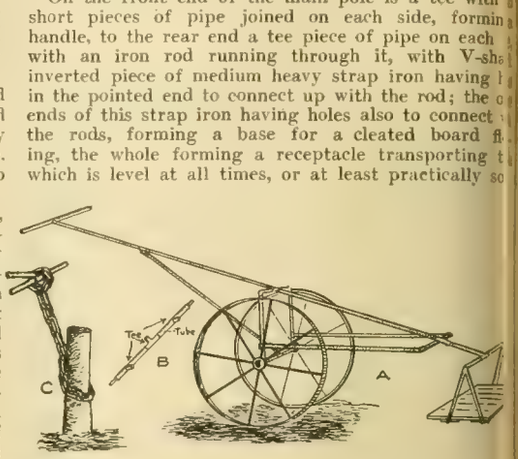
Leverage Conveyor

The accompanying illustration shows what might be called a leverage or revolving conveyor. It is used for loading and unloading material from wagons, as a box of phosphate, etc. Of course it can be used in many different ways; for instance, if you wanted to move for a short distance a pile of brick, stone or soil, or anything that would fit on the swivel board.

This apparatus is composed of two light wagon wheels on an axle about 2½ft. long. This is run through on pipe with three tees connected up, one on each end and one in the center. Connected to each end tee is a section of pipe placed perpendicularly; the latter are joined horizontally with ells on each end and a crossed tee in the center. The height of this depends on the size of the wheels, but 5ft. is about right.

Connected to the cross tee is a long piece of pipe as long as desired, the longest part being in front. This is nected to the center tee at the axle is a brace rod ing the main pole about half-way, or a little more. two ell brace rods, extend to within about 2ft. of the of the main pole.

On the front end of the main pole is a tee with short pieces of pipe joined on each side, formin handle, to the rear end a tee piece of pipe on each with an iron rod running through it, with V-sha inverted piece of medium heavy strap iron having in the pointed end to connect up with the rod; the o ends of this strap iron having holes also to connect the rods, forming a base for a cleated board fl ing, the whole forming a receptacle transporting which is level at all times, or at least practically so



A, Revolving Conveyor, complete; B, detail of axle; C, met of using the device for pulling up posts, etc.

To use the device you simply put on the load swing it around, the wheels forming the swivel. I not meant for carting, as there are better means for purpose.

By taking off the conveyor board and leaving the on the end, the device can be used for pulling old f posts, or similar posts, by means of a chain. Sin raise the leverage handle high enough to get near bottom of the post, fasten the chain by means of a hook and the other end of the chain to the tee on leverage pole and pry down.

In loading or unloading a wagon a man in the wa and two others to help him carry the stuff are usu required, thus involving unnecessary labor. Much of work, however, is avoided by the conveyor just descril Of course this device could be made of wood on same principle, but iron pipe—second-hand materia quite satisfactory—is easier to handle and less clu looking.

CHAS. J. BLACK, J

A Combination Straight and Folding Step Ladder

To make a ladder that can be used either as a straight ladder or as a step ladder, the following material is required.

2 pieces of 1 by 3in. straight-grained wood, without knots, 6ft. long.

6 pieces of the same 18in. long.

2 pieces of the same 5ft. long.

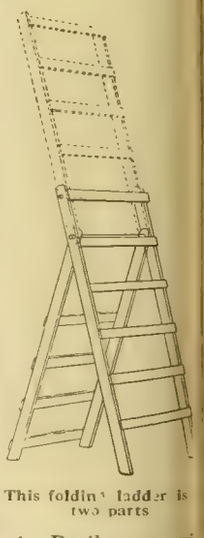
3 pieces of the same 16in. long.

2 pieces of stout broom handle 18in. long.

A quantity of 8 or 10d nails.

About one-half inch from one end of each of the four long pieces bore a hole, through which a broomhandle will pass fairly easily, and 1ft. back from this hole bore another one, as shown in the illustration.

Lay the two longest pieces with edges up, and nail on the six 18in. rungs, beginning at the end nearest the holes and placing them about 1ft. apart. Do the same wi the two shorter pieces, but in this case begin the run about 2ft. from the ends with the holes in them.



This foldin ladder is two parts

Next place the short ladder within the long ladd so that the holes are in line. Slide one of the pie of broomhandle through these holes to form a piv Fasten the pivot to the large ladder with a small n to prevent it from slipping out, then allow the sm ladder to swing free.

With the addition of a short length of rope chain placed between the two sections to prevent the spreading, the step ladder is ready for use.

To convert it into a straight ladder all that is neede is to detach the stop-chain, swing the short section u until it is in line with the long section, and slide t other piece of broomhandle through the holes.—*Popul Science Monthly.*

The Pacific Coast

San Francisco, Cal.

Wild Morning Glory, probably the most obstinate weed that we have in California, frequently sends its roots down to a depth of 14ft., according to the report of Dr. George P. Gray of the Department of Agriculture, University of California, who lectured before the Pacific Coast Hort. Society on July 6 last. And when it is remembered that these roots can be cut back to half that depth without any assurance that they will not grow again, one can get a faint idea of the difficulties that lie in the way of eradication. Ordinary plowing which cuts the roots back say 10in., seems to have about the same effect on wild Morning Glory as pruning has on a tree. Arsenic is the arch enemy of wild Morning Glory, and where it can be applied when the foliage is moist enough to hold the chemicals for a few hours, it will generally deal a blow sufficient to keep the pest out of mischief for a few months, long enough at least to give a garden crop a chance to come through undisturbed. Dr. Gray holds out hope that future experiments will show that by repeating this treatment several times the roots can be exhausted and in this way put out of business. When well shaded by any other kind of plant growth it remains almost dormant, and for this reason Barley and Alfalfa, for example, can be grown successfully in an infected field.

Victor Ferrari of Ferrari Bros., who has been a member of the Coast Defense branch of the navy for several months past, was a visitor in town on furlough this week, a picture of good health and spirits.

H. Plath of the Ferneries lectured before the California State Floral Society on July 12 on the subject of ferns. The attendance and welcome accorded the speaker reflected the esteem in which he is held.

In order that members of the Pacific Coast Hort. Society who are now serving Uncle Sam in the Army and Navy may continue in good standing, without inconvenience, it was resolved that their dues should be suspended for the duration of the war.

At the July meeting of the Pacific Coast Hort. Society, which was held on the 6th inst., four exhibits were made, and the awards follow:

Gloxinia hybridum, A. Clemo, exhibitor; 95 per cent. Dendrobium fimbriatum and Dendrobium Dalhousieanum, J. A. Carbone, exhibitor; 95 per cent. Lælia Livingstonia rotundifolia, H. Plath, exhibitor; 95 per cent. Thalictrum dipterocarpum, M. A. Poss, exhibitor; 85 per cent.

The judges were A. Rose, Eric James and Chas. Abraham.

The Commissioner of Corporations announces that a permit has been granted to the California Nursery Co., at Niles, Cal., to issue to George C. Roeding all of its capital stock ($400,000) in exchange for the nursery at Niles, Cal. J. R. W.

Spokane, Wash.

Club Meeting

The regular monthly meeting of the Florists' Club was held on Monday night, July 8, with a good attendance. A committee consisting of J. F. Austin and Jack Burt was appointed to look into the new horticultural state law and take up with the members the matter of securing licenses for dealing in nursery plants which include many of the things the florists deal in generally.

It was decided to hold the club picnic in Manito Park on Thursday, July 18, and to make the same as much of a family gathering as possible.

John Young Visits Spokane

On Wednesday, July 10, we had John Young, secretary of the S. A. F. and O. H., as visitor in our city. Mr. Young spent a very profitable day here, as far as the members of the trade were concerned, for every one got an opportunity to meet Mr. Young and obtain explanations on many questions of interest pertaining to the fuel question, advertising, importations, etc.

State Vice-President Duncan busied himself as soon as Mr. Young arrived and called a special meeting of the Florists' Club for the evening. This gave many of those in the trade a chance to meet Mr. Young and hear him talk. Mr. Young is doing good work on his trip through the country, especially in the West, and the officials of the S. A. F. who thought of sending him on this tour are to be commended for their enterprise. Mr. Young reports good success everywhere in securing new members for the S. A. F. and also in getting new subscriptions for the National Publicity Fund.

E. S. Eugene, who met with a serious accident several weeks ago, is able to be around again part of the time attending to business.

Bernson & Halle, the Spokane Greenhouses, H. L. Olsson Co. and Peters & Sons, four of our leading growers, have gone in largely for Tomatoes this season and have had marked success with them.

D.

Portland, Ore.

Market Notes

Regular Summer weather, and with it, Summer business conditions prevail. The grade of stock the retailers have to offer is generally of poor quality, owing to the continued drouth, so things about balance themselves. Funerals have been quite numerous and this has been a good barometer of the florist business, as outside of this demand, there is little call for flowers. A little rain, and it will soon be necessary for flower buyers to visit the shops again, as the outdoor stock, of which they have been using much, is entirely burned up and past the blooming. With the advent of the Aster, Gladiolus and Zinnia, these tempting flowers will encourage buying for the home again. Carnations are still of good quality, although small, and are selling quite well. Roses are poor and not too plentiful. The Sweet Pea crop is a complete failure so far as good stock is concerned. Thrip, aphis and red spider did their best this year. Delphinium is nearly all gone; it has been in heavy demand the last few days. Shasta Daisies, Gaillardias, Phlox, Scabiosas, and Coreopsis are still to be had, such as they are.

News

Some two or three weeks ago Geo. Teufel and Alex Lelane took a two weeks' fishing trip to Deer Lake, some 25 miles on the other side of Mt. Hood. Mr. Lelane states that it has spoiled his appetite for fishing in the local streams as the fish in that lake keep the angler busy taking them off the hook; they caught as many as 117 in about an hour's time. He says the fish averaged about 10 in. in length.

Clay Embrey, formerly of Stillings & Embry of Lewiston, Idaho, is now working at one of the local shipyards. Another tradesman going to build ships.

Clarke Bros. are cutting some excellent Gladioli; Panama, Niagara and Halley are the varieties. This firm grows quite a large number of Gladioli bulbs at the Hillsboro place—some 50,000 of them.

Theo. Wedell has left the employ of Jean Robinson Co. This caused Mr. Robinson to leave his position with the shipbuilding concern where he has worked as steamfitter. It is good to have two trades, as at present the steamfitting was no doubt the best.

Martin & Forbes Co. are cutting the first Lilium auratum of the season. These came in quite handy the last few days, as the firm has been kept busy with funeral work.

Let us all hope that we will have the pleasure of having John Young, secretary of the S. A. F., who will visit us in a few days, with us at our next club meeting on the 16th of this month.

H. Nikeas.

Foreign Trade Opportunities

The Dept. of Commerce, Washington, D. C., reports as follows:

27147—An agency is desired by a man in France for the sale of agricultural machines, fertilizers, etc. References.

27151—A company in British Guiana wishes to purchase cultivators for use on heavy soil in sugar and Rice cultivation, also disk harrows, both of which are to be used with light tractors. Quotations should be made f. o. b. New York. Payment will be made by cash in New York. Correspondence may be in English. References.

(To Be Borne in Mind)

Two Thoughts

One for yourself and one for others. Save your quarters and lend them to the Government.

Buy War Savings Stamps.

Middle Atlantic States

Pittsburgh, Pa.

This section has passed through a period of very dry weather which has affected outdoor flowers considerably. There would have been plenty of Asters and Gladioli if there had been rain, but there is no sign of any at this writing. The indoor stock is about over for this year, except for a few Roses and Carnations which show the effects of the heat. There are some Asters and Gladioli, but very few, not nearly enough to meet the demand. Business has been keeping up well, considering this is the middle of July when florists are at their lowest tide. Funeral work is about the only thing that demands any flowers at all. Stock is scarce and good prices predominate.

Lilies are of good quality and sell at $10 per 100. Am. Beauty Roses are off the market entirely. Sunburst and Ophelia are the best Roses offered.

Wm. J. Potter of Cleveland was a visitor this week. He drove here in his new Haynes car, accompanied by his family.

T. B. Langhans has returned from his visit to the Northwest, where his son Oliver is in the Government service.

J. Leo Giesey expects to spend his vacation at Atlantic City this month.

E. J. McCallum and B. L. Elliott, with a party of friends, leave Sunday night for a two weeks' motor tour.

The Florists' Club is planning a basket picnic and outing, to be held early in August. Details will be given later. All florists and friends are invited.

Edw. Weaver has returned from his vacation.

M. McGrew, of the G. P. Weaklen Co., has left with his family for a short visit to Cleveland.

N. McC.

Lancaster, Pa.

Retail trade is not what it used to be; the past week business was rather slow, but the stores are making a brave showing all the same and keeping up to expenses.

H. A. Schroyer has some exceptionally fine Lilies of his own growing and finds a ready sale for them.

At the Rosary they are still doing a good business in seeds and have installed a modern cash register.

Harry Haverstick is getting his list of prospects ready for next Fall and Spring planting of nursery stock, and reports good prospects for another big year's business, starting with September. He has full charge of the nursery end of the Barr establishment. At the Barr farm the harvesting is about over and at the greenhouses planting is going along at a lively rate.

A very welcome and much needed rain is putting all vegetation back into normal shape again after a long, dry siege of weather, and Gladioli and other Summer stock will be an item in the market from now on until Chrysanthemum time. Dahlias have made their appearance and some of the early Asters are coming in.

F. B. Dettra of Phoenixville motored to Lancaster with his family and made room in his car for a few needed plants of Asparagus plumosus and Geraniums. Quite a few growers who grow stock for their own retail trade are planting up odd corners, to Smilax and Asparagus plumosus in anticipation of a shortage of this sort of stock next Winter.

Albert M. Herr.

Buffalo, N. Y.

Trade was quite satisfactory the past week and there was sufficient stock to supply the demand. Business was not too brisk, although no complaint could be made, floral work helping out at the end of the week. Carnations are coming in smaller, as the intense heat is having a tendency to shorten the lives of the Enchantress, which are faded out on their arrival. The best varieties are the Ward and White. Roses are in good supply and have moved fairly well, considering the amount coming in.

Lilies, Sweet Peas, Marigolds and Cornflowers have sold fairly well.

Joseph A. McGuire.

Rochester, N. Y.

James Vick's Sons' warehouses and general office building have been commandeered by the Navy Department for use in manufacturing binoculars. The company had to move on very short notice, and are now located at 91-97 St. Paul st. Although the inconvenience was great and regular business was upset temporarily, the company state they are willing to make any sacrifice that the navy may have plenty of "eyes."

Paterson, N. J.

There was a lively hailstorm on Saturevening, July 6. Some of the hailstones were of the size of walnuts and when the storm was over enough hail had fallen to make good sleighing. Nearly all the greenhouses about town were outside the storm belt. Later in the evening it hailed at Glen Rock, a town about five miles north of Paterson.

John G. Esler.

New England States

Providence, R. I.

Business has been about normal for this season. The demand for flowering pot plants and cut flowers has decreased gradually, but orders for funerals have been plentiful, with wholesale prices about the same as last week. Lilium auratum and L. magnificum are now to be had at $8 and $5, respectively.

Practically all the growers intend to operate their establishments next Winter.

Thos H. Meade of Fottler, Fiske, Rawson Co. was in town last week and he says that the small retail growers in New England are buying about the same as in former years, many of them simply duplicating last year's orders. J. C. L.

Newport, R. I.

The regular bi-monthly meeting of the Newport Hort. Society was held on July 9. Arrangements were made to have the Committee on Awards visit home gardens entered for competition on July 23 and pass upon same. And the sum of $100 was appropriated to be awarded to collections of either flowers or vegetables considered worthy.

Notice has been issued by the Bureau of Conservation of the United States Fuel Administration that greenhouses using not more than 40 tons of coal annually may operate to full capacity. The local fuel commission quotes the price of Pennsylvania bituminous coal at $10 per ton, delivered and binned.

The condition of John W. Gibson, who has been ill for several weeks, is now critical in the extreme.

Alexander MacLellan.

Hartford, Conn.

The Hartford Florists' Club has postponed its outing until later in the season as there are so many of the boys away. Perhaps about the 1st of September a trip will be taken to one of the shore resorts, with the ladies.

Gaius William McClunie of Church st. has been compelled to store his stock for the Summer, as the city is widening Church st. from Main st. to Union pl. When the street is finished it will be one of the widest in the city. Mr. McClunie can be found in temporary quarters at 86 Pratt st., where he will be able to take care of his trade. About the 1st of September he will again be located on Church st., a few doors west of the old stand. The new store will be one of the finest in New England.

H. Munson, formerly Rose grower with Coombs of Benton st., will now be found at the New Britain Machine Co., of New Britain, Conn., where he is working on government orders.

Fred B. McClunie of the 36th Company, 154th Depot Brigade, Camp Meade, Md., is in officers' training school. He is a former military man of the old state militia, and should make a good officer.

Saturday, the 13th, was the first Saturday afternoon that the retailers closed their stores at 1 o'clock.

Geo. G. McClunie.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

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Albany, N. Y.
The best service
Our business is growing

The Rosery FLOWER SHOP
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The best flowers and prompt service to out-of-town orders.

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FLORIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

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Greenhouses: RITTERSVILLE, PA.

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LEADING FLORIST
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Satisfaction and personal attention guaranteed

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Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
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Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

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100,000 feet of glass

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Courtesies Extended to all Florists

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HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

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E. G. Hill Floral Co.
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Also Motor Delivery to Newport, Covington and Dayton, Ky.

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EUCLID AVENUE

A. Graham & Son
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HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
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CLEVELAND, OHIO

The Smith & Fetters Co. Florists
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Flowers and Service
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COLORADO SPRINGS
COLORADO
Telegraphic orders will be carefully and promptly filled. Personal attention given. Usual discount allowed.

. Directory of Reliable Retail Houses .

RETAIL DEPARTMENT

Keep the Store Uptodate in War Times

RETAIL DEPARTMENT

Showing how fresh paint, cleanliness and orderliness will put money in the pocket of the retailer—because, while the result is heartening on his own mentality, the effect on his customers is beyond computation—They see in him one who expresses in his shop the determination to "carry on," and that right up to the mark.—W. CLEAVER HARRY

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS 19 South High Street
Can fill all retail orders

DALLAS, TEXAS
ANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company DAYTON, OHIO
FLORISTS 112 South Main St.

The Park Floral Co. DENVER, COLO.
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Points reached by express. Orders promptly filled. Usual discounts

The Bemb Floral Co. DETROIT, MICH.
ALBERT POCHELON, 133-135 GATES ST.
If we fill your order, our reputation is your guarantee of efficiency Telegraph Us.

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DETROIT, MICHIGAN

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SMITH, THE FLORIST EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist of Elizabeth, N. J.
We give the best of service 1169 E. Jersey Street

For Safety's Sake: In all your Telegraphic Business, consult The Exchange's Reliable Directory of Retailers.

MAKE the Summer time profitable. Practice commonsense and sound economy, by keeping the shop in apple-pie order. There is no time like the present for repairing, cleaning and changing. No sensible person, however, would advise extensive alterations, entailing much new work; but the value of keeping up appearances is even greater now than before the war. The tendency to let down, to wait until next year, lurks around in the form of mental suggestion between the lines of war news, and is passed along in the harmful chatter of ignorant propagandists to discourage improvements and curtail activities.

Would you allow yourself to be a talking-machine record for "Kultur"? If not, then nail the lie of business apprehension wherever you can, both by word and deed. We can best do our part in the furtherance of truth, optimism and victory, by practicing these qualities in our own business. I am not suggesting that retailers involve expense or even spend money. I am simply showing the wisdom of using a little money and your own time in keeping the shop up to concert pitch, thereby giving ample proof that you not only believe in the principles of democracy, but are able to do your part in perpetuating them.

It does not benefit a sick man to give him much sympathy, because sickness is an unnatural condition, as every one will agree. A certain college professor, of frail physique, was not popular with his pupils. They conceived a plan to torment him and one Monday morning put it in operation, with nearly the whole class taking part. Accordingly, the first one of the class who greeted the professor was to tell him that he looked a little pale that morning. The next of the class, when he saw him, was to ask him if he felt entirely well and to comment on his pallor. The next was to advise him to lay off and go home; the next to recommend a certain specialist; and the next advised bed as the best place, etc., etc. These destructive suggestions were kept up seriously and secretly, each student administering his dose "on the quiet" until, as the facts are given, the professor collapsed, took to his bed and, four days later passed away, a victim of fear, brought about by this mental barrage of suggestion, mesmerism or, to use the popular term, hypnotism.

Just so is it true in an objective sense. The shop that is not kept up, that is off color and run down at the heel, is the object of comment by all those who come to know it, until the condition becomes chronic. Faults are easily discerned by others, but the proprietor after a time does not see the scaly paint and glaring untidiness any more and, unless aroused from his apathy, he falls an easy prey and is finally annihilated, a victim of laziness, narrow-mindedness and the mental suggestion of those who declared to each other that "Mr. Buds' shop is not what it used to be."

There are many who are actually dying by inches without being conscious of it until it is too late.

Clearing Out the Corners

It is much harder to regain ground once lost by leaving things run down than it is to keep them up to the notch. If paint were a dollar an ounce it would still be an investment to use it liberally. As for cleaning there can be no excuse for not doing so at this season. In some places, and among them are many smaller establishments, one must literally kick his way around, high-stepping and side-stepping over piles of rubbish and things that in themselves are not rubbish, but receive the same treatment.

After every order or piece of work is turned out, nothing further should be attempted until the house is put in order. Stock should be put away first, and carefully too, not jammed in the case by a careless hand. The case must always be kept in order and never be allowed to show depreciation and neglect—in this the responsibility devolves upon every one in the store. Porter service does not excuse one from knowing where the broom is kept or how to use it. I have seen girls who had experience in the art of floral arrangement, use a floor brush, in an emergency, about as gracefully as a drug clerk would shoe an army mule. The habit of leaving

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FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
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Careful attention to all orders PILLSBURY'S CARNATION STAPLE

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Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

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We reach all Florida and South Georgia points

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Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
312 WEST FOURTH STREET
LOS ANGELES, CAL.

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MASONIC TEMPLE
AUGUST R. BAUMER

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Jacob Schulz Co.
INCORPORATED EST. '79
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

things laying around, instead of putting them in the place where they belong, is the unpardonable sin in storekeeping and must be penalized as such.

Do the Necessary Things First

It is well to take a careful survey of both the exterior and interior of the store to see what is needed and necessary. Be critical, but not too extravagant. Perhaps a thorough washing will be all that the front needs, but if the painting is worn, now is the time to refresh it with a new coat.

Inside the store, let it be the most important things first and, once the work is well started, you will be surprised to find out how badly it was needed. One thing will suggest another and the plan can be made as elaborate as practicable. The first in importance is the refrigerator or show case. If it is out of repair, if a handle is broken or missing, now is the time to replace it, for these little omissions are those which give a fixture that second-hand look. The painting of the box on the outside and inside can be done by any careful employee with results that will be satisfactory. I know that solder and zinc are expensive, but that really doesn't matter if there is anything needed in repairing the refrigerator.

Next comes the cleaning of the high places that are never reached. Papering, too, may be necessary and, if so, it is worth all it costs. Don't be afraid of upsetting things a little. The customers at this season will gladly overlook it. For the last number on the program, don't forget the basement, the work rooms, tables and storage. My admonition must be: Action at once! Don't delay! Begin right now and do a little at a time, and see how soon the tendency to leave good enough alone will change into a desire to go the limit. In this it is for you to know that the returns for the outlay are sure. To you they will come first in satisfaction, and in the uplifted faith in the future of your business, by securing the winning mental attitude. The big retail stores in all lines are pushing ahead and the way they are overcoming obstacles is an inspiration.

The hours of work should be shortened at this season as much as possible. A 5 o'clock closing, with noon on Saturdays, is possible nearly everywhere. Nothing stifles initiative and numbs the ambition like too long business hours in Summer time. Try to make things just as easy for each other, and of the work, let's get it done quickly. Most of the city stores are both anxious and willing to educate flower buyers to regular shopping hours. Putting a limitation to free deliveries will be practiced this season. Some florists have not yet got around the problem of Sunday closing but they will all come to it.

The shops that make no attempt to improve and progress are usually those that are in bad order physically and financially. There are many ways besides appearance that are saving measures in keeping the shops up to date during war times. We can all help preserve the individuality of the florists' business by first thinking right and then by doing the very best we can.

Biggest Cash Register Ever

A mammoth cash register was an unusual and striking outdoor feature of the great drive for $5,000,000 of War Saving pledges, which began in Indianapolis, Ind., June 12, and ended June 28.

The cash register was built on a prominent street, corner Meredian and Washington sts., in the downtown section of the city. It was 36ft. high and 24ft. square. The pedestal, which was 10ft. high, contained booths in which women workers obtained pledges. The amounts collected were rung up on the big register and also on a Class 900 inside the booth. At the top of the big register an illuminated indicator showed the amount pledged. At the right hand side was a visible detail strip which showed the various amounts collected at the different booths as they were rung up.

The entire cash register idea was closely carried out, except that no receipts were issued by the big register. A bell also rang out as each additional amount was recorded. This is the largest cash register ever built. It was designed to handle over $5,000,000 in two weeks. The idea originated with the Indianapolis War Savings Committee. The National Cash Register Co. did not contribute to its cost, but confined its aid to the Dayton War Savings campaign.

IF ANY BUSINESS FIRMS WOULD WANT TO KNOW WHERE TO FIND A COMPLETE UP-TO-DATE LIST OF SECRETARIES OF HORTICULTURAL AND FLORICULTURAL SOCIETIES, WE COMMEND TO THEIR NOTICE THE LISTS GIVEN AT THE END OF THE GARDENERS & FLORISTS' ANNUAL FOR 1918 PRICE 50c., OR 35c. TO SUBSCRIBERS, FROM THE OFFICE OF THE EXCHANGE.

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200,000 Feet of Glas

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946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the Sta and to all steamship docks Hoboken, N. J. and New Yo

NEWARK, N. J.
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Choicest of Flowers
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We deliver anywhere in New Jersey and to steamers at Hoboken and New York

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And all parts CAPE COD, MASS.
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QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
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WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE
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NEW ORLEANS
ROSES ORCHIDS VIOLETS
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38 Canal St.
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TEXAS, LOUISIANA AND MISSISSIPPI ORDERS TAKEN CARE OF

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New York

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ESTABLISHED 1874
Help do your Bit today.
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MADISON Ave. at 76th St.
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QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
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Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited Location Central Personal Attention.

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611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

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Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
561 Fifth Avenue NEW YORK

Young & Nugent
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NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

Increasing the Summer Sales of Plants

In this article the writer, Jos. H. Sperry, advocates what is almost a new line of Summer business endeavor, one which should recommend itself to every observant and progressive retail florist. This article is a good one in many respects; it annunciates a method of advertising the goods, the principles of salesmanship; relates a connecting story illustrating the salesmanship point; and goes most articles one better by naming those varieties of Summer plants which can be successfully handled for the purpose under mention.

After the sales of plants for window and piazza boxes and vases and beds is over in late June or early July, retail florists, as a rule, make little further effort to sell plants until Autumn, when the season comes for filling conservatories and inside window boxes with tender plants, and the outside window boxes with evergreens.

It seems to the writer that retail florists, especially those who have stores with conservatories attached, might build up a considerable Summer business in plants. These should be of such kinds as can be grown on in the pots, pans or tubs in which they are sold and placed either on the piazza or in the windows or on the roofs of city houses, and on the broad piazzas of Summer cottages at the seashore or in the mountains or, in short, at Summer country residences.

The first move in such a campaign would be to make known through store front and window and salesroom signs that you have plants suitable for such uses, and perhaps to actually name one or two of the leaders.

The second act should be to display a few really good plants, two or three of each kind at the most—one good specimen of each kind will do very well—and to keep your display plants in first class condition.

The third act is one in which the personal equation and the tact of good salesmanship comes in, namely, to call the attention of your customers, when they come into your store, to the Summer plants which you have to sell and get them interested in these. Ask them a few questions about their Summer houses, as regards locality and surroundings, and if they show any inclination to buy, help them to make a suitable selection. Even if they do not buy during that call, do not consider your efforts as a salesman lost, for they may think it over and come back again and give you an order, or they may mention to their friends that you have a fine line of Summer plants, and the actual order in response to your efforts may come to you from these friends. If so, you not only make a sale, but add a new customer to your list.

If you are really a good salesman, you will not, of course, begin to urge a sale of plants as soon as a customer enters your store, but you will sell him first what he called to buy, and then as you are booking his order or wrapping it (if he is going to take it with him) you will begin to talk Summer plants and tell him how interesting it is to care for them and watch them grow, and how much they add a real country touch and tone to a city residence or a Summer cottage.

Speaking of first selling a customer what he really wants reminds me that some young salesmen pride themselves in selling in other lines of trade what they know the proprietor would like to sell, rather than exactly what the customer comes in to buy.

We were standing one day in one of the largest clothing houses in New England talking to the proprietor who was a lifelong friend of ours. A young salesman was passing us on the floor who had just been waiting on a customer and the proprietor said to him: "Mr. Smith, that man whom you were serving was a new customer, did you make a sale to him?" "Yes," said Mr. Smith, "and I sold him something entirely different than what he came to buy, one of those suits on which we are long." The proprietor replied very gravely, but kindly, "Mr. Smith, as long as you are connected with this house, never do that again if you expect to retain your position with us. When that man reaches his home and considers his purchase, he will realize that you overpersuaded him and that he bought what he did not really want, and he will be dissatisfied and he will not buy here again. Always, Mr. Smith, try to find in our stock just what your customer is looking for, and if you cannot find it it is better not

NORFOLK, VA.
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ORDERS ALSO DELIVERED TO Fortress Monroe, Va.

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Successors to H. W. FIELD
SMITH COLLEGE FLORISTS
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Everything in Flowers Broad St. at Cumberland

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PHILADELPHIA, PA,
The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

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OUR ONLY STORE
Store open Day and Night

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107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

· Directory of Reliable Retail Houses ·

J. B. Keller Sons — ROCHESTER, N. Y. — 25 Clinton Ave., North — Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

Salter Bros. — ROCHESTER N. Y. — FLORISTS — 39 Main St., West

ROCHESTER, N. Y. — H. E. Wilson FLORIST — 88 Main Street, East — We reach all Western N.Y. Points

ROCKFORD — H. W. Buckbee — FOREST CITY GREENHOUSES — ROCKFORD, ILL. — Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

Long Distance Phones Bell, Tyler 1104 Kin., Central 413 — Mullanphy Florist — SAINT LOUIS, MO. — 8th & Locust Sts. — All orders by Telegraph or Telephone most carefully executed at once. Floral designs a specialty.

St. Louis, Mo. — Flowers delivered in city or State on short notice — F. H. Weber — TAYLOR AVENUE AND OLIVE STREET — Both Long Distance Phones

ST. LOUIS, MO. — Flowers delivered in City or State on short notice — C. YOUNG & SONS CO. — 1406 OLIVE STREET

Holm & Olson — St. Paul. Minn. — 20-22-24 West Fifth Street — National Florist — We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal. — Joseph's, Florists

SYRACUSE, N. Y. — ROBT. BARD

Seattle, Wash. — Hollywood Gardens — Seattle's Leading Flower Shop — 1534 Second Ave.

National Florist — Syracuse, N. Y. — ONONDAGA HOTEL — W. E. DAY CO. — We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS — SCOTTWOOD GREENHOUSES — The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

to make a sale than to sell him what he does not really want, for your customer will have confidence in you because of your fair and frank treatment of him and will come here again."

On the same principle a florist should not carry his idea of selling Summer plants so far as to persuade a customer to buy these when he really prefers cut flowers. Furthermore, he should try to sell him the kind of plant he prefers, provided that plant is suitable for the location which the customer describes; if not, it is better to tell him so even if you fail to make a sale. Do not, for instance, sell him a Rose bush in a pot to set on a piazza rail; discourage such buying.

It is hardly necessary to name the kinds of plants which are suitable for Summer use in the ways we have suggested; nevertheless, just to refresh your memory, we will name a few. There are, first of all, the several varieties of Nephrolepis ferns, the Hortensis varieties of Hydrangeas, Dracæna Massangeana and D. fragrans, Kentia and Phoenix palms, Gloxinias, Tuberous and fibrous-rooted Begonias, Geraniums, Heliotropes, dwarf Cannas, Lemon Verbenas, Sweet-scented Geraniums and Fuchsias. Of the use of Nephrolepis ferns, and also of Hydrangeas, we may write later more fully.

Dards' W. S. S. Window Display

The Pioneer Bulletin of July 6 reproduced in its columns the ingenious wartime window presentation of Dards, the florist, 44th st. and Madison ave., New York, shown in our last issue, but unfortunately it made no reference to the forcefulness of the exhibit which, without words, impressed the onlooker that one of the things to stop the bursting bombs is to buy W. S. S., nor was any credit given Mr. Dards for what must have taken him many days of labor to create.

Flowers to Sea Travelers

No visitors or messengers are now permitted to go on the New York steamship piers, making it necessary to deliver all gifts of flowers to passengers before they go aboard.

F. T. D. FLORISTS — TOLEDO, O. — SCHRAMM BROS. 1315 CHERRY ST.

R. ABBOTT — Both Telephones — Park Floral Company — FLORISTS — TRENTON, N. J. — Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

WASHINGTON, D. C. — Gude Bros. Co. — Florists — 1214 F. ST. N.W.

Mrs. Louisa P. Fowler — WILMINGTON, N. C.

H. F. A. Lange — WORCESTER, MASS. — Deliveries to all points in New England — 125,000 Square feet of Glass

Worcester, Mass. — Randall's Flower Shop

It is the man who reads and profits thereby who deals in his own field of endeavor. Lead and read—THE FLORISTS' EXCHANGE.

Albany, N. Y. — WILLIAM C. GLOECKNER — Leading Florist — Member F. T. D.

Aurora, Ill. — JOS. M. SMELY — Member Florists' Telegraph Delivery

Battle Creek, Mich. — COGGAN — F. T. D. and Sanitarium Orders

Binghamton, N. Y. — BINGHAMTON FLORISTS, 66 Court St. — The leading florist in the City

Bloomington, Ill. — A. WASHBURN & SONS — Members Florists' Telegraph Deliver

Brattleboro, Vt. — HOPKINS, THE FLORIST — Excellent shipping facilities for Vt., N. H. & Mass

Charleston, W. Va. — CHARLESTON CUT FLOWER PLANT CO. 40,000 ft. of glass — Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. — WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D.

Dayton, O. — MATTHEWS, The Florists — 16 and 18 W. 3d St. Est. in 1883. Greenhouses and Nurseries in Riverdale.

Dayton, Ohio — J. W. RODGERS, Florist — Third and Jefferson Sts. Member F. T. D.

Dover, N. J. — ALONZO D. HERRICK — National and Florists' Telegraph Delivery

Elmira, N. Y. — RAWSON, The Florist — Deliveries to Ithaca, Binghamton, Horne Corning and other points.

Greensboro, N. C. — and Vicinity. VAN LINDLEY COMPANY, Florist — Members F. T. D.

Hackettstown, N. J. — ALONZO D. HERRICK. National and Florists' Telegraph Deliver

Johnstown, N. Y. — WOLLAGER BROS. Est. 1897. Orde promptly delivered for Johnstown and vicinit

Kansas City, Kans. — L. C. FIELDS. Quick Service — Member Florists' Telegraph Deliver

Kansas City, Mo. — W. J. Barnes FLORIST KCMO — Kansas and Weste Missouri — Up-to-date Servic — F. T. D. Est. 18

Lancaster, Pa. — B. F. BARR & CO (Est. 1893.) — National Florist. Prompt, efficient servi

Lebanon, Pa. — J. F. VAVROUS' SONS — Orders for Central Pennsylvania handled wi promptness. Members F. T. D.

Liberty and Loomis — Deliveries to Loomis Sanitorium and points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. — F. W. MASSMANN — Telephone L. D. 438 — Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. — McKENNA Limited — Largest Retailers in Canada. Members F. T. D.

Nashville, Tenn. — GENY BROS. — 150,000 square feet of glass

Omaha, Neb. — JOHN H. BATH, 1804 Farnam Street — F. T. D.

Pawtucket, R. I. — LAPHAM FLORAL CO. — Covers Rhode Island

Peoria, Ill. — C. LOVERIDGE. Orders filled promptly f Central Illinois. Member F. T. D.

Quebec, Can. — McKENNA Limited — Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. — FRED H. LEMON & CO. Florists an Decorators — Send us your orders.

Saginaw, Mich. — WM. ROETHKE FLORAL CO. — Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. — A. S. BESANCON & CO. — Scranton Life Bldg. — Flowers delivered to all nearby towns

Scranton, Pa. — CLARK, Florist. Estab. 38 years. 7 Railroad Reach all points. Wires received any hour.

Scranton, Pa. — NEW YORK FLORAL COMPANY — Leading Florists of Scranton

Terre Haute, Ind. — HEINL'S — Members F. T. D.

Toledo, Ohio — METZ & BATEMAN — Members F. T. D.

Trenton, N. J. — CLARK, THE FLORIST — Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY — Daily delivery to Camp Dix, Wrightstown, N. J. Princeton Aviation Fields, Freehold and N. Shore towns. Carry and grow large stock Cut Flowers. MARTIN C. RIBSAM F. T. D.

Troy, N. Y. — THE ROSERY FLOWER SHOP — The Leading Florist

Westfield, N. J. — CHARLES DOERRER & SON, (F. T. D. Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Yonkers, N. Y. — R. T. BRODERICK, Phone: 4681 — Prompt delivery and orders filled satisfactorily

York, Pa. — CHAS. A. SCHAEFER. Leading Florist — Prompt and efficient service.

Youngstown, O. — H. H. CADE — The only store in the city having greenhous

Zanesville, O. — THE IMLAY CO. (F. T. D.) — S. E. Ohio, 50,000 sq. ft.

The Middle West

Minneapolis, Minn.

John Young, secretary of the S. A. F. and O. H., who is touring the country in behalf of the $50,000 publicity fund, which amount the society has set as its goal to collect among the florists of the country, reached the Twin Cities July 4.

Park Superintendent Theodore Wirth made a tour of the parks with Mr. Young on the Fourth. Hugh Will and Cal. Rice took him in hand Friday, and visited all the Minneapolis florists with him.

A hasty telephone call brought out 25 members of the State Society from St. Paul and Minneapolis for a luncheon and reception in his honor at the Elks' Club, Friday evening, which took on the aspect of a reunion of old friends, harking back to the time of the convention held here five years ago. In an eloquent manner Mr. Young explained the advantages of publicity and the successful efforts of the society on behalf of the florists of the country, especially during the critical period of last Winter. Nobody could resist his powerful arguments, and the results were a very satisfactory contribution to the fund and many new memberships. Mr. Young's stories brought forth many hearty laughs; stories so well and realistically told that one wonders if they are not personal experiences.

Saturday was St. Paul's day. Mr. Young was accompanied by Hans Rosacker, Max Kaiser, Olaf J. Olson and Theodore Wirth, and his visit there was very successful. Mr. Young left Saturday night for Fargo, Butte and the Pacific coast.

Cleveland, O.

The Market

Receipts of stock are now considerably augmented by the arrival of the Asters, which are indeed welcome. Gladioli are being offered in larger quantities, but remain as yet far below the demand. Sweet Peas are declining, due to the continued dry weather, and good Roses are scarce. Home-grown Valley is again available after an interval of a month's absence.

City business is normally good, likewise out-of-town trade, both being chiefly sustained by funeral orders. Vacations are the order of the day, and practically every florist and his regular assistants are sufficiently prosperous to enjoy their annual outings. The 50 per cent. allowance of coal is, almost without exception, laid in, and growers are devising means of keeping production at the maximum during the coming Winter. A scarcity of flowers, however, is predicted, with the inevitable concomitant, a material advance in price.

Sunday Closing

A meeting of the wholesale florists was called by F. C. W. Brown of the J. M. Gasser Co. on July 11 for the purpose of considering the question of Sunday closing. It was unanimously decided to close, keeping the market open on Saturdays until 8 p.m. for the benefit of the trade, and for the first time in history the wholesale stores were closed on July 14. Of course this rule will be suspended in consequence of the Sunday holidays. The wholesale market now opens uniformly at 6:30 a.m. and closes at 5 p.m., the only exception being Saturday evenings. The consensus of feeling is that this is a step in the right direction and one directly in keeping with the tendency of the times.

The Annual Outing

The annual outing and picnic of the Florists' Club will be held July 24 at Willoughbeach. Chairman Russell of the entertainment committee is busy preparing a lengthy sports program, a leading feature of which is the annual game of baseball between the wholesalers and retailers. In a number of the past contests the latter have been easy victors, but the wholesalers are determined to turn the tables this year. Willoughbeach is justly celebrated for its fine boating, bathing, dancing, bowling and field facilities, and in view of the fact that the trade is more in need of hearty co-operation than ever before, the entertainment committee earnestly hopes that the occasion will be favored by a large attendance.

No Need for Undue Pessimism

Business is normally good; everything produced is meeting with a ready sale; collections are better than ever before; the future outlook is extremely favorable; the fuel curtailment will not put anybody out of business—will be only a temporary inconvenience for which the florist in after years will feel a just pride—so let's do our utmost to help dispel the incipient semi-panic which appears to have permeated every avenue of the trade! Optimistic expression, increased publicity and unshaken confidence in the near future are the things for which the profession stands in greater need today than at any previous time in its history.

Notes

Peter Stilber has completed the erection of a small greenhouse.

H. T. Miller and family of Alliance, O., were pleasant callers at the wholesale market July 11.

J. C. Pettee of the J. M. Gasser Co., is off on a fishing trip to the Thirty Thousand Islands.

George Bate of the Cleveland Cut Flower Co., after one of the most successful seasons in the history of his concern, is enjoying his well-earned annual vacation.

Letters from Private Carl G. Wilson are to the effect that he has arrived safely in France.

Carl Ziechmann left July 14 for Put-in-Bay where he will spend a week fishing.

Notice of the death of the mother of George W. Smith of the Cleveland Florists' Exchange will be found in the obituary column.

Trade visitors last week were George Hampden of the J. G. Niedinger Co. and J. P. McCarthy of Rice & Co.

W. Potter and family are spending a couple of weeks visiting in Pittsburgh, Pa.

Carl Lee of the staff of the J. M. Gasser Co. retail store, began his annual vacation on July 15. J. Mc. L.

Cincinnati, O.

The Market

Roses are still rather short and many more good ones could be used if they were available. Easter Lilies are more plentiful than they were for a time; they are coming in in fair quantities and find a good market. Rubrum Lilies are available. Gladioli are again fairly plentiful; they have been cleaning up quickly. Carnations have been selling well; Snapdragon meets with a good demand. Asters are now on the market and have been finding a ready sale. The first Cosmos of the year came in last week. Some Shasta Daisies may be had.

Florists' Society Meeting

At the annual meeting of the Cincinnati Florists' Society last week the following were elected: Wm. Schumann, president; Jas. Allen, vice-president; Frank Volz, treasurer; Alex. Ostendarp, secretary; Gus Adrian, director. The meeting was held at A. E. Forber's place and all extended to the host a cordial and sincere vote of thanks for his hospitality.

H. F. Winter & Son of Charleston, W. Va., motored through this city last week on their way home from Indiana.

Gus Kohlbrandt of the E. C. Amling Co., was in this city last week on a visit to his folks.

C. E. Critchell has been getting in some early Asters that have sold well.

Geo. Klotter brought the first Cosmos of the season into the market last week. They sold well.

Mr. and Mrs. Philip Popp are the proud and happy parents of a baby girl born last week.

Mrs. Floyd Anderson of Xenia, O., was in this city last week. Teddy.

Indianapolis, Ind.

Ben Felder of Zanesville, O., reports business good in his locality.

Most of the flower shops are stocking up heavily, as there has been a curtailment of buying for some time and depleted stocks are more general than in former years.

Harry Jones, of Bertermann's force, is back from a vacation in northern Indiana.

A recent report of the national banks in Indianapolis is certainly encouraging, as their assets are the greatest on record, and predictions of prominent bankers make it quite evident that good business is at hand for at least several months

John Heidenreich has been very busy with funeral work of late.

Summer flowers are being used extensively this season and there is hardly a day wherein they are not cleaned up at good prices.

Any one having surplus Chrysanthemum plants can dispose of them at top figures by a little advertising. Carnations are going rapidly, too, and a shortage is sure to be at hand.

Messrs. Smith and Young are getting ready to take a fishing trip in northern Indiana.

Coal cards from the Fuel Administration at Washington have been received and will have to be filled out weekly, according to the request contained therein.

A general shutting down of flower stores Sunday afternoons has become one of the new Indianapolis store features, but one store remaining open the past Sunday.

A feature of the local market last week was a quantity of fine Lilium auratum, retailing as high as $6 per doz, L. rubrum at $1.50 per doz. wholesale and giganteum at $10 to $10 per 100.

A. Weigand & Sons Co. is specializing in Boston ferns and showing some fine specimens.

If more advertising were at this time to reach the medium class people instead of the select, the same would be more far reaching, as it is this class which is spending the money for our funeral work. There are many war munitions plants and general factories in this vicinity which should become large purchasers of flowers with a little encouragement.

Columbia, the Hill Co.'s new Rose, is proving very worthy up to date in this locality and will eventually displace the Killarney. I. B.

Fort Wayne, Ind.

Active Market

The market was unusually active here last week, due to an unprecedentedly large amount of funeral work being sent out all through the week, and culminating in a big demand in this line on Saturday and Sunday. One firm sent out three casket covers on Sunday for local funerals. A large number of retailers report several weddings throughout the week, which, although not large, called for a good quantity of quality flowers. Bouquets and baskets of outdoor flowers had a good call for the sick room. The supply of flowers was not great, and there were barely enough flowers obtainable to fill orders, some of the florists having to do much skirmishing in order to procure them.

Easter Lilies have been a great standby for the florists, especially for funeral work, and have filled in many a gap. The quantity of Gladioli is increasing, and some excellent varieties are appearing on the market. Mrs. Chas. Russell is the leader among Roses, and several of the local growers are cutting the new Rose Columbia which sells on sight, although the supply is small. Asters have appeared on this market during the past week, but they are so few in number that they can hardly be reckoned with. Good Shawyer, Ophelia and Sunburst Roses are obtainable, and a few White Killarney. Carnations are getting few and far between, as the warmer weather of the past few days has almost finished them; many of the growers are throwing out their old plants and renovating their houses preparatory to receiving the new stock. Early varieties of hardy Phlox made their season's debut last week, and are a welcome variety to the florist; the quality of these is good. White flowers for funeral designs are at a premium, and retailers are in a quandary in regard to flowers, especially for ground work. A small white flower called Achillea has been helping out for this purpose. The orchid supply is short. There is a wide variety of garden stock for basket work, etc., and this includes Shasta Daisies, Gypsophila, Gaillardias, Cornflowers, Delphiniums, Candytuft, Coreopsis, Centaureas, Phlox, Tiger Lilies. Sweet Peas, although somewhat shorter in stem, are making a fine showing.

Notes

Mr. and Mrs. Clement Lanternier have returned to this city from a week's motor trip to Chicago and suburbs where they went on a combined business and pleasure trip. Funeral work has been rushing at the Lanternier store, and a number of weddings and corsages called for a large quantity of outdoor flowers. Baskets of Gladioli, Lilies and Shasta Daisies made an attractive window decoration here.

W. J. and M. S. Vesey are cutting some fine outdoor Asters. This firm is wholesaling thousands of pounds of Tomatoes daily to the local grocers.

Mr. and Mrs. F. J. Knecht will leave the latter part of this week on a motor trip to Detroit, Mich., for a week's visit to the growers and wholesalers there.

Another Florist Called to Colors

Walter J. Knecht, son of Mr. and Mrs. Frank J. Knecht, has been called to the Colors, and will leave this city on July 26 to join the National Army at Camp Taylor, Louisville, Ky.

Extensive repairs and renovating are under way at the greenhouses of the Flick Floral Co. The old Carnation stock has been thrown out and new benches are being built preparatory to receiving the young stock. Business has been booming at the downtown store, with a heavy call for funeral work. This firm worked late Saturday night and all day Sunday getting out funeral orders, three casket blankets being among the pieces sent out Sunday. D. B.

English Horticultural Editor Dies

An English contemporary announces the recent death of Robert Hooper Pearson, managing editor of the *Gardener's Chronicle* of England. In early life he was a gardener but gave up that occupation in 1892 to take up literary work. Death was due to anæmia, from which he had been suffering for several years.

Business Difficulties

Alfred F. Ells, florist, 59 West st., Reading, Mass., has filed a petition in bankruptcy, with debts of $4300 and nominal assets.

A petition has been filed by leading creditors asking that the Susquehanna Valley Greenhouses, Binghamton, N. Y., be declared bankrupt on the ground that the concern's directors passed resolutions admitting insolvency. Wm. H. Stewart has been appointed temporary receiver with authorization to continue the business. — *Binghamton Republican-Herald*, issue of July 1.

General Trade Notes

ASHTABULA, O. — Silvius & Silvius Floral Co. has been incorporated. Capital stock $15,000. Ray L. Silvius, Virginia C. Silvius.

MOULTRIE, GA. The Moultrie Floral & Greenhouse Co. has been incorporated. Capital stock $25,000. H. H. Roth and A. G. Bohr.

MINNEAPOLIS, MINN.—The Park Board was host on July 2 to 25 members of the National Gardeners' and Minnesota State Florists' Association. The Rose gardens in Lyndale Park were visited in the morning, after which there was a drive through the boulevards and later a fish fry at Harriet Pavilion.

MINOT, N. D.—Geo. Valker has opened a handsome store at 121 S. Main st. that is said by the local papers to be a "beauty spot" on the street. While the greenhouses will still be open in the western part of the city, the flower, plant and seed display will be made at the new quarters.

NASHVILLE, TENN. — A charter was issued here July 10 to Baum's House of Flowers, Knoxville, Tenn. Capital stock $50,000. Incorporators: Chas. C. Baum, Karl F. Baum, R. L. S. Baum, G. W. Chesney, Malcolm M. McDermot. To engage in horticulture, floriculture and agriculture.

WATERLOO, IA. — Greenhouses of the Kemble Floral Co., located on Third st., are being dismantled. This action, according to M. E. Terry, manager for the company, is the result of an edict from the fuel administration allowing florists to use next Winter but 50 per cent. of the coal used in 1917. The Kemble Co. own large greenhouses at Marshalltown and it will supply the local trade.

SPRINGFIELD, MASS. — We regret to learn of the recent death of Frederick W. Schlatter, 17, son of William Schlatter, florist of 449 Bay st. The young man's death was the result of injuries caused by the explosion of a toy cannon.

Reliable Supplies for both Wholesale and Retail Florists

The Florists' Supply House of America

GET YOUR STOCK NOW!
MAGNOLIA LEAVES AND MAGNOLIA WREATHS
CYCAS LEAVES AND CYCAS WREATHS
OAK LEAVES AND OAK WREATHS

New Red Roping—Write for sample
WHEAT SHEAVES AND METALLIC DESIGNS
CREPE PAPER AND PORTO RICAN MATS
LEADING FLORISTS' SUPPLIES

NEW YORK FACTORY, 709 FIRST AVENUE, NEW YORK
TELEPHONE: VANDERBILT, 4976

SUMMER CLOSING HOURS:—5 P. M. SATURDAYS, 1 P. M.

H. BAYERSDORFER & CO., 1129-31 Arch Street, Philadelphia, Pa.

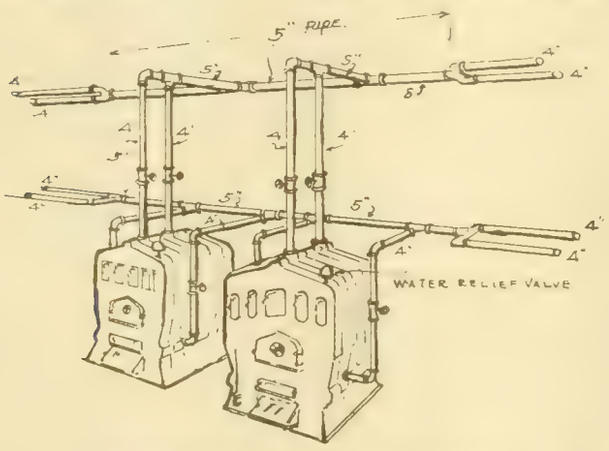
When ordering, please mention The Exchange

Heating Queries

Conducted by John McArthur
Mgr. Heating Dept., Hitchings & Co.

Size of Brick Chimney Required

Please tell me the best size brick chimney or iron stack for two boilers; no hills or buildings near to affect draft. Boiler A has a 15in. smoke pipe, boiler H a 16in. At present each one has a separate stack; these must be replaced this season and I wish to put the new chimney outside of the boiler room. Kindly tell me how to arrange the piping on these two boilers to run two 4in. flows and two 4in. returns to each house.



See "Size of Brick Chimney Required

Boiler A has three 5in. outlets on top and three 5in. outlets for steam at each side. Boiler H has two 6in. outlets on top and two 6in. outlets for return in the rear section of the boiler. I have a number of [illegible] more than enough. A correspondence course on [illegible] solution to the heating problem. I subscribed in reference to these [illegible]. J. F. Y.

—The area of a 15in. smoke pipe is 177 sq. in. and the area of a 16in. smoke pipe is 210 sq. in. Adding [illegible] equals 387 sq. in.

The [illegible] 22in. in diameter is 380 sq. in. and would be equal to the present 15in. and 16in. smoke pipes. [illegible] is used it should be 20 x 22in. and the height should be 50 ft.

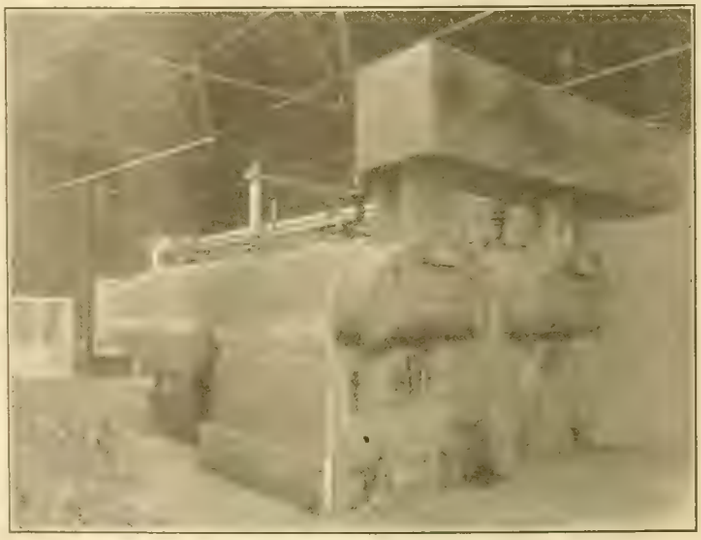
I am [illegible] the boilers can be [illegible] and two 4in. flows and two 4in. returns can be carried to each house [illegible] valves, so that either boiler can be used or repaired without interfering with the working of the other one.

Please note the sketch showing a water relief valve on each boiler. New York State [illegible] that when two or more boilers are connected together and valved, a safety relief valve must be used, so that in case of closedness the boiler valves are closed when the fire is started the water-relief valve will open and relieve the pressure and thus avoid accident.

Can Any Grower Beat this Record?

Fruits and flowers growing to the with [illegible] arrest the attention of florists these days, so we esteem it a privilege to [illegible] having obtained the following data [illegible] Peters Sanitarium, Canton, Ohio. [illegible] Rose greenhouses containing the heating [illegible] Peters boilers, each 40ft. x 225ft., covering a ground area of 36,000 sq. ft., during a period of twelve months ending March, 1918, at a total cost for coal of $0.0482 per sq. ft. of ground covered, [illegible] also a small building 35ft. x 100ft., a store room and Mr. Schramm's private residence. Considering the almost unprecedented Winter just past, this low cost heating record is all the more remarkable and striking. Roses are grown exclusively in these houses, Russell and Mrs. [illegible] whose high quality the wholesale handlers Kyle & Foerster of Chicago give testimony. These houses required some heat all the year through.

The Schramm range is heated by a vacuum steam system, steam being produced at about 50lbs. at the boilers and supplied to the low pressure mains at from 2lbs. to 5lbs., through a pressure reducing valve. The low pressure main is run overhead along the center crosswalk. The return main also runs overhead alongside of the supply main to the vacuum pumps. These vacuum pumps keep the system free of water of condensation and air, delivering the water to the boiler feed pumps and discharging the air to the atmosphere. All of the exhaust steam



Arrangement of the boilers in range of Frank Schramm, Crystal Lake, Ills.

THE KERVAN CO.
Fresh Cut Decorative Evergreens of all kinds
New Crop DAGGER FERNS
Largest stock in America. Write for our Illustrated Catalog of Greens and Florists' Supplies
119 WEST 28th STREET, NEW YORK
When ordering, please mention The Exchange

Boston Floral Supply Co., Inc.
347-357 CAMBRIDGE STREET, BOSTON, MASS.
Manufacturers of Florists' Supplies
Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.
When ordering, please mention The Exchange

JOS. G. NEIDINGER CO., Florists' Supplies
1309-11 North Second Street, PHILADELPHIA, PA
When ordering, please mention The Exchange

PREPARED
Magnolia Leaves
IN CASES OR CARTONS
Pass us your orders
THE RUMBLEY CO.
EVERGREEN, ALA.

WIRED TOOTHPICKS
10,000 $2.00; 50,000, $8.75
Manufactured by
W. J. COWEE, Berlin, N. Y.
Samples Free. For Sale by Dealers.
When ordering, please mention The Exchange

Florists' Supplies
McCallum Co.
Pittsburgh, Pa.

Huckleberry Foliage
$1.75 per case

per bag of 100 sq. feet
Natural Log Moss - - - - $1.75
Perpetuated Sheet Moss - - 3.50
E. A. BEAVEN, Evergreen, Ala.

REFRIGERATORS
WRITE FOR CATALOGUE
Buchbinder Bros.
518 Milwaukee Ave., Chicago
When ordering, please mention The Exchange

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	11.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

Per 100
16 x 6 x 7 ..... $9.70

Bouquet Boxes

Per 100
19 x 9 x 8 .... $10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY
$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10
We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

HENRY M. ROBINSON & CO., Inc., *WHOLESALE FLORISTS* 2 WINTHROP SQUARE 32 OTIS STREET **Boston, Mass.**
Telephones Main 2439-2616-2617-2618-52144
MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
HARDY CUT EVERGREENS
Unknown customers please give reference, or cash with order

When ordering, please mention The Exchange

DAGGER and FANCY FERNS. New Crop, Now Ready. $1.00 per 1000
kind you are all looking for. All selected stock and extra long. Just the Extra fine stock.

LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.
BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.
SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c per lb. Made into festooning, 8c and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted. Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens

Telegraph Office, New Salem, Mass.
CROWL FERN CO.
MILLINGTON, MASS.

M. RICE CO. Buy "Keystone Quality" Florists' Supplies
PHILADELPHIA, PA.

When ordering, please mention The Exchange

REED & KELLER 122 West 25th Street NEW YORK
We Manufacture Our Own - - **FLORISTS' SUPPLIES** METALS WIRE WORK and BASKET WORK

When ordering, please mention The Exchange

Michigan Cut Flower Exchange
INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
264-66 Randolph St., Detroit, Mich.

When ordering, please mention The Exchange

WIRE DESIGNS
PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.
GEORGE B. HART, Manufacturer
24-30 Stone Street, Rochester, N. Y.

When ordering, please mention The Exchange

Huckleberry Foliage
$1.75 per case.

Per bag of 100 sq. ft.
Natural Log Moss - - - $1.75
Perpetuated Sheet Moss - - 3.50
Caldwell The Woodsman Co., EVERGREEN, ALA.

When ordering, please mention The Exchange

RUSSIN & HANFLING
Office and Salesroom
134 West 28th St., NEW YORK CITY
Telephone—Madison Square 3053
Manufacturers and Importers of
Willow and Fancy Baskets for Florists
Dealers in FLORISTS' SUPPLIES
Our specialties—Wheat Sheaves and Baskets

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

When ordering, please mention The Exchange

PITTSBURGH CUT FLOWER COMPANY
Florists' Supplies
116-118 Seventh St., PITTSBURGH, PA

When ordering, please mention The Exchange

THE SHORTEST WAY CONSULT OUR STOCK AND MATERIAL INDEX
PAGE 79

from the pumps is used again in the heating system after the oil has been extracted. The boilers and pumps are arranged in duplicate against the possibilities of a breakdown, and the pressure reducing valve as well as the various pumps governors are by-passed so that Mr. Schramm is provided against any emergency. The accompanying illustrations will show the general arrangement of the apparatus in the boiler room.

That this low unit cost is apt to stand as a record for some time to come will be realized when the high prices florists in general had to pay for coal of an inferior quality is considered. Mr. Schramm 's experience in this respect was certainly no more favorable than that of hundreds of other florists, for he paid an average price of $6 per ton for various kinds of Illinois coal, which was far inferior in quality to the coal he is accustomed to using.

The heating equipment, which was designed and installed by the Foley Greenhouse Mfg. Co., Chicago, is on the same lines as that used in large office buildings, hotels and other plants designed for efficiency, and is well worth inspection by any of the trade who might find themselves in that locality or be passing through that part of the country on their way to the St. Louis S. A. F. and O. H. convention.

Wants to Know About that 40 Tons

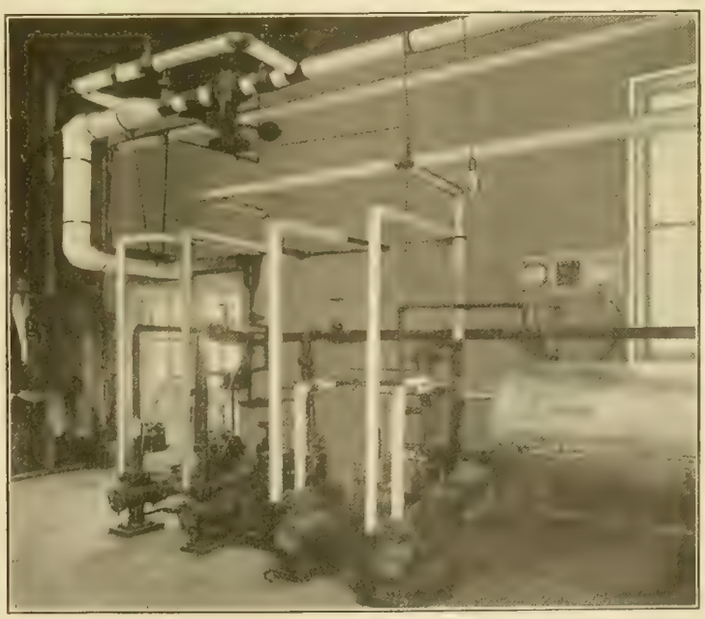
Can you tell me positively if there is a [illegible] of the fuel order allowing small florists to use coal enough to keep all houses running? I have two houses, one 25ft. x 60ft., the other 27ft. x 70ft. I burned last year (coldest on record) 28 tons, mostly egg. Have part of it in, and can get the rest if I am allowed to burn it. Cannot make out from reports in the papers just whether the order is positive or only a suggestion by the Fuel Administration. Our coal dealers have orders to allow us only half. G. A. H., Vt.

We have answered this subscriber to the effect that the permission to use the full 100 per cent. up to 40 tons was held up in the Legal Department of the Fuel Administration at Washington, and that until the order comes forth approved by that department, only the 50 per cent. allowance is available.

The Washington representative, Wm. F. Gude, and officials of the S. A. F. and O. H. are using their every endeavor to obtain from the Legal Department of the Fuel Administration this desired privilege.

There must be several thousand florists throughout the country in similar position to our inquirer who are unable to formulate plans for this Winter until they receive assurances as to whether they are going to be allowed their full 100 per cent. up to 40 tons or not.

The delay is causing loss of money and great anxiety to a class of men who can ill afford it. Let us hope the desired order will be issued soon and favorably.



Arrangement of the vacuum pumps in boiler room of Frank Schramm, Crystal Lake, Ills.

IN TIMES OF WAR AS WELL AS TIMES OF PEACE

We find ourselves doing a large volume of business. We require heavier arrivals of Staple-Stocks, especially of Roses.

Come in and grow with us!

THE HENSHAW FLORAL CO., Inc.
A. M. HENSHAW, President
127 West 28th Street NEW YORK
'Phones—3310-3311-3312 Farragut

When ordering, please mention The Exchange

M. C. FORD, *Wholesale Florist*
121 West 28th Street
Telephones 3870-3871 Farragut NEW YORK CITY

Miesem's **LILIES** Every Day

Shipping Quality **ROSES** in All Varieties.

DELPHINIUMS, SWEET PEAS, ASPARAGUS, MAIDEN HAIR FERNS, SMILAX

Special attention given out-of-town shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

Joseph S. Fenrich
51 West 28th Street Telephones 420-421-422 FARRAGUT NEW YORK

When ordering, please mention The Exchange

ROSES in all the leading varieties CARNATIONS of high quality
Longiflorum and Rubrum LILIES throughout the year
LILY OF THE VALLEY. All Other Flowers in their season

P. J. SMITH, *Wholesale Florist*
TELEPHONES Farragut 2281, 3089 131 W. 28th St., NEW YORK CITY

New York City

The Market

July 16.—Conditions in the wholesale cut flower market differ little from those of last week, except that there has been no occasion for any large use of flowers as was the case at the funeral services of the late ex-Mayor Mitchell last week. The most notable fact is the arrival of Summer flowers of good quality in a large number of kinds and varieties.

Am. Beauty Roses are in considerable supply and meeting with a moderate demand at from 10c. to 30c. each for special grade blooms; other grades at corresponding prices. Hybrid teas of all kinds and grades are moving slowly. A certain number of the daily arrivals sell at figures quoted in our price list and the balance is disposed of in job lots at buyers' prices. Top grade blooms are selling at from 3c. to 6c. each in general and bottom grade blooms at 50c. to $1 per 100. A few choice blooms of preferred varieties bring somewhat higher figures.

There is a small supply of Carnations. The quality is good for the season; the demand is small. Fancy grade blooms are selling at from $1.50 to $2.50 per 100.

Cattleyas are more plentiful with demand small. The less preferred varieties, such as Harrisoni, fetch from 15c. to 25c. each; choicer varieties, such as Gigas, 75c. to $1 each. There is a moderate supply of white and pink Lilies, which are moving slowly at from $4 to $6 per 100 for the former and $3 to $4 per 100 for the latter. The supply of Lily of the Valley is small; top grade blooms realize $6 to $8.

The arrivals of distinctively Summer flowers grown in the open are large. Some of these are cultivated and some are wild flowers. Among the former are Stokesia, Rudbeckia purpurea, Shasta Daisies, Zinnias, Lupines and Tansy; among the latter Rudbeckia hirta, Epilobium, Liliums of several kinds, and Hardhack. There is really no fixed price for these and it is therefore impossible to give quotations.

There is an increasing supply of Asters which are selling at from $1.50 to $3 per 100. Indoor grown and hardy greens are meeting with moderate demand.

International Garden Club

The International Garden Club has been granted a temporary injunction preventing it from being ousted from the Bartow Mansion and thirty acres of land adjoining Pelham Bay Park. In his decision Judge Ottinger said the International Garden Club is entitled to a full preliminary injunction preventing any action by the defendants until the trial of these issues, pointing out that the original agreement of three years was renewed for five years by the city in Dec., 1917, that the plaintiff has spent more than $70,000 for improvements, and has given lectures and admitted the public free five days a week to the mansion and gardens. He further cited the fact that the club was incorporated not for profit, but for the purpose of establishing horticultural gardens and for the instruction and recreation of the people.

Outing Plant Growers' Ass'n.

The New York and New Jersey Plant Growers' Association went on its annual outing last week. The party left its rendezvous in eight automobiles on Wednesday morning and reached its destination that night at Bishbash Inn., Berkshire Mountains, N. Y., which it made its headquarters. The return was made on Saturday night. This outing, which is one of the leading festive events of the year among the plant growers, was, as usual, well carried out, and greatly enjoyed by all.

Charles C. Palestine, 181 William st., manufacturer of mourning and fancy colored stationery for florists and also for general use, has been called into the U. S. Army service. For this reason he has settled up his business affairs and discontinued his business, which he hopes to resume should he return from the war. Mr. Palestine had two brothers in the French army. One of these has been killed in action, the other is still in active service.

There was a meeting of the Transportation Committee of the New York Florists' Club on Monday afternoon at the office of Traendly & Schenck, 436 W. 28th st., to arrange for attending the coming convention of the S. A. F. and O. H. at St. Louis, Mo. There were present A. L. Miller, J. G. Esler, Roman J Irwin and Charles Schenck, president of the club.

Frank Golsner, salesman for Hentz & Nash, 55 West 26th st., has entered the mechanical department of the United States Army, and is taking a course of instruction to prepare him for his work.

Isaac Hicks & Sons of Westbury, L. I., have obtained permission for the landscape work at the 34th st. entrance to the Penn. Central Station in this city. There is a considerable space on either side of the walk from 34th st. to the station itself, which is available for this purpose. The narrow leaved evergreens, both tall and dwarf, and the broad leaved evergreens also are being used in this work. The taller Pines, Spruces and Cedars are massed in the four corners, and the dwarf species of these are planted between, and the broad leaved evergreens in front of the corners, making an agreeable "entrance" planting. The position is conspicuous and the work is well done. The idea of filling in the hitherto bare, repellent space with evergreens is a credit to Hicks & Sons; likewise a splendid ad. for their nursery business.

De La Mare Co. Outing

The staffs of the A. T. De La Mare Co., Inc., and the Union Bindery (publishers and binders of THE FLORISTS' EXCHANGE) held their annual outing last Saturday at New Dorp, N. Y. There were sixty-three present, accompanied by a service flag of seven stars, representing "boys" who were with their fellow workers on the 1917 outing but who are now "doing their bit" for the civilized part of the world.

A program of sports was carried through with the various winners receiving suitable prizes. The annual baseball match between the composing and press rooms, after a hard fought game, resulted in a win for the latter.

The evening meal having been disposed of, the prizes were distributed and speeches of appreciation for the manner in which the committee had carried out its duties were delivered by S. W. McDonnal and C. Heninger. Dancing and singing during the evening brought a most enjoyable outing to a close, the staffs returning to their duties on Monday morning much benefited by the relaxation from the daily routine.

Here's A Proposition

GET full value for your flowers by consigning your shipments to us.

We keep in constant touch with the best buyers through a force of high-class salesmen.

Years of experience and references that will satisfy you we are absolutely responsible.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.
111 WEST 28th STREET, NEW YORK CITY
When ordering, please mention The Exchange

Boston

The Market

July 16.—At the wholesale flower market there is a fair supply of most kinds of flowers and so far July business has been fair. The flowers reaching the market are of good quality considering that it is July, and as yet there has been no surplus as we have seen in former years. There has been a good demand for Summer Am. Beauty Roses and prices range from 2c. to 30c. each. There is an ample supply of Hybrid Tea Roses and they are in most cases of superb quality; prices are from 50c. to $8 per 100. Carnations, though it is now Midsummer, are still of good quality; the cool, moist weather has helped to keep the quality up. Prices are from 50c. to $1.50 per 100, with a very few fancy blooms at $2 per 100.

Cattleyas are scarce and fancy prices are obtained; first grade blooms bring $10 to $12 per doz. and second grade $7 to $10 per doz. Lilies are scarce and good flowers are 10c. to 12c. each. Lily of the Valley is scarce and is selling for $8 and $12 per 100. Sweet Peas are of fine quality and selling well. There is a good supply of all Summer flowers, which are cleaning up well. An adequate supply of good Asparagus is moving well.

Penn's Window Displays

Penn the Florist has one of his large windows facing on Tremont st. and Hamilton pl. given up to a duck farm. This annual exhibit is a wonderful ad. He has had striking exhibits during the year of flowers and plants which drew a good deal of attention from the public, but yet it is true that there never were so many people crowding the windows as there are at this time to see the ducklings eating and swimming in the cool pool of water. Human nature seems to like to see things moving. It does not matter whether it is mice, rats, cats, fish or ducklings, they always draw attention. In another window there is a fine display of the new Lily, Lilium regale or myriophyllum.

William J. Stewart, editor of *Horticulture*, whose illness was reported three weeks ago, I am sorry to say is still confined to his home. However he is able to come to the office occasionally, which would indicate that his health is slowly improving. His numerous friends hope that with more sunshine and warmer weather his health will improve rapidly.

Fred J. Elder, manager in New England for the Lord & Burnham Co., has been transferred to the company's works, and the office is closed for the time being.

Annual Picnic

The Gardeners and Florists' annual picnic will be held at Cunningham Park on July 24. It is hoped that as many as possible will attend this outing and make things pleasant for the children.

William Glidden, head salesman for the Budlong Rose Co., is receiving extra nice blooms of the new Rose, Columbia, which sells very quickly.

(*Continued on page* 106)

C. Bonnet G. H. Blake
Bonnet & Blake
Wholesale Florists
130 Livingston St., BROOKLYN, N. Y.
Telephones: Main 1293-4
OUT-OF-TOWN ORDERS CAREFULLY ATTENDED TO
Give us a trial

Cut Flower Exchange
Sixth Avenue and 26th Street
COOGAN BUILDING, NEW YORK
Open Mornings at Six o'clock for the Sale of Cut Flowers. After Nov. 1, closed on Sundays
Wall Space for Advertising Purposes For Rent
V. S. Dorval, Jr., *Secretary*
When ordering, please mention The Exchange

Henry M. Robinson Co.
Wholesale Florists
Consignments solicited
55-57 West 26th Street New York
Telephones: 13 and 3180 Farragut
When ordering, please mention The Exchange

D. FEXY
Wholesale Commission Florist
106 West 28th Street
NEW YORK
CONSIGNMENTS SOLICITED

Established 1888
GUNTHER BROS.
Wholesale Commission Florists
110 West 28th Street, New York
Telephone, Farragut 551
Consignments of Choice Flowers Solicited

WILLIAM H. KUEBLER
Wholesale Commission Dealer in
CUT FLOWERS
28 Willoughby St., BROOKLYN, N. Y.
Telephone, Main 4691

RIEDEL & MEYER, Inc.
Henry C. Riedel *Wholesale Florists* Meyer Othile
Seasonable Flowers of all kinds
The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignment solicited.
49 WEST 28th STREET, NEW YORK
TELEPHONES, FARRAGUT 4024-4025
When ordering, please mention The Exchange

SERVICE
Our classification of stock and index thereto were created solely for the benefit of the buyer, whose welfare is our constant study. As this is the man you are after, Mr. Grower, our advertising columns make a direct appeal to you. Try our next issue. Forms close Tuesday night.

A. Sauter
Wholesale Florist
56 West 26th Street, NEW YORK
Telephone, Farragut 3296

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISSION FLORISTS
GROWER AGENT.
55 and 57 West 26th St.

HEADQUARTERS FOR NOVELTIES
ORCHIDS A SPECIALTY
THE HIGHEST GRADE OF VALLEY ALWAYS ON HAND
GARDENIAS, DAISIES, ROSES, CARNATIONS
JAMES McMANUS, TELEPHONE FARRAGUT 759 105 W. 28th St., New York

Frank H. Traendly Charles Schenck
TRAENDLY & SCHENCK
Wholesale Florists
436 Sixth Ave., bet. 26th and 27th Sts.
New York City
and Cut Flower Exchange
Consignments Solicited
Phones: Farragut 797-798-799

John Young George Hildenbrand
John Young & Co.
WHOLESALE FLORISTS
53 West 28th St., NEW YORK
Telephone, FARRAGUT 4336
When ordering, please mention The Exchange

H. E. FROMENT, *WHOLESALE FLORIST*
148 WEST 28th STREET TEL. {300 301} FARRAGUT NEW YORK
THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, and WARD ROSES
VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON
When ordering, please mention The Exchange

New York, July 16, 1918

Wholesale Prices of Cut Flowers

Asking and Taking Prices up to 2 p. m. Tuesday

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	10.00 to 30.00	Adiantum Cuneatum	.20 to .25
" Fancy	8.00 to 15.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 6.00	Antirrhinum, per bunch	.10 to .15
" No. 1	2.00 to 4.00	Asters	1.50 to 3.00
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	1.50 to 2.50
Killarney	.50 to 3.00	Ordinary	.50 to 1.00
Killarney Brilliant	.50 to 3.00	Delphinium, per bunch	.15 to .50
White Killarney	.50 to 3.00	Ferns, per 1000	1.75 to 2.00
White Killarney, Double	1.00 to 5.00	Galax, green and bronze, 1000	to 1.00
My Maryland	.50 to 3.00	Leucothoe, per 1000	4.50 to 7.00
Hadley	1.00 to 8.00	Gladiolus, per doz	.20 to .30
Hoosier Beauty	.50 to 5.00	Lilies, Longiflorum	4.00 to 6.00
Key	3.00 to 25.00	" Rubrum	3.00 to 4.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Lily of the Valley	2.00 to 8.00
Mme. Pl Euler (Prima Donna)	1.00 to 8.00	Mignonette, per doz	.10 to .35
Mrs. George Shawyer	.50 to 5.00	Orchids, Cattleyas	15.00 to 100.00
Sunburst	.50 to 5.00	Smilax, per doz., strings	1.00 to 1.25
Mrs. Aaron Ward	.50 to 5.00	Sweet Peas, Spencers	.15 to .50
Lady Alice Stanley	1.00 to 6.00		to
Ophelia	.50 to 6.00		to
J. J. L. Mock	1.00 to 6.00		to
Mrs. Charles Russell	1.00 to 8.00		to

All the New and Standard **ROSES**
Fine Grade **CARNATIONS**
and all Seasonable **CUT FLOWERS**
WALTER F. SHERIDAN, 133 WEST 28th ST., NEW YORK
TELEPHONE, FARRAGUT 3532
When ordering, please mention The Exchange

WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses, Calendulas, Peonies
Spencer Peas, Valley and a Complete Line of Novelties
When ordering, please mention The Exchange

EDW. C. HORAN
55 West 28th St., NEW YORK
Telephones: {2660 2661} Farragut Cut Flowers at Wholesale
When ordering, please mention The Exchange

GEO. J. POLYKRANAS
Wholesale Commission Florist Consignments Solicited
104 West 28th Street Telephone Farragut 2264 NEW YORK
When ordering, please mention The Exchange

Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

George C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Telephone, Farragut 608-609
The best source of supply in the city
ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS
Personal Attention—Consignments Solicited
Satisfaction Guaranteed
When ordering, please mention The Exchange

All Seasonable Flowers
WILLIAM P. FORD, *Wholesale Florist*
107 West 28th Street, New York
Telephone, Farragut 5335
When ordering, please mention The Exchange

Louis M. Noe Louis A. Noe
Wholesale Commission Florists
Telephone, Madison Square 756
AMERICAN BEAUTIES A SPECIALTY
Matthew Sampson, Jr., Manager
55-57 W. 26th St., NEW YORK
When ordering, please mention The Exchange

Established 1887
J. K. ALLEN
Pioneer Commission Dealer in Cut Flowers
Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
118 West 28th Street New York
Consignments of good stock solicited.
Phones Farragut 167 and 3058
When ordering, please mention The Exchange

Goldstein & Futterman
Wholesale Florists
CONSIGNMENTS SOLICITED
102 West 28th Street, New York City
Telephone, Farragut 9761
When ordering, please mention The Exchange

William Mackie
WHOLESALE FLORIST
105 West 28th Street, NEW YORK
Consignments Solicited
TELEPHONE: FARRAGUT 759
When ordering, please mention The Exchange

Alfred H. Langjahr
Wholesale Florist
55 WEST 26th STREET
NEW YORK
Telephone, FARRAGUT 4559
When ordering, please mention The Exchange

When ordering, please mention The Exchange

Over and above all, the first duty the florist owes to himself is to get physical possession without delay of his 50 per cent. allowance of coal

B. A. SNYDER CO. *Wholesale Florists . .*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

When ordering, please mention The Exchange

ORCHIDS That are not rehandled and sold by the grower direct, are worth while
25 for $10.00 *Try a box*
DOLANSKY-McDONALD COMPANY
Wholesale Florists 256 Devonshire Street, Boston, Mass.

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo July 15, 1918	Cincinnati July 15, 1918	NAMES AND VARIETIES	Boston July 2, 1918	Baltimore July 6, 1918	Pittsburgh July 15, 1918
20.00 to 30.00	..... to	Roses—A. Beauty—Special	15.00 to 20.00	..... to	20.00 to 25.00
15.00 to 20.00	..... to	" Fancy	10.00 to 15.00	..... to	15.00 to 20.00
8.00 to 12.00	..... to	" Extra	5.00 to 10.00	..... to	10.00 to 12.00
6.00 to 10.00	..... to	" No. 1	2.00 to 4.00	..... to	6.00 to 8.00
3.00 to 5.00	..... to	" No. 2	..... to	..... to	4.00 to 6.00
..... to	..... to	" No. 3	..... to	..... to	..... to 2.00
4.00 to 8.00	..... to	Hadley	2.00 to 10.00	..... to	..... to .....
6.00 to 10.00	3.00 to 8.00	Hoosier Beauty	2.00 to 10.00	..... to	2.00 to 12.00
..... to	..... to	Kaiserin Augusta Victoria	2.00 to 6.00	..... to	..... to .....
3.00 to 6.00	2.00 to 6.00	Killarney	1.00 to 4.00	..... to	..... to .....
3.00 to 8.00	2.00 to 6.00	White Killarney	1.00 to 4.00	..... to	2.00 to 10.00
2.00 to 6.00	..... to	Killarney Queen	1.00 to 6.00	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	..... to	2.00 to 6.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 10.00	..... to	2.00 to 12.00
..... to	..... to	Mrs. Francis Scott Key	2.00 to 8.00	..... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	..... to	2.00 to 10.00
3.00 to 8.00	..... to	My Maryland	..... to	..... to	2.00 to 8.00
6.00 to 8.00	..... to	Prima Donna	2.00 to 6.00	..... to	2.00 to 12.00
5.00 to 10.00	3.00 to 8.00	Ophelia	1.00 to 4.00	..... to	2.00 to 10.00
..... to	..... to	Prince de Bulgarie (Mrs. Taft)	..... to	..... to	..... to .....
3.00 to 8.00	2.00 to 8.00	Richmond	1.00 to 4.00	..... to	2.00 to 12.00
3.00 to 8.00	2.00 to 8.00	Sunburst	1.00 to 4.00	..... to	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Brilliant	2.00 to 6.00	..... to	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Cecile Brunner	..... to	..... to	..... to .....
1.00 to 1.25	..... to 1.00	Adiantum, ordinary	..... to 1.00	..... to	1.00 to 1.25
1.00 to 2.00	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	..... to	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	..... to	.35 to .50
..... to	..... to	Asters	..... to	..... to	1.00 to 2.00
3.00 to 3.00	2.00 to 3.00	Calendula	.50 to 1.00	..... to	..... to .....
..... to	..... to	Callas per doz.	..... to	..... to	..... to .....
..... to	..... to	Carnations, Inf. grades	..... to	..... to	..... to 2.00
1.00 to 2.50	1.00 to 1.50	Standard Varieties: White	1.50 to 2.00	..... to	..... to 2.00
1.00 to 2.50	1.00 to 1.50	Standard Varieties: Pink	1.50 to 2.00	..... to	..... to 2.00
1.00 to 2.50	1.00 to 1.50	Standard Varieties: Red	1.50 to 2.00	..... to	..... to 2.00
..... to	1.00 to 1.50	*Fancy Standard Varieties: Yellow and var.	1.00 to 2.50	..... to	..... to 2.00
1.00 to 2.50	..... to 2.00	*(The highest grade of Standard Varieties): White	2.00 to 3.00	..... to	..... to 3.00
1.00 to 2.50	..... to 2.00	*(The highest grade of Standard Varieties): Pink	2.00 to 3.00	..... to	..... to 3.00
1.00 to 2.50	..... to 2.00	*(The highest grade of Standard Varieties): Red	2.00 to 3.00	..... to	..... to 3.00
..... to	..... to 2.00	*(The highest grade of Standard Varieties): Yellow and var.	1.00 to 2.50	..... to	..... to 3.00
.50 to 1.00	..... to	Coreopsis	..... to	..... to	..... to 1.00
..... to	..... to	Daffodils	..... to	..... to	..... to .....
1.00 to 1.50	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... to	..... to	Delphinium, per doz	..... to	..... to	1.00 to 1.50
..... to	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Forget-me-nots (Myosotis)	..... to	..... to	..... to .....
..... to	..... to	Freesias	..... to	..... to	..... to .....
..... to	..... to	Gaillardias	..... to	..... to	1.00 to 1.50
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .12½
..... to	..... to	Gardenias	..... to	..... to	..... to .....
6.00 to 10.00	3.00 to 8.00	Gladioli	4.00 to 6.00	..... to	6.00 to 8.00
2.00 to 3.00	..... to	Iris	..... to	..... to	..... to .....
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
..... to	..... to	Lilac, per bunch	..... to	..... to	..... to .....
8.00 to 10.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	8.00 to 10.00	..... to	8.00 to 12.00
4.00 to 6.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to	4.00 to 6.00
..... to	..... to	Mignonette, Per 100	1.00 to 2.00	..... to	..... to .....
..... to .25	..... to	Narcissus pœticus	..... to	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 60.00	..... to	40.00 to 50.00
2.00 to 3.00	..... to	Pansies	.50 to .75	..... to	..... to .....
3.00 to 5.00	..... to	Peonies	8.00 to 10.00	..... to	..... to .....
..... to	..... to	Phlox	..... to	..... to	2.00 to 4.00
..... to 3.00	..... to	Primula, Per 100	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, per doz. strings	..... to	..... to	..... to 2.00
.50 to 1.00	.35 to .50	Sweet Peas	1.00 to 2.00	..... to	.50 to .75
..... to	..... to	Sweet Williams	..... to	..... to	..... to 1.00
1.00 to 2.00	..... to	Tulips	..... to	..... to	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.

When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

When ordering, please mention The Exchange

Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

"WORTH WHILE" QUALITY
Seeds · Bulbs · Plants For Florists Seedsmen Nurserymen
Florists' Flower Seeds a Specialty Seasonable Price Lists Mailed Upon Request
Winterson's Seed Store, 166 North Wabash Avenue, Chicago

When ordering, please mention The Exchange

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE

When ordering, please mention The Exchange

Boston—Continued from page 104

New Heating Order

The coal question is just as unsettled as ever. It is true that some of the growers are receiving some coal, but the 50 per cent. promised is not materializing. From the chairman of the Fuel Commission a new order was sent out saying that no coal for heating dwelling houses would be used until Dec. 1 and that wood must be substituted until that time.

Another star has been added to Henry M. Robinson & Co.'s service flag. Max Strumph has gone to the Navy. This makes eight men who have joined the Colors.

At Welch Bros. Co. they were exceedingly busy on Monday. They had very large orders from a retail florist in Manchester, N. H., which required quantities of flowers for the funeral of Roger Sullivan, the manufacturer of the famous cigar, 7-20-4. By the way, this brand of cigar has been Patrick Welch's favorite.

Last week the stork left a bouncing boy at the home of Frank Connolly. Frank is head shipper at Welch Bros. and is one of the most unassuming men in the business, but is one of the best liked, and his many friends wish him much joy from his first child.

I am glad to announce that Wilfred Wheeler of Concord, Mass., who was formerly a florist, has been elected State Commissioner of Agriculture by the new Board of Agriculture. Mr. Wheeler has been secretary for the Board of Agriculture for the past five years. R. C.

Philadelphia

The Market

The usual Summer demand is now on, with its spasmodic calls for flowers, chiefly wanted for sad occasions. The past week has been an exceedingly quiet one. The increase in flowers is noticeable, with more Asters, Gladioli and short-stemmed Roses. More good Roses could be used; that is, long and medium grade stock. Carnations are slowly passing off the list; the best of them are still holding up to list figures. Asters are coming in stronger, both indoor and outdoor grown, with the former showing best quality. Gladioli are also now to be had more freely, with prices showing a slight decline. Easter Lilies continue strong, both in the receipts and sales. Sweet Peas are not very active, with a medium supply. There is a fair supply of Valley; Cattleyas are hard to secure. There is a new crop of Delphinium

Notes

We regret to chronicle the death of Miss Millie K. Cook, 1208 S. Broad st., which occurred on July 13. Miss Cook had a fine retail store at the above address which she conducted very successfully since the death of her father, Harry C. Cook, about two years ago. The store had been established a good many years ago and was one of the best known flower shops in the southern section of the city.

William La Croix, the well known Lilac grower of Buenna, N. J., gave his annual picnic on Sunday, July 14. A party of about 35 were in attendance from Philadelphia.. The party presented Mr. La Croix with a very handsome American flag that was raised on the lawn with appropriate ceremonies. Games

Chicago, July 9, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty, Specials per doz.	4.00 to 5.00
" 36-inch stems "	3.00 to 4.00
" 30-inch stems "	2.00 to 3.00
" 24-inch stems "	1.50 to 2.00
" 18 to 20-inch stems "	.75 to 1.00
" Short per 100	4.00 to 5.00
Columbia	4.00 to 20.00
White and Pink Killarney	2.00 to 8.00
Killarney Brilliant	2.00 to 8.00
Milady	2.00 to 8.00
Mrs. Aaron Ward	2.00 to 8.00
Mrs. Chas. Russell	4.00 to 15.00
Richmond	2.00 to 8.00
Sunburst	2.00 to 8.00
Ophelia	2.00 to 8.00
Carnations, Select	2.00 to 3.00
" Ordinary	1.00 to 2.00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
" plumosus, strings	40.00 to 50.00
Adiantum	1.00 to 1.50
Calendulas	2.00 to 3.00
Candytuft, per bunch	.35 to .50
Coreopsis	.50 to .75
Cornflowers	.50 to 1.00
Daisies	1.50 to 2.00
Delphiniums, per bunch	.35 to .50
Ferns, Hardy, per 1000	.... to 3.00
Feverfew, per bunch	.35 to .50
Galax Leaves, per 1000	.... to 1.25
Gaillardias	1.00 to 1.50
Gardenias, per doz	1.50 to 2.00
Gladioli	4.00 to 8.00
Leucothoe Sprays	.75 to 1.00
Lilium Longiflorum	8.00 to 10.00
Lilium Rubrum	3.00 to 4.00
Lily of the Valley	.... to 6.00
Mexican Ivy, per 1000	.... to 6.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas, per doz	7.50 to 9.00
Pansies, per bunch	.10 to .15
Shasta Daisies	1.00 to 1.50
Smilax, per doz	2.50 to 3.00
Snapdragons, per doz	.75 to 1.00
Sweet Peas, Spencers	.75 to 1.00
Water Lilies	1.50 to 2.00
	.... to .....
	.... to .....
	.... to .....

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST. CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO

When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana

When ordering, please mention The Exchange

F. E.—Best Advertising Medium

THE cool weather we have had has undoubtedly reduced the cut of flowers to some extent, but without the active demand there would have been more than enough flowers on the market.

ROSES. We have quite an ample supply of them, and with the cool weather we have had our Roses are of a good quality. Our supply consists of *Russell, Prima Donna, Ophelia, Sunburst, Hadley, Shawyer, Maryland* and *Wards.*

GLADIOLI. Plenty of them now and no orders will remain unfilled. Light and dark pink, white and red in all the best and newer commercial varieties. $6.00 per 100.

ASTERS. The cut is not very large, but your order will be filled if it is placed early. Most of our growers will make daily shipments now. The flowers are as good as can be expected of the early crop. $2.50 to $4.00 per 100.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

ROSES and CARNATIONS OF THE Best Quality
THE KIND THAT WILL SHIP WELL
Philadelphia Wholesale Florist Exchange
1615 RANSTEAD STREET, PHILADELPHIA, PA.
When ordering, please mention The Exchange

Roses
Carnations
Sweet Peas
and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN
5½ S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.
Seasonable Flowers
When ordering please mention The Exchange

Philadelphia, July 15, 1918
Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	30.00 to 40.00
" Fancy	20.00 to 25.00
" Extra	10.00 to 15.00
" Ordinary	3.00 to 8.00
Kaiserin Aug. Vic	2.00 to 10.00
Killarney	2.00 to 8.00
White Killarney	2.00to 8.00
Lady Hillingdon	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
Mrs. Aaron Ward	2.00 to 6.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 8.00
Killarney Brilliant	2.00 to 8.00
J. J. L. Mock	2.00 to 8.00
Lady Alice Stanley	2.00 to 10.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 8.00
Mrs. George Shawyer	2.00to 8.00
Hadley	2.00 to 10.00
Hoosier Beauty	2.00 to 8.00
Ophelia	2.00 to 8.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	2.00 to 3.00
Bouvardia	.... to ....
Carnations, Select	3.00 to 4.00
" Ordinary	2.00 to 3.00
Ferns, Hardy	.... to ....
Freesias	.... to ....
Galax Leaves, per 1000	1.00 to 1.50
Gladiolus	4.00 to 8.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Lily of the Valley	4.00 to 8.00
Orchids Cattleyas	60.00 to100.00
Dendrobium formosum	.... to ....
Oncidium	.... to ....
Pansies, per 100 bunches	.... to ....
Peonies	.... to ....
Smilax, per doz. strings	.... to ....
Sweet Peas	.25 to 1.00
....	.... to ....
....	.... to ....

and sports of all kinds were indulged in with great pleasure to the entire party.

It is a pleasure to state that Wm. F. Dreer, who has been critically ill at his home at Rosemont, Pa., for the past three months, is almost himself again. Mr. Dreer leaves for Vermont for the balance of the Summer.

William F. Gude of Washington, D. C., was in town; he was the guest of John Westcott at Waretown, N. J., for the week-end.

Frederick J. Michell, Jr., is back again in harness at the store after a happy wedding trip. Mr. Michell says some of the happiness almost came to grief when they encountered a storm on Lake Michigan that almost stood the ship on her beam ends.

C. & G. L. Pennock are sending in some superb Jonkheer J. L. Mock Roses to the S. S. Pennock Co.

Leo Niessen states his house is now receiving a steady cut of Valley in daily shipments.

Stuart H. Miller is well pleased with the cut of Roses the Philadelphia Wholesale Florists' Exchange is receiving from John Stephenson's.

J. J. Habermehl's Sons had the decoration at the Cathedral for the installation of Archbishop Dougherty. The decorations for the reception at the Bellevue for the newly appointed prelate was also by this firm.

Charles E. Meehan divides his time between his cottage at Ocean City and his greenhouses at Churchville, Pa. Mr. Meehan is installing a new heating plant and making his houses tight for what is to come.

H. Bayersdorfer has become an ardent fisherman, only lately having been initiated into the joys of the sport.

ASTERS

One of our growers is in with a wonderful crop of Asters, greenhouse-grown, all disbudded stock, at
$4.00, $5.00, $6.00 per 100.

Field-grown, very good quality,
$2.00, $3.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

Business Hours During the Summer:
7 A.M. to 4 P.M. Saturdays, close at 1 P.M.

S. S. PENNOCK COMPANY
The Wholesale Florist of Philadelphia

Philadelphia, 1608-1620 Ludlow Street
New York, 117 West 27th Street
Baltimore, Franklin and St. Paul Streets
Washington, 1216 H St. N. W.

When ordering, please mention The Exchange

Chicago and the West

July Market Favorable

July 16.—Business for July compares well so far with former years. There is not as much stock available as there has been in past seasons at this time, so that there is little difficulty in moving all good stock at satisfactory Summer prices. The shipping business keeps well up to the usual volume for this time of year. The retailers are fairly active. It is the general opinion that there will be a good run of business all through the Summer months, which is quite encouraging to all concerned.

Am. Beauty Roses are in fair supply, especially in the shorter grades, and as the shorter and medium grades suit the requirements of many buyers better than the long, all stock moves daily. In all the other varieties there is a scarcity of good stock. Mrs. Russell, which is in so large a demand on account of its good keeping qualities, is short of the demand. White varieties continue scarce, as they have been for several weeks. Columbia continues to be the favorite amog the new comers; the supply is on the increase each week.

The supply of Carnations is not equal to the demand, especially in good stock. There is a fair supply of poorer grade stock that is selling fairly well but at low prices. Peonies are all gone; their exit from the market has been much earlier this year than in past years. The passing of the Peonies has thrown the demand to other stock that has made conditions better than they would otherwise have been if the stock in storage held out longer.

There are enough Lilies, but no more than are required for daily use. Valley is in supply about equal to the demand, while orchids remain scarce and prices high. Sweet Peas are becoming more plentiful and there is an improvement in the quality. The first of the Aster crops is coming in. Delphiniums, Hydrangeas, Feverfew, and many other varieties of hardy outdoor stock are quite plentiful. Pond Lilies have been good sellers this season. Gladioli are getting more plentiful each week, and so far are selling well, the prices ranging from $3 to $8 per 100. The supply of old ferns from storage is all gone and the new crops are to be had everywhere on the market, but the price is still firm at $3 per 1000.

Sunday Closing

The market has experienced two days of Sunday closing, and as the time goes on, it is getting in more favor from week to week. It is thought that when the buyers get themselves fully reconciled to the fact, they will buy earlier on Saturdays so that the keeping open of the wholesale houses on Saturday nights until 9 o'clock will not be necessary.

Bell Telephone Keystone Telephone
Komada Brothers
Manufacturers of all kinds of WIRE DESIGNS
FLORISTS' SUPPLIES
Any Wire Design at short notice
1008 Vine Street PHILADELPHIA, Pa.

Trouble Routing Express Packages

The consolidation of the express companies under the caption of the American Railway Express Co. that went into effect July 1 caused much trouble to the shippers by their new system of routing the packages. The shipments were all sent by one road to certain points, when the same point could be reached by other roads in less time if routed that way from Chicago. Complaints from the wholesalers to the officials of the new company caused them to go back to the old system of routing; that is, by sending on the first train going to the destination of shipment. All shipments have been received in due time since the change was made (July 9), and there is no longer any cause for complaint.

Summer Flower Show

The North Shore Hort. Society will hold a Summer show of flowers, plants, vegetables and fruits in the rooms of the Young Men's Club, Lake Forest, on July 24. At the close of the show all fruits, flowers and vegetables will be auctioned off, the proceeds going to the War Emergency League.

Robt. Newcomb of the American Bulb Co. has returned from a six months' trip to the Pacific coast. Mr. Newcomb will have an announcement to make to his friends and the trade in general in a few days.

Tom McAllister of the A. Lange force spent a couple of days in South Bend, Ind., the past week, superintending an elaborate decoration in that city for a military wedding.

Annual Meeting Chicago Flower Growers' Ass'n.

The annual meeting of officers and directors of the Chicago Flower Growers' Association was held in the office of the association, 182 N. Wabash ave., Monday afternoon, July 15. The election of officers resulted in no change, all the old officers being re-elected unanimously. Paul R. Klingsporn, who has for several years managed the affairs of the association so successfully, was highly complimented, the business of the association having nearly doubled under his administration. As an appreciation of his services he was added to the board of directors. It is now Director-Manager Klingsporn and he wears his honors gracefully.

News Notes

Damm Bros., North Leavitt st., who are successful growers of Lilies for the wholesale market, state they have sufficient giganteum Lilies in storage to last

(Continued on page 110)

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { New York: Box 100 Times Square Station. Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By gardener, to take charge of private place or public institution. Age 35; married; baby girl. Thoroughly experienced in all branches of the profession, under glass and outside; 20 years' experience. Best reference. Prefer Pacific coast or Middle West; distance no object. Would consider up-to-date commercial place. Expect good salary. Address Landscape Gardener, Ft. Steilacoom, Wash.

SITUATION WANTED—By young gardener, with private or commercial place, either inside or outside; well up in all branches. Married; 1 child; age 30; draft exemption. References forwarded, if required. Address W. F. care The Florists' Exchange.

SITUATION WANTED—By foreman gardener. Single; age 34. Life experience on private estates. Address W. A. care The Florists' Exchange.

Anyone wishing to engage an up-to-date florist, who is able to carry the responsibility of your business, should communicate with Florist, 566 South st., Bridgewater, Mass.

HELP WANTED

WANTED—Experienced nursery propagator; shrubs, evergreens and herbaceous stock. Good wages and steady position. When answering give experience and references. Wood, Stubbs & Co., 219 E. Jefferson st., Louisville, Ky.

WANTED—By August 1st, Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties. T. Malbranc, Johnstown, Pa.

WANTED—A bright, active man to help grow bedding plants and care for them. Position permanent the year around. Salary to begin with $100. a month inclusive. Give particulars as regards self, age, nationality and past employment and say if exempt from military service. Address W. G. care The Florists' Exchange.

WANTED—Working foreman to take charge of 45,000 sq. ft. of glass in roses, able to manage help, and grow the best stock. State wages. Best references required. J. Henry Bartram, Lansdowne, Pa.

WANTED—Three greenhouse men, who understand Chrysanthemums, Carnations nd Sweet Peas, to work under foreman. Wages, $20.00 per week. Apply to Arnold Fisher Co., 58 Wyman st., Woburn, Mass.

WANTED—Men or women, to work in greenhouses where we grow Roses. Finest working conditions; pleasant surroundings. State wages; whether experienced, and where last employed. Address W. H. care The Florists' Exchange.

MEN OR WOMEN—Part or all time wanted to solicit orders for Fruit and Ornamental Trees, Roses, Shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit. C. H. Weeks Nursery Co., Newark, New York State.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—A good commercial grower to take charge of section of Palms, Dracæna and Crotons. Secaucus Exotic Nursery, Secaucus, N. J.

WANTED—A steady man for retail florist. Must be a good decorator and maker-up. State wages. Address S. F., care The Florists' Exchange.

WANTED—Single man to grow Carnations, 'Mums and bedding stock. Good wages and steady position. References. R. Franke, Farmingdale, L. I.

WANTED—Man for general greenhouse work; over draft age. Good chance for steady man. Address, stating wages and experience. E. E. King, Attleboro, Mass.

WANTED—Capable and experienced man for assistant to head gardener on an estate. Mention salary expected, together with age, nationality and family, also references. Address W. C. care The Florists' Exchange.

WANTED—Gardener's assistant or helper, small place near New York City. State nationality, age and wages wanted in first letter. Address W. E., care The Florists' Exchange.

WANTED—A section man, able to grow Christmas and Easter stock. Near New York. Address R. D., care The Florists' Exchange.

WANTED—Competent young lady as designer and decorator. Address W. B. care The Florists' Exchange.

WANTED—Young lady. Good designer. Chas. L. Stanley, 159 E. Front st., Plainfield, N. J.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1 Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4 Pack carefully, securely, yet lightly
5 Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—Man for retail florist work. Elderly man preferred. Apply to H. Berschad, Fredk. Loeser & Co., Brooklyn, N. Y.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
Seedlings		$9.00
2½-in., extra heavy	$4.00	35.00
2½-in., lighter grade	3.50	30.00
3-in., heavy	7.00	60.00
4-in., heavy	12.00	

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS Plumosus Nanus. Large, strong clumps, carefully packed. $1.00 per doz., $6.00 per 100, $50.00 per 1000. Russell Kilbourn, Clinton, N. Y.

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS PLUMOSUS—Seedlings, $8.00 per 1000, ready now. Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8 in. above 3-in. pots, 6c. Also 3-in. Cash please. B. C. Blake Co., Springfield, Ohio.

ASPARAGUS Plumosus—Strong plants, for 4-in. pots, $3.00 per 100. Cash. S. M. Godbey, Waldo, Fla.

ASPARAGUS—Plants, seedlings and seed. See page 87. Roman J. Irwin, 108 W. 28th st., N. Y.

BEGONIAS

BEGONIAS	Per 100
Glory of Cincinnati. Strong, 3-inch	$25.00
Strong, 4-in	35.00
Gloire de Lorraine. Strong, young plants	12.00
Strong, 4-in. plants	30.00
Melior. Best of winter-flowering Begonias.	
Strong, young plants	20.00
Strong, 3-in. plants	30.00
Strong, 4-in. plants	40.00
Mrs. J. A. Peterson. 3-in. plants	35.00

J. A. Peterson & Sons, Westwood, Concinnati, O.

BEGONIAS — Lorraine, etc. See page 87. Roman J. Irwin, 108 W. 28th st., New York.

CALLAS

ÆTHIOPICA—At present the only dependable new crop lily bulb for 1918-19.
1 to 1½-in. $4.50 per 100; $42.00 per 1000
1½ to 2 -in. 7.00 per 100; 65.00 per 1000
2 to 2½-in. 9.50 per 100; 90.00 per 1000
2½-in. and up 11.50 per 100; 110.00 per 1000
Ready in September.
Midsummer Seed List now ready—Write.
Vaughan's Seed Store, Chicago and New York.

GODFREY CALLA
Closing out flowering clumps of this money-making Calla. $2.50 doz., $15.00 per 100.
Charles H. Totty Co., Madison, N. J.

CARNATIONS

You are taking absolutely no risk in buying your Carnation Plants from us.
Ready for immediate delivery.

C. W. Ward	Matchless	Supreme
White Enchantress		Beacon

Leo Niessen Co., 1201 Race st., Philadelphia.

2500 Alice Carnations, 2¼-in. pots, $20.00 per 1000, $2.50 per 100. 1000 White Enchantress, 2¼-in. $25.00. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

Continued on Next Column

STOCK FOR SALE

CARNATIONS

FIELD-GROWN CARNATIONS
We strongly advise early planting for the best results.
Alice, Enchantress, Mrs. C. W. Ward, Siegwart, Miss Theo. Matchless.
The above, $7.00 per 100, $60.00 per 1000.
Rose pink Enchantress, Beacon, Victory, Aviator, White Wonder, White Enchantress, White Perfection.
The above, $7.50 per 100, $65.00 per 1000.
Enchantress Supreme, Rosalie, Cottage Maid, Benora, Yellow Prince, Belle Washburn, Doris, Merry Christmas.
The above, $8.00 per 100, $75.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS
Good, strong, well-grown field plants.

	100	1000
WHITE		
Matchless	$7.00	$60.00
White Enchantress	7.00	60.00
PINK		
Alice	4.50	35.00
Light Pink Enchantress	7.00	60.00
Rose-pink Enchantress	7.00	60.00
Mrs. Ward	7.00	60.00
Miss Theo	6.00	50.00
Enchantress Supreme	7.00	60.00
RED		
Victory	7.50	65.00
Beacon	7.50	65.00

S. S. PENNOCK COMPANY
1608 Ludlow st. Philadelphia, Pa.

CARNATIONS—From field; clean and healthy plants. Matchless, $6.00 per 100, $50.00 per 100. Cash with order. Floral Hill Gardens, G. F. Neipp, Prop., Chatham, N. J.

CARNATIONS—C. W. Ward, Pink and White Enchantress. Best strain in the south. Wm. J. Newton, 303 Granby St., Norfolk, Va.

Reports reach us to the effect that Carnation plants are running short of supply and will be high in price. This is a timely notice to such of our readers as may have a surplus to advertise same in these columns.

CHRYSANTHEMUMS

Well rooted cuttings of the following:

	100	1000
Marigold	$2.00	$15.00
Maud Dean	2.00	15.00
E. A. Seidewitz	2.00	15.00
Chrysolora	2.00	15.00
Enguehard	2.00	15.00
Harvard	2.00	15.00
Yellow Turner	3.00	25.00
Some very fine Major Bonnaffon, well rooted and clean	1.50	11.00
POMPONS		
Souv. d'Or or Mrs. Wilcox	2.00	15.00
Mikado	2.00	15.00
Buckingham	2.00	15.00
Golden Mensa	2.00	15.00

John R. Coombs, West Hartford, Conn.

Strong stock, 2½-in. Mums, in large lots, $2.50 per 100, $25.00 per 1000, delivered.
Seidewitz, best late pink.
Tints of Gold, early yellow
Pacific Supreme, early pink.
Diana, best white pompon.
Lilia, best red pompon.
Skibo, best bronze and yellow.
Mensa, best single white pompon.
Also list of 70 varieties, large flowering, single and Pompons.
Cash with order.
GEORGE SCHNEIDER, Florist,
22 E. High st.,
Springfield, O.

Continued on Next Column

STOCK FOR SALE

CHRYSANTHEMUMS

CHRYSANTHEMUMS—R. C. and 2¼-in. pot plants, in nearly 200 best commercial varieties. White and Pink Ivory, R. C., $1.75 per 100; $15.00 per 1000. Elberon, G. Queen, Harvard, Greystone, H. Newberry, Overbrook, G. West, Buckingham, etc., R. C., $2.00 per 100; $17.50 per 1000. W. Sensation, Enguehard, Chrysolora, F. Queen, L. Doty, W. Beauty, etc., R. C., $2.25 per 100; $20.00 per 1000. Yondota, H. Lee, Oct. Herold, D. Dodge, Little Gem, Percilla, etc., R. C., $3.50 per 100; $30.00 per 1000. For plants from pots, add $1.00 per 100 to the above prices. Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUMS
1240 White Chieftain, 300 Golden Glow, 250 Golden Gleam, 200 Golden Mensa, 100 Golden Queen, 200 Chrysolora, 90 Dusky Maid, 150 Roman Gold, 150 Autocrat, 400 miscellaneous Pompons. We offer the above from 2½-inch pots; good plants. $3.50 per 100, cash; 25 at hundred rate. Arnold-Fisher Company, 58 Wyman Street, Woburn, Mass.

CHRYSANTHEMUMS
800 TEKONSHA, the best late bronze for Thanksgiving. 600 HARVARD, the best dark red for Nov. 15th and later. Also a fine assortment of POMPONS in all colors. From 2¼-in. pots only, $3.00 per 100. Not less than 25 of a variety at hundred rate.
Elmer D. Smith & Co., Adrian, Mich.

'MUM—Rooted Cuttings, ready July 10. Chrysolora, Unaka, Roman Gold, Smith's Sensation, Glenview, Nacota, Enguehard, Golden Eagle, $2.50 per 100; Nag-ir-roc and Louisa Pockett, $3.00 per 100. Caprice 'Mums, $3.00 per 100, in 4 colors. N. Kiger, Marietta, O.

CHRYSANTHEMUMS—Early Snow, Oconto, Harvard, Pacific Supreme, Tints of Gold, Bonnaffon, Chas. Razer, Dr. Enguehard, 2½-in., $3.50 per 100; $30.00 per 1000; 250 at the 1000 rate. Pompon Mrs. Buckingham, 2½-in., same price. Brant Bros. Inc., Utica, N. Y.

POMPONS and SINGLES
2¼-in. pots, in standard sorts. Mention colors wanted and we will give you a good selection.
$4.00 100; $30.00 1000
CHAS H. TOTTY CO., MADISON, N. J.

CHRYSANTHEMUMS—Rooted Cuttings, $1.75 per 100 or $18.00 for lot; 500 Roman Gold, 300 Chrysolora, 350 Nonin, 250 Dolly Dimple, 100 Appleton. 200 Appleton, 2¼-in. $2.50 per 100. Blackmon Bros., Center st., Trenton, N. M.

POMPON CHRYSANTHEMUMS—Couronne d'Or, strong plants from soil, $2.00 per 100, $15.00 per 1000. Chas. Leisy, Mantua, N. J.

Reports reach us to the effect that Chrysanthemum plants are running short of supply and will be high in price. This i a timely notice to such of our readers as may have a surplus to advertise same in these columns.

CINERARIAS

CINERARIAS—Finest mixed, Dreer's Prize Dwarf strain, $5.00 per 100. See Primulas and Dracaenas. Wettlin Floral Co., Hornell, N. Y.

COLEUS

COLEUS—Golden Bedder, Verschaffeltii, Queen Victoria, Fire Brand and good fancy varieties, out of 2¼-in. pots, $25.00 per 1000. A. Nahlik, 261 Lawrence st., Flushing, N. Y.

CYCLAMEN

CYCLAMEN SEED	1000
Bloodred	$12.00
Brilliant red	12.00
Rose pink	12.00
Glory of Wandsbek, dark and light salmon	12.00
Daybreak, salmon pink	12.00
Pure white	12.00
White with eye	12.00

Other varieties also.
If all Salmon is ordered, the price is $14.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Building, Philadelphia, Pa.

CYCLAMEN—Exceptionally good this season

	100	1000
2½-in., selected	$7.50	$65.00
2½-in., selected	9.00	80.00
2½-in., selected, as they run	8.00	75.00
4-in., selected	30.00	
4-in., selected, as they run	25.00	
6-in., selected	75.00	

Salmon, light and dark; pink, light and rose; blood red, light red, pure white and white with eye.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CYCLAMEN SEED
Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavander, No better strain anywhere.
Daybreak. Harvested April and May, 1918.
$12.00 per 1000 seeds, net.
J. A. Peterson & Sons, Westwood, Cincinnati, Ohio

Continued on Next Page

STOCK FOR SALE

CYCLAMEN

CYCLAMEN—Best strain of Cyclamen growing 2½-in. pots. Varieties: Salmon Pink, Light Pink, Blood Red, Bright Red, Pure White and White with Red Eye, at $7.50 per 100, $65.00 per 1000. Seedlings, from 3 to 5 leaves, $5.00 per 100, $40.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

DELPHINIUMS

DELPHINUM BELLADONNA
2½-in., $5.00 per 100, $40.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

DRACÆNAS

DRACÆNA—In varieties, as Terminalis, Stricta Granda, Lord Wolsely. Nice, well established plants, out of 4½-in. pots, $9.00 per doz. Packing charges, 50c. for each $10 value. Cash with order, please. Anton Schultheis, 316- 19th st., College Point, L. I., N. Y.

DRACÆNA TERMINALIS—Clean, healthy stock, out of 2¼-in. pots at $8.00 per 100; 3-in. pots at $15.00 per 100; 4-in. pots at $25.00 per 100. Cash with order. J. H. Fiesser, Hamilton ave., North Bergen, N. J.

DRACÆNA Indivisa—3-in. 45c.; 5-in. 30c. Seedlings, transplanted, $2.50 per 100. P. P. W. C. Ehmann, Corfu, N. Y.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

FERNS

FERNS. Good, heavy plants.	100	1000
Scottii, Teddy Jr., 2½-in.	$6.00	$55.00
Boston, Scholzerii, 2½-in.	6.00	50.00
Scottii, Harisi, 3-in.	12.00	110.00

Bird's Nest Fern
Guaranteed free from disease

2-in.	12.00	110.00
2½-in.	20.00	175.00
3-in.	25.00	225.00
4-in.	50.00	

Dish Fern Seedlings, $2.25 per flat.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CUT DAGGER FERNS—Perfect, long, selected stock. $1.00 per 1000 in 5000 lots; express paid. Larger lots, special rates. Can book orders now for Sept., Oct., Nov. delivery, or ship now. Box 472, Brattleboro, Vt.

FERNS—Adiantum Cuneatum, 2-in., $3.00; 3-in., $5.00. Croweanium, 2-in., $6.00; 3-in. $8.00 all per 100. Cyrtomium Rochfordianum, 4-in.; $15.00 per 100. Assorted Table Ferns, 2-in., $3.00. Henry Smith, Grand Rapids, Mich.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 89. J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—In all varieties and Seedlings. See page 87. Roman J. Irwin, 108 W. 28th st., N. Y.

FORGET-ME-NOTS

1500 Rooted Cuttings Winter-blooming Forget-menots. $2.50 per 100, $20.00 per 1000; 50c. extra if by Parcel Post. Cash. S. Bertelsen, Isabella Greenhouses, Babylon, N. Y.

Fine Forget-me-nots—Now in bud. 100 for 75c.; 200 for $1.00. Parcel Post. M. L. McClave, Benton Harbor, Mich.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in.	$0 60	$3.50
½-in.	1.00	6.00
⅝-in.	1.50	10.00
¾-in.	2.50	18.00
⅞-in.	3.00	25.00

LAKESIDE GARDEN
Box 123. SANTA CRUZ, CAL.

FREESIA PURITY
Selected bulbs

⅛-inch	$9.00 per 1000
⅛ to ⅜ inch	$14.00 per 1000

Ready now.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

FREESIAS—Improved Purity—Jumbo Selected, 1000, $20.00; Mammoth, ¾-in., per 1000, $17.00; Extra size, ⅝-in. to ¾-in., per 1000, $12.00; ½- to ⅝-in., per 1000, $7.50; ⅜- to ½-in. per 1000, $4.00. Samples free.
Vaughan's Seed Store, Chicago, and New York.

FREESIAS—Purity, ½ to 1-in., $10.00 per 1000; ⅜ to ⅝-in., $5.00 per 1000. Fred M. White, 74 Worrall ave., Poughkeepsie, N. Y.

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road, North Bergen, N. J.

Continued on Next Column

STOCK FOR SALE

FUNKIAS

FUNKIA variegated—Strong, field divisions, 3 to 4 eyes, $5.00 per 100, $45.00 per 1000. Large, field clumps, not divided, $10.00 per 100. Roman J. Irwin, 108. W 28th st., New York.

GARDENIAS

GARDENIA Veitchii—Only 1000 left; guaranteed free from disease. Extra large plants, in 2½-in. pots, as good as 3-in., $10.00 per 100, $90.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi. 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, 2¼-in. Cash. $3.00 per hundred. John C. Daly, 1510 Hackensack Plank Road, North Bergen, N. J.

HYDRANGEAS

HYDRANGEAS
Special Offer
A very fine lot of plants

	100	1000
250 Otaksa, 4-in.	$20.00	$175.00
1000 French, 4-in.	20.00	175.00
1000 French, 2½-in.	6.00	50.00
1000 Otaksa, 2½-in.	5.00	45.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

12,000 French Hydrangeas. Fiel-grown plants for delivery late August or early September. Plants suitable for 8-in. 55c.; 7-in. 45c.; 6-in. 32c.; 5-in. 20c. Plants potbound, for delivery in Sept. or later, 20% extra; 4-in., potgrown, 15c. A. Colle, Doylestown, Pa.

IRIS

5000 strong Iris (Florentine) roots, $4.00 per 100. E. T. Rodes, Greenwood, Va.

IVY

ENGLISH IVY—Exceptionally fine. 100
5-in. pots, 3½ to 4 ft. long and very heavy. $37.50
4-in. pots, extra heavy, selected 17.50
4-in. pots, lighter grade 15.00
3-in. pots 12.00
Send for complete copy of our price list.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia. Pa.

LILIES

LILLIUM Rubrum

		100	1000
8- 9	200 to case	$7.00	$65.00
9-11	140 to case	10.00	95.00
10-11	125 to case	12.00	110.00

LILIUM Auratum

8- 9	160 to case	7.00	65.00
9-11	100 to case	9.50	90.00
11-13	75 to case	20.00	180.00
13-14	45 to case	30.00	

VAUGHAN'S SEED STORE
New York. Chicago.

COLD STORAGE GIGANTEUM
Sound, unfrozen bulbs, for monthly or semi-monthly shipments. 6-8 in. (400 to case), per case $22.50; per 1000 $55.00. F. O B. New York only. Vaughan's Seed Store, 43 Barclay Street, New York.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

LILY OF THE VALLEY

LILY OF THE VALLEY. 250, $8.00; 500, $15.00; 1000, $30.00. Vaughan's Seed Store, Chicago and New York.

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

AMERICAN GROWN or IMPORTED—For florist or Nurseryman; decorative and ornamental; landscaping or forcing. Let us appraise your wants. A. Rolker & Sons, 51 Barclay st., New York City.

ORCHIDS

1000 rare and choice Orchids. All in the finest condition, at a fraction of original cost. Particulars on request. Address Mossiæ, care The Florists' Exchange.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

Continued on Next Column

STOCK FOR SALE

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in. pots	8.00
Pandanus Veitchii, from open, for 6 in. pots	12.00

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

PANSIES

New white violet Pansy: "Benson's White". Sport of J. Werming; originated with us. 2-in. plants, $3.00 per doz. Ernest G. Benson, University Station, Seattle, Wash.

PELARGONIUMS

PELARGONIUMS and PRIMULAS—See page 87. Roman J. Irwin, 108 W. 28th st., N. Y.

PEONIES

PEONIES — Profitable cut-flower and best general planting varieties. Very early, mid-season, late. Any quantity. Own growing. Early September shipment. Submit list.
Harmel Peony Company, Berlin, Maryland

POINSETTIAS

POINSETTIA PULCHERRIMA—Nice, strong plants, out of 2½-in. pots ready for shipment now. $70.00 per 1000. Packing charge of 50c. for every $10.00 of value. Only orders with remittance will find consideration. Anton Schulthies, 316 19th st., College Point, N. Y.

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
Plants ready July 15th
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2½-in. pots, good variety. $7.50 per 100, $65.00 per 1000. Cash with order. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000. Strafford Flower Farm, Strafford, Pa.

POINSETTIAS and PRIMULAS—See page 87. Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

SCHILLER'S PRIMROSES.
THE STRAIN THAT LEADS
Ready now from 2¼-in. pots of the usual high class strains, short and stocky, frame grown.
CHINESE LARGE FLOWERING FRINGED.
In 9 separate colors or mixed, $4.00 per 100, $37.50 per 1000.
CHINESE CHOICEST NAMED VARIETIES.
8 named kinds, the cream for critical trade, $5.00 per 100, $45.00 per 1000.
CHINESE STAR SHAPED.
Mixture of carmine, pink, salmon and white, $5.00 per 100.
MALACOIDES, ready in August, of the original type, only "Pink" is grown.
MALACOIDES GRANDIFLORA, OUR IMPROVEMENT in Enchantress Pink and White.
All above at $5.00 per 100, $45.00 per 1000.
OBCONICA
Owing to crop failure supply is very short.
OBCONICA, LARGE FLOWERING.
In 9 separate colors or mixed.
OBCONICA, LARGE FLOWERING, FRINGED
In 6 separate colors or mixed.
HYDRANGEAS.
A complete collection of all French varieties and Otaksa, grown by the acre, Sept. delivery. See under Hydrangeas.
J. L. SCHILLER, TOLEDO, O.

Primulas with a reputation,
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermensina.
Other varieties later.
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots,
$4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N. J.

PRIMULA—Obconica Gigantea and Grandiflora. From 2¼-in. pots, $5.00 per 100.
PRIMULA Chinese. From 2¼-in. pots, $4.00 per 100.
PRIMULA Malacoides. From 2¼-in. pots $3.50 per 100. Wettlin Floral Co., Hornell, N. Y

PRIMULA—Obconica, 2¼-in. strong, $4.00 per 100; 4-in., $12.50; 6-in., $25.00. Chinensis, 4-in., $12.50; 6-in., $25.00 per 100. Malacoides, 2¼-in., $3.00; 4-in., $10.00; 6-in., $20.00; 4 and 6-in. well in bloom, all varieties. Henry Smith, Grand Rapids, Mich.

PRIMULAS—2½-in. Obconica, all the best varieties, $5.00 per 100, $45.00 per 1000; Malacoides, new strain, better than Townsendi, $6.00 per 100, $50.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Phila., Pa.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA Obconica—Miller's Giant. Fine. 2-in. $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULAS and PELARGONIUMS—See page 87. Roman J. Irwin, 108 W. 28th st., N. Y.

Continued on Next Column

STOCK FOR SALE

ROSES

MINIATURE ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00

VERY SPECIAL STOCK

Ophelia, 3-in.	$12.00
Sunburst, 3-in.	12.00
4 in.	15.00
Mdm. Collette Martinette, 3-in.	12.00
4-in.	15.00
Columbia, own root	30.00
Ophelia Supreme, grafted	30.00
Irish Fireflame, 3-in.	10.00
Richmond, 4-in.	10.00

Ready for immediate delivery
CHARLES H. TOTTY COMPANY,
MADISON, NEW JERSEY

ROSE PLANTS—Own root, 2½-in. Ophelia, Maryland, Hoosier Beauty, Mrs. Shawyer, Pink Radiance, Kaiserin, White Killarney. $7.50 per 100, $65.00 per 1000.

American Beauty, 2½-in.	100	1000
	$8.00	$75.00
3-in.	12.00	
Sunburst, 2½ in.	8.00	70.00
Hadley, 2½-in.	8.00	75.00
3 in.	10.00	
Double White Killarney	14.00	130.00
Killarney Brilliant. Grafted	14.00	130.00
Columbia, Own Root	30.00	250.00
Grafted	35.00	300.00
Double Pink Killarney, Own Root	7.50	65.00
Ophelia, Own Root	7.50	60.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ROSE PLANTS

2½-in.	Own Root		Grafted	
	100	1000	100	1000
Columbia	$30.00	$250.00	$35.00	$300.00
Ophelia Supreme	30.00	250.00	35.00	300.00
Hadley, extra heavy	7.50	65.00		130.00
Sunburst, extra heavy	7.50	65.00		
Killarney, D. P.	7.50	65.00		
Killarney, S. White	7.50	65.00		130.00
Ophelia	8.00	70.00		
Mrs. Geo. Shawyer	7.50	60.00		

S. S. PENNOCK CO.
1608 Ludlow St. Philadelphia, Pa

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

ROSES—1000 strong Shawyer Roses, shifted from 3-in. pots. To close out. $60.00 per 1000 The Florex Gardens, North Wales, Pa.

Send for ready-to-ship own-root stock-list of Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
New crop, California lathhouse-grown, now ready:
Per 1000 seeds $1.50
ASPARAGUS SPRENGERI SEED.
Per 1000 seeds .75
ASPARAGUS ELONGATUS SEED.
Per 1000 seeds 5.00
Write for price by the pound.
H. N. GAGE CO., INC.,
MONTEBELLO, CALIFORNIA

SWEET PEA SEED
All the standard varieties and novelties in Winter-Orchid Flowering and Spencers.
Send for descriptive list with prices.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGONS

SNAPDRAGON—Nelrose, Keystone, 2½-in. $5.00 per 100, $40.00 per 1000. Giant White, Phelps' White, Phelps' Giant Yellow, 2½-in. $5.00 per 100, $40.00 per 1000. Send for a copy of our complete price list. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGONS—2-in. pots, Silver Pink, Rose, Yellow and Maroon, $3.00 per 100. No attention to C. O. D. Cash, please. B. C. Blake Co., Springfield, Ohio.

SNAPDRAGONS—Seedlings, Keystone, Pink and White: 2¼-in., $4.00 per 100. Schizanthus, best colors, fine plants, 2¼-in., $4.00; 4-in., $12.50; 6-in., $25.00 per 100. Henry Smith, Grand Rapids, Mich.

SNAPDRAGON—Well branched, free from disease. Enchantress, Bronze Beauty, Phelp's White and Yellow. 2¼-in., $3.50 per 100, $30.00 per 1000. Carter & Son, Mt. Holly, N. J.

SNAPDRAGONS—Ramsburg's Silver Pink., 2¼-in., $3.50 per 100, $30,00 per 1000. Cash Wm. J. Marshall, Copeland st., Campello, Mass.

NELROSE SEEDLINGS—From flats. See display ad. F. W. Fletcher & Co., Auburndale, Mass.

Continued on Next Page

STOCK FOR SALE

SNAPDRAGONS

SNAPDRAGONS, 2¼-in.—See page 87. Roman J. Irwin, 108 W. 28th st., New York.

STEVIA

STEVIA double—Exceptionally fine strain, 2½ in., $4.00 per 100, $35.00 per 1000. C. U. Ligar, Wholesale Plantsman, 325 Bulletin Bldg Philadelphia, Pa.

STEVIA Compacta—2¼-in. pots, $2.50 per 100. Cash please. Paul Fischer, Wood-Ridge, N. J.

VINCAS

VINCA VARIEGATA—Strong, 3½-in. at $10.00 per 100; also 3-in., with nice long runners, $7.00 per 100. Cash. Russell Bros., Inc., Syracuse, N. Y.

VINCA VARIEGATA—3½-in. pots, 6c., 4-in. pots, 12c. T. H. Judd, Danbury, Conn.

VIOLETS

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and other varieties on application. Roman J. Irwin, 108 W. 28th st., New York.

MISCELLANEOUS STOCK

Rooted Chrysanthemum Cuttings—Unaka, Chrysolora, McNice, Ramapo, Golden Glow, Diana, Chas. Razer, Seidewitz, $2.00 per 100. Also Stevia Compacta, $1.00 per 100; Table Ferns, 2¼-in. pots, $3.50 per 100. Boston Ferns and Teddy Jr., 5-in., 6½-in. and 7-in. pots. G. Marti, Arlington, N. J.

50,000 IRIS—5 colors; strong. $35.00 per 1000, $20.00 for 500; no order for less. Plant now and get flowers in Spring. 1500 Day Lilies, $5.00 per 100; no less. Cash with order. Albert Fuchs, 803 Sheridan Rd., Chicago.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

VEGETABLE PLANTS

CELERY, CABBAGE and CAULIFLOWER PLANTS.
Shipped anywhere. Roots in damp moss.
White Plume, Winter Queen, Golden Heart and Giant Pascal Celery Plants. $2.00 per 1000; 500, $1.25; 300, $1.00.
Re-rooted plants (mass of fine, new roots grown on them), $3.00 per 1000; 500, $1.75; 300, $1.25; 200, $1.00.
Henderson's Re-rooted Snowball Cauliflower plants. $4.50 per 1000; 500, $2.50; 300, $1.60; 200, $1.25.
We make a great specialty of Snowball Cauliflower and raise no other kind. We sow seed about eve y five days to have a supply of plants constantly on hand.
Cabbage Plants. All Head Early, Succession, Surehead, Flat Dutch, $1.50 per 1000; re-rooted, $1.80 per 1000; 500, $1.00, Parcel post or Express. F. W. Rochelle & Sons, Chester, New Jersey. (20 years Vegetable Plants exclusively.)

Celery, Celery, Celery Plants
Golden Self-Blanching (French), $2.00 per 1000. Cabbage: D. Ballhead, Short Stem, Succession, Sure Head and Flat Dutch, $2.00 per 1000; 5000 or more, $1.50 per 1000. Pepper, in variety, (sweet), $3.00 per 1000. Cash with order please. H. I. Wooster, Wholesale grower, Lock Box 141, Plainville, Ct.

STRAWBERRY PLANTS—For August and Fall planting. Pot-grown and runner plants that will bear fruit next summer. Leading varieties Raspberry, Blackberry, Gooseberry, Currant, Grape plants, Fruit Trees, Shrubs for Fall planting Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

CELERY PLANTS—Golden Self Blanching, White Plume, Giant Pascal and Winter Queen, 60c. per 100, $2.50 per 1000. Send postage if wanted by mail. Leading varieties Cabbage, Cauliflower, Pepper, Brussels Sprouts, Kohl Rabi, Kale, Parsley, Asparagus Plants at reasonable prices. Catalogue free. Harry P. Squires, Good Ground, N. Y.

SWEET POTATO PLANTS of all the leading varieties delivered by parcel post. 25 plants, 20c.; 50 plants, 35c.; 100 plants, 50c.; 500 or more, 30c. per 100. By express, charges collect, 1000 plants, $1.75; 5000 or more, $1.50 per 1000. H. Austin, Felton, Del.

CELERY—White Plume and Winter Queen, the most blight resisting variety of all transplanted stock. $4.00 per 1000, $35.00 per 10,000. Moss packed. 250 at 1000 rate. Celeriac or Turnip-rooted Celery same price. Manneto Hill Nurseries, Wm. A. Finger, Prop., Hicksville, N. Y.

CELERY PLANTS—Golden Self Blanching (French strain), Giant Pascal, also the grand, new easy blanching, which is easy to grow. Fine plants, ready for the field, $2.00 per 1000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

RUTA BAGA TURNIP SEED—Leading white and yellow varieties. 30c. ounce, $3.00 pound, postpaid. Harry P. Squires, Good Ground, N. Y.

15,000 EGG PLANTS—Out of 2½-in. pots, $15.00 per 1000. (New York Spineless). Otto Muller, Whitestone, L. I.

Continued on Next Column

MISCELLANEOUS WANTS

WANTED—A few thousand 2¼-in. pots. Hews & Co. make preferred. Stafford Conservatories, Stafford Springs, Conn.

INFORMATION WANTED

T. W. HANNAH—Please communicate with Box 912, Binghamton, N. Y., as soon as possible.

FOR SALE OR RENT

FOR SALE—A BARGAIN—Retail Florist business, in thriving town in Colorado. 4 greenhouses: concrete walls, cypress wood-work; 2 boilers and heating system. 2-story brick building; store below, 6 rooms above. Fine ice box and other fixtures. Greenhouses all stocked. Coal in abundance. A real bargain for right party. Established 10 years and doing successful business. For particulars, write to M. A. Poss, San Mateo, Cal

FOR SALE—Opportunity of a life time. Small, local nursery with about 5000 ft. of glass, a lot of hot beds, concrete frames, fine modern dwelling house, 10 rooms; barn and wagon shed, 42 city lots, growing right into the city; 10c. fare to New York. Will be sold on account of illness of owner. Can be bought with small capital down, rest in mortgage. It is worth while to come and see it. Address Frank Knapper, 436 Bellevue ave., Yonkers, N. Y.

5 Greenhouses for sale, 125x24 feet, all heated by 2-in. pipe. 16x24 glass, $5.00 per box; special prices on large lots. 2-in. pipe, 15c. per foot. Special prices on large lots. A quantity of fittings and valves of all kinds. Inquire of Ulrich Bros., Pennsylvania and Cozine Ave., East New York, Brooklyn, N. Y.

FOR SALE—Greenhouses to be removed. 1 ¾ span, 136x20, 1 curvelinear, 50x20, both iron frame, glazed with double thick clear glass, 16x20 and 16x24, heating plant, consisting of 2 Hitching's hot water boilers and upwards of 2000 feet 4-in. cast iron pipe, valves and fittings. All for $1000.00. F. L. Whitney, Beacon, N. Y.

At Oceanside, L. I., N. Y., Lord and Burnham steel house, 75x200; also boiler and workroom. Benches for Carnations, with over 15000 field-grown plants on hand. 1 acre of ground. Convenient to railroad. Brunger and Houston 262 Atlantic Ave., Rockville Centre, L. I., N. Y.

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked. Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling. Geo. W. Watkin, Camden, N. Y.

Small greenhouse, nursery, florist and garden business, with several acres of land, dwelling and buildings. Capable of rapid growth and development. Connecticut shore town. Address W. D., care The Florists' Exchange.

13 greenhouses, 3 to 8 acres, near fine market, fully stocked. Reason, death of owner. Stock for sale separately, if desired. Location; New Albany, Ind., near Louisville. Address John M. Walker, 1216 Central Ave., Connersville, Ind.

FOR SALE—Well established and located flower shop, doing nice business. Immediate possession given. Failing health reason for selling. Mrs. M. C. Bell, 12317 St. Clair Ave., Cleveland, Ohio.

FOR SALE—Greenhouse, 112 ft.x25, iron frame, put up this Spring; 6-room cottage, stable, etc. Located in Jersey. Plenty room for more glass. For particualrs, address T. D., care The Florists' Exchange.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York. Jacob Hauck, 49 Montgomery st., Bloomfield, N. J.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

FOR SALE—Greenhouse material; bars, glass pipe, iron gutters, 2 Hitchings' houses. Mrs. C. Eisele, 11th and Westmoreland st., Philadelphia, Pa.

SUNDRIES FOR SALE

GREEN AND FLUFFY
WANTED—Every florist in the U. S. to have the benefit of Brendel's Campus Green or Three-in-One. It takes the place of ferns, plumosus and Sprengeri, saving the labor and picks of filling-in green in spray and design work; it is fluffy and beautiful when made up; not a spoiled spray in ten thousand, and will last for days after being made up; suitable for every purpose; use it once and you will always use it. To introduce it, 40c. per 100 sprays by mail; $2.50 per 1000 by express; satisfaction or your money back. S. C. Brendel, Jackson, Tenn.

FOR SALE—16x24 double thick glass, good as new, $4.25 per box. Second-hand pipe, 2-in. 12c. ft; 1½-in. 9c. ft.; 3-in. 18c. ft.; 4-in., 25c. ft. 2-in. brass valves, $2.00 each. 6-way manifolds 2-in., $2.00 each; 3-way, 2-in. $1.00. Ventilating apparatus, Hitchings, large 6-section Hitchings boiler, $175.00. 15 ft., 4-in. roof drip bars, 1½x2½-in., cypress, 30c. each. 190 ft. Hitchings iron-frame houses, with cast iron gutter, 28 ft. 8-in. wide. Blackmon Bros., Centre St., Trenton, N. J.

FOR SALE—1 Kroeshell No. 5 boiler; hot water. Good condition; used last Winter for 3 houses, each 28x80. Changing to steam. $250.00 on cars Gloversville, N. Y. Pool, florist.

Continued on Next Column

THE PETERS & REED POTTERY CO
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed
When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.
When ordering, please mention The Exchange

SUNDRIES FOR SALE

CANES

CANES—6 to 8 ft. $2.50 per 1000, F. O. B. S. C. Brendel, Jackson, Tenn.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

MOSS

SPHAGNUM MOSS—10-bbl. bale, $2.85; 5 5-bbl. bales, $7.00. Orchid Peat, $1.00. Bag burlap, 35c. extra; cash, 5c. less. Jos. H. Paul, Manahawkin, N. J., Box. 156.

PAPER POTS AND DIRT BANDS

PAPER POTS AND DIRT BANDS—We ship from Pittsburgh, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis and Kansas City, Mo. Price list and samples free. Address F. W. Rochelle & Sons, Chester, N. J.

WIRE

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill

WOOD LABELS

LABELS FOR NURSERYMEN AND FLORIST Benjamin Chase Co., Derry Village, N. H.

LEGAL NOTICES

A. T. DE LA MARE COMPANY, INC.—The annual meeting of the stockholders of this Company will be held at the office of said Company, Nos. 438 to 448 West 37th Street (Underhill Building), in the Borough of Manhattan, City of New York, on the twenty-fifth day of July, 1918, at 12 o'clock noon, for the election of a Board of Directors and two inspectors, and for the consideration of such other business as may properly come before the meeting.
J. H. GRIFFITH, Secretary — A. T. DE LA MARE, President.

A. T. DE LA MARE COMPANY, INC.—By order of the Board of Directors the Transfer Books of the above Corporation will be closed on and after July 15, 1918, at 12 o'clock noon, to July 26, 1918, at 12 o'clock noon.
DAVID TOUZEAU, Treasurer. — A. T. DE LA MARE, President.

(Chicago - Continued from page 107)

them through the Winter and Easter trade. One large house of Godfrey Callas will be grown this season, the plants for which already have a good start.

Albert Lies, North Center, has his full 50 per cent. of coal in, but will shut down a part of his greenhouses this Winter. As soon as the Summer crop of Roses are off, the plants will be dried out so as to better enable them to go through the Winter without heat.

Ananassa sativus variegatus, or variegated Pineapple, is a well known plant in most private collections. A handsome specimen of this in fruit from the greenhouses of the Poehlmann Bros. Co. is on exhibition in the window of Kunze's store on East Randolph st. as a centerpiece for a display of tropical fruit.

Nick Dahm, Morton Grove, has about eight acres in Gladioli that present a promising appearance. The bulbs are planted in rows with from three to four bulbs, according to size planted, about 2in. to 3in. apart in the rows. The rows are sufficiently far apart to admit of cultivation by horse power. This is a convenient as well as economical way of cultivation. Mr. Dahm has two stars in his service flag. Peter is with the national army at Camp Grant and Philip is with the troops in France.

CAMBRIDGE NEW YOR
World's Oldest and Largest Manufacturers
FLOWER POTS
A. H. HEWS & CO., INC
Cambridge, Mass.
When ordering, please mention The Exchan

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.
When ordering, please mention The Exchan

Red Standarc Pots

Look ahead and see whe you can get THE BEST PO for your money you a going to spend this Sprin to stock your greenhouse
Think of us—write us—try us
The Keller Pottery Co
213-223 Pearl St., Norristown, P
When ordering, please mention The Exchan

Peirce Pape Flower Pot
Made in standard si of 2-in. to 6-in. The be Paper Pot for shippi and growing purpose Samples furnished fre Ask your dealer for them
E. ALLAN PEIRC
40 Oaks Road, Waltham, Ma
When ordering, please mention The Exchan

Vaughan's Seed Store is having a go sale on young Rose stock in both graft and own root plants from 4in. pots f immediate planting. The list consists popular varieties, of which there is a fi stock at the greenhouses at Wester Springs.

Fritz Bahr, Highland Park, the ve satile correspondent of THE FLORIST EXCHANGE, has rented a cottage at La Zurich, where he and his family wi spend the remainder of the Summer.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black white fly, thips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affecting flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

ULTIMATELY

You'll Demand

Magic Brand

When Ordering Fertilizer of Your Supply House

Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
E. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

USE WIZARD BRAND

CONCENTRATED PULVERIZED

MANURE

Pulverized or Shredded

Cattle Manure

Pulverized

Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO
734 Union Stock Yards. CHICAGO

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, 4c. lb. in 100 lb sacks
TOBACCO DUST, 2c. lb. in 100 lb. sacks
TOBACCO DUST, 1c. lb. in 100 lb. sacks
TOBACCO STEMS, $1 50 in 100 lb. bales

Special prices in Tons and Carload Lots

I. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

CAN SHIP ANY SIZE AT ONCE

Telephone or Telegraph Order at Our Expense

KROESCHELL BROS. CO., 468 W. Erie Street CHICAGO, ILL.

When ordering, please mention The Exchange

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
3075 S. SPAULDING AVE.
CHICAGO

MASTICA

FOR GREENHOUSE GLAZING
USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

F. O. PIERCE CO., 12 W Broadway, New York

DREER'S

FLORISTS' SPECIALTIES
New Brand New Style
"RIVERTON" HOSE

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft. . . 19c.
Reel of 500 ft. . 18½c.
2 reels, 1000 ft . . 18c.
½-inch, per ft. . . 16c.
Reel of 500 ft. . 15½c.

Couplings furnished without charge

HENRY A. DREER
714-716 Chesnut St.
Philadelphia, Pa.

When ordering, please mention The Exchange

—PIPE—

Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

Established 1902

Pfaff & Kendall, Ferry and Foundry Sts NEWARK, N. J.

When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.

GLASS

N. COWEN'S SON, 14-16 Wooster St. NEW YORK

NIKOTEEN

For Spraying

APHIS PUNK

For Fumigating

Ask your dealer for it

Nicotine Mfg. Co.
ST. LOUIS, MO.

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Sweet Peas for Profit

$1.50

A. T. DE LA MARE CO., Inc.
438 to 448 West 37th Street, New York, N. Y.

PIPE CUT TO SKETCH

It will pay you to correspond with us

Wrought Iron Pipe, Tubes and Fittings

NEW AND SECOND HAND

Thoroughly overhauled, with new threads and couplings, in lengths of 16 feet and over. Guaranteed to give satisfaction.

ALBERT & DAVIDSON, Inc., Oakland & Kent Sts., Brooklyn, N. Y.

When ordering, please mention The Exchange

GULF CYPRESS

Greenhouse Materials

Pecky Cypress Bench Lumber

Glass

THE ONLY PERFECT

LIQUID PUTTY MACHINE

Will last a lifetime, $1.75 each

"SEAL TIGHT LIQUID PUTTY"

will not harden, crack or peel off.

$1.50 per gallon in 10 gallon lots

$1.60 per single gallon.

Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

When it comes to Greenhouses come to Hitchings & Co.

Send for Supply Book

New York: 1170 Broadway Boston: 49 Federal St

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 75c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

When ordering, please mention The Exchange

GLASS

6 x 8 to 16 x 24. Single or Double, at lowest possible prices.

Get our prices before placing your order.

L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS

When ordering, please mention The Exchange

Putty Bulb

(Scollay's)

for Liquid Putty

The best tool for glazing and repairing greenhouse roofs.

Note the Improved Spout

For sale by your supply house or send postpaid for $1.00

John A. Scollay,
INCORPORATED
74-76 Myrtle Ave.
BROOKLYN, N. Y.

Great Saving in Preparing Land for Carnation Stock

FOLLOWING is what Kretschmar Brothers, of West Nyack, N. Y., say of the system:

"It has always been a great expense to prepare our land for the carnation stock before planting, as each day we would only plough enough for the day's planting so that we could work in moist soil. This also would be all hand raked to get it in the best condition. We can now plough the whole strip and harrow with a spiked tooth harrow and use the Skinner System after each day's planting to water them down."

SKINNER SYSTEM OF IRRIGATION

The Skinner Irrigation Co.
225 Water St., Troy, Ohio

When ordering, please mention The Exchange

Greenhouse Glass

Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices

Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

CAST IRON

BOILERS

THAT LET THE FLORIST SLEEP

GIBLIN & CO. 107 Broad St. UTICA, N. Y.

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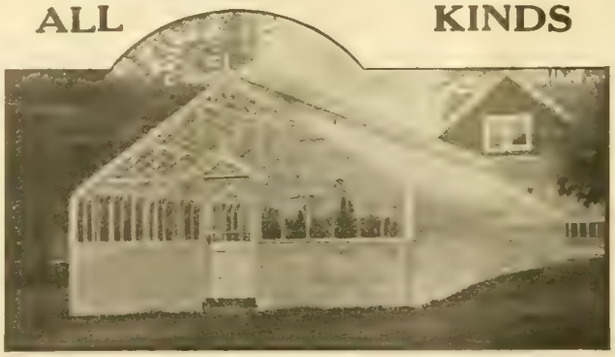
GREENHOUSES

ALL KINDS



When contemplating the building of a greenhouse, the wise course is to avoid extravagance and delay by hiring an organization which features speed and economy

PUT YOUR GREENHOUSE PROBLEMS UP TO US

We go anywhere in the United States to submit plans and prices

Metropolitan Material Co.
PATENTED GREENHOUSES

1335-1339 FLUSHING AVE. BROOKLYN, N. Y.

For the Sake of Economy
The Greenhouseman Should Use

"Red Devil" REG. U.S. PAT. OFF. TRADE MARK. GLASS CUTTERS

Keep within the spirit of the times. Whether you have much or little cutting to do, you will find they are more economical all around.

A sample tool for 15c., style No. 024 (shown in upper left hand corner) will prove this to you Write for free Glaziers' Tool Booklet.

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NEW AND SECOND HAND

Boiler Tubes • Fittings

ALL SIZES • LARGE STOCK

ALL PIPE GUARANTEED absolutely perfect or replaced without charge

Prompt Shipments • Special Prices to Florists

EAGLE PIPE SUPPLY CO. Inc. 30 CHURCH STREET NEW YORK CITY

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1866-1917

Greenhouse Lumber

"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

Lockland Lumber Co., Lockland, O.

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What Goes Up Must Come Down

That's why florists using the Caldwell Tubular Tower, delivering water by the force of gravity, can depend on a plentiful water supply every day in the year. Any mechanic can erect it. Strong, durable, inexpensive.

Send for Catalogue

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Caldwell TANKS and TOWERS

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GLASS

FOR GREENHOUSES

Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices.

PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

When ordering, please mention The Exchange

In Answer To— Is There Money in Growing Greenhouse Vegetables?

IN that new Greenhouse Vegetable Growing Book, we have just published, there are two pages given up mainly to a discussion of greenhouse vegetables as money makers.

Then follow some 20 pages of cultural directions, combined with suggestions from leading men in the business.

Such things as packing are given special attention.

Main Crops, Inter-Crops and Mid-Crops Every One a Money Maker

VALUABLE information about them all is given in this new Greenhouse Vegetable Book. Written by leaders in the business.

Printed by us with the idea of helping more growers to make more money.

Send for a copy. It won't cost you a cent. It may make you many a dollar.

Lord & Burnham Co.

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THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND ALLIED INDUSTRIES

Vol. XLVI. No. 4 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) JULY 27, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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FERNS

	Per 100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima, 6-in.	.50
8-in.	1.00
elegantissima and elegantissima compacta, 10-in.	$3.00 to 5.00
elegantissima compacta, muscosa and Smithii, 3½-in.	.25
muscosa and Smithii, 5-in.	.50
Smithii, 6-in.	.75

WINTER-FLOWERING ROSES

	Per 100
Rosalind and Silvia, 3½-in. pots, own root	$25.00
Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney, Killarney Brilliant, and Francis Scott Key, 3½-in. pots, own-root	$18.00 per 100, $150.00 per 1000

F. R. PIERSON CO.
Tarrytown, New York

Greenhouse Plants

Fine, strong stock for growing on or for counter sales.
Immediate delivery.

ADIANTUM Croweanum. 2-inch, $6.00 per 100, $50.00 per 1000. 3-inch, $15.00 per 100.
BIRD'S NEST FERNS. 4-inch, 35c.; 5-inch, 60c.; 5-inch, selected, 75c. each.
COCOS Weddelliana. Strong 3-inch, $2.50 per doz., $20.00 per 100.
GENISTA Canariensis. 2-inch, $4.00 per 100; 6 inch, $35.00 per 100.
CYRTOMIUM Rochfordianum. 4-inch, $20.00 per 100.
GARDENIA Veitchii. 2¼-inch $8.00 per 100, $75.00 per 1000; 3-inch $15.00 per 100, $140.00 per 1000.
PRIMULA Obconica. 2¼-inch $5.00 per 100, $45.00 per 1000.
EUPHORBIA Jacqueminaeflora. 2¼-inch $10.00 per 100.
POINSETTIA. 2¼-inch $8.00 per 100, $75.00 per 1000.
SNAPDRAGON. Nelrose, Keystone, Peachblow, Enchantress, fine clean stock: 2¼-inch $4.00 per 100, $35.00 per 1000.
ASPARAGUS Plumosus. Seedlings, $1.00 per 100, $9.00 per 1000; 2¼-inch $3.50 per 100, $30.00 per 1000; 3-inch $7.50 per 100, $60.00 per 1000.
We can supply Grafted Roses for late planting.

Write us your requirements

A. N. PIERSON, INC.
CROMWELL, CONN.

IN THIS ISSUE

The Society of American Florists and the Trade

Should have been Tagged and Labeled

Burpee Farms Inspection

Essential Follow-ups to Successful Advertising

Hydrangeas for Summer Sales

English Soldiers raise Flowers and Vegetables

LORRAINE BEGONIAS

Extra strong, 2½-inch, ready for 4-inch, $18.00 per 100

JERUSALEM CHERRIES

(CLEVELAND)
2½-inch, fine stock, $8.00 per 100

CYCLAMEN SEEDLINGS

Fine stock, $5.00 per 100, $40.00 per 1000

LILY BULBS

GIGANTEUM—7-9, 100 to the case	Write for Prices
7-9, 300 to the case	
8-10, 225 to the case	
9-10 200 to the case	
MAGNIFICUM—8-9, 200 to the case	

FRESH ASPARAGUS PLUMOSUS SEED

$2.00 per 1000; 5000 lots, $9.00

FREESIA PURITY ½ to ⅝-in., $1.25 per 100, $10.00 per 1000; ⅝ to ¾-in., 1.75 per 100, 15.00 per 1000

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.

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EVERYBODY'S FLOWER

Always in place wherever a blooming plant can be used.

The Geranium is a blooming plant for everybody, every day in the year, and everybody knows it.

We have them for immediate shipment and are booking orders for future delivery.

Ready for immediate shipment:
2-in. $2.50 per 100, $22.50 per 1000
3-in. $3.50 per 100, $30.00 per 1000

KENTIA Belmoreana, 6-inch, $1.00 each

HARDY POMPON CHRYSANTHEMUMS, SWAINSONA, HARDY ENGLISH IVY, BEGONIA Vernon, 2-inch, $2.00 per 100

Cash with order Send for Catalog

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

Burpee's Sweet Peas

Fordhook Pink and White
Natural Size

NEW WINTER-FLOWERING SPENCERS

THE coal problem is one of great concern to the commercial florist, and there appears to be no alternative except to produce such crops as can be grown with the smallest amount of heat. Sweet Peas can be successfully grown under conditions that would not allow production of other popular flowers. We recommend to our florist friends that they sow Sweet Peas under glass for a commercial Winter crop. Sweet Peas are the logical paying crop for the coming Winter. They may be grown with *very little heat.*

The Burpee Winter-Flowering Spencer Sweet Peas are the result of crosses made at Fordhook Farms during the past ten years, and are great advances in the various colors. The seed is all grown on our Floradale Farm, "The California Home of Sweet Peas." The greatest care is given to their production, and all stocks may be relied upon as being true to type and color.

BURPEE'S SWEET PEAS *during the past few years have been awarded* ***seven silver cups, six gold medals,*** *and* ***innumerable certificates*** *for new varieties; thus clearly demonstrating the great superiority of the stocks that we offer.*

LIGHT PINK

3385 Burpee's Early Loveliness The color is white, the entire flower being suffused soft pink until it reaches the edges, which are distinctly picoteed with rose-pink. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3397 Burpee's Early Sweet Briar Color a lovely shade of pink throughout, but with a soft salmon or amber suffusion, this being more accentuated in the younger flowers and buds. Somewhat similar in color to the summer-flowering Elfrida Pearson. Awarded Certificate of Merit by The Pennsylvania Horticultural Society, March 23, 1917. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

DEEP PINK

3384 Burpee's Early Enchantress A bright rose-pink, becoming deeper toward the edges of standard and wings, gradually softening in tone toward the center of the flower. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3390 Burpee's Early Pink Beauty The color is soft rose-pink on white ground, richer toward the edges, gradually softening in color as it reaches the center of standard and wings. Awarded Certificate of Merit at The International Show, New York, March 20, 1915; the Spring Show of The Pennsylvania Horticultural Society, March 23, 1915, and The American Sweet Pea Society, San Francisco, June 9, 1916, when exhibited as Fordhook Countess. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

ROSE PINK

3383 Burpee's Early Empress This is a magnificent flower of largest size. A most distinct and glorious shade of bright deep rose-pink. A solid color throughout. ½ oz. $1.00, oz. $1.75, ¼ lb $6.00, lb. $20.00.

CREAM PINK

3382 Burpee's Early Daybreak The color is a pleasing shade of rich rose-pink on cream ground, the color becoming deeper toward the edge of standard and wings. Very similar in color to Margaret Atlee. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

3396a Burpee's Early Sunburst The color is a pleasing shade of rich pink, becoming lighter toward the base of standard and wings. The entire flower is suffused with soft amber and salmon. Awarded Certificate of Merit at The International Show, New York, March 20, 1915, and The Pennsylvania Horticultural Society, March 23, 1915, when exhibited under the name of Early-flowering Mrs. Routzahn. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

ROSE

3393 Fordhook Rose This lovely variety is a charming shade of rosy carmine. Awarded Certificate of Merit at The International Show, New York, March 20, 1915, and at the Spring Show of The Pennsylvania Horticultural Society, Philadelphia, March 23, 1915. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

CRIMSON AND SCARLET

3386 Burpee's Early King In color similar to King Edward Spencer having all the characteristics of that fine variety. A glowing, rich, bright crimson. Awarded Certificate of Merit at The International Show, New York, March 20, 1916. The Pennsylvania Horticultural Society, Philadelphia, March 23, 1915, also at the Annual Exhibition of The American Sweet Pea Society, San Francisco, June 9, 1916. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3394 Burpee's Rosy Morn The color is a pleasing shade of rose with crimson-scarlet standard, while the immense flowers are usually borne in fours on stiff, long stems. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

LAVENDER

3389 Fordhook Pink A distinct shade of pink suffused with lavender throughout. Under artificial light it is particularly pleasing. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

3391a Burpee's Early Princess Color, a lovely shade of soft lavender suffused mauve. A color in great demand. The flowers are most attractively fluted or waved. Similar in color to Asta Ohn. ½ oz. $1.00, oz. $1.75, ¼ lb $6.00, lb. $20.00.

3399 Burpee's Early Zephyr Similar in color to the old grandiflora Mrs. Higginson. It might be briefly described as a silvery blue self. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00, ¼ lb. $6.00.

3392 Burpee's Early Lavender King A first-class lavender has been much wanted in this type, therefore we have great pleasure in offering the new Lavender King. This glorious new variety is a rich, true, deep lavender throughout. Similar in color to the summer-flowering varieties, Burpee's Orchid and R. F. Felton. Awarded Certificate of Merit at The International Show, New York, March 20, 1915; The Pennsylvania Horticultural Society, March 23, 1915. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

BLUE

3380 Burpee's Early Blue-Bird This is a charming shade of blue. Somewhat similar to Wedgwood but more of a true self, especially as the flower ages. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

MAUVE

3388 Burpee's Early Mauve Beauty Color is a pleasing shade of rosy mauve. Charming under artificial light. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

BICOLOR

3398 Yarrawa The color is a bright rose-pink with a clear, creamy base. Floradale-Grown Seed exclusively. Oz. 75c., ¼ lb. $2.40, lb. $8.00.

3387 Fordhook Pink and White This is the most popular color in early-flowering Sweet Peas. It is similar to the old Blanche Ferry, having a bright, rosy-pink, standard with creamy white wings, lightly suffused rose. Awarded Certificate of Merit at The International Show, New York, March 20, 1915; Spring Show of The Pennsylvania Horticultural Society, Philadelphia, March 23, 1915, and The American Sweet Pea Society, San Francisco, June 9, 1916. Oz. $1.00, ¼ lb. $3.75, lb. $12.00.

PICOTEE EDGED

3384a Burpee's Early Exquisite The ground color is a soft shade of primrose, the edge of the standard and wings being beautifully "picoteed" with deep rose-pink. A strong, robust grower, the large flowers are freely borne on long stiff stems usually in threes and fours. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

WHITE

3395 Burpee's Early Sankey This truly magnificent white was awarded a special Silver Medal when exhibited at the great International Show in New York, March 20, 1915, also Certificate of Merit at the Spring Show of The Pennsylvania Horticultural Society, Philadelphia, March 23, 1915. Black seeded. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3396 Burpee's Early Snowstorm We consider this truly magnificent pure white variety to be the best of the white-seeded, early-flowering Spencers yet introduced. The flowers are of great size and substance, beautifully waved, and are borne in great profusion. The stems are long, usually carrying three or four flowers which are well placed. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

CREAM

3381 Burpee's Early Canary Bird This is a splendid, rich, deep cream or primrose colored self. Awarded certificate of merit by the Pennsylvania Horticultural Society, March 23, 1915. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

3391 Burpee's Primrose Beauty An attractive and pleasing shade of deep primrose, flushed with rose. Awarded Certificate of Merit at the Spring Exhibition of the Pennsylvania Horticultural Society, Philadelphia, March, 1915. ½ oz. 75c., oz. $1.25, ¼ lb. $4.50, lb. $15.00.

Seed Growers **W. ATLEE BURPEE CO.** **PHILADELPHIA**

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List of Advertisers

These advertisers are catching the eye weekly of the most active buyers there are in the world for your good.

ert & Davidson, nc.....147
n, J. K.....139
erican Bulb Co.118-20
lerson, J. F.....125
lerson, S. A.....130
ine Mfg. Co.....143
hmann Bros 125
hmann, Godfrey...125
ley, Ernest.....130
lubon Nurs.....126
nue Floral Co.....133
ker Bros.....132
ker, Wm. J.....141
rows, Henry H.....125
mer, A. R.....133
r & Steinkamp....125
ersdorfer & Co 136
. State Nurs., The.126
ven, E. A.....137
kers' Cons.....130
kets' Seed Store...120
terow Floral Co....133
nb Floral Co., L...132
njamin, S. G.....125
nett, C. A.....126
termann Bros., Co.132
ddington Co., Inc..116
giano & Son, J....123
net & Blake.....139
ston Floral Supply Co.....136
we, M. A.....133
un, J. B.....124
itmeyer's Sons, J..132
wn, Peter.....126
wn Bag Filling Mach. Co., The....116
an, Alonzo J.....125
bbinder Bros.....137
kbee, H. W.....135
nyard, A. T.....133
rnett Bros.....122
rpee, W. A. & Co.114-118
Butler & Ullman.....134
Byer Bros.....125
Caldwell the Woodsman Co.....136
California Nursery Co126
Campbell Bros.....123
Caplan, Florist.....130
Carbone, Florist.....130
Carnation Support Co125
Champion & Co.,John N.....133
Chicago Feed & Fertilizer Co.....143
Chicago Flower Growers' Ass'n, The.....140
Childs, John Lewis,..120
Chinnick, W. J.....124
Christensen, Thos. P.124
Clarke's Sons, D.....134
Clay & Son.....143
Colonial Flower Shop.130
Conard & Jones Co...126
Coombs, Florist.....132
Cowee, W. J.....137
Cowen's Sons, N.....142
Craig Co., Robt.....126
Crouch, Mrs. J. W....130
Crowl Fern Co.....137
Cut Flower Exch.....139
Danker, Florist.....130
Dards.....134
Day Co., W. E.....135
DeBuck, John.....125
Dietsch Co., A.....147
Dillon, J. L.....125
Dolansky & McDonald.....140
Donaghue, Alfred....134
Dorner & Sons Co....125
Dreer, H. A.....142-43
Drumm Seed & Floral Co.....132
Eagle Wire Works....136
Eble, Chas.....133
Edlefsen-Leidiger Co.133
Edwards' Folding Box Co.....136
Emmans, G. M.....125
Eskesen, Frank N....125
Fallon, Florist.....134
Fehrlin, O.....120
Fenrich, Joseph S....138
Fetters, Florist.....132
Fexy, D.....139
Fletcher, F. W. & Co. 120
Florists' Hail Ass'n..136
Foley Greenhouse Mfg. Co.....147
Ford, M. C.....138
Ford, Wm. P.....136
Fottler, Fiske, Rawson Co.....120
Fowler, Mrs. L. P. 145
Friedman, Florist.... 130
Friedman, J. J.....143
Froment, H. E.....139
Frost, Chas.....124
Galvin, Thos. E.....134
Gasser Co., J. M.....130
Giblin & Co.....142
Girvin, Willis B.....125
Goldstein & Futrtemman.....139
Gove, The Florist....130
Graham & Son, A....130
Grakelow, Florist.....134
Grandy, The Florist..134
Gude Bros. Co.....135
Gunther Bros.....139
Habermehl's Sons....135
Hahn, Florist.....130
Hanford, R. G.....125
Hardesty & Co.....130
Hart, George B.....137
Hatcher.....130
Heacock Co., Jos.....123
Heise Co.....132
Henshaw Floral Co...138
Hentz & Nash, Inc...139
Herr, A. M.....126
Hess & Swoboda.....134
Hession.....134
Hews Co., A. H.....142
Highland Pk. Gnhs..132
Hill Co., E. G.....140
Hill Floral Co., E. G..130
Hill Nurs. Co., D.....126
Hitchings & Co.....148
Hollywood Gardens..135
Holm & Olsen.....135
Horan, E. C.....139
Horn & Co., J. F....130
Hunt & Co., Wm. M..120
Irwin, R. J.....123
Jackson & Perkins....126
Jacobs & Sons, S.....147
Jennings, E. B.....120
Johnston Bros.....134
Johnston & Co., T. J..134
Joseph's Florist.....135
Joy Floral Co.....133
Kasting, Wm. F. Co..113
Keller, John A.....133
Keller Pottery Co....142
Keller Sons, J. B.....134
Kelway & Sons.....118
Kentucky Tobacco Products Co.....143
Kerr, The Florist....132
Kervan Co., The.....137
Keussler, Wm.....139
Knoble Bros.....130
Komada Bros.....141
Kooyman Co., Inc.C..120
Kottmiller, Florist...134
Kroeschell Bros. Co....147
Krombout, A.....126
Kuebler, Wm. H.....139
Lager & Hurrell.....125
Lang Floral & Nurs. Co.....132
Lange, A.....130
Lange, H. F. A.....135
Langjahr, A. H.....139
Leahy's.....132
Leonard Seed Co.....122
Liggit, C. U.....125
Littlefield & Wyman.126
Lockland Lumber Co.147
London Flower Shop..134
Lovett, Lester C.....126
Lovett, Inc., J. T.....126
Ludwig Floral Co., E. C.....134
Mackie, W.....139
Macnair, Florist.....134
Mader, Paul.....125
Malandre Bros.....134
Marshall & Co., W. E.120
McCallum Co.....137
McCarron, Miss.....133
McClunie, Geo. G....132
McConnell, Alex.....134
McHutchison & Co..118-20-22
McManus, James.....139
Meehan, C. E.....141
Metarie Ridge Nursery Co., Ltd.....133
Metropolitan Material Co.....147
Meyer, Adolph.....134
Michell Co., Henry F.125
Michigan Cut Flower Exchange.....137
Michler Bros. Co.....133
Miller, A. L.....124
Mills, the Florist.....132
Mountain View Floral Co.....126
Mullanphy, Florist...135
Munk Floral Co.....132
Murray, Samuel.....132
Murray, Florist.....133
National Florists' Board of Trade....123
Neidinger Co., J. G...137
New England Florist Supply Co., Inc....140
Nicotine Mfg. Co.....143
Niessen Co., Leo.....141
Noe, L. M.....139
Outpost Farm.....126
Ouwerkerk, P.....126
Palmer, F. E.....130
Palmer & Son, W. J...130
Papworth, Harry.....133
Park Floral Co.,The. 132
Park Floral Co.....135
Parshelsky Bros, Inc..147
Peacock Dahlia Farms.....124
Peirce, E. Allen.....142
Penn, The Florist....130
Pennock Co., S. S. ...141
Peters & Reed Pottery Co.....142
Peterson & Sons, J. A.124
Pfaff & Kendall.....142
Philips Bros.....133
Pierce Co., F. O.....147
Pierson, Inc., A. N....113
Pierson Co., F. R.....113
Pikes Peak Floral Co..132
Pillsbury, I. L.....132
Pittsburgh Cut Flower Co.....136
Polykranas, G. J.....139
Potter Floral Co.....132
Pulverized Manure Co., The.....143
Purdie & Co., D. S....133
Quadland's Sons, C...126
Ramsburg, G. S.....124
Randall's Flower Shop 135
Randolph & McClements.....134
Rawlings, Elmer.....146
Reck, John & Son....130
Reed & Keller.....137
Reinberg, Peter.....140
Rice Co., M.....137
Riedel & Meyer, Inc..139
Ritchy, F. W.....126
Robinson Co., H. M..139
Robinson & Co., Inc., H. M.....137
Rock Flower Co., W..133
Rodgers Floral Co....130
Roehrs Co., Julius....122
Rosemont Gardens....133
Rosary Flower Shop..130
Royal Glass Works....142
Rumbley Co., The....137
Rupp, John F.....118
Russin & Hanfling....137
Salter Bros.....135
Sauter, A.....139
Sceery, Ed.....134
Schling, Inc., Max., Seeds.....118
Schling, Inc., Max, Flowers.....134
Schmidt, J. C.....125
Scholtz, the Florist, Inc.....130
Schramm Bros.....135
Schulz Co., Jacob....133
Schwacke & Co., C....120
Scottswood Gnhs....135
Scott, Florist.....130
Serphos, Norman.....121
Sheridan, Walter F..139
Siebrecht, Geo. C....139
Sixth City Wire Wks.137
Skidelsky & Co.,S.S..116-120
Skinner Irrigation Co.143
Smith & Fetters Co..130
Smith, Henry.....132
Smith, P. J.....138
Smith Co., W. & T...126
Smith, the Florist...132
Snyder Co., B. A....140
Solomon & Son, L....147
Spear & McManus...132
State Fair Floral Co..136
Steele's Pansy Gardens.....118-20
Storrs & Harrison Co.126
Stumpp, Geo. E. M. 134
Stumpp & Walter Co.121-123
Syracuse Pottery Co.142
Taepke Co., G. H....132
Thompson & Co.,C.B.133
Thorburn & Co., J. M.120
Tomlinson Key Floral Co.....132
Traendley & Schenck.139
United Cut Flower Co., Inc.....138
Vaughan's Seed Store.122
Vick's Sons, James...121
Vincent, Jr., & Sons..113
Virgin, U. J.....133
Walker Co., The F...133
Watkins & Simpson..121
Wax Bros.....130
Weber, F. H.....135
Weeks Nursery Co., Inc., C. H.....126
Weir, Inc., James....130
Welch Bros. Co.....140
Welch, The Florist..132
Westman & Getz.....130
Whilldin Pottery Co..142
Wilk, John.....120-21
Wilson, H. E.....135
Wilson, R. G.....130
Winterson's Seed Store.....140
Wolfinger, Florist.....133
Wood Bros.....124
Woodruff & Sons,S.D.120
Young & Co., A. L...139
Young & Co., John...139
Young & Nugent.....134
Young & Sons Co....135
Zech & Mann.....140
Zvolanek, Ant. C.....120

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

antum.... 113-23-25
pelopsis.....126
irrhinum.....120-22
isia.....124
stolochia.....126
aragus..113-20-22-23-125-26
leas.....126
onias.....113-23-25
lis.....118-20-23
beris. 126
ding Heart. 126
ivardias.....123
wood 126
bs....113-18-20-23-25
colaria. 120-22-23
ndula.. 120-22-23
os 120-23
liopsis.....122
dytuft.....122
nas. 126
nations.....123-25
taurea.....122
ysanthemums 113-23-124-25
erarias...118-20-22-23
atis. 126
os.....113-25
nifers.....126
Flowers.138-39-40-41
lamen ..113-16-18-20-121-22-23-24-25
romium. 113
hlias.....124
isies.....118-23
orative Plants....126
lphinium.....120
nthus.....120
ena 122-23-25
ymus.....124
horbia. 113-23
ergreens 126
ns.....113-23-24-25
m Seeds..... 118
erfew.....123
rgetmenots.....123
sia113-16-18-20-23-25
at Trees.....126
denia 113
nista.....113
Geraniums...113-23-25-26
Gloxinia.....122
Gypsophila.....120-22-23
Hemlocks.....126
Hollyhocks.....120
Honeysuckle.....124-26
Hunnemannia.....122
Hydrangeas.....113-26
Iris.....120
Jerusalem Cherries...113-123-25
Ivy.....113-23
Japanese Maples.....126
Japonica 126
Kentias.....113-22-23-25
Ligustrum.....126
Lilac.....126
Lilies.....113-16-20-23-26
Lily of the Valley....118
Lupinus.....122
Magnolias.....126
Mignonette..116-20-22-23
Myrtle.....123
Nursery Stock.....126
Onion Sets.....122
Orchids.....122-25
Palms.....122
Pansies..116-18-20-22-23-124
Pelargoniums.....123
Peonies.....120-23-26
Perennials.....120-26
Phlox.....126
Poinsettias.....113-23-25
Primulas113-16-18-22-23-125
Primroses.....118
Privet.....126
Rhododendrons.....126
Roses.....113-23-24-26
Schizanthus.....122
Seeds.116-18-20-21-22-23-124-25
Shrub.....126
Snapdragon .113-20-23-24
Smilax.....122-23-26
Solanum 125
Spiræa.....126
Stevia. 123
Stocks.....121-22
Swainsona.....113
Sweet Peas..114-16-20-23
Sweet William.....114-18
Trees.....126
Tsuga.....126
Vegetable Plants...122-25
Vegetable Seeds...120-21
Vincas.....123-25
Violets.....123-24
Wistaria.....126

MISCELLANEOUS

Aphine.....123-43
Aphis Punk.....123-43
Bamboo.....118
Baskets.....136-37
Boilers.....142-47
Boxes.....136-37
Boxwood.....137
Cement.....125
Crepe Paper.....136
Cycas Leaves.....136-37
Cypress.....147
Dagger Ferns.....137
Directory of Reliable Retail Houses..130-31-132-33-34-35
Emblems.....136
Evergreens. 137
Ferns, Fancy.....137
Fertilizers.....143
Fittings.....147
Florists' Accounts Insured 122
Florists' Supplies..136-37
Fungine.....143
Galax Leaves.....137
Glass.....125-42-47
Glass Cutters.....125
Glazing Points....125-43
Greenhouse Construction.....147-48
Greenhouse Material.147
Ground Pine.....137
Gutters.....147
Hail Insurance . 136
Heating.....142-47
Hose.....125
Huckleberry Foliage.136-137
Insecticides.....116-43
Irrigation.....143
Laurel.....137
Laurel Festooning....137
Lemon Oil.....123
Lumber..... 147
Magnolia Leaves..136-37
Manure.....143
Mastica.....136-47
Mastica Machines....125
Mats.....136
Metallic Designs.....136
Moss.....136-37
Nico-Fume.....123-43
Nikoteen.....123-43
Oak Leaves.....136
Paint.....125
Pecky Cypress.....147
Pipe.....125-42-47
Pipe Fittings.....147
Plant Food.....143
Posts.....147
Pots.....142
Putty.....125-47
Putty Bulbs.....125
Putty Machines.....147
Refrigerators.....137
Roping.....136
Sash.....147
Seed Packets.....116
Smilax.....137
Sphagnum Moss.....137
Stakes.....118-25
Supports.....125
Tobacco Paper.....143
Tobacco Products....143
Toothpicks.....137
Tubes.....147
Tubs.....142
Vermine.....143
Wants.....144-45-46
Wax Flowers.....136
Wheat Sheaves....136-37
Wholesale Florists...138-139-40-41
Wire Designs.....136-37
Wreaths.....136-37
Zementine..... 125

Editorial Contents

American Carnation Society 142
Burpee Farms Inspection..... 141
Catalogs Received 121
Chicago Florists' Club..... 129
Coal Screenings for Western States 128
Dean, James, The Late 129
English Soldiers Raise Flowers and Vegetables 117
Guada Bean 128
Middle West 142
New New York Fuel Administrator 128
Nursery Dept. (Illus.) 127
Obituary:
Bixby, Allen D.; Dean, James 129
Perennial Seeds, Time for Sowing 129
Plants Wanted at Camp Mills, N. Y. 138
Quarantine and Disinfection in the West 129
Retail Dept. (Illus.):
Retail Florists Should Increase Their Summer Sales of Hydrangeas; F. T. D.'s Next Meeting; New F. T. D. Members; Essential Follow-Ups to Successful Advertising; Catering to the People Who Are Buying Flowers Now; Conserving Ice; Flowers for Rest Rooms; Should Clerks Know Cost of Goods? 131-135
S. A. F. and O. H. Forthcoming Convention 117
Scranton Florists' Club, Annual Outing (Illus.) 137
Seed Trade, The 121
Should Have Been Tagged and Labeled 143
Society of American Florists and the Trade 128
Tractors for Florists 117
Trade Notes:
Boston.....138 Lancaster.....136
Chicago.....140 New York.....138
Cincinnati.....142 Philadelphia.....141
Cleveland.....142 St. Louis.....143
Houston.....146 St. Paul.....142
Indianapolis.....142 Scranton.....137
Kalamazoo.....143 Waco.....123
Vegetable Crops Under Glass and in the Open 122
Week's Work:
Lilium candidum (Illus.); Physostegia Virginiana, Rudbeckia Newmannii; Lupines Under Glass; Calceolaria; Next Christmas; Coreopsis lancelata grandiflora; Ranunculus repens flore pleno; Cold Storage giganteum Lilies 119
Why Call Yourself a Florist if You Don't Subscribe?..... 128

Boddington's Winter-Flowering Spencers

Winter-Flowering Spencer Sweet Peas

Now Ready for Delivery

TO BLOOM FOR THANKSGIVING AND UNTIL MARCH, sow the seed in August in sand using 2 seeds in a 2-inch pot. After growth is advanced a few inches transplant to permanent positions about three inches apart.

All strains of Winter-flowering Sweet Peas contain "rogues" both as to color and the Winter flowering characteristic. The Australian varieties are almost perfectly "fixed" in both respects and are better than the American sorts. Any late bloomers can be readily distinguished as they commence to branch an inch or two above the surface of the soil, whereas the Winter-flowering plants produce a straight vine and more pointed foliage, making no lateral growth until 15 to 18 inches above the surface of the soil. The late bloomers should be eliminated as soon as they can be distinguished.

Australian Winter-Flowering Spencer Sweet Peas

BLUE FLAKES. Deep blue, pencilled over a delicate gray white ground; the best blue to date.

CÆRULEA. Delicate sky blue, sometimes a little lighter.

CONCORD BLUSH SHADES. The colors range from white blush and creamy pink to deep pink.

CONCORD CHARM. Delicate shades of white and blue; white wings and very light heliotrope standard.

CONCORD CHRISTMAS PINK SHADES. A Spencer strain of Christmas Pink coloring; as there is some variation in these they are offered as shades.

CONCORD COUNTESS. Most attractive tint of pink, the ideal flower color.

CONCORD COUNTESS IMPROVED. A larger and finer strain of Concord Countess, blush pink on white, ground, deepening at the edge of the standard. Pkt. (25 seeds.)

CONCORD CHIEF. Intense, rich deep maroon, massive Spencer form.

CONCORD DAYBREAK. Cream with standard heavily edge buff pink.

CONCORD EMPEROR. A rich glowing crimson, large blooms of excellent substance and very free flowering.

CONCORD EXQUISITE. Pale pink on rich cream ground, three on a stem. Pkt. (25 seeds.)

CONCORD PURPLE. Mauve purple, changing as the flower ages to purple blue.

CONCORD RADIANCE. A very striking shade of rosy magenta.

RUBY. A glowing light crimson-scarlet color.

SALMONEA. A rich, rosy salmon variety of great merit.

YARRAWA. Bright rose pink, with light wings, ¼ oz., (about 100 seeds) 35c., 1 oz., $1.00, lb., $12.00.

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except **Yarrawa**, as noted above.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose, white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.20	.75	2.50	8.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose-pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.20	.75	2.50	10.00

	¼ oz.	Oz.	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush	.15	.50	1.75	5.00
Red Orchid. Bright cherry red	.20	.75	2.50	10.00
Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
Fordhook Rose	.20	.75	2.50	10.00
Rose Queen. A variety of sterling merit and one of the most popular ½ oz. 75c.		1.00	3.00	12.00
LAVENDER AND BLUE				
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.50	1.50	4.50	15.00
Lavender Orchid	.15	.50	1.75	5.00

Mixed Winter-Flowering Spencers

Containing many of the best and most expensive sorts in a wide range of color

¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

CYCLAMEN SEED

	Boddington's Gigantic Tr. pkt. 20 seeds	100	1000
Cherry Red	$1.10		$9.00
Crimson	$1.10		9.00
Crimson and White	1.10		9.00
Lilac	1.10		9.00
Pink	1.10		9.00
Rose	1.10		9.00
Snowflake	1.10		9.00
White	1.10		9.00
Bush Hill Pioneer (Feathered Mixed)	$0.50	2.50	20.00
Peach Blossom	1.10		9.00
Phoenix. Cherry red	1.10		9.00
Purple King. The largest and best crimson	1.10		9.00
Princess May. Pink, crimson at base of petals	1.10		9.00
Salmon King	$1.10		$9.00
Salmon Queen	1.10		9.00
Vulcan. Very large, rich crimson	2.00		19.00
Mrs. Buxton. Frilled salmon	$0.50	2.50	20.00
Eileen Low. Pink crested	$0.50	2.50	20.00
Mixed. All colors and varieties	.90		7.50

FREESIAS PURITY (TRUE)

	100	1000
½-inch	$0.90	$7.50
⅝ to ¾-inch	1.40	14.00
¾ to ⅞-inch, top roots	2.25	20.00

LILIUM GIGANTEUM (SOUND BULBS)

7-9-inch, 300 to case, $8.00 per 100, $20.00 per case.

9-10-inch, 200 to case, $14.00 per 100, $25.00 per case.

MIGNONETTE (FORCING)

Majesty. The finest of all the fancy varieties of Mignonette for Winter forcing; an improvement on Allen's Defiance. Seed saved from select spikes under glass. ½ trade pkt., 60c., trade pkt., $1.00, oz. $7.50.

PRIMULA Obconica Gigantea

Alba (Pure White), **Kermesina** (crimson), **Lilac, Rosea, Mixed,** pkt. 50c., 3 pkts., $1.25.

Chinensis and other types of Primula, ask for our complete Florists' catalog.

PANSY

Our **Challenge Mixture** contains finest Giant Strains, of self colors, margined, blotched, striped, carefully mixed in proportion. Pkt., 50c., ¼ oz., $1.50; ½ oz oz., $2.75; oz., $5.00.

	Pkt.	¼ oz.	½ oz.
English Exhibit. Mixed	$0.50	$3.50	
Masterpiece	.25	2.00	3.50
Orchidaeflora (Orchid Type)	.25	1.50	2.50
Sim's Gold Medal Mixed	.75	5.00	9.00
Trimardeau	.25	1.00	1.75
Separate Colors (All shades)	.25	1.00	1.75

Other Florists' Flower Seed Specialties, Insecticides and Implements—Ask for Complete Catalogue

Arthur T. Boddington Co., Inc., *Seedsmen* **128 Chambers Street NEW YORK CITY**

Seed Packets for 1919

Should Be Ordered At Once

We make: All Packets Sizes

Larger bags for Counter and Package Trade, up to 2-lb. or more

Catalogue Envelopes Return Envelopes Coin Envelopes

The Brown Bag Filling Machine Co.

FITCHBURG, MASS.

Ready Now Pansy Seed

Here is a letter from a man **who knows,** that speaks for itself. "Please send us one (1) ounce of Pansy seed at once. Would like to have the same strain we had last year. We had the *best pansies we ever had.*" WALTER G. TAEPKE Detroit, Mich.

This is but one of a number of similar letters. Our **FLORISTS' PRIZE MIXTURE** of Pansy seed (home-grown) will be sure to give you entire satisfaction. You can't possibly improve on it, if you pay double the price. Per ounce, $6.00.

GIANT GREENHOUSE-GROWN MIGNONETTE. The kind you want if you want the best. $7.00 per ounce.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

Write us for prices on **C. S. Giganteum, 7-9, 300 to the case.** We have the stock.

FLORAL DESIGNS DE LUXE PRICE $2.50

A. T. De La Mare Company, Inc., 438 to 448 West 37th St., New York

English Soldiers Raise Flowers and Vegetables

It is a long time since we received a letter from our good friend, T. A. Weston, formerly chronicler of the big London shows, and observer and reporter on novelties emanating or shown in Great Britain. Mr. Weston has been for quite some time past in the service of the English Army, being entrusted with some important clerical work in a cantonment in England. Since he last wrote us he was taken down with the "flue," (influenza), and at the time he wrote (early in July) had only shortly before returned to duty.

As previously stated in these columns Mr. Weston, who has practically no time at his disposal except after working hours, had been unable to resist the impulse to do some gardening work, and followed that inclination in order to make the environment of his tent remind him of old times. Our readers will be interested in that part of Mr. Weston's letter wherein he speaks of the sale of flowers for the cause of the French Ambulance, and his final paragraph, wherein he says "it is wonderful how people were mad to buy flowers." However, we are anticipating Mr. Weston's letter, part of which runs:

Of course the garden work is only done after duty hours. It will be some camp and I doubt if its like can be found in the country. We have more vegetables in and many more flower beds, so nearly all the chaps have planted around their tents. I've put the bar up against any real rival to my own show, for I have over 100 each of Carnations and Begonias, plus many Violets, while in what I call the company show, I have numerous special things. Altogether I'm running over two dozen flower beds of various sizes. The idle plot in front of my tent, I converted into a semi vegetable-flower stunt, with greens, Bush Beans, Tomatoes, Lettuce, etc., fronted by flowers.

Some of the vegetable stock is American, including Spuds. I hope to be able to send you a decent photo or two of the show later.

I hope you are keeping clear of this "flue" epidemic which seems to be sweeping all Europe. Personally, I feel O.K. now. It took about two months to get over my sick turn entirely. I'm all behind reading "F. E.'s," but I saw your splendid supplement and also have noted the wide awake moves. Over here the trade is waking up, as you may have noted, although we haven't the same publicity as you can give.

I hope you are not suffering on your side from drought as here. We were short of water even in the Winter, and since Spring started only very little rain has fallen. Since May 1, we've only had one storm and that of one hour's duration. But for watering, my camp stock would have been dead. My vegetable allotment looks sick: Onions dying back and Spuds don't swell at all. I see everywhere the same conditions prevail and reports of Spring Wheat and Oats are very bad.

I was in London on June 20 when the big floral fair for the French Ambulance was held in Trafalgar sq. Actually it was a big flower show, run by the trade; yet every one who could sent flowers for the lady flower sellers to handle. The British Carnation Society, you may bet, stood in, and I was on the spot with our chairman the first two days. He has just written to say our stall receipts for the seven days were over $1000. All the flowers were donated by our members, and we sold them all on the stand, having a clean up each day. Prices from 12c. to 24c. per bloom. Some grand stock we had, as W. E. Wallace sent us up about 40 dozen a day. Of course it was the trade growers who kept us going, though some of our amateur members sent some really superb flowers.

The National Sweet Pea Society also ran a stall next us, but I haven't heard what they made. They were getting 6c. a spike or spray or stem, as you may call it, for all the big exhibition stock, so I guess they did well. The National Rose Society ran their stuff differently. They simply let the trade have a show for one day, the stock being sold at night. We and the N. S. P. S. did better, I think, by being able to sell all day long.

It was wonderful how the people were mad to buy flowers, and I got some pretty tall rates, such as $5 for six blooms. I was the only soldier acting in the show. With my committee red, white and blue ribbon up, I looked like a 1914 star hero.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary 1170 Broadway, New York

The St. Louis Convention

August 20, 21 and 22

The official program covering the convention proceedings was mailed last week to every member of the society. If any should fail to receive his copy a request to the secretary will bring him another. At few conventions of the society have matters of greater importance to the trade been announced for discussion, consequently the attendance at every session in Moolah Temple should be large.

The Trade Exhibition

This prominent feature of the convention promises to be quite as interesting as usual. A few choice locations are yet available, and intending exhibitors should lose no time in communicating with the secretary. The facilities afforded by Moolah Temple for a well-staged exhibition are splendid, allowing of plenty of light, liberal aisle room, and wall space for those who need it. Floor plans may be had on application to the secretary's office.

National Publicity Campaign

The secretary reports a good reception by the trade in Butte, Mont. Practically all of the florists there are now within the membership fold of the society and generous subscriptions to the publicity fund have been made.

In Spokane, Wash., he was also cordially received and a banquet given in honor of his visit. The florists there have organized for mutual benefit and the spirit of co-operation is very apparent. As a result of this visit interest in our society has been greatly stimulated and new members secured. The secretary expresses a great indebtedness to State Vice-president J. W. Duncan, who is superintendent of parks, for many courtesies extended, and also to John F. Austen and C. T. Kipp for help and assistance cheerfully rendered.

Our promotion bureau in the past few days has been dealing with two problems which are of interest to all florists. One is an attempt made through the public press to germanize our useful Cornflower and have it eliminated from the list of florists' flowers; the other is a movement to ban the presentation of flowers to hospital patients, because "nurses are scarce, and the time required for caring for flowers daily cannot be spared." This last problem might become serious were it not for the fact that our bureau is sufficiently well organized to check the movement at the outset.

And yet there are hundreds of florists throughout the country who do not see the value of our publicity campaign and therefore fail to support it. Let one of these florists who may be located in communities where there are hospitals just figure how many sales he makes in a year where the flowers are known to be for hospital presentation, and he will be sure to admit that something should be done to prevent the prohibition of flowers in hospitals. He will realize the little he could do individually to stem the tide of adverse opinion and, consequently, the need of organized effort such as is presented by our publicity campaign. This is only an instance of the work taken up, but should alone be sufficient to break down that barrier of doubt which seems to exist in regard to the far reaching benefit accruing to the entire trade through our campaign work.

Can the trade afford to have the campaign minimized or, perhaps, abandoned, for the want of just a little more support than has so far been given. The publicity committees are only asking for $50,000 per year. Nearly four-fifths of this has been subscribed for the current year. The remainder is coming slowly, very slowly.

Now, to be plain, Mr. Nonsubscriber, the Fall season is approaching, and the committees want to close *now* for the magazine publicity covering the season ending at Christmas. If you are going to help at all, your assistance is worth more at this time than, perhaps, it ever will be. Won't you send along that little subscription which your conscience prompts you to contribute, so that the publicity committee may report at our August convention that our goal has been reached, and we can continue to spread the propaganda of the flowers, which means so much for you and for everyone in the business.

New York to St. Louis

The transportation committee of the New York Florists' Club has made the following arrangements for transportation to St. Louis to the convention of the Society of American Florists, Aug. 20 to 22, 1918:

The party will proceed over the Pennsylvania Railroad on Sunday, Aug. 18. Arrangements have been made for accommodation on the Keystone Express No. 21, leaving the Pennsylvania Terminal Station, 33d st. and Seventh ave., at 2:04 p.m., and arriving in St. Louis at 5:25 p.m. next day (Monday).

Under existing traffic conditions it has not been possible to secure any rebate in the regular rates, which for the train selected are:

Fare, New York to St. Louis, one way, $31.68; war tax, $2.53. Additional for Pullman train, $5.28; war tax 42c. Pullman berth, lower, $6; war tax 60c. Pullman berth, upper, $4.80; war tax, 48c., or inclusive fare one way: Upper Pullman berth $45.19; lower Pullman berth, $46.51.

In view of the limited passenger service in these times available, all who wish to join the Club party should make early reservations. Address A. L. Miller, chairman transportation committee, Sutphin rd. and Rockaway blvd., Jamaica, N. Y.

Chicago to St. Louis

The Chicago & Eastern Illinois railroad has been chosen for the trip of the Chicago Florists' Club members and friends to the annual convention of the Society of American Florists at St. Louis ,Mo., August 20-22, leave Dearborn Station, Monday, August 19, at 11:30 p.m., due St. Louis the following morning at 7:37 o'clock. The rates of fare one way, including tax, are: In coach, $9.41; in sleeping car or parlor car, $10.97. There is no party rate and no reduction for round trip. Pullman fares, tax included, are as follows: Lower berth, $2.20; upper berth, $1.76; drawing room, $7.70; parlor car seat, $1.10.

Regarding sleeping car accommodations, and all further particulars, address Sam M. Childs, General Agent Passenger Department, 108 West Adams st., Chicago. Telephone Harrison 5100.

Parties from other points passing through the city are invited to join the Chicago delegation on this train.

MICHAEL BARKER,
Chairman Transportation Committee.

American Gladiolus Society

The ninth annual meeting and exhibition of the American Gladiolus Society will be held in Elmwood Music Hall, Buffalo, N. Y., Aug. 14, 15, 16 and 17, 1918. The business meeting will be held at 3 p.m. on the first day. A good array of prizes is offered in both the commercial and non-commercial classes. Every effort has been made to so distribute the prizes that every amateur or small commercial grower can successfully compete. It is hoped that the attractive prizes, as well as the central location of Buffalo, may bring out a large number of exhibitors. Growers East and West can easily reach Buffalo, and a large attendance of Gladiolus lovers is desired.

Flowers convey messages of cheer to hearts heavily laden with the anxieties of the war, but strange as it may seem, there are persons who would snatch even this boon of comfort from us. Let us cultivate and exhibit beautiful flowers for their peaceful influence. Every owner of a garden should do his part, and we hope there will be no flower slackers within reach of Buffalo.

The society's silver and bronze medals will be awarded as first and second prizes for the best seedling Gladiolus never before exhibited. W. Atlee Burpee & Co. offer as first prize a silver cup, known as the Burpee trophy, together with $5 in cash, for the best and most distinct new seedling never exhibited before the American Gladiolus Society. In the non-commercial classes the silver and bronze medals of the society are to be awarded for an exhibit of at least 15 varieties, and also for the best and largest exhibit of new varieties introduced in 1917 and 1918. Likewise silver and bronze medals, offered by Henry B. Michell Co., Philadelphia, constitute first and second prizes in the class calling for six spikes, all different, comprising the best display and most harmonious color combinations. Substantial prizes are also offered by A. E. Kunderd, Goshen, Ind., and Arthur Cowee, Berlin, N. Y. In all there are 99 classes.

The final premium list has been mailed, and those who have not received a copy are requested to write without delay to the secretary, A. C. Beal, 212 Kelvin Place, Ithaca, N. Y.

Tractors for Florists

There are several small tractors upon the market, all of which are well worthy of investigation by florists having considerable field areas to cultivate. Horses are expensive, and it has been demonstrated that the work of preparing land thoroughly and cultivating crops effectively can be done without them. Various attachments are furnished for the performance of different work, and the operating cost in gasoline and oil is negligible. They can also be used in drawing heavy loads, and being equipped with a belt attachment and developing from two to four horsepower, are splendid for running circular saws and soil refiners, etc. On the larger places, where extensive outdoor operations are conducted, or in connection with the work of construction and repair about the plant, the small tractor is capable of filling an important place, and the florist will make no mistake in adding one to his rolling stock.—J. McL. [From what we gather these improved small tractors promise to be indispensable even on a small place.—ED.]

Field of Freesia Purity, grown especially for the American Bulb Company in California

This field contains about 3,000,000 bulbs. In order to obtain the finest bulb development possible the flowers were never marketed

IMPROVED
Purity Freesia Bulbs

BULBS WELL CURED. TRUE TYPE. WELL UP TO SIZE

Prices quoted are F. O. B. Chicago. No charge for packing.

Ordinary planting size	$3.50 per 1000
3/8 to 1/2 inch and up	6.00 per 1000
1/2 to 5/8 inch and up	9.50 per 1000
5/8 to 3/4 inch and up	15.00 per 1000
Large Jumbo Bulbs	18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower.

Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory.

We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

American Bulb Company

172 N. Wabash Avenue **CHICAGO**

Phone, Randolph 3316

When ordering, please mention The Exchange

Mastodon Pansies

Because of their immense size and wonderful range and beauty of colors, have won the regular patronage of many of the most famous botanical gardens, universities, parks and cemeteries of the Western World. We are proud to serve them and we shall be happy to supply you.

This basket of Mastodon Pansies sold at recent auction for $65.00

PRICES, NET

One-sixteenth ounce of any variety, 65c.

STEELE'S MASTODON, Greenhouse Special Mixed

O. K. outside. 1/16 oz. 65c., 1/8 oz. $1.00, 1/4 oz. $2.00, 1/2 oz. $3.75, 1 oz. $7.00, 4 oz. $25.00. Our very best.

STEELE'S MASTODON, Private Stock

Mixed. 1/16 oz. 65c., 1/8 oz. $1.00, 1/4 oz. $1.75, 1/2 oz. $3.25, 1 oz. $6.00, 4 oz. $22.00.

STEELE'S MASTODON

Mixed. 1/16 oz. 65c., 1/8 oz. 75c., 1/4 oz. $1.50, 1/2 oz. $2.75, 1 oz. $5.00, 4 oz. $18.00.

STEELE'S IMPROVED VULCANO—New

A rich velvety Burgundy red. 1/8 oz. $1.25, 1/4 oz. 2.50, 1/2 oz. $5.00, oz. $10.00.

Separate Colors Grown in Separate Gardens

The price of each of the varieties named below is as follows: 1/16 oz., 65c., 1/8 oz., $1.00, 1/4 oz., $2.00, 1/2 oz., $3.75, 1 oz., $7.00

BLACK MASTODON, huge in size.
BRONZE MASTODON, the most popular strain we have.
PANAMA-PACIFIC YELLOW, those wonderful Exposition pansies.
PRINCE HENRY, the largest and finest blue in existence.
MADAME PERRETT, rose and red shades.
MADAME STEELE, Elk's purple, immense size.
PARISIAN YELLOW, a pure yellow of marvelous size.
METEOR, wine red, a profuse bloomer.
GRAND DUKE MICHEL, the premier large all white Pansy.
WHITE MASTODON, dark center, the largest Pansies we have ever seen.

STEELE'S PANSY GARDENS PORTLAND OREGON

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BAMBOO
Cane Stakes

		Per bale	Per bale
Natural,	6 ft.	2000	$21.00
,,	6-9 ft.	600	7.00
,,	9-12 ft.	400	8.50

Prices ex warehouse New York
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XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Fine grown. Many colors mixed, 500 seeds, $1.0 1/2 pkt. 50c.; 1000 seeds $1.50. Colors separate al
PRIMULA KEWENSIS, new dwarf yellow, 25
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., 1/2 25c
CYCLAMEN. Gts., 250 seeds, $1.00; 1/2 pkt. 60
DAISY (Bellis). New, monstrous, mixed, great, 2
SWEET WILLIAM, Midnight. Darkest maro grown; sure to attract attention, 25c.
GIANT PANSY. The best large flowering, cri cally selected, 5000 seeds, $1.00; 1/2 pkt., 50c.
There will be a demand for good Pansies next Spri
JOHN F. RUPP, Shiremanstown, P

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Lily of the Valley
XXX Quality

Very plump pips, from cold storage. Case 100, $4.50; case of 250, $10.00; case of 1750, $66.0

MAX SCHLING, Inc.
Seed Merchants and Growers
22 West 59th Street, New York Cit

When ordering, please mention The Exchan

Burpee's Seed
PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchan

KELWAY'S SEEDS
GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

When ordering, please mention The Exchan

Lilium candidum

For Easter 1919

In the sandy soil of the State of Michigan some extra fine Lilium candidum are grown. I have seen them around Benton Harbor, out in the open field, in full bloom—a wonderful sight. There is no doubt but what some will go more extensively into raising the bulbs if a shortage of Japan bulbs becomes apparent. Lilium candidum will never be able to take the place of any of the different kinds of Lilies coming from Japan or Formosa, nor will it adapt itself for early forcing, but with no competitor and the date of Easter as late as April 20 there is no trouble in getting the candidums into flower for that date, which would mean a good price for the flowers. Lilium candidum differs from L. longiflorum or giganteum in regard to the bulbs; the former is really never in a perfect dormant state. If left in the ground over summer it will show green leaves all Summer and the stock planted during August or September will in a short time push above the soil, leaves which remain there all winter. I mention this because it means that for forcing the sooner the bulbs are potted up after they are received the sooner they will get busy and the less vitality you will use up. Bulbs shipped from France, even if of a superior strain are apt to be a long time on the way and not a minute should be lost in getting them planted. We have successfully brought both the imported and home-grown stock into bloom in 5in. and 6in. pots by the early part of April, but the latter part makes it more easy. Place the freshly potted bulbs in a frame and if you don't handle too many I suggest plunging the pots into the soil up to their rims and about an inch layer of soil on top of them. That will give you a chance to keep them moist and cool in any kind of weather. The surface soon will be green with growth and the plants can remain there with sash protection up to November, when they can be brought into a cool house. At another time we will take up what is best to do with them.

Physostegia Virginiana

There is nothing new about Physostegia (False Dragon Head) yet it isn't seen much around the florist's shop in spite of being an excellent cut flower during the months of July and August. True, we have quite a variety of outdoor flowers on hand just now, but lucky is the man who can keep on showing something just a little different or out of the ordinary and it surely means more sales. The Physostegias are easily grown from seed sown now; they are as hardy as anything you overwinter in the field and will grow and do well in any soil. When cut and only partly open on long stems they will last for days; so why not grow them? Keep adding to your list of desirable hardy plants—don't be satisfied with just three or four varieties.

Rudbeckia Newmannii

You are acquainted with the Golden Glow Rudbeckia and if you don't think it a desirable cut flower it is most likely due to the fact that the plants have been neglected, allowed to run out, the latter condition due to not being lifted, divided and transplanted. The fact that they grow like a weed and in any old place makes us neglect them; but they are desirable florists' cut flowers nevertheless, and so are practically all of the Rudbeckias. Among them Rudbeckia Newmannii, which with its golden yellow single and semi-double flowers is in bloom now. It is a fine cut flower and perfectly hardy; seed sown now will give you flowering plants next Summer and if you haven't already a good stock of it on hand by all means work up one for it will pay you to do so. You need flowers to keep up your display in the store, and at this time of the year you don't want Roses and Carnations but outdoor stock. Its time enough for the others next Winter.

Lupinus Under Glass

An Excellent Cut Flower

Lupinus hybridus roseus is an annual and makes a fine cut flower for outdoors and is seen at its best when on three to four foot stems during early Spring under glass. Like the Schizanthus, Calendulas, Stocks and Canterbury Bells it likes a cool house during Winter. While it requires in the neighborhood of 6 months from the time the seed is sown until you cut these long stemmed flowers, there is hardly anything you can get into shape in much less time for extra early Spring flowering. During August is a good time to sow Lupinus outdoors in a frame. Transplant the seedlings about 5in. apart and when the 'Mums leave the houses the plants can be brought in and planted out—a solid bed is the best.

Calceolaria

With Easter coming on April 20 in 1919, and quite a number of plants on the short list, it is for you to think about the plants to take the place of those you could not get. A well grown Calceolaria makes a most desirable flowering pot plant for Easter, not 2½in. or 4in. stock with a few yellow leaves and a little cluster of flowers, but bushy specimens in 5, 6 or 7in. pots with perfect foliage and loaded down with hundreds of blossoms. With a cool house during Winter and keeping the plants clean you can grow Calceolarias successfully in almost any soil provided you have good drainage and don't neglect the plants. As with so many other good things not requiring as much attention we didn't think it worth our while to bother much with Calceolarias, but we should become better acquainted with these beautiful plants. And there is not a retail grower who couldn't easily dispose of a good number of them during Easter week if he has them on display, even when shown to compete with Azaleas, Rhododendrons, Roses or Hydrangeas. Sow now and keep the plants clean and cool.

Next Christmas

Things To Think of Now

If you are going to be in business next Christmas just how well you will do will depend to a great extent on yourself. With enough suitable stock, proper way of displaying the same and advertising you are bound to do well. The question will be more a matter of obtaining stock than to dispose of it. At present we are still in the dark as to what will reach us from the other side in the way of Roman Hyacinths, white and yellow Polyanthus, Narcissi or Tulips for extra early forcing. For inexpensive stock such as you can use instead of Roman Hyacinths and Tulips for made-up pans or basket arrangements Freesias, Primroses, small Cyclamens, Begonias, Peppers, 3½in. and 4in. plants of Asparagus and table ferns will all come in handy and more attention than ever should be paid to them. See to it in time to stock up with some of these things; get a good supply of inexpensive baskets, have them on hand (don't depend on shipments in the last month), work up a stock of nice Asparagus plumosus and the different Pteris ferns. Seedling Asparagus potted up now into 2in. pots will make excellent plants by December. Empty benches don't pay; fill them up. A well flowered red Chinese Primula in an inexpensive basket with a few Asparagus plumosus around it and a little bow of ribbon on the handle makes an ideal Christmas arrangement and of this or something of similar effect the average retail grower throughout the country can dispose of a large number. Don't wait for the war to stop or for conditions to change or get better or worse, but get busy with your preparations. There is a whole lot that you can do now and we have every reason to believe that flowers and plants will be in as great, if not greater, demand next Christmas than ever before. Substantial and expensive gifts will be out of the question, while flowers or a growing plant will be considered ideal to "cheer things up," and that is what we need just now.

Lilium candidum

Coreopsis lanceolata grandiflora

Did you know that the Coreopsis is an excellent plant to be brought indoors during February and when planted in a 48 deg. house will flower freely during April and early May? By sowing seed now you will obtain heavy plants by the end of October when those you want for forcing should be lifted and planted into well-protected frames. By well-protected I mean a frame which will make it possible to get at the plants any time during Winter without having to make use of a pick to get them out. While these Coreopsis are splendid cut flowers for outdoors during early Summer, they will pay better by far if a part of them is made use of to flower under glass, but like the Canterbury Bell, they won't stand any hard forcing.

Ranunculus repens flore pleno

Here we have another excellent perennial for indoor flowering during early Spring. When left to themselves outdoors the plants will in a short time send out runners in every direction and soon the whole bed will be one solid mass. The plants will prove shy bloomers, but when separated about this time and the runners kept away the plants will be loaded during early June with their little golden yellow flowers on 15-18in. long stems. Plants divided now will be just right to be lifted this Fall, heeled into a frame and treated the same as the Coreopsis. These Ranunculus will be in full flower during April; don't allow too much space between them and remove the runners, even some of the outer leaves, as they grow and spread out, for it isn't leaves you want but flowers. I am sure you will find a part of a bench devoted to them a paying crop and one that will be out of the way for the Geraniums and other bedding stock requiring room for the final shift.

Cold Storage Giganteum Lilies

No doubt but what there will be quite a number of growers who intend making use of Lilium giganteum from cold storage and trying to get them to come in during the winter months and Spring as far as possible, even as late as Easter. I don't say that it isn't possible to get them as late as that date and while I consider it very fortunate to have so many cold storage bulbs on hand to draw from, I do not believe it a paying proposition for the smaller grower to depend on these Lilies for too late a date next Spring. By all means plant some right along up to late Fall; the flowers—no matter whether you get them in December, January or later—always pay and we always find good use for them, but these bulbs are not like whiskey which improves with age. They gradually lose some of their vitality even with the best care insofar as this is possible to give. Another important matter regarding their culture is the heat question. The cold storage kind do not differ in this respect from the freshly imported ones so when the plants are once under way and growing don't make the mistake of trying to grow them successfully in a Carnation house temperature. It can't be done during the Winter months; the plants will stand still when about 6in. in height and remain there, while in a house of 60 deg. they will give you the desired stem and perfect flowers if kept clean. We had a batch last year which had come along fine up to Christmas but was kept in a Carnation house after that. There wasn't another move out of them and not a single perfect flower was cut from the plants, while another lot from the same shipment, kept in a 62 deg. house, grew splendidly and had to help pay for the bad ones.

His War Garden

Monday—Worked in the garden all day, raking, hoeing, spading. Tuesday—Worked in the garden two hours after luncheon. Wednesday—Worked in the garden fifteen minutes, then went to ball game. Thursday—Went out after dinner and walked around the garden. Friday—Looked out of the kitchen window to see if garden was still there. Saturday—Forgot all about it.—*Richmond Times-Dispatch.*

SWEET PEAS

Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.

The Seed Store — 12 and 13 Faneuil Hall Square, BOSTON, MASS.

Sixty-Five Dollars

for a basket of Mastodon Pansies, "sold under the hammer," is a story of interest to you. Write for it.

Write now. 1918 seed prices ready. Latest novelties. Write us now.

1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00

Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.

Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

FREESIAS

FISCHER'S PURITY, CALIFORNIA GROWN

½-in. to ⅝-in., Large
⅝-in. to ¾-in., Mammoth
¾-in. and up, Jumbo

CALLAS

Grown in California sandy soil. Not over-forced Greenhouse bulbs

1½-in. to 2-in., White
1000 per case

LILIUM Giganteum

and Multiflorum

from cold storage
New York and Chicago

Write for prices

McHUTCHISON & CO.

95 Chambers St., New York

FREESIA PURITY

Mammoth Size, also ⅝-in. and up

FREESIA refracta alba, ⅝-in.

SWEET WILLIAM, single, mixed. fine strain.

CYCLAMEN seed. Finest American-grown from finest strains.

Prices on application

J. M. THORBURN & CO.

53 BARCLAY STREET thro. to 54 PARK PLACE

NEW YORK CITY

When ordering, please mention The Exchange

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 100, $40.00 per 1000; 1¼-in. to 1½-in., $5.50 per 100, $50.00 per 1000; 1½-in. to 1¾-in., $8.25 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.00 per 100, $110.00 per 1000; 2-in. to 2½-in., $13.50 per 100, $130.00 per 1000. **Ready in August.**

Purity Freesias

From California. The best we have ever had. We carry the two most desirable sizes.

First size, $9.00 per 1000.
Mammoth, $14.00 per 1000.

Complete list of Florists' Choice Seeds. A postal card will bring our catalogue.

S. S. SKIDELSKY & CO.

1004 Lincoln Bldg. Philadelphia, Pa.

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.

172 North Wabash Avenue

CHICAGO, ILL.

Pansies - Pansies

Wilk's Triumph of the Giants

My own special selected strain. Tr. pkt. 50c., ⅛ oz. $2.00, ¼ oz. $3.50, 1 oz. $12.50

JOHN WILK

155 West 33d Street NEW YORK

When ordering, please mention The Exchange

HUNT'S Perfection Pansy

NEW CROP—JUST ARRIVED

A mixture of Giants saved from one of the choicest collections

Trade packet.....$0.50
¼ ounce..... 1.50
1 ounce..... 5.00

MIGNONETTE

New York Giant. Greenhouse-saved seed

Trade packet.....$0.50
⅛ ounce..... 1.50
¼ ounce..... 2.00
1 ounce..... 7.00

WM. M. HUNT & CO.

37 Warren Street, New York City

When ordering, please mention The Exchange

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

Our New Price List of WINTER ORCHID

Sweet Pea Seed

has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son

LOMPOC, CAL.

When ordering, please mention The Exchange

NEW ANTIRRHINUM SEED

NOW is the time to sow for Winter Flowers Nelrose, Phelps' White, Enchantress, Bronze Beauty, all 50c. per trade packet, 6 packets for $2.50. **From the Originators.**

NELROSE SEEDLINGS

from flats. Last year we had 10,000. Sold 'em in two weeks. Haven't as many this year, so get your order in. From originator's selected seed and warranted free from rust. $1.00 per 100, postpaid. Cash, please.

F. W. FLETCHER & CO., Inc.

AUBURNDALE :: MASSACHUSETTS

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS

2 Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store

101-103 Federal Street

PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchange

Colored Freesia Seeds

GREENHOUSE-SAVED—Best of Strain

If sown before September will bloom next Winter and surprise you with their large flowers and exquisite, soft colors. Only a limited number to sell at $1.00 the trade packet of 100 seeds; 10 packets for $8.50.

O. FEHRLIN

CITRONELLE - ALABAMA

When ordering, please mention The Exchange

PANSY SEED

Giant Superb Pansy Seed and Finest Mixture

Pkt., 5000 seeds, $1.00; ½ pkt., 50c.; oz., $5.00

Cash with order

E. B. JENNINGS

P. O. Box 25 GREEN'S FARMS, CONN.

PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.

DIANTHUS. Double and Single Hardy Pinks mixed. Oz. $1.00.

HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.

SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

W. E. MARSHALL & CO., Inc.

Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

New York Seed Trade

Nothing could be deader than business n the New York seed stores at the pres- nt time. They lack the usual work of aking up the Autumn bulb catalogs, nd other necessary preparations for the eception of bulbs from the several parts f the world. The announcement that he restriction has been removed from he importation of Bermuda Lily bulbs as aroused some interest, though they re no longer a leading feature in the ulb trade. Some importers are raising he question of whether the restrictions ill not be lifted on Japan bulbs also, nd whether we will not have Holland nd French bulbs, too, and the trade be n the end provided with more bulbs than will be able to dispose of this Autumn.

Chicago Seed Trade

Robt. Newcomb, who for several years as been connected with the seed trade f this city, and was until a few days go a salesman and director in the Ameri- n Bulb Co., has resigned his position ith this company and will enter into ew business relations in Salt Lake City, tah. "Bob," as he is familiarly called, as a host of friends in Chicago who ish him well in his new field of enter- rise.

News has reached Chicago that is very ratifying to the trade, namely, that the War Trade Board will issue licenses for he importation of L. Harrisii bulbs from ermuda, confining shipment by the one eat, *S.S. Charybdis.*

D. D. Roy, Lake Forest, was in the ty the past week. His friends are glad see him entirely recovered from his cent illness. War conditions have not een good for business in Lake Forest is season, as so many of the proprietors the estates in that section are at resent sojourning in the large cities of e East.

Carl Cropp, Jr., son of Carl Cropp of aughan's Seed Store, an ensign in the ransport and Convoy Service, has been the city the past week on a 10 days' rlough.

C. M. Jackmann, well known to the hicago seed trade, has been in the city r several days. He relates many in- dents of suffering and privation while terned in a German camp.

Winterson's Seed Store reports the de- and for late vegetable seed keeping up ell. The late demand last season was od, but this season it is much better. hey are having a good trade in Freesias d Lilium candidum.

Vaughan's Seed Store has commenced s usual exhibit of Gladioli blooms at s Randolph st. store, which will be kept during the blooming season. Geo. ohn returned Saturday from a trip rough Wisconsin and Minnesota and ports good business.

Oshkosh, Wis.

The Oshkosh Seed Co. has purchased e Revere House, which will be entirely modeled to suit the purposes of the com- ny, and when alterations are completed ey will move into it from their present ation at 910 South Main st. The mpany will also erect an addition of rator construction which will be uipped with the latest improved ma- inery for cleaning, weighing and hand- g its product with the greatest econ- y. The new quarters, by reason of eir size and location, promise to give e Oshkosh Seed Co. one of the most odern and thoroughly equipped seed uses of the Northwest. It is but re- ntly the company acquired a large farm the shore of Lake Butte des Morts r the purpose of experimentation and rain development. Carl Roewekamp is esident of the company; Geo. L. Born vice-president, and Henry Roewekamp secretary and treasurer.

Lily Bulb Prospects in Bermuda

It is reported that the Bermudian Director of Agriculture estimates that this season's production of Lily bulbs will total 1200 crates, as against a little over 1000 crates produced last year.—*Commerce Reports.*

Bermuda Onion Seed Crop Short

Another very short crop of Onion seed of the Yellow Bermuda and Crystal Wax varieties has been grown in the Coachella Valley, Cal. While the acreage is more than three times as large as last year the yield per acre may not greatly exceed the yields in 1917. Reporters on the ground agree that the crop will be only 15 per cent. of normal, which is considered 500 lbs. per acre. After deducting abandoned acreage the area to be harvested is 176, as compared with 50 last year. Thrips did serious damage to the crop and a rain on July 15 is reported to have inflicted further injury.

H. W. K.

Expediting Seed Imports

To inform seedsmen of the best methods of importing seeds, the Seeds Stock Committee of the U. S. Dept. of Agriculture has taken up with the War Trade Board and the U. S. Shipping Board the steps necessary to obtain Government assistance promptly. An import license is required for the importation of seeds. Application blanks for import licenses may be obtained from the Bureau of Imports, War Trade Board, Washington, D. C., or at branch offices of the War Trade Board in various cities. The Seed Stocks Committee is to advise with the War Trade Board as to the importance of seeds proposed to be imported in cases of embargoes by foreign countries.

Catalogs Received

Henry F. Michell Co., 518 Market St., Philadelphia, Pa. Michell's Wholesale Catalog July and August, 1918, listing seeds, bulbs, plants and greenhouse supplies; 28 pages; cover in colors.

Harry L. Squires, Good Ground, N. Y. 1918 Catalog and Price List of Strawberry Plants for August and Fall Planting, also offering Raspberry, Blackberry, Gooseberry, Currant and Grape plants, fruit and ornamental trees, shrubs and flowering plants. Strawberry Progressive, in natural colors, is reproduced on the front cover.

Foreign

August Rolker & Sons, 51 Barclay st., New York city, agents for Lavavasseur & Sons, Ussy and Orleans, France, advance trade price list for 1918-1919, dated July, 1918, of French fruit stocks and ornamentals.

Herbert J. Rumsey, Adderton road, Dundas, New South Wales, Australia, 1918 catalog of vegetable and flower seeds; also fruit and other trees, small fruits, Roses and perennials; 34 pages, illustrated.

Making Nitrogen from Air

The largest experimental plant in the United States for the manufacture of fixed nitrogen from the air, with the exception of the ones now being constructed for the War Department, is in operation at the U. S. Dept. of Agriculture Experiment Farm, Arlington, Va. At this plant the nitrogen from the air is combined with hydrogen to form ammonia which can be used in the manufacture of explosives and fertilizer. Experiments are now being conducted at this plant by the Bureau of Soils with a view to increasing the efficiency of the process. The War Department is co-operating in this work. What is known as the Haber process of nitrogen fixation is being used. This process involves the production of ammonia from hydrogen and nitrogen. The two gases are mixed in the proper proportions, put under high pressure, subjected to intense heat, and passed over spongy iron, whereupon a portion of the mixture combines to form ammonia.

S. & W. Co.'s American-Grown

CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

When ordering, please mention The Exchange

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

Write for Our Growing Prices at once

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

When ordering, please mention The Exchange

Every American Seedsman
will find it to his advantage to replenish his store with the celebrated
"Pedigree" Vegetable and Flower Seeds
Grown and sold by : : WATKINS & SIMPSON, LTD. Catalogue mailed free on application
27 28 & 29 DRURY LANE, COVENT GARDEN, LONDON, ENGLAND

When ordering, please mention The Exchange

STOCKS-STOCKS
GREENHOUSE-SAVED SEED
LENOX, White LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00
JOHN WILK, 155 WEST 33rd STREET NEW YORK

When ordering, please mention The Exchange

James Vick's Sons
Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete
Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

Flower Seeds for Summer Sowing

ASPARAGUS plumosus nanus. 250 seeds $1.00; 1000 seeds, $3.00; 5000 to 10,000 seeds at $2.75 per 1000.

Sprengeri. 250 seeds, 25c.; 1000 seeds, 75c.; 5,000 seeds, $3.50; oz., 50c.; lb. $5.00.

CALCEOLARIA HYBRIDA, Vaughan's Extra Choice Mixture. Trade pkt. (1000 seeds), 50c.; 3 trade packets, $1.40.

CINERARIA, Vaughan's Columbian Mixture. Trade pkt. (500 seeds) 50c. 3 Trade pkts. for $1.40.

DRACAENA Indivisa, narrow, green leaves. Trade pkt. 10c.; oz. 30c.; lb. $3.50.

GLOXINIA HYBRIDA, Vaughan's Columbian Mixture. Tr. pkt. (1000 seeds), 50c.

SCHIZANTHUS, Grandiflorus Selected Hybrids. Superior in form and range of color to other Hybrids. Invaluable for cutting and for conservatory or room decoration. Sprays in bud when cut and placed in water will open their flowers and remain in bloom for several weeks. Trade pkt. (500 seeds) 50c.; ¼ oz. $1.00.

Wisetonensis Mixed. Trade pkt., 25c.

SMILAX. Trade pkt., 10c.; oz., 35c.; ¼ lb., $1.10; lb., $4.00.

CYCLAMEN, Giant English Grown, in variety and mixed sorts.

ANTIRRHINUM, Majus

	Tr.pkt.	Oz.
Golden King, yellow. ¼ oz., 25c.	$0.10	$0.80
Queen Victoria, white shaded cream with yellow lip	.10	.80
Brilliant Scarlet	.10	.80
Dark Rose, coral red	.10	.60
Lovely, white with pink lip	.10	.80
Delicate Pink, daybreak	.10	.80
Golden Queen, semi-tall	.10	.80
Queen of the North, semi-tall, white	.10	.80
Purple King, rich velvety purple red	.15	1.00
Cottage Maid, pale pink, white throat	.15	1.00
Vaughan's Special Mixture, extra	.15	.90

WINTER-FLOWERING STOCKS

Giant Perfection Cut and Come Again White (Princess Alice), Pink, Dark Blue, Sky Blue, Scarlet, Canary yellow. Each of above, trade pkt., 25c.; ⅛ oz., 50c. Mixed, all colors, trade pkt., 25c.; ⅛ oz., 45c.

Beauty of Nice, Early, large flowering, Winter

	Tr. pkt.	Oz.
Pink ¼ oz.	60c.	$0.25 $2.20
Mont Blanc, white ⅛ oz.	40c.	.25 2.50
Crimson ⅛ oz.	35c.	.15 2.50
Old Rose Improved ⅛ oz.	50c.	.25
Dark Violet ⅛ oz.	50c.	.25
Cote d'Azure, blue ⅛ oz.	40c.	.25
Madam Parmet, rich golden yellow		.35
President Woodrow Wilson, violet slate color		.50
Queen Alexandra, lilac rose ⅛ oz.	40c.	.25 2.50
Monte Carlo, yellow ⅛ oz.	45c.	.25 3.00
Abundance, brilliant lilac rose ⅛ oz.	40c.	.25 2.80
Beauty of Nice, mixed ¼ oz.	40c.	.25 2.40

ANNUALS FOR GREENHOUSES

Annuals which are successfully grown from seed for Cut Flowers

CALENDULA, Orange King. Lb., $2.40; oz., 25c.; trade pkt., 10c.

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Vegetable Crops Under Glass and in the Open

Conducted by E. F. STODDARD Maryland State College

Using Greenhouses to Grow Early Frost Tender Vegetable Plants

The third of a series of articles dealing with the use of greenhouses for growing early vegetable plants for transplanting outdoors to produce Summer vegetables. This article covers particularly Tomatoes, Eggplants and Peppers which are in the class of tender vegetable Plants easily injured by frost

This class of plants includes those that are easily injured by a frost if it occurs after the plants are set outdoors. Tomatoes, Eggplants, Peppers, Celery and Sweet Potatoes belong to this class, although Celery is hardier than the others mentioned. Other warm season vegetable plants which are often started indoors before the danger of frost is past are Melons, Cucumbers, Beans, Squash and Sweet Corn, but these are grown only on a small scale for private use and not for the commercial trade. Since the first five mentioned are the most important for commercial purposes, they will be discussed here and the less important ones will not be taken up unless there is a request for this information.

The work of growing the frost tender plants fits in very well with the work of growing the hardy plants like Cabbage. The work of transplanting the Cabbage and Lettuce will be going on when Tomato seed is sown and will be finished before the Tomatoes need transplanting. The seed of Tomatoes, Peppers, etc., will be sown at different times and will not be ready for transplanting until the Tomatoes have been attended to. This refers to the earliest Tomatoes which are transplanted twice before they are planted outside. In the hardening of the plants, the Tomatoes will follow the Cabbage from the warmer to the cooler greenhouse and then to frames, perhaps, so it can be seen that it is a good plan to grow a general line of plants in order to utilize the greenhouse space to the best advantage.

Growing Tomato Plants

The time for starting Tomatoes will depend upon whether they are transplanted twice, or only once before they are planted outdoors. The plants that are transplanted twice will have the first cluster of flowers developed when they are planted outdoors, but those that are transplanted once will be considerably smaller and ripe Tomatoes will not be produced until about two weeks after the Tomatoes begin to ripen on the twice-transplanted plants.

About eight weeks are required to grow plants that are shifted twice, while about six weeks' time is sufficient to grow those that are shifted once. To this time should be added about two weeks to harden the plants well before they go outdoors. If the average date of the latest Spring frost is about May 5, then the plants that are to be shifted twice should be started about Feb. 25, and those that are to be shifted once should be started about March 15. In warmer sections the time will be earlier, and in the cooler Northern States it will be a little later than these dates. If the early Spring months are cloudy in some sections, perhaps a little more time may be needed.

For plants shifted twice, the seed will be sown about Feb. 25 for the above conditions. Flats or greenhouse benches may be used for the seed bed. Since the damping off disease may be troublesome at this season of the year it is advisable to sow in rows not too thickly. If the seeds are good they may be sown about 12 to the inch in rows 2 to 2½in. apart. The surface soil should be porous to prevent water from standing on the surface. When the first rough leaf appears the plants should be shifted to flats or another bench, about 2in. apart each way. The soil should be kept just moist enough for steady growth, but not overwatered. Rapid growth should be avoided. The soil must not be very rich, especially in nitrogen, because the plants may grow too fast and become too large to handle well. soil in which some other crop has be grown may be used here if it contains little well rotted organic matter.

When these plants are 4in. to 5in. t they are ready for the second shiftin This time they may be placed in 3in. 4in. paper pots which are best when t plants are to be sold in the pot. The plants are not checked in growth at when they are planted outdoors, sin their large root system will not be d turbed. Such plants set outdoors abo May 5 will produce ripe Tomatoes abo June 25 to July 1. Of course, it is und stood that only the early varieties s started so early in the Spring. There no advantage in starting the Stone, wh is a late Tomato, so early in the Spri

The temperature for germination a for the young plants must be 60 deg. 70 deg. After the second shift, when t plants have started well, the temperatu may be lowered gradually a few degr to maintain a slow growth and keep t plants stocky. This may be done taking them to a cooler greenhouse, wh the temperatures may be lowered s more later on to harden the plants. warm sections even, greenhouses with artificial heat will warm up with t heat of the sun in the Spring to temp atures too high for the hardening proce In this case the plants may be put in c frames.

At the time of the second shift t plants may be set in cold frames in m erate climates, but the advantage paper pots is that the plants may be mov a little farther apart to keep them stoc if they begin to grow too fast.

The plants which are started abo March 15 and shifted only once bef they are planted outside will be ready the first transplating in about two wee when the first rough leaf appears. T inch pots may be used for this shift si they are so easily handled for the tra Another plan is to shift them 2in. ap each way in flats where they may rem until sold about May 5 to 10. Wh these plants have made a good start th may be placed in the cool greenhouses in frames.

In order to have a constant supply plants for sale, the seed should be so at intervals of ten days until three four sowings have been made. In ma home gardens, the early Tomatoes are only ones planted, and for this reason greatest demand for plants will be dur May, or perhaps early June, in the Nor Since the late Tomatoes are planted ab June 20 to 25 in the vicinity of Washi ton, D. C., and a little earlier fart north, the last sowing of seed in Spring could be made with a late variety Tomatoes. Some of the early varieties, l Chalk's Early Jewel, Bonny Best a others, have a long producing sea after they begin to ripen. This is kind of a variety that should be used n year, since they are heavier produc than Earliana for example, and are l ter for home canning. The late varie are more extensively used for canni

It is usually the case that leaf s and other diseases of Tomatoes get th start while the plants are close toget in the beds. For this reason they sho be sprayed well at least once in the b with Bordeaux mixture before they offered for sale.

Growing Eggplant and Pepper Plants

The methods of growing Eggplant Pepper plants are very similar, so t

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PURPLE. Rich velvety purple	.10	.75	2.50
SNOW WHITE. Pure snow white	.10	.75	2.50
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ill be treated together. Both require gher temperatures than Tomatoes for ed germination and early growth of the ants, namely, 70 deg. to 80 deg. The ed will rot if the soil is cold.

The seed may be sown as suggested for omatoes, in rows about 2in. apart, and out 12 seeds the inch in the row. The il may be kept warm enough on raised nches. When the plants are 1in. to ½in. tall they may be shifted to green-ouse benches, 2in. to 2½in. apart each ay, or they may be transplanted to ats. The Eggplants have a little more preading habit than Peppers and need ore space. Since the plants are never lanted outside until the ground has armed up well, they may remain in the reenhouses until they are sold, especially the North.

The time of starting the plants is about larch 1, when the average date of the test Spring frost is May 10 to 15. The il should contain plenty of well rotted rganic matter. Plant lice may attack e Eggplants, but they may be controlled ith tobacco smoke or Black Leaf 40. insect troubles the Peppers.

Aspirations of the South

Instead of receiving large shipments of oses from the North, Southern growers m to supply the North with flower ship-nts, instead. They claim that their out-or Roses are equal to those grown in reenhouses in the North, their climate ing such that the coal problem will not aterially affect their business, it being ecessary in the vicinity of Houston, Tex., to uild a fire in the greenhouses only two or ree times a week from Nov. 15 to Mar. 10, oal being available for the purpose if de-red. Ranges of greenhouses are being uilt in several sections of the South with ds end in view, and in time it may come to ass that the Southland will supply Northern arkets at certain seasons to a greater or ss extent.

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Tom Wolfe of Waco, Texas, known in the wholesale and retail florist world as a man who has made good in business through the policy of perpetual push and publicity, is now making an extended tour of the principal cities of the East and at this writing is enjoying a vacation in Canada. Mr. Wolfe, besides being a florist from the ground up, from infancy raised under glass, yet a hardy product, is among those responsible for the organization of the Texas State Florists' Ass'n, of which he is a past president. From his personal efforts as a leader and organizer, Texas owes much of its importance during past years as one of the leading floricultural states.

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100. **Yellow.** With dark blotch
102. **Yellow.** Large golden. yellow.
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106. **White.** Large satiny white.
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Do the wise thing today and sow some **Snapdragon seed.** Grow your own plants and save transportation worry.

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TINTS OF GOLD

$4.00 per 100, $35.00 per 1000

Elsie Papworth, Mary Jane, Oconto.

2½-in. pots, $4.00 per 100, $35.00 per 1000.

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2¼-in. pots, $3.00 per 100, $30.00 per 1000.

ROSES

Sunburst, Maryland, Kaiserin, Rich mond, Sunrise, White Killarney, Pink Ki larney, Brides, Bridesmaid. Own root, 3-i pots $10.00 per 100. Grafted plants, 3-in. pot $18.00 per 100. **Ophelia** and **Mrs. Russel** own root, 3-in. pots $12.00 per 100. Grafte plants, 3-in. pots $20.00 per 100.

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Pot-grown, very bushy, 4-in., $15.00 per 100

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Pot-grown, 6-in., $25.00 per 100

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ARDISIA crenulata. Fine, strong, plants i 3-inch pots, $15.00 per 100; 1¼-in pots, $8.0 per 100.

Ready July 15th. **FERNS** in flats, in all bes varieties at $2.00 per flat.

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Best new and standard varieties. Write for prices before ordering elsewhere

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USE IT and SAVE TIME OUR STOCK AND MATERIAL INDEX
PAGE 115

SAVE COAL!

Grow the New Improved Primula Malacoides

THE ROHRER Strain is without a doubt the best and most popular Primrose on the market; a most beautiful shade of Light Pink, Light Lavender and Snow White. Grows much heavier and larger than the older strains, with double the quantity of blooms. One of the most popular, economical and profitable plants to grow this season. For August and September delivery, from 2½-inch pots: Pink and Lavender, $6.00 per 100, $55.00 per 1000; Pure White, $8.00 per 100, $75.00 per 1000.

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		100	500	1000	5000
Southern.	8 to 9 feet, selected quality	$1.00	$3.75	$7.50	$35.00
Japanese.	Very thin, about 6 feet long	1.25	5.25	10.00	

Japanese Green Cane Stakes

	100	500	1000		100	500	1000
1¼ ft.	$0.90	$3.75	$7.00	3 ft.	$1.50	$6.00	$11.50
2 ft.	1.00	4.50	8.50	4 ft.	1.75	7.50	14.00
2½ ft.	1.25	5.50	10.00				

Also Galvanized Steel Wire Plant Stakes.

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1,000 Seeds	$3.50
5,000 Seeds	15.50
10,000 Seeds	30.00
25,000 Seeds	72.50

(PURITY FREESIA BULBS True)

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First size	$0.20	$1.25	$10.00
Mammoth	.25	1.75	15.00
Monster	.45	2.75	25.00
Jumbo	.60	4.00	35.00

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ERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

ERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $3.50 per 100, $30.00 per 1000.

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Assorted varieties for dishes. Strong, healthy nts, from 2¼-in. pots, $3.50 per 100, $30.00 1000; 3-in. $8.00 per 100.

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ERNS. Scottii and Teddy Jr., 4-in. pots, 5c., 6-in. pots, 50c.

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All sold out on stock to August 1st.

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6 . pots, $6.00 per doz.; 7-in. pots, $12.00 per doz.; 8 . pots, $1.25 each. Cash with order, please.

All plants travel at purchaser's risk

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Danish Ball Head, Flat Dutch, All Season, Sure Head, Drum Head, Savoy and Red Rock. $1.25 per 1000, 10,000 for $10.00.

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Early Snowball, Select and Erfurt. 50c. per 100; $3.50 per 1000.

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3-in.	3.00	4-in.	6.00

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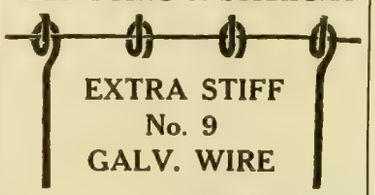

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No. 9
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3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16.00
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5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

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Three Rings to a Plant

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Very good strain

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We grow for quality

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Obconica Giant and Grandiflora. 2-in. $4.00 per 100.

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Satisfaction Guaranteed

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Quality unquestioned. We ship East by Freight or Express. Stock ready January first. Order *now*—demand heavy. Demonstration on Trial Order—Send it.

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Irish Fireflame	20.00	Richmond	18.00
Juliet	20.00	Maman Cochet	18.00
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ROSES—PORTLAND—ROSES

Superior Quality—Choice Varieties—Sell better—Grow better
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IN ALL SIZES. 6 to 7 feet, $3.85 each. 5 to 6 feet, $2.20 each. Smaller sizes in proportion.

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BEST FOR OVER HALF A CENTURY

Complete assortment in large and small sizes. Price list now ready.

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Evergreen Specialists
Largest Growers in America

5000 Hemlocks

Imported stock, 3 to 5 feet. All transplanted several times. First-class, extra heavy specimens, for tubs, lawn planting or groups. High-class, bushy specimens, suitable for landscape work. For sale en bloc or in small quantities. Submit offers to

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HYDRANGEA, Pan-grown, 3 to 4 ft., 4 branches and up, $12.00 per 100.
SPIRÆA, Anth. Waterer, 24 to 30 in. $15.00 per 100.
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LARGE STOCK FOR FALL

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Index to Stock and Material Advertised

SEE PAGE 115

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Felix Crousse. 2-years. $15.00 per 100.
Festiva Maxima. $8.00 per 100.

10,000 PEONIES in 30 leading varieties.

ROSES on **Rugosa** and **Briar** in **H.P., T., H.T., Climbing** and **Polyantha Varieties.** 4000 **Transplanted JAPANESE MAPLES.** 2½-3 ft. $16.00 per 100, $140.00 per 1000.

BOXWOOD. All shapes and sizes. AZALEAS, RHODODENDRONS, CONIFERS, MAGNOLIAS, AMPELOPSIS, ARISTOLOCHIA, HONEYSUCKLE, WISTARIA and CLEMATIS. Price list on demand.

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Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

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70 Years 1000 Acres

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JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Spiraeas, Japonica, Lilium Speciosum, Peonies, Bleeding Heart, Pot-Grown Liliacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

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California Privet

The Largest Stock in the World

BERBERIS Thunbergii

in large supply also

Both **Privet** and **Berberis** of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

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HEADQUARTERS
for **California Privet** *and* **Berberis Thunbergii**

Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery

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The Storrs & Harrison Co.

NURSERYMEN, FLORISTS *and* SEEDSMEN

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ROOTED CUTTINGS

Fall prices, good until Dec. 1st.

S. A. Nutt.....$12.50 per 10
Ricard and **Poitevine**..... 15.00 per 10

August and early September deliveries all so
If by Parcel Post, bill will be sent with shipme
for postage and extra packing at actual cost.

	Per 100 — By Express	Parcel P
ASPARAGUS Plumosus	$2.50	$3.00
SMILAX	2.00	2.50

Post shipments of pot plants are going throu
in great shape.

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GERANIUMS

ROOTED CUTTINGS

Strong, Healthy Stock
SUMMER PRICES

Ricard, Poitevine, Perkins, Castellane, Doyle, Viaud, $12.00 per 1000
S. A. Nutt and Buchner, $10.00 per 1000
If by Parcel Post, $1.00 per 1000 extra
Cash with order

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Geraniums ROOTED CUTTINGS

A fine lot ready for shipment

Ricard, Poitevine, Scarlet Bedde $12.00 per 1000.
Buchner and Nutt, $10.00 per 1000.

Cash with order

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GERANIUMS

Rooted Cuttings

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WRITE FOR PRICES

The Conard & Jones Co
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F. E.—ALIVE AND UP-TO-DATE

NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Wistaria—Where Best to Use Them

With the name "Wistaria" there comes over us that me inexplicable feeling that somehow is connected with ilacs, Violets, Roses and other old garden favorites. 'e know them to love them.

The year before last was a "great" year for Wistaria. ıey seemed to be supercharged with flowers and fra- rance. The writer has in mind an immense old speci- en of Wistaria sinensis that now covers an area of 56 sq. ft.; not including some snake-like stems that have ffectionately" coiled themselves through the branches an adjacent Oak tree. The fragrance from its thou- nds of flowers could be strongly detected quite some stance from the plant and the bees found a veritable radise in the nectaries of the flowers. This plant we eak of is situated off the angle or bend of a driveway good sunlight and has now rmed a huge arching, rambling le, its main axis having quite tree- ce proportions. Its presence there w depicts no slender, weak vine, it has a note of authority indicat- g plainly that we should keep to e road and not "cut across" the gle or corner of the lawn.

Quite a unique use is made of the istaria on one place we know. It planted on the summit of a rather ep slope that faces the south, in mpany with the common Sweet neysuckle, Lonicera Halliana. oth have held their own in compe- tion with each other and have ntly held the soil of the bank m washing down. The Honey- kle forms the carpeting for the re rigid growth of the Wistaria, l there they grow and compliment h other and serve out beauty h utility.

We all know of the Wistaria's ue for garden pergolas, and it ms to us no series of climbing nts is complete without its pres- e. In its relation to the pergola, re than any other position, its ving racemes of purple and white wers are displayed in unfettered s ndor.

Ve recall the first time we saw l more rare variety—Wistaria ltijuga, on a rustic wood-post pergola, with a wide laice top. As one stood in the shade of the pergola and glanced down its length the long racemes of this Wistaria me measuring two and a half feet) gave quite a floral pière effect.

or clothing high spacious verandas and porches it is ought into frequent use; indeed it seems inseparable m the old colonial mansion. How this vine loves to c itself around the liberal columns, along the eaves of th porch, and up to the topmost gables of the house and thow out its festoons of bloom.

he pretty picture shown herewith is one of many such nes associated with quaint old residences throughout the ntry. This is a remarkably old plant (as is seen by th height and caliper of the stems) and graces the front nt a fine old residence in historic Germantown, Phila- lphia. For many years it has given this wealth of om as portrayed. Who can estimate its worth?

fore frequent use should be made of the Wistaria in th standard or tree form. Specimens of good size can n be obtained from the nurseryman; trained up to a ngle stem with well-balanced heads they form a huge bouquet of bloom each year.

hat position on each side of the path leading to the ase, or at that sharp turn in the path where you had thought of putting a Catalpa Bungei or a Weeping Mul- berry, put instead a tree Wistaria. It could fill some sition in the formal flower garden, perhaps, there to gi needed height at some point, together with a charm- in Spring effect. Its purple blossoms would blend beau- tifully with the yellow of some May flowering Tulips plted beneath it.

o keep the plant gainly and compact, as it should be fo these formal positions, the long growths formed dr ng the Summer are shortened back to the main por- tio of the head.

Because of the greater charm found in the Chinese and Japanese species, our native one, Wistaria frutescens, and its improved variety magnifica have had to take a back seat. These (our native ones) have a much shorter and denser inflorescence and usually flower later in the season. For the clean attractive foliage as well as for the flower, they are deserving of attention for exposed porches and for covering old tree trunks.

Not often do we see the pretty double-flowered form of W. sinensis, whose flowers appear a much darker and richer purple, probably because of the fact that they are double. Its propagation, depending only on grafting or layering, no doubt accounts for its rarity.

The pure white forms, of which there are two (Wistaria multijuga alba and Wistaria sinensis alba), are not quite as much in demand as the purples, but where the plant is so placed that there is a background of green to act as a foil for the nude racemes of flowers the effect is most beautiful. EDWIN MATTHEWS.

An old established Wistaria on a fine old residence at Germantown, Pa.

Thuja gigantea

That the Thuja gigantea is rare in cultivation with us is entirely our own fault. The chief reason why it is scarce is because of the plants tested being from the warmer portions of the Pacific States instead of from the hardier ones. In its wild condition it extends from British Columbia to Washington, Oregon, California to Idaho; and that plants from the coldest of these States are quite hardy in Pennsylvania has been verified several times.

That many plants set out in nearby States to Pennsylvania have succumbed to our Winters is true, but these plants have been raised in, and imported from, European nurseries, and results appear to prove the seeds were obtained from the warmer States or British Columbia, instead of from colder ones, such as Idaho, for instance. Let some of our nurserymen procure seeds of hardy origin, and there should be no trouble in getting the plants from them to thrive.

The verdure of the Thuja gigantea is of a far greener hue than that of the Thuja occidentalis, in both Summer and Winter. It does not become of the lighter color the occidentalis takes on in Winter. Its habit of growth is less slender than occidentalis, but for all it is never less than pyramidal. Its full growth is represented in a very large tree, one of the largest of evergreens, while as well known, the T. occidentalis is never more than a small tree at best.

As Arborvitæ seeds sown in Spring germinate well, seeds should be sent for from the coldest regions; then seedlings worth having would result. JOSEPH MEEHAN.

Japanese Barberry and Spiræa Van Houttei as Hedge Plants

That veteran nurseryman and keen observer, E. Y. Teas of Ohio, favors us with a few notes on Hedges, placing special emphasis on the value for that purpose of Spiræa Van Houttei. Of interest will also be his remarks concerning Hydrangea arborescens grandiflora; especially his method of pruning may be a revelation to those of our readers who may have had difficulty in producing blooms in quantity or perhaps experienced difficulty in maintaining life in this variety as was our experience

While I think highly of the Japanese Barberry for a hedge, that is not the only one which is useful. It is now about 14 years since I planted a hedge of Spiræa Van Houttei in this village of Eaton, Ohio. I planted it in November, and for years it has been the admiration of the community. More hedges of Spiræa Van Houttei have been planted here since then, and we have some specimens as fine as can be found anywhere. In June, when in boom, these hedges are not surpassed in graceful beauty by any other shrub. They are usually trained to about 5ft. high and 3ft. across. They should be cut back in June and again lightly in August. They are practically defensive against stock and dogs. The plants are as hardy as Oaks.

California Privet usually kills to the base line. This Spring's plants have generally started from below, and are now about 2ft. tall. There are comparatively few vacant places. I do not think this equals in beauty either Spiræa Van Houttei or Berberis Thunbergii.

Hydrangea Arborescens Grandiflora

In this village there are hundreds of clumps of Hydrangea arborescens grandiflora, or American Everblooming Hydrangea. The clumps stand 5ft. to 6ft. high, and about 3ft. across. These have been in bloom since the fore part of June, with heads of flowers 6in. to 10in across. These clumps will afford some bloom nearly every day until sharp frost about the last of October. This plant does not form a tree-like shrub like Hydrangea p. g., but should be cut down to within 5in. or 6in. of the ground in February. If early bloom is desired, it is well to leave a half dozen branches near full length for early bloom. The cut stubs will shoot up and begin to bloom the latter part of June. I have repeatedly sold this Hydrangea to customers in far away Winnipeg, also in Montreal, and the type, H. arborescens abounds in the moist regions of Georgia and Alabama, so its hardiness should satisfy customers in all sections.

Georgia Fruit Tree Bill

There has just been filed in the Georgia Legislature a bill (S. 214) to establish the measure of damages in those cases where fruit trees are not true to name. The purchaser may collect $3 per tree for each year between the date of purchase and the first day of November of the year in which such trees shall have borne fruit disclosing the variety thereof.

It is apparent that no Georgia nurseryman could sell any fruit trees if this bill were enacted. A thousand trees, taking seven years to bear fruit, would involve damages payable by the nurseryman of $21,000. Such measure of damages is absurd, and does not, in any event, represent the actual damages, as a review of cases decided by the courts will show. This bill, if enacted, would render the more or less usual disclaimer of warranty clause employed by American nurserymen of no avail. CURTIS NYE SMITH.

In our next issue we propose to publish an article by Mr. Matthews on "Evergreens for City Gardens." It will be appreciated, we feel assured, as it names all the evergreens which have been tried and found suitable for the purpose.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; Jas. Griffith, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Seedsmen and others are warned by the Federal Trade Commission to scrupulously observe the many laws now in force governing unfair methods of competition, including maintenance of standard resale prices, arbitrary control over the business of dealers through threat of price discrimination, etc. Convictions have been made.

Guada Bean

Even though the Guada Bean has to date not been accounted as of much value, the plant arouses considerable curiosity, and if any of our readers should desire to obtain seed they can procure same from F. H. Bruning Pty, Ltd., 64 Elizabeth st., Melbourne, Victoria, Australia, who claim that in addition to its culinary value the Guada Bean emits a pleasant fragrance and is ornamental as well. And, by the way, the correct botanical name of the Guada Bean as given by Bailey is Trichosanthes anguina and not T. anguinea as recently reported. It is a native of India, but widely planted, and is half hardy, Bailey states.

Burpee Farms' Inspection

On page 141 will be found an interesting account of Burpee Farms' Inspection, written by W. F. Therkildson, who has the happy faculty of making his writings interesting through the insertion here and there of a particularly happy word or line.

With our natural tendency to draw a lesson from good things which come under our observation, we want to point out to other seedsmen, both large and small, the desirability of having in their show grounds "Collection Gardens" on the order of those maintained by W. Atlee Burpee Co.

Even one Collection Garden, the result of $1 or $5 worth of seeds, would be an asset on the grounds of those of our florists who handle seeds; of these the number is quite large. There could be no better way of demonstrating what may be obtained from such a collection, and how it should be produced. The business reaped from such an exhibition planting would many times over repay the effort. Think this over for next year.

With a vegetable collection garden, a good representative perennial border, and a showground of trees and shrubs, the progressive florist could not fail to add largely not only to his reputation but to his annual income.

Why Call Yourself a Florist if You Don't Subscribe?

Editor The Florists' Exchange:

Just a word with reference to your editorial, page 92, under date of July 20, entitled, "Why subscribe if you don't read?" I am sure there is no one in the United States, particularly in the florist business, who can appreciate this more than the Washington representative of the S. A. F. and O. H.

We try to watch every new legislation, whether favorable or unfavorable, for the florists, throughout the United States and Canada, and we immediately wire information to the trade papers forthwith, as in the case of the 40 tons fuel order, or in the Bermuda Easter Lily case, or Senate Resolution No. 3344, and in every instance the trade papers have been prompt and anxious to publish all such information. It is really amazing, in view of all this, that so many florists seem to overlook the fact that they are making a living in the United States, and are or should be United States citizens, and therefore parts of our Government, and that "We are in this War to Win." And notwithstanding this this office is ceaselessly bombarded with all manner of questions that have already been fully answered in the trade press. I therefore wish to congratulate and commend you on your editorial "Why subscribe, if you won't read?" I might add to this "Why call yourself a florist or grower if you don't subscribe?"

Very truly yours,
Wm. F. Gude,
Wash. Rep. S. A. F. and O. H.

July 20, 1918.

Coal Screenings for Western States

The news that Indiana, Illinois and states west of the Mississippi river will be allowed to burn screenings for the remainder of their coal allotment was received in Indianapolis with genuine satisfaction. It is now believed that the meeting in Washington with the fuel administrator was productive of results in a great way, and that the eastern florists will be remembered just as soon as it is possible to do so. Irwin Bertermann.

The Coal Situation

The order covering the use of coal under the 40-ton maximum allowance having been passed on favorably by the Fuel Administration will relieve the anxiety of thousands of smaller florists, as this official decision will enable them to obtain as much fuel this coming Winter as they had been using previously.

Larger florists will be glad to learn that Dr. Garfield, head of the Fuel Administration, has made the statement that coal will be apportioned from Washington to meet the necessities of each and every state and those states which have not yet received their allotment will certainly receive it before Winter sets in, so this declaration should relieve the minds of those particularly who are still without their quota.

For conditions in Illinois and Indiana and States west of the Mississippi, see our Chicago letter this issue.

New New York Fuel Administrator

After a long delay, D. W. Cooke has received the appointment as Fuel Administrator for the State of New York. Mr. Cooke is vice-president of the Erie Railroad; also was acting as chairman of the Traffic Executives of the Allied Nations. Chas. E. Robertson and Reeves Schley will become assistant fuel administrators. Mr. Cooke will have full authority over the entire State of New York. In making announcement of his appointment Dr. Garfield made this important statement:

"In the present distribution plan, each State will receive a fixed part of the available supply as determined by Washington and New York accordingly is bound to receive its part in any event, whether delivered now or later."

This announcement should give some relief to the anxious florists in New York State who have not yet received their coal supply. Of these there are quite a number, from what we gather, and they should feel further assured through the fact that in Mr. Cooke New York State now has a man of great executive ability in charge of the fuel situation.

Society of American Florists and the Trade

In three weeks from the date of this week's paper members will be leaving or preparing to leave for St. Louis where, on the following Tuesday, Aug. 20, will be opened its thirty-fourth annual convention by the Society of American Florists.

It has been the writer's privilege to attend every one of these annual conventions, dating from the 6th held in Boston in August, 1890 (with the exception of that one held in St. Louis in 1904) and so some authority may be attached to what is here said with regard to the progress of this organization, prefacing with the remark that through observation and participation in convention meetings of other bodies, all alike are showing a marked tendency to take up business efficiency problems differing greatly from the old times in which days it was the fashion for most to extract pleasure to the limit out of the convention and "hang" business! But there were some marked exceptions in the case of the Society of American Florists, as many of its meetings were highly indicative of a business procedure in that a number of earnest minded men closely attended all the meetings and joined heartily in whatever debates were up.

Some of the meetings in the early days were heavily attended, many of them more so than of late, notably that one held at Washington in 1892, when the late James Dean presided and held big audiences through sheer exercise of his masterly authority and tactics. In those days, and before the trade papers began to exercise the influence that they do today, matters which occupied the floor were of a technical nature, and had to do mainly with the everyday cultural work problems of the grower.

In line with all other trade associations, however, the later tendency to take up discussion of the business problems of the day by the S. A. F. has been marked. Again, in common with other trade organizations, the whole progress has been accentuated through the efforts of its officers, working in connection with specially selected committees, to prepare the way beforehand for the enactment of special association legislation business. Thus it now happens that if the delegates on the floor are keenly interested in measures in progress, or if they h not paid attention to the publicity which had hitherto b given the measure, they remain in ignorance of w actually had been transacted—their own fault. method of progress through committees has been bro about through the acknowledged fact that few innovat indeed could be carried through in a brief three days, w no previous discussion has taken place, and three or score active men, without previous investigation, took the measure under discussion, at whatever angle it presented itself to them, each man in eloquent defens his own idea, with the result that the body of deleg were puzzled as to what course they should take, and measure, regardless of its merits, as a rule was laid the table or utterly defeated. Many important meas in the past were so defeated, hence the introductio working out problems by committees and then ha them approved on the convention floor.

All too many florists and men of the allied indust seem to have concluded that their attendance is not w while at the convention nor their financial support requi These men are at error in both particulars. Their pres on the convention floor can be made manifest and t hearty interest further demonstrated through taking membership. The very men who are likely to be most are those seemingly most indifferent.

Just why or how any man or firm can deliberately ig the Society of American Florists is something those wh of it cannot understand. Even though in many cas may be impossible to attend meetings, all in the t should at least be members, if even for the moral sup

Particularly every florist who is a grower should member just as every florist who is a retailer should be to the Florists' Telegraph Delivery Ass'n, membe dues being a trifle indeed in comparison with the be which these societies are conferring on the trade at l There may have been a time in the history of the so when urging men to join did not have the warrant it has. Today we know, and all others know, that men ship is next door to a vital necessity, and he who ref from joining, and he who remains indifferent, are acting for best trade interests.

The Society of American Florists should have a men ship of at least 5000—there are sufficient men engag the industry to warrant its officials looking for a men ship of 8000.

Just imagine, if you please, the effect these days a to some of the Washington officials on the part of officers of the S. A. F. would have if they could sho solidarity behind them of 5000 employers, representin average capital of $5000, and the employment of at 25,000 persons.

We are addressing ourselves today broadly to our rea and we hope that what we say on behalf of the Socie American Florists will have good effect in inducing ma join who have hitherto remained on the outside.

Remember the dues to the S. A. F. & O. H. are on the first year, and $3 each year thereafter, or $25 fo membership to those already members. Surely this petty sum to give up yearly when it is considered that amount of money will make you a member of o the most progressive and most influential of the t organizations of the country.

It will do no harm to point out that had it not been fo existence of the Society of American Florists the re tions under which growers are laboring today as to coal allowance might have been more severe, in fact for its representatives they might have been put o business entirely. Similar severe conditions might been visited upon the trade in several other direct Of these facts the man who reads his trade paper dilig must surely be aware.

Directly or indirectly the Society of American Flo and the men in its ranks have been responsible for majority of the benefits enjoyed by the florists. Take recent concrete example: The Publicity Campaign the sale of flowers. Had it not been for the inaugura of this campaign by the Society last August at New it is a safe prediction that probably fifty per cent. of sales of flowers which have been made since last would never have been consummated, whereas in part through this campaign flowers have received notice in the public press in the past five months tha the previous five years. This one fact alone should b conclusive in impelling florists to join the Society wit further delay.

It is an easy matter to go with the stream and to life easy when business is running freely and m coming in without much strenuous effort; it is an altoge different matter to breast the stream when the card against you, but it is at times such as these that the

an shows forth, and one evidence of this "showing forth" ist now will be in joining up with the Society of American lorists and tenaciously sticking to it.

The secretary of the Society of American Florists, as early everybody knows, is John Young, with headuarters at 1170 Broadway, N. Y. A cheque for $5 will over dues and initiation fee for first year, and can be sent rect to Mr. Young, or any remittances covering new embership sent to THE EXCHANGE will be duly rwarded to Mr. Young.

Join now, and thus pay honor to the Society which is orking for YOUR best interests.

Los Angeles, California

Dr. C. L. Marlatt will attend the interstate plant uarantine conference to be held at Riverside, Cal., ov. 11 to 16, in person, as representative of the Fedral Horticultural Board, Washington, D. C., of which is chairman. The presence of Dr. Marlatt, the ghest autority on quarantine matters in the country, annot fail to strengthen the conference. It is quite a ng time since Dr. Marlatt has visited California and is hoped he can be induced to prolong his visit in der to view the horticultural activities of the State. here are also other matters in regard to which his inion will be valuable. H. W. K.

Quarantine and Disinfection in the West

The State Horticultural Commissioner informs the os Angeles office of THE EXCHANGE that he is in reipt of a communication from the Governor of Lower alifornia in regard to the coming interstate quarantine nvention to be held in Riverside, Cal., Nov. 11 to 14, uring the convention of the State Nurserymen's Assoation. With the receipt of Governor Cantu's letter complete list of the Rocky Mountain and Pacific States, anada, Hawaii and Lower California have recorded a nanimous opinion in favor of this convention. The ficial invitations have been sent out by Governor ephens of California to the governors of all the States ove mentioned, asking that they send delegates to the nference. Among the suggestions received from the fferent States as to the points which should be brought o are: First, what constitutes an infestation; second, e subject of uniform inspection methods. In this conection it should be stated that the different States ve been asked to forward to the State Commission of orticulture, Sacramento, any topics which are of parcular interest and which it is desired to bring before e convention for consideration.

Here is an opportunity for the seed, florist and nurry trade to present any grievances its members may ish rectified, and also an open forum from which to scuss the whole situation of quarantine regulation as affects their business. Our readers in the Rocky ountain and Pacific Coast States ought to try and be presented at this meeting. Particulars are to be had om the undersigned by addressing him: 237 Court st., os Angeles, Cal. HENRY W. KRUCKEBERG.

Chicago Florists' Club

The monthly meeting and Midsummer rally of the hicago Florists' Club was held at Karthauser's Garen, 6656 Ridge ave., Rogers Park, on Thursday evenng, July 18. That the florists like to get out of the city nd enjoy the beauty of suburban scenery on these long ummer evenings was fully attested by the attendance nd the great satisfaction expressed by all present at he thoughtfulness of the committee in providing such n ideal place for a Summer meeting. President Lauenschlager presided and the business portion of the eeting was put through in due form.

Louis Finnerman, wholesale florist, applied for membership in the club, which will take the usual course. At his point Chairman Waters of the good of the club ommittee said he would like to see more retail florists n the club and urged every member present to try and ring with him to the next meeting the applications of ne or more retailers for membership.

M. Barker, chairman of the transportation committee, eported on numerous trains and various routes from Chicago to St. Louis for the S. A. F. convention next nonth. Pres. Lautenschlager deemed it advisable that ome road and train be designated as the official route f the club so that visitors coming to Chicago to go with he club could make their arrangements accordingly. On motion it was decided that the 11.37 p.m. train on he Chicago & Eastern Illinois R. R., on Monday, Aug. 9, be agreed on as the official train. This train leaves rom the Dearborn st. station. It was urged that a large umber from Chicago attend the convention. Robt. Newcomb, who was just back from St. Louis, stated hat they were looking for a large representation from Chicago, and no one would be disappointed at the arangements the trade there were making to entertain e S. A. F. delegates.

A letter from the New York Florists' Club was read regarding the embargo on all import stock and suggesting that the Chicago club send a protest to the War Board on such restrictions and explain how this would hurt both the industries of the florists and the nurserymen. Leonard Vaughan spoke on the subject and explained that the fear of getting insect pests into this country in the soil that is usually attached to the roots of plants was another cause for the embargo, as well as the scarcity of space on the steamers for such imports. After some discussion it was decided best not to offer any protest to the government at this time or interfere with the work they were doing to win the war.

It was announced that there would be a meeting of the National Credit and Protective Association of the S. A. F. at the Hotel La Salle on Aug. 17, 18 and 19, before going to St. Louis, and President Lautenschlager asked for a donation of $50 from the club for their entertainment. It was later decided that the appropriation be made $100, and that this include all other visitors, as well as the Committee on Credits and Protection.

This closed the business portion of the meeting, when luncheon and refreshments were served, after which Chairman Waters called on Ed. Hunt, recently of the Chicago Flower Growers' Association, who, in a Jackie uniform, was in attendance from the Great Lakes Naval Training Station. Mr. Hunt sang a few popular songs.

E. H. Moore, a representative of one of the local coal companies, read a paper on the conservation of coal in the furnace from a fireman's point of view. Much coal can be saved by careful stoking. Emil Buettner, a large Rose grower of Park Ridge, stated that florists might learn something from the present difficulties they had to encounter on account of coal shortage. He said better Roses can be grown in a temperature lower than what was frequently given them. The quality would be at the expense of the quantity; there would be better but fewer Roses during the Winter months in lower temperatures. August Poehlmann spoke on the great difference there was in firing with Western coal compared with Virginia and other coal that the trade has been using so long in Chicago, and that firing would have to be learned all over again at a loss and sacrifice to the growers.

The coal problem was a bad one, but not the only one, as the labor problem was also serious. Even with plenty of coal, the speaker said, they would be required to close part of their greenhouses for the want of competent labor. Under the difficulties the grower is working under, none of them is making the money he ought to, and he made an appeal to growers to get better prices for their stock. There should be an established price. The general public is paying more for everything they are using, and why not for flowers? Growers who formerly paid $30 a ton for fertilizers are now paying $55; lumber, paper, coal, labor, etc., have nearly doubled in price, and still the price of flowers does not increase. The growers pay the coal bills and all the cost of production—the commission men fix the prices. All surplus stock is a waste and a greater loss to the growers now than ever before. Mr. Poehlmann said it took 39,000 tons of coal to heat their greenhouses last year, and the increased cost of coal ought to cause growers to get together and establish a price that would bring them returns commensurate with the increased cost of doing business.

Nick Wietor spoke of the tendency there is among some wholesalers and retailers to go both East and West for stock when the same stock is to be had in the Chicago market. He touched on the shipments of Chrysanthemums from California and American Beauty Roses from Eastern growers. 'Mums from California, grown by cheap Japanese labor, hurt the Chicago market, not so much by the stock that comes to this market, but it cuts off all the large trade there has been in 'Mums from this market to the large cities farther West. Robt. Newcomb, who has been on the Pacific coast for several months, stated that the florists in all the large cities farther West ceased to grow 'Mums and depended entirely for their supply from the Japanese growers in California.

Jas. Psenicka of Gross Point, Geo. Ball of Glenn Ellyn, Ed Muret of Park Ridge, and Otto Amling of Maywood all spoke from the grower's point of view. Mr. Amling said it was an impossibility to shut down half of one's glass from an economical point of view; the wear and tear of the property is worse closed down than in operation, and the investment brings no returns. He was of the opinion that Roses should never be sold for less than $4 per 100. Commission men who handle outdoor grown stock from farmers and others not regularly in the florists' business should discourage it in favor of growers who have large amounts invested and who ship stock every day in the year.

Anton Then, who is about to retire from business, and who has been in the trade in Chicago for over 30 years, said he had long since given up hope of ever getting the florists of Chicago to agree on anything; each one was afraid the other one might get the best of him, and they would not agree.

At the next meeting, which is to be held at the same place, the leading commission men of the city will be asked to be present and express their views of the situation from the viewpoint of the commission man.

Time for Sowing Perennial Seeds

Will be too late between Aug. 1 to 15 to sow seeds of following plants for next years' flowering, and what protection shall I give them during the Winter. They are: Gaillardia, Coreopsis, Shasta Daisies, Pyrethrum, Wallflower, Snapdragon, Polyanthus, Delphinium, Hollyhocks and Digitalis. I also would like to ask you to advise me if you know any perennial flowers of merit whose seeds would not be yet too late to sow for next year's flowering.—J. D., Great Neck, N. Y.

—We think it would be safe to sow the seeds not only of these perennials which you mention, but of all the other herbaceous perennials during the period Aug 1 to 15, and that they would be of sufficient size to Winter over safely and that they would make blooming plants next season. Of course, if you could transplant them into coldframes or sow the seeds in these frames and carry them over in these, even if they were set pretty closely together in the frames, this would probably be the safest and best way to Winter these perennials and would give you the best plants next Spring. If you have no glazed sash for covering the frames, sash covered with protecting cloth or burlap would answer the purpose very well.—J. H. S.

The Late James Dean

U. S. Post 325 Grand Army of the Republic holds Funeral Service

Funeral services over the late James Dean, its commander in 1894, were held by U. S. Grant Post 325, Grand Army of the Republic, Chaplain Stewart, officiating, at its headquarters 489 Washington ave., Brooklyn, N. Y., on Friday, July 19, at 2 p.m. Floral tributes from his many friends were banked around the casket of the deceased and an additional auto was filled with them. The usual simple but impressive ritual for the dead was followed.

A touch of pathos was added by the presence of his fellow Post comrades, none of whom was under 70 years of age and all of whom wore the full dress uniform of the Civil War period, together with many decorations, medals, etc., on their breasts.

Several members of the post eulogized their deceased comrade, praising him as a manly man who had led a life of service, and set an example by ministering to the sick, giving such attention to whatever duties beset him that he had proven to be an exemplar to all following him as commander. Another post member, Ex-police Inspector Miles O'Reilly, described Mr. Dean as a loyal man and a good citizen, pointing out the fact that it was due to such men as Mr. Dean, who offered their services and lives freely during the stirring times of 1861-5 when the States were threatened with division, that this one united and grandest country in the world is now in existence.

A touching ceremony at the close of the services was the laying on the bier of a wreath, a spray of white flowers, and a cycas leaf, as token of affection, symbol of purity, and symbol of final victory. An American flag lay on the breast of the deceased.

As the funeral procession slowly made its way into the lodge room the "last call" was sounded, and at the close of the service in the distance was heard a bugle sounding taps, once again repeated at a still farther distance.

Among the many present in addition to the family was David Deans, of Astoria, brother of the deceased, and other relatives. Representing the trade were a number of the members of the Association of Past Presidents of the N. Y. Florists' Club (of which the deceased was a member, having been president of the N. Y. Florists' Club in 1892), among these being Alex. S. Burns, 1890-91; W. Albert Manda, 1893; Walter F. Sheridan, 1901-02; C. H. Totty, 1907; A. L. Miller, 1910; Jos. A. Manda, 1912; Wm. H. Siebrecht, Sr., 1913, and Wm. H. Duckham, 1914. Robt. Craig and John Westcott, of Philadelphia; Winfred Roelker, Eugene, Henry and Paul Dailledouze; A. F. Faulkner of the *American Florist*; A. T. DeLaMare, and a host of other friends were present.

The funeral cortege proceeded to Greenwood Cemetery after the G. A. R. services, where interment took place.

Obituary

Allen D. Bixby

Allen D. Bixby, 48 years of age, florist of Manchester, N. H., while driving an automobile across a railroad crossing on the morning of July 7 was struck by an express train and instantly killed. Mr. Bixby tried to cross the tracks while the protecting gates were being lowered, and when over the rails his engine apparently stalled. Eyewitnesses shouted to him to jump from the car, and also tried to push the car back, but found the brake set. Mr. Bixby seemed bewildered and remained in the car. His widow survives him.

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219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

Scott the Florist
Buffalo, New York

Gude Florist
Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist
Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Schultz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch
CHATTANOOGA
TENN.
Office, 807 Market
The Leading Florist
100,000 feet of glass

Friedman Flowers
CHICAGO
ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange
CHICAGO
ILL.
25 E. Madison

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

CINCINNATI, OHIO
E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son
CLEVELAND
OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists
CLEVELAND
OHIO
735 Euclid Avenue

Westman & Getz
Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

If you have an order for flowers to be delivered in another city, glance through this directory first; if you find an advertiser properly located you can rely on him.

RETAIL DEPARTMENT

Retail Florists Should Increase Their Summer Sales of Hydrangeas

This article by Joseph H. Sperry dwells on the many uses of the Hydrangea as a Summer plant, with a talk on the side as to two kinds of salesmanship, proving which method works out best in the long run. The Hydrangea is without doubt an all around serviceable Summer plant; those who have traveled and observed its use and pliability for the different purposes mentioned will attest to this fact.

BEFORE telling how to make good the statement in our headline, we would, by the way of introduction, like to relieve our minds of a few thoughts which our subject remotely suggests to us. Here they are, without any kid gloves on them, and please do not become irate, if they chance to give you a jolt, but rather let them lead you to repentance and reform.

Some retail florists in their business follow out the theory that if the cut flowers which they sell their customers do not keep very long, they will sell them more flowers per year, and if the plants which their customers purchase after a little go to the "demnition bow-wows," their plant sales will be larger. For this reason they give little instruction, if any, to their patrons about handling the cut flowers which they purchase so that they will keep a long time, or in caring for the plants which are sold to them, so that they will thrive and give pleasure for many months, or even years, and come to be, as it were, the pet plants of the family.

There is another class of retail florists, men thoroughly well informed in their line of business, who never fail when selling cut flowers and plants to their customers to instruct them in a quiet, unostentatious way how to care for these so that they will keep in good condition the longest possible time. Now, Mr. Retail Florist, if you unfortunately are in the wrong class, you should make great haste to get out of it and to get into the good business class as soon as possible, for the retailers in the class to which you belong are men of limited business vision, and as time goes on will, because of their narrow mindedness find some of their customers leaving them and going to the far sighted broad minded florists of the good business class, and the volume of their own business decreasing yearly.

There is another result, too, of the way in which the florists of the wrong class do business — worse even than the ruination of their own individual business. We said that they drove some of their customers to buy of the florists of the good business class, and we may say further that they cause many others to become so dissatisfied with their purchases of flowers and plants that they cease altogether to be flower and plant buyers. In this way these florists retard the general volume of flower and plant sales to quite an extent from its normal increase.

Well, this is a pretty long introduction. Artemas Ward, the old time American humorist, used to deliver a lecture entitled, "The Babes in the Wood." After entertaining his audience with his humorous sayings for an hour or so, and just as he was thanking them for their kind attention, he would suddenly say, "Oh, I have forgotten to tell you anything about the Babes in the Wood; I will tell you about them some other time." If we do not get to our subject, the Hydrangea, soon, we will be in the Artemas Ward class, so "now we're off" to tell what a good plant the Hydrangea is for the retail florist to recommend to his customers for Summer use, and incidentally to make a few suggestions as to the condition in which he should deliver the plant to his customer, and how he should instruct him to care for it.

Do not, Mr. Man, say, "It is rather late to talk about Hydrangeas now," for what we learn this Summer, if we are not improvident, we can CAN for next Summer's use. We have in the blooms of the Hortensia varieties of the Hydrangea several different shades of blue, and of pink and of white. There is Otaksa, an old favorite, whose flowers are usually pink, but become blue in some soils and under some treatments. Thomas Hogg, another old favorite, with white flowers, and several beautiful French varieties which have largely superseded the older varieties, among which may be mentioned: Avalanche, white; Renée Gaillard, white; Madame Mouillière ,pure white with carmine eye; Madame Maurice Hamar, rosy pink; La Lorraine, dark rose; Bouquet Rose, amber rose; General de Vibraye, bright rose.

The first reason, then, why the retail florist will find the Hydrangea a good plant for Summer sales is because its flowers are of several pleasing shades of colors, and its trusses of bloom are large and showy, and because it is very floriferous and sure to flower under ordinary care.

Secondly, if the plant receives good care, the blooms will remain on the plant and retain their beauty for a period of from four to six weeks. We have now, in a 20in. tub on the lawn in front of our house, a Hydrangea whose blooms (which appeared on June 1) had not yet on July 20 entirely lost their beauty, and on which fresh blooms appeared from time to time during this period, the last of which will, no doubt, keep their beauty well into August. Is there any other semi-woody plant grown in receptacles which the retailer can recommend with confidence to his customers to bloom freely, if well cared for, during so long a period in the months of June, July and August?

Patriotic Window Display of the R. C. Kerr Floral Co., Houston, Texas
Designed and executed by M. C. Walker and E. C. Eichling

Thirdly, Hydrangeas are available for use in a wide range of sizes, from those growing in 6in. pots up to those in 26in. to 30in. tubs, and can be depended on to flower in all these sizes. This reminds us to say a word about the receptacles in which Hydrangeas may be grown. It is customary to grow the larger sizes, for instance, those requiring from 12in. to 30in. receptacles in tubs, because no other receptacles are available; It would be better to grow the smaller sizes also, which require from a 6in. to a 10in. receptacle, in wooden receptacles instead of in the ordinary clay pots, because the evaporation from clay receptacles is rapid and, when placed outdoors it is almost impossible to keep a Hydrangea in a clay receptacle sufficiently watered. Furthermore, plants in receptacles placed in the open or on the piazza or its rail or the steps leading up to it, are liable to be blown over by the wind, and when this happens a clay receptacle is usually broken but one of wood is uninjured. There is a way of preparing Hydrangeas in small sizes, either in clay or wood receptacles, which will make them easier for the buyer to care for, and will keep them in bloom longer. The method is simple and as follows: Wrap the receptacle from top to bottom with Sphagnum moss first, secure it in place with twine, then over the Sphagnum put a layer of green sheet moss and confine it there neatly with green twine. Instruct your customers to wet this moss covering freely, preferably with a sprinkler, whenever they water the soil in which the plant is growing. Explain to them that this covering, if kept wet, not only will prevent a too rapid evaporation of the water from the soil, but that the moss, itself, if the plant is in a half shaded position, will keep somewhat green, and add to the plant's attractiveness. Even the large tubs might with benefit to the plants be mossed in this same way, especially if placed in exposed positions.

We have previously touched on the matter of position, and this leads us to say that Hydrangeas, while preferring a partly shaded position may, in large sized tubs, be placed where they receive the full light. The small to medium sized plants can be placed just inside of the piazza railing on tables low enough so that the top of the receptacles will be about level with the railing, or on a board placed obliquely so as to rest on the railings just back of where they meet at the corners of the piazza, or, again, on the top of the posts at the foot and head of the steps which lead up to the piazza. They may also be placed directly on the ground in front of the piazza and near to it. This is an excellent position for Hydrangeas in receptacles of any size. Hydrangeas in tubs from 14in. upward are excellent for placing at intervals either side of the walk or drive which leads up to a house, and there is no other flowering plant so satisfactory for this purpose.

Hydrangeas require much water; when they are in a position exposed to the full sunlight they need to be watered copiously two or more times each day, and when you sell a Hydrangea to your customer you should try to impress upon him the necessity of watering the plant frequently and reguarly, and that water is the *sine qua non* in caring for a Hydrangea and further, that if in spite of this care, his plant wilts, he should change its position to one in which it will be partially shaded, especially from the midday sun.

Again, we would urge all retail florists not only to thoroughly inform themselves by observation and by reading how to best care for cut flowers and plants, but to patiently educate their customers in this matter for, by so doing, they will not only build up a large, profitable business, which they can hand down to others, but they will teach the public at large to have confidence in and respect for retail florists as a body of men who are well informed in their line, and who have liberal views of how it ought to be conducted, and of the relationship which should exist between them and their patrons.

F. T. D.'s Next Meeting

Albert Pochelon, secretary of the Florists' Telegraph Delivery Ass'n, wishes to let it be known through THE EXCHANGE that the F. T. D. "will have some live meeting in St. Louis, opening on the morning of the 20th of August at 10 a.m., and President Gude says that this means 60 minutes past nine, and not 65 minutes past nine." As the S. A. F. will not come into session until 2 p.m. there will be no conflict of hours.

It is intended that the meeting will be of just as much interest as was the annual meeting held in Cleveland last October, in fact, speaking from THE EXCHANGE'S viewpoint, we predict it will be even more enthusiastic, there having been so many happenings affecting the trade since that time, both favorably and unfavorably, and will probably be one of the most interesting features in connection with the coming S. A. F. and O. H. convention.

No shop complete without our Design Books. Let the FLORISTS' EXCHANGE send you full particulars of the best two ever issued.

· Directory of Reliable Retail Houses ·

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company DAYTON, OHIO
FLORISTS
112 South Main St.

The Park Floral Co. DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
Colorado, Utah.
1643 Broadway
Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

The L. Bemb Floral Co. DETROIT, MICH.
ALBERT POCHELON, 130-136 GATES ST
If we fill your order, our reputation is your guarantee of efficiency
Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS 95 Gratiot Ave.
WALTER G. TAEPKE DETROIT, MICH.

***SMITH,* THE FLORIST**
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service 1169 E. Jersey Street

POTTER FLORAL CO.
EL PASO, TEXAS

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

For Safety's Sake: In all your Telegraphic Business, consult The Exchange's Reliable Directory of Retailers.

New F. T. D. Members

Albuquerque, New Mexico .....Byron Henry Ives
Arkansas City, Kans., 525 N. 5th st., Arkansas City Floral Co.
Atlantic, Ia. .....Atlantic Greenhouses
Augusta, Me., 221 Water st.....Augusta Flower Shop
Brockton, Mass., 9 Main st.....Wm. W. Hathaway
Columbus, Ohio, 82 N. High st.....T. J. Ludwig
Fargo, N. D.....Shotwell Floral Co.
Harrisburg, Pa., 814 N. 3d st...Keeney's Flower Shop
Hillsdale, Mich., Railroad and Spring sts., Otto A. Stoll
Lincoln, Neb., 1333 O st.....Eiche Floral Co.
Marinette, Wis., 937 State st.....George Vatter
Mineral Point, Wis., W. Fountain st..."The Greenhouse"
New Haven, Conn., 1054 Chapel st...The S. H. Moore Co.
Newark, N. J., 376 Belleville ave., Joseph F. McDonough
New York, N. Y., 1966 Broadway..Frank E. Campbell
Newport News, Va., 3112 Washington ave., Henry C. Van Sant
Norwalk, Ohio, 12 Whittlesey ave...Charles E. Barton
Omaha, Neb., 319 S. 16th st.....Louis M. Rogers
Philadelphia, Pa., 3054 Frankford ave...E. W. Gaehring
Pittston, Pa., The William Street Florist, Mrs. M. H. Houser
Prairie du Chien, Wis.....Dial Garden Green House
Princeton, N. J., 40 Nassau st.....John Heeremans
Raleigh, N. C., Cor. Polk and Swain sts., J. L. O'Quinn
Richmond, Va., 207 N. 6th st.....Ratcliffe & Tanner
Rock Island, Ill., 1616 Second ave, The Flower Shop (Joe Tuckis)
Salt Lake City, Utah, 61 E. Second ave. S. Bailey & Sons Co.
San Antonio, Tex., 109 Avenue D....Hauser Floral Co.
Sedalia, Ohio, 512 S. Ohio st.....State Fair Floral Co.
Springfield, Ill., 217 S. 5th st.....A. C. Brown
Steelton, Pa., 157 N. Front st...Keeny's Flower Shop
St. Catherines, Ont., 104 Queenston st...Robert L. Dunn
Topeka, Kans., 520 Kansas ave.....C. E. Hubbard
York, Pa., 125 E. Market st.....Charles E. Smith
Yonkers, N. Y., 3 Manor House Square..R. T. Broderick

Essential Follow Ups to Successful Advertising

Looking out into the broad expanse of this great country of ours during my travels of the past seven or eight years and reviewing the success of the retail florists generally, I found that those who used advertising in its true form to help their business, succeed more quickly than those who do not. Of course, there are exceptions, but broadly speaking, why should they not succeed?

In the first place, he who is broad enough to advertise his products must secure the best possible flowers to insure their sale. Then he must purchase quantities large enough to insure his efforts after he has created the desire for his product. Automatically, he must create a delivery system to take care of this demand, and then he must surely have office system to look out for his accounts, etc., so that his desire for an advertising campaign brings out all functions essential to the success of a first class florist.

It makes for better business, and incidentally, the florist who uses advertising is open to opportunities for the better grower to tie up to him, as he is creating a market more readily than the florist who does not advertise; hence, his turn-over is greater in quality, freshness and volume.

Moral: Does it pay to advertise? Try it and see.

HENRY PENN,
Chairman National Publicity Campaign.

Catering to the People Who Are Buying Flowers Now

Using the war as an excuse for economy, the people who heretofore were the largest buyers of flowers for social entertainments, dinners, etc., have practically ceased buying. This is the rich class. But there is another class which is making more money than ever before and spending it freely for flowers. These are people who have always longed for the beautiful, or for what they considered the luxurious. This class is much larger than the very rich, and offers a field of unlimited possibilities for the florist.

These people are beginning to believe, thanks to the efforts of the Florists' National Publicity Campaign, that flowers are taking their place as essentials in these war times, when the things of the spirit are so much needed, not only by our boys, both before they go into the trenches and after they return home, but as well by the folks back at home who are facing problems in the every day grind, without any applause, or without any cheer of bands playing. Flowers produce the same psychological effect upon one at home that music produces in lightening the spirits of the soldier. Witness the military band in every regiment, the value of which is well known to military science. American business

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, *THE FLORIST*
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST ANDREW W. WELCH GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co. INDIANAPOLIS, IND
241 Massachusetts Ave
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist,* Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

. Directory of Reliable Retail Houses .

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL
SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST 1879
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's
Nashville, Tennessee
200,000 Feet of Glass

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers. Test it for yourself.

men are rapidly awakening to the fact that psychological effects are a potent influence upon the buying public.

A striking case in point is that of a prominent Detroit club man who had been a large buyer of flowers for commercial entertainments as well as social, and after war was declared, although making more money than before, began to constantly reiterate the statement, "Don't buy flowers, buy flags." The constant repetition of this statement so impressed itself on the mind of a prominent local florist that he decided to find an opportunity to convert this club man to the proper use of flowers. The opportunity soon presented itself, the club man being taken seriously ill and sent to a hospital. Mr. Florist sent him three flags with a card, feeling sure that the lesson would "soak in." It did. Not to be harsh, however, before the man's discharge from the hospital, he sent him a beautiful bouquet of red, white and blue flowers, mixed with flags. Needless to say, the man was thoroughly cured.

The writer, in a recent interview with Mr. Pochelon of Detroit, confirmed her own opinion that the flower buying public of today is the great middle class who have more money than ever before, and who are spending twice as much for flowers as before the war. It is therefore only good business and a common sense conclusion to cater to this class of trade. This opinion is confirmed by all the enterprising, wide awake florists throughout the country.

In conclusion let us say that it is money in the pocket of every florist to advertise the fact that flowers are for everyone—not alone for the rich—and that they are essentials, not luxuries. D. B.

Conserving Ice

Ice is costing more every year, and the price of ammonia and ice-making equipment, as well as of electric current, have reached such high figures that it has become extremely expensive to operate a refrigerating plant. Therefore it is essential that as much ice be saved as possible, and this can only be done through preventing warm air from entering the refrigerators.

In many florists shops old ice boxes have been in use for many years. The fastenings have become worn or loose, and probably the rubber stripping has become hard and dry or has rotted, so that it does not take a firm grip on the doors or casings; thus cold air leaks out and warm air gets into the refrigerator. This greatly increases the cost of keeping the refrigerator cold. However, the largest waste is found in the frequent opening and closing of doors. In some cases the box is not equipped with small end or side doors; thus the large door has to be opened every time a vase of Roses or other flowers is shown a customer, or stock taken out. If the refrigerator is equipped with small doors, there are more openings, it is true, which it is harder to keep airtight, but if the small doors are properly fitted a big saving can be effected by placing stock properly so that it can be reached through a small door. All boxes should be equipped with plenty of glass so that the customer can see the stock without its being necessary to open doors to show it to him.

In the large one-door boxes it is necessary to enter the box every time stock is needed. However, even in such cases it is not necessary to take the customer inside, and it should be a rule of the store not to allow customers to enter the refrigerator. The temperature in the ice chest rises several degrees in a very short time after a person steps inside, and of course this is still greater in the case of two persons, especially on a hot Summer day, as may be noted from a thermometer hung in the refrigerator. Customers, too, will often remain in the refrigerator longer than is necessary. Moreover, these sudden changes in temperature are bad for the flowers. The effect on the ice bill of enforcement of the rule just suggested will certainly be noted very soon after its adoption. Clerks also will sometimes visit the refrigerator oftener or stay longer than is necessary, especially on a hot day, and this practice, besides increasing the cost of operation, is bad for the clerk, as it may produce rheumatism.

The best solution of the ice problem is to use refrigerators of modern type, which it is not necessary to enter in order to obtain stock. However, many florists who have ice boxes of the older styles cannot afford to replace them, so it becomes necessary to find ways to operate them on as economical a basis as possible. Judging from some of the Government reports relative to ammonia and the manufacturing of ice, and the need of conserving these articles, thus also conserving coal, it would not be at all surprising if ice prices went considerably higher than they are now, and regulations may eventually be adopted to conserve ice by limiting the quantity to be used. A. W. Williams.

NEWARK, N. J.
Begerow's
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger
883 Broad St.
NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass.
And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST
Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE
135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

NEW ORLEANS, LA.
38 Canal St.
U. J. Virgin
TEXAS, LOUISIANA AND MISSISSIPPI ORDERS TAKEN CARE OF

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 MADISON, 359 SQUARE}
Our Motto: THE GOLDEN RULE
We Guarantee Satisfaction

A. J. Bunyard
FLORIST
NEW YORK
413 Madison Avenue at 48th Street

Procure your copies of the Album of Floral Designs, the most popular book for the retailer NOW. The edition is running low, and owing to the high cost of paper and other materials the new edition will be advanced in price. Send for descriptive circular F. before ordering.

. Directory of Reliable Retail Houses .

New York

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916
Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.

Alex McConnell NEW YORK 611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK

Young Inwood 42 West 28th St. NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

NORFOLK, VA.
Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

In its Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

Henry Penn, of Boston, has another new idea which he entitles:

Conservatism, Even in a Card

To help along the idea of conservation Mr. Penn introduces a new business card, the design of which he has copyrighted, and which reads in this way:

When you think of Flowers—
Think of Penn

In the lower left hand corner is a reproduction of the well-known signature of Penn, the Florist, accompanied by the copyrighted notice. The card measures 3¾in. wide and 2¼in. deep.

Mr. Penn asks us to tell him what we think of the idea. Like many of his publicity moves this new card is what we would term a rattling good idea, or a fine advertising "stunt," as the advertising writers call anything that appeals, and is made doubly effective for the reason that for many years Mr. Penn has used this distinctive signature on all his stationery, so that the customer and even strangers once seeing it recognize the emblem, its neatness and compactness combining the acme of advertising originality.

Slogans and Signatures

This leads us to add a line having to do with slogans and signatures. Every progressive house should have a slogan and likewise possess a distinctive signature. The latter can be used with effectiveness in printed matter whether applied for purposes of boldness and strikingness or for small cards, as in the present case. Such a signature should be free from excessive decoration, and its reproduction should be through what is called the "line" process so that it could be used with equal clearness on either coated or rough paper; in other words it should be done in line drawing, and a good artist can design striking effects even for line work.

The house slogan has of course to be something distinctive from an association slogan, and both of these can be used freely, each one in its place.

The use of slogans and distinctive signatures possess cumulative value for advertising purposes in towns and cities of any size. Many business houses are known by their slogans.

Flowers for Rest Rooms

"Usual business being shattered by the war," says H. P. Knoble, of Knoble Bros., Cleveland, Ohio, "florists must be alert in suggesting and creating new uses for their wares. As an illustration, thousands of women are being employed in the workshops, thus necessitating rest, reading and recreation rooms, which institutions will undoubtedly be permanent, as woman has found her place in the industrial world. On the point that the presence of flowers is necessary in those places in order to get the desired atmosphere, most employers will be found open to conviction. We have already booked a number of contracts for this purpose and we confidently look forward to the creation of much profitable business in this particular field."

J. McL.

Should Clerks Know Cost of Goods?

[Consul Fred C. Slater, Sarnia, Ontario, Canada.]

A recent issue of the Canadian Grocer has a very interesting article under the heading "Should clerks know the cost of goods?" This publication put this question to merchants in Canada from ocean to ocean. By far the majority replying are in favor of giving the clerk this information; while some are opposed to it, and others compromise their answer by favoring the giving of such information only to certain trusted confidential clerks.

The arguments in favor of the proposal are variously given, but the key to the different statements appears to be that you must trust a man in order to make him trustworthy; that clerks who know these secrets take more interest in the business, are more efficient and are able to talk more intelligently to customers, besides entertaining a better feeling toward their employer.

The negative replies do not advance much reason other than that the clerk should not know the firm's secrets, for when once entrusted with such secrets he is not liable longer to regard them as such. One reply to this question came from across the line in California, where a large establishment employing over 400 clerks gives an answer decidedly adverse to the idea, stating that clerks knowing the private cost mark are liable to overstep their authority and sell goods lower than they ought.—*Commerce Reports* 158, *July* 8, 1918.

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Successors to H. W. FIELD *SMITH COLLEGE FLORISTS*
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Trade Mark "We Serve You Better"
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AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
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PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
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Macnair, Florist

Roanoke, Va.
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Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

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We reach all Western N.Y. Points

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FOREST CITY GREENHOUSES
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SAINT LOUIS, MO.
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All orders by Telegraph or Telephone most carefully executed at once. Floral designs a specialty.

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SCOTTWOOD GREENHOUSES
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Nothing approaching the scope of this book has ever before been presented to the trade, and the present prices are within the reach of all.

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Invest 50c. for a sample copy, and then follow up with an order for a quantity for your agents
Descriptive circular will be sent free on application

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Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

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Gude Bros. Co.
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Deliveries to all points in New England
125,000 Square feet of Glass

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WHAT ARE THEY?
They are the different Fraternal Emblems fancifully and artistically embossed in gold on 4-inch heavy paper circles.

HOW ARE THEY USED?
The gummed backs are attached to chiffon, ribbon, door sprays, sprays, pillows, wreaths, casket covers or any floral piece.

WHAT ARE THE ADVANTAGES IN THEIR USE?
They save time, freight, express, space and expense of fraternal wire designs. Any Fraternal Order can give a floral piece of any price, and yet convey the fraternal spirit by the use of FRAT-M. Fraternal Orders are buying them to place on the door badges of deceased members. Frat-M'S will get you some of the millions of dollars that fraternal orders are spending annually.

WHAT DO THEY COST?
They cost you 20c. each or $2.00 per dozen, cash with order. An order of two dozen will get the exclusive use of FRAT-M'S for you for one year if you live in a town of less than 25,000 population. They put you ahead of the "Come and Get Me" competition and create no end of favorable comment.

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FRATERNAL EMBLEMS

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Manufacturers of Florists' Supplies
Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.

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Huckleberry Foliage
$1.75 per case.

Per bag of 100 sq. ft.
Natural Log Moss - - - $1.75
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CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
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Eagle Wire Works
Manufacturers of Florists' designs of all descriptions
Satisfaction guaranteed
Catalogues on request
CLEVELAND, - - - OHIO
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The Florists' Hail Association
Rate of insurance from Nov. 1, 1917, to Nov. 1, 1918, will be twenty cents per hundred sq. ft. of single thick glass, and eight cents per hundred sq. ft. of double thick glass. For particulars address
JOHN G. ESLER - SADDLE RIVER, N. J.

Lancaster, Pa.

The retail business occupies the same position it did a week ago, with just about enough business to meet current expenses. The victories we are winning over on the other side have put a jubilant note into the people of Lancaster that will no doubt be felt in business from now on, and optimism is the order of the day.

Out at Leola, Willis B. Girvin, with John Shoenberger as manager, is going ahead with a view of having the best Winter he ever had. 'Mums Chadwick and Nonin are planted, with one house of Pompons; they are all looking good. His Carnations are nearly all planted, some from the field and some from pots, the varieties being principally Matchless and Mrs. Ward. He will have some Matchless to sell from the field. Roses have been tried out on this place and not found wanting, as arrangements are being made to increase plantings as soon as business conditions become normal. Mr. Girvin is especially well pleased with Hill's Columbia and very likely any money invested in stock will be put into that variety. One house will be planted to Killarney for Summer blooming. Mr. Girvin, like Mr. Barr, has an immense farm, and Tobacco is one of the big propositions on it, along with the regular rotation of crops practiced in this county from time immemorial and just recently discovered to be the proper method by the rest of the world. He has about an acre of Asters Crego and Royal, the latter just beginning to come into bloom and both looking fine. In fact, Asters all through this section are extra good.

Lancaster Co. Florists' Association

With a bright sky overhead, a touch of real Summer weather and about 125 people out for a good time, the picnic at Avondale, the farm of Ex-President B. F. Barr, could not well be anything but a success, and a great success it was. As out of town guests we had with us T. J. Nolan of New York, Philadelphia, North Tonawanda, Scranton and Lancaster; D. J. Keohane of the Henry F. Michell Co., Philadelphia; C. U. Liggett of Philadelphia; Ralph Eaby from the Pennsylvania Seed Farm, Paradise, Pa.; Mr. Marshall of Kennett Square, with his wife, daughter, sister and mother. Wm. F. Therkildson of W. Atlee Burpee & Co. and S. S. Pennock, who expected to be with us, wired their regrets.

The formal garden was the first attraction and this is improving every year the hardy end of it—and proves both a delight and an education to florists. The beds of Petunias, Verbenas and Heliotrope Bruantii were just in their prime, the only spot not in its full beauty was the Roses.

The second attraction was the acres upon acres of evergreens in every stage of growth from the rooted cutting or seedling to the finished product, waiting for a buyer. To name them would be to issue a catalog. Sufficient to say that they are in good shape; his deciduous trees are equally good.

The Peony acreage has been increased, and a start was made with perennial Phlox that will no doubt eventually be planted by the acre. Several very good seedlings have been developed among the Phloxes, two of which will no doubt be heard from later on.

The farm end contains some 13 acres of Tobacco, and immense tracts of corn, some of which is just coming up, and Mr. Barr was asked if it was intended for next year's crop.

Coming back to the house and lawn, the sports were pulled off under the direction of Mrs. B. F. Barr, Mrs. Albert M. Herr, Mrs. Elmer Weaver and Mrs. Lemon Landis, with the following as winners: Ruth Baer, John Landis, Robert Snodgrass, Paul Weaver, Francis Fine, Harry Rohrer, Esther Kreider, D. Irwin Herr and Elizabeth Hershey. Suitable prizes were awarded, and the older people enjoyed themselves with bowling on the green, croquet, quoits and card playing, with a few sitting on the grass discussing the fuel situation and kindred subjects.

About 4 p.m. we heard the whistles blowing and the bells pealing in Lancaster, and a rush was made for the telephone to get the news, which, turning out to be the first decisive victory for our boys on the other side, the day, July 18, 1918, was especially enjoyable.

At 6 o'clock lunch was partaken of, some enjoying it in family groups, and some in community groups, all having an

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	11.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 6 x 7	$9.70

Bouquet Boxes

	Per 100
19 x 9 x 8	$10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY

$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

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WHOLESALE FLORISTS
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We Manufacture Our Own - -
FLORISTS' SUPPLIES
METALS WIRE WORK and BASKET WORK

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Office and Salesroom
134 West 28th St., NEW YORK CITY
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Dealers in FLORISTS' SUPPLIES
Our specialties—Wheat Sheaves and Baskets
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WIRED TOOTHPICKS

10,000 $2.00; 50,000, $8.75

Manufactured by

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Samples Free. For Sale by Dealers.
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Huckleberry Foliage

$1.75 per case

	per bag of 100 sq. feet
Natural Log Moss	$1.75
Perpetuated Sheet Moss	3.50

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INCORPORATED
Wholesale Commission Florists
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PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.

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Hanging Baskets, Wire Lamp Shade Frames and all Special Wire Work to order

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abundance; the club supplied the coffee and ice cream to complete the meal.

About 9 p.m. found us bidding our host and hostess a fond farewell, and hoping that the next picnic would be an equal success.

This was meeting night of the club, but no business was transacted; it was all deferred until we meet at the home of President Elmer Weaver on Aug. 15.

ALBERT M. HERR.

Scranton, Pa.

The twelfth annual outing of the Scranton Florists' Club was held July 12 at the MacDonald Cottage, Falls, Pa. The weather was perfect and a delightful time was enjoyed.

On Wednesday evening, July 17, the secretary of the club entertained at his home, in honor of Raymond MacDonald, son of Mr. and Mrs. William MacDonald. Moosic, Pa., who is joining the Colors. After luncheon, A. Schultheis presented Raymond MacDonald, on behalf of the club, with a black leather comfort kit. Charles Rivatsos presented him with a khaki kit.

The club also presented a kit to Francis Moran, a member of the club, who left on the 15th to serve his country.

M. H. H.

Annual Outing Group at the Scranton Florists' Club
See Scranton newsletter above

DAGGER and FANCY FERNS.

New Crop, Now Ready. $1.00 per 1000
All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.
BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c. per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted. Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens

Telegraph Office, New Salem, Mass.

CROWL FERN CO.
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THE KERVAN CO.

Fresh Cut Decorative Evergreens of all kinds
New Crop DAGGER FERNS
Largest stock in America. Write for our Illustrated Catalog of Greens and Florists' Supplies
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M. RICE CO.

Buy "Keystone Quality" Florists' Supplies
PHILADELPHIA, PA.

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JOS. G. NEIDINGER CO., Florists' Supplies

1309-11 North Second Street, PHILADELPHIA, PA
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PREPARED
Magnolia Leaves

IN CASES OR CARTONS
Pass us your orders
THE RUMBLEY CO.
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F. E. Ads Give Good Results

Miesem's **LILIES** Every Day

Shipping Quality **ROSES** in All Varieties.

ASTERS, GLADIOLI

Shipments Solicited from Growers of Good Summer Stock

Special attention given out-of-town shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

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51 West 28th Street Telephones 420-421-422 FARRAGUT NEW YORK

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IN TIMES OF WAR AS WELL AS TIMES OF PEACE

We find ourselves doing a large volume of business. We require heavier arrivals of Staple-Stocks, especially of Roses.

Come in and grow with us!

THE HENSHAW FLORAL CO., Inc.

A. M. HENSHAW, President

127 West 28th Street NEW YORK

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M. C. FORD, *Wholesale Florist*

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ROSES in all the leading varieties CARNATIONS of high quality

Longiflorum and Rubrum LILIES throughout the year

LILY OF THE VALLEY. All Other Flowers in their season

P. J. SMITH, *Wholesale Florist*

TELEPHONES Farragut 2281, 3089 131 W. 28th St., NEW YORK CITY

New York City

The Market

July 23. The pronounced features of the wholesale cut flower market this week are a large supply of Roses, Gladioli and early Asters, with a demand entirely inadequate to use up the daily arrivals in regular sales.

The supply of Summer Am. Beauty Roses is large and accumulations are the order of the day because of the small demand. Special grade blooms are selling at from 5c. to 25c. each and other grades at corresponding prices. The supply of hybrid tea Roses is very heavy. Daily sales fail to use up all of this and the part which is held over until the next day is disposed of at buyers' prices. Top grade blooms are selling at from 3c. to 5c. each in general, with small sales of extra choice varieties at somewhat higher prices, as per quotations in price list. Bottom grade blooms are selling at from 25c. to $1 per 100.

The arrivals of Carnations are small, the best selling for about $2 per 100. The supply of the preferred varieties of Cattleya orchids is not large, but there are more than enough of those varieties which are not favorites with buyers. A few of the variety Harrisonii sell for 10c. to 15c. each, the rest going for little or nothing. Even choice blooms of C. gigas, which are not over abundant, so small is the present demand, are selling from 60c. to 75c each. There is a small supply of both white and pink Lilies, the former selling from $4 to $6, and the latter from $3 to $4 per 100. The pink Lilies are especially slow sellers. Lily of the Valley is meeting with little demand at $2 to $4 and, occasionally, $6 per 100.

Asters and Gladioli are the leaders in Summer flowers. The former are selling at from 50c. to $2 per 100 with occasional sales at $3.

There is a full line of all other Summer flowers, both annuals and perennials, which meet with a moderately good demand at quoted prices. Indoor grown greens are moving slowly, both on account of the general daily market conditions and because they now have to compete with the branches of the edible Asparagus which are offered on the street in the wholesale district at a small price.

News Note

Although the S. A. F. convention at St. Louis, Mo., is less than a month away, we so far hear very few of the members of the craft in New York City and vicinity declaring their intention of attending the convention. Perhaps, however, as the times draws near for the opening of the convention and the weather grows a bit cooler, the desire to again shake hands with old time friends from various parts of the country will lead the usual number to journey to the hospitable city of St. Louis.

J. S. Fenrich, 51 W. 28th st., and his family are now at his Summer home at Bradley Beach, N. J. Mr. Fenrich is commuting daily between Bradley Beach and his place of business in New York City.

Wm. Iler, head salesman for E. C. Horan, is now taking his annual two weeks' vacation.

George Bradshaw and Charles Kessler, salesmen for Wm. Kessler, are now on their annual vacations and Wm. Kessler himself is holding the fort during the absence of these head salesmen.

J. K. Allen, 116 W. 28th st., is keeping his own books while his bookkeeper is enjoying her annual two weeks' vacation. Mr. Allen, as is well known, has been engaged over 30 years in the wholesale florist business, and there is no part of the business, whether the selling or bookkeeping or anything else, which he is not able to attend to thoroughly.

H. E. Froment, 148 W. 28th st., one of the largest receivers of Roses in this city, or any other, is, during the present two weeks, holding the job of his bookkeeper, Miss Mabel Conkling, and his head salesman, Phillip Ditzenberger, while they are on their vacations. Mr. Froment expects to take his usual vacation later in the season.

The Greek American Florists' Association will not hold its usual outing this year. The association feels that on account of the present war, involving nearly all the nations of the world, that they should use the money which would be spent for such a festive occasion for patriotic purposes.

Tom Wolf, from Waco, Tex., has been spending a few days in New York while on his way back to his native city.

N. Pappas Co. has recently moved from the main floor of 112 W. 28th st. into a part of the store at 110 W. 28th st., and B. Rosens & Sons, who have occupied the first floor at 112 W. 28th st., are now occupying both the first and main floors.

Several of the wholesale florists are now closing at 4 p.m. or earlier each day.

Edward J. Garrity, 25 Broad st., New York City, has been appoined temporary receiver of all the property of the Barney B. Jacobs Co., Inc., 114 W. 28th st., under a bond of $14,000 for the discharge of his duties as such receiver.

Plants Wanted at Camp Mills, N. Y.

A. L. Miller, florist and nurseryman, of Sutphin road and Rockaway boulevard, Jamaica, N. Y., recently mailed the letter which follows to some 150 growers on Long Island and to all the New York seedsmen:

The officers of the Labor Company at Camp Mills (L. I.), N. Y., whose duty is to beautify the grounds, have asked me to aid them in securing plants for that purpose. We all know how barren the camps look, and with a few plants they can be made a beauty spot, a delight to the eye.

The season is about over for selling plants and as a rule all we florists have a surplus of our stock. Any kind of plants that we can furnish will be acceptable. Do your share in this good work and drop a postal card at once to Captain Frank G. Moreau, Prison Officer, Camp Mills (L. I.), N. Y., or myself, and the plants will be called for. This is another appeal to the florists' patriotism and we are asked to respond freely and generously.

Let us join together and do our share. In this way we can help make the officers and boys at Camp Mills strong and gay, giving them courage to meet the enemy "over there."

Mr. Miller adds: Up to present writing we have received favorable replies from the following: Clarence Ankers, Rockville Centre, N. Y.; Jos. Wachtel, Catherine st., Jamaica, N. Y.; Geo. Donnelly, Aqueduct, L. I., N. Y.; Fred Marquardt, Middle Village, Brooklyn, N. Y.; Geo. J. Wackenhut, Middle Village, Brooklyn, N. Y.; Louis Schmutz, Flatbush, Brooklyn, N. Y.; D. Y. Mellis, Flatbush, Brooklyn, N. Y.; J. Ebb Weir & Co., Fort Hamilton ave., Brooklyn, N. Y.; George Rogers, Hempstead, L. I., N. Y.; John Fieber, Metropolitan ave., Brooklyn, N. Y.; John Bracker, East Williston, L. I., N. Y.

Mr. Miller will be glad to hear from others favorably disposed.

Boston

The Market

July 23.—There is not much doing in the wholesale flower market and Midsummer dullness prevails. There is a goodly quantity of flowers arriving daily and the quality in most cases is quite good.

Am. Beauty Roses are in considerable supply but, although the quality of the flowers is good, demand is but moderate at 4c. to 25c. There is an ample supply of good hybrid tea Roses which have only a moderate call at this time. Prices vary from 1c. to 10c. apiece, the latter price is for Hadley, Russell and Ophelia.

The supply of Carnations is diminishing and with the intense heat of the past two days the quality in future won't be as good, price holding well at 50c. to $2 per 100.

The supply of Cattleya orchids is not large and prices are from 50c. to 60c. per bloom. The supply of longiflorum is limited with prices holding well at 6c. to 10c., although the call for them is per bloom. The supply of Longiflorum is Valley is small, it sells at $6 to $10 per 100. Sweet Peas are of good quality and selling fairly well at 50c. to $1 per 100. Centaureas, Gypsophila, Larkspur, Gladioli and several other Summer flowers are abundant and moving slowly. There is a plentiful supply of greenery. Hydrangeas and Boston ferns are practically all the plants offered at this time.

The Picnic

The program for the Gardeners and Florists' Club picnic, taking place July 24, is out. There are 25 numbers on the athletic list, three baseball games, a foot ball game and a tug of war, commercials vs. private gardeners. There will be a big gathering if the weather holds good.

Robert Montgomery and family have gone to Bustens Island, Me., to spend the remainder of the Summer at his beautiful cottage.

As usual at this time the beautiful field of the new Chinese Lily, Lilium myriophyllum, is drawing a good deal of attention and there are many florists who make the trip to Roslindale to see it. The severe Winter had no effect on these Lilies; they are perfectly hardy and are as showy as ever.

Martin Wax of the firm of Wax Bros. on Tremont st. is spending a month at Grand Lake Stream where he enjoys excellent fishing.

WRITE for our market letter on local conditions, if you are a shipper of flowers.

We are in close touch with the market and keep our shippers well posted.

We never fail to please them when it comes to making returns—the prices secured are the highest obtainable and settlements are made without delay.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.

111 WEST 28th STREET, NEW YORK CITY

When ordering, please mention The Exchange

C. Bonnet G. H. Blake
Bonnet & Blake
Wholesale Florists
130 Livingston St., BROOKLYN, N. Y.
Telephones: Main 1293-4
OUT-OF-TOWN ORDERS CAREFULLY ATTENDED TO
Give us a trial

Cut Flower Exchange
Sixth Avenue and 26th Street
COOGAN BUILDING, NEW YORK
Open Mornings at Six o'clock for the Sale of Cut Flowers. After Nov. 1, closed on Sundays
Wall Space for Advertising Purposes For Rent
V. S. Dorval, Jr., *Secretary*
When ordering, please mention The Exchange

Henry M. Robinson Co.
Wholesale Florists
Consignments solicited
55-57 West 26th Street New York
Telephones: 13 and 3180 Farragut
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D. FEXY
Wholesale Commission Florist
106 West 28th Street
NEW YORK
CONSIGNMENTS SOLICITED

Established 1888
GUNTHER BROS.
Wholesale Commission Florists
110 West 28th Street, New York
Telephone, Farragut 551
Consignments of Choice Flowers Solicited

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Wholesale Commission Dealer in
CUT FLOWERS
28 Willoughby St., BROOKLYN, N. Y.
Telephone, Main 4591

RIEDEL & MEYER, Inc.
Henry C. Riedel *Wholesale Florists* Meyer Othile
Seasonable Flowers of all kinds
The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignment solicited.
19 WEST 28th STREET, NEW YORK
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SERVICE
Our classification of stock and index thereto were created solely for the benefit of the buyer, whose welfare is our constant study. As this is the man you are after, Mr. Grower, our advertising columns make a direct appeal to you. Try our next issue. Forms close Tuesday night.

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WHOLESALE COMMISSION FLORISTS
GROWER AGENT
55 and 57 West 26th St. N.Y.

HEADQUARTERS FOR NOVELTIES
ORCHIDS A SPECIALTY
THE HIGHEST GRADE OF VALLEY ALWAYS ON HAND
GARDENIAS, DAISIES, ROSES, CARNATIONS
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WHOLESALE FLORISTS
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148 WEST 28th STREET TEL. {300 301} FARRAGUT NEW YORK
THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, and WARD ROSES
VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON
When ordering, please mention The Exchange

New York Cut Flower Market
Up to Tuesday, July 23, 1918

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	8.00 to 25.00	Adiantum Cuneatum	.20 to .25
" Fancy	6.00 to 12.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 6.00	Antirrhinum, per bunch	.10 to .15
" No. 1	2.00 to 4.00	Asters	.50 to 3.00
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	1.50 to 2.50
Killarney	.25 to 3.00	Ordinary	.50 to 1.00
Killarney Brilliant	.25 to 3.00	Delphinium, per bunch	.15 to .25
White Killarney	.25 to 3.00	Ferns, per 1000	1.75 to 2.00
White Killarney, Double	.50 to 4.00	Galax, green and bronze, 1000	..... to 1.00
My Maryland	.25 to 3.00	Leucothoe, per 1000	4.50 to 7.00
Hadley	1.00 to 6.00	Gladiolus	1.00 to 3.00
Hoosier Beauty	.25 to 4.00	Lilies, Longiflorum	4.00 to 6.00
Key	2.00 to 15.00	" Rubrum	3.00 to 4.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Lily of the Valley	2.00 to 6.00
Mme. Pl. Euler (Prima Donna)	.50 to 6.00	Mignonette, per doz	.10 to .25
Mrs. George Shawyer	.25 to 3.00	Orchids, Cattleyas	10.00 to 75.00
Sunburst	.25 to 3.00	Smilax, per doz., strings	.75 to 1.00
Mrs. Aaron Ward	.25 to 3.00	Sweet Peas, Spencers	.15 to .50
Lady Alice Stanley	.50 to 4.00		..... to .....
Ophelia	.50 to 5.00		..... to .....
J. J. L. Mock	1.00 to 5.00		..... to .....
Mrs. Charles Russell	1.00 to 6.00		..... to .....

All the New and Standard **ROSES**
Fine Grade **CARNATIONS**
and all Seasonable **CUT FLOWERS**
WALTER F. SHERIDAN, 133 WEST 28th ST., NEW YORK TELEPHONE, FARRAGUT 3532
When ordering, please mention The Exchange

WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses, Calendulas, Peonies
Spencer Peas, Valley and a Complete Line of Novelties
When ordering, please mention The Exchange

EDW. C. HORAN
55 West 28th St., NEW YORK
Telephones: {2560 2561} Farragut Cut Flowers at Wholesale
When ordering, please mention The Exchange

GEO. J. POLYKRANAS
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Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

George C. Siebrecht
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109 West 28th St., NEW YORK
Telephone, Farragut 608-609
The best source of supply in the city
ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS
Personal Attention—Consignments Solicited
Satisfaction Guaranteed
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All Seasonable Flowers
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107 West 28th Street, New York
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Wholesale Commission Florists
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AMERICAN BEAUTIES A SPECIALTY
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Established 1887
J. K. ALLEN
Pioneer Commission Dealer in Cut Flowers
Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
118 West 28th Street New York
Consignments of good stock solicited.
Phones Farragut 167 and 3058
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CONSIGNMENTS SOLICITED
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55 WEST 26th STREET
NEW YORK
Telephone, FARRAGUT 4559
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WHOLESALE FLORISTS
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54 WEST 28th ST. NEW YORK
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Over and above all, the first duty the florist owes to himself is to get physical possession without delay of his 50 per cent. allowance of coal

B. A. SNYDER CO. *Wholesale Florists..*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

When ordering, please mention The Exchange

ORCHIDS That are not rehandled and sold by the grower direct, are worth while
25 for $10.00 *Try a box*
DOLANSKY-McDONALD COMPANY
Wholesale Florists 256 Devonshire Street, Boston, Mass.

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo July 22, 1918	Cincinnati July 15, 1918	NAMES AND VARIETIES	Boston July 23, 1918	Baltimore July 6, 1918	Pittsburgh July 6, 1918
3.00 to 30.00	..... to	Roses—American Beauty	2.00 to 20.00	..... to	2.00 to 25.00
4.00 to 8.00	..... to	Hadley	2.00 to 10.00	..... to	..... to .....
6.00 to 10.00	3.00 to 8.00	Hoosier Beauty	2.00 to 10.00	..... to	2.00 to 10.00
..... to	..... to	Kaiserin Augusta Victoria	1.00 to 6.00	..... to	..... to .....
3.00 to 6.00	2.00 to 6.00	Killarney	.50 to 4.00	..... to	..... to .....
3.00 to 8.00	2.00 to 6.00	White Killarney	.50 to 4.00	..... to	2.00 to 10.00
2.00 to 6.00	..... to	Killarney Queen	.50 to 6.00	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	..... to	2.00 to 6.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 10.00	..... to	2.00 to 12.00
..... to	..... to	Francis Scott Key	2.00 to 8.00	..... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	..... to	2.00 to 10.00
3.00 to 8.00	..... to	My Maryland	..... to	..... to	2.00 to 10.00
6.00 to 8.00	..... to	Prima Donna	2.00 to 6.00	..... to	2.00 to 12.00
5.00 to 10.00	3.00 to 8.00	Ophelia	1.00 to 8.00	..... to	2.00 to 10.00
3.00 to 8.00	2.00 to 8.00	Richmond	.50 to 4.00	..... to	2.00 to 10.00
3.00 to 8.00	2.00 to 8.00	Sunburst	.50 to 4.00	..... to	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Brilliant	1.00 to 6.00	..... to	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Cecile Brunner	..... to	..... to	..... to .....
1.00 to 1.25	..... to 1.00	Adiantum, ordinary	..... to 1.00	..... to	1.00 to 1.25
1.00 to 2.00	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	1.00 to 2.00
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	..... to	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	..... to	.35 to .50
..... to	..... to	Asters	..... to	..... to	1.00 to 2.00
1.00 to 3.00	2.00 to 3.00	Calendula	.50 to 1.00	..... to	..... to .....
1.00 to 2.50	..... to 2.00	Carnations, Select	1.00 to 2.50	..... to	..... to 3.00
1.00 to 2.50	1.00 to 1.50	Ordinary	1.00 to 2.50	..... to	1.00 to 2.00
.50 to 1.00	..... to	Coreopsis	..... to	..... to	..... to 1.00
1.00 to 1.50	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... to	..... to	Delphinium, per doz	..... to	..... to	.50 to .75
..... to	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Gaillardias	..... to	..... to	1.00 to 1.50
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .12½
4.00 to 6.00	3.00 to 8.00	Gladioli	4.00 to 6.00	..... to	4.00 to 6.00
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
8.00 to 10.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	8.00 to 10.00	..... to	6.00 to 10.00
4.00 to 6.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to	4.00 to 6.00
..... to	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 60.00	..... to	40.00 to 50.00
..... to	..... to	Phlox	..... to	..... to	2.00 to 4.00
1.80 to 2.40	..... to 1.80	Smilax, per doz. strings	..... to	..... to	..... to 2.00
.50 to 1.00	.35 to .50	Sweet Peas	1.00 to 2.00	..... to	.50 to 1.00
..... to	..... to		..... to	..... to	..... to .....
..... to	..... to		..... to	..... to	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.

When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

When ordering, please mention The Exchange

(*Continued from page* 138)

Peter Fisher of Ellis, Mass., is to close up several of his greenhouses this Winter, just running enough greenhouses to take care of his home trade. His Carnation stock will be grown by Arnold & Fisher of Woburn.

Community Market at Hort. Hall

Through the co-operation of P. A. O'Connell, Suffolk County food administrator, and the Massachusetts Horticultural Society, a community market will be opened at Horticultural Hall on July 31. This market will be free for the disposal of surplus products of war gardens. The market will be open on Wednesdays and Saturdays until further notice. Applicants for space should apply to William L. Terhune, at 29 Mason st.

Welch Bros. Co. are making extensive alterations in their wholesale store on Devonshire st. Several large, handsome cases are installed, and the place is being painted all white.

Max Bornstein, who has been at the Co-operative Flower Market for eight years, has joined the Colors and is now at Camp Devens. R. C.

Chicago and the West

Inactive Market

July 23.—The satisfactory conditions prevailing for several weeks took a change the middle of the past week to a very inactive market. The hot wave being experienced has increased the supply and shortened the demand. The bathing beaches have offered a refuge to one-seventh of the population of the city during the past few days, and the parks and other Summer resorts have taken out of the city daily numbers of people whose thoughts turn not to flowers in the meantime. The shipping business is fair and local trade is confined mostly to funeral work.

There are enough Roses for all demand but the quality has deteriorated somewhat under the present weather conditions. Good stock of shipping quality is most in demand; short open stock finds but little sale. Carnations are scarce with the exception of some field grown stock which has commenced to come in. For funeral work Asters are taking the place of Carnations which will fill the void until the new crops come in later on.

Gladioli has taken a prominent place on the market and is to be had in quantities at all the wholesale houses. The local crops are all coming in and the newest and best varieties are to be seen everywhere. So far the prices have been satisfactory but the large amount to be disposed of daily has a tendency toward lower prices.

There are enough of Easter Lilies. The supply of Valley has also increased. Orchids are on the short list. Sweet Peas are in good supply, mostly outdoor grown, and meet with only fair demand. Gypsophila paniculata is a favorite among hardy outdoor grown stock, a large part of this supply comes from States west of here, where it is said to grow better. The supply of all outdoor stock, such as Snapdragon, Shasta Daisy, Coreopsis, Phlox, Delphinium, etc., is large and not in active demand. The supply of green goods is ample, the new crop ferns are of fine quality.

The genial Tom Wolfe of Waco, Tex., was a visitor this week on his return trip from the Elks convention at Atlantic City, N. J. He tells his friends here they may look for him at the convention in St. Louis next month.

News of the Week

Anton Then sold his greenhouse establishment the past week to Mrs. J. Fred Wustenhoff who will take possession at once. The Then establishment is one of the oldest and best known establishments in the city and is situated on Winnemac ave. on the north side. The property consists of 16 houses, all of which are in good condition. The business will be conducted along the same lines, and similar stock will be grown for the present as was done under the Then ownership. Mr. Then has been in Chicago about 52 years and the greenhouses were first constructed under his direction about 30 years ago, and have been maintained in good condition ever since. The new owner is not unknown to the trade of the city, having been connected with the trade in Wilmette and other points along the North Shore.

Robt. Newcomb, one of the best known salesman in horticultural lines traveling out of Chicago, has severed all business relations in this city and will in the future make his home in the West. The Miller Floral Co. of Farmington, Utah, has decided to open a retail establishment in Salt Lake City and Mr. Newcomb has been secured as manager. The store will be up to date in every way and is situated in one of the best locations in the city. Salt Lake City has now a population of 200,000, and the demand for plants and flowers has shown a wonderful increase during the past few years. The Miller Floral Co. operate 250,000 sq. ft. of glass at Farmington and grows an excellent line of plants and cut flowers that has in the past been sold chiefly at wholesale. Mr. Newcomb will remain in the city several days making purchases for the new enterprise. It is proposed to open the new store about Sept. 15.

"WORTH WHILE" QUALITY
Seeds · Bulbs · Plants For Florist Seedsmen Nurseryme
Florists' Flower Seeds a Specialty Seasonable Price Lists Mailed Upon Request
Winterson's Seed Store, 166 North Wabash Avenue, Chicag

When ordering, please mention The Exchange

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager *Wholesale Growers of Cut Flowers and Plants* 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE

When ordering, please mention The Exchange

Chicago, July 23, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty. Specials, per doz.	4.00 to 5.0
36-inch stems "	3.00 to 4.0
30-inch stems "	2.00 to 3.0
24-inch stems "	1.50 to 2.0
18 to 20-inch stems "	.75 to 1.0
Short per 100	4.00 to 5.0
Columbia	4.00 to 20.0
White and Pink Killarney	2.00 to 8.0
Killarney Brilliant	2.00 to 8.0
Milady	2.00 to 8.0
Mrs. Aaron Ward	2.00 to 8.0
Mrs. Chas. Russell	4.00 to 15.0
Richmond	2.00 to 8.0
Sunburst	2.00 to 8.0
Ophelia	2.00 to 8.0
Carnations, Select	2.00 to 3.0
" Ordinary	1.00 to 2.0
Asparagus plumosus, per bunch	.35 to .5
" Sprengeri, per bunch	.25 to .5
" plumosus, strings	40.00 to 50.0
Adiantum	1.00 to 1.5
Calendulas	2.00 to 3.0
Candytuft, per bunch	.35 to .5
Coreopsis	.50 to .7
Cornflowers	.50 to 1.0
Daisies	1.50 to 2.0
Delphiniums, per bunch	.35 to .5
Ferns, Hardy, per 1000	to 2.5
Feverfew, per bunch	.35 to .5
Galax Leaves, per 1000	to 1.2
Gaillardias	1.00 to 1.5
Gardenias, per doz	1.50 to 2.0
Gladioli	4.00 to 6.0
Leucothoe Sprays	.75 to 1.0
Lilium Longiflorum	8.00 to 10.0
Lilium Rubrum	3.00 to 4.0
Lily of the Valley	to 5.00
Mexican Ivy, per 1000	to 6.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas, per doz	6.00 to 9.00
Pansies, per bunch	.10 to .15
Shasta Daisies	1.00 to 1.50
Smilax, per doz	2.50 to 3.00
Snapdragons, per doz	.75 to 1.00
Sweet Peas	.50 to .75
Water Lilies	1.50 to 2.00
	to
	to
	to
	to

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchange

THE cool weather we have had has undoubtedly reduced the cut of flowers to some extent, but without the active demand there would have been more than enough flowers on the market.

ROSES. We have quite an ample supply of them, and with the cool weather we have had our Roses are of a good quality. Our supply consists of *Russell, Prima Donna, Ophelia, Sunburst, Hadley, Shawyer, Maryland* and *Wards.*

GLADIOLI. Plenty of them now and no orders will remain unfilled. Light and dark pink, white and red in all the best and newer commercial varieties. $6.00 per 100.

ASTERS. The cut is not very large, but your order will be filled if it is placed early. Most of our growers will make daily shipments now. The flowers are as good as can be expected of the early crop. $2.50 to $4.00 per 100.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses
Carnations
Sweet Peas
and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN
5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other

WM. J. BAKER, WHOLESALE FLORIST 12 South Mole St., PHILADELPHIA, PA.
Seasonable Flowers

When ordering, please mention The Exchange

Burpee Farms Inspection

On Saturday, July 20, the department managers, farm managers and division foremen of W. Atlee Burpee Co., made a trip of inspection to Fordhook Farms, leaving Philadelphia at 1.02 p.m. on the Reading and arriving at the Farms at 2.30 p.m. After a careful inspection of the trials they were taken in cars to the various farms, comprising some 800 acres in extent, and the brilliantly colored fields of Poppies, Phlox, Salvia, Calendulas, Petunias and other flowering plants were certainly gorgeous and at their best.

This was followed by an inspection of the "Collection Gardens." In these gardens all of the collections cataloged by the house of Burpee were planted in measured plots, so that one might visualize the exact area that should be devoted to the various collections, and at the same time see the returns that may be secured from a properly cultivated area as represented by the space devoted to them.

The "Suburban Garden Collection," or Five Dollar Box, was one of the most attractive, because it is very nearly the average garden size, namely, 50x80 ft. There was everything from Radishes down through Lettuce, Squash, Tomatoes, Peppers, Egg Plants, Musk Melons, Watermelons, Carrots, Bush Beans, both green and wax, Pole Beans, Pole Lima Beans, Beets, etc., in sufficient quantity for the average family. They were all at their best and certainly demonstrated the possibilities of a small area.

The "Country Garden," or "Ten Dollar Collection," demonstrated the possibilities of an area 100x100ft. The popular "One Dollar Box" was certainly the best looking small garden that one could possibly imagine. Even the "Children's Garden Twenty-five Cent Collection" of vegetables and flowers on an area of 10x10ft. indicated that considerable could be grown.

The visitors discovered that very large Watermelons were some times found on very small plants that had been carefully placed in amongst the vines by those in attendance. A little further on, a new plant (Nicotiana cabbagensis) was discovered. This plant was carefully constructed from a Cedar pole with Cabbage side leaves, and blossomed quite good cigars in paper covers. It was really a good imitation of a tobacco plant in bloom.

The value of the small tractor was also clearly demonstrated here, the Beeman garden tractor doing all sorts of stunts for the edification of the visitors.

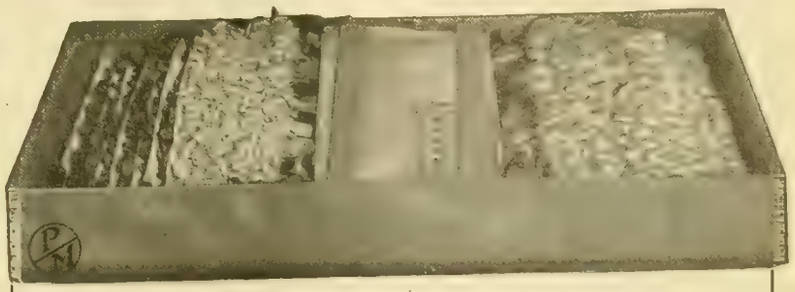
The Spring House, on the farm devoted to these garden trials, gave up some delightfully cool Watermelons, some of which were horribly carved, but were thoroughly enjoyed by those who were lucky enough to be "among those present." The party, thoroughly refreshed and in good spirits, again took to the automobiles on a trip to the Zetty and Fox Farms. Castle Valley Farms was the last on the program.

On the Zetty Farms a crop of Wheat was just being harvested. Some of the boys saw for the first time what a delightful job threshing could really be made into, for, with automatic feeders and a bailer bailing the straw, the job was devoid of much of the dust and unpleasantness that was formerly a part of the work of those who had to work behind a blower. Memories of the days when the writer used to have to feed or,at least, do his part in the feeding of the hungry threshing machine, seemed almost an impossibility when you watched this automatic machinery doing the entire job from feeding to bailing at one time.

Here also the boys saw that late planted Potatoes can be grown very successfully on Bucks County soil, also the driver of one of the cars proved that a Ford could run on three tires and one rim. Here again the trouble attendant to the use of tractors was demonstrated, for we found broken gears on both a Moline tractor and a Cleveland. However, the farm manager assured us, that had it not been for the various tractors and mechanical cultivators that were in use on the Fordhook group that it would have been impossible to have prepared and cultivated the great area that we found in such excellent condition.

Leaving the thresher the party returned by the way of Fox Farms, and then to Castle Valley Farms, where F. F. Rockwell's pigs and Peaches received no little attention, and a great deal of enthusiastic comment.

"Doc" Coville is some "chiffonier" when it comes to driving a car, and he is said to be the best dust sprayer in all Bucks County as was greatly evidenced by those in the car immediately following his. However this was soon forgotten on the return to Fordhook because, after washing up, they partook of a lunch on the porch of Fordhook, under the two great Lindens, and as the guests of David Burpee. I am enclosing menu of this meal, which is self-explanatory.



Two Very Attractive Rose Specials

ROSE SPECIAL, No. 1—In lots of 250 or over, long stems, our selection as to color and variety, at $5.00 per 100.

ROSE SPECIAL, No. 2—In lots of 250 or over, medium and short stems, our selection as to color and variety, at $2.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

Business Hours During the Summer: 7 A. M. to 4 P. M. Saturdays, close at 1 P. M.

S. S. PENNOCK COMPANY
The Wholesale Florists of Philadelphia
Philadelphia, 1608-1620 Ludlow St. New York, 117 West 28th St.
Baltimore, Franklin & St. Paul Sts. Washington, 1216 H St., N. W.

When ordering, please mention The Exchange

BURPEE'S SPECIAL
"HUNGRY MAN'S COLLECTION"
5.15 f. o. b.

VEGETABLES
Green Beans—Burpee's Stringless Green-Pod
Peas—Profusion Carrots—Oxheart
Wax Beans—Burpee's Brittle Wax
Beets Burpee's Extra Early and Burpee's Blood Red
Creamed Celery—A la Swiss Chard
Spinach—A la Swiss Chard

PEPPER
Sweet Meat "Glory" A la Capon
Parsley—Moss Curled

SALAD
Iceberg Lettuce and Tomato
Cucumbers—Fordhook Famous
Onions—Baby's Breath

ICE CREAM
"Snowstorm"
Fordhook Victory Cake

Splendid speeches were made by F. F. Rockwell and James A. Crossett, and after a unanimous vote of thanks to the host the automobiles were again pressed into service, and the 5.43 at Farm School was held up and boarded. Everything would have been fine on the return trip, except that we had to change trains at Lansdale, and here we found that through a wreck farther up the line we had to wait an hour and a quarter. Of course, there was the electric limited to 69th and Market sts. had there been any one in the party with sufficient intelligence to have known it, but it was quite apparent that all preferred a ride on the Reading, as two trains pulled out directly under our eyes without anyone getting aboard, nevertheless, it was voted a perfect afternoon by all present leaving pleasant memories of the trip, the afternoon's entertainment and paricularly of the "Hungry Man's Collection."

W. F. Therkildson.

Bell Telephone Keystone Telephone
Komada Brothers
Manufacturers of all kinds of WIRE DESIGNS
FLORISTS' SUPPLIES
Any Wire Design at short notice
1008 Vine Street PHILADELPHIA, Pa.

Philadelphia, July 23, 1918
Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—Kaiserin Aug. Vic	2.00 to 10.00
Killarney	2.00 to 8.00
White Killarney	2.00to 8.00
Lady Hillingdon	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
Mrs. Aaron Ward	2.00 to 6.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 8.00
Killarney Brilliant	2.00 to 8.00
J. J. L. Mock	2.00 to 8.00
Lady Alice Stanley	2.00 to 10.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 8.00
Mrs. George Shawyer	2.00to 8.00
Hadley	2.00 to 10.00
Hoosier Beauty	2.00 to 8.00
Ophelia	2.00 to 8.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	2.00 to 3.00
Carnations, Select	3.00 to 4.00
" Ordinary	2.00 to 3.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 6.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Lily of the Valley	4.00 to 8.00
Orchids—Cattleyas	60.00 to100.00
Dendrobium formosum	.... to ....
Oncidium	.... to ....
Sweet Peas	.25 to 1.00
	.... to ....
	.... to ....

Philadelphia

Quiet Market

Business for the past week has been exceedingly quiet. The market is now liberally supplied with the usual supply of Summer flowers. Short stemmed Roses remain in oversupply which leaves many leftovers; medium and long grades move to advantage. There are no American Beauty Roses coming into the market; long Russells and Mock readily fill in this gap. There are still a few Carnations arriving. Asters are now coming into their own and there is an excellent supply in daily receipts; they are taking well. Some of the long, indoor grown stock is exceptionally good and commands a corresponding price. Gladioli are also in heavy supply; in fact, they are in over supply; prices have fallen sharply. Lilies continue strong, both in sales and receipts. Valley is poor and almost off the list; the demand for it is very limited. Orchids remain on the short side. Outdoor flowers are coming in more freely. Sweet Peas are about done.

Notes

Henry I. Faust of Merion is a very successful grower of Cyclamen and has thousands of them in all stages of growth coming along in splendid shape for the Fall.

Robert Crawford, Jr. has closed down his greenhouses at Secane, Pa. It is also understood that Mrs. Sarah I. Smith of Secane expects to close down her place. Mrs. Smith is a Carnation specialist and ranks among the leading growers of the divine flower about Philadelphia. Another grower in this territory intimates closing down.

Harry Jones, head of the purchasing department of J. J. Habermehl's Sons, is hearkening to the lure of the briny deep.

Harry Eisele, floor manager of the Leo Niessen Co., has forsaken the cares of business for the next two weeks.

Wesley Clarke and Thomas Mitchell, two of the S. S. Pennock Co.'s leading salesmen, are on their vacation.

At Wm. J. Baker's Delphinium Belladonna and Gladioli are the quality features among the outdoor flowers.

At Charles E. Meehan's are to be noted some very excellent Carnations for this season of the year.

Carl Corts states that coal is coming in steadily at the Joseph Heacock Co.'s plant at Roelofs.

C. U. Liggit states plants for growing on are in brisk demand, with ferns having first call. Ferns, it is predicted, will be good property this coming Fall.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75

No.	Diam.	Each	Doz	100
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced.

The neatest, lightest, and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed
When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.
When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., INC.
Cambridge, Mass.
When ordering, please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.
Think of us—write us—try us
The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa.
When ordering please mention The Exchange

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.
When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
GLASS
N. COWEN'S SON, 14-16 Wooster St. NEW YORK
When ordering, please mention The Exchange

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.
When ordering, please mention The Exchange

Peirce Paper Flower Pot
Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.
E. ALLAN PEIRCE
40 Oaks Road, Waltham, Mass.
When ordering, please mention The Exchange

CAST IRON
BOILERS
THAT LET THE FLORIST SLEEP
GIBLIN & CO. 107 Broad St. UTICA, N. Y.
When ordering, please mention The Exchange

—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts NEWARK, N. J.
When ordering, please mention The Exchange

W. S. S.

Trades in Greater New York Sold Over $15,000,000

During the recent W. S. S. drive the Pioneer Division of New York, composed of 150 commercial, industrial and professional trades' committees, sold a little over three-fourths of the entire sum of War Savings and Thrift Stamps disposed of in Greater New York, and secured more than two-thirds of the three thousand members to the Limit Investment Society to which membership only those are admitted who have bought one thousand dollars' worth of War Savings Stamps, maturity value. W. Ward Smith, vice-chairman, is congratulating the trades organizations for their splendid work.

The Middle West

Indianapolis, Ind.

Trade Report

Funeral work and telegraph orders have been the mainstay of the past week's business. Several days were entirely void of any unusual work but the end of the week saw a fair allotment of funeral work in the several shops. Flowers of all kinds, particularly field grown, have been very plentiful and at times prices deviated from the current lists. Beautiful Lilies—giganteum at $10 per 100, auratum at $15 to $20 per 100 and rubrum at $5 to $6 per 100—were a mainstay in the market. Carnations are quite scarce at $2 to $3 per 100 because of depleted benches in the greenhouses.

Roses are quite plentiful, however, and many of them are of Winter quality too. The customary wholesale prices range from $5 to $15 per 100; the retail 75c. to $4 per doz. Small Roses for corsage work are not very profitable and, no doubt, will not be grown very generally during the coming season when there will be but a limited demand for party and decorating work. Columbia Roses are generally grown in this vicinity and a quantity of shorts are being received at $3 to $4 per 100. Excellent Gladioli are in the market at $3 to $4 per 100; fine Shasta Daisies may be had at 50c. to $1 per 100; also Larkspur at $1 to $3 per 100 sprays. Hydrangea arborescens is plentiful at $2 to $3 per 100 sprays and lends itself finely in decorative work with Tritoma Pfitzerii at $3 to $4 per 100. Chatelaine Begonias, the dark red variety, are seen in beautiful specimen plants in this locality and there is general praise bestowed upon them by purchasers as they keep well and bloom vigorously; $1 to $5 each is obtainable for good stock.

News Items

Robert Spero, representing Zinn & Co., New York City, is booking orders in this city.

Len Elder has returned from a fishing trip to the northern part of the state.

Otto Lawrence, Bertermann's decorator, is spending his vacation in Buffalo, N. Y.

Those cities fortunate enough to have Army Posts, Louisville (Ky.), Chillicothe (O.), and Indianapolis (Ind.), have much more of an opportunity for flower work, particularly F. T. D. service, than those not quartering Army service.

Alfred Petit is to return from California and take charge of his big growing establishment this Winter.

Robert Ellis and family have returned from a visit to Richmond, Ind. Nearly all the florists there have their housing completed and are ready for the Winter trade.

Those growers producing a lot of Summer flowers are finding a very profitable outlet for them at good market prices.

The next meeting of the State Florists' Association of Indiana is to be held either at the Central Hospital grounds in Indianapolis or at the Circle Flower Shop. Secretary Steinkamp says that announcements will be mailed very shortly. The August meeting is to be quite an important one as there is much business to come before the body at that time. I. B.

Cleveland, O.

The Market

Very warm weather was ushered in on July 1, and is having the customary depressing effect upon business. Stock brought from a distance, particularly Roses, is arriving in condition only for immediate use. Sweet Peas, which held up so well during the prolonged cool spell, are rapidly deteriorating. Growers of this popular small flower have done well this year as vast quantities were sent in and favorably marketed. Some splendid Asters are daily arriving and meet with a ready sale, as do Gladioli, receipts of which are now more liberal. Business is generally quiet but the market is in a healthy condition. Vacations are the order of the day and there are very few florists who are not taking a brief period of recreation.

Florists' Club Meeting

The next regular meeting of the Florists' Club will be held at the Hollenden, Aug. 5, 1918, at 8 p.m. H. P. Merrick of Lord & Burnham Co. will address the meeting on the subject, "Economy the Keynote in Heating"; G. L. Mercer, "Commercial Floriculture as a Career"; H. B. Rapley, "The Private Gardener and the War"; Fred Steinbrenner, 'The Retail Florist Under Present Conditions." A full attendance is requested. Nominations of officers for the ensuing year will also take place.

Wire Situation Acute

The predicted shortage of annealed wire for florists' use is now upon us, being emphasized last week by the refusal of several orders by the American Steel and Wire Co., which concern is now employed exclusively on government and preferred work. As a result of this, the limited stocks of wire in the hands of the florists' supply houses have rapidly become depleted. Required for the making of funeral work—a very essential purpose indeed—and admitting of no substitute, it would seem that the florists are entitled to a special dispensation permitting them to obtain the necessary wire. The J. M. Gasser Co. has appealed to Washington hoping to secure a ruling upon the matter, the receipt of which is awaited with much interest.

Local wire workers announce that a raise in the price of their wares is made inevitable by the tremendous advance in the cost of raw materials.

Notes

Kenneth Wilson, son of J. W. Wilson of the Wilson Florist Co., has enlisted in the aviation department at the Great Lakes Naval Training Station.

Letters from George Schaub of the Smith & Fetters Co. are to the effect that he is now in the East and expects to embark any day for "over there."

F. C. W. Brown and James McLaughlin of the J. M. Gasser Co. spent July 17 and 18 calling upon out-of-town patrons of their house.

A. B. Barber of the Jones-Russell Co. has returned from a 10-day outing spent at his father's farm at Beloit, Ohio, assisting while there with a bountiful harvest.

H. B. Evans of the staff of the Smith & Fetters Co. is enjoying his annual vacation in the country.

Miss Hester A. Getz of Westman & Getz has the sympathy of the trade on account of the sudden death of her father. Miss Getz was vacationing in the Adirondacks when she received the sad news.

Mrs. M. C. Bell has been compelled to offer her flower shop on St. Clair ave. for sale, because of her declining health.
J. McL.

Cincinnati, O.

The Market

Roses are not very plentiful and usually run rather short. A few Carnations may be had, but within a week or so they will stop until the new cut comes into the market. Easter Lilies are again scarce, although some come into the wholesale houses regularly; rubrum Lilies are fairly plentiful. Gladioli are in a fair supply and are proving good property. Asters are rapidly becoming plentiful; up to this time they have sold very readily. A few late hardy Hydrangeas may be had and in another week they should be plentiful. Other offerings include Snapdragon and Feverfew.

Notes

Advices to this city state that J. R. Goldman of Middletown, O., is on a trip through the East.

P. J. Olinger is entertaining his brother, John Olinger, of Chicago, Ill.

L. H. Kyst is getting his Roses from Frank & Sons, Portland, Ind., by parcel post; they have been coming through in excellent shape.

C. E. Critchell has been finding a big demand for Magnolia during the past fortnight.

C. J. Ohmer of West Palm Beach, Fla., has advised E. G. Gillett of this city that the former's auto was destroyed by fire recently. Teddy.

St. Paul, Minn.

Trade in general is slack, and until the present week, all classes of stock were scarce. Roses especially. Larger quantities of the latter, however, are procurable now, with the exception of Russells. Carnations are scarce, good ones are wholesaling at 3c. There is a glut of outdoor grown Sweet Peas and they are selling for 40c. per 100; less when bought by the 1000. Funeral work remains heavy. During the past week the weather has been very warm, with several heavy thunder storms, and all outdoor stock is in good condition.

John Young, secretary of the S. A. F spent a short time in the Twin Cities recently

Aphine
The Insecticide that Kills plant Lice of many species
ıe Recognized Standard Insecticide
A spray remedy for green, black white fly, ripe and soft scale.
Quart, $1.00 Gallon, $2.50
FUNGINE
For mildew, rust and other blights affecting ›wers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50
VERMINE
For eel worms, angle worms and other worms ›rking in the soil.
Quart, $1.00 Gallon, $3.00
SOLD BY DEALERS
phine Manufacturing Co., MADISON N. J.
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ULTIMATELY
You'll Demand

Magic Brand
When Ordering Fertilizer
of Your Supply House
Why Not Do It Now?
hicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.
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USE
WIZARD
TRADE BRAND MARK
CONCENTRATED PULVERIZED
MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yards. CHICAGO
hen ordering, please mention The Exchange

FRIEDMAN'S BEST
TOBACCO POWDER, 4c lb. in 100 lb. sacks
TOBACCO DUST, 2c. lb. in 100 lb. sacks
TOBACCO DUST, 1c. lb. in 100 lb. sacks
TOBACCO STEMS, $1.50 in 100 lb. bales
Special prices in Tons and Carload Lots
J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.
hen ordering, please mention The Exchange

Nearly Every Successful Grower in the U. S. Relies Upon
NICO-FUME
for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS
Nicotine Solution
8-lb. can..$10.50
4-lb. can.. 5.50
1-lb. can.. 1.50
¼-lb. can.. .50
40% Actual Nicotine
Tobacco Paper
288-sheet can $7.50
144-sheet can 4.00
24-sheet can .85
Packed in Friction-Top Tins
Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.
When ordering, please mention The Exchange

and met several old acquaintances from the East.

George Dysinger, the Sonian Pottery representative, was a caller this week.

The proprietors of the Chicago Ave. Greenhouses have just been called to the colors and are seeking to lease their plant during their absence.

Most of the Asters in the Twin City districts have been a failure this year, owing to stem rot. The Snelling Ave. Greenhouse lost two houses which were planted out and several other firms lost all outside stock.

Geo. Bates has severed his connection with Swanson's. E. C. T.

St. Louis, Mo.

Florists' Club Meeting

The St. Louis Florists' Club held an interesting meeting Thursday afternoon, July 11, at the home of Jules Bourdet, vice-president of the S. A. F. The meeting opened at 3 p.m. with nearly half the membership present. President Bourdet presided. The opening proceedings were quickly disposed of and reports from all committees were heard. The trustees reported that they had arranged for the annual outing of the florists at Romona Park and that July 18 was set for the day, everything being in readiness for the event.

J. J. Beneke, secretary of the publicity committee, made a report on the financial condition of this committee, showing that a large sum of money would be available for fall advertising, beginning Sept. 15.

W. J. Pilcher, chairman of the membership committee, reported that he has received the required amount of club members as members of the S. A. F. and that the club would be represented on the board of directors the coming year. This report brought much joy to the members.

Julian Mars, representative of the Chicago Carton Co., was elected to membership and the following filed applications for membership: H. Nichols, J. Barnard, C. W. Woss and Chas. Kuehn, Jr.

The trustees announced that Superintendent Strehle of the parks had invited the club to hold its August meeting at the Jefferson Memorial, Forest Park. The invitation was accepted with thanks.

The next business taken up was the nomination of officers, and the following members were placed in nomination for the different offices: A. H. Hummert, president; W. J. Pilcher, vice-president; J. J. Windler, secretary; W. C. Smith, treasurer; Alex. Lurie, a three year term trustee.

The rest of the afternoon was taken up with discussions concerning the forthcoming S. A. F. convention, reports being heard from the chairmen of the various committees. During the reports and discussions a great many good suggestions were made to keep the committee active in their work. The meeting then adjourned, the members enjoying the usual refreshments. The host was tendered a vote of thanks for the afternoon's pleasures. O. K. S.

Kalamazoo, Mich.

Owing to the death of a prominent business man of this city, the funeral trade had quite a spurt for a day or two, but outside of this business as a whole may be said to be very slow.

The fuel situation is very unsatisfactory and not much progress can be reported; on the other hand, the labor question becomes more acute each week as the draft calls off the men. Three dollars is the minimum for common labor here and not worth much when you get it; a two horse team with one man commands from $7 to $8 for an 8-hour day, so perhaps it is a good thing we florists have to cut down on production, for we certainly will save on labor and fuel.

Happily the farm crops promise well and there is not much likelihood of food being short. The frost on June 22 did not do much damage. There is some talk of consolidation of two florists here the coming season; otherwise most of us will go it alone as usual. The winter's crops are coming along nicely, good rains having fallen the past two weeks. S. B.

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN BAG O SEAL BEARS THIS TRADE MARK
The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND
When ordering, please mention The Exchange

Should Have Been Tagged and Labeled

I am inclined to the opinion that normal or pre-war times may be discounted entirely as things belonging to a past generation, and that we should readjust our affairs with the viewpoint of more readjustments to come rather than expect to return to the old times of haphazard and independent business methods.

Competition has had a fair trial and has been found unable to make good in times of stress. Sooner or later co-operation will be acknowledged its superior; but as yet I see only faint signs of its arrival; there is yet evident too much of the old self-interest and of the feeling that "if Smith cannot carry on, well, it's up to Jones to reap an advantage through the gain of at least a portion of his unfortunate fellow tradesman's clientele.

For my part, I can see no reason why there should not be started at an early date, through the Society of American Florists an inquiry which would consider the actual cost of production, handling and marketing our produce, and from these figures and deductions establish a minimum price to govern each month's business. This should be sufficient to do away with the necessity of the exorbitant charges now obtaining on special occasions which prove so detrimental to the trade. With a fair minimum right along, there should be no excuse for pickling or soaking our steady and best customers. Surely there can be no difficulty in doing this if we want to, but if we don't want to, then there are thousands of reasons for not doing it.

I wonder if we have already experienced the time of our lives the past few years, and if it came on us so gradually and so naturally that we just kept looking ahead for the "good times," when they were already with us and we did not know it, always expecting them to be duly tagged and properly labelled on arrival? SAMUEL BATSON.

American Carnation Society

Copies containing the proceedings of the twenty-seventh annual meeting of this society, held in Boston, Mass., on Jan. 30 and 31, 1918, have reached this office. The book consists of 62 pages and cover, and a photographic reproduction of the twenty-sixth president, W. J. Vesey, Jr., appears as a frontispiece. Applications for this book of proceedings may be made to the secretary of the society, A. F. J. Baur, of Baur & Steinkamp, Indianapolis, Ind.

Don't Waste Space In your Greenhouse Mr. H. J. Potomkin Says
MR. H. J. Potomkin, of Muncie, Ind., writes:
"After putting the Skinner System in my greenhouse I widened my beds, took up the walks and turned them into producing space"
SKINNER SYSTEM OF IRRIGATION
The Skinner Irrigation Co.
225 Water St., Troy, Ohio
When ordering, please mention The Exchange

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
2000, 75c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.
FULL SIZE No. 2
When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.
When ordering, please mention The Exchange

Fruits and Vegetables Under Glass
William Turner. Reduced to $3.50.
A. T. DE LA MARE CO., INC.
438 to 448 West 37th Street, N. Y.

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { New York: Box 100 Times Square Station. Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—As gardener or assistant. 19 years' practical experience growing Roses, Carnations, 'Mums, Orchids, a general line of pot plants, etc., vegetables, fruit, inside and outdoors, also farming. Can furnish first-class references. Single; 33 years old; Irish. Address X. A., care The Florists' Exchange.

SITUATION WANTED—By young gardener, on a private or commercial place, either inside or outside; well up in all branches. Married; 1 child; age 30; draft exemption. References forwarded, if required. G. H. Hawkins, care J. P. Morgan, Jr., Glen Cove, L. I.

SITUATION WANTED—As storeman, decorator or buyer. Life long experience in every branch of the trade. Open for engagement now or later. State salary in first letter. Address X. D., care The Florists' Exchange.

SITUATION WANTED—By German, middle aged, on private or commercial place. Life experience in Carnations, 'Mums and general stock. Can take charge. Address X.F., care The Florists' Exchange

SITUATION WANTED—By greenhouse and outside man. Private or commercial. 14 years' experience. Have had charge of private place. Married; two boys. J. Tafe, 313 E. 183d st., N. Y.

SITUATION WANTED—By foreman or grower; 45; German born; citizen; 22 years in U. S. A1 all round grower; Carnations and 'Mums a specialty. Address X. G. care The Florists' Exchange.

SITUATION WANTED—By foreman gardener. Single; age 34. Life experience on private estates. Address W. A. care The Florists' Exchange.

HELP WANTED

WANTED

Working foreman or superintendent, to take charge of shrub and bulb department in a rapid growing mail order business, in a large Middle-West city. Must be experienced in propagating and handling shrubbery, herbaceous stock, bulbs, etc., also capable of managing help and superintending the filling and shipping of orders. Present requirements: 40 tp 50 hands during shipping season. American; age 35 to 40, preferred. When answering give age, experience, reference and salary expected. Correspondence will be treated confidentially. Address X. E., care The Florists' Exchange

WANTED—Experienced nursery propagator; shrubs, evergreens and herbaceous stock. Good wages and steady position. When answering give experience and references. Wood, Stubbs & Co., 219 E. Jefferson st., Louisville, Ky.

WANTED—By August 1st, Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties. T. Malbranc, Johnstown, Pa.

WANTED—Capable and experienced man for assistant to head gardener on an estate. Mention salary expected, together with age, nationality and family, also references. Address W. C. care The Florists' Exchange.

WANTED—Three greenhouse men, who understand Chrysanthemums, Carnations nd Sweet Peas, to work under foreman. Wages, $20.00 per week. Apply to Arnold Fisher Co., 58 Wyman st., Woburn, Mass.

MEN OR WOMEN—Part or all time wanted to solicit orders for Fruit and Ornamental Trees, Roses, Shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit. C. H. Weeks Nursery Co., Newark, New York State.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—Man for general greenhouse work, over draft age. Good chance for steady man. Address, stating wages and experience. E. E. King, Attleboro, Mass.

WANTED—Greenhouse assistant. Wages, $45 per month, room and board. Man having experience growing Roses preferred. Address, with full particulars, X. B., care The Florists' Exchange.

WANTED—At once, a good all round grower and assistant, on commercial place. Steady position and good wages to the right party. Send particulars to Jos. J. Sokol, Westville, New Haven, Conn.

WANTED—Working foreman for commercial place. Good grower and propagator. State experience, reference and wages. Burgevin Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—Foreman for modern, medium sized Rose establishment. Good wages. Please advise as to experience. Address X. C., care The Florists' Exchange.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☛ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—A reliable Carnation grower; married man; honest and trustworthy. Nice house on place. Steady position for right man. Jas. Horan & Son, Bridgeport, Conn.

WANTED—Two Rose growers, to take charge of sections, at once. Good wages; steady position; near Pittsburgh. The McCallum Co., Evans City, Pa

WANTED—Man, with some experience, to work in Rose houses. Wages, $20 per week; extra pay for Sunday work; half day Saturday. Alfred Burton, Chestnut Hill, Philadelphia.

WANTED—Two good Rose and Carnation growers. Special inducements to the right men. Address Mann & Brown, Florists, 5 West Broad st., Richmond, Va.

WANTED—Two men for Chrysanthemums and Sweet Peas. State wages, age and experience. Stein Bros., Warren Point, N. J.

Man wanted for retail florist store. Apply H. Berschad, Floral Dept., Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—Competent young lady as designer and decorator. Address W. B. care The Florists' Exchange.

WANTED—Young lady. Good designer. Chas. L. Stanley, 159 E. Front st., Plainfield, N. J.

WANTED—Experienced grower and foreman, for greenhouses. Marret & Miller, Louisville, Ky.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
Seedlings		$9.00
2½-in., extra heavy	$4.00	35.00
2½-in., lighter grade	3.50	30.00
3-in., heavy	7.00	60.00
4-in., heavy	12.00	

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS Plumosus Nanus—Large, strong clumps, carefully packed. $1.00 per doz., $6.00 per 100, $50.00 per 1000. Russell Kilbourn, Clinton, N. Y.

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS PLUMOSUS—Seedlings, $8.00 per 1000, ready now. Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8 in. above 3-in. pots, 6c. Also 3-in. Cash please. B. C. Blake Co., Springfield, Ohio.

Another regular customer wanted for cut Plumosus and Sprengeri. Parcel Post, 50c. bunch. O. W. Herms, Port Richey, Fla.

ASPARAGUS—Plants, seedlings and seed. See page 123. Roman J. Irwin, 108 W. 28th st., N. Y.

Continued on Next Column

These Columns

READ FOR PROFIT!

—USE FOR RESULTS

STOCK FOR SALE

ASTERS

ASTER PLANTS—Late branching, choice mixture, $1.00 per 100, postpaid. Harry P. Squires, Good Ground, N. Y.

BEGONIAS

BEGONIAS	Per 100
Glory of Cincinnati, Strong, 4-in.	$35.00
Gloire de Lorraine. Strong, 4-in. plants	30.00
Melior. Best of winter-flowering Begonias.	
Strong, young plants	20.00
Strong, 3-in. plants	30.00
Strong, 4-in. plants	40.00

Mrs. J. A. Peterson. 3-in. plants 35.00
J. A. Peterson & Sons, Westwood, Cincinnati, O.

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnat and Lorraine, 2¼-in., top cuttings, $14.00 per 100. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

BEGONIAS — Lorraine, etc. See page 123. Roman J. Irwin, 108 W. 28th st., New York.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

ÆTHIOPICA—At present the only dependable new crop lily bulb for 1918-19.
1 to 1½-in. $4.50 per 100; $42.00 per 1000
1½ to 2 -in. 7.00 per 100; 65.00 per 1000
2 to 2½-in. 9.50 per 100; 90.00 per 1000
2½-in. and up 11.50 per 100; 110.00 per 1000
Ready in September.
Midsummer Seed List now ready—Write.
Vaughan's Seed Store, Chicago and New York.

For fine Eastern-grown Callas, refer to our display adv. on page 120. Godfrey Callas, extra good first size, $8.50 per 100, $82.50 per 1000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS

FIELD-GROWN CARNATIONS	100	1000
Mrs. C. W. Ward	$7.00	$60.00
Rose Pink Enchantress	7.00	60.00
Light Pink Enchantress	7.00	60.00
Miss Theo	6.00	55.00
Enchantress Supreme	8.00	75.00
Alice	6.00	55.00
Pink Delight	8.00	75.00
Chas. Siegwart (Salmon Pink)	7.00	60.00
Rosalie	8.00	75.00
Cottage Maid	7.50	65.00
Merry Christmas	8.00	75.00
Belle Washburn	8.00	75.00
Aviator	7.00	60.00
Victory	7.00	60.00
Beacon	7.00	60.00
Matchless	6.00	55.00
White Enchantress	7.50	65.00
White Wonder	7.50	65.00
White Perfection	7.50	65.00
Benora	8.00	75.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

CARNATIONS

CARNATIONS	100	1000
WHITE		
Matchless	$7.00	$60.00
White Enchantress	7.00	60.00
PINK		
Alice	4.50	35.00
Light Pink Enchantress	7.00	60.00
Rose-pink Enchantress	7.00	60.00
Mrs. Ward	7.00	60.00
Miss Theo	6.00	50.00
Enchantress Supreme	7.00	60.00
RED		
Victory	7.50	65.00
Beacon	7.50	65.00

S. S. Pennock Company
1608 Ludlow st., Philadelphia, Pa.

CARNATION PLANTS
Field-grown

We can supply excellent stock of all the leading varieties. Send your orders to us to be assured of satisfaction. Price: $7.00 per 100, $60.00 per 1000.

Cash, or satisfactory reference from parties not having an account with us. Cotter-Granger Co., Jamestown, N. Y.

CARNATIONS—Field-grown. White Enchantress, White Wonder, Matchless, Perfection, Enchantress, Enchantress Supreme, Mrs. C. W. Ward, Beacon. $7.00 per 100, $60.00 per 1000. Prices on other varieties on application. Roman J. Irwin, 108 West 28th st., New York.

You are taking absolutely no risk in buying your Carnation Plants from us.
Ready for immediate delivery.
C. W. Ward Matchless Supreme
White Enchantress Beacon
Leo Niessen Co., 1201 Race st., Philadelphia.

2500 Alice Carnations, 2¼-in. pots, $20.00 per 1000, $2.50 per 100. 1000 White Enchantress, 2¼-in. $25.00. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

CARNATIONS—From field; clean and healthy plants. Matchless, $6.00 per 100, $50.00 per 100. Cash with order. Floral Hill Gardens, G. F. Neipp, Prop., Chatham, N. J.

CARNATION PLANTS—A1 stock. Alice, Enchantress, Nancy, White Wonder, Matchless, Crawford. $50.00 per 1000. Cash with all orders, please. C. B. Johnson, Woburn, Mass.

CARNATIONS—C. W. Ward, Pink and White Enchantress. Best strain in the south. Wm. J. Newton, 303 Granby St., Norfolk, Va.

CHRYSANTHEMUMS

Well rooted cuttings of the following:

	100	1000
Marigold	$2.00	$15.00
E. A. Seidewitz	2.00	15.00
Harvard	2.00	15.00
Yellow Turner	3.00	25.00
Some very fine Major Bonnaffon, well rooted and clean	1.50	11.00
POMPONS		
Souv. d'Or or Mrs. Wilcox	2.00	15.00
Mikado	2.00	15.00
Buckingham	2.00	15.00
Golden Mensa	2.00	15.00

John R. Coombs, West Hartford, Conn.

Strong stock, 2½-in. Mums, in large lots, $2.50 per 100, $25.00 per 1000, delivered.
Seidewitz, best late pink.
Tints of Gold, early yellow
Pacific Supreme, early pink.
Diana, best white pompon.
Lilia, best red pompon.
Skibo, best bronze and yellow.
Mensa, best single white pompon.
Also list of 70 varieties, large flowering, single and Pompons.
Cash with order.
GEORGE SCHNEIDER, Florist,
22 E. High st.,
Springfield, O.

CHRYSANTHEMUMS—R. C. and 2¼-in. pot plants, in nearly 200 best commercial varieties. Elberon, G. Queen, Harvard, Greystone, H. Newberry, Overbrook, G. West, Buckingham, etc., R. C., $2.00 per 100; $17.50 per 1000. W. Sensation, Enguehard, Chrysolora, F. Queen, L. Doty, W. Beauty, etc., R. C., $2.25 per 100; $20.00 per 1000. Yondota, H. Lee, Oct. Herold, D. Dodge, Little Gem, Percilla, etc., R. C., $2.50 per 100; For plants from pots, add $1.00 per 100 to the above prices. Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUM

A fine assortment of Pompons in all colors. From 2¼-in. pots only, $3.00 per 100. Not less than 25 of a variety at hundred rate.
Elmer D. Smith & Co. Adrian, Mich.

CINERARIAS

(dwarf)

Grown by a man who knows how. A real high grade strain. Ready for August delivery. $5.00 per 100

Cash, or satisfactory reference from parties not having an account with us. Cotter-Granger Co., Jamestown, N. Y.

CINERARIAS—Finest mixed, Dreer's Prize Dwarf strain, $5.00 per 100. See Primulas and Dracaenas. Wettlin Floral Co., Hornell, N. Y.

Continued on Next Page

STOCK FOR SALE

COLEUS

COLEUS—Golden Bedder, Verschaffeltii, Queen Victoria, Fire Brand and good fancy varieties, out of 2¼-in. pots, $25.00 per 1000. A. Nahlik, 261 Lawrence st., Flushing, N. Y.

CYCLAMEN

CYCLAMEN—Exceptionally good this season

	100	1000
2¼-in., selected	$7.50	$65.00
2½-in., selected	9.00	80.00
2½-in., selected, as they run	8.00	75.00
4-in., selected	30.00	
4-in., selected, as they run	25.00	
5-in., selected	75.00	

Salmon, light and dark; pink, light and rose; blood red, light red, pure white and white with eye.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CYCLAMEN SEED
Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavander, No better strain anywhere.
Daybreak. Harvested April and May, 1918.
$12.00 per 1000 seeds, net.
A. Peterson & Sons, Westwood, Cincinnati, Ohio

CYCLAMEN—Best strain of Cyclamen growing 2¼-in. pots. Varieties: Salmon Pink, Light Pink, Blood Red, Bright Red, Pure White and White with Red Eye, at $7.50 per 100, $65.00 per 1000. Seedlings, from 3 to 5 leaves, $5.00 per 100, $40.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

DRACÆNAS

DRACÆNA INDIVISA
If you are hard to satisfy as to quality, ours is the stock you want.
3-inch, $8.00 per 100
4-inch, $15.00 per 100
Cash, or satisfactory reference from parties not having an account with us. Cotter-Granger Co., Jamestown, N. Y.

DRACÆNA—In varieties, as Terminalis, Stricta Grandа, Lord Wolsely. Nice, well established plants, out of 4½-in. pots, $9.00 per doz. Packing charges, 50c. for each $10 value. Cash with order, please. Anton Schultheis, 316- 19th st., College Point, L. I., N. Y.

DRACÆNA TERMINALIS—Clean, healthy stock, out of 2¼-in. pots at $8.00 per 100; 3-in. pots at $15.00 per 100; 4-in. pots at $25.00 per 100. Cash with order. J. H. Fiesser, Hamilton ave., North Bergen, N. J.

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA Indivisa—3-in. 45c.; 5-in. 30c. Seedlings, transplanted, $2.50 per 100. P. P. W. C. Ehmann, Corfu, N. Y.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer our trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us. Cotter-Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat. Bird's Nest Ferns Asplenium, 200 in flat, $2.50 per flat. Ferns for Fern Dishes: well established, in all varieties, 2¼-in., $3.50 per 100 Scholzeli Compacta, 2¼-in., $8.00 per 100, Scholzeli Compactissima Improved, 2¼-in., $8.00 per 100, Whitmani, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100, 5-in. of above, 50c. each. Boston, 2¼-in., Aug. 1st., $5.00 per 100, $45.00 per 1000; Roosevelt, Aug. 1st., $5.00 per 100, $45.00 per 1000; Teddy Jr., Aug. 1st., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per 100, $50.00 per 1000; Whitmani, 2¼-in., Aug. 1st., $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

PTERIS FERNS
Seedlings, ready for potting, in assortments of best fern dish varieties, $1.35 per 100, $11.50 per 1000. Fern dishes, a very fine selection of 7-in. stock, $3.50 per 100, $30.00 the 1000.
Cash, or satisfactory reference from parties not having an account with us. Cotter-Granger Co., Jamestown, N. Y.

FERNS—Good, heavy plants.

	100	1000
Scottii, Teddy Jr., 2½-in.	$6.00	$55.00
Boston, Scholzelii, 2½-in.	6.00	50.00
Scottii, Harrisi, 3-in.	12.00	110.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

FERNS

CUT DAGGER FERNS—Perfect, long, selected stock. $1.00 per 1000 in 5000 lots; express paid. Larger lots, special rates. Can book orders now for Sept., Oct., Nov. delivery, or ship now. Box 472, Brattleboro, Vt.

FERNS—Adiantum Cuneatum, 2-in., $3.00; 3-in., $5.00. Croweanium, 2-in., $6.00; 3-in. $8.00 all per 100. Cyrtomium Rochfordianum, 4-in.; $15.00 per 100. Assorted Table Ferns, 2-in., $3.00. Henry Smith, Grand Rapids, Mich.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 125. J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—In all varieties and Seedlings. See page 123. Roman J. Irwin, 108 W. 28th st., N. Y.

FERNS—2-in. Elegantissima compacta, 4c. Cash B. C. Blake Co., Springfield, Ohio.

FORGET-ME-NOTS

1500 Rooted Cuttings Winter-blooming Forget-me-nots. $2.50 per 100, $20.00 per 1000; 50c. extra if by Parcel Post. Cash. S. Bertelsen, Isabella Greenhouses, Babylon, N. Y.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in.	$0.60	$3.50
½-in.	1.00	6.00
⅝-in.	1.50	10.00
¾-in.	2.50	18.00
⅞-in.	3.00	25.00
PAPER WHITES		
12 cm.	1 50	13 00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

FREESIA PURITY
The best California grow stock and full size bulbs.
⅝-in. $13.00 per 1000
½-in. 10.00 per 1000
S. S. Pennock Company
1608 Ludlow st., Philadelphia, Pa.

FREESIA PURITY
Selected bulbs
½-inch $9.00 per 1000
½ to ⅝ inch $14.00 per 1000
Ready now.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

FREESIAS—Improved Purity—Jumbo Selected, 1000, $20.00; Mammoth, ¾-in., per 1000, $17.00; Extra size, ⅝-in. to ¾-in., per 1000, $12.00; ½- to ⅝-in., per 1000, $7.50; ⅜- to ½-in. per 1000, $4.00. Samples free.
Vaughan's Seed Store, Chicago, and New York.

FREESIA PURITY—Selected for high class florist trade. ½ to ⅝-in., $6.00 per 1000; ⅝ to ¾-in., $9.00 per 1000; ¾-in. and up, including Jumbos, $14.00 per 1000. We pay expressage Satisfaction guaranteed. J R. Walsh, 502 California st, San Francisco Cal.

PURITY FREESIAS—The best we have ever had. Refer to display ad. on page 120 for sizes and prices. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

FREESIAS—Purity, ½ to 1-in., $10.00 per 1000; ½ to ⅝-in., $5.00 per 1000. Fred M. White, 74 Worrall ave., Poughkeepsie, N. Y.

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road, North Bergen, N. J.

FUNKIAS

FUNKIA variegated—Strong, field divisions, 3 to 4 eyes, $5.00 per 100, $45.00 per 1000. Large, field clumps, not divided, $10.00 per 100. Roman J. Irwin, 108. W. 28th st., New York.

GARDENIAS

GARDENIA Veitchii—Only 1000 left; guaranteed free from disease. Extra large plants, in 2½-in. pots, as good as 3-in., $10.00 per 100, $90.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS

GERANIUMS
Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trail order will convince you. May we have it today.
S. A. Nutt, Buchner, Poitevine, John Doyle, La Favorite, Castellane, Perkins R. C., $20.00 per 1000; 2¼-in., $3.00 per 100; $25.00 per 1000. Ricard, Helen Michell, Tiffin, De Presilly, improved Poitevine, Duc de Montmort R. C., $25.00 per 1000; 2¼-in., $4.00 per 100, $30.00 per 1000.
Achievement, a wonderful pink cross between Ivy Achievement and S. A. Nutt, a sure bet for Memorial Day sale. R. C., $4.00 per 100; 2¼-in., stock, $5.00 per 100; $40.00 per 1000.
Cash, or satisfactory reference from parties not having an account with us. Cotter-Granger Co., Jamestown, N. Y.

Continued on Next Column

Advertise Your Stock For Sale in this column.

STOCK FOR SALE

GERANIUMS

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, 2¼-in. Cash. $3.00 per hundred. John C. Daly, 1510 Hackensack Plank Road, North Bergen, N. J.

HYDRANGEAS

HYDRANGEAS
Nice large plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouillere, Mme. Maurice Hamar La Lorraine, Gen, DeVibraye, Souvonir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35.00
4	30.00
3	20.00
2, 4½-inch	15.00

Cash or satisfactory reference from parties not having an account with us. Cotter-Granger Co., Jamestown, N. Y.

HYDRANGEAS
Special Offer
A very fine lot of plants

	100	1000
250 Otaksa, 4-in.	$20.00	$175.00
1000 French, 4-in.	20.00	175.00
1000 French, 2½-in.	6.00	50.00
1000 Otaksa, 2½-in.	5.00	45.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

IRIS

5000 strong Iris (Florentine) roots, $4.00 per 100. E. T. Rodes, Greenwood, Va.

LILIES

LILLIUM Rubrum

		100	1000
8- 9	200 to case	$7.00	$65.00
9-11	140 to case	10.00	95.00
10-11	125 to case	12.00	110.00
LILIUM Auratum			
8- 9	160 to case	7.00	65.00
9-11	100 to case	9.50	90.00
11-13	75 to case	20.00	180.00
13-14	45 to case	30.00	

VAUGHAN'S SEED STORE
New York. Chicago.

COLD STORAGE GIGANTEUM
Sound, unfrozen bulbs, for monthly or semi-monthly shipments. 6-8 in. (400 to case), per case $22.50; per 1000 $55.00. F. O B. New York only. Vaughan's Seed Store, 43 Barclay Street, New York.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

LILY OF THE VALLEY

LILY OF THE VALLEY. 250, $8.00; 500, $15.00; 1000, $30.00. Vaughan's Seed Store, Chicago and New York.

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

AMERICAN GROWN OR IMPORTED—For florist or nurseryman, landscaping or forcing, decorative or ornamental. Let us appraise your wants. A. Rolker & Sons, 51 Barclay st., New York City.

ORCHIDS

1000 rare and choice Orchids. All in the finest condition, at a fraction of original cost. Particulars on request. Address Mossiæ, care The Florists' Exchange.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in. pots	8.00
Pandanus Veitchii, from open, for 6 in. pots	12.00

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

PANSIES

New white violet Pansy: "Benson's White". Sport of J. Werming; originated with us. 2-in. plants, $3.00 per doz. Ernest G. Benson, University Station, Seattle, Wash.

Continued on Next Column

STOCK FOR SALE

PANSIES

PANSY PLANTS—In bud and bloom. Steele's Mastodon, mixed. $1.25 per 100, $5.00 per 1000, postpaid. Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

PELARGONIUMS and PRIMULAS—See page 123. Roman J. Irwin, 108 W. 28th st., N. Y.

PEONIES

PEONIES — Profitable cut-flower and best general planting varieties. Very early, mid-season, late. Any quantity. Own growing. Early September shipment. Submit list.
Harmel Peony Company, Berlin, Maryland

POINSETTIAS

POINSETTIA PULCHERRIMA—Nice, strong plants, out of 2½-in. pots ready for shipment now. $70.00 per 1000. Packing charge of 50c. for every $10.00 of value. Only orders with remittance will find consideration. Anton Schulthies, 316 19th st., College Point, N. Y.

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
Plants ready July 15th
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000. Strafford Flower Farm, Strafford, Pa.

POINSETTIAS and PRIMULAS—See page 123. Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

SCHILLER'S PRIMROSES.
THE STRAIN THAT LEADS
Ready now from 2¼-in. pots of the usual high class strains, short and stocky, frame grown.
CHINESE LARGE FLOWERING FRINGED.
In 9 separate colors or mixed, $4.00 per 100, $37.50 per 1000.
CHINESE CHOICEST NAMED VARIETIES.
8 named kinds, the cream for critical trade, $5.00 per 100, $45.00 per 1000.
CHINESE STAR SHAPED.
Mixture of carmine, pink, salmon and white, $5.00 per 100.
MALACOIDES, ready in August, of the original type, only "Pink" is grown.
MALACOIDES GRANDIFLORA, OUR IMPROVEMENT in Enchantress Pink and White. All above at $5.00 per 100, $45.00 per 1000.
OBCONICA
Owing to crop failure supply is very short.
OBCONICA, LARGE FLOWERING.
In 9 separate colors or mixed.
OBCONICA, LARGE FLOWERING, FRINGED
In 6 separate colors or mixed.
HYDRANGEAS.
A complete collection of all French varieties and Otaksa, grown by the acre, Sept. delivery. See under Hydrangeas.
J. L. SCHILLER, TOLEDO, O.

Primulas with a reputation, now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermensina.
Other varieties later.
From 2¼-in. pots, $5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots, $4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N. J.

PRIMULAS
A nice strain of carefully selected stock that is sure to give satisfaction. Primula obconica, 2¼-in., $4.00 per 100; Chinensis, 2¼-in., $5.00 per 100, $45.00 per 1000.
Cash, or satisfactory reference from parties not having an account with us. Cotter-Granger Co., Jamestown, N. Y.

PRIMULA OBCONICA—2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $4.00 per 100, $35.00 per 1000. Primulas in all varieties on application. Roman J. Irwin, 108 West 28th st., New York.

PRIMULA—Obconica Gigantea and Grandi, flora. From 2¼-in. pots, $5.00 per 100.
PRIMULA Chinese. From 2¼-in. pots, $4.00 per 100.
PRIMULA Malacoides. From 2¼-in. pots $3.50 per 100. Wettlin Floral Co., Hornell, N. Y

PRIMULA—Obconica, 2¼-in. strong, $4.00 per 100; 4-in., $12.50; 6-in., $25.00. Chinensis, 4-in., $12.50; 6-in., $25.00 per 100. Malacoides, 2¼-in., $3.00; 4-in., $10.00; 6-in., $20.00; 4 and 6-in. well in bloom, all varieties. Henry Smith, Grand Rapids, Mich.

PRIMULAS—2½-in. Obconica, all the best varieties, $5.00 per 100, $45.00 per 1000; Malacoides, new strain, better than Townsendi, $6.00 per 100, $50.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Phila., Pa.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA Obconica—Miller's Giant. Fine. 2-in. $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULAS and PELARGONIUMS—See page 123. Roman J. Irwin, 108 W. 28th st., N. Y.

Continued on Next Page

STOCK FOR SALE

ROSES

MINIATURE ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00

VERY SPECIAL STOCK

Ophelia, 3-in.	$12.00
Sunburst, 3-in.	12.00
4-in.	15.00
Mdm. Collette Martinette, 3-in.	12.00
4-in.	15.00
Columbia, own root	30.00
Ophelia Supreme, grafted	30.00
Irish Fireflame, 3-in.	10.00
Richmond, 4-in.	10.00

Ready for immediate delivery
CHARLES H. TOTTY COMPANY,
MADISON, NEW JERSEY

ROSE PLANTS—Own root, 2½-in. Ophelia, Maryland, Hoosier Beauty, Mrs. Shawyer, Pink Radiance, Kaiserin, White Killarney. $7.50 per 100, $65.00 per 1000. 100 1000
American Beauty, 2½-in. $8.00 $75.00
3-in. 12.00
Sunburst, 2½-in. 8.00 70.00
Hadley, 2½-in. 8.00 75.00
3-in. 10.00
Double White Killarney 14.00 130.00
Killarney Brilliant, Grafted 14.00 130.00
Columbia, Own Root 30.00 250.00
Grafted 35.00 300.00
Double Pink Killarney, Own Root 7.50 65.00
Ophelia, Own Root 7.50 60.00
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ROSE PLANTS

2½-in.	Own Root 100	Own Root 1000	Grafted 100	Grafted 1000
Columbia	$30.00	$250.00	$35.00	$300.00
Ophelia Supreme	30.00	250.00	35.00	300.00
Hadley, extra heavy	7.50	65.00		130.00
Sunburst, extra heavy	7.50	65.00		
Killarney, D. P.	7.50	65.00		
Killarney, S. White	7.50	65.00		130.00
Ophelia	8.00	70.00		
Mrs. Geo. Shawyer	7.50	60.00		

S. S. Pennock Company
1608 Ludlow st., Philadelphia, Pa.

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochet, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

ROSE PLANTS—Jonkheer J. L. Mock, 3½-in., $8.00 per 100, $70.00 per 1000; Cecil Brunner, 2½-in., $5.00 per 100, $45.00 per 1000; 250 plants at the 1000 rate. Brant Bros., Inc., Utica, N. Y.

Send for ready-to-ship own-root stock-list of Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEEDS

CYCLAMEN SEED

	1000
Bloodred	$12.00
Brilliant red	12.00
Rose pink	12.00
Glory of Wandsbek, dark and light salmon	12.00
Daybreak, salmon pink	12.00
Pure white	12.00
White with eye	12.00

Other varieties also.
If all Salmon is ordered, the price is $14.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Building, Philadelphia, Pa.

SWEET PEA SEED
We offer a complete list of all the best standard commercial varieties and the latest tested novelties, seed ready for immediate delivery.
Send for our complete list
S. S. Pennock Company
1608 Ludlow st., Philadelphia, Pa.

SWEET PEA SEED
All the standard varieties and novelties in Winter-Orchid Flowering and Spencers.
Send for descriptive list with prices.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGONS

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Silver Pink, Nelrose, Giant Yellow and Phelp's White, 2¼-in., $5.00 per 100, $40.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

SNAPDRAGONS—2-in. pots, Silver Pink, Rose, Yellow and Maroon, $3.00 per 100. No attention to C. O. D. Cash, please. B. C. Blake Co., Springfield, Ohio.

SNAPDRAGONS—Seedlings, Keystone, Pink and White: 2¼-in., $4.00 per 100. Schizanthus, best colors, fine plants, 2¼-in., $4.00; 4-in., $12.50; 6-in., $25.00 per 100. Henry Smith, Grand Rapids, Mich.

SNAPDRAGON—Well branched, free from disease. Enchantress, Bronze Beauty, Phelp's White and Yellow. 2¼-in., $3.50 per 100, $30.00 per 1000. Carter & Son, Mt. Holly, N. J.

Continued on Next Column

STOCK FOR SALE

SNAPDRAGONS

SNAPDRAGONS—Ramsburg's Silver Pink., 2¼-in., $3.50 per 100, $30.00 per 1000. Cash Wm. J. Marshall, Copeland st., Campello, Mass.

NELROSE SEEDLINGS—From flats. See display ad. F. W. Fletcher & Co., Auburndale, Mass.

SNAPDRAGONS. 2¼-in.—See page 123. Roman J. Irwin, 108 W. 28th st., New York.

STEVIA

STEVIA (double)—Exceptionally fine strain 2½-in., $4.00 per 100, $35.00 per 1000. C. U Liggit, Wholesale Plantsman, 325 Bulletin Bldg Philadelphia, Pa.

STEVIA Compacta—2¼-in. pots, $2.50 per 100. Cash please. Paul Fischer, Wood-Ridge, N. J.

VINCAS

VINCA VARIEGATA—Strong, 3½-in. at $10.00 per 100; also 3-in., with nice long runners, $7.00 per 100. Cash. Russell Bros., Inc., Syracuse, N. Y.

VINCA VARIEGATA—3½-in. pots, 6c., 4-in. pots, 12c. T. H. Judd, Danbury, Conn.

VIOLETS

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and other varieties on application. Roman J. Irwin, 108 W. 28th st., New York.

MISCELLANEOUS STOCK

50,000 IRIS—5 colors; strong. $35.00 per 1000, $20.00 for 500; no order for less. Plant now and get flowers in Spring. 1500 Day Lilies, $5.00 per 100; no less. Cash with order. Albert Fuchs, 803 Sheridan Rd., Chicago.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

VEGETABLE PLANTS

CELERY, CABBAGE and CAULIFLOWER PLANTS
Shipped anywhere by Parcel Post or Express. Roots in damp moss.
White Plume, Winter Queen, Golden Heart and Giant Pascal Celery Plants. $2.00 per 1000; 500, $1.25; 300, $1.00.
Re-rooted plants (mass of fine roots grown on them), $2.75 per 1000, $1.50; 300, $1.25; 200, $1.00
Henderson's Re-rooted Snowball Cauliflower plants. $4.50 per 1000; 500, $2.50; 300, $1.60; 200, $1.25.
We make a great specialty of Snowball Cauliflower and raise no other kind. We sow seed about every five days to have a supply of plants constantly on hand.
Re-rooted Cabbage plants: Copenhagen Market; Succession, Surehead, Flat Dutch. $1.80 per 1000; 500, $1.00. F. W. Rochelle & Sons, Chester, New Jersey. (20 years Vegetable Plants exclusively

Celery, Celery, Celery Plants
Golden Self-Blanching (French), $2.00 per 1000. Cabbage: D. Ballhead, Short Stem, Succession, Sure Head and Flat Dutch, $2.00 per 1000; 5000 or more, $1.50 per 1000. Pepper, in variety, (sweet), $3.00 per 1000. Cash with order please. H. I. Wooster, Wholesale grower, Lock Box 141, Plainville, Ct.

STRAWBERRY PLANTS—For August and Fall planting. Pot-grown and runner plants that will bear fruit next summer. Leading varieties Raspberry, Blackberry, Gooseberry, Currant, Grape plants, Fruit Trees, Shrubs for Fall planting Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

CELERY PLANTS—Golden Self Blanching, White Plume, Giant Pascal and Winter Queen, 60c. per 100, $2.50 per 1000. Send postage if wanted by mail. Leading varieties Cabbage, Cauliflower, Pepper, Brussels Sprouts, Kohl Rabi, Kale, Parsley, Asparagus Plants at reasonable prices. Catalogue free. Harry P. Squires, Good Ground, N. Y.

SWEET POTATO PLANTS of all the leading varieties delivered by parcel post. 25 plants, 20c.; 50 plants, 35c.; 100 plants, 50c.; 500 or more, 30c. per 100. By express, charges collect, 1000 plants, $1.75; 5000 or more, $1.50 per 1000. H. Austin, Felton, Del.

CELERY—White Plume and Winter Queen, the most blight resisting variety of all transplanted stock. $4.00 per 1000, $35.00 per 10,000. Moss packed. 250 at 1000 rate. Celeriac or Turnip-rooted Celery same price. Manneto Hill Nurseries, Wm. A. Finger, Prop., Hicksville, N. Y.

CELERY PLANTS—Golden Self Blanching (French strain), Giant Pascal, also the grand, new easy blanching, which is easy to grow. Fine plants, ready for the field, $2.00 per 1000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

Plant Tomatoes in greenhouse for Thanksgiving crop. Comet and John Baer. 1000, $3.00; 100, 50c., mailed free. A. S. MacBean, Lakewood, N. J.

15,000 EGG PLANTS—Out of 2½-in. pots, $15.00 per 1000. (New York Spineless). Otto Muller, Whitestone, L. I.

STOCK WANTED

WANTED—Plumbago capensis, the old fashioned blue sort. Send quotations to Reasoner Bros., Oneco, Fla.

FOR SALE OR RENT

At public sale, to close an estate, on the premises, directly opposite the College town of Lewisburgh, Pennsylvania, on Wednesday, 14th August, 1918, 9 A. M., lot of fifteen acres, with nine-room dwelling house, hot water heat, bath city water, also two six-room tenant houses, with water, large barn; also six greenhouses, 200 ft. x 40 ft., 232 x 32; 75 x 32; 60 x 40; 60 x 32; 60 x 25; boiler house with two Lord & Burnham boilers, hot water piped through all green-houses, thoroughly heating them in coldest weather; brick cave; 4 colds frames, 101 hotbed sash; large lot of potted and bedded stock, pots, vases, tools, hose etc., also household goods, horses, wagons, farming implements, hay, chickens, etc. For information, address Mrs. Ida G. Bollinger, Executrix, Lewisburgh, Penn's, or George B. Rine, Executor, Selinsgrove, Penn.

FOR SALE—A BARGAIN—Retail Florist business, in thriving town in Colorado. 4 green houses: concrete walls, cypress wood-work; 2 boilers and heating system. 2-story brick building: store below, 6 rooms above. Fine ice box and other fixtures. Greenhouses all stocked. Coal in abundance. A real bargain for right party. Established 10 years and doing successful business. For particulars, write to M. A. Poss, San Mateo, Cal..

FOR SALE
Large greenhouse range being dismantled. 10 x 15, 16 x 24 D. S. B. glass; 4 steam boilers; 3 steam pumps; 1¼-in. pipe; ventilating apparatus and iron construction; also pots and other miscellaneous material.
Write immediately, if you are interested.
Ira G. Marvin
23 So. Franklin st., Wilkes-Barre, Pa.

5 Greenhouses for sale, 125x24 feet, all heated by 2-in. pipe. 16x24 glass, $5.00 per box; special prices on large lots. 2-in. pipe, 15c. per foot. Special prices on large lots. A quantity of fittings and valves of all kinds. Inquire of Ulrich Bros., Pennsylvania and Cozine Ave., East New York, Brooklyn, N. Y.

FOR SALE—Greenhouses to be removed. 1 ¾ span, 136x20, 1 curvelinear, 50x20, both iron frame, glazed with double thick clear glass, 16x20 and 16x24, heating plant, consisting of 2 Hitching's hot water boilers and upwards of 2000 feet 4-in. cast iron pipe, valves and fittings. All for $1000.00. F. E. Whitney, Beacon, N. Y.

At Oceanside, L. I., N. Y., Lord and Burnham steel house, 75x200; also boiler and workroom. Benches for Carnations, with over 15000 field-grown plants on hand. 1 acre of ground. Convenient to railroad. Brunger and Houston 262 Atlantic Ave., Rockville Centre, L. I., N. Y.

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked. Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling. Geo. W. Watkin, Camden, N. Y.

Small greenhouse, nursery, florist and garden business, with several acres of land, dwelling and buildings. Capable of rapid growth and development. Connecticut shore town. Address W. D., care The Florists' Exchange.

13 greenhouses, 3 to 8 acres, near fine market, fully stocked. Reason, death of owner. Stock for sale separately, if desired. Location; New Albany, Ind., near Louisville. Address John M. Walker, 1216 Central Ave., Connersville, Ind.

FOR SALE—Well established and located flower shop, doing nice business. Immediate possession given. Failing health reason for selling. Mrs. M. C. Bell, 12317 St. Clair Ave., Cleveland, Ohio.

FOR RENT—8 greenhouses at Secaucus, formerly owned by Henry Schurmann. Full particulars can be had from Judge Smith, opposite Hotel Wolfert, Secaucus, N. J.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York. Jacob Hauck, 49 Montgomery st., Bloomfield, N. J.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

FOR SALE—Greenhouse material; bars, glass pipe, iron gutters, 2 Hitchings' houses. Mrs. C. Eisele, 11th and Westmoreland st., Philadelphia, Pa.

SUNDRIES FOR SALE

CANES

CANES—4 to 8 feet, $2.50 per 1000, Express. S. C. Brendel, Jackson, Tenn.

CAMPUS GREENS

Gets you trade, $2.50 1000 sprays, S. C. Brendel, Jackson, Tenn.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

SUNDRIES FOR SALE

MOSS

SPHAGNUM MOSS—10-bbl. bale, $2.85; 5-bbl. bales, $7.00. Orchid Peat, $1.00. Burlap, 35c. extra; cash, 5c. less. Jos. H. Paul Manahawkin, N. J., Box. 156.

PAPER POTS AND DIRT BANDS

PAPER POTS AND DIRT BANDS—We ship from Pittsburgh, Cleveland, Cincinnati, Chicago Milwaukee, St. Louis and Kansas City, Mo. Price list and samples free. Address F. W. Rochelle & Sons, Chester, N. J.

WIRE

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

WOOD LABELS

LABELS FOR NURSERYMEN AND FLORIST Benjamin Chase Co., Derry Village, N. H.

MISCELLANEOUS WANTS

FLOWER POTS WANTED—Standard, 4 to 8-in sizes. State price and quantity. A. Colle Doylestown, Pa.

WANTED—Second-hand 3 or 3½ ft. Rose stakes Give price in first letter. Address X. H. care The Florists' Exchange.

GERANIUMS

S. A. Nutt, Ricard and Viaud, 2-in. $2.00 per 100

DAISY. Mrs. F. Sanders, 2-in. $2.00 per 100

VINCA Variegata. 2-in. $1.75 per 100.

CABBAGE PLANTS, Flat Dutch, $1.25 per 1000.

ELMER RAWLINGS
ALLEGANY NEW YORK

When ordering, please mention The Exchange

Houston, Texas

Despite the middle of the warm season the florists of Houston have done remarkably well the past week. They have felt the rush, as most of them have employees out on vacation, so that those left behind have had to work doubly hard.

R. C. Kerr reports having done a very good business the past week. M. C. Walker, having returned from his vacation trip, E. C. Eichling, general sales manager and secretary of the new R. C. Kerr Co., has gone for a visit to New Orleans, where his people have been in the florists' business for years. Mr. Kerr received so many compliments on the window display designed and executed by Messrs. Eichling and Walker that he had had a photograph made of it. A reproduction of the picture appears on page 131.

H. H. Kuhlmann of the Kuhlmann Floral Co., says that he had a fine trip around the country during his vacation. He visited Corpus Christi and numerous other towns in Texas, going in his car in company with Mrs. Kuhlmann. He says he has had all he could do to keep up with business the past week. He has been renewing his decorations for the Rice roof garden. The Tomato plants included in the decorations bore a good crop.

R. G. Hewitt of the Brazos Greenhouse says that business the past week was unexpectedly good, keeping him on the run all the time, as several of his people are on vacation. Mrs. Tobola, recently married, left last week for a trip. Mr. Hewitt says that the Blue Bells have helped out the florists considerably this year. Carnations are being shipped in pretty well, but he has held up a little on Roses.

M. E. Foster, president and editor of the Houston *Chronicle*, visited the City Greenhouse recently, and was so delighted with the landscape features of the grounds surrounding the houses, as designed by Supt. C. L. Brock, that he sent one of his writers, R. A. Sell, to give it a big write-up. Mr. Sell succeeded in making a very interesting article.

The Crape Myrtles are now out in all their glory. The Houston Hort. Society, whose president, S. J. Mitchell, is now enjoying himself in New York and environs, has decided to make Houston a Crape Myrtle city, and will doubtless make a feature of this movement next year. Owing to the heavy rains that have fallen this season, all shrubbery is doing very well. The bloom of the Rose of Sharon has been particularly fine.

Gillespie Kuhlmann, brother of H. H. Kuhlmann, Jr., and associated with him in the Kuhlmann Floral Co., has left to join the Navy of Uncle Sam. Another brother, Lawrence, is already in the Army.

C. L. B.

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Pecky Cypress Bench Lumber

Glass

THE ONLY PERFECT

LIQUID PUTTY MACHINE

Will last a lifetime, $1.75 each

"SEAL TIGHT LIQUID PUTTY"

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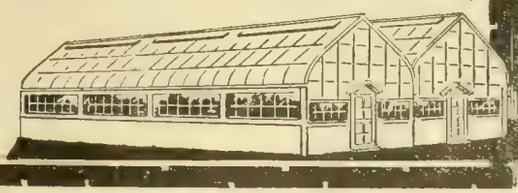

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Our Grade Invariably the best. Our Prices Right.

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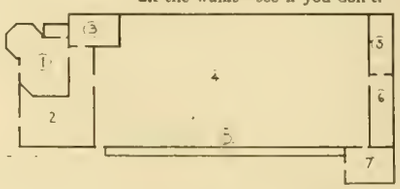
If it's "good old summer time" when next you are in Lawrence, look up Wagland's place and, 'mid charming surroundings, cool and comfort yourself with one of his famed chocolate ice cream sodas.

Or if it's soda's off season, than every inch of the greenhouses will be interesting. You will walk up and down *all* the walks—see if you don't.

Section of the Show House.



1, Store and Office; 2, Show House; 3, Workroom; 4, Greenhouse; 5, Forcing House; 6, Cool House; 7, Store House; 8, Frames.

A. H. Wagland, The Leader of Lawrence A Business Builder And Unique Advertiser

THE other day, our Boston office sent us a couple of photographs of A. H. Wagland's place at Lawrence, Mass. In their comments written on the back, was "This man Wagland is a great advertiser. He is to Lawrence what Henry Penn is to Boston."

Of course, we at once wrote for full particulars.

Here they are, copied word for word from their reply.

"In the spring of 1915 we completed for Mr. Wagland the greenhouses shown in the photographs and accompanying plans. For a retail establishment in the city, Mr. Wagland's place is most complete and conveniently arranged and is also very attractive. There are, as the plans show, a good sized store and office, a show house, workroom, general purpose greenhouse, forcing house, cool house and frames. There is also to be added in the near future a store house.

"The show house is always nicely arranged with palms and ferns and the best of the flowering plants from the greenhouse. The latter is 45 ft. wide and 92 ft. long. It has concrete walks and well built benches. At the end of the greenhouse is a lean-to 9 ft. 6 in. wide which is divided into two compartments to give a forcing house and a cool house. At the corner is to be built a store house in which potting soil, pots and other bulky material will be stored. Valley connections are already provided for this store house. The workroom, where floral pieces are made up, is slightly apart from the greenhouse and office so as to be out of the way of visitors. A fine new refrigerator has recently been installed as a part of the store equipment. Along one side of the greenhouse next to the drive way is a line of cold frames which are taken up when not in use and stored away. This p'ace of Mr. Wagland's is located on Broadway, about five minutes' trolley ride from the center of the city. He also has a fine up-to-date store on Essex Street which is the main business street of Lawrence.

"Mr. Wagland is a firm believer in publicity and makes use of every medium which he knows of, including electric signs, bill boards, street car cards, newspapers, calendars, programs, etc. He never misses an opportunity of letting the people of Lawrence and vicinity know that he is ready to serve them. Around the holiday season, in December, his show house is most attractively arranged and is lighted up with festoons of colored electric lights. His three delivery trucks are decorated in the same way.

"Just before Easter this year, Mr. Wagland announced through the newspapers that a flower show would be held. At a rough estimate more than 2,000 people visited the greenhouses in the three or four days before Easter. Needless to say, the show was a huge success in every way.

"In building the show house, Mr. Wagland had the benches arranged so they can be taken down readily and in the summer time when the florist business is dull he takes these benches out, installs a soda fountain, tables and chairs, a victrola hidden behind a bank of ferns and has a sort of grotto with a pool and gold fish in the center. During the hot summer months he dispenses cooling refreshments which are all the more refreshing because of the attractive setting and arrangement. As the roof is glazed with ground glass and carefully shaded, the place is comfortably cool."

To which let us add, that we go anywhere for business. Or to talk business.

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NEW YORK
1170 Broadway

BOSTON
49 Federal Street

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 5 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) AUGUST 3, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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FERNS

	Per 100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima, 6-in.	.50
8-in.	1.00
elegantissima and elegantissima compacta, 10-in.	$3.00 to 5.00
elegantissima compacta, muscosa and Smithii, 3½-in.	.25
muscosa and Smithii, 5-in.	.50
Smithii, 6-in.	.75

WINTER-FLOWERING ROSES

	Per 100
Rosalind and Silvia, 3½-in. pots, own root	$25.00
Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney, Killarney Brilliant, and Francis Scott Key, 3½-in. pots, own-root	$18.00 per 100, $150.00 per 1000

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Fine, strong stock for growing on or for counter sales.
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PRIMULA Obconica. 2¼-inch $5.00 per 100, $45.00 per 1000.

EUPHORBIA Jacqueminaeflora. 2¼-inch $10.00 per 100.

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SNAPDRAGON. Nelrose, Keystone, Peachblow, Enchantress, fine clean stock: 2¼-inch $4.00 per 100, $35.00 per 1000.

ASPARAGUS Plumosus. Seedlings, $1.00 per 100, $9.00 per 1000; 2¼-inch $3.50 per 100, $30.00 per 1000; 3-inch $7.50 per 100, $60.00 per 1000.

We can supply Grafted Roses for late planting.

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IN THIS ISSUE

More about the St. Louis Convention

The Short of Help Problem

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Efficiency in Greenhouse Management

Economical Problems Confronting the Florist

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Extra strong, 2½-inch, ready for 4-inch, $18.00 per 100

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3-inch, fine stock, $10.00 per 100

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Fine stock, $5.00 per 100, $40.00 per 1000

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GIGANTEUM—7-9, 100 to the case	Write for Prices
7-9, 300 to the case	
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FRESH ASPARAGUS PLUMOSUS SEED
$2.00 per 1000; 5000 lots, $9.00

FREESIA PURITY ½ to ⅝-in., $1.25 per 100, $10.00 per 1000; ⅝ to ¾-in., 1.75 per 100, 15.00 per 1000

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ATTENTION, MR. FLORIST

Your coal supply reduced, you must now grow the most profitable items in as low a temperature as possible. Here are a few money-makers :

Winter-Flowering Spencer Sweet Peas

Now Ready for Delivery

TO BLOOM FOR THANKSGIVING AND UNTIL MARCH, sow the seed in August in sand using 2 seeds in a 2-inch pot. After growth is advanced a few inches transplant to permanent positions about three inches apart.

All strains of Winter-flowering Sweet Peas contain "rogues" both as to color and the Winter flowering characteristic. The Australian varieties are almost perfectly "fixed" in both respects and are better than the American sorts. Any late bloomers can be readily distinguished as they commence to branch an inch or two above the surface of the soil, whereas the Winter-flowering plants produce a straight vine and more pointed foliage, making no lateral growth until 15 to 18 inches above the surface of the soil. The late bloomers should be eliminated as soon as they can be distinguished.

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BLUE FLAKES. Deep blue, pencilled over a delicate gray white ground; the best blue to date.
CÆRULEA. Delicate sky blue, sometimes a little lighter.
CONCORD BLUSH SHADES. The colors range from white blush and creamy pink to deep pink.
CONCORD CHARM. Delicate shades of white and blue; white wings and very light heliotrope standard.
CONCORD CHRISTMAS PINK SHADES. A Spencer strain of Christmas Pink coloring; as there is some variation in these they are offered as shades.
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CONCORD RADIANCE. A very striking shade of rosy magenta.
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SALMONEA. A rich, rosy salmon variety of great merit.
YARRAWA. Bright rose pink, with light wings, ¼ oz., (about 100 seeds) 35c., 1 oz., $1.00, lb., $12.00.

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except **Yarrawa,** as noted above.

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	¼ oz.	Oz.	¼ lb.	Lb.
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Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
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Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
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Bridal Veil. Best pure white	.20	.75	2.50	8.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
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Bohemian Girl. Pink self	.20	.75	2.50	8.00
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Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose-pink. Introducer's Re-Selected Stock	.35	1.00		12.00
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Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.20	.75	2.50	10.00

	¼ oz.	Oz.	¼ lb.	Lb.
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Cherry Red	$1.10	$9.00
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	Pkt.	¼ oz.	½ oz.
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Masterpiece	.25	2.00	3.50
Orchidaeflora (Orchid Type)	.25	1.50	2.50
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Majesty. The finest of all the fancy varieties of Mignonette for Winter forcing; an improvement on Allen's Defiance. Seed saved from select spikes under glass ¼ oz. trade pkt., 60c., trade pkt., $1.00, oz. $7.50

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Alba (Pure White), **Kermesina** (crimson), **Lilac, Rosea, Mixed,** pkt. 50c., 3 pkts., $1.25.

Chinensis and other types of Primula, ask for our complete Florists' catalog.

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	1000
1st Size	$6.00
Large Size (¾-inch)	14.00
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128 Chambers Street **NEW YORK CITY**

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Fine stock. 1-in. to 1¼-in., $4.50 per 100, $40.00 per 1000; 1¼-in. to 1½-in., $5.50 per 100, $50.00 per 1000; 1½-in. to 1¾-in., $8.25 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.00 per 100, $110.00 per 1000; 2-in. to 2½-in., $13.50 per 100, $130.00 per 1000. **Ready in August.**

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First size, $9.00 per 1000.
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Mammoth Size, also ⅝-in. and up
FREESIA refracta alba, ⅜-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
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53 BARCLAY STREET
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54 PARK PLACE
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		Per bale	Per bale
Natural,	6 ft.	2000	$21.00
,,	6-9 ft.	600	7.00
,,	9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

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These advertisers are catching the eye weekly of the most active buyers there are in the world for your good.

Albert & Davidson, Inc 187
Allen, J. K. 181
American Bulb Co. 150-56
Anderson, J. F. 163
Anderson, S. A. 172
Aphine Mfg. Co. 162
Aschmann Bros 163
Aschmann, Godfrey 163
Ashley, Ernest 172
Audubon Nurs. 166
Avenue Floral Co. 175
Baker Bros 174
Baker, Wm. J. 183
Barrows, Henry H. 163
Baumer A. R. 175
Baur & Steinkamp 160
Bayersdorfer & Co. 179
Bay State Nurs., The. 166
Beaven, E. A. 178
Beckers' Cons. 172
Beckets' Seed Store. 158
Begerow Floral Co. 175
Bemb Floral Co., L. 174
Benjamin, S. G. 164
Bennett, C. A. 166
Bertermann Bros., Co. 174
Boddington Co., Inc 150
Bolgiano & Son, J. 159
Bonnet & Blake. 181
Boston Floral Supply Co. 179
Bowe, M. A. 175
Braun, J. B. 156
Breitmeyer's Sons, J. 174
Brown, Peter 164
Brown Bag Filling Mach. Co., The 158
Bryan, Alonzo J. 161
Buchbinder Bros. 178
Buckbee, H. W. 175
Bunyard, A. T. 175
Burnett Bros. 159
Burpee, W. A. & Co 159
Butler & Ullman 176
Byer Bros. 161
Caldwell Co., W. E. 187
Caldwell the Woodsman Co 179
California Nursery Co 166
Campbell Bros. 163
Caplan, Florist. 173
Carbone, Florist. 172
Carnation Support Co 160
Champion & Co., John N. 175
Chicago Feed & Fertilizer Co. 162
Chicago Flower Growers' Ass'n, The. 182
Childs, John Lewis. 159
Chinnick, W. J. 164
Christensen, Thos. P. 164
Clarke's Sons, D. 176
Clay & Son. 162
Colonial Flower Shop. 172
Conard & Jones Co. 166
Coombs, Florist. 174
Cowee, W. J. 179
Cowen's Sons, N. 187
Craig Co., Robt. 164
Crouch, Mrs. J. W. 172
Crowl Fern Co. 179
Cut Flower Exch. 181
Danker, Florist. 172
Dards. 176
Day Co., W. E. 177
DeBuck, John 164
Denaiffe & Son. 157
Dillon, J. L. 161
Dolansky & MacDonald 182
Donaghue, Alfred. 176
Dorner & Sons Co. 161
Dreer, H. A. 163-87
Drumm Seed & Floral Co. 174
Eagle Wire Works 179
Eble, Chas. 175
Edlefsen-Leidiger Co 175
Edwards' Folding Box Co. 179
Emmans, G. M. 164
Eskesen, Frank N. 164
Fallon, Florist. 176
Fehrlin, O. 156
Fenrich, Joseph S. 180
Fetters, Florist. 174
Fexy, D. 181
Florists' Hail Ass'n. 178
Foley Greenhouse Mfg Co. 187
Ford, M. C. 180
Ford, Wm. P. 181
Fottler, Fiske, Rawson Co. 156
Fowler, Mrs. L. P. 177
Friedman, Florist. 172
Friedman, J. J. 162
Froment, H. E. 181
Frost, Chas. 156
Galvin, Thos E. 176
Gasser Co., J. M. 172
Giblin & Co. 186
Girvin, Willis B. 160
Goldstein & Futterman 181
Gove, The Florist 172
Graham & Son, A. 172
Grakelow, Florist. 176
Grandy, The Florist. 176
Gude Bros. Co. 177
Gunther Bros. 181
Habermehl's Sons. 176
Hahn, Florist. 172
Hanford, R. G. 160
Hardesty. 172
Hart, George B. 179
Hatcher. 172
Heacock Co., Jos. 163
Heiss Co. 174
Henshaw Floral Co. 180
Hentz & Nash, Inc 181
Herr, A. M. 161
Hess & Swoboda. 176
Hession 176
Hews & Co., A. H. 187
Highland Pk. Gnhs. 174
Hill Co., E. G. 182
Hill Floral Co., E. G. 172
Hill Nurs. Co., D. 166
Hitchings & Co. 187
Hollywood Gardens. 177
Holm & Olsen. 177
Horan, E. C. 181
Horn & Co., J. F. 172
Hunt & Co., Wm. M. 160
Irwin, R. J. 159
Jackson & Perkins. 166
Jennings, E. B. 156
Johnson Chas 157
Johnston Bros. 176
Johnston & Co., T. J. 176
Joseph's Florist. 177
Joy Floral Co. 175
Kasting, Wm. F. Co. 149
Keller, John A. 175
Keller Pottery Co. 187
Keller Sons, J. B. 176
Kelway & Sons. 159
Kerr, The Florist. 174
Kervan Co., The 178
Kessler, Wm. 181
Knoble Bros 172
Komada Bros. 183
Kooyman Co., Inc. C. 156
Kottmiller, Florist. 176
Kroeschell Bros. Co. 187
Kromhout, A. 166
Kuebler, Wm. H. 181
Lager & Hurrell. 164
Lang Floral & Nurs. Co. 174
Lange, A. 172
Lange, H. F. A. 177
Langjahr, A. H. 181
Leahy's 174
Leonard Seed Co. 156
Liggit, C. U 161
Littlefield & Wyman. 166
Lockland Lumber Co. 188
London Flower Shop. 176
Lord & Burnham Co. 188
Lovett, Lester C. 166
Lovett, Inc., J. T. 166
Ludwig Floral Co., E. C. 176
Mackie, W. 181
Macnair, Florist. 176
Mader, Paul. 164
Malandre Bros. 176
Marshall & Co., W. E. 159
McCallum Co. 179
McCarron, Miss. 175
McClunie, Geo. G. 174
McConnell, Alex 176
McHutchison & Co. 150-56-58
McManus, James. 181
Meehan, C. E. 183
Metarie Ridge Nursery Co., Ltd. 175
Metropolitan Material Co. 187-88
Meyer, Adolph. 176
Michell Co., Henry F. 152
Michigan Cut Flower Exchange. 179
Michler Bros. Co. 174
Miller, A. L. 164
Mills, the Florist. 174
Mountain View Floral Co. 166
Mullanphy, Florist ... 177
Munk Floral Co. 174
Murray, Samuel. 174
Murray, Florist. 175
National Florists' Board of Trade. 159
Neidinger Co., J. G. ... 178
New England Florist Supply Co., Inc. 182
Nicotine Mfg. Co. 162
Niessen Co., Leo 183
Nitrate Agencies 162
Noe, L. M. 181
Outpost Farm. 166
Ouwerkerk, P. 166
Palmer, F. E. 172
Palmer & Son, W. J. ... 172
Papworth, Harry. 175
Park Floral Co., The. 174
Park Floral Co. 177
Parshelsky Bros, Inc. 187
Peacock Dahlia Farms. 161
Peirce, E. Allen 187
Penn, The Florist. 172
Pennock Co., S. S. ... 183
Peters & Reed Pottery Co. 187
Peterson & Sons, J. A. 156
Pfaff & Kendall 187
Philips Bros 175
Pierce Co., F. O. 187
Pierson, Inc., A. N. 149
Pierson Co., F. R. 149
Pikes Peak Floral Co. 174
Pillsbury, I. L. 174
Pittsburgh Cut Flower Co. 178-79
Polykranas, G. J. 181
Potter Floral Co. 174
Pulverized Manure Co., The 162
Purdie & Co., D. S. ... 175
Ramsburg, G. S. 160
Randall's Flower Shop 177
Randolph & McClements. 176
Rawlings, Elmer 161
Reck, John & Son. 172
Reed & Keller. 179
Reinberg, Peter 182
Rice Co., M. 178
Riedel & Meyer, Inc. 181
Ritchy, F. W. 161
Robinson Co., H. M. 181
Robinson & Co., Inc., H. M. 178
Rock Flower Co., W. 175
Rodgers Floral Co. 172
Roehrs Co., Julius. 164
Rosemont Gardens. 175
Rosary Flower Shop. 172
Royal Glass Works. 187
Rumbley Co., The. 179
Rupp, John F. 156
Salter Bros 177
Sauter, A. 181
Sceery, Ed. 176
Schling, Inc., Max., Seeds 156
Schling, Inc., Max, Flowers 176
Schmidt, J. C. 161
Scholtz, the Florist, Inc. 172
Schramm Bros 177
Schulz Co., Jacob 175
Schwacke & Co., C. ... 156
Scollay, John A 188
Scottswood Gnhs. 177
Scott, Florist. 172
Serphos, Norman. 157
Sheridan, Walter F. ... 181
Siebrecht, Geo. C. 181
Sixth City Wire Wks. 178
Skidelsky & Co., S.S. 150-156
Skinner Irrigation Co. 188
Smith & Fetters Co. 172
Smith & Hemenway Co. 188
Smith, Henry 174
Smith, P. J. 180
Smith Co., W. & T. 166
Smith, the Florist. 174
Snyder Co., B. A. 182
Solomon & Son, L. 187
Spear & McManus. 174
Steele's Pansy Gardens 156
Storrs & Harrison Co. 166
Stumpp, Geo. E. M. ... 176
Stumpp & Walter Co. 157-159
Syracuse Pottery Co. 187
Taepke Co., G. H. 174
Thompson & Co., C. B. 175
Thorburn & Co., J. M. 150
Tomlinson Key Floral Co. 174
Traendley & Schenck. 181
United Cut Flower Co., Inc. 180
Vaughan's Seed Store. 158
Vick's Sons, James. 158
Vincent, Jr., & Sons. 149
Virgin, U. J. 175
Walker Co., The F. 175
Watkins & Simpson. 161
Wax Bros. 172
Weber, F. H. 177
Weeks Nursery Co., Inc., C. H. 166
Weir, Inc., James. 172
Welch Bros. Co. 182
Welch, The Florist. 174
Westman & Getz. 172
Whilldin Pottery Co. 186
Wilk, John 156-57
Wilson, H. E. 177
Wilson, R. G. 172
Winterson's Seed Store. 182
Wolfinger, Florist. 175
Wood Bros 160
Woodruff & Sons, S.D. 158
Young & Co., A. L. 181
Young & Co., John. 181
Young & Nugent. 176
Young & Sons Co., C. 177
Zech & Mann. 182
Zvolanek, Ant. C. 150

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Adiantum 149-59-63
Ampelopsis 166
Antirrhinum 158
Ardisia. 164
Aristolochia 166
Asparagus .. 149-52-56-58-159-61-64
Aspidium 163
Asters 160
Azaleas 166
Begonias 149-59-64
Bellis 156-59
Berberis 166
Bleeding Heart 166
Bouvardias 159
Boxwood. 166
Bulbs 149-50-52-56-58
Calceolaria 156-58-59
Calendula .. 156-58-59
Callas 150-52-59
Calliopsis 158
Candytuft. 158
Cannas 166
Carnations 159-60-61
Centaurea 158
Chrysanthemums 149-60-161
Cibotium 163
Cinerarias 156-58-59
Clematis 166
Cocos 149-63
Conifers 166
Cut Flowers .. 180-81-82-83
Cyclamen .. 149-50-52-56-157-58-59-61
Cyrtomium 149-63
Dahlias 161
Daisies 156
Decorative Plants 164
Delphinium 159
Dianthus. 159
Dracæna .. 158-59-61-63-64
Euonymus. 164
Euphorbia .. 149-59
Evergreens 166
Ferns 149-59-61-63-64
Farm Seeds. 159
Forgetmenots. 159
Freesia ... 149-50-52-56-59
Fruit Trees 166
Gardenia. 149
Genista 149
Geraniums ... 149-59-61-64
Gloxinia. 158
Gypsophila 156-58-59
Hemlocks 166
Hollyhocks 159
Honeysuckle 164-66
Hunnemannia 158
Hydrangeas 166
Iris 159
Jerusalem Cherries .. 149-159-63
Ivy 149-59
Japanese Maples 166
Japonica 166
Kentias 149-58-63
Ligustrum. 166
Lilac 166
Lilies .. 149-50-52-56-59-66
Lily of the Valley 156
Lupinus 158
Magnolias 166
Mignonette .. 150-56-58-59-60
Myrtle 159
Nursery Stock 166
Onion Sets 156
Onychium. 163
Orchids 164
Oxalis 152
Palms 164
Pansies .. 150-52-56-57-58-159-60
Pelargoniums 159
Peonies 159-66
Perennials 159-66
Phlox 166
Poinsettias 149-59-64
Primulas ... 149-50-56-58-159-61
Primroses 156
Privet 166
Pteris 163
Rhododendrons 166
Roses 149-59-60-66
Schizanthus 158
Seeds .. 149-50-52-56-57-58-159-60
Shrub 166
Snapdragon .. 149-56-59-60
Smilax 158-59-61
Solanum 163
Spiræa ... 166
Stevia 159
Stocks 156-58
Swainsona 149
Sweet Peas .. 150-52-56-59
Sweet William 156-59
Trees 166
Tsuga 166
Vegetable Plants .. 161-64
Vegetable Seeds ... 156-57-158-59
Vincas 164
Violets 159-64
Wistaria 166

MISCELLANEOUS

Aphine 159-62
Aphis Punk 159
Bamboo. 150
Baskets 178-79
Boilers 187
Boxes 178-79
Boxwood 178
Crepe Paper 179
Cycas Leaves 178-79
Cypress 187-88
Dagger Ferns 178-79
Directory of Reliable Retail Houses .. 172-73-174-75-76-77
Evergreens 178-79
Ferns, Fancy 179
Fertilizers 162
Fittings 187
Florists' Accounts Insured 159
Florists' Supplies .. 152-78-179
Fungine 162
Galax Leaves 178-79
Glass. 164-87
Glass Cutters 188
Glazing Points 187
Greenhouse Construction 187-88
Greenhouse Material .. 187-188
Ground Bone 162
Ground Pine 179
Hail Insurance 178
Heating 187
Hose 187
Implements 150
Insecticides 150-62
Irrigation 188
Laurel 179
Laurel Festooning 179
Lemon Oil 159
Lumber 187-88
Magnolia Leaves 179
Manure .. 162
Mastica 187
Mats 179
Metallic Designs 179
Moss 178-79
Nico-Fume 159
Nikoteen 159
Oak Leaves 179
Paper Pots 187
Pecky Cypress ... 187-88
Pipe 164-87
Pipe Fittings 187
Plant Food 162
Posts 180
Pots 187
Putty 187
Putty Bulbs 188
Putty Machines 187
Refrigerators 178
Roping 179
Sash 187-88
Seed Packets 158
Smilax 179
Sphagnum Moss ... 178-79
Stakes 150-60
Supports 160
Tanks 187
Tobacco Products ... 162
Toothpicks 179
Tubes 187
Valves 187
Vermine 162
Wants 184-85-86
Wax Flowers 179
Wheat Sheaves 179
Wholesale Florists ... 180-181-82-83
Wire 178
Wire Designs 178-79
Wreaths 179

Editorial Contents

Asiatic Labor on American Farms, Can We Have? 169
Boosting the St. Louis Convention 168
Clubs and Societies 165
Don't Be a Slacker 155
Economical Problems Confronting the Florist 170
Efficiency in Greenhouse Management 154, 171
Exhibitions and Meetings, Coming 163
Express Problem, Solving the (Illus.) 164
Florist Soldiers, Our 165
Flower Fair in London 180
Formal Perennial Garden (Illus.) 153
Freight Charges on Cash Basis .. 158
Fruits and Vegetables, Weekly Market Review of 158
Hardy Plants Can Help Solve the Coal Shortage 153
Implement Exhibit at Amer. Institute Fair 162
Japanese Lily Bulbs 168
Keep the Flowers Growing 155
Meetings and Exhibitions, Coming 163
Middle Atlantic States 162
New England States 163
Nursery Dept. (Illus.) 167
N. Y. State Fuel Administration 168
Obituary:
Berry, John C. 171
Phoma Stem Blight of Potatoes. 153
Purchase Side of the Stock Book 168
Question Box 186
Retail Dept. (Illus.): Practical Talks on the Short of Help Problem; Say it with Flowers; Henry Penn on Slogans and Signatures; Looking on the Bright Side of the Coal Situation; Business with Undertakers; Please Omit Flowers; Effective Advertising Literature .. 173-177
Row Marker, Adjustable 171
S. A. F. and O. H.: The St. Louis Convention 169
S. A. F. and O. H. Dept. of Plant Registration 159
Screenings for Pennsylvania Florists 168
Seed Trade, The 157
Southern States 161
Sweet Pea Crop, The 159

Trade Notes:

Boston 180
Buffalo 162
Chicago 182
Cincinnati . 179
Cleveland .. 178
Fort Wayne 179
Hartford 163
Houston 161
Lancaster 162
Louisville .. 162
New Bedford 163
Newport 163
New York . 180
Philadelphia .. 183
Portland 178
San Francisco 178
Woonsocket 163
Worcester 164

Vegetable Crops Under Glass and in the Open 160
Week's Work, The (Illus.): Notes for August; Planning Crop Rotations; An Example of Crop Rotation; In the 'Mum House; Mignonette; The 40 Ton Coal Maximum. 155

ROSE QUEEN

Michell's Winter-Flowering SPENCER Sweet Peas

	Oz.	¼ lb.	Lb.
Asta Ohm. Rich lavender	$1.25	$3.50	$12.00
Helen Lewis. Orange pink.	1.25	3.50	12.00
Lavender Nora.	.20	.75	2.50
Lavender Pink Orchid.	.75	2.50	8.00
Mrs. A. A. Skaach. Clear, light pink	.75	2.50	8.00
Mrs. M. Spanolin. Pure white.	.75	2.50	8.00
Mrs. William Orchid. Salmon pink	.75	2.50	8.00
Pink and White Orchid.	.75	2.50	8.00
Red Orchid.	.75	2.50	8.00
Rose Queen. Flowers are borne freely on long stems, are of large size, and usually four flowers on a stem. Color a most attractive shade of pink.			
Greenhouse Grown Seed.	3.00	10.00	35.00
Outdor Grown Seed	1.25	3.50	12.00
Venus. White, blushed pink.	.75	2.50	8.00
Wedgewood. Lovely clear blue.	1.25	3.50	12.00
White Orchid.	.75	2.50	8.00
Yarrawa. Flowers exquisitely waved, and of large size, color, bright rose pink with lighter wings	.75	2.50	8.00
Mixed Colors	.50	1.75	6.00

Oxalis Bulbs—Large Size

Excellent for pot culture.

	Doz.	100	1000
Grand Duchess. White	$0.25	$1.25	$10.00
Grand Duchess. Pink	.25	1.25	10.00
Grand Duchess. Lavender	.25	1.25	10.00
Grand Duchess. Yellow	.25	1.25	10.00
Bermuda Buttercup. Yellow.	.25	1.40	12.00

Purity Freesia Bulbs—True

	Doz.	100	1000
First size	$0.20	$1.25	$10.00
Mammoth	.25	1.75	15.00
Monster	.45	2.75	25.00
Jumbo	.60	4.00	35.00

Early-Flowering Spencers
Long Season

One of the chief characteristics of these varieties is their long season period of blooming, frequently remaining in bloom for four months. The flowers are of large size, of the best Spencer form, and are borne in threes and fours on long stems.

	Oz.	¼ lb.	Lb.
Early Heatherball. Mauve lavender	$0.75	$2.50	$8.00
Early Hercules. Soft rose pink	1.25	3.50	12.00
Early Liberty. Deep sunproof crimson	1.25	3.50	12.00
Early Meadow Lark. Rich cream	1.25	3.50	12.00
Early Melody. Rose pink on white ground.	.75	2.50	8.00
Early Morning Star. Deep orange scarlet in standard, with rich, orange-pink wings	.75	2.50	8.00
Early Snow Flake. Large pure white	.75	2.50	8.00
Early Song Bird. Pale pink on white ground.	.75	2.50	8.00
Early Songster. Rich lavender.	1.25	3.50	12.00
Early Spring Maid. Light pink on white ground	.75	2.50	8.00
Early Sunset. Rich, mauve pink on white ground.	1.25	3.50	12.00
Early Warbler. Rich, mauve purple	1.25	3.50	12.00

Also all the popular colors in the Grandiflora Winter-Flowering Sweet Peas.

Asparagus Plumosus Nanus Seed

1000 Seed	$3.50	10,000 Seed.	$30.00
5000 Seed	15.50	25,000 Seed.	72.50

Also all other Seasonable Seeds, Bulbs and Supplies.

Send for our New Wholesale Price List if you haven't a copy.

Henry F. Michell Co., 518 MARKET STREET Phila., Pa.

When ordering, please mention The Exchange

CYCLAMEN
GIGANTEUM SEED

The quality of our strain is unsurpassed

For the past eight years we have been improving on the Cyclamen; only the very best are selected for seed. We offer the following varieties:

GLORY OF WANDSBEK. Dark and light shades of Salmon
CHRISTMAS CHEER. Blood Red
BRILLIANT RED. Wine Red.
PURE WHITE
WHITE-PINK EYE
ROSE OF MARIENTHAL. Rosy Pink
DAYBREAK. Delicate shade of Salmon Pink
LAVENDER. A new and beautiful shade

PRICE **$12.00** per 1000 Seeds

J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio

New Early-Flowering or Winter-Blooming

Giant Pansies

The first to flower in Spring.
Flowers good and large, with deep, rich colors.
Stems long and strong.
Excellent for Cut Flowers when wanted in separate colors.
A vigorous grower and a good bedder.

14. **WINTER SUN.** Golden yellow, with dark eye.
15. **ICE KING.** Silvery white, with dark blue eye.
16. **CELESTIAL QUEEN.** Light or sky blue.
17. **CHARM OF MARCH.** Dark velvety blue.
18. **MIXED.** The above four colors with other shades and variations.

500 Seeds 25c., 1000 Seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, 1 oz. $7.50

For list and price of other Kenilworth Pansy Seed, see my ad. of next week

Chas. Frost Kenilworth, N. J.

When ordering, please mention The Exchange

FREESIAS

FISCHER'S PURITY, CALIFORNIA GROWN

½-in. to ⅝-in., Large
⅝-in. to ¾-in., Mammoth
¾-in. and up, Jumbo

CALLAS

Grown in California sandy soil.
Not over-forced Greenhouse bulbs

1½-in. to 2-in., White
1000 per case

LILIUM Giganteum
and Multiflorum

from cold storage
New York and Chicago

Write for prices

McHUTCHISON & CO.
95 Chambers St., New York

When ordering, please mention The Exchange

The Prices Advertised in the Florists' Exchange are for THE TRADE ONLY

Hardy Plants can Help Solve the Coal Shortage

The writer, Samuel Newman Baxter, furnishes eight arguments in favor of a more liberal use of perennials by the florist-grower. Inexpensive to raise—Furnish flowers in profusion of color and attractiveness—Salable as pot plants—Roots increase in value

Several reasons may be advanced for the florist-grower opting herbaceous perennials as a side line:

1. The impending coal shortage.

2. They require less ground than trees, shrubs or evergens, as grown by nurserymen.

3. There is an increasing demand for "hardy garden" or ld fashioned" flowers which do not require replanting m year to year as do annuals.

4. Unlike annuals which, if not sold the first year are a ls, perennials increase in size and value and, in most cases, ny be multiplied considerably by division of the old mps.

5. Those suitable for cutting purposes, like Peonies, may t a return from blooms alone.

6. If the plants or flowers are not sold, the latter afford their season display material for the window or show ound and in this respect, would be like a department re, having no expenses for the material used for window mming.

7. Of the other outdoor specialties—trees, shrubs, evergens—herbaceous perennials are the most closely related the florists' trade. Lily of the Valley and Spiræa, for tance, may already be on hand, so why not augment m with some or all of the list suggested below.

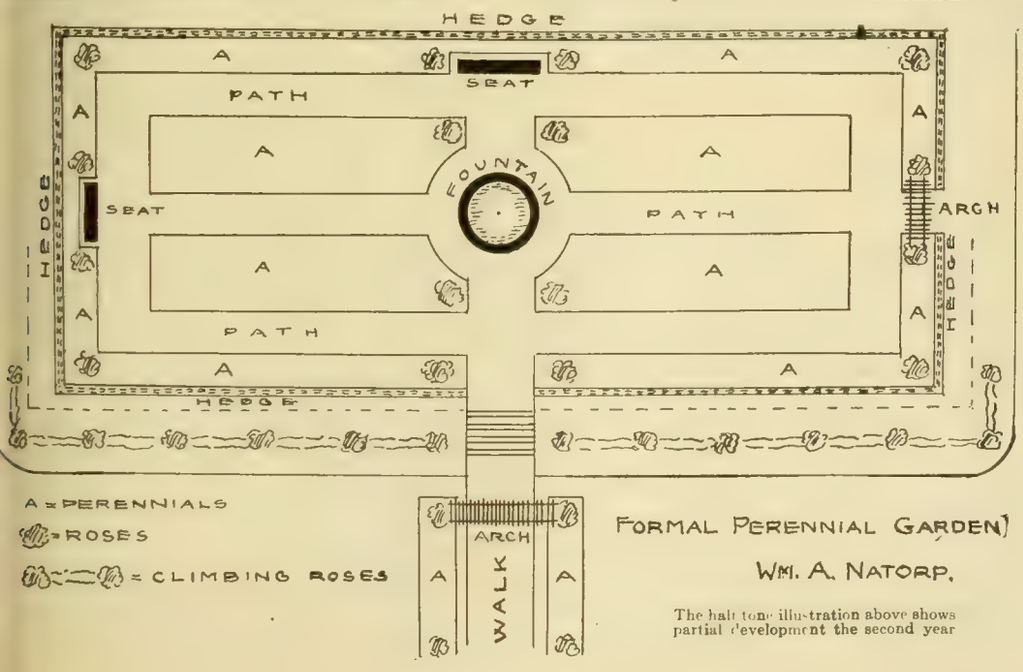
8. *Now*, while it is not yet too late to sow many of the ds to obtain salable plants for next season, is an opportune time to start, and the advertising columns of THE CHANGE are replete with a splendid assortment. Order onies now for early Autumn planting. The following is selected for its popularity with garden lovers and in st instances works in well with the florists' trade. though the list is condensed it is not recommended that be adopted in its entirety. Better to select a limited mber of sorts, particularly, if grown for cutting purposes d quantity is desired.

	Botanical Name	*Common Name*	*Height in ft.*	*Color*
	Aconitum Napellus....	Monk's Hood...	1½-3½	Blue
	Anemone Japonica....	Japanese Windflower...	1½-3½	White.
	Aquilegia cærulea hyb.	Columbines...	1½-3½	Blue and white
	Anthemis tinctoria Kelwayi..	Hardy Marguerite ...	1½-3½	Yellow
	Bellis perennis ..	English Daisy	½...	Pink, white
	Chrysanthemum Leu. hybridum.....	Shasta Daisy.....	2.....	White
	Chrysanthemum, pom	Hardy 'Mum....	2-3	Various
	Centaurea montana...	Perennial Cornflower..	1½-3½	Blue
	Convallaria majalis.	Lily of the Valley..	1.....	White
	Coreopsis lanceolata grandiflora....	Tickseed ..	1½-3½	Yellow
	Dianthus barbatus....	Sweet William...	1½-3½	Various colors
	Dianthus plumarius.	Scotch Pinks	1½....	White to purple
	Delphinium Belladonna and hybrids.....	Larkspur...	1½-3½	Medium light blue
	Dielytra spectabilis...	Bleeding Heart.....	1½-3½	Purple
	Digitalis gloxiæflora.	Foxglove	4.....	Purple
	Funkia undulata media picta.....	VariegatedPlantainLily	1½....	Lilac
	Gaillardia grandiflora compacta.....	Blanket Flower.....	2-3	Orange
	Gypsophila paniculata.	Baby's Breath.....	1½-3½	White
	Hollyhocks ...	Hollyhocks.	8....	Red
c	Iris Kæmpferi and germanica	Japanese and German Flag.....	1½-3½	Various colors
ec	Lavendula vera comp.	Lavender.....	1½....	Blue
c	Lupinus polyphyllus...	Lupine	3.....	Blue and white
c	Lilium candidum.....	Madonna Lily.....	2-5....	White
c	Lilium auratum.....	Gold banded Lily.....	4-6....	White, with yellow ray
c	Lilium tigrinum splen..	Tiger Lily.....	6.....	Orange
c	Lilium speciosum var.	.....	2-5....	White
e	Myosotis palustris semperflorens	Forgetmenots	1....	Yellow
c	Pæonia officinalis.....	Early Peony...	1½-3½	Red and white
c	Pæonia sinensis, named sorts.....	Herbaceous Peonies....	2-3.....	Crimson
c	Phlox, named sorts....	Hardy Phlox.....	1½-3½	Various
c	Platycodon grandifl.	Bell Flower.....	1.....	Blue
c	Scabiosa caucasica....	Blue Bonnet.....	1½-3½	Pale Blue
c	Stokesia cyanea.....	Cornflower Aster.....	less than 1½..	Blue
c	Spiræa japonica, etc...	.....	1½-3½	Various colors
c	Tritoma Pfitzeri.....	Flame flower or Red Hot Poker	4-6 ...	Orange-red
c	Valeriana officinalis...	Garden Heliotrope.....	above 3½	White

c Suitable for cutting; x for shady positions e for edgings.

Formal perennial garden, second year See text

Most of these plants may be grown and offered for sale in pots. This feature is desirable in that they may be sold after the regular Spring shipping season for field-grown stock is over and throughout the Summer. It also enables the grower to sell them *when in flower*, a practice which should prove profitable to the florist with a sidewalk display and a good store trade. A pot of Lavender in bloom, for instance, should prove a good seller. Pot grown plants save time of digging in assembling an order and facilitate packing for shipment. On the other hand the writer usually obtained larger plants when purchasing them field-grown, and the latter sort is recommended for the buyer who purchases during the dormant seasons and wishes clumps, and which are really worth more, according to the size. Follow the course which your trade and facilities demand.



FORMAL PERENNIAL GARDEN

WM. A. NATORP.

The half tone illustration above shows partial development the second year

Formal Perennial Garden

On an old estate near Cincinnati was a tennis court which had not been used for years, and the accompanying photograph and sketch show how, with a little work, it was made the most attractive spot on the grounds.

Instead of making many walks and curves which would prove more expensive and difficult to maintain, a plain path system was found attractive. A marble fountain in the center with a white basin and plain marble benches gave an Italian effect. An extensive assortment of hardy perennials was planted, producing a good showing the entire season. The center beds could be slightly elevated by using some annuals in places where the first early perennials have finished blooming.

As a hedge plant Spiræa Thunbergii is used which gives a good showing in early Spring with its delicate flowers, while its foliage is attractive throughout the Summer. Different varieties of Rambler Roses trained on stakes loosely tied add much to the natural appearance. The paths are made of grass. A few groups of Tulips planted in the Fall also proved very good.

W. A. NATORP.

Phoma Stem Blight of Potatoes

The extreme eastern end of Long Island is largely devoted to Potato culture, and on a quite recent visit to the section along Peconic Bay and reaching over to the Sound, the writer was much struck with the ravages of what was apparently a new Potato disease. Writing to Dean A. R. Mann, of the N. Y. State College of Agriculture, Ithaca, N. Y., we find that the station had already had its man at work on this disease, particularly in Nassau and Suffolk Counties, experimenting to find a means of control.

The disease has been identified as Phoma Stem Blight; it has been quite destructive in France, and there have been occasional evidences of it in this country but no serious outbreak until the present epidemic. Circulars describing the effect of the disease have been sent to pathologists throughout the United States, and requests made for notification of points where the disease may be present, and for co-operation.

Symptoms of the disease are as follows:

Symptoms

Irregular areas in the field show the tops yellowing, wilting, falling over and drying up. The diagnostic marks of the disease are, however, the canker like spots on the stem at the surface of the ground, and often further up on the main stem and branches. The spots are at first water soaked and do not extend deep into the stem tissues. Later they become dry, often of a reddish brown color with a light almost white center. This white center usually shows large numbers of the dark brown to black pimple-like fruit bodies of the pathogene.

The lesions are also usually to be found on the lower part of the stem under ground. The fungus often works out on the stolons and attacks the tubers, forming superficial brown spots about the stem end. Only an occasional tuber shows the disease.

At a distance the Phoma affected areas are easily confused with yellowing and dying, due to dry soil or other unfavorable soil conditions. The canker-like spots are, however never present on the stems of plants in the latter case.

The disease has been observed to be most common and severe on the Green Mountain variety, also on Irish Cobbler; not observed on other varieties. Some fields show 50 per cent. infection as the letter to pathologists states, but the writer saw fields which were almost completely infected, while nearby were other fields apparently in full health and vigor; one peculiar feature noted, riding along in the car, was that hardly a field planted on absolutely level ground showed signs of disease, but that it seemed most prevalent in fields having a valley-like slope.

From the Ohio Agricultural Experiment Station comes word to the effect that the losses in the Potato fields of that state is being caused by tipburn, rather than leaf-blight, due to excessive dry weather. When it is impossible for the Potato plant to take up as much water from the soil as it gives off into the air, hence the leaves burn.

The life work of the scientist is to discover all new forms of disease, then experiment for remedies; but may not the troubles with Potatoes this past season or two have been brought about in great part through lack of nourishment in the soil due to absence of suitable fertilizers, and aggravated, undoubtedly, by drought which we are now experiencing at this critical period in the ripening off of the growth of the Potato?

Efficiency in Greenhouse Management

Prof. L. C. Corbett, horticulturist in charge in the office of Horticultural and Pomological Investigations, Bureau of Plant Industry, U. S. Dept. of Agriculture, Washington, D. C., who has devoted considerable time and research to the study of greenhouse construction and heating, is giving our growers some good material in the papers which follow. We have already published several articles on the subject of conservation in heating, and for that reason there may be found a few repetitions in Prof. Corbett's articles which have already been given.

The point impressing us strongly in the beginning of the article is where Prof. Corbett says: "Contrary to general belief, the geographical location of a plant does not make as much difference in the amount of fuel consumption in a given period of time as most growers believe." In other words, while firing is going on, a florist in the North will burn no more coal, pro rata, than a florist in the South.

Storm doors and the proper use of ventilators are touched upon; also the cleaning of the boilers, draft, proper height of chimney, circulation by gravity, the correct location of the expansion tank, proper pump to use—centrifugal and other types—proper location of the boilers in a steam heating system and automatic air valves cut into the lines to make for good circulation. All these points have been given careful consideration. It follows that the owner of a greenhouse, even though he may look upon himself as a "sharp" when it comes to heating, will find profit through a study of this paper, while those who are "willing to be shown" will find ample material, the adoption of which will bring about its own reward.

Making the Best Possible Use of Every Unit of Heat

With a greatly reduced supply of fuel for the coming season the greenhouse men face the necessity of making the best possible use of every unit of heat. Growers who have efficient heating plants, and well constructed houses in good repair, and who are already making the best possible use of their fuel, can do little except to substitute cool crops for such crops as Tomatoes and Cucumbers. Many heating plants, however, are in poor repair, and do not make good use of the fuel consumed.

Contrary to the general belief the geographical location of the plant does not make as much difference in the amount of fuel consumed in a given period of time as most growers believe. Data collected by the Dept. of Agriculture show that plants located in the Boston (Mass.) area use pretty nearly the same amount of fuel in a definite period of time as those located in the southern portion of the country. The firing period, however, is shorter in the southern portion of the country, hence with a reduced supply of fuel, plants so located will be able to operate at a fuller capacity, due to the longer season in which no fuel is required.

In order to make the best use of the supply of fuel available, it will be necessary to practice every possible economy. The grower should at once put his plant in condition to utilize every unit of heat to be secured from his allotted supply of fuel whether it be coal, wood, oil or natural gas. No matter how carefully the greenhouse is constructed, from the very nature of the structure it is difficult to heat. It is a well-known fact that heating engineers allow several times as much radiation for each square foot of glass as they do for brick, stone or even wood walls. The greenhouse must, of necessity, be of light construction, as heavy members cause an undue amount of shading, and, unless very well braced and secured, there is bound to be a certain amount of vibration, owing to wind, snows, etc. The tendency is for putty to become loosened, thus making the house more or less open and, unless prompt repairs are made, the structure soon becomes so loose that it is almost impossible to maintain a suitable temperature without the use of an excessive amount of fuel. Anyone who has had occasion to climb on the roof of a greenhouse will realize how much heat is lost around the glass owing to small leaks. There is in all cases a veritable current of heated air arising from the roof of almost any greenhouse, unless it be one in the very best of repair. The Summer months should be utilized to go over the houses and tighten them up in every way possible. Where any doubt exists the glass should be removed and replaced, using fresh putty.

Greenhouses are likely to settle, due to improper foundation, causing the doors and ventilators to fit poorly. Time spent in refitting doors and adjusting ventilators so that they will close properly, and the placing of felt between the doors and jambs, and between the ventilators and the heaters on which they rest, will be time and money well invested.

Make the Greenhouse Tight

Greenhouses having wooden side walls are likely to be wasteful of heat; such structures should be tightened in any way possible. It is frequently feasible to line the inside of the wall with cheap building paper, this material being satisfactory for a season or two and, in view of the fact that the whole operation can be done at low cost, it will in many cases pay handsome returns on the time and money spent.

Many of the growers in the northern section of the country make a practice of using storm doors on the outside of the houses to protect the plants near the entrance from strong drafts. This in an excellent idea and should be more generally followed, as it not only protects the plants from draft but conserves heat. A portable vestibule and storm door may be built up at small cost, and can be used from year to year.

While all greenhouse men realize that ventilation is essential to successful growth, many growers make the mistake of opening the ventilators of their houses a great deal farther than is necessary to produce the desired results, a practice which is exceedingly wasteful of heat. During the coming Winter the grower will find himself under the necessity of conserving every unit of heat in order to carry his crops through on the amount of fuel available to him.

Put the Heating Plant in Thorough Order

The overhauling of your heating plant should be undertaken without delay if not already attended to, and put in condition to insure its operating at maximum efficiency during the firing period. There are several ways in which its efficiency may be increased. Clean the boiler so that no heat will be lost through soot covered tubes or fireways in the boiler; this is especially necessary when bituminous coal is used. Records show that a thin film of soot on the fireways or tubes of the boiler will, in the majority of cases, prevent the transmission of 25 to 35 per cent. of the heat in the fuel. This means that this heat passes up the stack and is lost.

In locations where the water contains lime or other scale forming ingredients it is wise to clean the boiler thoroughly with some scale removing compound, as a thin film of scale is liable to cause undue loss of heat. Scale is not as liable to form in hot water boilers as in steam boilers, but if the water contains lime or some other ingredients, scale will be deposited in even the hot water heating boiler.

Good draft is essential to the economical consumption of fuel. The boiler should have sufficient draft so that the damper in the smoke pipe can be kept nearly closed most of the time. A boiler of such size that it can be operated without being forced will in most cases be more economical than a boiler that must be forced continually, to do the work. The capacity within certain limits of any boiler depends quite largely on the size and height of the stack. The accompanying table gives the size and height of stacks recommended for different sized boilers:

Size and Height of Stacks for Different Sized Boilers

Rating of hot water boiler in sq. ft.	Size of stack in inches Round	Square
400	8	8x8
500	8	8x8
700	8	8x8
850	10	8x12
1000	10	8x12
1200	10	8x12
1350	12	12x12
1500	12	12x12
1700	12	12x12
2100	12	12x12
2400	14	12x16
2700	14	12x16
3000	14	12x16
3400	14	12x16
3700	16	16x16
5100	16	16x16
5900	18	16x20
8500	18	16x20

The height of the chimney or stack must be determined by the height of surrounding buildings or trees, also as to whether the plant is located on a hill on in a valley, and by other factors. To insure good draft it is necessary that the chimney extend several feet above any surrounding obstruction, otherwise poor draft is liable to result. If the present chimney is too small it may be possible to increase the draft by increasing its height. In many cases a few feet increase in height of chimney will provide the necessary extra draft. Forced draft apparatus may be resorted to, but anything that depends upon motive power of any sort for its successful operation is to be avoided if possible. As a rule, it will be far better policy to secure the needed draft through an increase in the height or size of the chimney than by the installation of forced draft apparatus. This is particularly true of hot water heating plants, as in this case steam is not available to operate the engine or turbine to supply the draf the case of larger plants a practice frequently fo is to have one boiler in the plant operated on a basis at high pressure for the purpose of furn steam for the pumps and other uses. When such case, forced draft apparatus can be used to advantage.

Insuring Good Circulation

Hot water heating plants depending upon gravit circulation must, to insure economical results, be car planned and, in addition to this, the pipes and rad manifolds must be kept in perfect alignment if circulation is to be insured. Greenhouses are lia settle, allowing the heating pipes to get out of ment, thus interfering with the rapid circulation water. The water in a hot water system is used as a medium for transferring the heat from the to the greenhouses themselves. For this reaso faster the water circulates the more efficient wi system be. Time spent in re-aligning the pipes s they have a uniform grade will be a material economical operation of the plant. In many case efficiency of a hot water heating plant may be materially increased by re-locating the expansion In most hot water heating systems this tank is l at the highest point in the system which, in the c gravity systems is, as a rule, near the boiler. In f years it was the custom to run the pipes up h the far end of the houses and back to the return of the boiler. This necessitated the location of th expansion tank at the opposite end of the houses the boiler. It has been found, however, that by t the flow pipe from the boiler and carrying it to a as near the ridge of the houses as possible and allowing the pipes to drop gradually to the far e the house and back to the boiler, with the exp tank immediately under the roof of the boiler gives better results.

The higher the expansion tank, the greater the sure on the system, and the higher it is possi carry the temperature of the water. Many utilize closed expansion tanks located at any conv point in the bolier room, these tanks operating exactly the same principle as a pneumatic water s system tank. The expansion line from the heatin system enters the tank at the bottom and, as the expands and enters the tank, the entrapped air is pressed, thus increasing the pressure on the entir system and, of course, making it possible to carr temperature of the water up to 240 or 250 d without trouble. This as a rule mean a more ef system. The same results may be secured by co ing the heating system to the city waterworks sy thus insuring that the system will always be fille that the expansion will be taken care of in this ma This places the same pressure on the heating s as is carried on the city water system, enablin operator to carry the temperature up to 220 o degrees, the temperature depending on the pressure ried on the city water system.

If it should prove impossible to make extensive ch in the plan of the heating system, the re-location c expansion tank need involve but little expense and in many cases, improve the efficiency of the pla or 20 per cent.

In systems where the pipes are not properly g and where there is difficulty in getting the water t culate it is possible to install at moderate cost a s type of pump for aiding the circulation of the w Several types of pumps are used for this purpos type of circulation generator can be used consi of a propeller so arranged that it may be operated belt from a motor; it is a simple piece of appa that can be made from pipe fittings at slight cost. parts are easily secured at any plumbing supply h and the amount of power required to operate thi vice is small indeed.

Centrifugal pumps operated by electric motor, line or steam engines, are in many cases used t crease the rapidity of the circulation in the sy These pumps are very satisfactory and widely The cost is comparatively low and in many cases pump will soon pay for itself in fuel saved and in b results secured through more uniform heating of houses.

Economical Use of Pumps

Direct acting steam pumps are perhaps more w used for increasing the circulation in hot water hea systems than any other type of pump. They have advantage of extreme reliability and are installe some of the largest and most up to date hot w heating plants in the country. The steam use operate these pumps is, as a rule, taken from one b of the plant and, after passing through the pump as a rule, taken from one boiler of the plant and, passing through the pumps, is discharged into a water heater connected with the main heating sy so that no heat is lost. Repacking and fitting of valves of these pumps will increase their efficiency be of considerable assistance in fuel economy.

(Concluded on page 171)

The WEEK'S WORK

Conducted by FRITZ BAHR

Notes for August

If you can manage during this month get all the repairs on the houses com- ted you are indeed "away ahead," but takes a good man to replace broken ss on a roof or use the putty bulbs ile it is hot and dry outdoors. There no such thing as being "ahead" of ir work in a greenhouse. Most of us e all we can do trying to catch up. if you can possibly make extra ef- ts during August in getting things in ape there is a chance during Septem- r and October to do some outdoor work only for yourself but for some of ir patrons. Keep on talking peren- ls and hardy stock; don't let August by without sending a neatly printed ce of advertising to your customers, ing attention to Irises and Pæonias ich should be planted during Septem- r. Make use of a good cut, don't say much, and follow this up with more ut other hardy plants later on. If ngs are quiet indoors get busy out- rs; don't tell anyone there isn't much ng in the flower line, but keep on re- nding your patrons to "cheer up" ngs around the home with hardy flow- ng plants and that you are selling more them than ever before. This appeals them. From now on until the 'Mums in bloom every retail grower should to make money outdoors—what you ven't got in the way of stock locate w so you know what to depend on, and cost as well. Visit some of your neigh- rs, not only the florists but the nursery- n and work with them. Are your first eesias planted? If not, get busy; you nt them for Christmas. Is that store ng to have a coat of paint? Callas liable to be in great demand; get m now. Twine and wire for the Car- tions won't get more plentiful nor aper and you will need other necessary plies.

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Planning Crop Rotations

I don't think we take nearly enough e to map out our work and plan what to be done so as to get the most out the houses. The average retail grower ps on changing the location of cer- n crops from year to year, not be- se certain things do better here or re or not as well, but it all just hap- s. We made money on a bunch of lamens this year, or think we did, for all of that it is very likely that won't have Cyclamens at all the year owing. A bunch of Snapdragons had e finely in a certain house, but some- ng entirely different will have that ch the next year. Greater attention uld be given to planning ahead and n follow out as nearly as possible at it is thought best to do. A system this kind will not only mean avoid- empty benches, waste of energy and ck, but will give better returns which absolutely necessary, especially now. matter how small or large the grower, must sooner or later come to appre- te the fact that every foot of bench e has to bring a certain amount of 6ft and for every foot that doesn't the ance of the house has so much more own upon it. The man who trusts to d luck or hopes that a certain crop l make up for other crops not so d is on the wrong road. You should e a good reason for certain crops be- in certain places and you should w what other crops are to follow and e their place. Nothing is truer than t empty benches don't pay.

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An Example of Crop Rotation

There is no end to the crops we can w in the benches during the year, and w to let one crop follow the other in der to obtain the best returns from a en space. To the smaller grower this of greater importance than to the man an unlimited amount of glass. Let give an example of how a bench can be made to bring in money from next November until the following August: Plant Freesias now, say 6⅝ size bulbs to a 4in. pot; let them come along outdoors in a frame; start a good strain of Pansies at once outdoors; it would have been better if they had been started two weeks ago. By the first of October plant the Freesias in rows across the bench, allowing 24in. between the rows; don't divide the Freesias but plant them out as you place them on the rows, pot on pot. Start enough so as to plant 20 or 30 rows and again for 20 more a little later. After that or from Oct. 25 on plant the bulbs right into the bench. Between the rows of Freesias plant Pansies or, at least use a part of the bench, Myosotis, Calendulas or dwarf Snapdragons may be used also. The first Freesias will be out of the way by New Years, when you can plant more, or the space may be taken up by Gladioli America. These can take their place, followed by more Gladioli started in 3½in. pots. In the meantime Spanish Irises may be used also, or the small flowering Gladioli. Start double Cornflowers in January and grow on in 3½in. Plant the first one between the Pansies in April not less than 15in. apart; they won't interfere with the Pansies for some time. When the first Gladioli leave the bench, plant Tomatoes "Comet" from seed, some in January. Let them have 15in. of space and grow single stems, or more Gladioli from pots can be planted to follow. It doesn't follow that this arrangement will suit all requirements, but it has been made to pay excellent returns, far more than on single crop for the same sized bench. However, there are other combinations well worth considering; the above is only meant to get you to consider such planting.

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In the 'Mum House

Plenty of Moisture Needed

For the next month it will be a good practice for you to see to it that the very last thing done in the houses is to spray the 'Mums. During extra hot spells it isn't enough to just spray the tops a little; get that hose and full force of water underneath the plants and "give it to them." Wet below the benches, the sides of the house and the walks. Chrysanthemums while growing need a lot of moisture, more especially if you desire good foliage. You can tell in a minute by the color of the foliage if the soil in the benches is too wet—yellow color and a sickly growth are the results; avoid it by examining the soil in the benches before you apply water. As much harm is done through lack of moisture as from any other cause, and the plants in the benches in about 4in. of soil suffer far more than those in solid beds where the roots have a chance to go down into the soil. With the foliage moist over night during July and August it is easier for the plants to withstand the hot days, and while by spraying one is bound to get water on the soil in the benches, that doesn't say they have to be soaked every time one sprays; or on the other hand that spraying twice a day is suffieient for the plants and makes watering unnecessary. Then, too, rainy spells also have to be taken into consideration. To use water and use it rightly means a great deal in the greenhouse and only experience can teach a man just how to do it. But one can help him along with suggestions toward the right road.

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Mignonette

Mignonette likes cool weather, during Midsummer. There isn't much to the plants nor the flowers outside of their delightful fragrance. To see the flowers at their best, culture under glass is necessary in many localities, and wonderful spikes can be had during Midwinter and up to the beginning of Summer. No retail grower should be without Mignonette during the Winter months any more than without Stevia. It would be hard to find a patron who doesn't like Mignonette whether grown into 18in

Mignonette, always popular

long flower spikes or as plants with three to four doz. small branches. As with the Sweet Peas for the small grower it is always well to have, during the Fall months, a few batches of small Mignonettes on hand in 2½in. pots. There may be room on some bench where a few dozen plants can be planted out, or where other crops, which at first promised to bring in a whole lot of money, turned out wrong in the last minute. I don't call it waste to throw out if necessary a surplus lot of stock such as had been grown on to take the place of other plants. You can't slip small Mignonette plants very successfully; they won't stand it. Obtain a good strain of seed, make use of 2½in. pots, and sow about three to five seeds to the pot. Shade until the seedlings are well under way; after that the coolest house you have but all the sun that shines. Place a wire screen or light cheese cloth about a foot or so above the little plants to keep the butterflies away. Given the most beautiful plants to look at, if there are Mignonette in the same house the butterflies will insist on laying their eggs on them, and later on the green caterpillars will finish the Mignonette. Thin out to two plants per pot. Will take up the benching later.

The 40 Ton Coal Maximum

While there was good reason for every one to try his best to secure the 50 per cent. of coal allowed the florist for the coming Winter, since the good news came that the small fellow can have his full share if within 40 tons, it is more important than ever for him to load up, for things are happening so unexpectedly that no one can tell what the next order or ruling may be that comes from the Fuel Administration. If you once have your supply of needed coal or most of it under cover on your own grounds you will feel better. It isn't selfish or unreasonable for us to strain every point to secure our supply of coal when perhaps others in the town we live in, in other lines of business, have trouble in obtaining their requirements. The florist who has greenhouses must have coal in order to make a living. One cannot close down a greenhouse the same as a grocery or drygoods store or a factory and open up again in a few weeks. The minute one stops things go back, and in the course of five or six days thousands of dollars worth of stock would be ruined. An effect, much the same, would be produced in Summer if water was withheld from the flowers for a few hours. If we are told that there is to be no coal for us, we will have to close down, but if there is a chance of obtaining it and we are granted the privilege, let's get it and get it quickly. There are men who have already closed down, sold out or let everything lay because things looked gloomy a couple of months ago, and some of these very men are sorry right now for what they did. Things look brighter, but even if other unlooked for conditions should arrive, why not do your best to meet them and hang on as long as you can to manage your business. A way will be found to pull through—some way, —so get your coal ready for shoveling.

Don't Be a Slacker

Don't behave
Like a slacker;
Serve and save:
Be a backer
Of your country
And the war:
It's you and me
They're fighting for.
And in nineteen
Twenty-three
After glorious
Victory
Uncle Sam will
Say: "My son,
Now that Peace
Is nobly won,
Here are your savings—
Every cent—
With compound interest
At four per cent!"

—*Martha L. Wilchinski.*

Keep the Flowers Growing

The N. Y. State College of Agriculture, Cornell University, Ithaca, N. Y., devotes one of its Bulletins to an article entitled, "Keep the Flowers Growing, and Tell your Boy at the Front about the Posies in the Dooryard."

It points out that during war time there has been danger that the cultivation of flowers may be too much neglected. The effort of the college is to urge that there is no less a place for the cultivation of beauty now than there was before the menace of Prussianism threatened the world.

To assist in the work it recently issued publications on "The Culture of Garden Roses," "Spring in the Flower Garden," and these have just been followed by "Autumn in the Flower Garden" (No. 128), telling how to have a succession of hardy perennial flowers clear through October.

Our readers in New York State would advance this educational work by suggesting to their customers that they send a postcard request for these publications which are an aid to the trade and not a hindrance.

Field of Freesia Purity, grown especially for the American Bulb Company in California

This field contains about 3,000,000 bulbs. In order to obtain the finest bulb development possible the flowers were never marketed

IMPROVED
Purity Freesia Bulbs

BULBS WELL CURED. TRUE TYPE. WELL UP TO SIZE

Prices quoted are F. O. B. Chicago. No charge for packing.

Ordinary planting size	$3.50 per 100
3/8 to 1/2 inch and up	6.00 per 100
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5/8 to 3/4 inch and up	15.00 per 100
Large Jumbo Bulbs	18.00 per 100

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower.

Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory.

We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

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172 N. Wabash Avenue **CHICAGO**

Phone, Randolph 3316

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SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.

The Seed Store **12 and 13 Faneuil Hall Square, BOSTON, MASS.**

When ordering, please mention The Exchange

Ready Now Pansy Seed

Here is a letter from a man **who knows,** that speaks for itself. "Please send u one (1) ounce of Pansy seed at once. Would like to have the same strain we ha last year. We had the *best pansies we ever had.*" WALTER G. TAEPK Detroit, Mich.

This is but one of a number of similar letters. Our **FLORISTS' PRIZE MIX TURE** of Pansy seed (home-grown) will be sure to give you entire satisfactio You can't possibly improve on it, if you pay double the price. Per ounce, $6.0 **GIANT GREENHOUSE-GROWN MIGNONETTE.** The kind you want you want the best. $7.00 per ounce.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDIN PHILADELPHIA, PA.

Write us for prices on **C. S. Giganteum, 7-9, 300 to the case.** We have th stock.

Sixty-Five Dollars

for a basket of **Mastodon Pansies,** "sold under the hammer," is a story of interest to you. Write for it.

Write now. 1918 seed prices ready. Latest novelties. Write us now.

1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, 1/8 oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, 1/8 oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, 1/4 oz. $1.50, oz. $5.90. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

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FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

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BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for*

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ONION SETS **GROWERS FOR THE TR**

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White **LENOX, Pink**
LENOX, Purple

Trade packet, 50c.; 1/8 oz., $1.00

JOHN WILK, 155 WEST 33rd STREET NEW YORK

When ordering, please mention The Exchange

PANSIES

METTE'S STRAIN

Known in Europe as well as in An Oz. $4.00. Inquire for price on quantities.

J. B. Braun, Parkside Greenhouses, **Hightstown**

When ordering, please mention The Ex

Colored Freesia Seeds

GREENHOUSE-SAVED—Best of Strain

If sown before September will bloom next Winter and surprise you with their large flowers and exquisite, soft colors. Only a limited number to sell at $1.00 the trade packet of 100 seeds; 10 packets for $8.50.

O. FEHRLIN

CITRONELLE - ALABAMA

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; 1/2 pkt. 50c.; 1000 seeds $1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., 1/2 25c.
CYCLAMEN. Gts., 250 seeds, $1.00; 1/2 pkt. 50c.
DAISY (Bellis). New, monstrous, mixed, great, 25c.
SWEET WILLIAM, Midnight. Darkest maroon grown; sure to attract attention, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; 1/2 pkt., 50c.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

PANSY SEED

Giant Superb Pansy Seed and Finest Mixture

Pkt., 5000 seeds, $1.00; 1/2 pkt., 50c.; oz., $5.00

Cash with order

E. B. JENNINGS

P. O. Box 25 **GREEN'S FARMS, CONN.**

When ordering, please mention The Exchange

Lily of the Val

XXX Quality

Very plump pips, from cold storage. (100, $4.50; case of 250, $10.00; case of 1750, 1.00

MAX SCHLING, In.

Seed Merchants and Growers

22 West 59th Street, New York ity

When ordering, please mention The Ex

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

European Seeds

We regret that the advices from our teemed correspondent, "European eds," have been reaching us so irregu- rly of late, and quite often none at l, having evidently gone astray in the ails. This situation we hope shortly see remedied.

From Inside the Seed Bin

The Half Yearly Clean-up Inventory

Yes! it's a mean job, is it not? and ie you generally put off until you are ood and ready to tackle it. But it has be done, and is really an essential every seed house that is run on proper siness lines.

"Inventory" is usually finished by the iddle of July, and should be ready July but this year I know a few houses hich are still working on it due to a busy onth of June attending to store and ail orders, with short and partly new lp.

Having completed the entries in the d year stock sheets ending July 1, with e stock on hand, a new set of sheets r loose leaf binder, or a regular ready- ade stock book should be provided for e entry of the carried over stock, fol- wed later with entries of fresh pur- ases.

I do not know how all seed houses ep their records but I know how some , and each has its own particular style suit the class of stock. However, the mmon intention of all is simply to be le to ascertain at a glance what sales ou are making from day to day, and hat you have made at the end of the ar compared with that of former years.

Previous to the Government order com- lling dealers to furnish particulars of rtain seeds as to purity, germination, c., I know several good, honest seeds- en who never kept a set of stock books, id had not the slightest idea how to art when they were compelled to, but ow that they have adopted the system ey are wondering how on earth they t along before without it. Mind you, I n't mean to convey that it was care- sness or negligence on their part, but ey never felt the necessity of it and erefore never had any use for it.

One sometimes meets that man with a reat head" who can tell you offhand ow much seed (of any kind you may ention) he bought, sold and has on nd, simply by watching and handling ie daily orders and noting mentally the ifferent transactions. There are possibly en who can do this with a fair amount accuracy, but such a man would be where in a large conern.

While taking stock and before putting way the seed to be "covered over," it ould be thoroughly re-cleaned and put to clean containers. The storing of seeds as been covered in a previous article. am sorry to say this re-cleaning process often neglected by many firms, and ough the seed may show a high germi- ation, dirty seed is one big black mark gainst the house, a condition that soon ecomes linked with the firm's name mong the trade. Customers resent hav- ng to take the dust and chaff out of ed, not to mention paying for the extra eight. If not intentional it shows care- sness and loose business methods. Try nd follow the motto, "Don't send out any seed that does not look exactly like that which you would buy yourself."

Stock record sheets vary according to the requirements of the volume of business done and the kind of stock, *i. e.*, vege- table, flower or farm seed, but the follow- ing are suggested headings for columns of the purchase side of the stock book:

(See foot of page)

On the opposite side, or Sales Sheet, are columns for entries covering large and moderate quantities sold, giving *"Date," "Quantity," "Purchaser," "Packet Stock"* (being amount put up in packets or ounces), and amounts sent out to grow *on contract*, or stock other- wise disposed of. Columns are also often provided for quotations from different sources of supply.

These suggestions may prove helpful to the average dealer handling a moderate line of seeds, but I cannot attempt to describe or lay out here some of the elaborate systems I know of without earn- ing the worst wishes of the compositor, besides disclosing trade secrets. Nemo.

New York Seed Trade

Bulb Situation

Many inquiries are heard among the seedsmen about French bulbs, and not a few express grave doubts as to whether they will arrive this season, and some express the opinion that the outlook for the arrival of Dutch bulbs, dubious as it is, is better than for French. Some importers, on the other hand, believe that both Dutch and French bulbs will come into this country this season and think it possible that the restriction on the importation of Japanese Lily bulbs, too, may be removed. The fact is it costs nothing to make a guess about what is going to happen as regards bulb impor- tation, and you may guess right.

The most comprehensive exhib't of green Beans in the pod ever noted in this city was seen recently in the store win- dow of J. M. Thorburn & Co., 53 Barclay st. There were 40 varieties of these Beans. They were grown on the trial grounds of this firm at Noroton, Conn., and embraced all the leading green pod and wax pod varieties. Masterpiece and Bountiful were especially fine, but others were almost, if not quite, equally good.

Burnett Bros.' building, at 92 Cham- bers st., recently purchased by them, is being made ready for occupancy soon, and the stock at their present quarters is being made ready for removal.

Roman J. Irwin, 108 W. 28th st., re- ceived a postal from Sergeant David Thom, formerly in his employ, announc- ing that he had arrived safely "over there."

J. C. Vaughan, of Chicago, Ill., came to this city early this week and is spend- ing a few days here.

Chicago Seed Trade

The W. W. Barnard Co. report an unusually good business during July. C. O. Wilcox came in Saturday to spend Sunday with his family in the city. Morris K. Smith states that the Pearl and Bermuda Onion crops just harvested are being shipped and are of excellent quality. A. H. Goodwin left Saturday for New York where he will join Mrs. Goodwin and others, forming a party which will go for a few weeks' recrea- tion to New Hampshire and the White Mountain regions.

The American Bulb Co. is having a fine trade in Freesia bulbs; shipments go out daily to every section of the coun-

Suggested Headings for Columns of the Purchase side of the Stock Book

Name	Stock Number	Bought	From	Date	Price Paid	Cost Laid Down	Germination Date	Germination Test	Purity Date	Purity Test	Used to date	Used previous year	Inventory Date	
Cabbage														
Early Jersey	K 29	500 lbs	Smith	2|17|18	lb $2 00	lb $2 10	2|25	90%	2|28	70%	Apr 30th lbs. 450	lbs 700	50 lbs.	6|1|18
Wakefield														

S. & W. Co.'s American-Grown

CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

Write for Our Growing Prices at once

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

Established 1810

DENAIFFE & SON

LA MENITRE, CENTRAL FRANCE

(About 140 miles southwest of Paris)

Wholesale Growers for the Trade Only

Prices, crop 1918, ready about October 1

Address all inquiries for same, orders, and other correspond- ence to our Sole American Agent and Representative

CHARLES JOHNSON, Marietta, Pa.

All the approved American Varieties

BEET, BRUSSELS SPROUTS, CABBAGE, CARROT, CELERY, LEEK, MANGEL-WURZEL, LETTUCE, ONION, PARSLEY, PARSNIP, RADISH, RUTABAGA, SWISS CHARD, SPINACH, TURNIP

Pansies-Pansies

Wilk's Triumph of the Giants

My own special selected strain. Tr. pkt. 50c., ⅛ oz $2.00, ¼ oz. $3.50, 1 oz. $12.50

JOHN WILK

155 West 33d Street NEW YORK

Flower Seeds for Summer Sowing

ASPARAGUS plumosus nanus. 1000 seeds, $3.00; 5000 at $2.75 per 1000.
Sprengeri. 250 seeds, 25c.; 1000 seeds, 75c.; 5,000 seeds, $3.50; oz., 50c.
CALCEOLARIA HYBRIDA, Vaughan's Extra Choice Mixture. Trade pkt. (1000 seeds), 50c.; 3 trade packets, $1.40.
CINERARIA, Vaughan's Columbian Mixture. Trade pkt. (500 seeds) 50c.
DRACÆNA Indivisa, narrow, green leaves, Trade pkt. 10c.; oz. 30c.; lb. $3.50.
GLOXINIA HYBRIDA, Vaughan's Columbian Mixture. 1000 seeds, 50c.
SCHIZANTHUS, Grandiflorus Selected Hybrids. Superior in form and range of color to other Hybrids. Invaluable for cutting and for conservatory or room decoration. Sprays in bud when cut and placed in water will open their flowers and remain in bloom for several weeks. Trade pkt. (500 seeds) 50c.; ¼ oz. $1.00.
Wisetonensis Mixed. Trade pkt., 25c.
SMILAX. Trade pkt., 10c.; oz., 35c.; ¼ lb., $1.10; lb., $4.00.

CYCLAMEN, Giant English

	100 seeds	1000 seeds
St. George. Salmon	$1.20	$10.00
Brilliant Giganteum	1.60	14.00
Queen Mary. Salmon	1.40	12.00
Grandiflora Alba	1.10	9.00
Princess May. Pale Pink	1.10	9.00
Prin. of Wales. Deep Pink	1.10	9.00

ANTIRRHINUM, Majus	Tr. pkt.	Oz.
Golden King, yellow, ¼ oz., 25c.	$0.10	$0.80
Queen Victoria, white shaded cream with yellow lip	.10	.80
Brilliant Scarlet	.10	.80
Lovely, white with pink lip	.10	.80
Delicate Pink, daybreak	.10	.80
Purple King, rich purple red	.15	1.00
Cottage Maid, pale pink, white throat	.15	1.00
Vaughan's Special Mixture,	.15	.90

WINTER-FLOWERING STOCKS

Giant Perfection — Cut and Come Again. White (Princess Alice), Pink, Dark Blue, Sky Blue, Scarlet, Canary yellow. Each of above, trade pkt., 25c.; ½ oz., 50c.
Mixed, all colors, trade pkt., 25c.
Beauty of Nice, Early, large flowering.

		Tr. pkt.	
Pink	¼ oz.	60c.	$0.25
Mont Blanc, white	⅛ oz.	40c.	.25
Crimson	⅛ oz.	35c.	.15
Old Rose Improved	⅛ oz.	50c.	.25
Dark Violet	⅛ oz.	50c.	.25
Cote d'Azure, blue	⅛ oz.	40c.	.25

Madam Paquet, rich — golden yellow	Tr. pkt.	Oz.	$0.35
President Wilson, violet			.50
Queen Alexandra, lilac rose	⅛ oz.	40c.	.25 $2.50
Monte Carlo, yellow	¼ oz.	45c.	.25 3.00
Abundance, brilliant lilac rose	½ oz.	40c.	.25 2.80
Beauty of Nice, mixed	½ oz.	40c.	.25 2.40

ANNUALS FOR GREENHOUSES

CALENDULA, Orange King. Lb., $2.40; oz., 25c.; trade pkt., 10c.
CALLIOPSIS Coronata maxima. Splendid cut-flower. oz., 30c.; trade pkt., 10c.
CANDYTUFT, Giant Hyacinth-flowered, white. Lb., $5.00; oz., 50c.; trade pkt. 15c.
CENTAUREA CYANUS, Double Blue. Oz., 40c.; trade pkt., 10c.
Double Lawson Pink. Oz., 80c.; trade pkt., 15c.
GYPSOPHILA elegans grandiflora alba. Lb., 80c.; oz., 10c.; trade pkt., 5c.
HUNNEMANNIA Fumariaefolia (Bush Escholtzia). Oz., 40c.; trade pkt., 10c.
LUPINUS hybridus roseus. Oz., 80c.; trade pkt., 15c.
MIGNONETTE, True Machet. Vaughan's Selected Stock. Pkt., 10c.; ½ oz., 40c.
New York Market. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse-grown, and produces flower spikes up to 20 inches long, according to the quality of the soil, weather and treatment. Trade pkt. (1000 seeds), 50c.; ⅛ oz., $1.00.

PRIMULA Chinese Giant

Vaughan's International Mixture. The most salable colors of single flowering Chinese Primulas, the best whites, pinks, and reds, with a sprinkling of other colors. We have taken special pains to make this mixture as complete as possible. Tr. pkt. of 250 seeds, 50c.; 3 for $1.40; per ¼ oz., $4.00.

PRIMULA OBCONICA

Grandiflora. Trade pkt., 50c.

PRIMULA MALACOIDES

		Tr. pkt.
Lavender		$0.50
Alba	⅓ oz.	$1.00 .25
Rosea	⅓ oz.	$1.00 .25
Deep Lavender, ex. large		.50

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture. Trade pkt., 50c.; ⅛ oz., $1.50; ½ oz., $5.00; oz., $10.00.

Get our Midsummer List *Push the business or lose out*

31-33 W. Randolph St. CHICAGO **Vaughan's Seed Store** 41-43 Barclay Street NEW YORK

When ordering, please mention The Exchange

Seed Packets for 1919

Should Be Ordered At Once

We make: All Packets Sizes
Larger bags for Counter and Package Trade, up to 2-lb. or more
Catalogue Envelopes Return Envelopes Coin Envelopes

The Brown Bag Filling Machine Co.
FITCHBURG, MASS.

When ordering, please mention The Exchange

NEW CROP **KENTIA SEEDS** JUST ARRIVED
BELMOREANA and FORSTERIANA
Write for prices, stating quantity required.
McHUTCHISON & CO., 95 Chambers Street, NEW YORK

James Vick's Sons
Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete
Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

GARDEN SEED
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

try. Robt. Newcomb, until recently connected with this company, left Sunday for his new home in Salt Lake City, Utah.

Will Japanese Bulbs Come?

A. Henderson of A. Henderson & Co. is of the opinion that there are sufficient Japanese Lilies in storage to last until the first of the next year when the planting of the Easter crops will be over.

Seitaro Aria, who is one of the largest dealers of Lily bulbs in Japan, and his secretary-interpreter, H. Sacaki, spent a few days here the past week on their way to Washington, D. C., where Mr. Aria will make a plea to the War Board on behalf of the Lily growers of Japan. Mr. Aria stated there will be nothing left undone to have the embargo lifted on Lily bulbs as it would cause the ruin of the bulb industry of Japan. If the bulbs cannot be exported this season the growers will not plant for another season's crop.

The harvesting of the Onion set crop in the Chicago district is now on, with the prospects for a fair yield. There has been much rain during the past few days, which makes the situation uneasy lest it might prevent the complete maturity of the crops.

Vaughan's Seed Store has received its third and largest shipment of Freesias and they are moving in large quantities daily. Since it became known that Bermuda Lilies would come there has been a large enquiry for same. The price is, however, said to be prohibitive as the growers are asking from 50 per cent. to 100 per cent. more for their crops this year than last.

J. C. Vaughan left Saturday for a business and pleasure trip to New York and other cities of the East.

Dealers in fertilizers have been notified that there is an embargo on the use of burlap for fertilizer sacks when the quantity contained is less than 200 lbs.

Importers have been notified that before the license is issued for the exportation of French bulbs the stock must be on the wharf at the shipping port and the steamer space engaged.

Freight Charges on Cash Basis

The order covering freight charges which went into effect Aug. 1, cancels existing credit accommodations but carriers will be permitted to extend credit for 48 hours after receipt of a shipment of a consignment if it be prepaid, or after delivery at destination if it be a collect consignment, provided a surety bond is furnished. Each railroad will require a separate bond, but it may accept from any shipper one bond covering all its uncollected charges at all stations.

To meet this new order of freight handling in such a way as to relieve the merchants of all unnecessary trouble and expense, various accident and indemnity companies and others possessing the privilege of executing bonds, are prepared to execute bonds for merchants at the rate of $5 per $1000 per annum, the minimum being $5 for each bond required.

Weekly Market Review, Fruits and Vegetables

For the period of July 23 to 29 inclusive shipments were lighter in practically all lines of produce, and prices tended generally upward. Many commodities experienced slight losses early in the week but practically everything except Tomatoes closed strong. Watermelons, Peaches and Potatoes showed particular strength over the week end.

The full report covering fruits and vegetables on the market, from which the preceding is taken, is issued weekly by the Bureau of Markets, U. S. Dept. of Agri., 204 Franklin st., New York City, and we presume copies may be obtained from that office.

Seed Reporter for San Francisco

The U. S. Dept. of Agriculture has appointed S. S. Lawrence to act as its local representative in seed reporting, and his office will be located at 1133 Merchants Exchange bldg., 433 California st., San Francisco, Cal. This office is intended to be for the general public service, supplying information as to sources, distribution and production of seed throughout the State.

Our Advertising Man's Corner

300 RENEWALS IN 5 DAYS

Pay attention, ye men, who seek the worthwhile advertising mediums!

There appears from day to day in the large metropolitan dailies page advertisements inserted by the publishers of magazines, monthlies in particular.

These appeals vary from talks on the vast amount of money in circulation, and the new activities and larger life of the women in our land, with their great purchasing power, to the number of tooth brushes bought annually by the subscribers to the magazine.

All this is interesting, sometimes most convincing, and oftimes, undoubtedly, actually a true statement of affairs, as far as the merit of the particular medium from an advertising standpoint is concerned.

But while many of these same magazines spend their thousands of dollars to secure advertising, only a few of them enjoy the eagerness on the part of their readers to renew their subscriptions year by year, as shown by those who subscribe to THE EXCHANGE.

The magazines previously referred to find it absolutely necessary to keep up the strongest kind of subscription campaign, and "woe betide you" if your name is ever placed on their list of subscription prospects. Letters and more letters will continue to reach you week by week until you get that real tired feeling.

Because, however, we are in the business of publishing a paper which, actually and without reservation, is part and parcel of the trade and, as one of our enthusiastic subscribers said recently, "is as necessary to every man in the trade, as the warmth of the sun to the plants which he grows," *we are saved the necessity of building up a forced circulation.*

Every name on our list has been put there for the simple reason that these subscribers have expressed a desire to have the paper by sending us a remittance of $1.50, our present subscription rate for one year and, further, these continue to be subscribers, because of their prompt renewals, year in and year out.

Hence: 300 renewals in 5 days.

We believe that the simple story always best conveys the point; it is our belief that advertisers will see in this plain statement something holding value for them.

I have read THE EXCHANGE *for a number of years and have been able to sell all I grew.—Ernest Harris, Delanson, N. Y.*

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchan

S.&W.Co.'s Giant Pansy Seed

World's Best Mixture This mixture of Pansy is grown for us by one of the best growers of Pansies in the United States. All inferior varieties have been discarded and only the finest types and colors retained. Per 1000 Seed, $1.50., 5000 Seeds, $6.00.

OTHER SELECT MIXTURES	Pkt.	¼ oz.	Oz.
NON PLUS ULTRA. Mixed	$0.15	$1.50	$5.00
MASTERPIECE (Frilled Pansy). A very pretty type of Pansy, petals delicately frilled; the color range through the various shades of velvety maroon, brown, and crimson	.50	1.75	6.50

GIANT NAMED VARIETIES			
ADONIS. Pale lavender blue	.10	.75	2.50
AZURE BLUE. Bright blue	.10	.75	2.00
DARK BLUE. Rich dark blue	.15	.75	2.50
FIRE KING. Rich mahogany red	.15	1.25	4.00
LORD BEACONSFIELD. Violet blue	.15	.75	2.50
PURPLE. Rich velvety purple	.10	.75	2.50
SNOW WHITE. Pure snow white	.10	.75	2.50
WHITE. White with dark eye	.10	1.00	3.50
YELLOW. Yellow with dark eye	.10	.75	2.50
PURE YELLOW. Rich deep yellow	.10	1.00	3.50

Stumpp & Walter Co., 30-32 Barclay Street NEW YORK

When ordering, please mention The Exchange

LET US QUOTE YOU ON
ALLA Elliottiana
ris, Liliums, Paeonies, etc.
FOR FALL DELIVERY
OHN LEWIS CHILDS, Inc.
OWERFIELD :: :: L. I., N. Y.
n ordering, please mention The Exchange

Burnett Bros.
SEEDSMEN
Catalogue on application
Chambers Street, NEW YORK CITY
en ordering, please mention The Exchange

PERENNIAL SEEDS
PHINIUM. English Hybrids saved from amed varieties. Oz. $1.00.
NTHUS. Double and Single Hardy Pinks, ixed. Oz. $1.00.
LLYHOCK. Newport Pink. Finest double. z. $1.00.
EET WILLIAM. Single, mixed, select strain. z. 25c.
W. E. MARSHALL & CO., Inc.
dsmen 166 West 23d St., NEW YORK
en ordering, please mention The Exchange

Burpee's Seeds
PHILADELPHIA
ue list of Wholesale Prices mailed only to those who plant for profit
en ordering, please mention The Exchange

KELWAY'S SEEDS
GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.
KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG
en ordering, please mention The Exchange

WE issue a Trade Credit List and furnish Special Reports. Also we serve e trade in other ways.
Write us for particulars
ATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City
en ordering, please mention The Exchange

The Florists' Exchange
Best Advertising Medium

J. BOLGIANO & SON
Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists
Pratt and Light Sts. BALTIMORE, MD.
When ordering, please mention The Exchange

Society of American Florists and Ornamental Horticulturists

Department of Plant Registration

Public notice is hereby given that the E. G. Hill Co., Richmond, Ind., submits for registration the following new Roses:

Rose Premier, seedling of Ophelia X, Mrs. Chas. Russell; color, deep pure rose; very large in bloom; splendid forcing qualities; a "big Rose" in every way; exceptionally free bloomer.

Rose Victor, seedling of Ophelia X Killarney Brilliant; type of Killarney Brilliant; very free; large in growth and bloom.

Rose Golden Rule, seedling of Ophelia X Sunburst; a yellow Rose, much like Ophelia in growth; good color; excellent forcing qualities; very free in growth and bloom.

Rose Mme Butterfly, a highly colored sport of Ophelia.

Any person objecting to these registrations, or to the use of the proposed names is requested to communicate with the secretary at once. Failing to receive objections to the registrations, the same will be made three weeks from this date. JOHN YOUNG, Secy. July 27, 1918, 1170 Broadway, New York.

The Sweet Pea Crop

"Sweet Peas, at Watsonville, Cal., have done well this season and will afford a good yield, but elsewhere in the State the aphis appears to have made a clean sweep of the plants."

Commenting on the above which appeared in a contemporary, July 20, a leading grower says:

"This is wrong. Near the ocean at Watsonville the yield will be good. Near town aphis have riddled the vines. We have one patch, 30 acres, total loss; several other pieces of ours, total over 300 acres, that will not make one-tenth of a crop. On the other hand several growers near the ocean have some good Peas.

CLEVELAND, O.—On and after July 30, the business known as the Children's Flower Mission will be changed in name to that of The Templin-Crockett-Bradley Co. There is no change in either the personnel or policy of the company, but the use of both names the past six years having caused some confusion it has been deemed advisable to adhere to the corporate name exclusively in the future.

New Crop **FLORISTS' SEEDS** To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

BELLIS (Daisies) Giant Monstrosa

	⅛	¼	1 Oz.
White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	50	1.00	1.50	5.00

BELLIS (Daisies)

Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown (ready July 15). **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000.
Giant Cherry Ripe, most brilliant scarlet, **Giant Salmon King,** best salmon, $1.50 per 100, $12.00 per 1000.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ¼ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ¼ oz., $3.50; 1 oz., $6.00.

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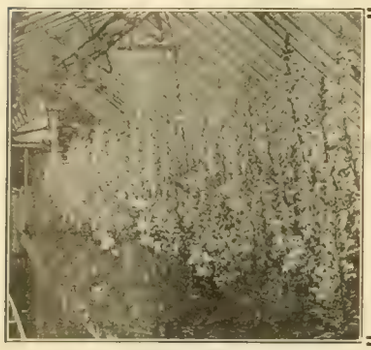

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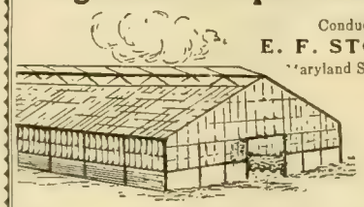

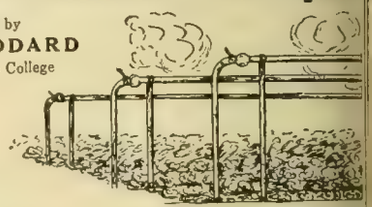

Using Greenhouses to Grow Early Frost Tender Vegetable Plants

The fourth of a series of articles dealing with the use of greenhouses for growing early vegetable plants for transplanting outdoors to produce Summer vegetables. This article covers Celery and Onions

Growing Early Celery Plants in Greenhouses

Early Celery is another crop that may be started in greenhouses for transplanting outside to produce Summer vegetables. While Celery is not as important as Cabbage or Tomatoes as a food crop, it is a delicious vegetable which adds to the variety of vegetables in home gardens. Celery needs a light, rich soil which is not found in every home garden. For these reasons the demand for Celery plants will not be as great as for Cabbage or Tomatoes. Nevertheless, there will be, no doubt, a great many sections in the country where Celery plants will meet with ready sale, particularly to experienced gardeners.

Celery is classed among the less hardy or frost-tender plants, although it is considerably hardier than Tomatoes, and if well hardened before going to the field may stand a very light frost. Celery requires about nine weeks to grow the plants and harden them properly before they are planted outdoors. If the average date of the latest Spring frost is about May 5, the seed would be sown about March 1. In this way it can be decided easily when to start the plants in different sections.

Celery seed is extremely small and germinates slowly. The young seedlings are very tender and will not push through the soil if they are covered too deeply. The soil for the seed bed must be light and porous, containing some fiber from compost or fine, well rotted manure. The seed may be sown on the benches or in flats. Since the plants will be transplanted later, it is convenient to start the seedlings in flats which may be carried easily to the potting shed or other benches where the transplanting will be done. Another advantage in using flats is that the surface of the soil in the flat may be made absolutely level with a straight stick, and when the furrows are made an even depth this insures an even stand of seedlings, nearly all of which will be ready for transplanting at the same time. This avoids waste of seed, and the necessity of throwing out some seedlings when the larger ones are taken out for transplanting.

The flats must have three or four cracks in the bottom to provide good drainage. After the flat is filled with soil, and leveled off, the furrows may be made with a straight stick, about ¼in. thick. This furrow which is thus ¼in. wide, should not be deeper than ⅛in. The seed should be purchased early enough to make a simple germination test to find out how thickly it will be necessary to sow. Good seed may be sown at the rate of about 15 to 18 seed to the inch. Label the flats properly About 1/16in. soil is enough covering Firm the soil lightly over the rows. Th rows may be 1½in. to 2in. apart.

The flats must be watered with watering can having very fine holes, s the seeds will not be washed out. I shallow seeding a damp cloth or piece o burlap is often laid over the flat befo watering to prevent washing out th seeds. From this time on there shoul be a constant supply of moisture for th seeds since they germinate slowly, takin about 14 to 16 days when the tempera ture is about 65 deg. to 75 deg.

To keep the moisture supply as con stant as possible, a piece of newspape may be laid over the flat until the seed begin to germinate. At this time th paper must be removed promptly or els the plants will become weak and spind ling. If the seed is sown directly in th bench soil, a lattice screen may be use to shade the ground, or else a piece o burlap, or newspapers. Remove the cov ering promptly when the seeds begin t germinate.

When the first rough leaf has devel oped the seedlings are ready to be trans planted. Florists may be accustomed t transplanting certain kinds of seedling when they are very small, but vegetabl growers prefer to wait until they ar a little larger, since they are handle more easily. Of course, they are not al lowed to become too large before shiftin

If the plants are to be shifted only once before they are planted outdoors they should be transplanted about 2in apart in flats or beds. When they are t be shifted twice to produce reallly strong plants they may be set 1½in. apart in flats and later shifted to 3in. pots. Fo this second shift some growers who raise their own plants often use 4in. pots in which larger plants may be developed.

While the seedlings are young the temperatures may be about 65 deg. to 75 deg. until they get a start, and then the temperatures may be lowered gradually to about 55 deg. at night and 60 deg. to 65 deg. during the day. When the plants are large enough to be hardened still more, the temperatures may be lowered gradually about 10 deg. more. For this hardening process cooler greenhouses may be used at first and then coldframes if the greenhouse temperatures are too high.

Growing Prizetaker Onion Seedlings

The Prizetaker Onion is a foreign sort which is less hardy than our American Onions. Other varieties in this class are

CHRYSANTHEMUMS

Elsie Papworth, Mary Jane, Oconto.

2½-in. pots, $4.00 per 100, $35.00 per 1000.

A. J. Balfour, Collingfordi, Geo. Kalb, Harry May, Lillian Doty, Harvard, Monrovia, Miss Alice Byron, Mrs. Baer, Mrs. Robt. Halliday, Polly Rose, Smith's Advance, W. H. Lincoln. White Bonnaffon, W. H. Reiman, Early Frost.

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ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia** and **Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

ASTERS

Pink, White, Lavender and **Purple**

2¼-in pots, $3.00 per 100

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Doris, S. J. Goddard's new crimson, 7c.; **Matchless,** white and **Alice,** pink, 6c. Clean, healthy plants, absolutely no neck rot in stock.

200 ASPARAGUS plumosa, 3½-in., 5c.

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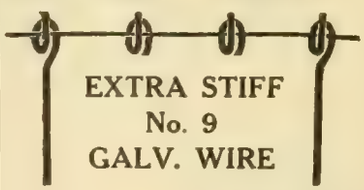

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Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16 00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

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$22.00 per 1000 Plants

Three Rings to a Plant

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Oconto, Comoleto, Elberon, Moneyaker, Enguehardt, Chrysolora, Yelw Turner, Wm. Turner. 2¼-in. 00 per 100, $25.00 per 1000.

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Obconica Giant and Grandiflora. n. $4.00 per 100; fine plants. Cash.

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OLDEN GLOW and EARLY FROST

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Exchange Ads. Pay Well

Ailsa Craig and Giant Gibraltar. Since the sets will not keep from one season to another, it is necessary to start the crop from seed each year. The seed may be sown outdoors as soon as the ground can be prepared, but in a great many sections where the Summers are too hot to grow Onions, those started from seed outdoors will not attain a desirable size before hot weather stops their growth. For these reasons it is desirable to sow the seed in January or February in the North, or earlier than this in the South.

Seed sown about Jan. 15 will develop plants about the size of a pencil by April 10 to 15, when they may be planted outside, in the vicinity of Washington, D. C. The seed may be sown in flats which can be carried easily from one house to another or to frames, to harden them properly. The seed is sown about ¼in. deep in rows 1½in. to 2 in. apart in flats. Good one year old seeds may be sown at the rate of 10 to the inch. When the plants get a good start they should be thinned if necessary to stand about ½in. apart in the row. Careful seeding will avoid much thinning.

The plants remain where the seed is sown until they are planted outdoors. The vegetable gardening students at the Maryland State College tried some experiments in transplanting Prizetaker Onions once before they were planted outside, but they found that these plants were neither larger nor stronger than those not shifted, when the time came for field planting. When the seedlings are about 6in. tall, they are clipped back to about 4in. and when they grow tall again they are clipped back a second time. This prevents the seedlings from becoming too large and starts a slight swelling of the bulb. When they are planted in the garden, the leaf surface may be reduced again and this is the last time they should be clipped.

The temperatures for germination are about 55 deg. to 65 deg. Later on, as the plants become larger, the temperature may be lowered to harden them. These young Onions will not stand a frost like Cabbage plants will. If the tops are injured by frost because of insufficient protection before the plants are well hardened, they will not make the best growth afterward.

The discussion of this vegetable plant was omitted when Cabbage and Lettuce were discussed because Onion plants will not be grown as generally as the others mentioned, but in some localities money may be made from the growing of Onion seedlings. Seedlings grown by the method described make a fine growth in the field, since they are in a growing condition when they are planted outside. Very large Onions may be grown on rich soil by giving them a little hand hoeing to keep the soil loose around the bulb. Some of the largest bulbs I have seen grown from good seedlings averaged 4in. to 6in. in diameter, a few of them being 7in.

LONG ISLAND CITY, N. Y. Louis Mancinicllo, of 88 Marion st., a florist, 59 years of age, was thrown to his death on the morning of July 30, when a Broadway surface car hit his market wagon at Broadway and 21st st., New York City. His sons, Frederick, 10 years old, and James, 12 years old, had assisted their father to load ferns on the the wagon and accompanied him on the way to market in 28th st., New York. The boys were sleeping in the wagon when the accident occurred. The jar, when the car and the wagon came into contact, was not sufficient to awaken the boys, but it was severe enough to throw the parent from his seat and into the path of an oncoming trolley car which the motorman was unable to stop in time.

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By PROF. ALFRED C. HOTTES

INCLUDES an intelligent survey of the various modes of propagating all the commercial indoor and outdoor plants, trees, shrubs and herbaceous perennials. Gives full description of sowing seeds, making soft and evergreen cuttings, methods of layering and grafting.

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27 28 & 29 DRURY LANE, COVENT GARDEN, LONDON, ENGLAND

Southern States

Houston, Texas

To the victors belong the flowers and triumphal wreaths. While the florists of Houston are experiencing a little of the dullness of Midsummer, they look forward with optimism, due to the way in which the war is going now, to the time when they will be selling huge quantities of victory bouquets.

R. C. Kerr reports that the store has been getting about 500 Roses a day from the R. C. Kerr Co.

Anent the coal discussion, in a recent article about flowers and their place in our daily life, a newspaper states that flowers can be raised in Texas cheaper than in the North, because in Texas it is necessary to build a fire only two or three days a week from Nov. 15 to Mar. 10, whereas in the North the houses must be heated from Sept. to almost June, one Northern concern's coal bill alone being $63,000 for the Winter of 1917-1918. All the large greenhouses of the R. C. Kerr Floral Co. are heated with wood. The statement is made that in the new plant of the recently incorporated wholesale plant and flower business of the Robt. C. Kerr Co. one large greenhouse will be entirely devoted to Rose Columbia.

R. G. Hewitt of the Brazos Greenhouses is taking a well earned vacation.

Mrs. C. Thomas, with the Q. & S. Florists, will soon take her vacation and go North for the rest of the Summer.

Paul M. Carroll furnished the decorations for a large luncheon at the Country Club, using Blue Bells and Daisies; also the decorations for the large church wedding of a lieutenant at Camp Ellington flying field. There have been a number of weddings from the camp.

A fine bedding plant for this section, and now in bloom, is the Vinca or Periwinkle. It is hardy, needing little water, and its flowers always look bright and attractive. C. L. B.

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ROOTED CUTTINGS

Fall prices, good until Dec. 1st.

S. A. Nutt.....$12.50 per 1000
Ricard and Poitevine..... 15.00 per 1000

August and early September deliveries all sold. If by Parcel Post, bill will be sent with shipment for postage and extra packing at actual cost.

	Per 100 — By Express	Parcel Post
ASPARAGUS Plumosus	$2.50	$3.00
SMILAX.....	2.00	2.50

Post shipments of pot plants are going through in great shape.

ALBERT M. HERR, Lancaster, Pa.

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Strong, Healthy Stock
SUMMER PRICES

Ricard, Poitevine, Perkins, Castellane, Doyle, Viaud, $12 00 per 1000
S. A. Nutt and Buchner, $10 00 per 1000
If by Parcel Post, $1.00 per 1000 extra
Cash with order

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GERANIUMS

S. A. Nutt, Ricard and Viaud. Strong 2-in. $2 00 per 100.

DRACAENA Indivisa. 2-in. $2.00 per 100.
SMILAX. 2-in. $2 00 per 100
CABBAGE, Flat Dutch. $1.25 per 1000.

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ROSE GROWERS BONE

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Analyzes—4½% Ammonia, 3.71 Nitrogen, 50% Bone Phosphate of Lime, 12½% Phosphoric acid, and runs from flour to coarse so that it is immediately available and continuous through the whole growing season.

PRICE

Per ton	$48.00	¼ ton	$12.50
½ ton	24.50	100 lbs	2.75

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For mildew, rust and other blights affecting flowers, fruits, and vegetables.

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For eel worms, angle worms and other worms working in the soil.

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TOBACCO POWDER, 4c lb. in 100 lb. sacks

TOBACCO DUST, 2c. lb. in 100 lb. sacks

TOBACCO DUST, 1c. lb. in 100 lb. sacks

TOBACCO STEMS, $1 50 in 100 lb. bales

Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN

For Spraying

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For Fumigating

Ask your dealer for it

Nicotine Mfg. Co.

ST. LOUIS, MO.

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USE WIZARD BRAND

CONCENTRATED PULVERIZED

MANURE

Pulverized or, Shredded

Cattle Manure

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The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.

34 Union Stock Yards, CHICAGO

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ULTIMATELY

You'll Demand

Magic Brand

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Clay's The World Power in the Soil.

CLAY'S FERTILIZER LONDON TRADE MARK EVERY GENUINE TIN, BAG & CASE BEARS THIS TRADE MARK

The Renowned Food For Plants

MANUFACTURED BY

CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

SOUTHERN STATES—Continued

Louisville, Ky.

Quiet Market

There is very little doing in the florists' line at the present time, the bulk of the work being in the nature of funeral work, with a fair demand for flowers to be sent to hospitals and infirmaries. These are keeping the local florists reasonably busy but the usual Midsummer dull season is on.

With the growers, nearly all of the planting has been done and they are for the most part tying up plants and propagating Spring plants, this occupying the greater portion of their time. Indications are that all the growers around Louisville will attempt to keep their houses going during the coming Winter, a number of them having stated that they would lay in a supply of wood to help out with the limited amount of coal.

News Notes

Herbert Walker of the F. Walker Co., who suffered a broken hip when a barn door fell on him, is just now able to be at his office. Mr. Walker was confined to his bed for nine weeks and has as yet not fully recovered his strength, but for the past week has been spending a part of his time at his desk. He is hopeful that within a short time he will be in perfect health once more and can get back into harness again. Mr. Walker has announced that the greenhouses located at New Albany, Ind., would be sold as soon as a purchaser could be found. Mr. Walker has about all he can attend to in his store and greenhouses in Louisville and has decided to dispose of the New Albany plant. The New Albany houses are in excellent condition and he should have little trouble in disposing of them.

Frank and Henry Kleinsteuber, sons of John Kleinsteuber, who work with their father in his establishment, have given up the florists' business, for the Summer at least, and have both secured positions at the Henry Vogt Machine Co. Mr. Kleinsteuber states that when the Fall rush starts the boys will be back with him.

The third of the Pontrich brothers to enter the army, Rudolph Pontrich, has been sent to Camp Taylor for training. He is a brother of Simon Pontrich, and before entering the service was with his brother in the florists' business. Simon Pontrich reports business good, with a fair demand for funeral work. He has planted all of his Carnations and Chrysanthemums and says that he put in more of the latter this season than has been his custom.

H. Kleinstarink states that things are quiet with him; some funeral work, cleaning up his houses and propagating Spring plants keeps him fairly busy. He has put in a fair supply of wood and says that he will get as much as he possibly can in the hope of keeping his houses going all Winter. Mr. Kleinstarink was one of a number of people who joined the War Savings Limit Society, purchasing $1000 worth of stamps. O. V. N. S.

Implement Exhibit at American Institute Fair

At the 87th fair of the American Institute, which is to be held in conjunction with the Dahlia exhibition by the American Dahlia Society, $20 and diploma and $10 and diploma, respectively, are being offered as first and second prizes for the best and largest exhibit of agricultural implements, and like prizes for the best and largest exhibit of horticultural implements.

Middle Atlantic States

Buffalo, N. Y.

The market was loaded with everything in flowers, Carnations and Roses predominating. The supply of Roses was the heaviest of the Summer season; Carnations were also very plentiful. The best of the Carnations sold at a fair price, while the ordinary sort dragged considerably, a good portion being lost. The extremely hot weather has caused a great loss in cut stock. Roses arrived in bad condition, even when well iced in shipments. Am. Beauty Roses were in good supply, though it was impossible to hold them in bud. The demand was very light.

Gladioli, Asters and other outdoor material, such as Sweet Peas, Cornflowers, Mignonette, Larkspur and Achillea, have kept the market well filled and sales have not been any too brisk. Some fine Lilies are coming in and these have had a fair demand.

Delightful Outing

Genuine success and real old-fashioned enjoyment marked the recent annual outing of the Buffalo florists and their families at the country home of the Buffalo Automobile Club. The program was in charge of E. C. Brucker, Edward Werrick and Edward Stratemeyer, who prepared a gilt edged program. According to everybody present, the picnic was "the best ever."

The guests motored to the picnic grounds. The weather was ideal and the program of sports, lasted through the afternoon and up to 9 o'clock in the evening. The events included a sack race, 100 yard dash, hop-skip-and-jump; lady's walking race, etc.; boy's race, girl's race, old man's race, fat man's race, etc. There were games for men, women and children. Thrift Stamps were included in the prizes. There was a ball game, the winning side receiving $5, which was donated to the Red Cross. William Grever and John Kramer were captains of the respective teams. A very fine lamp was donated by A. L. Randall Co., Chicago. The gift was raffled and part of the proceeds was turned over to the Red Cross. The guests included Mr. Slicker, representative of the Randall Co. Free refreshments were served under "the old Apple trees" in the club grounds.

Dancing was indulged in during the evening, and a first-class banquet was keenly enjoyed. The banqueters numbered 131. Discussions of the coal question and other trade talk were strictly tabooed at the outing. The observance of this ruling contributed to the success of the program. JOSEPH A. McGUIRE.

Lancaster, Pa.

There is little retail business, with a correspondingly short supply of really good stock.

B. F. Barr & Co. are making very necessary repairs and additions to their store, and it is getting to look like a metropolitan shop.

The weather has been abnormally hot and in most sections stock is beginning to suffer from the drought; only local showers, over small areas, have fallen.

Fuel Circular

The Fuel Administrator sent to every florist in this section a circular letter telling him just where he stands on the fuel question so that there is now no excuse for anyone going wrong or getting into trouble.

MIDDLE ATLANTIC STATES

Lancaster—Continued

The circular says that all who use 40 tons of coal or less may get their full supply; those who use more than this amount are entitled to 50 per cent. of their amount, with the privilege of all the screenings and wood they can get without railroad transportation.

Saturday, July 27, was a red letter day for the Gardeners and Florists' Employees' Fraternal Ass'n, an organization not in active existence but held together by social bonds. The members had an all day picnic in Hunsacker's Meadow, along the picturesque banks of the Conestoga River. The following were present: Harry Benner, Lewis Benner, Edwin Beck, Ames Kauffman, Harry Flawd, John Fleer, Jos. Clerico, Jos. Gipple, LeRoy Getz, Urban Taylor and David Coble, with their wives and families. Miss Laura Jacobs, John Fleer and Harry Haverstick were the single members of the party and acted as chaperons for the rest. With plenty to eat and drink, bathing, and a banjo and phonograph to furnish the music a delightful day was spent.

ALBERT M. HERR.

Pittsburgh, Pa.

July Market Keeps Up

Business for July kept up well. There is plenty of stock, but the demand is not as great as it was. Roses seem to be the heaviest crop; the grades are nothing extra. Some Am. Beauty Roses of the new crop are now coming in but there is very little demand for them. Gladioli are coming in in limited quantities but show the effects of lack of rain.

Asters are coming in more plentifully and will soon be flooding the market. Lilies are arriving in larger quantities and prices have dropped. Carnations are still to be had, but they are of poor quality; they sell only because there are not enough Asters on the market.

News Notes

Milton Alexander, representing Lion & Co. of New York, was a caller this week. It has been four months since this popular salesman visited this city, due to the illness of his child at home.

Herschel McCallum left for Camp Sherman on Tuesday for military service.

W. A. Clarke and family have gone to their home on Lake Chautauqua for the balance of the Summer.

The Pittsburgh Florists' Club will hold its outing and picnic at Walnut Beach, Sewickley, on Aug. 7. An interesting program of sports, with prizes, has been arranged, and an enjoyable time is promised.

N. McC.

Coming Meetings and Exhibitions

Buffalo, N. Y.—American Gladiolus Society; annual show and convention, Aug. 14, 15, 16 and 17. A. C. Beal, 212 Kelvin Place, Ithaca, N. Y., Sec'y.

Columbus, O.—Ohio State Fair, Aug. 26 to 30.

Denison, Texas.—Southwestern Nurserymen's Ass'n meeting, Sept. 17. H. C Tackett, Fort Worth, Texas, Sec'y.

Hartford, Conn.—American Ass'n of Park Supts., annual convention, Sept., 1918. Roland Cotterill, Park Dept., Seattle, Wash., Sec'y.

New York City.—American Institute and Amer. Dahlia Soc., exhibition of Dahlias, Sept. 24 to 26; Amer. Inst. and Amer. Chrysanthemum Soc., 'Mums, Nov. 6 to 8. W. A. Eagleson, Sec'y, 324 W. 23d st.

Ottowa, Can.—Canadian Hort. Ass'n, annual convention, Aug. 13, 14, 15 and 16. Sec'y-treas., H. J. Eddy, 4425 Sherbrooke st., Westmount, P. Q., Can.

St. Louis, Mo.—S. A. F. and O. H. Convention, Aug. 20, 21 and 22. John Young, 1170 Broadway, N. Y. City, Sec'y.

St. Louis, Mo.—Florists' Hail Ass'n of America, annual meeting, Aug. 21. J. G. Esler, Saddle River, N. J., Sec'y.

Syracuse, N. Y.—New York Federation of Hort. Societies and Floral Club, annual meeting, Sept. 11. Sec'y Prof. E. A. White, Cornell University, Ithaca, N. Y.

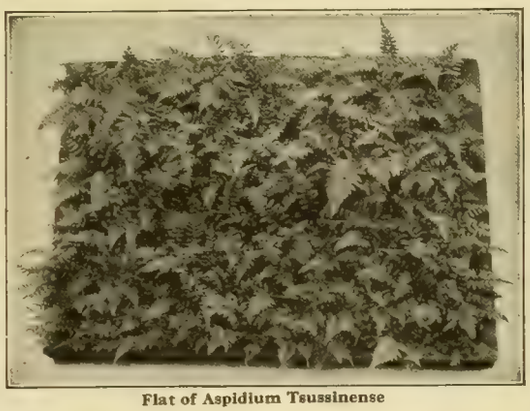
SUMMIT, N. J. MacDonald Florist has been incorporated, with James G. MacDonald, Robert MacDonald and Jennie MacDonald as incorporators.

WALLINGFORD, CONN. — The Ansonia Floral Co., Thos. J. Mooney proprietor, recently closed its store at 158 Main st., which had been operated for 12 years. This action was due to war conditions. The business will be conducted entirely from the greenhouses on Seymour rd.

Our Advertising Columns
READ FOR PROFIT
USE FOR RESULTS

PROTECT YOURSELF NOW FOR DISH FERNS

For the Coming Fall and Winter



Flat of Aspidium Tsussinense

We say "PROTECT YOURSELF NOW," this is meant as a fair warning as we shall be obliged, in order to CONSERVE BOTH FUEL AND LABOR, to greatly reduce our usual supplies of potted Ferns for the coming Winter. There will not be enough to go around hence the above suggestion.

We are in position at the present time to supply the varieties noted below in excellent shape for present potting, in flats of about two hundred plants each, at $2.00 per flat.

Note: This is the old price which has ruled for more than a quarter of a century, there has been no advance.

ADIANTUM Cuneatum	PTERIS Distinction
ASPIDIUM Tsussinense	PTERIS Magnifica
CYRTOMIUM Rochfordianum	PTERIS Multiceps
ONYCHIUM Japonicum	PTERIS Ouvrardii
PTERIS Adiantoides	PTERIS Rivertoniana
PTERIS Alexandriæ	PTERIS Wilsonii
PTERIS Cretica Albo Lineata	PTERIS Wimsetti

Any of the above varieties at $2.00 per flat. We cannot supply less than a full flat of a variety.

We also offer a limited stock of ADIANTUM Hybridum, CYRTOMIUM Rochfordianum Compactum in flats at $3.00 per flat.

DISH FERNS FOR PRESENT USE

We have a fine lot of choice varieties now ready to send out, from 2¼ in. pots, at $5.00 per 100, $40.00 per 1000; 250 or more will be supplied at 1000 rates.

The above prices are intended for the trade only.

HENRY A. DREER, 714-716 Chestnut St. Philadelphia, Pa.

When ordering, please mention The Exchange

Nephrolepis Scottii and Teddy, Jr.

6-in. pots, $6.00 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.25 each. Cash with order, please.

All plants travel at purchaser's risk

ASCHMANN BROS.

Second and Bristol Streets Philadelphia, Pa.

When ordering, please mention The Exchange

F E. Ads Give Good Results

New England States

Hartford, Conn.

The Summer cut flower trade has been rather quiet, although there has been some funeral work. The writer made up a floral blanket of lavender and white Sweet Peas, among other funeral designs.

Peter A. Troiano, with the writer at 165 Main st. for the past four years, has joined the U. S. Navy and expects to be called almost any day.

J. Albert Brodrib of Main st. did extremely well this season with his window display of seeds. His sales of vegetable and flower seeds were very large. He intends to push this line on a still larger scale next year. The idea is an excellent one.

GEO. G. MCCLUNIE.

New Bedford, Mass.

The weather is hot and there is little business in the cut flower line; however, there is enough funeral work to keep it from coming absolutely to a standstill. Flowers are plentiful and cheap. Gladioli are coming in plentifully and find a fairly good market.

E. M. Peirce has commenced cutting his indoor Asters.

Mr. and Mrs. Peter Murray have returned from their vacation.

Geo. Reed and family are spending their vacation in the Vineyard.

Fred Reynolds and family are in Vermont on their vacation.

Malcolm G. Blackwell, son of F. L. Blackwell, and gun pointer on the U. S. Cruiser *San Diego*, was among those rescued when that ship went down off Fire Island recently. Details will be found in "Our Florist Soldiers," on another page.

FRED REYNOLDS.

Woonsocket, R. I.

Otto F. Shydecker, foreman for the past four years for Alonzo Vose of Cumberland Hill and Woonsocket, has severed his connection with Mr. Vose and has accepted a position as head gardener with the James E. Whitin Estate (Grey Rock), North Uxbridge, Mass.

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

KENTIAS

JOSEPH HEACOCK COMPANY, Wyncote, Pa.

Write for prices

When ordering, please mention The Exchange

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots, 25c., 6-in. pots, 50c.

KENTIA Belmoreana. Strong, 4-in., 40c.

DRACAENA Terminalis. 4-in. pots, 35c.

BIRDS' NEST FERNS. 3-in. pots, 25c.

SOLANUM or Jerusalem Cherries. 2½-in. pots, $5.00 per 100.

GODFREY ASCHMANN

1012 W. Ontario St., Philadelphia, Pa.

When ordering, please mention The Exchange

Newport, R. I..

An Attractive Gardenia

A vase of 12 blooms of Gardenia Boufbigioli, staged by Richard Gardner, at the Horticultural Society's monthly show for July, attracted considerable attention, and is considered to be quite an acquisition by the trade. In size the blooms rank with the better known G. grandiflora; the petals, however, instead of incurving are reflexed, giving a flat flower. It is a good keeper if cut before fully open and kept in water in a cool place for 48 hours before using. The chief value of the variety is that it can be flowered during the Winter, and in the Spring months—setting buds freely in November, which the grandiflora positively refuses to do. Two year old plants Mr. Gardner claims produce the finest bloom.

ALEXANDER MACLELLAN.

John Smith, of the firm of Samuel Smith's Sons, of Newport and Jamestown, R. I., has been called to the Colors; he left for Camp Devens.

H. Herbert, a friend and comrade of Lieut. Gerald Conheeny of this city, recently reported as missing after 12 months in the trenches and previous service in the English army, writes the Newport *Daily News* his hope that Lieut. Conheeny may be a prisoner and not

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $3.50 per 100, $30.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.

FERN SPECIALIST

When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: Bostons, Roosevelts, Whitmanii and Teddy Jr.

HENRY H. BARROWS

WHITMAN, MASS.

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Use It and Save Time

Our Stock and Material Index

Page 151

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ROBT. B. CRIDLAND

Never has any technical book been so heartily appreciated by florists and nurserymen. Read what W. F. Webb of the Guaranty Nursery Co., Rochester, N. Y., said of it:

"I have looked this book through carefully and it seems to me that it fills a long felt want which our salesmen would appreciate. While it is true that not all nursery salesmen may be able to grasp the essence of this book, still it is the exceptional men who really do want to learn what there is to landscape gardening and who lay the foundations to our business. I would like to be able to furnish every man on my force with one of these books. It is the best book on the subject I have ever seen and I try to keep familiar with all the literature published on landscape gardening."

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Magnificently illustrated with 91 photographic reproductions—pictures which teach—67 sketches and 33 plans with planting keys. The book is not only at your command for the information desired, but it is as well a splendid book to interest your customers in. **It encourages them to buy your products,** for they feel they must emulate at least some of the good landscape features they see scattered so freely throughout its 266 pages. Postpaid, by mail, **$1.90**

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A. T. DE LA MARE CO. Inc., 438 to 448 W. 37th St., New York
Box 100 Times Square Station

Geraniums ROOTED CUTTINGS

A fine lot ready for shipment

Ricard, Poitevine, Scarlet Bedder, $12.00 per 1000.

Buchner and Nutt, $10.00 per 1000.

Cash with order

PETER BROWN
LANCASTER, - - - - PA.
When ordering, please mention The Exchange

VINCAS

Pots	Per 100	Pots	Per 100
2-in.	$2.00	3½-in.	$5.00
3-in.	3.00	4-in.	6.00

CABBAGE PLANTS Per 1000
Surehead, Savoy and Drumhead, also BRUSSELS SPROUTS $2.00
5,000 lots 1.50
10,000 lots 1.25
Cash

S. G. BENJAMIN, FISHKILL, N. Y.
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FIVE highly interesting special articles appear in the 1918

Gardeners and Florists' Annual

Adjusting selling prices
Round of the year in the seed trade
Some suggestions for shippers
Seed and nursery catalogues; some friendly criticisms and suggestions
Vegetable crops under glass

240 pages, freely illustrated

The ANNUAL to EXCHANGE subscribers for 35 cents

Sweet Peas for Profit

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A. T. DE LA MARE CO., Inc.
438 to 448 West 37th Street, New York, N. Y.

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

NEW ENGLAND STATES

Newport—Continued

dead, or if the latter be true that Lieut. Conheeny's brother, Corporal A. B. Conheeny, who soon sails for France, may be given an opportunity to avenge his death.

The monthly show of the Horticultural Society was poorly attended. With such hot weather people did not care to be indoors. ALEX. MACLELLAN.

Worcester, Mass.

A visit to the various flower shops found them busy with funeral work; the florists all report business for July as much better than a year ago. The store windows are unusually attractive, and prove a big drawing card, although transient business is of course rather quiet.

In the Service

Among the employees of Worcester florists only two have been called in the draft and there has been the same number of enlistments. The cases of one or two other prominent florist clerks are being looked into on the new ruling under the "work or fight" order, but thus far no changes have been made.

Flower Show

The first of the monthly exhibitions of the Worcester County Hort. Society was held on Thursday, Aug. 1, from 2:30 p.m. to 6 p.m. In spite of the hot and wet weather the previous shows of the society this season have been excellent. The attendance also has been larger than ever before, many war gardeners coming to see how the experienced grower is progressing with his crops.

Fighting the Aphis

The green aphis has obtained a strong hold on the Potato crop throughout Worcester County, and every effort is being made to keep it in check. So much spraying has been done that it is almost impossible to obtain any Tobacco stems, Nikoteen or "Black Leaf Forty." Leonard C. Midgley, supervisor of war gardens, is kept busy day and night answering questions regarding the aphis.

As there are several new growers of outdoor flowers bringing their blooms into the market, there seems to be no shortage of blooms at present. Flowers are of good quality and variety. Asters are excellent. Carnations are in small supply, at $1.50 per 100; Roses 75c. to $5; Sweet Peas 25c. to 35c.; Asters $1 and $1.50; Gladioli $1 to $2.50. Besides the sorts named several varieties of outdoor flowers are offered, ranging in price from 25c. to $1.50 per 100; these help out greatly in funeral work. F. L. M.

Solving the Express Problem

There are at least two florists who have solved the problem of shipping, now in such unsatisfactory condition. The Blind Floral Co. and F. G. Hinkel & Bro., both of Pittsburgh, are shown in the photo, just ready to leave the greenhouses of J. L. Schiller, Toledo, Ohio, with their supply of Primula obconica, using their pleasure cars for the purpose; if ever shipments arrived in good condition at destination it will be theirs. They had special boxes made at home, deep enough to suit the purpose, and which fitted snugly in the back part of their cars. These are plainly visible in the photo, and contain several thousands of Primula obconica, from 2in. and 3in. pots, and there was room for more.

They left Pittsburgh in the early morning, arriving in Toledo in the evening; called up Schiller in the morning to have the plants picked and wrapped, and they were ready to leave at 2 p.m. to go to Cleveland to add to their express matter.

A sure way of getting plants in good condition, even if expensive, but these gentlemen had a lot of fun as well out of their trip.

The gentleman in front of the first car is Mr. Hinkel, the one in front of the second car is Mr. Blind. The others are relatives and friends, who shared the pleasure and the work.

Solving the express problem. See text

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $3.50 per 100, $30.00 per 1000; 3-in. $8.00 per 100.

FERN Seedlings. In all the best varieties. $1.35 per 100, $11.50 per 1000.

ASPARAGUS Plumosus Nanus Seedlings. $1.00 per 100, $8.00 per 1000.

Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000.

POINSETTIAS. From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

Frank N. Eskesen, Madison, N. J.
When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $5.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.

Second Hand 16x16 and 16x18 Double B. Glass, $3.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.

GEO. M. EMMANS - - - Newton, N. J.
When ordering, please mention The Exchange

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10 00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania
When ordering, please mention The Exchange

EUONYMUS RADICANS VARIEGATED

Pot-grown, very bushy, 4-in., $15.00 per 100

HONEYSUCKLE

Pot-grown, 6-in., $25.00 per 100

A. L. MILLER - Jamaica, N. Y.
When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.

4900 Market St., Philadelphia, Pa.
When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers
When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.

ORCHIDS PALMS
and Plants of Every Variety

When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready August 1st, 3-in., $5.00 per 100

Cash with order

W. J. CHINNICK
TRENTON NEW JERSEY
When ordering, please mention The Exchange

Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¼-in pots, $8.00 per 100.

Ready now. FERNS in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.
When ordering, please mention The Exchange

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Milford J. Beneke, son of J. J. Beneke, St. Louis, Mo., has left to train at Jefferson Barracks.

Fred B. McClunie of Hartford, Conn., with the 36th Company, 154th Depot Brigade, Camp Meade, Md., is in officers' training school. He is a former military man of the old State militia and should make a good officer.

Raymond MacDonald and Francis Moran, both members of the Scranton (Pa.) Florists' Club joined the Colors recently.

J. A. Thode, Washington, D. C., is now a lieutenant in the United States Army. Mr. Thode wrote the article which appeared in our issue of June 29, entitled "A Decalogue for Flower and Plant Growers."

Herschel McCallum of Pittsburgh, Pa., left for Camp Sherman for military service.

Rudolph Pontrich of Louisville, Ky., was recently sent to Camp Taylor for training. He is the third of the Pontrich brothers to enter the army, and before going into the service was in the florists' business with his brother Simon.

Gillespie Kuhlmann, brother of H. H. Kuhlmann, Jr., and associated with him in the Kuhlmann Floral Co., Houston, Tex., has left to join the Navy of Uncle Sam. Another brother, Lawrence, is already in the Army.

The proprietors of the Chicago ave. Greenhouses, St. Paul, Minn., have been called to the Colors and are seeking to lease their plant during their absence.

Max Bernstein, who has been at the Co-operative Flower Market, Boston, Mass., for eight years, has joined the Colors, and is now at Camp Devens.

"Cited for bravery over there" is Paul T. Hurley, son of Joseph D. Hurley of Ardmore, Pa. Paul T. Hurley is in the American Marines and was mentioned with two other marines who, armed with an automatic rifle, by a fearless dash into the open during the present fighting in the Marne sector, surprised an enemy machine gun battery, silenced it and held off German re-inforcements until their own patrol had reached safety.

M. C. Midgley of Worcester, Mass, a former correspondent for THE EXCHANGE, is doing aviation construction work in France, where he arrived last October. He belongs to the 465th Aero Squadron. His cousin, William Midgley, also of Worcester, is in the Medical corps stationed at Camp Merritt, N. J.

John Smith, of Samuel Smith's Sons, doing business at Newport and Jamestown, R. I., left for Camp Devens.

Corporal A. B. Conheeny, Newport, R. I., soon will sail for France. His brother, Lieut. Gerald Conheeny, after 12 months in the trenches and prior cavalry service, was recently reported as missing.

Peter A. Troiano, for four years with Geo. G. McClunie, florist, Hartford, Conn., has joined the Navy.

Sergeant David Thom recently wrote his late employer, Roman J. Irwin, wholesale seedsman and plantsman of New York City, that he has arrived "over there."

Fritz Bahr, Highland Park, Ill., writes that his son Fritz has been returned to the Presidio (San Francisco), with an injured eye, due to a defective gas mask. Fritz Bahr, Jr., is serving with the 160th California Infantry.

J. J. Thomas, for several years on the sales force of the H. M. Sanborn Co., Oakland, Cal., is in the U. S. Coast Defense Service. He is stationed at Vancouver, Wash.

Appeal for Plants for Camp Upton

We are in receipt of a communication from Lieut.-Col. J. E. Abbott, Group Headquarters, 152d Depot Brigade, Camp Upton, N. Y., making a request for flowers and plants, the desire being to beautify the grounds around several of the buildings at Camp Upton.

Lieut.-Col. Abbott would be glad indeed to hear from growers willing to help along the endeavor. While this appeal is made rather late in the season, when growers will likely have disposed of or thrown away much surplus stock, if there is any available material, we can assure our readers that Lieut.-Col. Abbott will much appreciate their donations of flowering plants or shrubs at the present time. Outside of bedding stock, probably the most effective gift just now would be that of evergreens.

Wants to Greet Soldiers Overseas

Our good friend, J. S. Brunton, managing director of the Horticultural Trade Journal, Burnley, Eng. (near London), writes us that he will be pleased to meet American and Canadian soldiers or sailors going abroad, formerly connected with the florist, seed or nursery lines, and to be of any asistance to them that is possible, or simply to have a pleasant chat together. He will be glad to visit in hospitals near London such of the boys in the trade as may be laid up there. Mr. Brunton's telephone is 309 Burnley; direct telegrams (from London) Hortus, Burnley.

Exciting Experience

Malcolm G. Blackwell, son of F. L. Blackwelll, florist of New Bedford, Mass., had a thrilling experience recently when the U. S. Cruiser *San Diego*, on which he was a gun pointer, went down off Fire Island. Young Blackwell was three hours in the water, clinging to a life raft before he was rescued. He saved his money but lost his equipment. He is now at the home of his uncle in New York City, and is expected home on a furlough any day.

FRED REYNOLDS.

Mailing Yourself Money

Every time you stick a Thrift or War Savings Stamp on your card you are mailing money to yourself to be received later with interest. Cashing in these stamps is going to be better than "getting money from home," for with the money comes the reminder that you contributed to the great victory which then will have been completely won.

Clubs and Societies

Westchester (N. Y.) and Fairfield (Conn.) Horticultural Society

The regular monthly meeting was held in Hubbard's Hall, Greenwich, Conn., Friday evening, July 12. There was a large attendance, with President P. W. Popp in the chair. The chief feature of the evening was an illustrated lecture by a representative of the Bell Telephone Co.

W. J. Seeley reported that all arrangements are made for the outing and games which will take place at Lawrence's Inn, Mamaroneck, N. Y., on Tuesday, August 6. Sports will start at 11 A. M., dinner 2 P. M. Tickets can be had from Mr. Seeley, Byram Shore, Portchester, N. Y.

The sympathy of the members was extended to Joe Manda whose son is wounded in France. Mr. Manda gave a short address.

The judges for the evening were Messrs. Marshall, MacAllister, Aitchison and W. Wert. There were 20 entries for six varieties of vegetables. While the judges were going over the numerous exhibits Mr. Strange gave some lively selections on the piano. Vegetable awards: 1, W. Graham; 2, C. Duncan; 3, J. Stuart; 4, R. Grunert; 5, P. W. Popp. Heamanthus, King Albert from P. W. Popp, first prize; vase of Lilum Regale from R. Williamson, second; vase of Lilum Regale from J. Stuart, 3.

George Baldwin, Oscar Addor and committee received a hearty vote of thanks for their efforts in making the Summer show at Mamaroneck a success. Following is the list of prize winners at Mamaroneck: Vase of Roses.—1, J. MacAllister; 2, J. J. Linane. 12 blooms of Roses.—1, James Stuart. Collection of hardy flowers, 18 distinct species—1, J. Stuart; 2, W. Graham; 3, J. Linane. Collection of hardy flowers, nine distinct species. 1, R. Williamson; 2, W. Smith; 3, F. Metzler. Vase of Iris.—1, F. Metzler; 2, John Orr. Vase of hardy flowers, one variety.—1, W. Graham; 2, J. Andrews. Collection of flowering shrubs, 10 varieties.-1, J. Linane; 2, A. Brown. Collection of cut orchid flowers, arranged for effect.—1. J. Stuart. Basket of Sweet Peas—1, A Smith. Vase of Sweet Peas.—1 A. Smith. Two specimen palms.—1, A. Brown; 2, J. Stuart. Specimen Palm—1, J. Stuart. Two Specimen Hydrangeas. —1, T. Ryan. One specimen Hydrangea.—1, J. Stuart; 2, T. Ryan. Two Specimen Hydrangeas in 10-inch pots.—1, T. Ryan. Six Gloxinias. —1, J. Stuart. 1 quart of Strawberries, one variety.—1, A. Brown; 2, W. Whitton. 1 quart of Cherries.—1, J. Linane. Collection of vegetables, 12 varieties—1, J. Stuart. Collection of vegetables, six varieties.—1, J. Linane; 2, W Whitton 3, J. Forbes. Three heads of Cauliflower.—1, James Linane. Three heads of Lettuce.—1, E. Lawrence;2, J. Forbes. Three heads of Cos Lettuce.—1, W. Graham; 2, Fred Metzler. 50 pods of Peas.—1, J. Andrews; 2, W. Whitton. 50 pods Strings Beans.—1, J. Stuart; 2, J. Andrews.

For a display of Iris, Lilies and Eremurus, John Scheepers, Inc., New York, received a certificate of Merit; Collection of orchids from George Baldwin, certificate of Merit; display of hardy flowers from P. W. Popp, certificate of Merit; an exhibition of vegetables from P. W. Popp, cultural certificate; display of Gloxinias from P. W. Popp, Cultural certificate.

Table decoration.—1, A Brown; 2, C. Duncan; 3, J. Lough. The judges were G. MacKenzie, Huntington, L. I., James Smith, White Plains, N. Y., Joseph Mooney, Hastings, N. Y. The prizes were presented to the successful exhibitors by Oscar Addor.

Jack Conroy,
Corr. Sec.

Nassau Co. (N. Y.) Hort. Society

The regular monthly meeting of this Society was held in Pembroke Hall, Glen Cove, N. Y., on Wednesday, July 10, 7 p.m President Robt. Jones occupied the chair before a well attended meeting. There was an excellent display of flowers and vegetables on the exhibition tables. Rocco Cerrullo, Glen Cove, was elected an active member and two petitions were received.

The judges appointed for the monthly exhibits were S. J. Trepess, Robt. Angus and F. H. Meech. The awards were as follows: Six Tomatoes, 1, John W. Everett; 25 String Beans, 1, Frank Petroccia. 25 pods of Peas, 1, Frank Petroccia.

There was on exhibition a fine collection of Stocks (20 vases), from Thos. Twigg, well worthy of the cultural certificate awarded it. An excellent collection of vegetables, 12 varieties, exhibited by Frank Petroccia, was awarded a certificate of culture; six Cauliflower awarded honorable mention to Ernest Westlake; four heads of Lettuce, thanks of the society, to Arthur Smith; three heads of Lettuce, thanks of the society, to A. J. Young; three heads of Lettuce, honorable mention to Ernest Westlake; collection of Sweet Peas, honorable mention to Harry Jones; collection of Sweet Peas, honorable mention to Ernest Westlake; eight heads of Lettuce, honorable mention to Louis Hubbard; vase of Gladioli, honorable mention to Louis Hubbard.

It was decided to hold the Dahlia show on Wednesday, Oct. 2, and the Chrysanthemum show on Thursday, Oct. 31, and Friday, Nov. 1.

Thos. Twigg, upon request, gave a short talk on his method of growing Stocks, which proved very interesting. Mr. Holloway read an extremely interesting letter he had just received from Henry Gaut, one of our members in the Service abroad.

Competition for our next monthly meeting to be held on Wednesday, Aug. 14, at 7 p. m., six ears of Corn, 12 Gladioli and 25 pods Lima Beans.

HARRY GOODBAND, Corr. Sec'y

EGGERTSVILLE, N. Y.—Rudolph Boettger, grower, recently had a serious accident during a visit to Buffalo. While holding a bunch of Lilies in his arm, he took a knife from his pocket to cut the string which held them. The knife accidentally slipped and cut his nose. Seven stitches were required.

JOSEPH A. MCGUIRE.

Annual Outing of the staffs of the A. T. De La Mare Co., Inc., and Union Bindery at New Dorp Beach, S. I., N. Y., July 13, 1918

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"The Nurseryman's Year," by the veteran, Joseph Meehan, concludes the Calendarial Section in the GARDENERS AND FLORISTS' ANNUAL for 1918. To EXCHANGE subscribers, 35c.

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Evergreens for City Gardens

As compared with the wealth of plant life to be found the untrammeled country districts, we are confronted with decided limitations in plants adapted for city gardens. In a two-fold sense are we narrowed down in our choice. First, from the fact that space does not permit of a large collection. Second, the environment is not conducive to the health of the majority of plants.

It is conceded then that a city does not afford ideal conditions for plant life of any kind. Especially does this relate to that section of plants which comes under the caption of evergreens. More difficulty is experienced in the successful establishment of these plants than any other. Several reasons can be advanced for this, but chief among the many causes for failure are:

The intense heat of Summer, together with the absence of pure air.

Insufficient humidity.

The constant deposit of dirt and soot on the plants.

Many of our strong growing shade trees find it no easy matter to stand the heat of July and August, heat made more intense by cement pavements and brick walls. With evergreen it is still more trying, for if there is one thing more than another they crave and enjoy it is a cool, humid atmosphere. When we consider for a moment that a great many of them hail from a region where moisture abounds at least nine months in the year, and again compare the conditions to which they are subjected in cities, we can little wonder at the woebegone appearance some of them present.

It is not the object of these notes, however, to discourage the use of evergreens but rather to bring out some points which will come directly under the writer's notice that will lead to a more wise and discriminate selection. From personal observation of these plants growing under city conditions we are convinced that the broad-leaved type are by far the best, in fact, are quite successful.

In this section will be found but few of the conifers, for these have proven more or less a failure, especially those of closely crowded foliage like Arborvitæ, Juniper, Japanese Cedars and the like. These, while they may be able to stand the heat and lack of humidity quite as well as the broad-leaved kinds, fall a more easy victim to the evils of dirt and soot. This constant deposit (resulting from the smoke of mills and manufacturing plants, together with the many thousands of dwelling houses) sets securely among the finely divided foliage, forming eventually an impervious coat that corrodes the breathing pores of the plant, giving it a sickly appearance, and finally resulting in its death.

Broad-leaved evergreens, on the other hand, usually have a smooth and shining leaf on which the dirt and soot suspended in the air find difficulty in securing permanent lodgment. Heavy rains can also more readily cause the leafage of any foreign matter, while, if necessary, an occasional recourse to the garden hose will speedily and effectively dislodge the evil and give the plant that same comfortable feeling a human would experience after a good shower bath.

In giving the following list of plants we do so with a firm assurance of attaining a good amount of success with them.

List No. 1.

*Buxus arborescens, Tree Box. *Buxus rotundifolia, Round-leaved Box. *Buxus sempervirens, Common Box-bush. *Ilex crenata, Japanese Holly. *Ilex aquifolia, English Holly.

*Osmanthus aquifolius, Holly leaved Olive.

Mahonia japonica, Evergreen Barberries. Mahonia aquifolia, Evergreen Barberries.

Sciadopitys verticillata, Japanese Umbrella Pine.

Taxus baccata, English Yew. Taxus cuspidata, Japanese Yew.

*Ligustrum lucidum, Japanese evergreen Privet. *Ligustrum japonicum, Japanese evergreen Privet.

*Euonymus japonica, evergreen Euonymus. *Euonymus japonica aurea, evergreen Euonymus. *Euonymus Sieboldianus, evergreen Euonymus. *Euonymus vegetus, evergreen Euonymus.

*Aucuba japonica.

Prunus Laurocerasus, Cherry Laurel. Prunus Laurocerasus Schipkaensis, Cherry Laurel.

Yucca filamentosa, Adam's Needle.

*Abelia grandiflora.

Bambusa metake, hardy Bamboo. Bambusa pygmæa, hardy Bamboo.

*Pachysandra terminalis, Japanese Spurge.

All of the foregoing will thrive in any good and well prepared garden soil. Those marked with an asterisk (*) are readily increased from cuttings of half ripened wood during the Summer. Some of them are slow, perhaps, in making salable plants, but the nurseryman and florist with good propagating facilities can soon work up a large stock of them and so be independent of importations in a more or less degree.

An Evergreen Planting in the Heart of a Great City

The last two mentioned in the list are exceptionally good as a carpeting for higher growing plants or for a ground cover in shaded positions where grass fails to grow. The Pachysandra is usually placed among herbaceous perennials, but so cheerfully green does it maintain its foliage throughout the year that we do not hesitate to class it among evergreens.

Supplementary List.

Rhododendron maximum, native Rhododendrons. Rhododendron catawbiense, native Rhododendrons.

Rhododendron, English hybrids.

Azalea indica alba, Asiatic and Japanese Azalea. Azalea amœna, Asiatic and Japanese Azalea. Azalea Hino-de-giri, Asiatic and Japanese Azalea. Azalea Kaempferi, Asiatic and Japanese Azalea.

Andromeda japonica, Japanese Fetter-bush. Andromeda floribunda, American Fetter-bush. Leucothoe Catesbæi, American Fetter-bush.

We have purposely placed these in a supplementary list for the reason that, being all of the ericaceous group, they will require a special soil and situation. The soil should be well drained, should contain a large percentage of humus in the form of leaf mold, if possible, and be free from the presence of lime. A semi-shaded position will be better suited to them than the full glare of the sun.

For points north and south of Philadelphia, the above lists must necessarily undergo modification to fit climatic conditions. For southern cities we could avail ourselves of many other beautiful broad-leaved evergreens not permissible in the North.

The bold and striking foliage of these plants give a truly beautiful setting to a city residence and fit in so well with the architectural features of the house. Of course, such plantings are far more costly in the initial outlay than the old reliable Geranium, Canna, Begonia, or other temporary fillers, but the question of dollars and cents is hardly ever raised when the desire for certain effects has been realized and becomes a lasting satisfaction.

Our illustration shown herewith is a portion of a planting situated right in the busy mart of the city of Philadelphia and presents unmistakable evidence of what may be effected on similar properties. This planting is now past the experimental stage, having gone through some ten Summers and Winters of heat and cold, and, as portrayed, is well preserved and, like an oasis in the desert, is most refreshing to both body and spirit.

EDWIN MATTHEWS.

Free the Nursery from Insect Pests

Nurseries by reason of the multitudinous assortment of plants must necessarily offer an attractive feeding ground to the many insect pests, all of which have their favorite host plants. Despite this, however, the nursery is not the breeding ground which some authorities would infer. The State inspector and the nurserymen are always on the alert to discover and give short shrift to any injurious insect which dares to rear her brood. This is more than can be said of many private orchards and estates, where ofttimes a plague will continue to exist and send forth its contaminating influences unmolested owing to the indifference of the owner who refuses, by reason of the expense or otherwise, to apply a remedy for suppression of the evil.

The nursery employee who would have his employer show a clean bill of health can do much to aid him by not alone observing but seeking to find insects, old and new. If the latter consult an entomologist for they may turn out to be quite detrimental. This practice, aside from helping the "boss," is the finest kind of experience and training. To better combat the insect pests a study of their life cycles is essential and this leads to most interesting developments.

Several years ago the writer had a mania for corralling all suspicious bugs found on the nursery and kept the authorities busy identifying scale insects particularly. It was while looking for these pests, or anything else likely to prove injurious to nursery stock, that an infected White Pine, which was subsequently identified as the "blister rust," was discovered. Its deadliness was not so generally known in those days as it is today and, while the Government asked at the time for additional specimens, they could not be found. Who knows, therefore, but what the chance discovery and destruction of that single plant may have been the means of preventing the inroads in this vicinity of the blister rust which now threatens our New England forests?

Summer stock-taking affords an excellent time to visit every nook and corner of the nursery and lest some deadly enemy lurks on your very threshhold unawares keep your eyes open and not only observe but *look* for suspicious insects or fungi.

SAMUEL NEWMAN BAXTER.

There is no better time than RIGHT NOW to take up the study of landscape gardening, and it is fortunate indeed that such a book as Cridland's is obtainable for, on account of its simple explanations of details and its devotion to the requisites of small properties, it is of far greater value to the average nurseryman and florist than the usual "heavy" books on the same subject. Cridland's is obtainable from THE EXCHANGE office for $1.90, delivery postpaid.

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A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; Jas. Griffith, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Flowers Feed the Soul

The beauty of a flower is never lost; like good and truth it is indestructible, and it never fails to perform its function in the world. Let us have lofty ideals; let us have flowers.

The "Ninth Story Window" is sorely missed by the majority of our readers, especially these days when it would be a relief to turn for a minute to so entertaining a feature as was provided there by our late editor. Have we not a Scotsman among us able and willing to furnish jest, criticism and an amusing story or two, each week, and so keep the column going? Even an Irishman or a Frenchman might be capable. Who will volunteer?

New York State Fuel Administration

Chas. E. Robertson, of the State Advisory Board of the National Fuel Administration, has declined to serve as a deputy fuel administrator under the new appointee, Delos W. Cooke, whose address, by the way in case any reader should require it, is 61 Broadway, N. Y. City.

The Purchase Side of the Stock Book

Constant efforts are being made to improve the value of our Seed Trade Dept. Co-operation from seedsmen will help, too. This issue Nemo furnishes in that column some valuable pointers in an article on "The Half Yearly Clean-up Inventory," to which he adds a form for the "Purchase side of the stock book" that will be found of value to many seedsmen who are not above taking good advice when they see it, hear it or read it.

Practical Generosity

When a doer of good works does not make public his benefactions and they become unintentionally known, one feels inclined to give commendation of the highest type. Through questioning a representative of the firm of Hicks Nurseries, Westbury, L. I., we learn that army trucks from Camp Mills have called almost daily at the nurseries and carted away trees and shrubs, with the result that several of the hostess houses and other camp buildings have taken on a considerably brightened appearance on account of the planting of this refreshing greenery around these buildings at the cantonment. We are sure that others, after hearing this, will give the Hicks Nurseries commendation for this practical assistance to the undoubted morale of our soldier boys in camp.

Japan Lily Bulbs

An important item appears in our Chicago Seed Trade notes to the effect that Seitaro Aria, one of the largest and most responsible dealers in Lily bulbs in Japan, is in Washington where he will make an appeal to the War Board on behalf of the growers of that country in the endeavor to have the embargo lifted.

Should the War Board relent and allow the bulbs to come in, it is considered to be too late for the L. formosum to be of value for Easter crops as they could not be raised in time, but L. giganteum, which ordinarily arrives in this country beginning with October, would be of use for Easter as usual.

It is to be hoped that Mr. Aria's efforts will be crowned with success. Representing the needs of an ally his appeal will, without doubt, at least command a sympathetic ear from the Washington authorities and bring about the desired result if at all practicable.

Stop these Erroneous Reports

May we suggest to the Publicity Committee of the S. A. F. and O. H. that it would be to the interest of the trade generally if steps were taken by it to counteract as far as possible the impression which is being spread by at least some daily papers in various parts of the country to the effect that the florist trade is in an extremely bad way and that flowers this Winter and for the coming Easter will be produced at the best in negligible quantities due to coal restriction.

Old Sol to the Rescue

Scientists tell us that every day the sun emits sufficient heat to melt a block of ice 5000 feet thick and the size of the State of Massachusetts. Which is quite interesting news, indeed. We wonder just what the equivalent to this heat would be, expressed in tons of good Pennsylvania anthracite.

If the scientists would devote time to the deflection of some of this heat energy so that it could be stored up and made of service to run furnaces—florists' furnaces for instance, we are quite sure there would be no objection raised, particularly in a week of torrid temperature such as we have just been put through.

Some of the dreams of our earlier and more sanguine days have come true, and we still cherish the idea that before many years, in chill October, we'll say, florist John Smith will order the night man to turn on the sun heat a bit, just enough to keep the houses comfy. Why not? In Arizona, we are credibly informed, the warm water for your bath is furnished direct from the sun's rays, caught on a mirror and thrown onto a tank; crude, perhaps, but nevertheless furnishing the necessary media wherewith to remove from the human body the alkali deposit of the day.

While we may, in our years to come, be still able to obtain a 50 per cent. coal allowance, our children's children may have to get along on less. Who said, "We should worry?" Well, "worry" is a natural trait. Or perhaps we might dignify the word by the term, "looking forward to the welfare of posterity." That's what we are doing today, paying half of the expenses of the war cash down so as not to leave too great a burden on posterity.

Just as surely as we have seen the tallow candle supplanted by the oil lamp, the lamp giving way to gas, and this latter in turn to electricity, all of which has come about without disturbing any one's equilibrium, so, some bright morning we will awaken to the knowledge that old King Coal has lost his supremacy and, with that, his importance, and that a new, more effective and more powerful force has superseded it—and, what will afford satisfaction, that it will be much cleaner to handle. And the old world will wag along, serene as ever, but a trifle happier.

So while we fast let us feast—in imagination. It won't hurt; on the contrary it will aid us bear our present day deprivations.

But perhaps this deprivation may not prove as bad as was first generally thought. It begins to look that way. Now that the worst is known the trade shows signs of beginning to recover from the semi-panic in which it has been indulging these past three months or so, and the wise men among them, taking every necessary precaution, forsee the possibility of at least making both ends meet—with a little over for good measure—during the coming period we can best describe in terms of military command: "Fire"—"Ceasefiring."

Screenings for Pennsylvania Florists

We have it, on the authority of the well-known Lancaster florist, Albert M. Herr, that the Pennsylvania State Fuel Administrator has issued a circular letter in which he authorizes the use of screenings to florists.

Since Pennsylvania is allowed screenings, it would appear within the probabilities that the same permission may be granted to florists in other States, few of which, however, are so favored as Pennsylvania on account of its many local coal mines.

With the end in view of securing the same ruling for florists in other States who are in position to utilize screenings from local yards and at other points where they are in accumulation, we have written to Dr. Garfield, Director of the Fuel Administration, Washington, D. C., and also to Wm. F. Gude, Washington representative of the S. A. F. and O. H.

We regret that last week, through oversight, a most important feature of our Chicago letter was omitted, giving further details as to utilization of screenings in that city and vicinity. This paragraph will be found in this issue.

Since writing the above an interesting story has reached us on the Illinois situation. Read this in another column.

And Now to Obtain the Coal

The grower is now free to get his fifty per cent. allowar of coal or, if his consumption has been 40 tons or less annum to secure the full 100% allotment, and in ma States is also privileged to burn slack and screenings wi out imposing on the railroads. The remaining difficu in the way is the transportation problem.

Some growers are becoming afraid because their coal not yet been delivered to them. Others are calling priority shipping facilities which will not be accorded. one State, at least, the supply of coal has been shut entirely for the present. These delays, while by no me pleasant, should not dishearten the florist or cause him relax efforts to get his supply of coal. Henceforth, grower will be very much in the hands of his local f administrator, so it will be well to endeavor to keep on best of terms with these gentlemen. Read letter fr local fuel administrator Williams of Illinois in this colur

Boosting the St. Louis Convention

President Lautenschlager of the Chicago Florists' C has appointed a committee whose duty it is to boost the St. Louis convention of the S. A. F. The commit consists of Paul Klingsporn, chairman; John Michels vice-chairman; W. J. Keimel, T. E. Waters and O Amling. This committee will meet this week and add fr thirty to forty more members so as to fully cover ev branch of the trade and the allied trades as well, and ens the largest attendance possible at the convention. T boosters will urge that every house of importance in trade in Chicago be represented at the convention by or more representatives. President Lautenschlager s it is up to Chicago to send a banner delegation—a c with over two million square feet of glass devoted floriculture should show no half way representati From the interest there is taken in the convention it lo at present as though there will be a large representati from here.

The modification of the fuel order allowing screeni to growers in Illinois and Indiana, and other Sta west of the Mississippi, will in the opinion of Pr Lautenschlager greatly increase the attendance at the cc vention from all these States. This new ruling comes as word of cheer to the trade in this section and enthuses t weak-hearted with renewed determination to make t coming season one of the best in many years. Preside Lautenschlager has mailed to every member of the Floris Club a copy of the letter from the Fuel Administratic allowing growers to use screenings for the full operation their greenhouses., It follows:

Letter to Illinois State Florists

You are hereby informed that permission has be granted by the U. S. Fuel Administration to burn scree ings for the full operation of greenhouses in the State Illinois, and a copy of the order covering the action quoted below:

The Coal (Screenings) Permit

Chicago Florists' Club,
C. L. Washburn, Chairman
Peter Reinburg,
August Poehlmann,
Fuel Committee.

Gentlemen: Answering your letter of July 19th. We ha given consideration to your request for greenhouses to bu screenings for the full operation of their plants.

The Washington order states that such permission may given "with the approval of the Federal Fuel Administrat for its State, may operate to its full capacity by the use screenings, the approval to be withheld where the giving of would impair the fuel supply to manufacturing plants on t War Industries Board's Preference List."

In view of that qualification in the Washington order, have decided that a general permission for the use of scree ings for full operation shall be limited to screenings procur from Central or Northern Illinois mines.

If screenings are desired from Southern Illinois mines su applications must be made to this office, stating the name the mine and the amount of screenings involved, and the matt will receive investigation and attention here. Special p mission will issue if found merited.

J. E. WILLIAMS, Fuel Administrato

It will be noted that the above order does not requ special permit to secure screenings from Central a Northern Illinois mines.

We urge our members to contract for and lay in a fu stock of screenings immediately—Arrange at once wi your coal dealer for complete delivery by Dec. 1, on yo full requirements—Screenings can be safely stored duri the early Fall and Winter months.

(Signed) F. LAUTENSCHLAGER, Pres.

A Letter from the Chairman of the St. Louis Entertainment Committee

All delegates are requested to remain over on the fourth day, Friday, Aug. 23, when the florists of St Louis will take care of them hospitably in keeping with present conditions.

Our convention this year, it is true, should and will have more and longer business sessions than any convention we have ever had, and it is the foremost idea in the mind of every member of the S. A. F. and O. H. in this locality to help in every way possible to impress all that the meetings should be well attended. However we felt that a convention is not complete unless there is just a bit of entertainment in some form, but on account of the time being so well taken up the three convention days it behooves us to ask all of our visitors to stay over the fourth day, Friday, Aug. 23, and have one day of entertainment, not an elaborate program, but a pleasant day with entertainment fitting and in keeping with the present conditions.

We aim to adhere to the warnings of the officers of our society and ask every member to attend each meeting session; this will have a tendency to stimulate attendance for future conventions and will show that we are deeply interested and appreciate the work accomplished by our officers and directors in the past year. It is of importance to every florist to know and acquaint himself with the great work being performed by the S. A. F. and O. H.

All of the ladies are invited to attend, even though the three convention days are busy and occupied days for the men. The ladies will be looked after by our local folks and we might add that St. Louis offers a great variety of sightseeing, many points of interest for any sort of an inclination or temperament.

We further add that on the evening of the third convention day, Thursday Aug. 22, the Missouri Botanical Garden will entertain all members and ladies of the S. A. F. and O. H. in the former's gardens.

We once more ask all visitors to stay over the fourth day and take advantage of the opportunity to see everybody, to have that long-wished-for-talk with somebody; in short, to enjoy one day after three days of strenuous business meetings. This will put you into that "Gee, but the Boss must have had a great time at the convention," spirit, when you return home. It's really the after effects of any thing we do that counts. We want you to carry away from St. Louis an impression that will be a pleasant memory to you and a credit to our city.

We welcome you.

ENTERTAINMENT COMMITTEE,
Frank A. Winder, Chairman.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary 1170 Broadway, New York

The St. Louis Convention

August 20, 21 and 22

The Program

The program for the Wednesday afternoon session, Aug. 21, has been amended to read as follows:

2.00 p.m.—Report of committee on publicity, by Henry Penn, chairman.
Report of the publicity finance committee, by George Asmus, chairman.
Report of the promotion bureau, by Secretary John Young.
Discussion.
Address: "Publicity," by Major P. F. O'Keefe, Boston Mass.

Under this arrangement, all matters concerning the publicity campaign will be taken up at one session, the whole afternoon being devoted to this very important subject.

The Trade Exhibition

That the trade exhibition will again be an important feature of the annual convention is now practically assured. While exhibitors located at a distance have been forced to consider seriously present conditions of freight transportation, the situation in this respect is sufficiently improved to remove doubt as to the possibility of arrivals on time for the convention dates. The attention of exhibitors wishing to have novelties or improved devices passed upon by the judges is directed to Rule X, which is as follows:

Awards: Exhibitors showing novelties or other improved devices which they wish to have examined by the judges for such special notice or award as they are deemed worthy of, shall make an itemized voucher thereof with the secretary in advance. Firms or corporations desiring their exhibits considered for award, must state the name of a member of the firm or company who is a member of the society. In case any article or device has received an award at a previous S. A. F. exhibition, award shall cover subsequent improvements only. No award will be made covering the quality of seeds, fertilizers, plants and other articles of such a nature on which an intelligent opinion cannot be had without a practical test. None but flower pots conforming to the Society's standards will be considered for award by the judges. No award will be made to exhibitors who are not members of the S. A. F. & O. H.

The following additions to the list of exhibitors have been made:

Robert Craig Co., Philadelphia, Pa.
Schloss Bros., Ribbons, Inc., New York City.
Ickes-Braun Mill Co., Chicago, Ill.
Cottage Gardens Nurseries, Inc., Eureka, Cal.

The exhibit of the Cottage Gardens Nurseries Co., which will comprise a collection of home grown bulbs, is directed by Chas. W. Ward, president of the company, to be sold at auction for the benefit of the S. A. F. Red Cross donation.

National Publicity Campaign

The secretary arrived in Portland, Ore., escorted from Tacoma, Wash., by J. B. Pilkington, a prominent member of the Portland Floral Society. Although his hour of arrival was near to midnight, James Forbes, representing the Portland craft, was at the station to meet him and conducted him to his hotel. Next day he was, under good guardianship, introduced to the florists' trade of Portland and vicinity, among whom he secured a number of new members for the society, and some substantial subscriptions to the publicity fund; several who had already subscribed doubled their subscriptions. He feels deeply indebted to the Portland florists for many courtesies extended, particularly to Mr. Forbes who, without encroachment upon travel time, was especially interested in seeing that the visitor had the opportunity to view the great Columbia Highway, the park system, the shipyards and other local places of interest—E. J. Steele, president of the Portland Floral Society, A. J. Clarke and J. B. Pilkington. The Portland Floral Society is a very much alive organization, and held a special meeting to welcome the secretary, at which about 50 were present, who evinced keen interest in the campaign, and in the work of the society. A most enjoyable banquet was served in a manner typical of the hosts, whose open-hearted welcome the secretary will long remember. From Portland he journeyed to San Francisco, again under the care of Mr. Pilkington who probably was expected to see his charge safely out of Oregon.

In San Francisco the secretary received many courtesies at the hands of S. A. F. Director Angelo Rossi, who was anxious that the visitor should meet with as much success as possible in our old convention city. To Hans Plath, Daniel MacRorie and Eric James he desires to express hearty thanks for assistance given him, particularly in journeying to surrounding towns. Interest in the campaign appeared to be quite lively in San Francisco, and some good contributions to the campaign fund resulted.

The time is drawing near when a general report covering the publicity campaign and the campaign fund must be made. A whole afternoon has been set apart in the St. Louis convention program for a discussion of publicity work, and the attendance promises to be large. At this time the subscription records will be presented, and all who have "done their bit" will share in the honor of having their assistance eulogized by an assembly which will be composed of men prominent in all branches of the trade.

Mr. Nonsubscriber: Can you, should you, allow your name to be absent from this roll of honor? Just think over the matter in the week to come. There is time yet for you to help swing this campaign fund over the point set for it before the date of meeting, and with your assistance the good work already accomplished may be continued over a period which, without the benefit assuredly to result, it might be hard for our industry to bridge. Never was publicity for flowers more needed; never could your support be more timely than now.

The following additional subscriptions are recorded:

Columbia Floral Co., Butte, Mont.	$15.00
Sylvester Hansen, Butte, Mont.	5.00
Peters & Son, Hillyard, Wash.	5.00
P. Seavey & Son, Spokane, Wash.	5.00
Hollywood Gardens, Seattle, Wash.	25.00
Woodlawn Flower Shop, Seattle, Wash.	25.00
Rasaia Bros., Seattle, Wash.	25.00
Geo. H. Berke, Atlantic City, N. J.	10.00
Max M. Smith, Portland, Ore.	15.00
Steele's Pansy Gardens, Portland, Ore. 2d subs.	10.00
Martin & Forbes Co., Portland, Ore. 2d subs.	50.00
Wilson-Crout-Gehr Co., Portland, Ore. 2d subs.	5.00
Niklas & Son, Portland, Ore. 2d subs.	10.00
Clarke & Son, Portland, Ore. 2d subs.	25.00
Wiedemann Bros., Milwaukee, Ore.	5.00
Tonseth Floral Co., Portland, Ore. 2d subs.	10.00
The Swiss Floral Co., Portland, Ore. 2d subs. 3 years.	30.00
B. Juerjens, Peoria, Ill.	20.00
MacRorie-McLaren Co., San Francisco, Cal.	50.00
Pelicano, Rossi & Co., San Francisco, Cal.	50.00
Podesta & Baldocchi, San Francisco, Cal.	50.00
H. M. Sanborn Co., Oakland, Cal.	25.00
Francis Floral Co., San Francisco, Cal.	25.00
B. M. Joseph, San Francisco, Cal.	25.00
Ferrari Bros., San Francisco, Cal.	25.00
H. Plath, San Francisco, Cal.	25.00
E. James, Oakland, Cal.	25.00
C. Kooyman, San Francisco, Cal.	25.00
J. B. Boland, San Francisco, Cal.	10.00
Theodore Yakes, Oakland, Cal.	10.00
Enomoto & Co., San Francisco, Cal.	10.00
Laurence M. Lalanne, San Francisco, Cal.	10.00
John Olsen, San Francisco, Cal.	10.00
F. C. Jaeger & Son, San Francisco, Cal.	10.00
Wm. Macdonald, Oakland, Cal.	10.00
Thorsted Floral Co., Oakland, Cal.	10.00
Julius Eppstein, San Francisco, Cal.	10.00
H. A. Avansono, San Francisco, Cal.	10.00
Herman Levin, San Francisco, Cal.	10.00
Clarke Bros., Oakland, Cal.	5.00
Richard Dinucci, San Francisco, Cal.	5.00
E. Lombardi, Anchor Floral Co., San Francisco, Cal.	5.00
Domenico Mulinori, San Francisco, Cal.	5.00
Arthur Taylor, Boonton, N. J.	5.00
Floral City Nursery, San Mateo, Cal.	20.00
Art Floral Co., San Francisco, Cal.	25.00
	800.00
Previously reported from all sources	37,538.75
Grand Total	$38,338.75

A professional gardener, commenting on the fact that he was much impressed with our desire and intention to give more space to nursery subjects, adds: "I fear, however, it may be hard to get some florists to maintain 'an acre or so.' If they would co-operate, and go in for distinction, rather than monotony, the field is limitless."

To strike the attention of the prospective customer or visitor, monotony is certainly to be avoided, but this can easily be accomplished by setting apart a portion of the show grounds for individual specimens; one or two of a kind, say of 15 and up different trees and shrubs, would certainly give a varying aspect throughout the entire season, affording agreeable contrasts and view lines.

Can We Have Asiatic Labor on American Farms?

Touching the question of importing Oriental farm labor to work on the depleted man-power of the American farming community, much water of varying tints and flavors has passed under the bridge since Chinese exclusion became a fact through an Act of Congress in 1879; our "views" have somewhat softened and, certainly, economic conditions during the past few years have undergone an upheaval which is still active. For nearly 20 years keen observers have realized that the labor problem on farms was far from satisfactory. The tendency in the past has been for the young men to desert agricultural pursuits for the more alluring inducements of the professions, mercantile and manufacturing occupations. In a degree this has been due to the depressed years of 1900-'12; when products of orchard and field ruled low and the growers' profits were correspondingly slender; something may also be said in criticism of the treatment of farm labor on many ranches on this Coast, such as bad housing, poor sanitation and inferior accommodations, cheap living, etc. Then, again, ranch labor in California is migratory and uncertain—first, there is the grain crop, followed by deciduous fruit harvests and, finally, in the Winter months, we have the citrus fruits to care for. This all is seasonal and sectional work, carrying the labor from one district to another as needed—all producing a spirit of unrest and irresponsibility which renders labor unreliable. With the advent of the war this has been materially changed. Farming and orcharding has suddenly come into possession of its own. Prices have soared and profits are correspondingly better. Naturally, wages have also increased, but with the best man power called into the war there has suddenly come a sharp shortage of reliable help—a condition that has been growing acute for some years, but which (with the advent of the war) has at once become painful to the danger point. To relieve this, what can be done?

Before entering into a discussion it might be well to consider some of the conditions that are looming large on the industrial horizon. Chief of these is the dominant fact that organized labor during the past decade has not only realized its strength, but it has learned how to use it. In England and America it wields a potent influence that demands a hearing. One of its features is a strong opposition to the importation of Oriental labor, though it be for only the period of the war. So pronounced is this that no legislative body, either State or Federal, is liable to put upon the statute books any measures looking to a letting down of the bars. The other fact is that the Administration, having pledged itself that during the war present relations between employers and employees shall not be disturbed, renders for the time being all effort to secure Chinese labor at best abortive and hazardous. To the mind of the writer no legislative

(*Concluded on page* 171)

Economical Problems Confronting the Florist

THE SOONER SOME OF US WAKE UP THE BETTER FOR US

By FRITZ BAHR

Brought about by present day conditions and a lifelong knowledge and acquaintance with all kinds of florists, the writer has sent us these thoughts on the problems of the war as they affect the florists' industry now and in the future, and while he lays some of his blows on with a sledge hammer, and while there may exist, unfortunately, a florist here and there who will fit Mr. Bahr's impeachment to a "T" in practically all of its parts, there still exists too large a class, either careless or indifferent to the future so long as the present day takes care of itself, and it is in the endeavor to awaken this class out of its lethargy into a sense of the realities of life, and to the changes which must be brought about in the old-style method of conducting business that Fritz Bahr exerts himself—to save these from going down and out. There are few of us indeed who do not need some good advice at the present time. We are apt to be strong on some points and weak on others; the effort of all should be to become 100% efficient in every direction having to do with the carrying on of business in the endeavor to conform to the new conditions which are rapidly overtaking us.

Especially is this so in the matter of credits, for there is no disguising the fact that what is taking place in the cities is going to extend to all parts of the land, and the first step in the line of reform is going to be the very considerable curtailing of the credits which formerly extended all the way from three months to a year, and then all too often were further extended—a great detriment generally to those to whom the extension was granted, inasmuch as it caused them to close their eyes to their own existing financial conditions and in many cases simply lulled them into fancied security when, as a matter of fact, they were already on the rocks.

We are in it and right in the midst of it—the most terrible war of all ages. Some of us even now can't realize the full meaning and the seriousness of the struggle. Humanity is in to free itself from the yoke of autocracy, the chains of which have been dragged along for many centuries.

Irresistible forces making for ultimate advancement of man have thrown millions of innocent people out of what we now realize was a state of peace and prosperity into a horrible conflict where hundreds of thousands on both sides are sacrificed, and as many more maimed for life, untold agony and indescribable misery following on the heels of the foe's advancing soldiery. An awful price to pay, yet apparently necessary to make this world a better plane to dwell upon for this and the generations to come.

The outcome of the present war will not only result in the doing away of those who can make a recurrence of this slaughter of lives possible, but it is bound to revolutionize a lot of other things and, among them, present business methods, which, from the viewpoint of a trade paper must be of interest and timely for its readers to consider.

No one will be foolish enough to assume that after this war conditions on earth will be ideal or perfect to live in. Greater problems than ever will confront us and when, in turn, man has overcome these still greater ones will loom up—the struggle is never ending. In the meantime and in the immediate future those living and in business will have to face new conditions and requirements, will have to adjust themselves and their affairs to this change of front or drop out of the race.

The Advancement of Floriculture During the Past Fifty Years

The florist business and its different branches have evolved in the past fifty years from a mere nothing to truly gigantic proportions. Out of the little sash houses heated by the brick flue, its owner barely existing, and hardly considered the equal of the shoemaker or baker of the town, the modern greenhouse with unheard of proportions, and the establishments with a million square feet of glass, have been developed. Trade papers and organizations have sprung up to further the interests of those in the business. The highest priced stores in the largest cities are none too good to offer our products in. Many florists have taken an active interest in public affairs and have held and are holding important offices. So have we kept abreast of modern times, and yet there are thousands who have stood apparently still and, if one wants to take enough trouble to dig below the very surface, against a comparatively small group of firms conducting their business on sound principles and according to uptodate modern methods, we find an altogether too large a percentage getting along in the old slipshod way.

Economic conditions are apt to either make or break a man as well as a nation. What thrift, system and thoroughness have accomplished to overcome economic problems, most of us are big enough to acknowledge and admire on the part of the people of central Europe and, when once the operation is successfully performed which will relieve and cure them of some of their "Divine right ruler Carbuncle," and the rest of the brood associated with a disease of this character, we may look forward to their proving stronger competitors in the world's markets than ever before.

The wiping out of the names of empires, kings and dukedoms makes towards a democracy of the whole universe; it will bring us closer to the rest of the world. The sending over of our boys has already been a factor, but even with the establishment of universal democracy a dream today, but which may come sooner than thought of, commercialism will become more important than ever; who ever excels in it will lead; it's going to be a matter of the survival of the fittest. Commercialism has opened up the darkest and remotest corners of the earth, it has accomplished in a few years what missionaries tried to bring about for centuries, and, after the war, is going to affect the florist more than ever.

The Case of the Backward Florist

Let us step for a minute inside the sanctum sanctorum of a backward florist and behold him as he really is. Here he stands; ever since he started in business he has been complaining about times not being what they ought to be, but in spite of that he has built one house after another, he has a good home and those dependent upon him are well taken care of; in reality, good things have just been wished on him; they have come his way without his looking for them. He works from morning until night, and likes his help to do the same, even on Sunday. He doesn't plan to take time to map out his work or keep a record of what is being accomplished; it is just work away, day in and day out. When he attends the convention he travels like a banker and stops only in the best hotels. He never worries about what people owe him or what he owes them; a few of the main bills and those easily collected, are sent out each month, but as long as he has a few dollars in his pants pocket why bother about collecting more and paying his own debts? His books would do credit to one particularly fond of solving riddles—he doesn't know, or want to know, just what the amount is he really has standing out, nor what he makes use of belonging to his creditors; every once in a while when one of them makes an awful loud noise a grand start is made to collect, but the effort hardly ever lasts more than two days. If the coal man happens to meet him with money he gets without a murmur everything that is coming to him, otherwise he joins the long waiting list. Bills received by mail are apt to find a final resting place in the waste paper basket. Any salesman coming along can get an order out of him, no matter how often he appears, but new ones are preferred. He will buy five to ten times as many bulbs as he has use for or can handle if he considers them a bargain. He has never made a nickel out of his Rose house but takes pleasure in buying the sulphur to keep the mildew down; he loses a little on every 10c. Geranium he sells, but never found it worth while to figure out just what it actually cost him to produce the plants. He never tried to offer anything in the bedding plant line outside of Geraniums, Cannas and Salvias. Customers ask for pink Geraniums but he has only red ones because that was all he had left over the year before; he even took up the planted out pink stock plants to fill late orders with to make a little extra change and accommodate his patrons. He has call for perennials and other hardy plants, but he is too busy cultivating Asters, little Gem Alyssum and Dahlias, with never a flower on them—he insists on planting crops he can't grow, and buys in the open market stock which he could just as well grow himself and make money on.

He is aware of the fact that every square foot of bench space must bring him at least $1.50 per year, yet he carries a lot of truck not bringing in 10c. per square yard. Instead of co-operating with the other fellow in the town he has made up his mind that he is against him and the only way to get even is to undersell him. He doesn't see the necessity of advertising as long as he sells enough to keep him going.

He takes the position that as long as people want flowers and are willing to hunt him up, what's the use of spending good money to hunt them up? He is perfectly willing to accept $10 for a wreath containing 90c. worth of flowers, but has to be asked three times to pay a dollar and a half for his yearly subscription for the trade paper, for which he really ought to pay $10 for actual value received instead of letting the advertiser do it.

He likes to ride in his $2000 car and pays interest on the notes he owes on it, but can't afford a Ford delivery for his flowers. He rakes the commission house over the coals if it happens to miss a certain train with a little two dollar order for flowers, but makes it an invariable rule to get his funeral order delivered just as they bring the casket out of the house, or the wedding bouquet when they get to kissing the bride. He might consider the advertising a lot of surplus stock fit for the compost heap, cash with order, just to make some one feel bad or, the other way around, what happens to be good when it leaves him will get there bad on account of the miserable packing. But in spite of all of that he does business. People simply insist on patronizing him and will have flowers and plants. He drifts along happy-go-lucky without fear of tomorrow or a day of judgment.

Then came the War, absolutely unexpected, not thought possible in this advanced age of ours with its social development. The very first round has already brought about some financial embarrassments; another term for down and out. More will follow, but others again who profit by the handwriting on the wall are going to pull through, not only to the end of the War and see with it a new era of prosperity but the time coming when it will be demanded of every one of us to adopt a better system of doing business the same as exists today in other lines.

Business Methods We Will All Have Finally to Adopt

About thirty years ago a large manufacturing concern in Chicago made oil stoves as a side line and sold and shipped them all over the world. This branch of their business had been increasing from year to year until one day the boss, after being informed of the wonderful lot of new orders which had just come in, asked the question, "How much actual profit is there really in one of these stoves?" Well, strange to say, there wasn't a soul in the establishment who could tell; at first it seemed rather funny, all they knew was that they were turning out a lot of stoves. A correct record was kept after that and at the completion of six months it was found they had lost in the neighborhood of about $7000 in one year on those stoves for which they had such a brisk demand, and yet this firm was making money, but not in that line. Yes, there happened to be a decided increase in the price of them after that.

To eliminate waste of energy, to produce the maximum of efficiency with the least effort, has to be practiced by every florist from now on and after the War. To adopt system in every branch of his business, to find out exactly what it is actually costing him to produce his stock, to be satisfied with a fair margin of profit, to live according to his income, to adapt a simple but effective bookkeeping system, to get out all bills promptly at the first of the month, to go after all overdue accounts, and to pay his own bills promptly. Also to advertise what is worth advertising and to use the Golden Rule in packing and delivering.

Many of us can get along nicely with fifty per cent. coal if we make up our minds to eliminate fifty per cent. of waste bench space and make up our minds to live according to our income; dealing with people of means is very apt to lead us into imitating them.

In years gone by we didn't notice the little leaks, as was the case with those oil stoves, but we are awakening to the fact that something is wrong; those who haven't as yet, will; there is going to be a whole lot of shaking up right at home, things you never thought of. We are going to sober up, be real earnest, honest with ourselves, more pushing and going after business will be the order of the day. But that isn't enough; you must deliver the goods and not work blindly from day to day just for the sake of watching yourself being busy.

In most cases where it is a matter of a man struggling along, hardly making ends meet, always busy, never a day off, there is usually something wrong with the man, himself; he may not be aware of it but there is no good reason on earth why there shouldn't be a fair margin of profit gotten out of the florist business the same as out of any other. We have enough proof of that through many successful firms, but there are by far a greater number who are practically standing still, as near as this is possible, and right now is the time for such to roll up their sleeves and reconstruct their affairs right from the very bottom up. Do not trust to good luck nor consider the present war as a sort of comic opera; there never was anything more serious and it is up to us to realize it and govern ourselves accordingly.

Have you any Plumbago capensis, the old-fashioned blue sort? An advertiser, asking for this stock recently in our Classified Department, says: "We are unable to buy this anywhere and need a lot of it. All the old firms which formerly had it 'to burn' seem to be sold out." Who wants the order?

Did you know about it? We confess that it was news to us. A. H. Wagland, Lawrence, Mass., when building a show house, so Hitchings & Co. tell us, "had the benches arranged so that they could be taken down readily; so, in the Summer time, when the florist business is dull, Mr. Wagland takes these benches down, installs a soda fountain, tables and chairs, a victrola hidden behind a bank of Ferns, and has a sort of grotto with pool and gold fish in the center. During the hot Summer months he dispenses cooling refreshments which are all the more refreshing because of the attractive setting and arrangement."

We imagine Mr. Wagland is one of those who, because of his alertness, will not be losing much sleep as we pass through these peculiar times.

Can We Have Asiatic Labor on American Farms?

(*Continued from page 169*)

body will even venture to try it during the period of the war; and after the war, what? The labor problem after peace is declared is fraught with consequences quite as serious as any that rural industry is experiencing at the present moment.

In so far as the employing classes in California are concerned there is a general desire that Chinese labor, under restrictive and regulative measures, should be admitted, at least during the period of the war. Col. John P. Irish, of Oakland, gave expression to the views of orchardists and vineyardists at the fiftieth annual convention of fruit growers, held in Sacramento last November, in the following forcible paragraph.

"Our government can get the full measure of its demand upon us (the farmers) by tapping the only available reservoir of farm labor in the world, and that is China. We do not ask for ourselves. We can feed our families and go on as we are doing. It is solely an affair of the government. It is required as the most important measure that has been developed by our bloody and costly adventure. It is an emergency, a crisis. It is a test of courage in our public men, and of patriotism in our people. . . ."

After a full and thorough discussion of the subject, this same convention passed the following resolution:

Whereas, In the season of 1917 just passed, the lack of farm labor at seed time and harvest and in the period of cultivation between, caused serious losses in food production in California; and

Whereas, The shrinkage in the volume of farm labor continues to such an extent as to make certain further and larger losses of food production in 1918; and

Whereas, The Farmers of California desire to do their full patriotic duty to their country and its allies; and

Whereas, They ask that they have access to the dependable man-power to use in that food production which is the chief element in the prosecution of the war to success; therefore, be it

Resolved, That we ask our government, as a war measure, to permit the introduction of sufficient Chinese or other farm labor to so increase our food production as to assist the United States in discharging its obligation to feed our allies and their armies, and prevent them from being starved into surrender.

Resolved, That, in view of the inadequacy of the time at the disposal of this committee for the effective consideration of so important a subject, the convention instructs the appointment by its chairman, the State Commissioner of Horticulture, of a committee of nine to represent this State Fruit Growers' Convention, and instructs the committee to use its best endeavors to bring about a material alleviation of the present shortage of labor, and that the committee be further instructed to take up the subject matter of the above with the proper government authorities.

Much the same opinion was advanced at the State Nurserymen's convention at San José last year in an address by President Max J. Crow. Indeed, it is quite safe to say that these reflect quite generally the opinion of seedsmen, nurserymen, florists, orchardists and the general farmers in California.

But what shall be done to relieve the dearth of labor and thereby secure maximum crops? To import half million or more Chinese will require funds, labor and ships—three items that just at present seem to be rather in demand on the Atlantic Coast. On grounds of capability, THE FLORISTS' EXCHANGE is quite correct when it gives the preference to the Chinese.

At the forthcoming joint convention of the California Association of Nurserymen and State Fruit Growers' Convention (to be held in Riverside, Nov. 11-14) this whole matter may again come up, but it is doubtful if any measures will be adopted leading to tangible results in the way of remedial legislation by Congress. The present attitude of organized labor and its rather intimate relations with the prosecution of the war, together with the President's statement that labor conditions be as little disturbed as possible, during the period of the war, render such a possibility somewhat doubtful.

HENRY W. KRUCKEBERG.

Efficiency in Greenhouse Management

(*Concluded from page 154*)

It should be the aim of every operator of hot water heating plants to put every single piece of equipment in the plant in first class order so that it will operate to the maximum efficiency. The aggregate saving to be had through this attention will, in many cases, save at least one-quarter to one-third of the fuel ordinarily used.

In steam heating systems it is particularly desirable that the boilers be located lower than the system itself so as to insure the condensation returning to the boiler. Many plants are so constructed that the condensation must be pumped back to the boilers. This is an uneconomical method and it would (in many cases) pay growers to turn their heating systems right side up instead of leaving them upside down as they now are. While this would involve considerable re-arrangement of the piping system and would, of course, mean moving the boiler room and boilers, yet from figures on file in this office it is apparent that doing this would pay in most cases. From a comparison of results secured from two plants of about the same size, one of which has the boiler room properly located, the other with the boiler room at the highest point on the uphill side of the houses, it has been shown that the plant with the boilers improperly located uses almost twice as much fuel for the same glass area as the other plant.

Good draft is essential to economical burning of fuel, and the same factors hold true in the case of steam plants as in the case of hot water heating plants. This has been brought out in a previous paragraph.

Installing Automatic Air Valves

One of the easiest ways of improving the efficiency of a steam heated plant is to install automatic air valves in the lines wherever there is a possibility of a pocket of air forming. These air valves remove air from the system automatically and insure good circulation. The installation of these valves is simple, it being necessary only to drill the pipe, tap it out, and screw the air valve in place.

The most promising method of saving fuel is by practicing economy in the boiler room by careful and intelligent firing, and by keeping the boilers clean and in good condition and, as will be discussed in another article, by the substitution of cool crops wherever possible for crops demanding high temperatures. By following these suggestions the greenhouse man should be able to get through the coming season without suffering material loss. In fact he may be able to make the year as successful as any in the past.

Correspondence

Just Gone Fishing

Editor The Florists' Exchange

Lorimer said some time ago: "Say less than the other fellow and listen more than you talk, for when a man is listening he isn't telling on himself and he is flattering the fellow who is."

Well, since our publicity campaign started I am sure that I've talked considerably about national campaigns, but now for the next four weeks me and mine hike to our hole on the shore of Belgrade Lakes for a solid month of quietness, fishing and soliloquy.

Mine has indeed been a pleasant and interesting task, and as I sit fishing (without catching fish) will have ample time to consider the fulfilment of several plans in mind for next Fall's campaign, and as we all like a little flattery, will get mine by listening to others the rest of the Summer and saying nothing for publication in the interval. So that the little squib which our kind editor has inserted weekly will cease until we are homeward bound, heavily laden with fish and the hope that publicity has not gone to seed because of our interest in so fine a work as this our first campaign.

With kindest wishes to all for a most pleasant vacation.

Very sincerely yours,

HENRY PENN, Chairman.

P.S. I want to take this opportunity of thanking all those who have up to date sent in contributions on behalf of our Publicity Committee.

Tribute to a Reasonable Man

Editor The Florists' Exchange:

Too much cannot be said in praise of the man who possesses the faculty of good judgment, and whose sense of justice rises above the petty level of pelf and self interest. This by way of a brief introduction to a specific case in point.

A few weeks ago one of our growers expressed for us a few hundred Primula obconica plants to John R. Hellenthal of Columbus, Ohio. The plants reached their destination in a deplorable condition, being practically worthless.

Departing from the general rule of putting the burden of the loss upon the shipper (and this is a subject of vital importance—well worthy of the serious attention of the S. A. F. & O. H. at its forthcoming annual meeting in St. Louis), Mr. Hellenthal writes us as follows:

"We received the Primulas, but cannot use them; they were all dried up, too long on the road. Such fine stock as they were. What a shame! We potted them up and will see what we can do with them. We are not holding you or the shipper responsible for we know what the conditions are. Now, understand, we do not want you to complain to your shipper about the plants because they certainly were fine, but, owing to conditions, it is our loss and we must make the best of it."

Further comment is hardly necessary.

S. S. SKIDELSKY & CO.

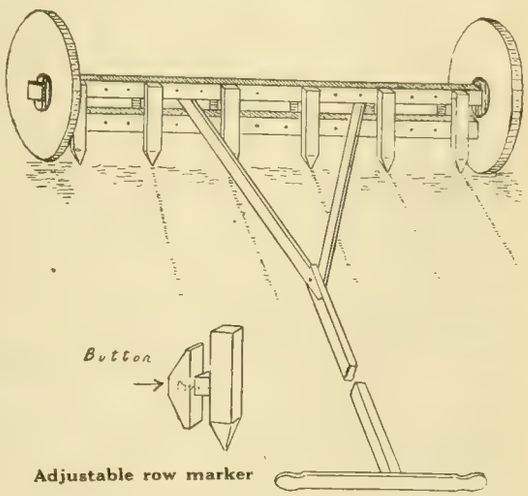
Philadelphia, Pa., July 29, 1918.

Adjustable Row Marker

The accompanying illustration shows an adjustable row marker for the gardener or florist. This has the advantage over row markers generally in use in that it may be adjusted to mark rows any desired distance apart, and the wheels enable one to mark a large number of rows with less work than with the ordinary marker.

The device consists of two parallel bars, about 1½in. square, the upper bar having a wheel fastened to each end by means of a lag screw, ½in. by 3½in., with a washer on either side of the wheel. The wheels may be made of peach basket bottoms or similar discs of wood.

The bars can be spaced off either by means of nails, or notched. As will be noted from the drawing, the marking point has a short piece nailed to it at right



Adjustable row marker

angles, so that it just fits snugly between the bars, and when the button is upright the marking block is set at that particular point; when the button is parallel to the bar the marker can be slid along to any desired point. The device of course also has a handle.

This marker is of course meant for planting small plants, close together, where a regular furrowing sled would not be suitable. The intensive culture so desirable today, with rows as close as a foot apart, makes this marker particularly handy.—CHARLES A. BLACK, JR., Hightstown, N. J.

Some one has said that "enclosed please find cheque" is the sweetest business phrase.

In Memoriam—John Berry

There were but few names in the Middle West and Rocky Mountain States more prominent among florists and horticulturists than that of our late deceased and sadly missed John Berry.

Born in Ireland more than 70 years ago where, after receiving a fair school education, he began his early career as an apprentice in floriculture and landscape work, and with a burning ambition for higher efficiency in that line, he forged his way to the Kew Gardens, England, where he finished a training that enabled him to fill responsible positions in Great Britain. But his adventurous and aggressive nature prompted him to leave the narrow confines of the British Isles, and in 1871 he began his activity in our profession on this side of the Atlantic. He traveled extensively during his early years through the States and gathered much valuable data on the native flora in practically every State in the Union. He finally selected the Rocky Mountains as his experimental grounds, and for many years made Denver his permanent home; there he held many prominent positions, municipal and private.

For several years he held the office of park superintendent of Colorado Springs, after which he occupied a similar position in Denver. He was instrumental in planning and planting the beautiful Wolcott estate in the early nineties, and there is scarcely a public park or private estate in the Rocky Mountain region that has not been beautified by John Berry's introductions of new and valuable mountain shrubs and perennials. He was a great admirer and student of the native coniferous varieties and spent a good part of his leisure time exploring the hills in search of something new.

His fraternal spirit made him a valuable member in many organizations. He was a life member of the S. A. F. and O. H., and for several terms held the office of president of the State Florists' Society. He was an ardent worker in the State Horticultural Society from its foundation in the eighties, and acted as head of that organization at different periods. In later years he became an active member of the American Association of Park Superintendents, and was honored with the office of vice-president at its last annual convention.

He has left a deep and lasting imprint on American floriculture and his many friends mourn the passing of one so noble and unassuming. [John Berry died in Denver, May 29, 1918.]

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST
Albany, N. Y.
The best service
Our business is growing

The Rosery FLOWER SHOP
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FLORIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Hatchen FOUNDED 1867
Amsterdam, N. Y.
LEADING FLORIST
Schenectady, N. Y.
EST. 1877

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
BOSTON
All orders will be reciprocated

Carbone
BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers
BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc.
220 Washington St.
BROOKLINE, MASS.
Established 1886

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to its advertisers. Test it yourself

---

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us

---

BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y. ESTABLISHED 1869
James Weir, INC.
324 Fulton Street, Our only store

Wilson FLORIST
Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

W. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

Scott the Florist
Buffalo, New York

Gove The Florist
Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist
Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Scholtz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch's
CHATTANOOGA, TENN.
Office, 807 Market
The Leading Florist
100,000 feet of glass

Friedman **Flowers**
CHICAGO, ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange
CHICAGO, ILL.
25 E. Madison

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That G and Experts to Arrange T

CINCINNATI, OHIO
E. G. Hill Floral Co
532-34 RACE STREET
Also Motor Delivery to Newport, Coving and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son
CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Floris
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE / EAST 105th STREET

KNOBLE BROS
1836 W. 25th Street
CLEVELAND, OHIO

THE Smith & Fetters Co. Florists
CLEVELAND, OHIO
735 Euclid Avenu

Westman & Getz
Flowers and Servi
5923 Euclid Av
CLEVELAND, OHIO

If you have an order for flowers to be delivered another city, glance through this directory firs If you find an advertiser properly located you c rely on him.

RETAIL DEPARTMENT

Practical Talks on the Short of Help Problem

Considering the shortage of experienced help from the retailer's standpoint, and supplying the experience by instruction—By W. CLEAVER HARRY

ARTICLE No. 1

A short time ago it was my privilege to be permitted nspect the largest shipyard of the Emergency Fleet. the yard nearly 30,000 people are employed. To see m at labor, to see the work they are turning out for cle Sam, was indeed a revelation. As I marvelled the speed that was pushing the work of the 50 ships the ways, I wondered where all these experienced n, who pour through the gates each day and pick their tools and go to work, are gathered from. t then the guide pointed to a cross section of a 's hull standing by itself some distance back from ways: "That is our school," said he, "the place re we train our help before we allow them on the ular work. As soon as they qualify for the work which they are intended they are given an assign- nt on the ways. In the shops we have what is wn as the Vestibule Schools, where men and women eive instruction for foreman and the higher positions, er skilled instructors." Little wonder, then, is it not, t the United States is accomplishing the miracle in building?

t the Great Lakes Training Station they make a ular seaman in six weeks; give him his sleeve stripe send him to a receiving station for duty. The t trench raid ever conducted (nearly three years ago) the Canadians was first practiced on a replica of the my's works, erected some four miles behind the d line. It was constructed after photographs taken n low flying planes.

The Value of Training

raining has taken hold of the industrial problem and short-cut the great teacher—Experience. The em- er is just beginning to realize that experience has n gained at his expense; a wasteful method, whether e shipbuilding, selling goods or making floral de- s. Experienced help for the rank and file of any ness, outside the war industries, seems to be no er available. But the need is being met. The g we wish to consider is: What is the best way to dle the situation at the minimum cost and super- on? Many of the self-styled experienced men of t years were over rated. They lacked the very damentals of both the making up and the sales end he business. With much to learn and unlearn, they ly owed the salary they drew to the man who was ently waiting for them to become experienced.

here are better ways to be found in the changing ditions that are upon us. But this is no time for monies. The season is going to be a busy one and demand brisk and steady. Don't think that you not need boxes, wax paper, wire, supplies, help advertising, for all these things will be needed and not be ready for immediate delivery if ordered n wanted. It is our duty to point direction in e things so far as we see it, and urge every one e alive to his problems and keep on the job.

Employers Work Too Much

he war is a great educator. Many employers, in- d of training the help to do all branches of the k, insist on doing certain particular things all by nselves, while the assistants earn their money by ling the great man certain things he asks for and by aining from talking too much. To the employer: s a fine thing indeed to know that the details of business are being cared for by those who can only be trusted to do it well, but who will handle orders the way you want them to be. By this I n, when a store has a fixed style or method, as for nce, to have the Roses in the box all packed in rs, with a strip of wax paper between; that those loyees who have been taught the standard method he house in all things can be depended on abso- y to follow it out to the letter without any super- n.

me florists never know what it means to have a off. The details of their business hang about their s like a string of sleigh bells. Home for dinner, about to say grace, when the 'phone bell rings; a from the store: "Mrs. Fussy wants some flowers for table. She says that you know what she wants. t shall I give her?" After a few more interrup- on the vaudeville order, the meal is finished and to the store he flies. But the day is not yet although it is midnight. The phone bell again. time it is the Western Union Telegraph Co. with dictation of a telegram; starts with that terrible , "RUSH!" followed by an order for a two-dollar th for a dear old lady whose funeral notice will appear in tomorrow evening's paper or the morning after. Telegram signed by a brother correspondent in a distant town, name purposely omitted here. These interruptions are ofttimes mistaken for business and causes an S. O. S. to be sent for more help. "We can't get the work out!"

The Women Will Help

Because of their quickness to learn and apply themselves, women are desirable applicants for the florist. They have a natural faculty for detail and, once shown how, they will follow faithfully the method given. The plan recommended in this article and the one following, for the florist who must have experienced help, is to

Bride's bouquet of White Killarney Roses and Adiantum Croweanum fern, tied with a white ribbon; a good example of the use of one kind of flower only and of the severely plain style

teach them in a series of lessons, free from interruption, where you can explain and demonstrate just how you want your work done. Cover such points as an experienced store worker must know, from stemming to rudimentary designing. Lay out a time each day, for three or four weeks, for practice work, and if you are patient and persistent you will be greatly rewarded. I have trained extra hands in one and two lessons to make up Easter corsages and pack flowers, who never turned a wire before, and the results they produced were beyond criticism. In No. 2 of our "Practical Talks" on the help question. we will discuss labor-saving methods in the store and office, and touch on the training of new help, again giving further details.

Every one must work out his own salvation. No one can do it for you. We are certainly facing times that must be met as we find them. One thing we do know is that we are going right straight ahead, never turning to the right or the left for any statement that is tainted with untruth. No question need disturb, or even give any serious concern to the man who stands with right and his country, which is This COUNTRY.

"Say it with Flowers"

Editor The Florists' Exchange:

This slogan has been adopted as its advertising medium by the S. A. F. publicity campaign. Why not work it to its greatest possibilities? Why not display it in our windows, and show the people there are live men in the florist business, and that we stand together for the sale of flowers, not because some of us want to be distinctive and feel we do not require the help in a collective way?

Why not each and every one try it out? It does not prevent using our personal advertising methods as well. When John Young, secretary of the S. A. F., was in Boston a few weeks ago, I gave up a previous engagement to accept an invitation to be present at a banquet which I understood was given generally to the florists of Boston.

I hoped to meet at least the larger number there, but instead to my disappointment, only some twelve or fourteen were present. I wonder why? Among other topics spoken on was the Boston Retail Florists' Club, how unsuccessful we had been in creating an interest among the florists of Boston; how meetings were called, and but from two to five members would come. The same lack of interest in both cases. What is needed to stir up the desire of co-operation?

There is still a spark of life left in the club; I believe some seven members, and we have hopes that some time this Fall it will blaze and shine forth to some good, for the benefit of all engaged in a business of high character, of elevating ideals, that has grown gradually to what it is. And I have confidence that with a steady pull together, as other men, in other lines do, we can land it on a higher plane, from which we should receive more prosperity, in the near future.

Co-operation for the florist, and "Say it with Flowers" for the public, should work together.

HENRY R. COMLEY

Boston, July 23, 1918.

Mr. Comley enclosed a copy of a leaflet of his own, entitled: *"Send Flowers. The Real Token of Friendship,"* which we reprint thinking it may be of assistance and interest to other retailers:

In these days of uncertainty and seriousness flowers carry a message of cheer to everybody. They "brighten up the corner," so to speak. In sickness or health, the sending of flowers is a demonstration of thoughtfulness and esteem.

The gift of flowers recognizes no age limit. If a bouquet was appreciated in the courting days, surely it will be received with the same grateful smile today.

Flowers and plants are an essential part of the decoration of any home. The living room, the dining room, the bed chamber all are perceptibly cheered by the presence of flowers, not necessarily the most expensive kind. Economy, with reason, can be applied to flowers the same as to other things.

Isn't there some spot or corner in your home that could be improved by the addition of cut flowers or a potted plant? We are always happy to serve you with flower suggestions.

Henry Penn on Slogans and Signatures

Editor The Florists' Exchange,

I appreciate your kind words on that conservation card of ours, also your mentioning the fact that slogans and signatures are valuable features for house purposes and asking me for an expression on same for publication.

The value of the slogan and signature to a firm which advertises frequently is so important to the success of the campaign that quite often the whole advertising expenditure may be lost or found to be extremely profitable through its use. For example, when a slogan is properly imbedded in one's mind—such as "It floats," which we know immediately refers to some brand of soap without any further text; or, "Eventually, why not now?" just four words implying a certain kind of flour; and we need not go further than two words "Chases Dirt," when we think of Dutch Cleanser; or even the one word, "Fairy," we associate with a certain brand of soap—there can be no gainsaying but that the use of a personal slogan ensures holding your individuality, and the longer and more thorough its use the stronger it grows.

This same reasoning also applies to a special signature, such as firm names. Take for example, in our own business, such signatures as "Fleischman," or "Pitcher's Castoria"; these stand out conspicuously. Taking slogans and signatures they have an advertising value which increases as the years roll on.

I well remember, many years ago, having our name and business tied up and having the name "Penn the Florist" copyrighted at Washington. We felt that the effect of the combination of "Penn," with the quill design and "The Florist," would eventually be a signature that

. Directory of Reliable Retail Houses .

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
1643 Broadway
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Nelman, Sec.
Colorado, Utah.
Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

The L. Benth Floral Co.
ALBERT POCHELON, [illegible]
130-136 GATES ST.
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency
Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS
95 Gratiot Ave.
WALTER G. TAEPKE
DETROIT, MICH.

***SMITH,* THE FLORIST**
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

Milady's House Plants
Paper Covers.....60c.
Cloth Bound.....$1.00
Of more than passing interest to the Retailer.

could be easily remembered, and the design has had the effect desired.

We have proven the worth of the signature in many ways, one of them being of an interesting character; we were forwarded a cheque through the mail with only a quill on the envelope, no name, nor the word florist, not even an address or city, and yet we received the letter and check all right.

This is only an incident yet it proves that there is food for thought to any concern contemplating an advertising campaign, to spend time and money in the endeavor to secure both a telling slogan and signature.

Just to give you a concrete example of the value of a trade mark: The camel picture used on the Camel cigarette box is valued so much that the R. J. Reynolds Tobacco Co. refused ten million dollars for the *copyrighted picture alone.* Just think of building a reputation on this phase of an advertising trademark.

The value of such is a big asset in a good-will of a growing business, and as such is worth as much as you wish to make it.

Make it an established fixture in one's mind until it becomes a habit.

Boston, Mass., July 27, 1918. HENRY PENN.

Looking on the Bright Side of the Coal Situation

By W. CLEAVER HARRY

The worst never happens. * * * The worst can't happen for the fear of the worst, producing pessimism and discouragement, is simply an erroneous mental state, a distorted nothing; without foundation or reality. Such a person invites failure. He will offer to bet you in serious jest that it will surely rain on the day of the Sunday School picnic, although he doesn't want rain. He reasons contrary. He feels that if he takes the negative side he will be just that much happier if the sky is clear and less disappointed if the day is spoiled by rain.

Anyhow things are not as bad as they would be if they were considerably worse than they are, is the philosophy of my burnt cork friend on the other side of the footlights. The grower with 50 per cent. of his coal is not half badly off at that. The fact is he is much better off than he knows. The only fellow who is entitled to sympathy is the man who has none at all. In a good many growing establishments if it were possible to replace an antiquated boiler and to change the system so it would work without being driven, this change, with a real knowledge of how to fire, would enable the establishment to run on half the usual coal supply, that is if next Winter is less severe than the last.

If other growers who come under my observation would run half their place right instead of running all of it half wrong they would make just as much and have more peace of mind. A grower of fine Snapdragon tells me he would rather market 30 dozen daily than when he must cut and market 50 dozen.

Keeping Up With Production

This brings into discussion two important items that enter into the cost of production besides coal; these are labor and the diminished returns from an oversupplied market. Last Winter it was discovered that some things actually did better when subjected to a lower night temperature. One of these was the Ophelia Rose. Granting that certain things need heat and plenty of it we will eliminate them. As a retailer I am in position to know that if we don't have Roses we will sell Primroses. This is indeed no idle statement, for every retailer knows he can take the pressure off stock that is scarce if he wants to just as the flowergram eliminated the extra long stemmed Rose and let them remain in the ice box of the wholesaler.

We are in the war to win. Our boys are going over the sea to help our Allies defeat the enemies of the world. Nothing else really matters. If we, as a united people, are going to let this war drag on for years all we need do is to allow our resources to be used for other purposes than the war. No! The United States never does anything by halves. And to still continue to do this means that each one must help, not by doing his bit but by doing his best. It is quite natural for every one to think of his business as one of paramount importance, but under no circumstances can we florists claim exemption.

The supreme sacrifice is being made by the men in uniform. What then is the loss compared to a few greenhouses boarded up from January to Spring. Bonds and War Stamps are in no sense a sacrifice.

The Retailer Must Help, Too

Many retailers who pride themselves on their superb service will now or later have a chance to learn the

GALESBURG, ILL
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPI

HENRY SMITH, *THE FLORIST*
GRAND RAPIDS, MIC
MICHIGAN BUSINESS SOLICITED

Coomb's
LEADING FLORIST
HARTFORD, CONN
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNI
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Floris*
242 ASYLUM STREET
HARTFORD, CONN.

Welch
THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartfor
Connectic

Highland Park Greenhous
Telephones 75 and 85
HIGHLAND PARK, ILLINO
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FO
TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co.
INDIANAPOLIS, I
241 Massachusetts
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist,*
36 West Forsyth Str
We reach all Florida and South Georgia points
Jacksonville, Fla.

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL C

KANSAS CITY, MO.
SAMUEL MURRA
1017 GRAND AVENUE

In the Retail Department THE FLORISTS' E CHANGE presents throughout the year articles interest and instruction and pictures especially value to the retail florist. Do you read it regular It will pay you.

. Directory of Reliable Retail Houses .

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's Florist
Nashville, Tennessee
200,000 Feet of Glass

There is no trade medium published that begins to equal the EXCHANGE in giving returns to all of its advertisers. Try it for yourself.

difference between service and selfishness. "George" is doing his part in the highest service in the world. You can't go in the service in the same capacity but you can help the Government of the country that gave you all you have or hope to be by helping generate the power that will speed the shells over the Rhine.

"Give until it hurts" is incorrect, for right giving can never hurt but must bless the giver. "Business as usual," the slogan of a year ago, is subtle propaganda, for business must change from the usual to the unusual to help win the war.

The United States Government has asked the growers of cut flowers to do with less coal. This same ruling does and will further apply to hundreds of similar activities. We know, deep down in our hearts, that this is not a calamity to our business. We know that we have been wasting fuel right and left; not only in firing, but in the production of a lot of low grade stock that is without profit to the grower. It doesn't pay to go on doing business this way. The day of reckoning would have to come but the ruling of the Fuel Administrator has brought us to our senses. The discipline of a restricted coal allowance will ultimately benefit us.

Why is it that the retail price of cut flowers remains the same when all commodities are much higher? Does not the florist pay the increased cost of labor, coal and marketing, also? We know that he is paying it and that he still gets no more for his goods.

The restrictions that have in wisdom been placed upon the grower will help make this next season a success. The grower will surprise himself and the whole trade. The commission man will no longer be pestered by the street fakir. The retailer, the only legitimate outlet for the product, will do a fine clean-cut business instead of the wild scramble of former years.

He who serves best and profits most is he who best serves his country in any way that is given him to do, and who does it without question or complaint. He who keeps his mind free of treasonable thoughts and criticism is helping clear the way so that our mighty fighting host will bring a more speedy conclusion in that splendid victory for liberty and justice.

Business With Undertakers

A leading undertakers' trade paper recently gave considerable publicity in its columns to the profitable handling of funeral flowers, pointing out that by working with the retail florist a commission of from 20 to 33 per cent. can be made by the undertaker, which the article naively remarks "is not bad when you consider you have no stock to handle and no money invested."

The article gave pointers as to the best arrangement of flowers around the casket or in the room, reprimanding some undertakers for removing cards from the flowers after receipt at the house, stating that the cards should be left on the floral pieces until after the funeral service and not removed until the cortege leaves the cemetery, this so that the friends who may not have been able to see the flowers at the house or church may come forward at the cemetery and look up the card bearing their name. The writer of the article suggests that the proper thing for the undertaker to do is to make a list at the house of the senders of the floral tributes and give it to some member of the family, adding, "many progressive undertakers indicate on the list the kind of flowers and style of design as well as the sender's name."

The concluding paragraphs are worth quoting:

"Having arranged your display you have nothing more to do with the flowers until after the funeral services are over. Never tear down a flower arrangement in front of the family. It is always best to have your room cleared before removing the flowers. At first remove just enough flowers to allow you to take the casket from the display. After everyone has left the house have your flower wagon or auto handy and with your assistants load the flowers. Advise the driver to take a different route to the cemetery than the one you intend to take with the funeral cortege. Flowers can then be properly arranged near the grave and it helps make the last service very beautiful and impressive.

"If you are to go from the house to the church use the same method of handling the flowers. Always see that the flowers arrive at the church before the funeral cortege. Your assistant should see that they are properly arranged in the church, so that it will only be necessary to push the casket in the display, and then, perhaps, set a few flowers in front of the casket.

"Never bring the flowers into the church behind the casket. This shows poor funeral management. The modern undertaker never allows this to be done. Flowers should never be removed from the church until all the people have passed out. If the church has a side door, it is very handy to load your flowers at this side door and, as before, instruct your driver to take a different route to the cemetery.

"Following the committal services and after the grave is filled, the flowers should be arranged nicely about the grave."

Begerow's NEWARK, N. J.
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST
Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F. T. D.

NEW ORLEANS, LA.
38 Canal St.
U. J. Virgin
TEXAS, LOUISIANA AND MISSISSIPPI ORDERS TAKEN CARE OF

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 MADISON, 359 SQUARE}
Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

Procure your copies of the Album of Floral Designs, the most popular book for the retailer NOW. The edition is running low, and owing to the high cost of paper and other materials the new edition will be advanced in price. Send for descriptive circular F. before ordering.

· Directory of Reliable Retail Houses ·

New York

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916
Grand Central Palace
Out-of-town Orders Solicited. Location Central
Personal Attention.

Alex McConnell NEW YORK 611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK

Young & Nugent 42 West 28th St. NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

NORFOLK, VA.
Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

In its Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

MAX SCHLING
Phone, 7241 Plaza 785 FIFTH AVENUE

Please Omit Flowers

The importance of combating the growing practice of requesting the public to "please omit flowers" at funerals must be obvious. Therefore the accompanying advertisements of the Jacob Schulz Co. of Louisville, Ky., which we take pleasure in reproducing, will doubtless be of considerable interest. Mr. Schulz, president of the company, referring incidentally to a recent article on the subject which appeared in THE EXCHANGE writes as follows:

"We are using these newspaper advertisements in an effort to make the public feel that it is really a *duty* on their part to send some sort of a floral token to a departed friend or relative."

"As Near To You As The Nearest Phone"

among the very most beautiful of floral arrangements

OFTEN the most appropriate personal tribute that you might select would be a Jacob Schulz Co.'s Special $5.00 Basket.

Executed with graceful artistry that aims to strengthen the beauty even of flowers. In addition are offered—

Special $3.00 Sprays
Special $5.00 Wreaths
Other pieces upwards to $100.00

Simply telephone—both phones are 223.

Telegraph Delivery Everywhere.
SPECIAL SERVICE TO OFFICERS and SOLDIERS
Branch at Camp Taylor—On the Board Walk—Phone City 4359-J.

"As Near To You As The Nearest Phone"

simple action that means more than many words can express

THE sending of funeral flowers, tho never required and often contrary to request, is the only remaining vehicle for your feelings of affectionate respect towards those who depart.

You will not willingly forego the personal solace of your last sympathetic tribute.

Special $3.00 Sprays
Special $5.00 Wreaths
Special $5.00 Baskets
Other pieces upwards to $100.00.

Simply telephone—both phones are 223.

Jacob Schulz Co.
INCORPORATED 1903
550 FOURTH AVENUE – LOUISVILLE

Telegraph Delivery Everywhere.
SPECIAL SERVICE TO OFFICERS and SOLDIERS
Branch at Camp Taylor—On the Board Walk—Phone City 4359-J.

BUTLER & ULLMAN
Successors to H. W. FIELD SMITH COLLEG FLORISTS
NORTHAMPTON, MASS.

OMAHA, NEB.
Alfred Donaghue
1622 Harney Street Established 186

Omaha, Neb.
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L15

EDWARD SCEERY
PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberla

J. J. Habermehl's Sons PHILADELPHI PA.
The Bellevue-Strat and Diamond & 22d
Do you want flowers in Philadelphia? We furnish the best, artistic arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade Mark "We Serve You Better"
E. C. Ludwig Floral Co. Pittsburgh, Pa
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Si
OUR ONLY STORE
Store open Day and Night

PITTSBURGH, PA
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & C
107 WASHINGTON ST., PROVIDE

PROVIDENCE RHODE ISLAN
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons ROCHESTER, N.
25 Clinton Ave., Nort
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

· Directory of Reliable Retail Houses ·

Salter Bros. ROCHESTER N. Y.
FLORISTS 39 Main St., West

ROCHESTER, N. Y.
H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee
FOREST CITY GREENHOUSES
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

ng Distance Phones
l., Tyler 1104
a., Central 413
Mullanphy Florist
SAINT LOUIS, MO.
8th & Locust Sts.
All orders by Telegraph or Telephone most carefully executed at once. Floral designs a specialty

St. Louis, Mo. Flowers delivered in city or State on short notice
F. H. Weber
AYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Hoban & Olson
St. Paul. Minn.
20-22-24 West Fifth Street
National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
534 Second Ave.

National Florist
Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
e largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

F. T. D.
FLORISTS
TOLEDO, O.
SCHRAMM BROS.
1315 CHERRY ST.

Effective Advertising Literature

Rodgers Floral Co., Charleston, S. C., send us samples of a series of blotters and placards which have found favor with their customers, the printed matter dealing with the topics of service, funeral work, artistic makeup, bridal work, and competition, most of them having a patriotic trend, and all of them using the slogan: SAY IT WITH FLOWERS. The gem of the collection is a four page folder, the colored cover design embracing the U. S. and British flags intertwined, with a shield in the center showing the stars, union jack, American eagle, and the British lion rampant. The third page of the folder carries the stirring new anthem by Chas. Huntington, "Britain and America."

The *Pioneer Bulletin*, published weekly by the Pioneer Division of the War Savings Committee of Greater New York, in a recent issue printed the portrait of Chas. A. Dards, the Madison avenue florist, who is Chairman of the Florists' Committee of the Pioneer Division of Greater New York, commending him for efficient work among the florists on behalf of War Savings Stamps, of whom he is a most worthy exemplar, and for his W.S.S. store window display recently shown in THE EXCHANGE columns.

Messages of Flowers

—OR—

Their Floral Code and Dictionary

By GEORGE H. O'NEILL

Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. A dictionary of flowers covers more than thirty pages, giving the common names, in alphabetical order, of hundreds of flowers; each followed by the meaning of the flower and its botanical name. In the section "Messages of Flowers," the idea of the message to be conveyed by a flower is condensed into a single word, and the list of these words is arranged alphabetically. Opposite each word is placed the name of the proper flower and beneath appears the expanded message. A "Floral Calendar" gives the name of the flower appropriate for each month of the year, with its meaning, its botanical name, and a bit of verse about it. The mythology of flowers, with many interesting facts about them in modern life, fills nearly twenty pages, taking in alphabetical order thirty or more of the best known blooms. An explanation of the arranging of bouquets to make them carry messages fills another section, and advice about caring for cut flowers and a score of poems and quotations from famous poets about flowers complete the pages of this handy little manual of flower language. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners and lovers of flowers.

Can be sold by retailers, a 25c. copy for the customer's own use and a $1.00 copy for the lady who is to receive the flowers.

Cloth, cover embossed in gold, 144 pages, $1.00
Paper, 128 pages, 25c.

A. T. DE LA MARE CO. Inc.
438 to 448 West 37th St. NEW YORK

R. ABBOTT Both Telephones
Park Floral Company
FLORISTS TRENTON, N. J.
Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

WASHINGTON, D. C.
Gude Bros. Co.
Florists 1214 F. ST. N.W.

Mrs. Louisa P. Fowler
WILMINGTON, N. C.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass.

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity.

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery

Kansas City, Mo. W. J. Barnes FLORIST, K.C., Mo. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890

Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient service

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and al points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Pawtucket, R. I. LAPHAM FLORAL CO. Covers Rhode Island

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad St.

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. FRED H. LEMON & CO. Florists and Decorators Send us your orders.

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railroads Reach all points. Wires received any hour.

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D.

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Yonkers, N. Y. R. T. BRODERICK, Phone: 4681 Prompt delivery and orders filled satisfactorily

York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhouse

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$5.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	30 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	11.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 6 x 7	$9.70

Bouquet Boxes

	Per 100
19 x 9 x 8	$10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

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Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY
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Assortments of Baskets, $5 to $10
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Manufacturers of Wire Floral Designs
Hanging Baskets, Wire Lamp Shade Frames and all Special Wire Work to order
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$1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$1.50 per bag of 100 sq. ft.

E. A. BEAVEN, Evergreen, Ala.
When ordering please mention The Exchange

REFRIGERATORS
WRITE FOR CATALOGUE
Buchbinder Bros.
140 Milwaukee Ave., Chicago
When ordering please mention The Exchange

Notice of Annual Meeting

[illegible] Meeting [illegible] Hall [illegible] Tuesday [illegible] 1 o'clock [illegible] Directors [illegible] Business [illegible]

JOHN H. DALLA, Secretary.

San Francisco, Cal.

[illegible]

Florists Subscribe to Publicity Fund

[illegible]

Portland, Ore.

[illegible] Edgar Straus, with Lubliner the Florist [illegible] Straus [illegible]

Secretary Young's Visit

The members of the Portland Florists' Club [illegible] Secretary Young, of the S. A. F. and O. H. to the club at their meeting [illegible] In connection Mr. Young mentioned that a [illegible]

Club Outing

The annual outing and picnic of the Florists' Club, held at Willoughby [illegible] July 24, was very enjoyable [illegible] large and representative body of florist[illegible]

J. R. W.

Cleveland, O.

Extremely warm weather prevails, [illegible] the customary effect upon business. While it is [illegible] dull. The [illegible] remains unbroken and as a consequence all outdoor stock is suffering. Receipts of stock are limited and with the exception of the common grades of Roses, Gladioli and Sweet Peas, the market clears up daily. A few Carnations are to be had but the crop is practically over. Gladioli and Asters are very late this year; this has been the chief factor in the recent dearth of stock and their appearance in quantity is decidedly welcome. Some early Easter Lilies are arriving [illegible] a ready sale.

July Business

July business is reported slightly below normal by authoritative sources. [illegible] business was done [illegible] the month [illegible] the same month of previous years, made the approximate [illegible] of those two [illegible] difficult. Inability to obtain sufficient help in private residences during the greater part of the month also operated to curtail trade. The labor [illegible] was scarce [illegible] and the general expense of doing business, due to increased rates, was increased. The general tone, however, is good, and optimism is everywhere evidenced, being accentuated by the recent Allied victories, which have [illegible] to make the summer profit of the war, the [illegible] and new [illegible] Lake [illegible] are [illegible] per cent [illegible] greater [illegible] the [illegible] for [illegible] that [illegible] is [illegible] at first, and as [illegible] prices [illegible] are [illegible] the likelihood of [illegible] [illegible] prevailing [illegible] during the [illegible] Winter is [illegible] diminishing.

Club Outing

The annual outing and picnic of the Florists' Club, held at Willoughby [illegible] July 24, was very enjoyable [illegible] large and representative body of florist[illegible]

[illegible] [illegible] [illegible] [

Reliable Supplies for both Wholesale and Retail Florists

The Florists' Supply House of America

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MAGNOLIA LEAVES AND MAGNOLIA WREATHS
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H. BAYERSDORFER & CO., 1129-31 Arch Street, Philadelphia, Pa.
WAREHOUSES and FACTORY: 113 N. 12th St. and 1127 Appletree St.

When ordering, please mention The Exchange

and their families gathered and a spirit of good fellowship and fun prevailed throughout the entire afternoon and evening. A sports program of interest to young and old of both sexes, a feature of which was the baseball game between the wholesalers and retailers, won by the latter, was followed by bathing, lunching and dancing. There was also a tug-of-war between the wholesalers and the retailers, in which the former turned the tables, coming out victors. The club service flag, with 14 stars on it, denoting the absence of that number of active members in the service of their country, was shown in a conspicuous place. Another novel feature was the posting on a bulletin board of the name of Chas J. Graham as the logical candidate as next president of the club. As the annual outing usually precedes the August meeting, at which time the nomination of officers for the ensuing year takes place, it is to be hoped that the bulletin board will become a recognized custom. The prizes were chiefly awarded in Thrift Stamps.

Prize Awards

50 yard dashes Girls under nine: 1, Mildred Chase; 2, Marie Sorge; 3, Dorothy Eichorst. Boys under nine: 1, Robert Priest; 2, Richard Rolston; 3, Harold Barber.

100 yard dashes. Girls 10 to 14: 1, Marion Hippler; 2, Alice Abbenante; 3, Dorothy Linden. Boys 10 to 14: 1, Wilber King; 2, Floyd Merrick; 3, Fred Priest. Ladies: 1, Mrs. Hippler; 2, Mrs. Neffinger; 3, Miss Bailey. Men: Mr. Schumacher; 2, E. G. Burger; 3, Marshall Eady.

Standing broad jump: 1, E. G. Burger; 2, Marshall Eady; 3, Mr. Schumacher.

Running broad jump: 1, Frank Kohr; 2, Mr. Schumacher; 3, E. G. Burger.

Chicken race: Mrs. C. Linder.

Peanut race: 1, Mrs. Hippler; 2, Mrs. Merkel; 3, Miss Bailey.

Fat man's race: 1, A. Barber; 2, W. E. Cook.

Nail driving contest: 1, Mrs. Koltoff; 2, Miss Bailey; 3, Mrs. Roudenbeck.

Tug of war: Wholesalers vs. Retailers, won by Wholesalers.

Baseball Game. Wholesalers 4, Retailers 11; Umpire, Rosnosky. J. M. L.

Fort Wayne, Ind.

The city has been in the grip of a hot wave almost continuously for the past two weeks; the demand has consequently slackened up, and the supply of Summer flowers has increased. There is scarcely any demand for flowers for social functions. However, the regular entertainments at the Country Club continue, and these help out in creating a demand for outdoor flowers. The demand for funeral work has held up well, but there are few weddings. Shipping business is fairly good.

Fine Asters are being grown, and the supply is increasing daily. Gladioli are of excellent quality, but there is a noticeable falling off in the demand, the people seeming to prefer Asters and Summer Roses, which are particularly fine at present. The new Rose Columbia is meeting with much favor. There are plenty of Lilies on the market, including the pink and white, rubrum, auratum and Easter. Hydrangeas are used for decorative purposes. Ferns are scarce and Cycas are practically out of the market, as is also the field or wild stock, which is just beginning to come in. There is a moderate supply of greens and flowers. Zinnias are coming into the market. Chrysanthemums are being used more than ever, especially in basket work. Ferns and flower plants are selling well, in the absence of cut flowers.

Flowers for Red Cross

The Red Cross Gift Shop disposed of thousands of flowers, which resulted a substantial sum. The flowers were all donated by the local florists; among those giving large lots were A. J. Lautenschlager & Co., The Dunbar Floral Co., W. J. & M. S. Vesey, the Flick Floral Co. and Ed Wortmann & Son.

W. J. & M. S. Vesey have several acres planted with Corn, Cabbage, Tomatoes, etc., and are selling these products in large quantities at wholesale. Judge and Mrs. W. J. Vesey left last week for a trip to New York and other eastern points.

Herman Lehn, of the New Haven Floral Co., Ed Lautenschlager and R. W. Dunbar left September 1 July 27, on a business trip to Chicago.

A severe windstorm, accompanied by a heavy downpour of rain, which amounted almost to a cloudburst did considerable damage to the Corn crop here on Sunday afternoon, July 28.

The Flick Floral Co. has Corn, Tomatoes and other vegetables ripening, which are being sold from the greenhouses in good quantities.

Advertising

The retailers and wholesalers report that the demand during July was equal to, if not better than, that for the same month last year. Had it not been for the scarcity of flowers the first part of the month, the receipts would have made a better showing. As it is, there is general satisfaction heard from all sides in regard to the demand, and local florists are all putting forth a great effort to please the Miss Summer and assist in advertising and keeping things alive during July, August and September. D. B.

Cincinnati, O.

Roses are now fairly plentiful, but are meeting with a weak demand and find a poor sale. Both Easter Lilies and rubrums are in a heavy supply, but fail to clean up in the way they have been doing for the past several weeks. Asters are now extremely plentiful, but are selling rather slowly. Many more Gladioli than are needed are coming into the market. Other offerings include some hardy Hydrangea, Coreopsis and a few Water Lilies.

George Bernet has returned to his home with Ivy poisoning.

Eck Bros. have opened their store until after the war. Ray Eck is due to go into the Service [illegible] his brother has been in the Army for some time past.

Mr. and Mrs. Chas. Frank and children, of Portland, Ind., also J. C. Anderson of the Anderson Floral Co., Lebanon, Tenn., were recent visitors.

Timely.

Business Difficulty

The report of the special receiver for the Spragg Floral Co., Wheeling, W. Va., recently filed, placed the value of the property at $6[illegible].85, outstanding accounts $[illegible], and liabilities at $4[illegible].

DAGGER and FANCY FERNS.
kind you are all looking for.
New Crop, Now Ready. $1.00 per 1000. All selected stock and extra long. Just the Extra fine stock.

LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c. per yard.
BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.
SPHAGNUM MOSS, $3.50 per large bale
BRANCH LAUREL, large bundles 50c.
GROUND PINE, 10c per lb. Made into festooning, 5c and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $3.50
Extra good SOUTHERN SMILAX. 50c. lb. cases only $5.00 per large case
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted. Samples sent if desired.
Order in advance and have fresh stock.
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WIRED TOOTHPICKS
10,000 $2.00; 50,000, $8.75
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Samples Free. For Sale by Dealers.
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INCORPORATED
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PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.
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PREPARED
Magnolia Leaves
IN CASES OR CARTONS
Pass us your orders
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Manufacturers of Florists' designs of all descriptions
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EDWARDS FOLDING BOX CO
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Miesem's **LILIES** Every Day

Shipping Quality **ROSES** in All Varieties.

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Shipments Solicited from Growers of Good Summer Stock

Special attention given out-of-town shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

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ROSES in all the leading varieties CARNATIONS of high quality
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NEW YORK

Wholesale Market and News of the City

The Market

July 30.—The wholesale cut flower market this week is glutted with Roses and Summer flowers for which there is very little demand. A part of these arrivals is sold at about the buyer's offer, and the balance cannot be disposed of at any price.

American Beauty Roses and hybrid teas are in full supply. Special American Beauty Roses are selling at from 8c. to 25c. each. Other grades realize corresponding prices. The best of the hybrid teas in small sales sell at 3c. to 6c. each, and the bottom grades at from 25c. to 50c. per 100. A large receiver of Roses sizes up the present situation as follows: "Roses are offered in box lots without regard to grades to anyone who shows any inclination to buy at any price whatever."

The arrivals of Carnations are, of course, small, but even these few cannot be disposed of. Prices range from about 25c. to $1 per 100.

Cattleya orchids, the more salable varieties, are not in large supply; the demand is weak. Prices range from 10c to 75c. each, according to varieties and quality. There is an abundant supply of white and pink Lilies, the former selling slowly at $4 to $6 per 100, and the latter very slowly at $2 to $3 per 100. The best of the small supply of Lily of the Valley is selling at $6 to $8 per 100.

The arrivals of Summer flowers in great variety are extremely large, and many cannot be disposed of at any price, or hardly given away. The deluge of Asters and Gladioli is meeting with no adequate demand, and sales are made of the former at as low a figure as $1 per 1000, and of the latter at $1.50 to $2 per 1000.

As for greens, sprays of edible Asparagus, brought in by the wagon load and sold on the street, seem just now to take the precedence.

Delegates to the S. A. F. Convention

It is reported that in addition to Pres. Chas. H. Totty and Mrs. Totty, the following from the vicinity of New York will attend the S. A. F. and O. H. convention at St. Louis, Mo., on Aug. 20, 21 and 22: Mr. and Mrs. Frank H. Traendly, who are now summering on their farm at Rowayton, Conn.; Mr. and Mrs. Julius Roehrs, Rutherford, N. J.; A. L. Miller, Jamaica, L. I.; J. G. Esler, Saddle River, N. J., and A. T. De La Mare, of THE FLORISTS' EXCHANGE. The party, as stated in last week's issue, will travel over the Penn. R. R., leaving on the Keystone Express No. 21, from the Pennsylvania Terminal Station, 33d st. and Seventh ave., New York City, at 2:04 p.m., on Sunday, Aug. 18, and arriving in St. Louis at 5:25 on Monday.

Philip F. Kessler, 55 W. 26th st., has closed his place of business this week, and will not open again until September. Mr. Kessler left the city on Thursday night for Fourth Lake in the Adirondacks, where he will take a few weeks' much needed rest in his bungalow.

Edward Hanft, salesman for Hentz & Nash, 55 W. 26th st., is now taking his annual vacation.

The Cut Flower Exchange, 55 W. 26th st., reports a deluge of Summer flowers each morning, and very slow sales. In fact, however, there is nothing exceptional in this report, for the same conditions seem to prevail in the case of all who handle flowers at wholesale. Furthermore, the retailers throughout the city report that there is very little business. These conditions, of course, are to be expected in Midsummer, but they seem this Summer to be more pronounced than in previous years.

You Are Doing It?

Every time you read, you purchasers of Liberty Bonds and War Savings Stamps, of what the United States is doing in France in building wharves and railroads, or deluging the Germans with gas or shelling them out of position with big guns or shrapnel, or of bombing their arsenals or cities, or of the great work of our Army and our Navy, or of the building of ships here, or of any or all of the great or small achievements of America, here or abroad or on the seas, you buyers of Liberty Bonds and War Savings Stamps truthfully can say, "I had a hand in this"; "I contributed to this"; "I am helping do this"; "It is part of my work."

Flower Fair in London

At the recent flower show held in Trafalgar Square, London, for the benefit of the French Ambulance, the British Carnation Society raised $1000, and the National Sweet Pea Society's receipts also were $1000, through the sale of the respective flowers they foster, all blooms being donated by members. J. S. Brunton, managing editor of the *Horticultural Trade Journal*, as chairman of both of the above societies, naturally feels somewhat elated over the achievement.

Boston

The Market

July 30.—There is no scarcity of seasonable flowers at the wholesale flower market but the demand is very limited; in fact at most of the wholesale houses it is vacation and alteration time.

American Beauty Roses are not as plentiful as a few weeks ago but there are enough to fill the meagre demand. Special grade blooms are selling for from 10c. to 25c., and other grades at correspondingly lower rates. The supply of hybrid tea Roses is large and is hard to clean up. Top grade Roses are from 4c. to 8c. for choice varieties; other grades are from 25c. to $2 per 100; large lots being sold at exceptionally low prices.

Carnations are feeling the effects of the excessively hot weather; the very choicest blooms do not bring more than $1.50 per 100, and there are very few sold at this figure; some bring 50c. per 100 and up. The fact is that any reasonable offer is taken.

There is a light supply of Cattleya orchids. A few attractive C. gigas realize 50c. to 60c. apiece.

The supply of Lilium longiflorum is not large and prices are from $4 to $8 per 100. There is a very light supply of Lily of the Valley, with a limited call.

Asters are becoming plentiful but are not moving as they should; they bring $1 to $2 per 100. There are some good Gladioli but they are moving sluggishly. A plentiful supply of Centaurea, Sweet Peas and other seasonable outdoor flowers is offered.

Crotons, Dracæna Massangeana and small Boston ferns are the only plants for which there is any call and these are moving fairly well for store window decorations.

Club Picnic

The annual picnic of the Gardeners and Florists' Club was held at Cunningham Park, East Milton on Wednesday, July 24. There was a large gathering and the picnic proved to be one of the best the club has ever held. The sporting events started punctually at 10 a.m. and the results of the games were as follows:

Baseball matches. Commercial Growers vs Private Gardeners; latter won, 11 to 7. Boys under 15; Nelson Bartsch's team won, 21 to 15. Married vs Single Ladies; latter won, 11 to 10.

Quoit match, individual: Capt. George Melvin, F. Cole and John Edgar, were the winners.

50 yd. races. Girls under 8: Charlotte Newell, Margaret McKenzie and Elsie Waldecker. Boys under 8: William Donald and Arthur Beasley. Girls over 8 and under 8: Dorothy Coles and Helen Peters. Boys over 8 and under 10: Donald McKenzie and Gildo Pederzini. Girls under 12, for children of members and friends: Ruth Brown, Lynda Rogers. Boys under 12, for children of members and friends: Nelson Bartsch, Chester McCarthy.

75 yd. races. Girls over 10 and under 12: Ethel Cray, Ruth Braise, Linda Rogers. Boys over 10 and under 12: Nelson Bartsch, J. Edgar, Gildo Pederzeni. Girls over 12 and under 15: Marion Iliffe, Alice Bearse, Mary Flood. Married ladies, handicapped: Mrs. Coles, Mrs. Rogeau, Mrs. Monahan. Girls 15 years and over, handicapped: Edith Illiffe, Elsie Bartsch, Margaret Illiffe.

100 yd. races. Boys over 12 and under 15: C. Esty, Prescott Whyte, George Racz. Boys 15 and under 18: Victor Heurlin, Malcolm Craig, Charles Esty. Club members only, handicapped: T. S. Brown, M. S. Brown, Victor Heurlin. Men 175 lbs. and over, handicapped: A. K. Rogers, James Methven, James Wheeler.

Barrel relay race: Robert Esty and Kenneth Esty, Kenneth Kraig and George Racz.

Flag race, for girls under 15: Doris Bartsch, Dorothy Woods, Edith Racz.

Potato race, for boys under 15: George Racz, Robert Esty, James Donald.

Tug of war, Commercial growers vs. private gardeners; private gardeners won.

Football match, association (soccer), 20 minutes game: Scotland beat England 1 to 0.

Ringmaster, W. J. Kennedy; Handicapper, James Methven; Starter, P. M. Miller; Clerk, W. N. Craig.

Gladiolus Exhibition

The annual Gladiolus exhibition of the Mass. Hort. Society will be held Aug. 10 and 11. Good cash prizes are offered; the money has been provided by a generous member of the society.

(*Concluded on page* 182)

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Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

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New York Cut Flower Market
Up to Tuesday, July 30, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	8.00 to 25.00	Adiantum Cuneatum	.20 to .25
" Fancy	6.00 to 12.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 6.00	Antirrhinum, per bunch	.10 to .15
" No. 1	2.00 to 4.00	Asters	.15 to 1.50
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	.50 to 1.00
Killarney	.25 to 3.00	Ordinary	.25 to .50
Killarney Brilliant	.25 to 3.00	Delphinium, per bunch	.15 to .25
White Killarney	.25 to 3.00	Ferns, per 1000	1.75 to 2.00
White Killarney, Double	.50 to 4.00	Galax, green and bronze, 1000	..... to 1.00
My Maryland	.25 to 3.00	Leucothoe, per 1000	4.50 to 7.00
Hadley	1.00 to 6.00	Gladiolus	.25 to 1.50
Hoosier Beauty	.25 to 4.00	Lilies, Longiflorum	4.00 to 6.00
Key	2.00 to 15.00	" Rubrum	2.00 to 3.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Lily of the Valley	2.00 to 6.00
Mme. Pl. Euler (Prima Donna)	.50 to 6.00	Mignonette, per doz	.10 to .25
Mrs. George Shawyer	.25 to 3.00	Orchids, Cattleyas	10.00 to 75.00
Sunburst	.25 to 3.00	Smilax, per doz., strings	.75 to 1.00
Mrs. Aaron Ward	.25 to 3.00	Sweet Peas, Spencers	.15 to .50
Lady Alice Stanley	.50 to 4.00	.....	..... to .....
Ophelia	.50 to 5.00	.....	..... to .....
J. J. L. Mock	1.00 to 5.00	.....	..... to .....
Mrs. Charles Russell	1.00 to 6.00	.....	..... to .....

All the New and Standard **ROSES**
Fine Grade **CARNATIONS**
and all Seasonable **CUT FLOWERS**
WALTER F. SHERIDAN, 133 WEST 28th ST., NEW YORK TELEPHONE, FARRAGUT 3532
When ordering, please mention The Exchange

WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses
Valley and a Complete Line of Summer Flowers
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The best source of supply in the city
ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS
Personal Attention—Consignments Solicited
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J. K. ALLEN
Pioneer Commission Dealer in Cut Flowers
Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
118 West 28th Street New York
Consignments of good stock solicited.
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WHOLESALE FLORIST
105 West 28th Street, NEW YORK
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TELEPHONE: FARRAGUT 759
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NEW YORK
Telephone, FARRAGUT 4559
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Over and above all, the first duty the florist owes to himself is to get physical possession without delay of his 50 per cent. allowance of coal

B. A. SNYDER CO. *Wholesale Florists..*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

When ordering, please mention The Exchange

ORCHIDS That are not rehandled and sold by the grower direct, are worth while
25 for $10.00 *Try a box*
DOLANSKY-McDONALD COMPANY
Wholesale Florists 256 Devonshire Street, Boston, Mass.

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo July 29, 1918	Cincinnati July 15, 1918	NAMES AND VARIETIES	Boston July 30, 1918	Baltimore July 6, 1918	Pittsburgh July 6, 1918
3.00 to 30.00	..... to	Roses—American Beauty	2.00 to 20.00	..... to	2.00 to 25.00
2.00 to 6.00	..... to	Hadley	2.00 to 10.00	..... to	..... to .....
2.00 to 6.00	3.00 to 8.00	Hoosier Beauty	2.00 to 10.00	..... to	2.00 to 10.00
..... to	..... to	Kaiserin Augusta Victoria	1.00 to 6.00	..... to	..... to .....
2.00 to 4.00	2.00 to 6.00	Killarney	.50 to 4.00	..... to	..... to .....
3.00 to 6.00	2.00 to 6.00	White Killarney	.50 to 4.00	..... to	2.00 to 10.00
3.00 to 6.00	..... to	Killarney Queen	.50 to 6.00	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	..... to	2.00 to 6.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 10.00	..... to	2.00 to 12.00
..... to	..... to	Francis Scott Key	2.00 to 8.00	..... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	..... to	2.00 to 10.00
3.00 to 6.00	..... to	My Maryland	..... to	..... to	2.00 to 10 00
4.00 to 8.00	..... to	Prima Donna	2.00 to 6.00	..... to	2.00 to 12.00
3.00 to 6.00	3.00 to 8.00	Ophelia	1.00 to 8.00	..... to	2.00 to 10.00
2.00 to 5.00	2.00 to 8.00	Richmond	.50 to 4.00	..... to	2.00 to 10.00
3.00 to 8.00	2.00 to 8.00	Sunburst	.50 to 4.00	..... to	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Brilliant	1.00 to 6.00	..... to	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Cecile Brunner	..... to	..... to	..... to .....
1.00 to 1.25	..... to 1.00	Adiantum, ordinary	..... to 1.00	..... to	1.00 to 1.25
1.00 to 2.00	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	1.00 to 2.00
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	..... to	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	..... to	.35 to .50
..... to	..... to	Asters	..... to	..... to	1.00 to 2.00
1.00 to 2.50	2.00 to 3 00	Calendula	.50 to 1.00	..... to	..... to .....
1.00 to 2.50	..... to 2.00	Carnations, Select	1.00 to 1 50	..... to	..... to 3.00
1.00 to 2.50	1.00 to 1.50	Ordinary	.50 to 1.00	..... to	1.00 to 2.00
.50 to 1.00	..... to	Coreopsis	..... to	..... to	..... to 1.00
1.00 to 1.50	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... tc	..... to	Delphinium, per doz	..... to	..... to	.50 to .75
..... to	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Gaillardias	..... to	..... to	1.00 to 1.50
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .12½
4.00 to 6.00	3 00 to 8.00	Gladioli	4.00 to 6.00	..... to	4.00 to 6 00
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
8.00 to 10.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	8.00 to 10.00	..... to	6 00 to 10.00
3.00 to 5.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to	4.00 to 6.00
..... to	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 60.00	..... to	40.00 to 50.00
..... to	..... to	Phlox	..... to	..... to	2.00 to 4.00
1.80 to 2.40	..... to 1 80	Smilax, per doz. strings	..... to	..... to	..... to 2 00
.25 to .60	.35 to .50	Sweet Peas	1.00 to 1.50	..... to	.50 to 1.00
..... to	..... to		..... to	..... to	..... to .....
..... to	..... to		..... to	..... to	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.

When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

When ordering, please mention The Exchange

Boston—Continued from page 180

Phloxes, Asters and collections of annuals are also scheduled.

Thomas Cipers, a sucessful Carnation grower of Wellesley Hills, has decided not to run his greenhouses this Winter.

Welch Bros. Co. report good business, large orders coming from Newport for Roses.

The friends of Walter Holden, the popular salesman at the Boston Co-operative Flower Market, will be pleased to know that he is recovering from a severe attack of neuritis in his legs, and will be back to work in a few days.

F. W. Fletcher & Co., of Auburndale, have sold their establishment and the many novelties in Snapdragons and Freesias are also being disposed of. Mr. Fletcher is going into Government horticultural work. His many friends wish him much success in his new work.

Insects are attacking war gardens in this section very badly, and seedsmen are extremely busy furnishing insecticides. In many of the seed stores young women have taken the place of the young men who gave up their positions to "hunt the Huns." It is interesting to listen to the young women giving instructions to purchasers buying insecticides, tools and seeds. They are doing well and if the war continues much longer many more of them will fit into various kinds of employment.

George Small, who has been assistant manager at the Boston Co-operative Flower Market for the past three years, has had to leave because the management has found it necesary to reduce expenses.

Maurice Hambro and family are at Nantasket Beach for two weeks. R. C.

"WORTH WHILE" QUALITY
Seeds · Bulbs · Plants For Florists Seedsmen Nurserymen
Florists' Flower Seeds a Specialty Seasonable Price Lists Mailed Upon Request
Winterson's Seed Store, 166 North Wabash Avenue, Chicago

When ordering, please mention The Exchange

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE

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Chicago and the West

July 30.—Market conditions are slow but no slower than they have been in past years during July. The extremely warm weather has injured the quality of stock as well as reduced the volume of trade. Shipping business has fallen to slightly below normal and local trade is confined chiefly to funeral work. Good stock for shipping is scarce but the market abounds in large quantities of poor stock, for which there is no special demand. Still with all this there are no complaints from the wholesalers; conditions are as good as might be expected for this season. A cool wave started Monday, which it is believed will make the business better for the ensuing week than the week past.

There are not many American Beauty Roses and such good ones as come in sell freely. In all other varieties of Roses there is a large amount of short and open stock, but good stock that measures up to the requirements of the shipping trade is on the short side.

Carnations are no longer a feature of the market, it being their off season. A few are still to be had, but Asters and other Summers flowers have displaced them for the time being. The Carnations offered sell at from $1 to $3 per 100.

Gladioli are to be had in large quantities, but owing to the fact that there is not much good stock on the market the price shows no tendency to advance.

There are plenty of Easter Lilies; they are selling well at from $8 to $10 per 100, being favorites for funeral work. There is enough Valley to meet the demand, at from $5 to $6 per 100. Orchids are extremely scarce but there is little demand for them. Calendulas are plentiful, but are not in any special demand. The first of the crop of Golden Glow 'Mums have made their appearance and have so far met with fair demand. Asters are getting more plentiful but there is no really good stock; prices range from $1 to $3 per 100.

In hardy stock Hydrangea arborescens is prominent; it sells well for funeral work but has not the keeping qualities of paniculata which will come later in the season. Double white Feverfew is in quantities everywhere, and where cheap stock for funeral work is desired it fills the bill nicely. Water Lilies are selling well; a number of the leading retail stores are featuring grottos, Lily pools and rustic effects in which Water Lilies are freely used. The growers are offering the leading varieties, including pure white Nymphæa tuberosa, the yellow green flavescens, the rosy pink rubra, the deep red Devoniensis and the violet blue Zanzibariensis. The supply of all greens is ample.

Coal Situation

Large growers around Chicago, who come above the 40-ton limit, have been notified by the Fuel Administration that they may use in addition to their 50 per cent. allowance of coal all the slack and screenings needed. This applies not only to Illinois and Indiana but all States west of the Mississippi. As all the coal being bought so far under the restricted condtions has been of the best quality, slack and screenings have accumulated in the yards of the dealers as well as at the mines to such an extent that the Fuel Administration deemed it advisable to permit the restricted industries to use these in addition to their allowance.

Chicago, July 30, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials ..... per doz.	4.00 to 5.00
36-inch stems ..... "	3.00 to 4.00
30-inch stems ..... "	2.00 to 3.00
24-inch stems ..... "	1.50 to 2.00
18 to 20-inch stems... "	1.00 to 1.50
Columbia	6.00 to 20.00
White and Pink Killarney	2.00 to 8.00
Killarney Brilliant	2.00 to 8.00
Milady	2.00 to 8.00
Mrs. Aaron Ward	2.00 to 8.00
Mrs. Chas. Russell	4.00 to 15.00
Richmond	2.00 to 8.00
Sunburst	2.00 to 8.00
Ophelia	2.00 to 8.00
Carnations, Select	2.00 to 3 00
" Ordinary	1.00 to 2 00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
" plumosus, strings	40.00 to 50.00
Asters, Common	1.00 to 2.00
" Fancy	2.00 to 3.00
Adiantum	1.00 to 1.50
Calendulas	2.00 to 3.00
Candytuft, per bunch	.35 to .50
Coreopsis	.50 to .75
Cornflowers	.50 to 1.00
Daisies	1.50 to 2.00
Delphiniums, per bunch	.35 to .50
Ferns, Hardy, per 1000	..... to 2.00
Feverfew, per bunch	.25 to .35
Galax Leaves, per 1000	..... to 1.25
Gaillardias	1.00 to 1.50
Gardenias, per doz	1.50 to 2.00
Gladioli	4.00 to 6.00
Leucothoe Sprays	.75 to 1.00
Lilium Longiflorum	8.00 to 10.00
Lilium Rubrum	3.00 to 4.00
Lily of the Valley	..... to 5.00
Mexican Ivy, per 1000	..... to 6.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas, per doz	6.00 to 9.00
Pansies, per bunch	.10 to .15
Shasta Daisies	1.00 to 1.50
Smilax, per doz	2.50 to 3.00
Snapdragons, per doz	.75 to 1.00
Sweet Peas	.50 to .75
Water Lilies	1.50 to 2.00
	..... to .....
	..... to .....
	..... to .....

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchang

THERE is plenty of good stock, particularly out-door grown flowers.

ASTERS. Some of our big growers are in full crop. There will be plenty of them from now on. $1.00 to $3.00 per 100.

GLADIOLUS. Many novelties and all the standard varieties, such as *America, Augusta, Francis King* and *Panama.* $5.00 per 100. Special price in quantity.

EASTER LILIES. We have had a large supply every day, and no surplus. This is the best indication of the uniform quality of our Lilies. $12.00 per 100.

RUBRUM LILIES. In quantity, both long and short stems. Very desirable for design work and inexpensive. Shorts, $4.00 per 100; Long, $6.00 per 100.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Asters
Gladioli
and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN

Plumosa
Smilax
Adiantum
and a full line of all other Greens

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

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WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA
Seasonable Flowers

When ordering, please mention The Exchange

In States west of here the Fuel Administration has told the florists that hauling the coal to them and the use of cars was the chief obstacle they had to overcome; the use of the screenings was only a secondary consideration. Where growers are close to the large yards in the cities where screenings have accumulated and can haul them in trucks to their greenhouses they may do so immediately. Others not so situated must await their opportunity in securing cars and railway facilities for screenings as well as for other coal. This concession is of great importance to the growers as the good coal can be reserved for severe weather and the screenings burned on all other occasions, both Spring and Fall.

Some of the growers who were preparing to close part of their houses are making arrangements to plant other crops. Under this ruling it is considered that there will not be very much, if any, difference in the amount of stock raised for this market the approaching season. The wholesalers have taken a new lease on life and view the approaching season without alarm.

General News

The retail store of Anton Then on Carrabee st. will be continued under the direction of his daughter Josie Then. Anton Then, acompanied by his son John and Fritz Bahr and his son, who is assigned to an army camp in California, will left for a few weeks' trip to that state, on July 23. John Then will become manager of an orchard ranch and vineyards belonging to a California syndicate in which his father and Fritz Bahr are both interested. Anton Then, Jr., is with the Chicago Flower Growers' Assn. Wm. Langhout, who is directing the affairs of the Then greenhouses for the new owners, is busy making improvements and planning for future Fall trade, but finds much difficulty in getting competent help.

Frank Jarolwitsky, some time connected with the Zech & Mann and other wholesale houses, came of age since the last draft registration and has volunteered for service. He left for the Great Lakes Naval Training Station on July 27, where he joined the Motor Truck Division as a mechanic. A party of friends gave him a hearty send-off at the Zech & Mann store on Friday evening.

Guy Reburn has left for a vacation that will be spent at his old home, West Grove, Pa.

The Michigan Bulb Farms at Benton Harbor, Mich., have more than 1,000,000 Gladiolus plants in their fields. The entire crop is being handled on the Chicago market.

Mrs. Kirby Boerstler, Little Rock, Ark., has been in the city a few days making purchases. She reports business in Little Rock as very brisk, a large Government war training camp, an aviation field and two or three Government manufacturing establishments each employing thousands of people have given business interests of the city a wonderful impetus.

Ralph and Edith Bather, Clinton, Ia., are in the city, having come here to see a sister who is undergoing treatment in the Augustana Hospital on Cleveland ave.

F. H. Reigelmeier, Pittsburgh, Pa., is spending several days in the city visiting the trade. He says no florist can spend his vacation to better advantage than visiting among the trade here and seeing the other attractions in and around the city.

Allie Zech, who has, since the death of his father over three years ago, been manager of the wholesale house of Zech & Mann is now a half owner in the firm. This was brought about by the recent death of Mrs. Lena Zech, whose interest in the firm has since that time reverted to her son.

Flower Show for Red Cross

The annual show of the North Shore Hort. Society was held Wednesday, July 24, in the Young Men's Club rooms in Lake Forest. In addition to the usual prizes loving cups were offered for special exhibits. The display of fruits, flowers and vegetables was large and all were of excellent quality. There was a large exhibit of greenhouse plants from the conservatories of the private growers along the North Shore. The judges were A. Koch, supt. of Garfield Park, Jas. Livingston, Milwaukee, and Joseph Krupa of the Lincoln Park Conservatory. The seed houses of Chicago were all represented. At the close of the exhibit Thos. W. Head, supt. of the J. Ogden Armour estate, and president of the association, officiated as auctioneer, and everything excepting the greenhouse plants was auctioned off for the Red Cross, the proceeds from which increased their fund several hundred dollars.

GLADIOLI

Mostly of the choicer and better varieties; a splendid assortment.
$4.00, $5.00, $6.00 per 100

As a Special, in lots of two hundred or over, our selection,
$3.00 per 100

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

S. S. PENNOCK COMPANY
The Wholesale Florist of Philadelphia
Philadelphia 1608-1620 Ludlow Street
New York 117 West 27th Street
Baltimore Franklin and St. Paul Streets
Washington 1216 H St. N. W.

When ordering, please mention The Exchange

Philadelphia

Flowers More Plentiful

July 30.—The market calls for little comment, aside from the fact that flowers are more plentiful. There is a heavy increase in the supply of Gladioli; far too many for the market to absorb. A noticeable fact is that there is a tendency of the blooms to sweat and drop off very rapidly; probably due to the extended dry period. Nearly all outdoor stock plainly shows the effects of the drought. Asters are plentiful and are selling up well. The midseason varieties are now coming in strong, in all the desirable shades. Easter Lilies continue active and sell up close; they are in a way between crops. In Roses the market is oversupplied in short grades in all colors. Good Roses sell readily. Carnations are almost over and the few good ones left clean up quickly. Cattleya orchids show a slight increase, with declining prices. Sweet Peas and Valley are about off the list.

Dahlia Grower Moves to Florida

L. K. Peacock of the Peacock Dahlia Farms has done as did Mohammed of old: He has gone to his mountain. As is well known, Mr. Peacock grows Dahlias on a scale that appears staggering. The Peacock Dahlia Farms are located one at Williamstown Junction and the other at Spring Lake, N. J. At the former place are the greenhouses where the tubers are started in the Winter. Mr. Peacock sized up the coal situation with its 50 per cent. allotment for florists, then came to the conclusion that he required more heat. So he went to Florida, where, at Fort Myers, he has a three-acre tract where young Dahlias are started and grown. Mr. Peacock finds the climate there ideal for growing Dahlias; tubers planted in January make an amazing growth with enormous flowers by March.

He says the irrigation system on his Florida tract is ideal. A ditch surrounds the fields. When it rains the water is carried off into the ditch, and when there is a drought the water is turned into the ditch till it overflows into the fields. The first of the Dahlias are now being cut from the fields at Spring Lake, but no shipments go to the markets until about the first of September.

Edward F. Riley of Wm. J. Baker's has been notified by his local draft board to hold himself in readiness for the first call.

John P. Habermehl and Edward Habermehl are busily engaged in overseeing the rebuilding of their greenhouses at 22d and Diamond sts.

Edward Dornheim of the Chas. E. Meehan force is taking a trip through New York State.

Bell Telephone Keystone Telephone
Komada Brothers
Manufacturers of all kinds of WIRE DESIGNS
FLORISTS' SUPPLIES
Any Wire Design at short notice
1008 Vine Street PHILADELPHIA, Pa.

Philadelphia, July 30, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—Kaiserin Aug. Vic	2.00 to 10.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Lady Hillingdon	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
Mrs. Aaron Ward	2.00 to 6.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	2.00 to 3.00
Carnations, Select	3.00 to 4.00
" Ordinary	2.00 to 3.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 6.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Lily of the Valley	4.00 to 8.00
Orchids—Cattleyas	50.00 to 75.00
Dendrobium formosum	..... to .....
Oncidium	..... to .....
.....	..... to .....
.....	..... to .....
.....	..... to .....

Manager A. R. Burton of the nursery of the Henry F. Michell Co., at Andalusia states that nearly everything is burning up for the lack of rain, with the exception of the Cannas, which are making excellent growth. There has been no rain in that locality for over five weeks.

Alvah R. Jones of the S. S. Pennock Co. is in the mountains on his vacation.

The firm of Henry A. Dreer, Inc., is making a notable display of vegetables in the store windows to help boost the sales of War Savings Stamps.

Paul Berkowitz says that the Midsummer season with H. Bayersdorfer & Co. has been the best they have ever experienced.

Robert Craig and John Westcott attended the funeral of James Dean at Long Island, N. Y., last week.

How Many Did You Get?

714,139,119 new coins, with a value of $43,596,895, were made during the fiscal year ending June 30 last, which breaks all previous records. The mints worked on a 24-hour a day basis most of the year. Over 500,000,000 cent pieces, nearly 83,000,000 nickels, 24,000,000 half dollars, 45,000,000 quarters and 116,000,000 dimes were coined.

Do you ever sharpen your hoe? You'll be surprised how easier a sharp hoe works than a dull one.

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { New York: Box 100 Times Square Station. / Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By Bohemian, on private place. 45 years' experience in all kinds of growing, inside and outdoors. Excellent references. Married; no children. Address Y. A., care The Florists' Exchange.

SITUATION WANTED—By German, middle aged, on private or commercial place. Life experience in Carnations, 'Mums and general stock. Can take charge. Address X.F., care The Florists' Exchange.

SITUATION WANTED—By young lady; first-class designer and saleslady. Position wanted in New York City for Sept. 1. Best N. Y. references. Address Y. B. care The Florists' Exchange

SITUATION WANTED—By foreman gardener. Single; age 34. Life experience on private estates. Address W. A. care The Florists' Exchange.

HELP WANTED

WANTED

A practical, experienced, working Farmer-Gardener; married, without children preferred; to take charge of gentleman's private country place. Must understand care of stock, vegetable garden, etc. Satisfactory references essential. Position permanent. State full particulars in replying. Room 402, 5 Nassau st., New York City.

WANTED—Experienced nursery propagator; shrubs, evergreens and herbaceous stock. Good wages and steady position. When answering give experience and references. Wood, Stubbs & Co., 219 E. Jefferson st., Louisville, Ky.

WANTED—By August 1st, Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties. T. Malbranc, Johnstown, Pa.

WANTED—A bright, active, single man, for greenhouse, on private place near Washington, D. C. One with experience in general greenhouse work and over draft age preferred. Wages, $60.00 per month to start. Address Manager, Hill Crest Farm, Falls Church, Va.

WANTED—Capable and experienced man for assistant to head gardener on an estate. Mention salary expected, together with age, nationality and family, also references. Address W. C. care The Florists' Exchange.

MEN OR WOMEN—Part or all time wanted to solicit orders for Fruit and Ornamental Trees, Roses, Shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit. C. H. Weeks Nursery Co., Newark, New York State.

WANTED—Greenhouse assistant. Wages, $45 per month, room and board. Man having experience growing Roses preferred. Address, with full particulars, X. B., care The Florists' Exchange.

WANTED—A grower, one who is a live wire. Must be conversant with growing Carnations' Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Man in wholesale garden seed department, in well established business. One capable of doing the buying and taking full charge. $2000 per year; chance for advancement. Address Y. C., care The Florists' Exchange.

WANTED—Middle aged man, who understands growing Carnations, 'Mums and general stock. $15.00 per week, room and board. Saxe Floto, 29 E. Main st., Waterbury, Conn.

WANTED—Experienced woman, for retail store. Only steady, reliable person need apply. Madden, Florist, 766 Bergen av., Jersey City, N.J.

WANTED—Two experienced gardeners, to work in greenhouses, mostly Orchids and Palms. Wages $20.00 per week. Write Milosy, 253-73d st., Brooklyn, N. Y.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—Foreman for modern, medium sized Rose establishment. Good wages. Please advise as to experience. Address X. C., care The Florists' Exchange.

WANTED—Two good Rose and Carnation growers. Special inducements to the right men. Address Mann & Brown, Florists, 5 West Broad st., Richmond, Va.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—Two good men, to work in Rose and Orchid houses. Wages, $3.50 to $4.00 per day, according to experience. Thos. Young, Jr., Beechwood Heights Nurseries, Bound Boork, N. J.

WANTED—Single man for orchard. Experience in pruning and spraying necessary. Wages, $80.00 per month. Apply John A. Forbes, Supt. Chas. M. Schwab, Loretto, Pa.

WANTED—Capable and experienced grower of general stock. Steady position; pleasant surroundings. State wages. Burtt the Florist, Greenfield, Mass.

WANTED—Two competent greenhouse men. Good pay to the right men. Yonkers Nursery Co., Yonkers N. Y.

WANTED—Good, willing, all round greenhouse man; some knowledge of Smilax growing. M. J. Lyons, Maplewood, N. J.

WANTED—Two men for Chrysanthemums and Sweet Peas. State wages, age and experience. Stein Bros., Warren Point, N. J.

Man wanted for retail florist store. Apply H. Berschad, Floral Dept., Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—Competent young lady as designer and decorator. Address W. B. care The Florists' Exchange.

WANTED—Experienced grower and foreman, for greenhouses. Marret & Miller, Louisville, Ky.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
Seedlings		$9.00
2½-in., extra heavy	$4.00	35.00
2½-in., lighter grade	3.50	30.00
3-in., heavy	7.00	60.00
4-in., heavy	12.00	

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please. B. C. Blake Co., Springfield, Ohio

ASPARAGUS Plumosus Nanus—Large, strong clumps, carefully packed. $1.00 per doz., $6.00 per 100, $50.00 per 1000. Russell Kilbourn, Clinton, N. Y.

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS PLUMOSUS—Seedlings, $8.00 per 1000, ready now. Strafford Flower Farm, Strafford, Pa.

Another regular customer wanted for cut Plumosus and Sprengeri. Parcel Post, 50c. bunch. O. W. Herms, Port Richey, Fla.

ASPARAGUS Plumosus—Strong plants, for 4-in. pots, $3.00 per 100. Cash. S. M. Godbey, Waldo, Fla.

ASPARAGUS SPRENGERI—2½-in. 3c., W. C. Ehmann, Corfu, N. Y.

Continued on Next Column

STOCK FOR SALE

BEGONIAS

BEGONIAS	Per 100
Glory of Cincinnati, Strong, 4-in.	$35.00
Gloire de Lorraine. Strong, 4-in. plants	30.00
Melior. Best of winter-flowering Begonias.	
Strong, young plants	20.00
Strong, 3-in. plants	30.00
Strong, 4-in. plants	40.00

Mrs. J. A. Peterson. 3-in. plants. 35.00
J. A. Peterson & Sons, Westwood, Cincinnati, O.

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnat and Lorraine, 2¼-in., top cuttings, $14.00 per 100. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

CALLAS

AETHIOPICA Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

SOUND CALLAS—Free Samples
1 to 1½-in., $4.50 per 100; $42.00 per 1000
1½ to 2 -in., 7.00 per 100; 65.00 per 1000
2 to 2½-in., 9.50 per 100; 90.00 per 1000
2½-in. and up, $11.50 per 100; $110.00 per 1000
Ready in September
MIDSUMMERSEEDLISTNOWREADY.WRITE
Vaughan's Seed Store, Chicago and New York

CALLA ÆTHEOPICA
Dormant mammoth bulbs, New Jersey-grown, 7 to 9, $3.00 per doz., $20.00 per 100.
CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CARNATIONS

FIELD-GROWN CARNATIONS	100	1000
Mrs. C. W. Ward	$7.00	$60.00
Rose Pink Enchantress	7.00	60.00
Light Pink Enchantress	7.00	60.00
Miss Theo	6.00	55.00
Enchantress Supreme	8.00	75.00
Alice	6.00	55.00
Pink Delight	8.00	75.00
Chas. Siegwart (Salmon Pink)	7.00	60.00
Rosalie	8.00	75.00
Cottage Maid	7.50	65.00
Merry Christmas	8.00	75.00
Belle Washburn	8.00	75.00
Aviator	7.00	60.00
Victory	7.00	60.00
Beacon	7.00	60.00
Matchless	6.00	55.00
White Enchantress	7.50	65.00
White Wonder	7.50	65.00
White Perfection	7.50	65.00
Benora	8.00	75.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CARNATION PLANTS—Field-grown. White Wonder, $6.00 per 100, $55.00 per 1000; White Perfection, $6.00 per 100, $50.00 per 1000; Alice, $5.00 per 100, $45.00 per 1000. Cash with order, please. John Weston, Valley Stream, L. I., N. Y.

CARNATIONS—Nice, bushy, field-grown plants. White Wonder and Enchantress. $50.00 per 1000. Cash with order, please. Louis Krause, P. O. Box 146, Hicksville, L. I.

Continued on Next Column

STOCK FOR SALE

CARNATIONS

Exceptionally, strong, well-grown, field plan

WHITE	100	100
Matchless	$7.00	$60.0
White Enchantress	7.00	60.0
PINK		
Alice	6.00	40.0
Light Pink Enchantress	7.00	60.0
Rose-Pink Enchantress	7.00	60.0
Mrs. Ward	7.00	60.0
Miss Theo	6.00	50.0
Enchantress Supreme	7.00	60.0
Albert Roper	7.50	60.
Chas. Seigwart	8.00	65.
RED		
Victory	7.50	65.
Beacon	7.50	65.
Belle Washburn	7.50	65.
Nebraska	7.50	65.

Boxes and packing charges to be added
S. S. Pennock Company
1608 Ludlow st., Philadelphia, I

CARNATIONS—Field-grown. White E chantress, White Wonder, Matchless, Perf tion, Enchantress, Enchantress Supreme. M C. W. Ward, Beacon. $7.00 per 100, $60 per 1000. Prices on other varieties on spp cation. Roman J. Irwin, 108 West 28th New York.

You are taking absolutely no risk in buy your Carnation Plants from us.
Ready for immediate delivery.
C. W. Ward Matchless Supreme
White Enchantress Beacon
Leo Niessen Co., 1201 Race st., Philadelp

60,000 Carnation Plants
Plants are large, strong and healthy
Enchantress, White Perfection } $6.00 per 100
Mrs. Ward } $50.00 per 1000
George Peters & Sons
Franklin st., Hempstead, N.

CHRYSANTHEMUMS

2-in. 'Mums. Fine, clean, young stock. $2 per 100. $25.00 per 1000. Cash. Ready n
Tints of Gold, early or mid., yellow .3
Pacific Supreme, early or mid., pink .1
Diana, best white Pompon .10.
Lilia, best red Pompon .2
Mensa, best single white .4
Skibo, bronzy yellow Pompon .2

We have a fine crop of 50 sorts, early m late Pompon and singles, rooting in sand. Th we will pot into thumb pots July 25th to 30 and will be ready about Aug. 10th for shipme These will be fine for growing to single stems choice bloom. Try some of these, they will m you money. Prices same as above.
G. Schneider, 22 E. High st., Springfield, O

Well rooted cuttings of the following:

	100	10
Marigold	$2.00	$1
E. A. Seidewitz	2.00	1
Harvard	2.00	1
Yellow Turner	3.00	2
Some very fine Major Bonnaffon, well rooted and clean	1.50	1
POMPONS		
Souv. d'Or or Mrs. Wilcox	2.00	1
Mikado	2.00	1
Buckingham	2.00	1
Golden Mensa	2.00	1

John R. Coombs, West Hartford, Conn

CHRYSANTHEMUMS—R. C. and 2¼-in. plants, in nearly 200 best commercial variet Elberon, G. Queen, Harvard, Greystone, H. N berry, Overbrook, G. West, Buckingham, e R. C., $2.00 per 100; $17.50 per 1000. W. Ser tion, Enguehard, Chrysolora, F. Queen, L. Do W. Beauty, etc., R. C., $2.25 per 100; $20.00 1000. Yon ota, H. Lee, Oct. Herold, D. Doc Little Gem, Percilla, etc., R. C., $2.50 per 1 For plants from pots, add $1.00 per 100 to above prices. Stafford Conservatories, Staff Springs, Conn.

CHRYSANTHEMUM
A fine assortment of Pompons in all col From 2¼-in. pots only, $3.00 per 100. Not than 25 of a variety at hundred rate.
Elmer D. Smith & Co. Adrian, Mi

CINERARIAS

(dwarf)
Grown by a man who knows how. A high grade strain. Ready for August deliv $5.00 per 100
Cash, or satisfactory reference from par not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

CINERARIAS—Finest mixed, Dreer's P Dwarf strain, $5.00 per 100. See Primulas Dracaenas. Wettlin Floral Co., Hornell, N.

CINERARIAS—2¼-in. See display, page Roman J. Irwin, 108 West 28th st., New Y

COLEUS

COLEUS—Golden Bedder, Verschaffeltii, Q Victoria, Fire Brand and good fancy varie out of 2¼-in. pots, $25.00 per 1000. A. Nal 261 Lawrence st., Flushing, N. Y.

Continued on Next Page

STOCK FOR SALE

CYCLAMEN

CYCLAMEN—Exceptionally good this season

	100	1000
...-in., selected	$7.50	$65.00
...-in., selected	9.00	80.00
...-in., selected, as they run	8.00	75.00
...-in., selected	30.00	
...-in., selected, as they run	25.00	
...-in., selected	75.00	

Salmon, light and dark; pink, light and rose; blood red, light red, pure white and white with eye.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CYCLAMEN SEED

Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavender, No better strain anywhere.
Daybreak. Harvested April and May, 1918.
12.00 per 1000 seeds, net.
A. Peterson & Sons, Westwood, Cincinnati, Ohio

CYCLAMEN—See display ad page 159.
Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

DRACÆNAS

DRACÆNA INDIVISA

If you are hard to satisfy as to quality, ours is the stock you want.
3-inch, $8.00 per 100
4-inch, $15.00 per 100
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

DRACÆNA—In varieties, as Terminalis, Stricta Grandа, Lord Wolsely. Nice, well established plants, out of 4½-in pots, $9.00 per doz. Packing charges, 50c. for each $10 value. Cash with order, please. Anton Schultheis, 316- 19th st., College Point, L. I., N. Y.

DRACÆNA TERMINALIS—Clean, healthy stock, out of 2¼-in. pots at $8.00 per 100; 3-in. pots at $15.00 per 100; 4-in. pots at $25.00 per 100. Cash with order. J. H. Fiesser, Hamilton ave., North Bergen, N. J.

DRACAENAS—Fine, clean plants 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100, extra strong plants. Wettlin Floral Co., Hornell, N. Y.

POT-GROWN DRACÆNA INDIVISA
4-in. plants, grown in the house, 12c. Cash, please. B. C. Blake Co., Springfield, Ohio.

DRACAENA INDIVISA—6-in. 45c., 5-in. 30c., 4-in. 15c., 3-in. 8c.,
W. C. Ehmann, Corfu, N. Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer our trade next Christmas.
Buy a few for your more particular customers. 00 to $3.00 each.
Cash, or satisfactory reference from parties t having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

ABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per t. Bird's Nest Ferns Asplenium, 200 in flat, 50 per flat. Ferns for Fern Dishes: well established, in all varieties, 2¼-in., $3.50 per 100. Scottissima Compacta, 2¼-in., $8.00 per 100. Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $5.00 per 100, 5-in. of above, 50c. each. Boston, 2-in., Aug. 1st., $5.00 per 100, $45.00 per 1000; Roosevelt, Aug. 1st., $5.00 per 100, $45.00 per 1000; Teddy Jr., Aug. 1st., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per 100, $50.00 per 1000; Whitmani, 2¼-in., Aug. 1st. $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

Special offer in Kentia Belm. and Table Ferns. KENTIA Belm. Clean, thrifty stock, from 3-in. bed, at $30.00 per 1000, strong 2¼-in., ready for shift, at $10.00 per 100, $90.00 per 1000.
CYRTOMIUM Falc. and Aspedium: strong 2¼-in., ready for shift, $4.50 per 100, $40.00 per 1000.
FERN SEEDLINGS Bushy, undivided strong. Satisfaction guaranteed at $1.25 per flat. Cash with order, please. Louis Hansen Co. 36 Paterson Turnpike, North Bergen, N. J.

PTERIS FERNS
Seedlings, ready for potting, in assortments best fern dish varieties, $1.35 per 100, $11.50 per 1000. Fern dishes, a very fine selection of 4-in. stock, $3.50 per 100, $30.00 the 1000. Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Scottii, 2¼-in., $45.00 per 1000; 4-in., $15.00 per 100, 6-in. 45c. each. Roosevelt, 4-in $15.00 per 100; 5-in., $30.00 per 100. Cash only. M. Dept. Sta. O., 313 Belair Road, Baltimore, Md.

Continued on Next Column

STOCK FOR SALE

FERNS

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100, 3½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

FERNS. Good, heavy plants.	100	1000
Scottii, Teddy Jr., 2½-in	$6.00	$55.00
Boston, Scholzerii, 2½-in	6.00	50.00
Scottii, Harrisi, 3-in	12.00	110.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POT GROWN FERNS
Boston, 2-in. 4c., 3-in. 12c., 4-in. 16c., Roosevelt, 2-in. 4½c., 3-in. 12c., 4-in. 16c. Elegantissma Compacta, 2-in. 4c., 4-in. 20c., Whittmani, 2-in. 5c., 3-in. 16c., 4-in. 18c. Cash, please.
B. C. Blake Co., Springfield, Ohio

CUT DAGGER FERNS—Perfect, long, selected stock. $1.00 per 1000 in 5000 lots; express paid. Larger lots, special rates. Can book orders now for Sept., Oct., Nov. delivery, or ship now. Box 472, Brattleboro, Vt.

FERNS—Adiantum Cuneatum, 2-in., $3.00; 3-in., $5.00. Croweanium, 2-in., $6.00; 3-in. $8.00 all per 100. Cyrtomium Rochfordianum, 4-in.; $15.00 per 100. Assorted Table Ferns, 2-in., $3.00. Henry Smith, Grand Rapids, Mich.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 163.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in	$0.60	$3.50
½-in	1.00	6.00
⅝-in	1.50	10.00
¾-in	2.50	18.00
⅞-in	3.00	25.00

PAPER WHITES

12 cm	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

HEADY FREESIAS
True Purity
Full measure as below
Grade guaranteed or returnable

	1000
⅜ to ½-in.	$4.00
½ to ⅝-in.	7.50
⅝ to ¾-in.	12.00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

FREESIA PURITY
Selected bulbs
½-inch ..... $9.00 per 1000
½ to ⅝ inch ..... $14.00 per 1000
Ready now.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

FREESIA PURITY
The best California-grown stock and full size.
⅜-inch ..... $13.00 per 1000
½-inch ..... 10.00 per 1000
S. S. Pennock Company
1608 Ludlow st., Philadelphia, Pa.

FREESIA PURITY—Selected for high class florist trade. ½ to ⅝-in., $6.00 per 1000; ⅝ to ¾-in., $9.00 per 1000; ¾-in. and up, including Jumbos, $14.00 per 1000. We pay expressage Satisfaction guaranteed. J. R. Walsh, 502 California st, San Francisco Cal.

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road North Bergen, N. J.

GARDENIAS

GARDENIA Veitchii—Only 1000 left; guaranteed free from disease. Extra large plants, in 2½-in. pots, as good as 3-in., $10.00 per 100, $90.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today.
S. A. Nutt, Buchner, Poitevine, John Doyle, La Favorite, Castellane, Perkins R. C., $20.00 per 1000; 2¼-in., $3.00 per 100; $25.00 per 1000. Ricard, Helen Michell, Tiffin, De Presilly, improved Poitevine, Duc de Montmort R. C., $25.00 per 1000; 2¼-in., $4.00 per 100, $30.00 per 1000.
Achievement, a wonderful pink cross between Ivy Achievement and S. A. Nutt, a sure bet for Memorial Day sale. R. C., $4.00 per 100; 2¼-in., stock, $5.00 per 100; $40.00 per 1000.
Cash, or satisfactory reference from parties not having an account with us.
Ready for September delivery.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi. 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, 2¼-in. Cash. $3.00 per hundred. John C. Daly, 1510 Hackensack Plank Road, North Bergen, N. J.

Continued on Next Column

STOCK FOR SALE

HYDRANGEAS

Nice large plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouillere, Mme. Maurice Hamar La Lorraine, Gen. DeVibraye, Souvenir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35.00
4	30.00
3	20.00
2, 4½-inch	15.00

Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

HYDRANGEAS
Special Offer
A very fine lot of plants

	100	1000
250 Otaksa, 4-in.	$20.00	$175.00
1000 French, 4-in	20.00	175.00
1000 French, 2½-in	6.00	50.00
1000 Otaksa, 2½-in	5.00	45.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

HYDRANGEA OTAKSA—2½-in., $5.00 per 100, $45.00 per 1000.
Mountain View Floral Co., Portland, Ore.

IVY

ENGLISH IVY—2½in., $3.50 per 100, $30.00 per 1000
Mountain View Floral Co., Portland, Ore.

LILIES

LILIUM GIGANTEUM
Sound, uniform sized bulbs.
We ship First, Tenth, Twentieth each month.

6-8-in., 400 bulbs to case		$21.00
(1000 for $45.00)		
7-9-in., 300 to case		21.00
Baby cases, 100 bulbs		7.50
LILIUM Rubrum	100	1000
8-9 200 to case	$7.00	$65.00
9-11 140 to case	10.00	95.00
LILIUM Auratum		
9-11 100 to case	9.50	90.00

Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

LILY OF THE VALLEY STORAGE

LILY OF THE VALLEY—250, $8.00; 500, $15.00; 1000, $30.00. Vaughan's Seed Store, New York.

MYOSOTIS

MYOSOTIS—The earliest and finest winter-blooming Forget Me Not. Grow along the edges of Carnation benches. 2¼-in. plants, $3.50 per 100, $30.00 per 1000.
Fred H. Lemon & Co., Richmond, Ind.

MYOSOTIS—(Forget Me Not) 2½-in. The best and most popular strain on the market. $12.00 per 100. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

AMERICAN GROWN OR IMPORTED—For florist or nurseryman, landscaping or forcing, decorative or ornamental. Let us appraise your wants. A. Rolker & Sons, 51 Barclay st., New York City.

ORCHIDS

450 Cattleya Orchids at $1.50 and $2.00 each; big bargain. Cash.
Edward Leith, P. O. Box 301, Edgewood, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in. pots	8.00
Pandanus Veitchii, from open, for 6 in. pots	12.00

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

PELARGONIUMS

PELARGONIUMS—See page 159.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES — Profitable cut-flower and best general planting varieties. Very early, mid-season, late. Any quantity. Own growing. Early September shipment. Submit list.
Harmel Peony Company, Berlin, Maryland

Continued on Next Column

STOCK FOR SALE

POINSETTIAS

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
Plants ready July 15th
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2½-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000. Strafford Flower Farm, Strafford, Pa.

POINSETTIAS—See page 159.
Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

SCHILLER'S PRIMROSES.
THE STRAIN THAT LEADS
Ready now from 2¼-in. pots of the usual high class strains, short and stocky, frame grown.
CHINESE LARGE FLOWERING FRINGED.
In 9 separate colors or mixed, $4.00 per 100, $37.50 per 1000.
CHINESE CHOICEST NAMED VARIETIES.
8 named kinds, the cream for critical trade, $5.00 per 100, $45.00 per 1000.
CHINESE STAR SHAPED.
Mixture of carmine, pink, salmon and white, $5.00 per 100.
MALACOIDES, ready in August, of the original type, only "Pink" is grown.
MALACOIDES GRANDIFLORA, OUR IMPROVEMENT in Enchantress Pink and White.
All above at $5.00 per 100, $45.00 per 1000.
OBCONICA
Owing to crop failure supply is very short.
OBCONICA, LARGE FLOWERING.
In 9 separate colors or mixed.
OBCONICA, LARGE FLOWERING, FRINGED
In 6 separate colors or mixed.
HYDRANGEAS.
A complete collection of all French varieties and Otaksa, grown by the acre, Sept. delivery. See under Hydrangeas.
J. L. SCHILLER, TOLEDO, O.

Primulas with a reputation,
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermensina.
Other varieties later.
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots,
$4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N J.

PRIMULAS
A nice strain of carefully selected stock that is sure to give satisfaction. Primula obconica, 2¼-in., $5.00 per 100, $45.00 per 1000; Chinensis, 2¼-in., $6.00 per 100, $50.00 per 1000.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

PRIMULA Obconica, Gigantea and Grandiflora. From 3-in. pots, $7.00 per 100.
PRIMULA Chinese and Malacoides. From 3-in. pots, $7.00 per 100.
See Cinerarias.
Wettlin Floral Co., Hornell, N. Y.

PRIMULA OBCONICA—2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $4.00 per 100, $35.00 per 1000. Primulas in all varieties on application. Roman J. Irwin, 108 West 28th st., New York.

PRIMULA—Obconica, 2¼-in. strong, $4.00 per 100; 4-in., $12.50; 6-in., $25.00. Chinensis, 4-in., $12.50; 6-in., $25.00 per 100. Malacoides, 2¼-in., $3.00; 4-in., $10.00; 6-in., $20.00; 4 and 6-in. well in bloom, all varieties. Henry Smith, Grand Rapids, Mich.

PRIMULAS—2½-in. Obconica, all the best varieties, $5.00 per 100, $45.00 per 1000; Malacoides, new strain, better than Townsendi, $6.00 per 100, $50.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Phila., Pa

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA malacoides rosea—Fine plants, from 2¼-in. pots, August and September, $3.50 per 100, $30.00 per 1000.
Fred H. Lemon & Co., Richmond, Ind.

PRIMULA MALACOIDES—2½-in. Ready end of August. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA Obconica—Miller's Giant Fine 2-in. $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

ROSES

ROSE PLANTS—Own root, 2½-in. Ophelia, Maryland, Hoosier Beauty, Mrs. Shawyer, Pink Radiance, White Killarney. $7.50 per 100, $65.00 per 1000.

	100	1000
American Beauty, 2½ in.	$8.00	$75.00
3-in.	12.00	
Sunburst, 2½-in.	8.00	70.00
Hadley, 2½-in.	8.00	75.00
3-in.	10.00	
Killarney Brilliant. Grafted	14.00	130.00
Columbia, Own Root	30.00	250.00
Grafted	35.00	300.00
Double Pink Killarney, Own Root	7.50	65.00
Ophelia, 3-in.	12.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa

Continued on Next Page

STOCK FOR SALE

ROSES

SALVIAS

SEEDS

SNAPDRAGONS

Continued on Next Column

STOCK FOR SALE

SNAPDRAGONS

SMILAX

STATICE

VINCAS

VIOLETS

MISCELLANEOUS STOCK

VEGETABLE PLANTS

STOCK WANTED

FOR SALE OR RENT

SUNDRIES FOR SALE

CANES

CAMPUS GREENS

CARNATION STAPLES

MOSS

PAPER POTS AND DIRT BANDS

WIRE

WOOD LABELS

MISCELLANEOUS WANTS

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BOILERS
THAT LET THE FLORIST SLEEP
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Greenhouse Materials
Pecky Cypress Bench Lumber
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Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $1.75 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.50 per gallon in 10 gallon lots.
$1.60 per single gallon.
HOSE
Non-Kink Woven
any length one piece with ... gs. 14c per ft. Remnants ... ft., coupled, 9c. per ft. Unequalled the price.
HOSE VALVE 93c
All brass except the hand wheel. Has a removable leather disk which is easily replaced ... Stuffing box prevents leaks at stem.
Metropolitan Material Co
PATENTED GREENHOUSES
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FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking ... of other glass, as occurs with hard putty ... lasts longer than putty. Easy to apply.
... O. PIERCE CO., 12 W Broadway, New York
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FOR GREENHOUSES
Our prices can be had by mail, and ... will pay you to get them. We carry ... largest stock of specially selected ... in Greater New York and can ... any quantity from a box to a ... load on a one day notice, and at ... Bottom Prices
PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. Tracks.
BROOKLYN, N. Y.
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Peirce Paper Flower Pot
Made in standard size of 2-in to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.
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CAN SHIP ANY SIZE AT ONCE

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KROESCHELL BROS. CO., 468 W. Erie Street CHICAGO, ILL.

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Don't Buy A Cheap Tank
If you are going to buy a tank get a good one. A Caldwell Cypress Tank costs but little more than a poor one and lasts twice as long.
Cypress grows in the water, so it's the natural wood for tanks.
We have been building tanks for thirty years, so you can be sure we know how.
Send for Catalogue
W. E. CALDWELL CO.
Incorporated
2010 Brook St., LOUISVILLE, KY.
Caldwell TANKS AND TOWERS

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Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 75c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

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DREER'S
FLORISTS' SPECIALTIES
New Brand New Style
"RIVERTON" HOSE
Furnished in lengths up to 300 feet without seam or joint.
The HOSE for the FLORIST
... per ft. 2½c
Roll of 300 ft. 18½c
... reels, 1000 ft. 17½c
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Couplings furnished without charge
HENRY A. DREER
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For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
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N. COWEN'S SON, 14-16 Wooster St. NEW YORK
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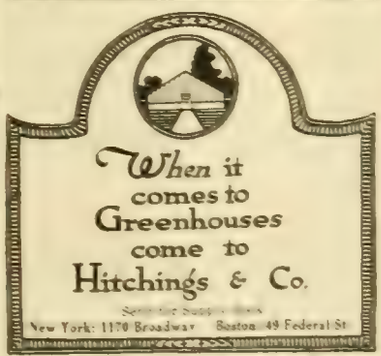

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PIPE CUT TO SKETCH

It will pay you to correspond with us
Wrought Iron Pipe, Tubes and Fittings
NEW AND SECOND HAND
Thoroughly overhauled, with new threads and couplings in lengths of 16 feet and over. Guaranteed to give satisfaction.
ALBERT & DAVIDSON, Inc., Oakland & Kent Sts., Brooklyn, N. Y.
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The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.
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THE PETERS & REED POTTERY CO
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed
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Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses
Think of us—write us—try us
The Keller Pottery Co
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CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., INC.
Cambridge, Mass.
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SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y

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FOLEY GREENHOUSES
SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
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CHICAGO

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Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
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120 Wooster St., NEW YORK, N. Y.
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—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Perry and Foundry Sts NEWARK, N. J.
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GLASS
... 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS
When ordering, please mention The Exchange

The Prices Advertised in The Florists' Exchange are for THE TRADE ONLY

No. 709 —Single Clamp

No. 710—Single Hook

No 711 —Two Single Hooks make a Double Hook

No. 712 —Three-Hook Plate for clamping to column by four Single Clamps
Made in any number of Hooks, from 3 to 7

Handy Andy Pipe Hooks

A HOOK and a clamp make one hook. Two hooks clamped together make two hooks. With a set of two clamps for top and bottom, you can have a single or double side hook for any number of pipes, from two to fourteen.

Handy. Cheap. Satisfactory.

See page 142, new 1918 Handy Hand Book.

Won't Break, Won't Slip, Has Three Bolts

HERE is a malleable iron clamp column fitting that is the best one we ever made.

Grips the pipe like an angry bulldog. Being malleable iron, you can't break it by tightening up. The bolt thread will strip first.

Page 43 of the new 1918 Handy Hand Book tells all about it. Look it up.

Send today for your copy of our new 1918 Handy Hand Book

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

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FACTORIES: Irvington, N. Y., Des Plaines, Ill., St. Catherines, Canada

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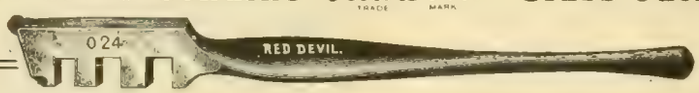
For 15c a Genuine Red Devil Glass Cutter



The Greenhouseman's Favorite Tool.

Used in preference to diamonds for economy and efficiency. A sample too, shown here, style No. 024, for 15c, will fully demonstrate its effectiveness.

Send for a free handy Glaziers' Tool Booklet. You need it in your business.

SMITH & HEMENWAY COMPANY, Inc. 90 COIT STREET IRVINGTON, N. J.

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E. H. Sunbury of Wamesit, Massachusetts, writes the following:

"The Skinner System of Irrigation is the simplest and easiest to install as well as the most practical I have ever heard of."

This is what Mr. R. Schaffler of Wheaton, Illinois, writes:

"The Skinner System can be put up by any handy man."

SKINNER SYSTEM OF IRRIGATION

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Putty Bulb

(Scollay's)

for Liquid Putty

The best tool for glazing and repairing greenhouse roofs.

Note the Improved Spout

For sale by your supply house or sent postpaid for $1.00

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"ALL HEART" CYPRESS WORKED TO SHAPES.
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SQUARE RED CEDAR POSTS.

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THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 6 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) AUGUST 10, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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FERNS

	Per 100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima, 6-in.	.50
8-in.	1.00
elegantissima and elegantissima compacta, 10-in.	$3.00 to 5.00
elegantissima compacta, muscosa and Smithii, 3½-in.	.25
muscosa and Smithii, 5-in.	.50
Smithii, 6-in.	.75

WINTER-FLOWERING ROSES

	Per 100
Rosalind and Silvia, 3½-in. pots, own root	$25.00

Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney and Killarney Brilliant, 3½-in. pots, own-root, $18.00 per 100, $150.00 per 1000.

F. R. PIERSON CO.
Tarrytown, New York

Greenhouse Plants

Fine, strong stock for growing on or for counter sales.
Immediate delivery.

ADIANTUM Croweanum. 2-inch, $6.00 per 100, $50.00 per 1000. 3-inch, $15.00 per 100.
BIRD'S NEST FERNS. 4-inch, 35c.; 5-inch, 60c.; 5-inch, selected, 75c. each.
COCOS Weddelliana. Strong 3-inch, $2.50 per doz., $20.00 per 100.
GENISTA Canariensis. 2-inch, $4.00 per 100; 6 inch, $35.00 per 100.
CYRTOMIUM Rochfordianum. 4-inch, $20.00 per 100.
GARDENIA Veitchii. 2¼-inch $8.00 per 100, $75.00 per 1000; 3-inch $15.00 per 100, $140.00 per 1000.
PRIMULA Obconica. 2¼-inch $5.00 per 100, $45.00 per 1000.
EUPHORBIA Jacqueminaeflora. 2¼-inch $10.00 per 100.
POINSETTIA. 2¼-inch $8.00 per 100, $75.00 per 1000.
DRACÆNA Terminalis. Fine, well colored plants, 4-inch, 50c. each; 5-inch, 75c. and $1.00 each; 6-inch, $1.50 each.
ASPARAGUS Plumosus. Seedlings, $1.00 per 100, $9.00 per 1000; 2¼-inch $3.50 per 100, $30.00 per 1000; 3-inch $7.50 per 100, $60.00 per 1000.
We can supply Grafted Roses for late planting.

Write us your requirements

A. N. PIERSON, INC.
CROMWELL, CONN.

IN THIS ISSUE

Value and Methods of Firing Various Coals
Nephrolepis Ferns for Summer Use
The S. A. F. and O. H. Convention
Dutch and American Nursery Methods Contrasted
A Tree for every Crusader

LORRAINE BEGONIAS

Extra strong, 2½-inch, ready for 4-inch, $18.00 per 100

JERUSALEM CHERRIES

(CLEVELAND)
3-inch, fine stock, $10.00 per 100

REMEMBER THE
S. A. F. and O. H. Convention
AT ST. LOUIS, AUGUST 20, 21 and 22

LILY BULBS

GIGANTEUM—7-9, 100 to the case	Write for Prices
7-9, 300 to the case	
8-10, 225 to the case	
9-10, 200 to the case	
MAGNIFICUM—8-9, 200 to the case	

FRESH ASPARAGUS PLUMOSUS SEED

$2.00 per 1000; 5000 lots, $9.00

FREESIA PURITY ½ to ⅝-in., $1.25 per 100, $10.00 per 1000
⅝ to ¾-in., 1.75 per 100, 15.00 per 1000

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.

Geraniums

We are booking orders heavily for next season. A customer wrote last week to book his order, as he wanted to be sure of his stock, as he knew very well that Geraniums were going to be scarce just about the time he wanted them.

We are making the price $22.50 per 1000 for 2-inch on orders of 5000 and over. After October 1st the price will be $25.00 per 1000.

We have a good stock for immediate shipment, at $2.50 per 100, $22.50 per 1000 for 2-inch; and $3.50 per 100, $30.00 per 1000 for 3-inch.

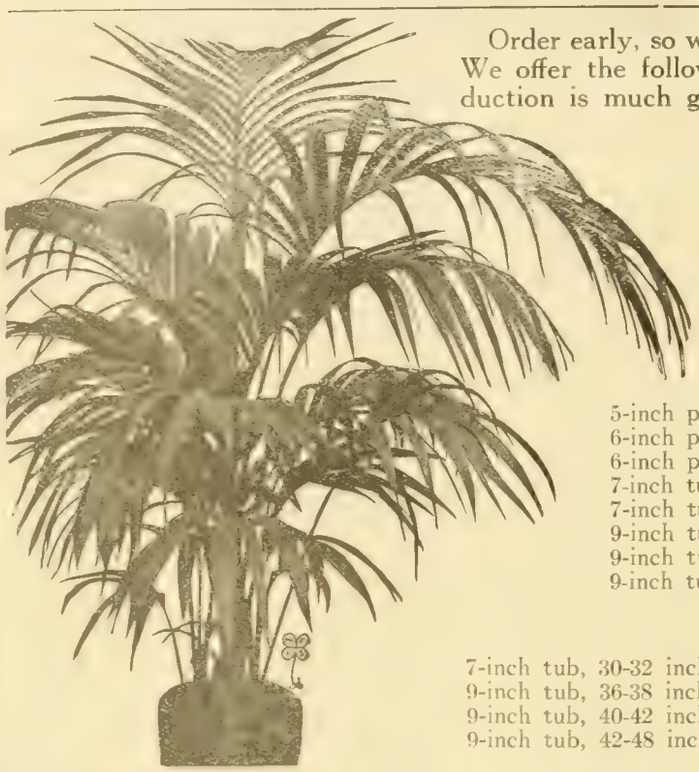
NORWOOD FERNS

5-inch, 50c. each

Cash with orders Send for Catalog

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

See our exhibit at the S. A. F. and O. H. Convention, where we will have samples of made-up and single Kentias that will surprise you by their quality and finish



Order early, so we may reserve your plants for September and October delivery. We offer the following sizes at but little increase in price, although cost of production is much greater :

ARECA Lutescens

6-inch pot . . . . . $1.00, $1.50, $2.00 each

CIBOTIUM Scheidei (Ready in September)

9-inch tubs. . . . . $5.00 each

PHOENIX Roebelenii

7-inch tubs. . . . . $3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high (September delivery)	8.00 each
9-inch tub, 4-4½ feet high (September delivery)	10.00 each

KENTIA Forsteriana Made-up

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bert & Davidson, Inc .. 223
len, J. K. .. 219
nerican Bulb Co . 202
nderson, J. F. 202
nderson, S. A. .. 210
shine Mfg. Co. 222
schmann Bros. .. 202
schmann, Godfrey . 202
shley, Ernest . . . 210
teaux, F. E. & Co. . 222
udubon Nurs. . . 204
venue Floral Co. . . . 213
aker Bros. .. 212
aker, Wm. J. .. 221
arr, B. F. & Co. 204
arrows, Henry H. . . 202
aumer, A. R. .. 212
aur & Steinkamp . . 200
aversdorfer & Co. . . . 217
ay State Nurs., The. 204
eaven, E. A. .. 217
eckers' Cons. .. 210
ckets' Seed Store. . 198
eggerow Floral Co. . . 213
emb Floral Co., L. . . 212
ennett, C. A. .. 204
ertermann Bros., Co. 212
oddington Co., Inc. . 192
Iglano & Son, J . 201
onnet & Blake . 219
oston Floral Supply Co. . 217
owe, M. A. .. 213
ran, J. B . 205
rummeyer's Sons, J. 212
rown, Peter . 204
rown Bag Filling Mach. Co., The . . . 196
ryan, Alonzo J . 203
uckbee, H. W . 214
unyard, A. T. .. 213
urnett Bros 202
urpee, W. A. & Co. 190-99
utler & Ullman . 213

Byer Bros . 201
Caldwell the Woodsman Co. .. 216
Campbell Bros. .. 202
Caplan, Florist . . . 210
Carbone, Florist . . 2 0
Carnation Support Co 220
Champion & Co , John N. .. 213
Chautauqua Flower Field Co. .. 199
Chicago Feed & Fertilizer Co. . 222
Chicago Flower Growers' Ass'n, The . . 220
Chinnick, W. J. .. 203
Christensen, Thos. P. . 203
Clarke's Sons, D. . . . 213
Clay & Son . 222
Colonial Flower Shop. 210
Conard & Jones Co . 226
Coombs, Florist 212
Cowee, W. J. 217
Cowen's Sons, N . 223
Craig Co., Robt. 203
Crouch, Mrs. J. W. . . 210
Crowl Fern Co. 216
Cut Flower Exch. . . . 219
Danker, Florist 210
Dards. . . 213
Day Co., W. E. 214
DeBuck, John 203
Demuth & Son . 197
Dietsch, A & Co . 227
Dillon, J. L. . 200
Donaghue, Alfred 213
Dorner & Sons Co. . . . 202
Dreer, H. A. 203-23
Drumm Seed & Floral Co. .. 212
Eagle Wire Works. . . . 217
Eble, Chas . 213
Edlefsen-Leidiger Co 212
Edwards' Folding Box Co. .. 216

Emmans, G. M. . . . 202
Eskesen, Frank N 202
Fallon, Florist 214
Fehrlin, O. 196
Fenrich, Joseph S. . . . 218
Fetters, Florist 212
Fexy, D. 219
Florists' Hail Ass'n . . 217
Foley Greenhouse Mfg Co. .. 223
Ford, M. C. 218
Ford, Wm. P 219
Fottler, Fiske, Rawson Co. .. 196
Fowler, Mrs. L. P. . . . 214
Friedman, Florist 210
Friedman, J. J 222
Froment, H. E 219
Frost, Chas. 202
Galvin, Thos. E 213
Gasser Co., J. M 210
Giblin & Co 227
Girvin, Willis B 201
Goldstein & Futterman 219
Gove, The Florist 210
Graham & Son, A 210
Grakelow, Florist 213
Grandy, The Florist . . 213
Gude Bros. Co 214
Gunther Bros . 219
Habermehl's Sons 213
Hahn, Florist 210
Hanford, R. G 201
Hardesty 203
Hart, George B 217
Hatcher 210
Heacock Co , Jos . 190
Heiss Co. 212
Henshaw Floral Co. . . 218
Hentz & Nash, Inc. . . 219
Herr, A. M . 204
Hess & Swoboda 213
Hession . 213
Hews & Co., A. H. . . . 223

Highland Pk. Gnhs. . 212
Hill Co., E. G. 220
Hill Floral Co., E. G. . 210
Hill Nurs. Co., D. . . . 204
Hitchings & Co. 228
Hogewoning & Son 198
Hollywood Gardens . . 214
Holm & Olsen 214
Horan, E. C. 219
Horn & Co., J. F. 210
Hunt & Co., Wm. M. . 196
Irwin, R. J. 201
Jackson & Perkins 204
Jacobs, S. & Sons. 227
Jennings, E. B. 198
Johnson Chas 197
Johnston Bros 214
Johnston & Co., T. J. . 214
Joseph's Florist 214
Joy Floral Co. 212
Kasting, Wm. F. Co. . 189
Keller, John A 212
Keller Pottery Co. . . . 223
Keller Sons, J. B. 214
Kelway & Sons. 203
Kentucky Tobacco Products Co. 222
Kerr, The Florist. 212
Kervan Co., The 217
Kessler, Wm. 219
Knoble Bros 210
Komada Bros. 221
Kooyman Co., Inc. C. . 202
Kottmiller, Florist . . . 213
Kroeschell Bros. Co. . . 227
Kuebler, Wm. H. 219
Lager & Hurrell. 202
Lang Floral & Nurs. Co. 212
Lange, A. 210
Lange, H. F. A. 214
Langjahr, A. H. 219
Leahy's 212
Leonard Seed Co. 196
Liggit, C. U 203

Littlefield & Wyman . 204
Lockland Lumber Co. 238
London Flower Shop. . 214
Lovett, Lester C. 204
Lovett, Inc., J. T. 204
Ludwig Floral Co., E. C. 214
Mackie, W. 219
Macnair, Florist. 214
Mader, Paul. 203
Malandre Bros. 213
Marshall & Co., W. E. 196
Maurer, Wm. A. 204
McCallum Co. 216
McCarron, Miss. 212
McClunie, Geo. G. . . . 212
McConnell, Alex 213
McHutchison & Co. . 192-196-200
McManus, James. 219
Meehan, C. E. 221
Metarie Ridge Nursery Co., Ltd. 213
Metropolitan Material Co. 227
Meyer, Adolph. 213
Michell Co., Henry F. 204
Michigan Cut Flower Exchange. 217
Michler Bros. Co. 212
Miller, A. L. 203
Mills, the Florist 212
Mountain View Floral Co. 204
Mullanphy, Florist . . . 214
Munk Floral Co. 212
Murray, Samuel. 212
Murray, Florist 213
National Florists' Board of Trade . . . 198
Neidinger Co., J. G. . . 217
New England Florist Supply Co., Inc. . . . 220
Nicotine Mfg. Co. 222
Niessen Co., Leo 221

Nitrate Agencies 223
Noe, L. M. 219
Outpost Farm. 204
Ouwerkerk, P. 204
Palmer, F. E. 210
Palmer & Son, W. J. . . 210
Papworth, Harry. 213
Park Floral Co., The. . 212
Park Floral Co. 214
Parshelsky Bros, Inc. . 223
Peacock Dahlia Farms. 203
Peirce, E. Allen 223
Penn, The Florist 210
Pennock Co., S. S. . . . 221
Peters & Reed Pottery Co. 223
Pfaff & Kendall 227
Philips Bros 213
Pierce Co., F. O. 227
Pierson, Inc., A. N. . . . 189
Pierson Co., F. R. 189
Pikes Peak Floral Co. . 212
Pillsbury, I. L. 212
Pittsburgh Cut Flower Co. 217
Polykranas, G. J. 219
Pulverized Manure Co., The 222
Purdie & Co., D. S. . . . 212
Ramsburg, G. S. . . . 202
Randall's Flower Shop 214
Randolph & McClements 214
Rawlings, Elmer 204
Reck, John & Son 210
Reed & Keller. 217
Reinberg, Peter. 220
Rice Co., M. 216
Riedel & Meyer, Inc. . 219
Ritchy, F. W. 204
Robinson Co., H. M. . 219

Robinson & Co., Inc., H. M. 216
Rock Flower Co., W. 212
Rodgers Floral Co. . . . 210
Roehrs Co., Julius. . . . 201
Rosemont Gardens . . . 212
Rosary Flower Shop. 210
Royal Glass Works . . . 227
Rumbley Co., The . . . 217
Rupp, John F. 196
Salter Bros 224
Sauter, A . 210
Sceery, Ed. 213
Schling, Inc., Max., Seeds 192
Schling, Inc., Max, Flowers 213
Schmidt, J. C. 202
Scholtz, the Florist, Inc. 210
Schramm Bros 214
Schulz Co., Jacob 212
Schwake & Co., C. . . . 196
Scottswood Gnhs. . . . 214
Scott, Florist 210
Serphos, Norman. 197
Sheridan, Walter F. . 219
Siebrecht, Geo. C. . . . 219
Sixth City Wire Wks. 216
Skidelsky & Co., S.S. . 192-196
Skinner Irrigation Co. 227
Smith & Fetters Co. . 210
Smith, Henry 212
Smith, P. J. 218
Smith Co., W. & T. . . 204
Smith, the Florist . . . 212
Snyder Co., B. A. 220
Solomon & Son, L. . . . 227
Spear & McManus . . . 212
Stearns Lumber Co., A. T. 227
Steele's Pansy Gardens 200

Storrs & Harrison Co. 204
Stumpp, Geo. E. M. . 213
Stumpp & Walter Co. 197-203
Syracuse Pottery Co 223
Taepke Co., G. H. . . . 212
Taylor, Edw. J. 201
Thompson & Co., C. B. 212
Thorburn & Co., J. M. 198
Tomlinson Key Floral Co. 212
Traendley & Schenck . 219
United Cut Flower Co., Inc. 218
Vaughan's Seed Store 196-198
Vick's Sons, James . . . 192
Vincent, Jr., & Sons . . 189
Virgin, U. J. 213
Walker Co., The F. . . 212
Watkins & Simpson . . 197
Wax Flats . 210
Weber, F. H. 214
Weeks Nursery Co., Inc., C. H. 204
Weir, Inc., James 210
Welch Bros. Co. 220
Welch, The Florist . . . 212
Westman & Getz. 210
Whilldin Pottery Co. . 223
Wilk, John 202
Wilson, H. E. 214
Wilson, J. G . 210
Winterson's Seed Store 220
Wolfinger, Florist. 213
Wood Bros 220
Woodruff & Sons, S. D. 196
Young & Co., A. L. . . 219
Young & Co., John. . . 219
Young & Nugent. . . . 213
Young & Sons Co , C. 214
Zech & Mann. 220
Zvolanek, Ant. C. 200

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

diantum . 189-201-02-03
lyssum . 203
rtemisia . 198
rista . 203
reca . 190
sparagus . 189-96-98-201-202-03-04
spidium . 203
ters . 200
zaleas . 204
zoneas . 189-201-02-03
ds . 196-201
sheris . 204
eeding Heart . 204
uvardias . 201
lbs . 189-98-202-04
begonia . 196-98-201
alendula . 196-98-201
ias . 192-96-98-201
alliopsis . 198
andytuft . 198
annas . 226
arnations . 200-01-02
entaurea . 198
hrysanthemums . 100-01
lobotium . 190-202
oleus . 196-98-201
lematis . 204
osmos . 189-202
ot Flowers . 218-19-20-21
yclamen . 192-96-97-98-201-03
ractaena . 189-203
ahlias . 203
affodils . 198
ahlias . 196-201
ecorative Plants . 203
elphinium . 196
entia . 196
aucaria . 189-98-201-02-03
ins . 204
aisy Nos . 203
aphnes . 203
aphorbia . 189-201
evergreens . 204
erns . 189-201-02-03
ern Seeds . 203
ypsophilia . 196
ranium . 189
enista . 189
eraniums . 189-201-02-03-204
ladioli . 199
loxinia . 198
ypsophila . 196-98-201
eliotrope . 203
ouseleeks . 204
ollyhocks . 196
oneysuckle . 203
unnemannia . 198
yacinths . 204
is . 204
vy . 201
aponica . 204
erusalem Cherries . 189-201-02
entias . 190-96-202
antanas . 203
agustinum . 204
ilac . 204
ilies . 189-92-96-201-02-04
ily of the Valley . 192
indens . 204
upinus . 198
ignonette . 192-96-98-201
yrtle . 201
arcissus . 198
orway Maple . 204
ursery Stock . 204
aks . 204
nion Sets . 196
nychium . 203
rchids . 202-03
xalis . 204
ansies . 192-96-98-200-01-202-03
elargoniums . 201
eonies . 196-204
erennials . 204
hlox . 204
hoenix . 190
oinsettias . 189-201-02
rimulas . 189-96-98-201-03
rimroses . 196
rivet . 204
teris . 203
hododendrons . 204
oses . 189-201-04
alvazanthus . 198

Editorial Contents

American Gladiolus Society 207
American Rose Society 217
A Tree for Every Crusader 206
Beauty, My Last Vision of 207
Coal Substitutes: Shavings Crude Oil 206
Coals, Various, Value and Methods of Firing 194
Committee on National Credits and Collections Bureau, Meeting of 207
Cook, W. C. (Personal) 221
Dahlia Show at Boston 207
Dutch and American Nursery Methods Contrasted 205
Essex County (N. J.) Florists' Club 216
Florist Soldiers, Our 215
Gardeners' Convention 207
Gladiolus Collection, Report on a 195
Labor Saving Devices (Illus.) 194
Ladies' Society of American Florists 208
Lantanas, Bed of (Illus.) 205
Middle Atlantic States 216
Nephrolepis Ferns for Summer Use (Illus.) 193
New York Soldier Boy, A Letter from a 218
New York State Fuel Administration 206
No Coal Screenings for Eastern Florists 206
Nursery Dept. (Illus.) 205
Obituary:
Cullen, James; Hoerber, Wm. F.; Palmer, Emma L.; Smalley, Benj. B.; Snyder, Andrew V. D. (Port.) 207
Plants for the Cantonments 209
Potatoes, Prematuring and Wilting of 209
Publications Received 223
Question Box 215
Rainfall, Excess, How Can We Save 207
Reading Florists' Outing 217
Retail Dept. (Illus.):
Practical Talks on the Short of Help Problem; Shipyard Workers Present Flowers; Flowers in War; Flowers Greet Soldiers Everywhere . . 211-213
Seed Trade, The 197
S. A. F. and O. H. (Illus.):
The St. Louis Convention; National Publicity Campaign . . 208
S. A. F. and O. H. Dept. of Plant Registration 215
Toronto Retailers' Outing (Illus.) 209

Trade Notes:

Boston . 218
Buffalo . 216
Chicago . 220
Cincinnati . 221
Cleveland . 222
Houston . 215
Indianapolis . 215
Kalamazoo . 222
Kansas City . 215
Lancaster . 216
Louisville . 203
Newport . 215
New York . 218
Philadelphia . 221
Portland . 223
San Francisco . 222
Springfield . 220
Wilkes-Barre . 216
Worcester . 215

U. S. Employment Service 217
Vegetable Crops Under Glass and in the Open . . 200
Week's Work, The:
Carnations of Today; Housing the Carnations; The Best Plants for Housing; Have the Benches Ready for Planting; Lifting, Planting; Watering and Care After Planting 195

Seeds . 189-92-96-97-98-99-200-01-02-03-04
Shrub . 201-26
Snapdragon . 196-201-02
Smilax . 198-201-03-04
Solanum . 202
Spiræa . 204
Stevia . 201-03
Stocks . 198-201-02
Sweet Peas . 192-96-98-201
Sweet William . 196-98
Trees . 204
Tsuga . 204
Vegetable Plants . 197-202
Vegetable Seeds . 192-96-197-201-03
Vinca . 202
Violet . 201-03

MISCELLANEOUS

Aphine . 201-22
Aphis Punk . 201
Bamboo . 200
Baskets . 216-17
Boilers . 227
Boxes . 216
Boxwood . 216
Crepe Paper . 216-17
Cycas Leaves . 216-17
Cypress . 223-27
Dagger Ferns . 216-17
Directory of Reliable Retail Houses . 210-11-212-13-14
Evergreens . 216-17
Ferns, Fancy . 216-17
Fertilizers . 222
Fittings . 223
Florists' Accounts Insured . 198
Florists' Supplies . 216-17
Fungine . 222
Galax Leaves . 216
Glass . 202-23-27
Glazing Points . 223
Greenhouse Construction . 223-27-28
Greenhouse Material . 227
Ground Bone . 223
Ground Pine . 216
Gutters . 227
Hail Insurance . 217
Heating . 227
Hose . 227
Implements . 192
Insecticides . 192-222
Irrigation . 227
Laurel . 216
Laurel Festooning . 216
Lemon Oil . 201
Lumber . 223-27
Magnolia Leaves . 217
Manure . 222
Moss . 216-17
Nico-Fume . 201-22
Nicoticide . 201
Nikoteen . 201-27
Oak Leaves . 217
Paper Pots . 223
Pecky Cypress . 223-27
Pipe . 202-23-27
Pipe Fittings . 223
Plant Food . 222
Posts . 223-27
Pots . 223
Putty . 227
Putty Machines . 227
Rubber . 217
Sash . 223-27
Seed Packets . 196
Smilax . 216
Sphagnum Moss . 216
Stakes . 200
Supports . 200
Tobacco Product . 222
Toothpicks . 217
Tubes . 223
Tubs . 223
Valves . 227
Vermine . 222
Wants . 224-25-26
Wire Hanger . 223
Wire Hooks . 223
Wholesale Florists . 218-219-20-21
Wire . 216-17
Wire Designs . 216-17
Wreaths . 216-17

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TO BLOOM FOR THANKSGIVING AND UNTIL MARCH, sow the seed in August in sand using 2 seeds in a 2-inch pot. After growth is advanced a few inches transplant to permanent positions about three inches apart.

All strains of Winter-flowering Sweet Peas contain "rogues" both as to color and the Winter flowering characteristic. The Australian varieties are almost perfectly "fixed" in both respects and are better than the American sorts. Any late bloomers can be readily distinguished as they commence to branch an inch or two above the surface of the soil, whereas the Winter-flowering plants produce a straight vine and more pointed foliage, making no lateral growth until 15 to 18 inches above the surface of the soil. The late bloomers should be eliminated as soon as they can be distinguished.

Australian Winter-Flowering Spencer Sweet Peas (We advise every florist to try a few)

BLUE FLAKES. Deep blue, pencilled over a delicate gray white ground; the best blue to date.
CÆRULEA. Delicate sky blue, sometimes a little lighter.
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CONCORD CHARM. Delicate shades of white and blue; white wings and very light heliotrope standard.
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CONCORD COUNTESS IMPROVED. A larger and finer strain of Concord Countess, blush pink on white, ground, deepening at the edge of the standard. Pkt. (25 seeds.)
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CONCORD DAYBREAK. Cream with standard heavily edge buff pink.
CONCORD EMPEROR. A rich glowing crimson, large blooms of excellent substance and very free flowering.
CONCORD EXQUISITE. Pale pink on rich cream ground, three on a stem. Pkt. (25 seeds.)
CONCORD PURPLE. Mauve purple, changing as the flower ages to purple blue.
CONCORD RADIANCE. A very striking shade of rosy magenta.
RUBY. A glowing light crimson-scarlet color.
SALMONEA. A rich, rosy salmon variety of great merit.
YARRAWA. Bright rose pink, with light wings, ¼ oz., (about 100 seeds) 35c., 1 oz., $1.00, lb., $12.00.

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except **Yarrawa,** as noted above.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	15.	.50	1.50	5.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose-pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	15.	.50	1.50	5.00

	¼ oz.	Oz.	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush / **Red Orchid.** Bright cherry red	.15	.50	1.75	5.00
Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
Fordhook Rose	.20	.75	2.50	10.00
Rose Queen. A variety of sterling merit and one of the most popular ½ oz. 75c		1.00	3.00	12.00
BLUE				
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50	12.00

Mixed Winter-Flowering Spencers
Containing many of the best and most expensive sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

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	Boddington's Gigantic Tr. pkt. 20 seeds	100	1000
Cherry Red		$1.10	$9.00
Crimson		1.10	9.00
Crimson and White		1.10	9.00
Lilac		1.10	9.00
Pink		1.10	9.00
Rose		1.10	9.00
Snowflake		1.10	9.00
White		1.10	9.00
Bush Hill Pioneer (Feathered Mixed)	$0.50	2.50	20.00
Peach Blossom		1.10	9.00
Phoenix. Cherry red		1.10	9.00
Purple King. The largest and best crimson		1.10	9.00
Princess May. Pink, crimson at base of petals		1.10	9.00
Salmon King		1.10	9.00
Salmon Queen		1.10	9.00
Vulcan. Very large, rich crimson		2.00	19.00
Mrs. Buxton. Frilled salmon	$0.50	2.50	20.00
Eileen Low. Pink crested	$0.50	2.50	20.00
Mixed. All colors and varieties		.90	7.50

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Our **Challenge Mixture** contains finest Giant Strains, of self colors, margined, blotched, striped, carefully mixed in proportion. Pkt., 50c., ¼ oz., $1.50; ½ oz oz., $2.75; oz., $5.00.

	Pkt.	¼ oz.	½ oz.
English Exhibit. Mixed	$0.50	$3.50	
Masterpiece	.25	2.00	3.50
Orchidaeflora (Orchid Type)	.25	1.50	2.50
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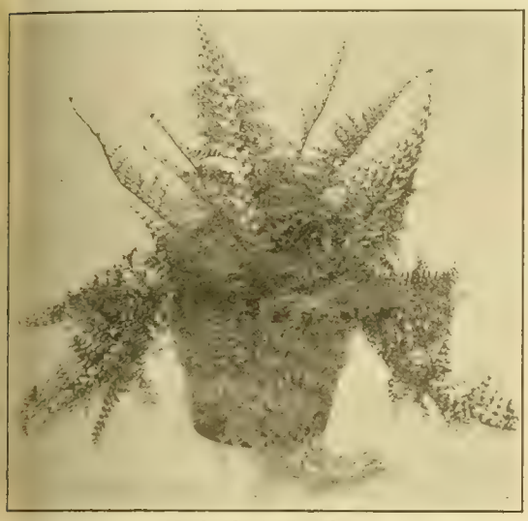
Nephrolepis Ferns for Summer Use

How the retailer may stimulate the sale of this attractive species of fern in its many varieties thus helping to tide over the dull Summer season

JOSEPH H. SPERRY



Nephrolepis Smithii

PLANTS may be divided into two general classes: those grown only for the beauty and fragrance of their flowers, and those grown for their handsome foliage only. Heliotropes, Carnations, and Azaleas are examples of the first class, and ferns, Dracænas, and Ficus elastica of the second. Some plants, to be sure, which are grown chiefly for their flowers, have handsome foliage also, and others grown primarily for their foliage produce beautiful flowers as well. An example of the former is the Cyclamen in its improved type, and of the latter some of the Rex Begonias.

Again, plants, both those grown for their flowers and those grown for their foliage, may be divided into green, or as they are sometimes called, plain leaved, and variegated leaved. In flowering plants, Geraniums furnish pronounced examples of both, and in foliage plants, ferns and palms are familiar examples of the green or plain, and Dracænas and Crotons of the variegated leaved.

Furthermore, all plants, both flowering and foliage, may be separated into those with entire leaves, a familiar example of which is the Ficus elastica, and those with leaves which are lobed or cut, or divided or dissected. The most striking examples which we have of plants with dissected leaves are those belonging to the fern family.

Upon the species and varieties of one genus of ferns, namely, the Nephrolepis, and upon their many uses, we are going to make a few remarks and suggestions. We are not going to discuss the genus from a botanical viewpoint, nevertheless it may be interesting to know that the word Nephrolepis comes from two Greek words, nephros kidney, and lepis, a scale, and that this genus of fern is called Nephrolepis because in all its species and their varieties the scale (lepis) which covers the seed or spore cases that are on the back of the fern leaves or fronds are kidney shaped. Look at the back of some of the older leaves of a Boston Fern, or any of its varieties, and even with the naked eye you can see these kidney-shaped scales.

The Boston Fern

The species of Nephrolepis Fern which has been for many years, and still is, the most popular of all ferns, is the exaltata, and the most popular variety of this is Bostoniensis, and the many variations of this variety, and the variations of the variations, now numbering in all more than a score, some of which show very little resemblance to the original species, exaltata, or its variety Bostoniensis.

Boston Ferns and their many varieties are suitable for dwelling house, garden and Summer house, pergola, and piazza use. They should not be recommended for placing in Summer in situations which are sun-kissed, wind-swept and rain deluged.

The variety Bostoniensis, when grown in a 6in. to 10in. receptacle, either pot, deep pan, or tub, and Harrisii in an 8-in. to 12-in. receptacle, make very striking plants for placing on tables, on broad piazzas of town residences, or Summer cottages, or in rustic garden or Summer houses or beneath pergolas. Each plant should have a separate table so that its beautiful fronds may hang gracefully and symmetrically on all sides of its receptacle, and the plant may have air and light on all sides. For this reason the table on which the plant stands should not be put close against the sides of the structure in which it is placed. Another way of using these large specimen plants in any of the several situations just mentioned is to suspend them in such a position that they will have free air all about them. It is better to drape the receptacles of suspended plants with Sphagnum moss, and to overlay this with green sheet moss. This sheet moss, if moistened frequently, will keep green and so give a pleasing dress to the receptacle, and furthermore will retard evaporation of moisture through the receptacle, which is always more rapid when plants are suspended. Rooseveltii may be used in 6-in. pots in the same manner as Harrisii and Boston.

Nephrolepis elegantissima

Whenever a Nephrolepis fern is desired with fronds similar to that of Boston, but of dwarfer growth, Scottii and other varieties of its type such as Teddy, Jr., may be used. These are usually grown in 4-in. to 6-in. receptacles, and may be used in city residences and Summer cottages, and on piazzas as table plants, and furthermore, as foliage plants, in window and piazza boxes and vases, in positions which are protected from the sun a considerable part of the day.

Nephrolepis Scottii

Other Attractive Sorts

The varieties of ferns so far mentioned have pinnate fronds: that is, fronds (leaves) whose pinnæ (leaflets) arranged along the strip (leaf-stem) are entire, though some of these, as in the case of Harrisii, have undulating edges. We now come to the several varieties which are bipinnate or tripinnate, that is those whose pinnæ are divided once or twice and in some cases closely imbricated and forked and twisted. Chief among these are elegantissima, Whitmanii and Whitmanii compacta, which make beautiful house plants when well grown in 5-in. to 8-in. receptacles, and elegantissima compacta, muscosa, and Smithii, which make very pretty plants in 3½-in. to 4-in. pots, especially when set in an outer bowl of blue china, for the mantelpiece, the sideboard, and the dining room table.

Speaking of the mantelpiece reminds us to say that where there is a fireplace in a town residence or Summer cottage, a beautiful effect may be produced by massing ferns of medium sizes, especially those of the Scottii type in it, and the smaller ferns, previously mentioned, on the mantel in pretty outer bowls of china.

We have by no means spoken exhaustively of the different meritorous varities of Nephrolepis ferns. We have Scholzelii, Wagneri and Giatrassii and the new variety President Wilson of the Scottii type; superba and superbissima of the closely imbricated, twisted and crested type, and a few of the very delicate more highly dissected form, like Smithii.

Increasing the Sale of Ferns

In order to increase his Summer sales as much as possible, the retail florist should have in his store good specimens of the several types and sizes of Nephrolepis ferns, and should be keen in pointing out the various positions and ways the several sizes and types of these ferns can be used. He should give the buyer some instruction in caring for his ferns, such as the desirability of a subdued light but not semi-darkness; the objections to strong draughts of wind, but the advantage of free air all around the plant; the fact that the lighter and more airy the position the more water the fern requires, and vice versa; that the soil in which the fern is growing should be kept always moist throughout, but not muddy, and that the plants should not be subjected to overhead watering or set out in the rain storm, unless the fronds are first raised up and confined with strips of soft cotton fabric to a strong stake stuck firmly in the center of the receptacle.

Just a word, in closing, about salesmanship: "If the mountain will not come to Mahomet, then Mahomet must go to the mountain"; that is, if a customer comes into your store and does not ask for a fern, before he leaves tactfully call his attention to the ferns, and quietly explain their Summer uses; try to learn where he is passing his Summer, and to show him how suitable one or more ferns would be for his use, and how the sight of them would give to his daily life a quiet pleasure. In short, do not be one of that kind of a salesman who just stands behind the counter with the palms of his hands resting on it, and when a customer comes in has no initiative in making sales.

Value and Methods of Firing Various Coals

An inquiry recently reached this office as to the comparative value of Cannel coal versus Lehigh Valley Highland Egg coal. The question is partly answered in our Question Box column, this issue. Being of an interesting character, we wrote our heating expert Mr. McArthur for full particulars which are given herewith, including a fund of information in the material which follows; every word of it will be found of value to those having to do with coal and firing, more particularly as it also takes up the best methods of handling slack or screenings.

We preface one article with the statement that a British thermal heat unit is that which will raise one pound of water one degree. Good anthracite coal has from 13,000 to 14,000 B. T. U. per pound.

Relative Heat Value Units of Anthracite and Cannel Coal

There are quite a number of different grades of anthracite coal mined in Pennsylvania; I have before me, quoted from a standard authority, the following values:

Anthracite Coal

Pennsylvania buckwheat.....12,200 B. T. U. per lb.
Pennsylvania Wilkesbarre.....11,801 B. T. U. per lb.
Pennsylvania Scranton.....12,149 B. T. U. per lb.
Pennsylvania cross creek.....13,723 B..T. U. per lb.
Pennsylvania Lehigh.....12,423 B. T. U. per lb.
Pennsylvania Wharton Valley...15,000 B. T. U. per lb.
Pennsylvania Buck Mountain....15,072 B. T. U. per lb.

Cannel Coal

Pennsylvania Cannel Coal.....13,153 B. T. U. per lb.
Kentucky Cannel Coal.....15,198 B. T. U. per lb.
Indiana Cannel Coal.....13,097 B. T. U. per lb.

From the above data 2118 pounds of Pennsylvania Lehigh coal contains the same amount of B. T. U. as 2000 pounds of Pennsylvania Cannel coal.

Cannel coal is a free-burning bituminous coal and is generally used for open fireplaces. It is very easily ignited. It is mined in small quantities and is not generally used in heating boilers. At $15 per ton it is not to be compared with anthracite coal at $9 when used in heating boilers.

S. B. Flagg of the Bureau of Mines has conducted a series of tests as to how to burn bituminous coal economically in heating boilers, which should be of value to florists using bituminous coal, slack or screenings. His findings are as follows:

(1) In burning bituminous coals in large heating boilers the fuel bed should not be seriously disturbed until the coal has become well coked, that is, until the gaseous part of the coal has been largely driven off.

(2) Both caking and non-caking types of coal may be used satisfactorily in boilers of this type if properly handled.

(3) The presence of a moderate proportion of screenings mixed with the lump coal causes the fresh charge of coal to heat more gradually, and the emission of smoke is kept down more easily. Therefore such a proportion of screenings is an advantage.

(4) Increasing the proportion of screenings in the coal necessitates the use of a stronger draft in order to carry the same load. Smaller firing charges must also be used and more frequent attention given. The tendency of caking coals to cake is increased and this also means that the fire must have more frequent attention.

(5) One large charge of coal fired by the spreading method will result in a longer emission of dense smoke than the total emission of such smoke from two charges of half the size fired some time apart and by the alternate method.

(6) With some coals, moderate charges fired by the alternate method necessitates less frequent attention to the boiler than larger charges fired by the spreading method; caking coals having a considerable proportion of fine coal or screenings are usually among these. Conversely, a fire will usually require more frequent attention when a lumpy, caking coal, free from screenings, or a non-caking coal is fired in moderate charges by the alternate method.

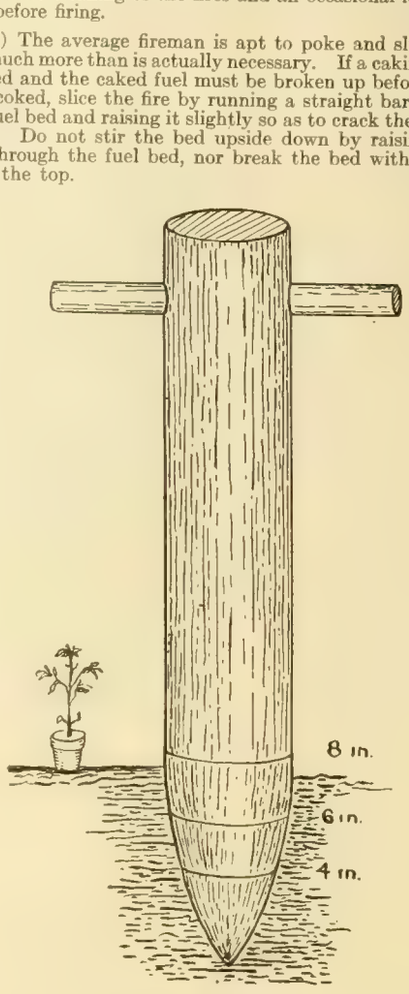
(7) The number of tests made was not large enough to justify conclusions regarding the relative efficiency with which a coal may be burned by the two methods of firing, but the author believes that in actual service over considerable periods, better results will be obtained by the alternate method.

(8) Frequency of cleaning the fires will be determined by the character of the coal and the rate at which it is burned, but with most coals the fires should be cleaned once or twice in 24 hours in ordinary weather.

(9) If the alternate method of firing is employed, the cleaning should be done just before firing the fresh charge, and only half the grate cleaned at a time; then little or no smoke will result from the cleaning, because the side of the fire on which there is uncoked coal is not disturbed.

(10) All three of the coals fired by the alternate method in the tests described were burned at rates corresponding to the heating conditions during the most of the Winter, with scarcely any manipulation of the fuel bed except the cleaning of the fires and an occasional leveling just before firing.

(11) The average fireman is apt to poke and slice the fire much more than is actually necessary. If a caking coal is used and the caked fuel must be broken up before it is well coked, slice the fire by running a straight bar under the fuel bed and raising it slightly so as to crack the caked mass. Do not stir the bed upside down by raising the bar through the fuel bed, nor break the bed with a bar from the top.



Effective method of sinking pots. See text.

(12) If the fuel bed is covered with a charge of fresh fuel in a layer more than 5in. thick, the new charge, unless it is very free from slack, is apt to have a smothering effect. Then the output of the boiler will be correspondingly decreased and, especially if the spreading method of firing is employed, the mass of fresh coal will usually have to be broken once or twice before the fire will pick up. Consequently, the maximum firing charge should not be much thicker than 5in., and for caking coals containing considerable slack it should not be more than 4in. thick. Of course, when a fire is to be kept banked heavier charges may be used.

(13) Do not fire large lumps of coal. Break all lumps into pieces no larger than fist size.

(14) Large heating boilers do not require an intense draft to meet any reasonable demands for heat, if the fuel is clean and the fuel bed is kept in proper condition, but the draft must be properly controlled. (Where slack or screenings only are used they are generally burned under a forced draft.)

(15) The damper regulator should work freely with changes in steam pressure and should close the swinging draft-opening in the ash pit door before it starts to open the check draft in the smoke pipe.

(16) The doors on the front of the boiler should fit snugly; special care should be taken to prevent any material wedging between the doors and the front and thus admitting air when or where it ought to be prevented from entering.

(17) Do not allow clinkers to accumulate in the fire or too great a quantity of ashes on the grates. Be careful however, in shaking the grates not to shake through unburned fuel.

(18) In ordinary or severe weather keep an active fuel bed averaging 10in. to 12in. deep. In milder weather the depth of the active fuel may be decreased by keeping a layer of ashes on the grate under the live coals.

(19) Keep ashes removed from the ash pit.

(20) Keep flue surfaces clean by brushing at least once a week.

Labor Saving Devices

Take Profit out of These and Send us More

Labor Saving Devices

"The Florists' Exchange has a page devoted to t above subject which has awakened considerable intere At a time like the present, when labor is practically u obtainable and in view of the fact that it will, in t future, be greatly increased in cost, we think that such idea is well worth taking up and we shall be pleased pay for any accepted contributions on this subject."

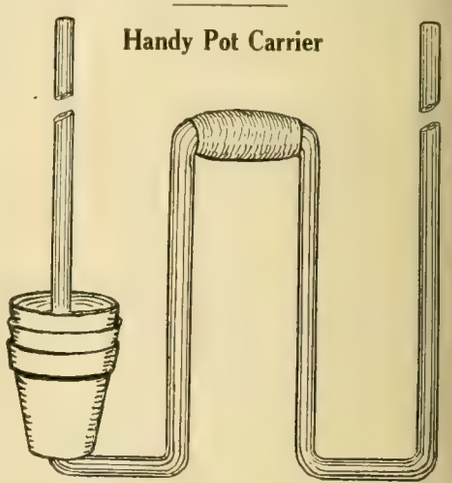
[The foregoing is from The *Horticultural Advertise* which comments particularly on the article on the adva tages of the tile chimney stack, recently published in th department.]

Effective Method of Sinking Pots

When plants in 4in. to 8in. pots, such as Roses, Aza leas, Genistas, Ericas or decorative plants are brougl outside for the Summer or for hardening off, it is dif cult to make the pots stay firm. To accomplish th quickly and well I use a round post about 4ft. long an about 4in. in diameter. Near the upper end I fix handle, as shown in the accompanying drawing. Th point of the implement should not be too long. Afte the plants in pots have been brought out to the pla where they are to be sunk, I take this tool in both hanc and make a hole of the required depth. By using mo or less pressure I can make the hole as large and deep as required and by moving the device around wit a circular motion, but keeping the point stationary, can make the opening still larger. If the soil is e tremely hard it can be loosened with a spading for The plant, when placed in the hole, remains firm an may be allowed to stay there all Summer. It does n dry out quickly and is not knocked over by the wind.— Frank Josifko, Madison, Conn.

(The foregoing method of sinking pots described b Mr. Josifko is similar to that given by him on p. 89 of The Exchange of May 4, in which he suggests th use of the dibber for making holes in the ground fo sinking small pots. The implement he uses for larg size pots will, we believe, be found very effective. Any one who has tried to set out pots from 4in. to 8in. b the ordinary methods knows how difficult it is.—Ed.)

Handy Pot Carrier

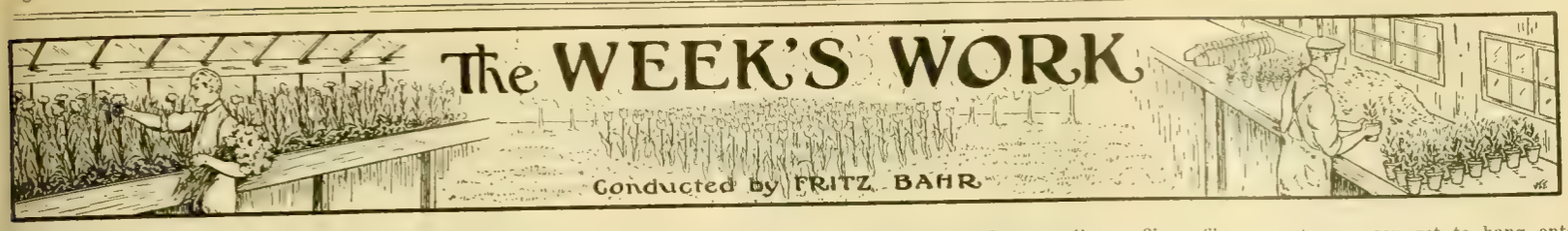


Handy Pot Carrier

The sketch accompanying shows a handy pot carrier. Of course on large places there are facilities for handling large numbers of pots but on the small place either flats or baskets are generally used. With these only a comparatively small number of pots can be carried at one time, whereas by this device and by using a carrier in each hand a fair-sized man can carry with ease 140 3½-in. pots, or a proportionately smaller number of a larger size.

The carrier is simply a ½-in. rod bent over on itself as shown in the illustration, the outside vertical part of the rod being about 4-in. from the inner vertical portion. In using the device the weight of the pots is allowed to rest against the body and by employing two carriers at the same time, one in each hand, the weight is evenly balanced as it is in carrying a pail of water in each hand. Pots from 3½-in. up to 6-in. may be placed on the same carrier; the rod goes right through the pots and they cannot fall off.

Charles A. Black, Jr.,
Hightstown, N. J.



Carnations of Today

Some Hints on Their Culture

With the average retailing grower, whether big or small, Carnations are usually the main Winter and Spring crop for cut flower purposes. We find a bench containing 200 to 300 White and Pink Enchantress in the establishment of the man who burns less than 40 tons of soft coal during the Winter months and so on up to a dozen or more houses and as many and more varieties with the larger growers. There haven't come out of late years so very many new and wonderful varieties. It seems almost as if we had reached a limit, so to speak, in regard to size, stem and color, but even out of those sorts brought to light in the past 15 years we just have a very few left, and of these again only a comparatively small number of growers handle any quite as well as they were able to do in former years. I wonder sometimes whether we are not getting gradually away from the Carnation and are picking up other flowers to take its place. Not to say that Carnations are not as popular as they used to be, or that some of the newer sorts are not wonderful, or that the specialist isn't turning out fancy stock, but more and more growers appear each year to be devoting increased bench space to other stock. They find certain annuals as profitable, if not more so, than benches devoted to Carnations, which apparently don't do as well with them as was the case in former years, when they didn't give them any more attention—very likely not as much—nor were as well acquainted with the plants' requirements. I am not able to give a good reason for this but we are likely to let up even much more in the number of plants grown, as the smaller grower finds a ready market for other stock, or if by chance someone is fortunate enough to give us a new strain of Carnations which will not only produce extra large flowers but which will turn out extra free bloomers, and which will give fair returns under ordinary treatment. I don't want to go back to Tidal Wave, Lizzie McGowan or Wm. Scott, but these sorts surely were producers. They didn't need the culture nor the houses required today, and if it were possible to infuse some of the blood of these old sorts into the beautiful, larger kinds we have today, but which are rather shy in flowering, it would bring new life into many florists' establishments with regard to the amount of space devoted to Carnations.

❀ ❀

Housing the Plants

For those who grow Carnations, the housing of the plants will require more attention now than anything else, and the sooner this is attended to the better. The flowers pay during Midwinter, and in order to cut good ones on long stems during late Fall well established plants are necessary. You cannot wait until September to fill the benches; nothing is gained by that. If the work is done at once and the plants receive fair treatment afterward quite a crop of flowers can be cut during the early part of October. Plants lifted now and brought indoors will become re-established in just half the time required by those which are replanted in six weeks from now. If you intend housing Carnations at all do everything possible to get through with the work; it is better all around and surely means money in your pocket.

❀ ❀

The Best Plants for Housing

Some growers are under the impression that it is of no use to house the plants until they have developed into large specimens and that up to that time they are really just as well off in the fields; but this is not so, for the larger the plants the more difficult it is for them to recover from the effects of transplanting. A plant with from six to eight healthy shoots from the base, no matter whether they are 4in. or 6in. in height, is about as satisfactory a plant for early housing as you can get, although a little smaller or larger doesn't hurt. Plants which have been in flower for several months are not fit for housing. It is far better to have plants too small than too large; let them make their growth inside; there is plenty of time for a small plant to catch up if planted in July or the early part of August. If for any reason your stock has suffered in any way outdoors for the want of moisture, and the plants are very small but in a healthy condition otherwise, use several of them to make up a plant when benching them.

❀ ❀

Have the Benches Ready for Planting

Before you can start lifting it is necessary that everything be ready for planting. Many growers make it a rule to fill the benches with soil several weeks ahead of time, watering the soil to keep it moist, and using a hoe to work it over several times, thus killing the first crop of weeds at the same time. With a heavy soil in particular it is necessary to have it in the right shape in order to make planting easier. Soil which is either too dry or too wet makes planting a poor job and doesn't benefit the plants in the least. Nothing in the operation of housing the plants is more important than to do the work as quickly as possible, which means to have everything ready and make the work as agreeable as possible. It shouldn't be a matter of finding out how quickly the plants can be set in the benches, but how well and quickly they can be planted.

❀ ❀

Lifting and Planting

Whether a heavy or light soil prevails a spading fork is as good a tool as any to lift the plants with. You don't need roots a foot long, but the more small, fibrous roots you can get to hang onto the plants the better. Don't throw the freshly lifted stock around or let the plants lie about in the sun; get them to the houses or potting shed as soon as dug, cleaning off any decayed or yellow foliage. All there really is to the planting itself is to make a hole plenty large enough, spread the roots out as much as possible, press the soil down as firmly as you can around each plant and see to it that the plant gets into the soil just about as deep as it was out in the field. Get your rows straight as to space between them; for field grown stock it depends a great deal on the size plants you have and on the variety; 10in. x 10in. is about right for the average-sized plants.

❀ ❀

Watering and Care After Planting

The first watering is very important and should be done thoroughly. Don't use too much force but put all the water on the bench the soil can hold; that watering will most likely be sufficient, especially with heavy soil, for four or five days. In the meantime a light spraying three times on sunny days will be of great benefit to help the plants to become re-established. While the soil around the roots must be kept moist at all times, an excess of water is every bit as bad as not enough. Examine the soil from day to day and don't water until you are convinced that the soil is ready for it. Shading the houses should be done before the benches are planted, and if you haven't a great deal of it to do, a heavy mud wash is as good as anything. Every rain will take it off, but it is quickly applied again. A dark house for a day or two after planting benefits the plants, but after that you must start in slowly to give more light. Take off a little of the shading each day so that in 10 to 12 days you have most of the shading removed, for the plants need all the sunlight possible when once the roots have taken hold.

Report on a Gladiolus Collection

At quite an opportune time and as the season is fast approaching its height, we have been favored by Geo. Arnold, Ensenore, N. Y., with a succinct description of the behavior of his collection, embracing some 21 varieties of Gladioli, a perusal of which will well reward those interested in the culture of these bulbs. The use of the "dock" spade may furnish some a new idea of the correct implement for rogueing bulbs generally. Mr. Arnold says: "My little collection of 'Glads' is not the best in the world but it has turned out well, and it seemed to me that an unbiased description from actual field notes by a grower of some experience might be useful."

Just in from the Gladiolus field, where I have been taking out rogues with a dock spade, I find this implement, with its 2in. wide blade, a splendid tool for this purpose. Some small flowered, undesirable colors were scattered through the mixed lot, and the narrow spade got rid of them, root and branch, without disturbing their neighbors. Pulling out by the stalk was tried in other years and found unsatisfactory; many of them broke off leaving corms in the ground; and some of these were picked up when digging. Simply tying an ordinary shipping tag to a stalk proved equally futile, as many of the weatherbeaten tags were overlooked until after the stalk had been cut and the corm thrown in with the rest of the row. For marking out good named varieties that are out of place a handful of wire stakes is carried along; these have a ring in the top, to which the stalk is securely tied. A large tag helps to locate the strays at digging time and they are carefully cleaned out before starting on the main crop.

This is the eighth day of intense heat, mostly with cloudless sky. A good time to try out varieties. My planting, which has grown to several thousand corms of blooming size, is made up of some 20 varieties, mostly of commercial types. The problem of supplying the families on this estate with an abundance of bloom of good colors, for an extended season, from a small initial outlay, has been satisfactorily solved; and it is so like the problem of the small commercial grower that the solution is offered for the help of beginners.

By sticking pretty closely to varieties of moderate price, and by getting second size corms from a large grower, the original purchase price of 3000 was kept below $60. They are grown on soil that produces moderate crops of Potatoes, and receive the same treatment. Planted at one time, this year the middle of April, on soil of even character, a comparison of varieties ought to yield worth while data. The following notes are given in the order that the varieties came into bloom. All are good growers unless otherwise mentioned, and most of them increase rapidly if the small cormels are grown on.

Willie Wigman. The first to flower this season, and now out of bloom. It is my recollection that it is usually a few days later than Halley, but at any rate it is very early. White, with solid crimson blotch. The large, beautiful flowers are widely opened, and the medium length stems bunch well. Think it would be a good seller.

Halley. Rich salmon pink. A tall, strong grower, and extra early. Beautiful in mass, with a rich, softly glowing tone that is very effective. Increases rapidly. Nearly self color.

Prince of Wales. This was a "flyer" in high priced stock. Will be fine for the commercial grower when the price gets down within reach. Early as Halley, larger in plant and flower, and handsomer. A wonderful color. "Pure salmon" is one of the attempts at classifying its shade.

Lilly Lehman. Earliest and most beautiful white I have seen, but does not bunch well. Pink tinge, no markings. Flowers large with edges ruffled. Splendid for design work. So many stems and side branches that a plant that has not been cut makes a huge bouquet. Fine for the retailer, who is also a grower, and could use all the side flowers by cutting short stems. Unfortunately, the arrangement of flowers on the stem makes it hard to handle after they begin to open.

Baron Hulot. In spite of its small flowers this is still my favorite of all the "blue" shades. The best of them are of doubtful value for the trade, but interesting and called for by the amateur. Very tall and slender, with a good number of flowers open at once. Deep violet, with a velvety richness that is attractive.

Mrs. Frank Pendleton. Probably one of the best of the purely decorative varieties for trade purposes. A rich pink with bold dark blotch, it makes a fine show and holds up well. Flowers very large, on long stems that bunch well, but not many open at once.

Princepine. Season of last. A brilliant scarlet with white in throat, and one of the best of that type. Large flowers on stems of medium length. Bunches well and very effective; but only few flowers open at once and soon burns in this trying time, a fault not noted in two preceding seasons.

Chicago White. An excellent commercial kind. Flowers pure white, lightly pencilled on the lower petals. The small flowers are closely set on the long straight stem, and a good number open at once. Stands up well under this extreme heat, and seems well adapted for shipping and handling. Earliness, combined with other qualities noted, more than offset lack of size in blooms.

Panama. A charming shade of pink. Extra large flower, well rounded out in form, but lacking in substance. For two years it has bloomed here, during cool, showery weather, and was quite satisfactory for home cutting. Now it is badly shrivelled with the heat. Plant rather stocky, so that stems are not long in spite of vigorous growth and broad leaves.

Mrs. Francis King. A large, light scarlet; very showy in the bunch. A vigorous grower with extra long stems.

Schwaben. Immense plants, largest in the field, bearing great spikes of creamy yellow flowers, with dainty markings in the throat.

Niagara. Practically the same season as Schwaben; similar in color; and a good second in size. Niagara lacks the marking in the throat, but has not the clear color of Schwaben, being flushed with red.

Glory of Holland. A pinkish white, free from markings; in this resembling Lilly Lehman. It follows Chicago White, so that the cuttings overlap. Larger than the latter in flower and plant. Two to three long stems from each corm, on which a good number of flowers are open at once. An extremely vigorous grower and multiplies rapidly; unusual qualities in an all white variety.

America. This old favorite is useless here. The flowers are as large and well shaped as ever, and the color just as clear, but all the other varieties on trial surpass it in length of stem; and several of the pinks have a more desirable shade of color, to our notion.

Loveliness. Well named. Large well shaped flowers; delicate pink with daintiest of markings. Plants large and flowers of good substance.

Pink Perfection. Perfection as to color, all right. Makes America look blue by comparison. Extra strong grower. Several of the large flowers open at once make a wonderful mass of color. Its one defect is growing many crooked stems which are hard to bunch.

Europa. Not yet showing color. This lovely pure white flower is not adapted to our conditions. Needs the best of soil and cultivation. Last year, with ideal weather conditions, it did very well. Now it looks poor.

Yellow Hammer. Well named. The plants are yellow; and the hammer is for the foreign gentleman who sold me a bunch of diseased corms. No bloom as yet, and very sickly plants.

War. This very late variety is well worth waiting for. A splendid great blood red flower, on an extra long, strong stem. One of the most satisfactory in the collection.

Glory of Noordwyck. Now in bloom. A high priced variety for trial. A very large light yellow, without markings. The flower is finer than Niagara or Schwaben; but the plant appears to lack vitality.

Empress of India. Now in bloom, is one of the very dark colors that has a pleasing richness. Almost black, with reddish glow like dark wine. Excellent habit of plant.

GEO. ARNOLD.

Ensenore, N. Y., July 26.

Vaughan's Cyclamen

The seed is saved only from perfect plants. Shape and size of flowers, foliage and stems and general habit are points on which our seed plants are selected.
There is no better Cyclamen seed in the market.

GIANT ENGLISH GROWN (New Crop)

	100 Seeds	1000 Seeds
Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. Best of all the red Giants	$1.20	$10.00
CRIMSON ST. GEORGE. New	1.80	15.00
Mrs. L. M. Graves. The flowers are carried well above the foliage. The color is an intense and brilliant salmon scarlet	1.80	15.00
Brilliant Giganteum. Fiery crimson	1.60	14.00
Queen Mary. Salmon with claret base	$1.40	$12.00
Rosy Morn. Delicate rose color. Claret base	1.10	
Grandiflora Alba. The largest giant white	1.10	9.00
Excelsior. White with red base. Extra large flowers.	1.10	9.00
Princess May. Pale pink	1.10	9.00
Mauve Queen. Mauve	1.10	9.00
Duke of Fife. Dark rose	1.10	9.00
Princess of Wales. Deep pink	1.10	9.00
Dark Rose	1.10	9.00
Many Colors Mixed	1.10	9.00

Write for "Mid-Summer" Special List Seeds and Early Bulbs

NEW YORK **VAUGHAN'S SEED STORE** CHICAGO

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00 ½ pkt. 50c.: 1000 seeds $1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
FORGETMENOT. Everblooming blue, 25c.
DAISY (Bellis). New, monstrous, mixed, great, 25c.
SWEET WILLIAM, Midnight. Darkest maroon grown; sure to attract attention, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.

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LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.

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F. E.—Best Advertising Medium

HUNT'S Perfection Pansy

NEW CROP—JUST ARRIVED

A mixture of Giants saved from one of the choicest collections

Trade packet.....$0.50
¼ ounce..... 1.50
1 ounce..... 5.00

MIGNONETTE

New York Giant. Greenhouse-saved seed

Trade packet.....$0.50
⅛ ounce..... 1.50
¼ ounce..... 2.00
1 ounce..... 7.00

WM. M. HUNT & CO.
37 Warren Street, New York City

When ordering, please mention The Exchange

Ready Now Pansy Seed

Here is a letter from a man **who knows,** that speaks for itself. "Please send us one (1) ounce of Pansy seed at once. Would like to have the same strain we had last year. We had the *best pansies we ever had.*" WALTER G. TAEPKE Detroit, Mich.

This is but one of a number of similar letters. Our **FLORISTS' PRIZE MIXTURE** of Pansy seed (home-grown) will be sure to give you entire satisfaction. You can't possibly improve on it, if you pay double the price. Per ounce, $6.00.

GIANT GREENHOUSE-GROWN MIGNONETTE. The kind you want if you want the best. $7.00 per ounce.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

Write us for prices on **C. S. Giganteum, 7-9, 300 to the case.** We have the stock.

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Seed Packets for 1919

Should Be Ordered At Once

We make: All Packets Sizes
Larger bags for Counter and Package Trade, up to 2-lb. or more
Catalogue Envelopes Return Envelopes Coin Envelopes

The Brown Bag Filling Machine Co.
FITCHBURG, MASS.

SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

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FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Prices*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS — **GROWERS FOR THE TRADE**

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PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.
SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

Colored Freesia Seeds

GREENHOUSE-SAVED—Best of Strain

If sown before September will bloom next Winter and surprise you with their large flowers and exquisite, soft colors. Only a limited number to sell at $1.00 the trade packet of 100 seeds; 10 packets for $8.50.

O. FEHRLIN
CITRONELLE - ALABAMA

NEW CROP **KENTIA SEEDS** JUST ARRIVED

BELMOREANA and FORSTERIANA

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
1 Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

European Notes

The middle of July finds us fairly well satisfied with the general condition of our growing crops, now that almost persistent rains during the past seven days have penetrated the soil to the depth of at least 1ft., and washed off the dust and vermin that alternately choked or sucked the life out of the most promising seed bearing plants. When it is remembered that for nearly seven weeks not one shower fell in some of the most important seed growing districts the marvel is that so many plants are still alive.

Turnip seed has already been cut in many places, and, judging the crop by rubbed out samples, the drought has reduced the size and weight of the seed but has fully matured it at the same time. New crop seed is already offered to the retail trade, but beyond the fact that it usually grows more quickly there is little to recommend it. Rutabaga, where it has not been devoured by vermin, is nearly ready for harvest; some small lots growing on very light land have already been cut. Purchasers must pay a long price for this article next season. Mangel Wurzel was looking sickly in many places and the plants were badly infested with vermin, but it is not too late for this crop to benefit by recent rains. This latter remark applies with equal force to all the Brassicas that are still standing.

As regards annual crops Cress is certainly the most promising, and Mustard in low lying lands is looking quite promising just now. On the other hand, as a result of the drought at a critical period of their growth the plants of Summer Radishes and Spinach are much more dwarf than usual and as regards the latter the crops will be correspondingly short.

Looking ahead to 1919 crop growers who have been fortunate enough to keep their plants alive during the drought can now easily transplant them into their permanent quarters with fair prospects of success.

European Seeds.

From Inside the Seed Bin

A Dissertation on Seed Bags

I may perhaps be late in advising many of your readers of the importance of securing their supply of seed bags and packets for next year's business, but though I am sure most of the large houses have already placed their orders, it would be well for those who haven't not to delay any longer.

Kraft paper is daily going up in price, and as this is really the most serviceable and lasting of all materials for seedsmen's use, it would be unfortunate if the price soared so high as to put it beyond the reasonable limit that they can afford to pay.

Jute bags have, to a certain extent, already replaced kraft paper for many uses, particularly for 1 lb. to 2lb. bags, the difference in price, however, is not great, probably now not more than a cent or two per lb. On account of its lighter color it is better than kraft, both printing and writing showing up clearer, but it is not so smoothly finished as the former, and is more liable to break in the turn and fold when filling and tying.

Other cheaper papers lately offered as kraft substitutes come under various names such as kraft manilla, jute manilla, cement rope, buckskin, etc. They are mostly mixtures of rag and wood pulp— the greater the percentage of the latter the cheaper the price. Some appear to be fairly tough, but are more fitted for counter sales and light enclosures than for distant and heavy shipments, where the constant rubbing and rough handling are liable to wear through.

An important point to bear in mind when buying is this: Never buy more than a year's supply of manilla or manilla composition bags at a time, or any that are made from a wood pulp material. Where exposed to light or air, or when kept in a warm, dry atmosphere they "dry out," become brittle and break after very slight use. Kraft and jute bags, on the other hand, will keep for years without deteriorating.

Never use a manilla bag as a container for larger quantities than half a pound —four ounces really is the correct limit. Use 60 lb. kraft or jute for the ½ lb., pound (pint) and quart sizes; 70 lb. weight for the 3 pint, two and three quart; larger sizes require 80 lb. and 100 lb. kraft, according to their capacity.

Colored Picture Packets

These Should Be Ordered Without Delay

There is no doubt that the picture packets are always the best sellers, and the more true to life the reproduction is the greater will be the demand for that variety. Exaggerated, over-colored designs are not recommended, in fact they are to be condemned for they invariably disappoint the customer when the article, whether flower or vegetable, does not come up to expectations as depicted on the packet. Another thing, the envelope must be backed up with absolutely reliable contents, even if only a nickel packet. People do not want to pay for the packet only when buying seeds.

It is difficult to get a large selection of colored packets to choose from, the number of firms manufacturing these in America is not large, and the few there are, with one or two exceptions, do not turn out very creditable work, at least from a flower critic's point of view; that is my opinion. With the source of supply limited, it is, therefore, very difficult to procure different packets from those of your nearest competitor, and though one dealer may buy the very best seeds he can procure, they look no better when all "dressed up" in their bright packets than the other fellow's, who may be paying only half as much for his seeds but is using the same picture packets.

Most of the large mail order houses have their own copyrighted colored packets, but these have cost a pile of money in past years, and the present time is not a good one to venture into the expensive production of the necessary colored drawings and plates. I understand the present demands on the resources of the manufacturers of these stock colored packets is very great, and in order not to risk disappointment it would perhaps be well for those who have not already done so to get their requirements in this line taken care of at once.

Nemo.

New York Seed Trade

Up to this date, Monday, Aug. 5, no seedsman or importer in this city as far as we can learn, has received any direct information that French bulbs have been shipped. Some of the leading seedsmen have placed no orders as yet for French bulbs, but should French bulbs arrive will depend upon buying from importers sufficient to fill their orders. Some of the seedsmen, in view of present conditions, will not send out a bulb catalog this Autumn.

American grown Narcissi of several varieties are noted at Vaughan's Seed Store, 41-43 Barclay st. It is reported at this store that new crop Cyclamen, Sweet Pea, and Pansy seeds are in demand and that high quality and low trade prices on Freesia bulbs interest many florists, for early planting.

Patrick O'Mara, treasurer of Peter Henderson & Co., 35-37 Cortlandt st.,

S. & W. Co.'s American-Grown

CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

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All the approved American Varieties

BEET, BRUSSELS SPROUTS, CABBAGE, CARROT, CELERY, LEEK, MANGEL-WURZEL, LETTUCE, ONION, PARSLEY, PARSNIP, RADISH, RUTABAGA, SWISS CHARD, SPINACH, TURNIP

Every American Seedsman

will find it to his advantage to replenish his store with the celebrated

"Pedigree" Vegetable and Flower Seeds

Grown and sold by : : WATKINS & SIMPSON, LTD. 27 28 & 29 DRURY LANE, COVENT GARDEN, LONDON, ENGLAND

Catalogue mailed free on application

Flower Seeds for Present Sowing

ASPARAGUS plumosus nanus. 1000 seeds, $3.00; 5000 at $2.75 per 1000.
Sprengeri. 250 seeds, 25c.; 1000 seeds, 75c.; 5,000 seeds, $3.50; oz., 50c.
CALCEOLARIA HYBRIDA, Vaughan's Extra Choice Mixture. Trade pkt. (1000 seeds), 50c.; 3 trade packets, $1.40.
CINERARIA, Vaughan's Columbian Mixture. Trade pkt. (500 seeds) 50c.
DRACÆNA Indivisa, narrow, green leaves. Trade pkt. 10c.; oz. 30c.; lb. $3.50.
SCHIZANTHUS, Grandiflorus Selected Hybrids. Invaluable for cutting. Sprays in bud when cut and placed in water will open their flowers and remain in bloom for several weeks. Trade pkt. (500 seeds) 50c.; ¼ oz. $1.00.
Wisetonensis Mixed. Trade pkt., 25c.
SMILAX. Trade pkt., 10c.; oz., 35c.; ¼ lb., $1.10; lb., $4.00.

CYCLAMEN, Giant English

See special adv. elsewhere.

ANTIRRHINUM, Majus	Tr. pkt.	Oz.
Golden King, yellow	¼ oz., 25c.	$0.10 $0.80
Queen Victoria, white shaded cream with yellow lip	.10	.80
Brilliant Scarlet	.10	.80
Lovely, white with pink lip	.10	.80
Delicate Pink, daybreak	.10	.80
Purple King, rich purple red	.15	1.00
Cottage Maid, pale pink, white throat	.15	1.00
Vaughan's Special Mixture,	.15	.90
Madam Paquet, rich golden yellow	.35	
President Wilson, violet	.50	

WINTER-FLOWERING STOCKS

Giant Perfection — Cut and Come Again. White (Princess Alice), Pink, Dark Blue, Sky Blue, Scarlet, Canary yellow. Each of above, trade pkt., 25c.; ⅛ oz., 50c.
Mixed, all colors, trade pkt., 25c.
Beauty of Nice, Early, large flowering.

	Tr. pkt.	
Pink	¼ oz. 60c.	$0.25
Mont Blanc, white	¼ oz. 40c.	.25
Crimson	⅛ oz. 35c.	.15
Old Rose Improved	⅛ oz. 50c.	.25
Dark Violet	⅛ oz. 50c.	.25
Cote d'Azure, blue	⅛ oz. 40c.	.25

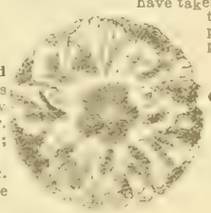
	Tr. pkt.	Oz.
Queen Alexandra, lilac rose	⅛ oz. 40c.	$0.25 $2.50
Monte Carlo, yellow	⅛ oz. 45c.	.25 3.00
Abundance, brilliant lilac rose	⅛ oz. 40c.	.25 2.80
Beauty of Nice, mixed	⅛ oz. 40c.	.25 2.40

ANNUALS FOR GREENHOUSES

CALENDULA, Orange King. Lb., $2.40; oz., 25c.; trade pkt., 10c.
CALLIOPSIS Coronata maxima. Splendid cut-flower. oz., 30c.; trade pkt., 10c.
CANDYTUFT, Giant Hyacinth-flowered, white. Lb., $5.00; oz., 50c.; trade pkt. 15c.
CENTAUREA CYANUS, Double Blue. Oz., 40c.; trade pkt., 10c.
Double Lawson Pink. Oz., 80c.; trade pkt., 15c.
GYPSOPHILA elegans grandiflora alba. Lb., 80c.; oz., 10c.; trade pkt., 5c.
HUNNEMANNIA Fumariaefolia (Bush Escholtzia). Oz., 40c.; trade pkt., 10c.
LUPINUS hybridus roseus. Oz., 80c.; trade pkt., 15c.
MIGNONETTE, True Machet. Vaughan's Selected Stock. Pkt., 10c.; ½ oz., 40c.
New York Market. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse-grown, and produces flower spikes up to 20 inches. Tr. pkt. (1000 seeds), 50c.; ⅛ oz., $1.00.

PRIMULA Chinese Giant

Vaughan's International Mixture. The most salable colors of single flowering Chinese Primulas, the best whites, pinks, and reds, with a sprinkling of other colors. We have taken special pains to make this mixture as complete as possible. Tr. pkt. of 250 seeds, 50c.; 3 for $1.40; per ⅛ oz., $4.00.



PRIMULA OBCONICA
Grandiflora. Trade pkt., 50c.

PRIMULA MALACOIDES

	Tr. pkt.
Lavender	$0.50
Alba	⅛ oz. $1.00 .25
Rosea	⅛ oz. $1.00 .25
Deep Lavender, ex. large	.50

PANSY SEED

Vaughan's International Pansy Mixture. Trade pkt., 50c.; ⅛ oz., $1.50; ½ oz., $5.00; oz., $10.00.

Get our Midsummer List—Early Daffodils, Callas, Freesias

31-33 W. Randolph St. CHICAGO — **Vaughan's Seed Store** — 41-43 Barclay Street NEW YORK

When ordering, please mention The Exchange

Paperwhite Narcissus Grandiflora

Now on "THE GREAT WET WAY" to "AN ATLANTIC PORT" WILL MORE FOLLOW ? ? ?

That, of course, we don't know, but we DO know that within the next few days we will have ready for delivery

PAPERWHITE NARCISSUS GRANDIFLORA at $18.00 per 1000

—— 1300 PER CASE—F. O. B. NEW YORK ——

2% may be deducted for cash with order.

HOGEWONING & SONS, Inc.

32 Broadway — **NEW YORK CITY**

When ordering, please mention The Exchange

FREESIA PURITY

Mammoth Size, also ⅜ in. and up
FREESIA refracta alba, ⅝-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

J. M. THORBURN & CO.

53 BARCLAY STREET thro. to 54 PARK PLACE
NEW YORK CITY

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store

101-103 Federal Street
PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchange

"IT'S A GREAT HELP," Say Our Subscribers

OUR STOCK AND MATERIAL INDEX, PAGE 191

has just returned from an enjoyable vacation in the Berkshires.

A recent telegram to this firm announces the marriage of Peter Henderson, son of the late Alfred Henderson, now a member of the U. S. Aviation Corps, to a Chicago lady at San Antonio, Texas.

Harry A. Bunyard, well known among the craft in this country for many years, and recently with the Nitrate Agencies Co. of this city, has become a Y. M. C. A. secretary, and will sail shortly to engage in overseas' work.

Chicago Seed Trade

A report has been received here that the first shipment of French bulbs is already afloat.

In the event that the Holland boats will not carry bulbs this season there is a possibility that we may get them through England. Correspondence from Holland growers indicate that there is a move to this effect under consideration.

Regardless of all the difficulties that beset thecatalog makers for the Fall and Winter season the usual wholesale and retail catalogs and lists for Vaughan's Seed Store for the Autumn of 1918 are well under way.

Vaughan's Seed Store is exhibiting an assortment of new and rare Gladioli that are of more than ordinary interest. J. C. Vaughan, who is at present in New York, expects to leave with the New York delegation for the St. Louis Convention. T. D. Long of the Chicago store will also represent this house at the convention.

Large growers of Gladioli in the Middle West have grave doubts as to the possibility of securing sufficient labor at digging time to lift and store their crops. The labor problem grows more serious from week to week.

The harvesting of the Onion set crops is in progress in the Chicago district. There are various reports from the various sections in which these crops are grown, some good, others not so good, but a general estimate is that the crops will fall only a little below the average. Sales for Autumn delivery are being made; $2.50 has been offered for whites.

Kentucky Seed Notes

A better movement of Bluegrass seed has been experienced during the week, as dealers sat tight, and farmers began delivering seed at prices quoted by the dealers, who have been offering around $1.35 for uncleaned seed, which will make about $2.60 opening market seed. A few cars of seed have been cleaned, but sales have been very light so far.

Orchard grass seed so far is moving slowly, as Wheat threshing has not been completed and men and machinery for handling orchard grass cannot be secured. The crop is of good quality, and of promising size.

Onion sets are steadily improving in quality and some little speculative buying has been noted. Yellow sets are quoted at $6 to $7 a barrel to the farmer; and whites at $7 to $8. However, the buying so far has been comparatively light.

The seed jobbing house of Hardin, Hamilton & Lewman, Inc., has filed amended articles of incorporation increasing its capital stock from $50,000 to $100,000. This concern has been very active this season in shipping first crop Potatoes in car lots to the North and East.

Amended articles of incorporation were recently filed by the National Seed Co., of Louisville, in which the capital is increased from $5000 to $50,000.

George E. Hays, president of the Louisville Seed Co., has accepted an appointment as assistant secretary at one of the Y. M. C. A. canteens at Camp Taylor, Louisville, and will not be very active in the seed trade this year, as he will give his entire attention to the Y. M. C. A. work. The business will be continued as usual.

A big change has been made in the old jobbing house of Lewis & Chambers, from which Samuel R. Chambers, one of the pioneer seed merchants of the city, and his son, Kirby L. Chambers, have withdrawn and organized the Chambers Seed Co, which will operate a warehouse, but will have offices in the Board of Trade Building. The Lewis Implement & Seed Co., succeeds the firm of Lewis & Chambers. The officers are Fred N. Lewis, president, Hamilton H. Lewis, vice-president and treasurer, and Charles H.

Our Advertising Man's Corner

MAKING IT KNOWN

There are some who believe that the telegraphic idea should provide a far greater outlet for sales than is being enjoyed at the present time.

We run the danger of being regarded as radical when we say that it is our opinion that the "telegraphic idea," in the hands of those in some other industries, would have been before this taken greater advantage of and larger benefits extracted therefrom.

We admit that the trade has the benefit of two live wire associations in connection with the plan, with representative lists of members, and that many retailers report wonderful business from time to time, especially on holiday occasions.

The step, however, that we would like to see taken would be the education of the masses to the idea.

We cannot think of a better ad., with more far reaching results for the S. A. F. and O. H. Publicity Committee to include in its schedule in the national magazines than a clear and simple statement of the method by which flowers are telegraphed.

The appearance of this would result in many tens of thousands throughout the country becoming acquainted with something that was *entirely new to them.* The retailers in those towns where the telegraphic idea has been exploited will be apt to doubt that statement, but it is not to be denied that the telegraphic idea, although well developed in certain territories, is not known to an appreciable extent to the people generally.

One of the most encouraging factors surrounding the telegraphic business is that the idea seems to "whet the appetite" of those who hear of it for the first time. We have particularly noticed that when the method has been explained to an outsider, immediately there has been shown a desire to send flowers to a distant friend.

"Tell all the public" is the way we would sum up the effort to bring more customers to the store of the retailer.

"I am very much pleased with the results from my last advertisements.—George Milne, 44 Lincoln St., Winchester, Mass."

"Please discontinue my ad. as I am sold out.—W. S. Mudge, Gasport, N. Y."

PANSY SEED

Giant Superb Pansy Seed and Finest Mixture
Pkt., 5000 seeds, $1.00; ¼ pkt., 50c.; oz., $5.00
Cash with order

E. B. JENNINGS

P. O. Box 25 — GREEN'S FARMS, CONN.

When ordering, please mention The Exchange

WE issue a **Trade Credit List** and furnish **Special Reports.** Also we serve the trade in other ways.
Write us for particulars
NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City
When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

Convention Number

Out August 24th

(The Week of the Convention)

A report, full of interest to all, of the happenings at St. Louis, August 20, 21 and 22, will provide an issue of particular value to advertisers

Many Lines Are Selling Well!! Are You Getting Your Share?

The benefit of our intimate acquaintance with the needs of those whom THE EXCHANGE serves is always at your service

Forms close on the 20th

THE FLORISTS' EXCHANGE

Box 100 Times Square Station, NEW YORK CITY

Allen, secretary. Mr. Chambers had been in the seed business for more than 40 years, doing business at one time as Watts & Chambers and later under his own name. In 1891 he formed a partnership with Fred N. Lewis, who at that time was conducting an implement store. The present Lewis concern will continue handling implements and seeds as heretofore.

W. P. Hall, of the retail seed house of the Hall Seed Co., reports one of the most active years that he has ever experienced, and is much pleased with results obtained in seeds, implement and vehicles. O. V. N. S.

Increase Yield by Seed Selection

Last year the extension division of the New Jersey State Agri. College collected Tomato seed from 32 prominent early Tomato growers in the State. Most of the samples were taken from strains of the famous Earliana variety. Plants were grown in Gloucester County, in lots of 40 from each set of seed, and a crop was produced under very uniform conditions. Careful picking records were kept each day by the county farm demonstrator. The fruits were counted, graded and accurately weighed. Since each lot was grown under similar conditions, it may be assumed that the differences in the earliness, yield and quality between the lots were due in a large measure to the inherited qualities of the seed. Some interesting results were obtained, indicating a few very important factors in seed selection which materially affect production.

Plants from strong germinating seed averaged 9 ozs. more fruit than plants from weak seed. Seed saved early in the growth of the mother plants produced 13 ozs. more fruit and an earlier crop than seed selected from the same mother plants after they had developed most of their crop. Plants which produced smooth fruits gave an average yield of over 1 lb. more per plant than plants which produced rough fruit. Furthermore, plants which produced extra large fruit gave 1 lb. less yield than the plants which yielded medium-sized fruit.

The State Agri. College advises that careful consideration of these factors by the Tomato grower when selecting his seed, should result in a heavier and earlier yield in the following season. Since New Jersey annually produces nearly 50,000 acres of Tomatoes, an increase of a ton per acre per year due to more intelligent seed selection would mean an enormous economic advancement.

Gladiolus

Big spikes in the leading and choicest varieties, separate and mixed colors, $3 per 100, cash with order.

We also have an enormous amount of everlasting flowers for Christmas and Winter sale. Take contracts now for them. $10 per 100 bunches, 25 in bunch. Can have sample bunch at cost price.

Chautauqua Flowerfield Co.

R. R. 69, BEMUS POINT, N. Y.

When ordering, please mention The Exchange

New York State Crops Short

Although the farmers of New York State have made every effort to increase production, the weather has been against them, says the State College of Agriculture. A huge acreage of Wheat was planted in the Fall, but the percentage that was Winter-killed was the greatest on record. Grass and Alfalfa and fruit crops were also affected, as well as Corn and Beans, so that the present prospects for all crops are more than two per cent. below the average.

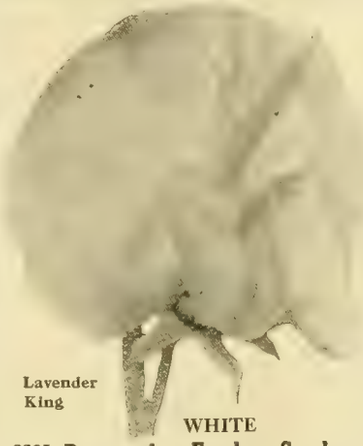
Catalogs Received

L. Baumann & Co., 357-359 W. Chicago ave., Chicago, Ill., late Fall catalog, No. 18, illustrated in colors, showing various attractive designs in artificial and preserved materials for florists' use for window displays, etc.; eight pages.

Burpee's Sweet Peas

NEW Winter-Flowering SPENCERS

THE coal problem is one of great concern to the commercial florist, and there appears to be no alternative except to produce such crops as can be grown with the smallest amount of heat. Sweet Peas can be successfully grown under conditions that would not allow production of other popular flowers. We recommend to our florist friends that they sow Sweet Peas under glass for a commercial Winter crop. Sweet Peas are the logical paying crop for the coming Winter. They may be grown with *very little heat*



Lavender King

WHITE

3395 Burpee's Early Sankey A magnificent white. Black seeded. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3396 Burpee's Early Snowstorm The best of the white-seeded, early-flowering Spencer yet introduced. The flowers are of great size and substance, beautifully waved, and are borne in great profusion. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

CREAM

3381 Burpee's Early Canary Bird This is a splendid, rich, deep cream or primrose colored self. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

3391 Burpee's Primrose Beauty An attractive and pleasing shade of deep primrose, flushed with rose. ½ oz. 75c., oz. $1.25, ¼ lb. $4.50, lb. $15.00.

LIGHT PINK

3385 Burpee's Early Loveliness The color is white, the entire flower being suffused soft pink until it reaches the edges, which are distinctly picoteed with rose-pink. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3397 Burpee's Early Sweet Briar Color a lovely shade of pink throughout, but with a soft salmon or amber suffusion, this being more accentuated in the younger flowers and buds. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

DEEP PINK

3384 Burpee's Early Enchantress A bright rose-pink, becoming deeper toward the edges of standard and wings, gradually softening in tone toward the center of the flower. ½ oz. 75c., oz. $1.25 ¼ lb. $3.75, lb. $12.50.

3390 Burpee's Early Pink Beauty A soft rose-pink on white ground, richer toward the edges, gradually softening in color as it reaches the center of standard and wings. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

ROSE PINK

3383 Burpee's Early Empress This is a magnificent flower of largest size. A most distinct and glorious shade of bright deep rose-pink. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

CREAM PINK

3382 Burpee's Early Daybreak The color is a pleasing shade of rich rose-pink on cream ground, the color becoming deeper toward the edge of standard and wings. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

3396a Burpee's Early Sunburst A pleasing shade of rich pink, becoming lighter toward the base of standard and wings. The entire flower is suffused with soft amber and salmon. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

ROSE

3393 Fordhook Rose This lovely variety is a charming shade of rosy carmine. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

CRIMSON AND SCARLET

3386 Burpee's Early King A glowing, rich, bright crimson. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3394 Burpee's Rosy Morn The color is a pleasing shade of rose with crimson scarlet standard, immense flowers. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

LAVENDER

3380 Fordhook Pink A distinct shade of pink suffused with lavender throughout. Under artificial light it is particularly pleasing. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

3391a Burpee's Early Princess Color, a lovely shade of soft lavender suffused mauve. A color in great demand. The flowers are most attractively fluted or waved. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

3399 Burpee's Early Zephyr ¼ oz., 75c., ½ oz. $1.25, oz. $2.00, ¼ lb. $6.00.

3392 Burpee's Early Lavender King A first-class lavender has been much wanted in this type, therefore we have great pleasure in offering the new Lavender King. This glorious new variety is a rich, true, deep lavender throughout. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

BLUE

3380 Burpee's Early Blue-Bird This is a charming shade of blue. Somewhat similar to Wedgwood. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

MAUVE

3388 Burpee's Early Mauve Beauty Color is a pleasing shade of rosy mauve. Charming under artificial light. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

BICOLOR

3398 Yarrawa The color is a bright rose-pink with a clear, creamy base. Floradale-Grown Seed exclusively. Oz. 75c., ¼ lb. $2.40, lb. $8.00.

3387 Fordhook Pink and White This is the most popular color in early-flowering Sweet Peas. Having a bright, rosy-pink, standard with creamy white wings, lightly suffused rose. Oz. $1.00, ¼ lb. $3.75, lb. $12.00.

PICOTEE EDGED

3384a Burpee's Early Exquisite The ground color is a soft shade of primrose, the edge of the standard and wings being beautifully "picoteed" with deep rose-pink. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

Early Snowstorm

W. ATLEE BURPEE CO. *Seed Growers* PHILADELPHIA

Mastodon Pansies

Because of their immense size and wonderful range and beauty of colors, have won the regular patronage of many of the most famous botanical gardens, universities, parks and cemeteries of the Western World. We are proud to serve them and we shall be happy to supply you.

This basket of Mastodon Pansies sold at recent auction for $65.00

PRICES, NET

One-sixteenth ounce of any variety, 65c.

STEELE'S MASTODON, Greenhouse Special Mixed

O. K. outside. 1/16 oz. 65c., ⅛ oz. $1.00, ¼ oz. $2.00, ½ oz. $3.75, 1 oz. $7.00, 4 oz. $25.00. Our very best.

STEELE'S MASTODON, Private Stock

Mixed. 1/16 oz. 65c., ⅛ oz. $1.00, ¼ oz. $1.75, ½ oz. $3.25, 1 oz. $6.00, 4 oz. $22.00.

STEELE'S MASTODON

Mixed. 1/16 oz. 65c., ⅛ oz. 75c., ¼ oz. $1.50, ½ oz. $2.75, 1 oz. $5.00, 4 oz. $18.00.

STEELE'S IMPROVED VULCANO—New

A rich velvety Burgundy red. ⅛ oz. $1.25, ¼ oz. 2.50, ½ oz. $5.00, oz. $10.00.

Separate Colors Grown in Separate Gardens

The price of each of the varieties named below is as follows: 1/16 oz., 65c., ⅛ oz., $1.00, ¼ oz., $2.00, ½ oz., $3.75, 1 oz., $7.00

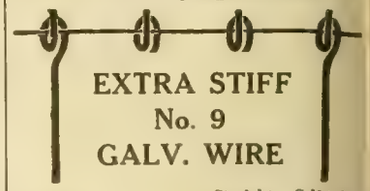
BLACK MASTODON, huge in size.
BRONZE MASTODON, the most popular strain we have.
PANAMA-PACIFIC YELLOW, those wonderful Exposition pansies.
PRINCE HENRY, the largest and finest blue in existence.
MADAME PERRETT, rose and red shades.
MADAME STEELE, Elk's purple, immense size.
PARISIAN YELLOW, a pure yellow of marvelous size.
METEOR, wine red, a profuse bloomer.
GRAND DUKE MICHEL, the premier large all white Pansy.
WHITE MASTODON, dark center, the largest Pansies we have ever seen.

STEELE'S PANSY GARDENS PORTLAND OREGON

When ordering, please mention The Exchange

Rose Stakes

IN STOCK
SELF-TYING or STRAIGHT



EXTRA STIFF
No. 9
GALV. WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16 00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21 25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING
$22.00 per 1000 Plants
Three Rings to a Plant

The Carnation Support Co.

CONNERSVILLE, IND.

When ordering, please mention The Exchang

CHRYSANTHEMUMS

Elsie Papworth, Mary Jane, Oconto
2½-in. pots, $4.00 per 100, $35.00 per 1000.

A. J. Balfour, Collingfordi, Geo. Kalb Harry May, Lillian Doty, Harvard, Monrovia Miss Alice Byron, Mrs. Baer, Mrs. Robt Halliday, Polly Rose, Smith's Advance, W. H Lincoln, White Bonnaffon, W. H. Reiman Early Frost.
2½-in. pots, $3.00 per 100, $30.00 per 1000.

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in pots $10.00 per 100. Grafted plants, 3-in. pots $18.00 per 100. **Ophelia** and **Mrs. Russell** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

ASTERS

Pink, White, Lavender and Purple
2¼-in. pots, $3.00 per 100

CARNATIONS

Field-grown. Send for list and prices

Wood Brothers

Fishkill, N. Y.

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed
If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6 ft.	2000	$21.00
,, 6-9 ft.	600	7.00
,, 9-12 ft.	400	8.50

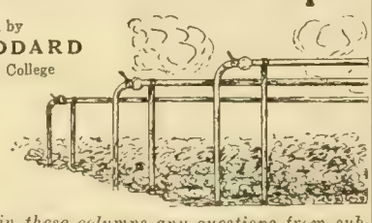
Prices ex warehouse New York
Terms Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

Vegetable Crops Under Glass and in the Open

Conducted by
E. F. STODDARD
Maryland State College



THE EXCHANGE will be glad to answer in these columns any questions from subscribers on vegetable growing underglass or in the open.

The Fall Crop of Greenhouse Lettuce

The first Fall crop of Lettuce to be planted in the greenhouse about the first week in September should be started now. Lettuce has always been one of the best greenhouse crops, since it can be sold for a price within reach of most people. At the same time it brings in very good returns to the grower and not much coal is needed to keep up the temperatures for proper growth. For these reasons Lettuce will be the best cool crop among the vegetables to use this Winter.

Another reason why Lettuce is a good crop is that three or four crops may be grown on the same benches between September and February or March, when Spring crops that require higher temperatures are planted. This, of course, depends upon the size of the Lettuce when the crop is cut. If the Lettuce is sold by weight a longer time is allowed to produce heavier heads, and in this case about three crops may be grown before March 1. If it is cut when the plants are smaller, some growers will be able to harvest four crops before March 1.

In order to have a succession so there will be Lettuce ready to cut at any time, it is best to sow small quantities of seed at intervals of a week to have plants coming on all the time. The seed may be sown on the greenhouse benches or in flats. Some growers sow the seed broadcast, not too thickly, and others sow it in rows. The main thing is to secure an even stand of seedlings and avoid excessive waste of seeds and plants. In damp weather when the damping-off disease kills many seedlings, it is better to sow the seed in rows, in porous soil, which will not permit water to stand in pools on top.

Write us for prices on
Carnation Cuttings
We have the best of the new and the standard varieties
We grow for quality

Baur & Steinkamp
Carnation Breeders
INDIANAPOLIS, INDIANA

When ordering, please mention The Exchange

Chrysanthemum Stock Plants
GOLDEN GLOW and EARLY FROST
Very good strain
Prices: $3.50 per 100, $30.00 per 1000
J. L. DILLON, Bloomsburg, Pa.
When ordering, please mention The Exchange

Due to Arrive About August 15th, 1918

CROP 1918

WINTER-FLOWERING

SWEET PEAS

New Zealand Grown

The Large Flowering Waved or Spencer Type

We have been very fortunate to secure the entire crop of one of the best growers in New Zealand. New Zealand grown seed has always produced the earliest and best blooms, and seed started in August will produce flowers from Thanksgiving until March; requiring a low temperature, these make an ideal crop for the Florist this year

SCARLET. Always a good seller
FINEST MIXTURE. All the best colors
PINK and WHITE. Blanche Ferry type
YARRAWA (true.) Bright rose pink with light wings

Write for further particulars

JULIUS ROEHRS COMPANY
RUTHERFORD - - NEW JERSEY

When ordering, please mention The Exchange

Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

When ordering, please mention The Exchange

CHRYSANTHEMUMS

We still have some 'Mum plants left, ot many of a kind, but all choice sorts. ou select the color in yellow, pink and hite. 2-in., $2.00 per 100.

PRIMULA

Obconica Giant and Grandiflora. -in. $4.00 per 100; fine plants.
Cash.

Byer Brothers
Chambersburg - - Pa.

When ordering please mention The Exchange

Carnations

8000 **Matchless.** Field-grown plants. Good, strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

W. B. GIRVIN :: Leola, Pa.

When ordering, please mention The Exchange

Carnation Plants

Doris, S. J. Goddard's new crimson, 7c.; **Matchless,** white and **Alice,** pink, 6c. Clean, healthy plants, absolutely no neck rot in stock.

ASPARAGA **plumosa,** 3½-in., 5c. **Sprengeri,** 3½-in., fine stock, 6c.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

Greenhouse Lettuce is always transplanted once before it is planted on the benches or beds where it is to mature. When the first rough leaf appears the seedlings are shifted to other benches or flats and set 2in. to 2½in. apart; here they may remain until they are about 5in. tall. Thus, nearly one-half of the time required to grow the crop is spent while the plants are at these close distances, and this gives an opportunity to grow more crops on the ground where the crops mature. Those who expect to grow Lettuce should make their first sowings now, particularly in the North. Southern greenhouse growers may sow a few days later, since early September may be a little too warm in the greenhouses for Lettuce.

Control of Moisture in the Soil

Early maturity and the quality of vegetables are dependent upon a constant supply of moisture in the soil. Most vegetables are low growing and many of them do not shade the ground between the rows. The ground exposed to the sun will evaporate a great deal of moisture. The two best ways to retain moisture in the soil are, first, to maintain a mulch and, second, to control the weeds. The mulch may be a dust mulch, made by working up the surface soil in fine

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

BELLIS (Daisies) Giant Monstrosa

	¼	⅛	¼	1 Oz.
White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	.50	1.00	1.50	5.00

BELLIS (Daisies)

Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

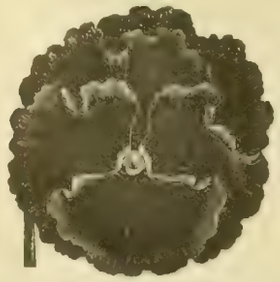
CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Cherry Ripe,** most brilliant scarlet, **Giant Salmon King,** best salmon, $1.50 per 100, $12.00 per 1000.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.



PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield, Giant White with Eye, Giant Yellow with Eye, New Giant Lavender. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00.

Greenhouse Forcing Giant Exhibition Mixture. (Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

PRIMULA Chinensis Fimbriata Grandiflora. In separate colors and all colors mixed. 1 pkt., 200 seeds, 75c.; 1 pkt., 500 seeds, $1.75; 1 pkt., 1000 seeds, $3.00. **Malacoides, Mixed,** Trade pkt., 1000 seeds, 50c.

SNAPDRAGON. Greenhouse forcing varieties.

Tr. pkt.		Tr. pkt.	
Buxton, Silver Pink	$1.00	Phelp's White	$0.50
Ramsburg's	1.00	Garnet	.50
Nelrose Deep Pink	.50	New Enchantress Pink	.50
Giant Yellow	.50	New Peachblow	.50
		New Bronze Beauty	.50

Stocks White Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz $2.00, 1 oz. $5.00

SWEET PEAS **ZVOLANEK'S and IRWIN'S WINTER ORCHID FLOWERING.** New seed, ready now. Refer to issue June 29, page 1262, for full list. I have his New York agency. Catalog on application.

SWEET PEAS **ROSE QUEEN,** selected greenhouse-grown, 1 oz. $3; ¼ lb. $10; 1 lb. $35. **YARRAWA,** selected Australian-grown, 1 oz. $2.00; 4 ozs. $7.50

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SPECIAL OFFER EXPRESS PREPAID

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. Bulbs ready NOW.

⅝ to ¾-in., $1.50 per 100, $12.00 per 1000; ¾-in. and up, Mammoth size, $2.00 per 100; $18.00 per 1000. Prices on large quantities on application

CALLA AETHIOPICA FINE, HEALTHY BULBS HOME-GROWN

	100	1000
1¼ to 1½ inch	$6.00	$50.00
1½ to 1¾ inch	8.00	75.00
1¾ to 2 inch	$12.00	$110.00
2 to 2½ inch	13.50	130.00

Lilium Giganteum.

7-9	100 Bulbs in a Case	$9.00
7-9	300 Bulbs in a Case	21.00
8-10	225 Bulbs in a Case	21.00

Fresh Cold Storage Bulbs

8-10	100 Bulbs in a Case	$12.50
9-10	100 Bulbs in a Case	14.00
9-10	200 Bulbs in a Case	22.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100.
ASPARAGUS Plumosus and **Sprengeri.** See classified list.
BEGONIA. Mrs. J. A. Peterson, Lorraine, etc. See classified list.
BOUVARDIAS. Single, White, Red, Pink. 2¼-in., $6.00 per 100.
CALCEOLARIA Hybrida. Extra fine, Mixed, 2¼-in., $8.00 per 100.
CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.
CARNATION PLANTS. Field-grown. See classified list.
CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st. 2¼-in., $5.00 per 100.
CYCLAMEN. 3-in., $12.00 per 100; 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100.
DAISIES. Boston Yellow, rooted cuttings, $5.00 per 100. 2¼-in., $7.00 per 100; fine 3-in., $10.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.00, 1000 $27.50.
DRACÆNA Indivisa. See classified list.
EUPHORBIA Jacquiniflora. 2¼-in., $12.00 per 100.
FERNS. In all varieties. See classified list.
GERANIUMS. 2¼-in., $3.00 per 100, $27.50 per 1000.
IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000
JERUSALEM CHERRIES. 2¼-in., $3.50 per 100; $30.00 per 1000.
JERUSALEM CHERRIES (New) **Cleveland.** 2¼ in., $8.00 per 100.
MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.
PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.
POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $7.00 per 100, $60.00 per 1000.
PRIMULAS. All varieties. See classified list.
ROSES. Fine 3- and 3½-in., own root. Price on application.
SMILAX. 2¼-in. $3.00 per 100.
SNAPDRAGON. See classified list.
STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000; 3½-in.. strong, $6.00 per 100, $55.00 per 1000.
VIOLETS, Marie Louise, double, Strong clean plants from soil, ready now, $6.00 per 100, $50.00 per 1000.

"The Bugs Are Busy Now"

Express prepaid on all the following:
NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50.
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.)$1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK
Phones, 3738-2326 Farragut

When ordering, please mention The Exchange

New Early-Flowering or Winter-Blooming

Giant Pansies

The first to flower in Spring.
Flowers good and large, with deep, rich colors.
Stems long and strong.
Excellent for Cut Flowers when wanted in separate colors.
A vigorous grower and a good bedder.

14. WINTER SUN. Golden yellow, with dark eye.
15. ICE KING. Silvery white, with dark blue eye.
16. CELESTIAL QUEEN. Light or sky blue.
17. CHARM OF MARCH. Dark velvety blue.
18. MIXED. The above four colors with other shades and variations.

500 Seeds 25c., 1000 Seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, 1 oz. $7.50

For list and price of other Kenilworth Pansy Seed, send for descriptive circular

Chas. Frost Kenilworth, N. J.

When ordering, please mention The Exchange

What Shall We Plant?

Truly a vital question to every florist. Judging from inquiries and orders received, **Snapdragons** will be the main stay of many florists. There is no plant that will fill the gap so well as Snapdragon. Easy to grow, great producer, ready sale for every occasion. Will stand low temperature and respond to treatment when required. Be wise and plant heavily of **SNAPDRAGON.**

It is now time to sow seed. We have all of the good ones. Seed of our famous **Silver Pink**: $1.00 per pkt.; 3 for $2.50, 7 for $5.00. Seed of our new **Hybrid Pink,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed,** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

Do the wise thing today and sow some **Snapdragon seed.** Grow your own plants and save transportation worry.

G. S. RAMSBURG, SOMERSWORTH, N. H.

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

FERNS

TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

Celery Plants

White Plume, Golden Self-Blanching, Golden Heart, Giant Pascal and Winter Queen. $1.25 per 1000; 10,000 for $10.00.

J. C. SCHMIDT
BRISTOL, - - PA.

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

98 Chambers Street, NEW YORK CITY

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $5.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.

Second Hand 16x16 and 16x18 Double B. Glass, $3.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $3.50 per 100, $30.00 per 1000; 3-in. $8.00 per 100.

FERN Seedlings. In all the best varieties. $1.35 per 100, $11.50 per 1000.

ASPARAGUS Plumosus Nanus Seedlings. $1.00 per 100, $8.00 per 1000.

Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000.

POINSETTIAS. From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

Notes on Vegetable Crops—Continued

shape between the rows by cultivation. Different kinds of materials, such as straw, hay, etc., may be used as mulches, and cultivation will cease. Perhaps too much emphasis has been laid upon the maintaining of soil mulches to conserve moisture. It is certain that moisture is controlled in this way, but I believe the most important way to control the moisture is to control the weeds. I believe that a piece of ground covered with weeds will lose more moisture than another piece of ground of the same kind and size, which is exposed to the sun.

For this reason we cultivate the soil to control the weeds, and by doing this there will be a soil mulch. In addition to soil moisture weeds take plant food out of the soil. In home gardens it is a good plan to throw all weeds on a pile where they may rot and be returned later to the garden. This will add humus to the soil.

Low growing tender vegetables like Celery, Carrots, etc., are easily injured by large lumps of soil falling on them. With such crops the soil is kept in fine condition to prevent this injury. This naturally controls weeds and maintains a mulch. It is very important to control the weeds, and more emphasis should be laid on this part of the control of soil moisture.

Syrup made from the sap of Birch trees is a foodstuff rivaling in substance and flavor the syrup derived from Maple trees, it is stated by the U. S. Food Administration.

FERNS

MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

When ordering, please mention The Exchange

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots 25c., 6-in. pots, 50c.

KENTIA Belmoreana. Strong, 4-in., 40c.

DRACAENA Terminalis. 4-in. pots, 35c.

BIRDS' NEST FERNS. 3-in. pots, 25c.

SOLANUM or Jerusalem Cherries. 2½-in pots, $5.00 per 100.

GODFREY ASCHMANN
1012 W. Ontario St., Philadelphia, Pa

When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots Price; 35c. and 50c. Varieties: Bostons, Roosevelts, Whitmanii and Teddy Jr.

HENRY H. BARROWS
WHITMAN, MASS.

When ordering, please mention The Exchange

Nephrolepis Scottii and Teddy, Jr.

6-in. pots, $6.00 per doz.; 7-in. pots, $12.00 per doz 8-in. pots, $1.25 each. Cash with order, please

All plants travel at purchaser's risk

ASCHMANN BROS.
Second and Bristol Streets Philadelphia, Pa

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pink
LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33rd STREET NEW YORK

When ordering, please mention The Exchange

Carnations

F. Dorner & Sons Co
LA FAYETTE, IND.

When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for fresh imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

Some Excellent Stock

Inch		100	1000
2½	ALYSSUM. Double	$4.00	$35.00
2½	ASPARAGUS Sprengeri	2.75	25.00
4	ASPARAGUS Sprengeri	7.00	65.00
4	ASPARAGUS Plumosus	7.50	70.00
4	BEGONIA Chatelaine	20.00	
2¼	CYCLAMEN. 8 varieties	5.50	
3	CYCLAMEN (fine plants)	8.00	75.00
	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
5	DRACÆNA Indivisa	25.00	
3½	STEVIA. Dwarf or tall	6.50	60.00
2½	SMILAX. Large plants	3.50	30.00
2	SMILAX	2.75	25.00

For GERANIUMS, FUCHSIAS, HELIOTROPE, LANTANAS, etc., write for prices.

Liberal extras for early orders

ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

PANSIES

METTE MIXED STRAIN of Pansy plants has been approved for in and out door planting for cut flowers. I have testimonials from North, South, East and West. Conditions do not permit more particulars. Ask for private information. Plants, $4.00 per 1000. Seed, $4.00 per oz.

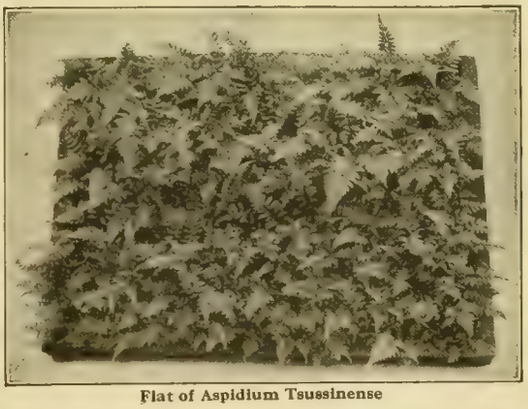
J. B. Braun, Parkside Greenhouses **Hightstown, N. J.**

When ordering, please mention The Exchange

PROTECT YOURSELF NOW FOR DISH FERNS

For the Coming Fall and Winter

SEE OUR DISPLAY OF SAMPLES AT THE CONVENTION



Flat of Aspidium Tsussinense

We say "PROTECT YOURSELF NOW," this is meant as a fair warning as we shall be obliged, in order to CONSERVE BOTH FUEL AND LABOR, to greatly reduce our usual supplies of potted Ferns for the coming Winter. There will not be enough to go around hence the above suggestion.

We are in position at the present time to supply the varieties noted below in excellent shape for present potting, in flats of about two hundred plants each, at $2.00 per flat.

Note: This is the old price which has ruled for more than a quarter of a century, there has been no advance.

ADIANTUM Cuneatum
ASPIDIUM Tsussinense
CYRTOMIUM Rochfordianum
ONYCHIUM Japonicum
PTERIS Adiantoides
PTERIS Alexandriæ
PTERIS Cretica Albo Lineata
PTERIS Distinction
PTERIS Magnifica
PTERIS Multiceps
PTERIS Ouvrardii
PTERIS Rivertoniana
PTERIS Wilsonii
PTERIS Wimsetti

Any of the above varieties at $2.00 per flat. We cannot supply less than a full flat of a variety.

We also offer a limited stock of ADIANTUM Hybridum, CYRTOMIUM Rochfordianum Compactum in flats at $3.00 per flat.

DISH FERNS FOR PRESENT USE

We have a fine lot of choice varieties now ready to send out, from 2¼ in. pots, at $5.00 per 100. $40.00 per 1000; 250 or more will be supplied at 1000 rates.

The above prices are intended for the trade only.

HENRY A. DREER, 714-716 Chestnut St. Philadelphia, Pa.

When ordering, please mention The Exchange

SAVE COAL!

Grow the New Improved Primula Malacoides

For Best Results: Plenty of Water and a Cool Temperature

THE ROHRER Strain is without a doubt the best and most popular Primrose on the market; a most beautiful shade of Light Pink, Light Lavender and Snow White. Grows much heavier and larger than the older strains, with double the quantity of blooms. One of the most popular, economical and profitable plants to grow this season. For August and September delivery, from 2½-inch pots: Pink and Lavender, $6.00 per 100, $55.00 per 1000; Pure White, $8.00 per 100, $75.00 per 1000. Philadelphia Section reserved

C. U. LIGGIT, *Wholesale Plantsman*
Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¾-in pots, $8.00 per 100.

Ready now. FERNS in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100

Cash with order

W. J. CHINNICK
TRENTON NEW JERSEY

When ordering, please mention The Exchange

KELWAY'S SEEDS

GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

When ordering, please mention The Exchange

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,

719 Chestnut Street, - SECAUCUS, N. J.

Leaf Blight of the Tomato

Leaf blight is the most important fungous disease of the Tomato in New Jersey. It starts in the extreme southern part of the State about July 1, and gradually moves northward. It is most destructive in those localities in which Tomatoes are grown extensively, especially for canneries. The average loss has been estimated by the U. S. Dept. of Agriculture at $25 per acre and the total loss for the United States at approximately $5,000,000 per year.

The disease, which spreads rapidly with the first rains, starts with a yellowing and dying of the lower leaves, and gradually travels up on the plant. In the drought districts it is not too late to begin spraying.

The New Jersey Agricultural Experiment Station, at New Brunswick, recently published a circular (No. 96) on this disease, giving a description of its injury, and methods of control. Persons interested may obtain copies on application.

Louisville, Ky.

In figuring up sales for July, some of the local florists were surprised to find that the total had even surpassed those of the same month last year, which was considered one of the best for this season of the year.

Many Will Burn Wood

The recent order covering the use of coal under the 40-ton maximum allowance will affect a few of the smaller growers of this section, but for the most part the growers here use considerably more than that amount and will no doubt have to do close figuring to keep going. Most all of the growers have planted all their houses and will make an attempt to keep them going with their limited supply and such wood as they can lay in.

Anders Rasmussen, of New Albany, Ind., has laid in a good supply of wood, which he intends burning along with the screenings. Mr. Rasmussen will try to obtain all the wood he can for he believes it will be cheaper to burn than coal. He has had trouble with his coal pile. It began to smoulder a second time and he was forced to call on the fire department to put out the fire. He now has it so arranged that he can keep it mostly under water, having it in a basement which is 5ft. under the ground, and he will keep it covered with water during the rest of the Summer.

Ferdinand Keller and Ollie Honaker, florists of Lexington, Ky., were in Louisville recently for the purpose of calling on the Fuel Administration, with the idea of having the recent screenings order made to include Kentucky. However, they were not given any satisfaction, and the chances are that Kentucky florists will get their 50 per cent. of coal and no more.

At New Albany, Ind., the cottony Maple scale has appeared on numbers of fine shade trees and threatens their destruction.

The Jefferson County Bee Keepers' Ass'n was organized at Middletown, Ky., on July 31, at a meeting arranged by J. T. Taylor, County Agricultural Agent. Dr. J. B. Gordon, of Middleton and Louisville, was elected president, and J. C. Barfield, of Anchorage, vice-president and secretary. O. V. N. S.

S.&W.Co.'s Giant Pansy Seed

World's Best Mixture

This mixture of Pansy is grown for us by one of the best growers of Pansies in the United States. All inferior varieties have been discarded and only the finest types and colors retained. Per 1000 Seed, $1.50., 5000 Seeds, $6.00.

OTHER SELECT MIXTURES	Pkt.	¼ oz.	Oz.
NON PLUS ULTRA. Mixed	$0.15	$1.50	$5.00
MASTERPIECE (Frilled Pansy). A very pretty type of Pansy, petals delicately frilled; the color range through the various shades of velvety maroon, brown, and crimson	.50	1.75	6.50

GIANT NAMED VARIETIES			
ADONIS. Pale lavender blue	.10	.75	2.50
AZURE BLUE. Bright blue	.10	.75	2.00
DARK BLUE. Rich dark blue	.15	.75	2.50
FIRE KING. Rich mahogany red	.15	1.25	4.00
LORD BEACONSFIELD. Violet blue	.15	.75	2.50
PURPLE. Rich velvety purple	.10	.75	2.50
SNOW WHITE. Pure snow white	.10	.75	2.50
WHITE. White with dark eye	.10	1.00	3.50
YELLOW. Yellow with dark eye	.10	.75	2.50
PURE YELLOW. Rich deep yellow	.10	1.00	3.50

Stumpp & Walter Co., 30-32 Barclay Street NEW YORK

When ordering, please mention The Exchange

EUONYMUS RADICANS VARIEGATED

Pot-grown, very bushy, 4-in., $15.00 per 100

HONEYSUCKLE

Pot-grown, 6-in., $25.00 per 100

A. L. MILLER - Jamaica, N. Y.

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.

4900 Market St., Philadelphia, Pa.

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.

When ordering, please mention The Exchange

Michell's Hydrangeas For Forcing

There will be a decided shortage of Azaleas, Rhododendrons and Spiræas, with no Japanese Lilies. **Hydrangeas** will therefore be in great demand, and will prove good and profitable sellers.

Avalanche. White.
Beaute Vendomoise. White, tinted pink.
Botaniste Peltereau. Pink.
Bouquet Rose. Pink.
Eclaireur. Carmine rose.
Genl. de Vibraye. Bright rose.
Harmonie. Fringed, white, tinted rose.
Joconde. Pure white, very large.
La France. Pure white, rosy eye.
Lakme. Cream white, shaded pink.
La Lorraine. Pale rose pink.
La Perle. White, large fringed flowers.
Liberte. Fringed, white shaded light rose.
Louis Mouilliere. Fringed, deep rose pink.
Magenta. Clear rose.
Mme. A. Rosenkraenzer. Mauve.
Mme. E. Mouilliere. White.
Mme. Foucard. Ruby rose.
Mme. Nicolas Lambert. Pale rose.
Mme. Rene Jacquet. Flesh Pink.
Otaksa. Pink.
Radiant. Pink.
Souv. Mad. Chautard. Pink.

Price of any of the above Hydrangeas, 2½-in. pots, $1.00 per doz., per 100, $6.00, $50.00 per 1000 4-in. pots, $3.00 per doz.; per 100 $20.00. 6-in. pots, $5.00 per doz.; per 100, $35.00.

All plants carefully packed but shipped at buyer's risk.

Purity Freesia Bulbs
(TRUE)

	Doz.	100	1000
First Size	$0.20	$1.25	$10.00
Mammoth	.25	1.75	15.00
Monster	.45	2.75	25.00
Jumbo	.60	4.00	35.00

Oxalis Bulbs
These make excellent pot plants

	Doz.	100	1000
Grand Duchess. White	.25	1.25	10.00
Grand Duchess. Pink	.25	1.25	10.00
Grand Duchess. Lavender	.25	1.25	10.00
Grand Duchess. Yellow	.25	1.25	10.00
Bermuda Buttercup. Yel.	.25	1.40	12.00

HEADQUARTERS FOR ASPARAGUS PLUMOSUS NANUS SEED
Northern Greenhouse Grown
1000 Seed $3.50 | 5000 Seed $15.50 | 10,000 Seed $30.00 | 25,000 Seed $72.50

Send for our New Wholesale Price List if you haven't a copy.

Henry F. Michell Co., 518 Market Street, PHILA.

Barr's Choicest Trees

AMERICAN LINDEN.....1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE.....1½-3-in. Cal., 12-15-ft.
AMERICAN ELM.....1½-3-in. Cal., 12-15-ft.
PIN OAK.....1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

B. F. BARR & CO.
KEYSTONE NURSERIES LANCASTER, PA.

When ordering, please mention The Exchange

TREES Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

The Bay State Nurseries North Abington Mass.

SHRUBS Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

When ordering, please mention The Exchange

PEONIES

Our Fall List is Ready
ASK FOR IT

JACKSON & PERKINS COMPANY
GROWERS OF "THE PREFERRED STOCK"
NEWARK - - NEW YORK STATE

When ordering, please mention The Exchange

WE ARE THE LARGEST GROWERS OF

ROSES—PORTLAND—ROSES

Superior Quality—Choice Varieties—Sell better—Grow better
Ask for price lists. ORDER NOW

MOUNTAIN VIEW FLORAL CO.
PORTLAND - - - - - - - OREGON

When ordering, please mention The Exchange

P. Ouwerkerk

216 Jane Street
WEEHAWKEN HEIGHTS, N. J.

JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Spiraeas, Japonica, Lilium Speciosum, Peonies, Bleeding Heart, Pot-Grown Liliacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

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California Privet

The Largest Stock in the World

BERBERIS Thunbergii
in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

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NURSERY STOCK

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

W. & T. SMITH CO.
Geneva, N. Y.

70 Years 1000 Acres

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Tsuga Canadensis

IN ALL SIZES. 6 to 7 feet, $3.85 each. 5 to 6 feet, $2.20 each. Smaller sizes in proportion.

"ABINGTON QUALITY" nursery stock is to be found at:

LITTLEFIELD WYMAN NURSERIES
No. Abington, Mass.

When ordering, please mention The Exchange

There are hundreds of nursery orders from nearby home owners

that you can take if you will. Let us suggest a simple way of adding a profitable nursery business to your florist business. Write us today.

C. H. WEEKS NURSERY CO., Inc.
NEWARK, Wayne Co., NEW YORK

When ordering, please mention The Exchange

HEADQUARTERS
for **California Privet** *and* **Berberis Thunbergii**
Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery
J. T. LOVETT, Inc., Little Silver, N. J.

HYDRANGEA, Pan-grown, 3 to 4 ft., 4 branches and up, $12.00 per 100.
SPIRÆA, Anth. Waterer, 24 to 30 in. $15.00 per 100.
SPIRÆA, Anth. Waterer, 18 to 24 in., $1.00 per 100
LIGUSTRUM Ibota, 4 to 5 ft., $6.00 per 100; 3 to 4 ft., $4.00 per 100.

Audubon Nursery
P. O. Box 731 Wilmington, N. C.

When ordering, please mention The Exchange

Privet and Berberis

LARGE STOCK FOR FALL

C. A. BENNETT
ROBBINSVILLE, NEW JERSEY

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

Fall prices, good until Dec. 1st.

S. A. Nutt.....$12.50 per 1000
Ricard and **Poitevine**..... 15.00 per 1000

August and early September deliveries all sold. If by Parcel Post, bill will be sent with shipment for postage and extra packing at actual cost.

	Per 100 — By Express	Parcel Post
ASPARAGUS Plumosus	$2.50	$3.00
SMILAX	2.00	2.50

Post shipments of pot plants are going through in great shape.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked for August and September

PETER BROWN
LANCASTER, - - - - PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS
Strong, Healthy Stock
Prices until further notice

Ricard, Poitevine, Perkins, Castellane, Doyle, Viaud, $15.00 per 1000
S. A. Nutt and Buchner, $12.50 per 1000
If by Parcel Post, $1.00 per 1000 extra
Cash with order

FRED. W. RITCHY, Lancaster, Pa.

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GERANIUMS

S. A. Nutt, Ricard and Viaud. Strong 2-in. $2.00 per 100.

DRACAENA Indivisa. 2-in. $2.00 per 100.
SMILAX. 2-in. $2.00 per 100.
CABBAGE, Flat Dutch. $1.25 per 1000.

ELMER RAWLINGS, Allegany, N. Y.

When ordering, please mention The Exchange

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Complete assortment in large and small sizes. Price list now ready.

The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill

Evergreen Specialists
Largest Growers in America

When ordering, please mention The Exchange

5000 Hemlocks

Imported stock, 3 to 5 feet. All transplanted several times. First-class, extra heavy specimens, for tubs, lawn planting or groups. High-class, bushy specimens, suitable for landscape work. For sale en bloc or in small quantities. Submit offers to

Superintendent, OUTPOST FARM
RIDGEFIELD :: :: CONNECTICUT

When ordering, please mention The Exchange

The Storrs & Harrison Co.

NURSERYMEN, FLORISTS *and* SEEDSMEN

PAINESVILLE, OHIO

When ordering, please mention The Exchange

Notice to Nurserymen

We are adding to our greenhouses a Nursery and Landscape Department.

Please let us have catalogues and price lists on small Evergreens, Shrubs and Trees for growing on.

WM. A. MAURER
The Strong Hill Farm, Glenshaw, Pa.

When ordering, please mention The Exchange

NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

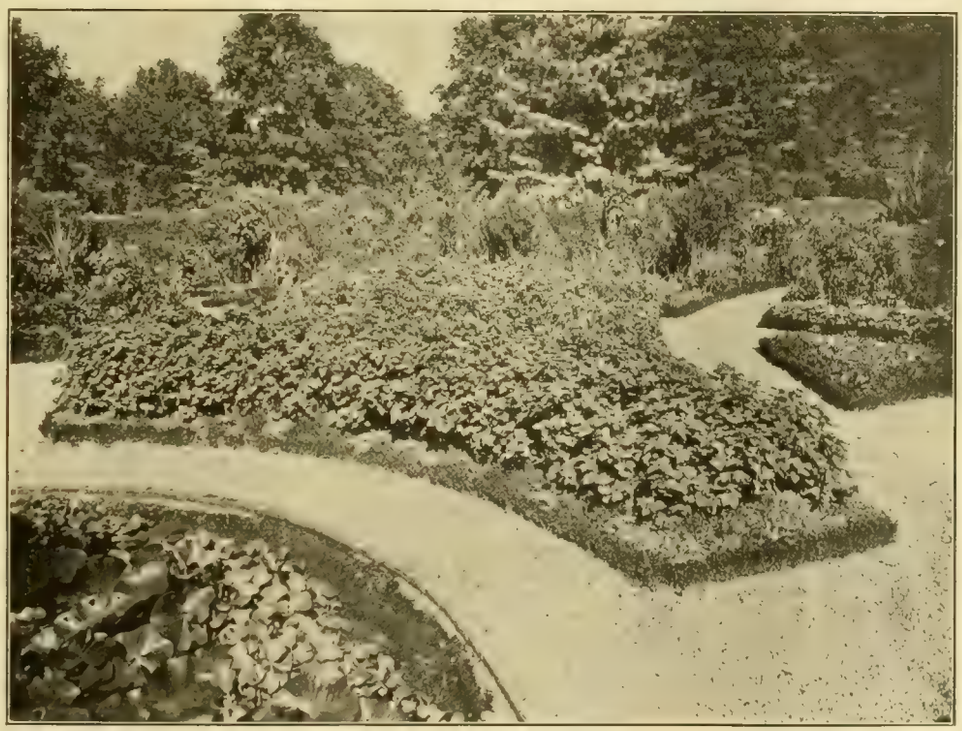
Bed of Lantanas

Though this article is entitled "Bed of Lantanas" it will ıe seen that the photograph takes in a group of flower beds, he central one of which is composed of a Lantana called ouis Benoit. It is a good variety for bedding purposes, aving flowers of a salmon red color, and which, at certain tages of growth, take on a brown and yellow tint as well.

Lantanas have long been known to gardeners as sun-oving plants, flowering all Summer long where moisture t the roots is abundant as well as the heat they meet with n our Summers.

When required for bedding, Lantanas should be propa-ated from cuttings in Autumn, placed under glass. They re not difficult to root, and when potted and given proper eat through the Winter are strong attractive plants when edding-out time arrives.

From the photograph it will be seen that a large assort-ıent of plants has been used in the make up of the design isplayed. On the left, in the background, is seen a por-ion of a bed of Crotons, plants ell known as sun lovers, and ow largely used because of their andsome foliage. Directly in he back ground is a collection f hardy shrubs, interspersed ith herbaceous plants and the ke, while on the extreme right bed of Cannas is fittingly dis-layed. In front of all is a ollection of water plants, the ortion displayed showing the rge leaves of Nelumbium and ıe smaller ones of Eichhornia rassipes. JOSEPH MEEHAN.



Bed of Lantana Louis Benoit

Dutch and American Nur-ery Methods Contrasted

By MARINUS VAN KLEEF

No nursery stock of any ac-ount has been shipped from Holland to America for a year or ıore and this has given Ameri-ın nurserymen an opportunity sell stock on hand, which, if Holland nursery stock had been btainable, they might not have old at all. Every nurseryman nows that the greater variety f plants you offer, the harder it for the customer to select; hereas if you have a compara-vely few varieties it takes the ustomer only a few minutes to hoose what he wants and in the nd he is better satisfied. This pplies especially to the retail rade.

However, this does not mean that nurserymen should op growing evergreens and other plants in large assort-ıents, as then people would get tired of looking at the ame sorts of plants to be found everywhere. Grow, and eep on growing more ornamental evergreens, and start ght now, because the low prices at which the Holland ursery stock could be obtained at one time is very prob-bly a thing of the past.

Why Holland Stock Was Cheap

I will give some facts which will make clear why Holland urserymen could afford to sell their nursery stock at such ery low prices. Most American nurserymen think that his was made possible on account of labor, which can be ad at very low wages in Holland. It is true, as well as eplorable, that before the war the best experienced help ould be had at from 1½ to 2 florins or 60c. to 80c. in merican money a day, while at that time, in America, 1.50 to $1.75 had to be paid to a totally inexperienced olish or Italian laborer. But this cheap labor was really nly a small factor. Immediately after the Spring or Fall eason is passed the laborers in this country are discharged, hile over in Holland every man is retained and has to be ept all the year around. So at the end of a year a Holland aborer has cost his employer practically as much as an nerican employer had paid his laborer. Of course use made of the Holland worker's services also in Summer and Winter, but the work that has to be done during that time could be done with 50 per cent. less help.

The main reason why Holland nursery stock could be obtained at such a small cost was to be found in the economical use of the grounds, and the perfection with which every plant was grown from the time of propagation until it was shipped to a foreign country. I well remember the expression which a foreign nurseryman used while visiting the Boskoop nurseries. He said: "My goodness, you people grow evergreens two stories high." And it is a fact that on a single acre in Holland more plants are grown than on five acres in America. And here is where the economy comes in. Some nurserymen in America boast of having 300 acres of nursery stock. These 300 acres of land are bought, and then taxes must be paid, and interest on the invested money must be considered, or if the ground is rented, then rent must be paid. As a matter of fact—and I believe many nurserymen in this country will agree with me on this point—if all the salable nursery stock grown on these 300 acres was separated from that which would never be sold on account of ts being imperfect, 200 acres would be more than enough to plant it on. That would save the cost and taxes on 100 acres, or the rent, as the case might be, and also the care and cultivation which would have to be given this stock for years, and last, but not least, it would prevent the chagrin which the owner or manager feels daily, when looking at the imperfect stock he has on his hands, and which he will probably never be able to sell. Again, another source of much loss is that when filling an order, too much time is spent in going from one place to another, when the stock is widely distributed over the place.

Growing Only Perfect Stock

A nursery near New York has adopted an excellent system, so that only salable stock is grown. When the busy season is over in the Spring, one of the firm's expert nurserymen goes through the entire nursery with a knife, and every tree, plant or shrub which is crooked, diseased, or imperfect in any other way, is marked by cutting off a large piece of bark. A gang of men follow this expert, and dig up the marked stock, which is collected and burned.

In Holland, this method is, to a certain degree also in use, and everything imperfect is destroyed. Every inch of space is utilized to good advantage, and very often small Azalea seedlings, Boxwood or other evergreen cuttings are grown in the rows between plants and trees. The vegetable garden of a Holland nurseryman is spread all over the nursery, because Strawberries and vegetables also are grown in the rows between plants.

Plowing and cultivating with horses is an impossibility on account of the soft condition of the soil, and also the strips of land are too narrow. A nursery in Boskoop is usually about 10 to 20 yards broad, with running water on each side, and about a fourth to half a mile long. As plowing is impossible, and also because the plants are transplanted frequently to insure a good root system, wide rows are not a necessity. Moreover, as nearly every plant grown is a specimen plant, one can readily understand that with such an economical system Holland nurserymen could afford to sell nursery stock at a low price. It may also be stated that in Holland there is no such thing as an eight or nine hour working day, but that frequently the men work 16 to 18 hours a day.

However, as I have stated before, the low price of ornamental evergreens and trees is probably a thing of the past, and very likely will never return in our generation. News received from Boskoop now and then indicates that the raising of purely ornamental stock has had to be given up in the nurseries to a great extent, and vegetables substituted; also that many of the propagating houses have been transformed into forcing houses. Even an auction room has been established in Boskoop, where all the growers bring their vegetables and flowers, which are sold at auction to the public and the dealers. Therefore, a marked transformation has taken place in Boskoop on account of the war. Moreover, nearly all the nurserymen between the ages 19 and 35 are doing military service, although extra furloughs are given them, to enable them to till the soil. The plants are given only the most necessary attention, and new ones are grown in small proportion, compared with the vast quantities which used to be grown before the war.

Greater Co-operation Necessary

Let the Holland nurserymen inform their foreign colleagues as to how Holland stock is grown, under what conditions, etc., instead of keeping these facts secret. Then the foreign nurseryman can give the imported plants treatment which is not absolutely contrary to the conditions in which they were grown in Holland. Let nurserymen from different countries have free intercourse with each other about the nursery trade. They are all pursuing one aim: that is to bring every individual nursery business to a standard of perfection. This can only be attained by combined effort, to which every nurseryman must give his share.

First, there are too many outsiders who unworthily call themselves nurserymen but whose only aim it is to cheat the unsuspecting customer. Something ought to be done to stop this. After a customer is deceived once, he gets discouraged and disgusted with nurserymen and landscape architects generally and prefers to leave his home grounds without shrubbery or plants rather than run the risk of being taken in a second time. He also discourages his friends by telling them of his experience. On the other hand, had this customer been treated fairly the nursery business would have been promoted because he would have been encouraged to do more planting another season.

This does not mean that a job should be done at a very low price. No, charge as much as you deem necessary,

(*Concluded on page 209*)

In a forthcoming issue we will publish a comprehensive article on "Evergreens for the Florist-grower," by Samuel Newman Baxter with an accompanying paper on "Evergreens, When and How to Prune," by Edwin Matthews. These will be worth your attention.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

New York State Fuel Administration

Chas. E. Robertson, of the State Advisory Board of the National Fuel Administration, has declined to serve as a deputy fuel administrator under the new appointee, Delos W. Cooke, whose address, by the way in case any reader should require it, is 61 Broadway, N. Y. City.

No Coal Screenings for Eastern Florists

The following correspondence has passed between the Fuel Administration at Washington, D. C., and The Florists' Exchange:

New York, July 29, 1918.

Dr. Garfield,
Fuel Administrator, Washington, D. C.

Dear Sir: We understand that the florists of Illinois, Indiana and States west of the Mississippi have been granted permission, through you, as head of the Fuel Administration, to use in addition to the 50 per cent. allowance of coal, all the slack and screenings they stand in need of to keep their fires going.

We write to ask whether there is not a possibility of this same privilege being extended to the florists of the East, giving them permission to purchase slack and screenings from local yards or from any other available points?

The Florists' Exchange represents several thousand florists in the State of New York alone, and is naturally vitally interested in their welfare. We would be glad indeed to have an early reply from you.

A. T. De La Mare, Managing Editor.

P.S. Our Lancaster (Pa.) correspondent just advises us that the Pennsylvania Fuel Administrator has given the florists of that State permission to use screenings. Would it not therefore be possible for other Eastern florists to receive an order from their local fuel administrators granting a similar privilege?

United States Fuel Administration

A. T. De La Mare, Managing Editor,
The Florists' Exchange, Times Square Station, New York

Dear Sir: Replying to your letter of July 29th, the permission to deliver screenings to florists in Illinois, Indiana and certain Western States was for a special purpose. Owing to the restriction on anthracite in the west, the bituminous mines are obliged to produce more lump sizes than heretofore, which has resulted in a collection of unsold screenings, frequently closing down mines.

To relieve this situation, we temporarily gave permission for these mines to relieve their overloaded screenings piles by shipping to florists.

This permission cannot be extended to any of the Eastern States.

Very truly yours,
United States Fuel Administration
P. B. Noyes, Director of Conservation.

Washington, D. C., July 31, 1918.

This reply from the Fuel Administration, while disappointing to our hopes, came so promptly that we could not forbear an expression of approval for the quick work of these Federal Authorities, as follows:

New York, Aug. 2, 1918.

Sir: For your most prompt reply of July 31 to our letter of inquiry of July 29 please accept our most hearty thanks, as it enabled us to give the information in current issue of Aug. 3. If all business handled by our authorities were put through as quickly as this we would beat the Huns hands down!

While we regret to learn that screenings cannot be used by the florists except in the States mentioned, our people in the East will have to get along without these in the best way they can manage.

Again thanking you heartily for your speedy reply,
Believe me, Respectfully yours,

A. T. De La Mare,
Bus. Mgr. The Florists' Exchange.

To Hon. P. B. Noyes, Director of Conservation,
U. S. Fuel Administration, Washington, D. C.

A Tree For Every Crusader

It was suggested at the recent Chicago convention of the American Ass'n of Nurserymen that a movement be inaugurated which would lead to the planting wherever feasible throughout the country of a tree in honor of every soldier gone overseas.

In the larger cities, on account of the number of men, it might be necessary to affix several names to one tree, but in the small towns and villages there exists ample opportunity to carry out the idea complete.

In no more fitting manner could we pay our tribute to the boys who have gone overseas nor could we give their services a more permanent acknowledgment.

The suggestion opens up an avenue of effort for all concerned, nurserymen, florists and seedsmen, throughout our entire country whereby they should without delay get in touch with the local authorities and proceed with their co-operation to plan out and execute the splendid conception. It is but right and proper that our people should be the leaders in the work.

There should be no planting of puny seedlings, but of well-grown trees, hard wooded, long lived varieties. And the planting should be most carefully executed to insure full development and health.

We cannot conceive of any testimonial more noble, elevating or desirable than this, and its success or failure lies in great measure with our own readers.

In the larger cities, the park authorities will undoubtedly be the ones to consult, and in many cases it is altogether likely that trees already planted will have to be selected for the purpose. In suburban towns and villages, however, there exists ample opportunity for entirely new plantings, and it is in these places that the greatest scope will be afforded. Suitable trees which exist along the route could be retained and a name plate affixed thereto.

On the occasion of the planting a member of the family of the soldier or sailor in whose honor the tree is planted should be present to assist, patriotic services to accompany the ceremony. The name plate to be affixed to the tree could have sufficient blank space in order that later a full service record of the soldier or sailor in whose honor it is planted may be added. Or, a new plate might be used at the end of the War.

We are glad to read in a contemporary that the Wm. H. Moon Co., at Morrisville, Pa., will plant more than one hundred trees, one for each Morrisville man in the service. Parenthetically, it might be stated for the benefit of those unacquainted with Morrisville that it possesses some of the best laid out avenues of trees of any small town in the United States.

You Are Needed at Saint Louis Aug. 20

The necessity is great for a representative attendance at the S. A. F. and O. H. convention opening next Tuesday a week, August 20, in Saint Louis. Every member should consider twice before deciding not to go. While the traveling expense is higher than usual, and against the attendance of those situated at a distance, the many important problems now confronting the trade which are likely to be discussed and acted upon will well repay the effort. The meeting promises to be of as much interest and benefit to the florists as were the meetings of the American Seed Trade Ass'n and the American Ass'n of Nurserymen (both held in Chicago in June last), productive of results of the highest importance to members of those bodies.

A glance through the S. A. F. and O. H. convention program, published in issue of July 20, will show the important addresses and discussions scheduled for the meeting, and it is altogether likely that other matters will come up on the floor of equal importance, notably, for one, the question of how to get along and what to grow on the 50 per cent. allowance of coal.

Concerted action should be taken at this meeting whereby better prices will be obtained for our product; this can be brought about without violating the anti-trust laws which prohibit collusion or the fixing of prices. If a committee were appointed at the convention to ascertain the actual cost of raising cut flowers, in varying sections, and these figures were presented to the growers, they would not only indicate to them what should be charged for their product in order to make a profit, but perhaps enlighten many growers as to their own costs., something many of them do not know. The knowledge of this cost would at once tend to stabilize prices, for few growers would care to sell a Carnation at 2c. when it was proved to them that it had actually cost 2c. to raise it.

Might we suggest to the secretary of every florists' club and auxiliary organization at a distance from Saint Louis that in this remaining week he BOOST THE COMING CONVENTION all in his power, making it his d to see that at least two members of his body attend, he may have the satisfaction of feeling that his sect did all in its power to help along especially in these mentous times.

Chicago has its special Convention Boost Committee; all towns and cities emulate the good example.

The meeting is now only ten days off, but a lot of bo ing can be done in that time.

A Few Don'ts from Recent Observations

Don't undertake farming unless you have access t constant supply of water for irrigation purposes.

Don't undertake to cultivate 100 acres when 25 wo task your energies. That great market gardener, Hall at Orient, Long Island, keeps 50 acres under cultivat and produces enough garden truck to keep a steame commission to convey his crops to the New York mar on the return the steamer brings back a load of man Irrigating pipes are used over the entire area plan While his success is based on expert knowledge, undoub ly a contributing factor is in not cultivating any n ground than he can handle thoroughly, and also the us immense quantities of stable manure.

Moral to florists: Don't bite off more than you digest.

Coal Substitutes: Shavings—Crude Oil

In the matter of fuel for the coming Winter, (w interests everybody,) we read continuously about city of coal; but why coal? Why not other combust that can be used just as we are using substitutes for fl

Prominent among men who have ideas outside of is Robert C. Kerr of Houston, Texas, who fired a great of glass in his ususl coal furnaces, using a heavy chip shaving from a planing mill six miles distant. shavings from such mills can be had at a nominal frequently given away just to avoid the labor of conve them by the mill people. So the cost is usually more than the hauling. Mr. Kerr employed a large van, and a driver hauled constantly all Winter at an exp not much beyond the man's time, the fuel being f entirely practical in every way.

In the matter of fuel oil at a little more than $1.5 a 50-gallon barrel, the crude oil that comes from oil in many sections, a great conservation in fuel cost is by some florists near oil districts. At small cost a furnace can be fitted with a distributing oil burner, gives an intense heat, and does no injury to grate boilers. This is a proven out idea, so no one need hes in the use of fuel oil, at perhaps a less cost than coal, small restrictions by the government in the quantity a able for use.

With these suggestions, it may be advisable to get of the use of the one word coal, and instead use ingen and in this as well as other conditions incident to change to an adaptation of conditions. S. J.

The "Ninth Story Window" Column

The column conducted under the title of "The N Story Window," was a source of pleasure, instruction divertisement from the more matter of fact trade ma So we are looking for volunteers to assist us in the ta keeping this column going. Who will volunteer?

If you, reader, can help along with just an odd paragr send it along—let others share in any good thing you hold. Make it a habit.

Last week we asked particularly for the services Scotsman, mainly from a sentimental point of view bec the column had hitherto been edited by men from "Land of Heather." Somebody has asked why we tioned that an Irishman or a Frenchman might be elig they wanted to know what was the matter with an Ar can or a Briton? Cannot some one guess the reason, furnish the information for this column?.

Out of respect to the two gentlemen who so ably ducted the "Ninth Story Window" column in the the late Alexander Wallace and J. Harrison Dick, the should be left as a memorial to them, and the re-establi column will therefore have to carry a new designa Who will suggest an appropriate title for the new colu

As a matter of fact the title "Ninth Story Wind came about through the fact that the editorial offic The Florists' Exchange have been on a ninth floo years, both when we were located downtown for tw years and since we moved uptown over three years From the present ninth story window of our editorial o is afforded a view of the metropolis extending Thirty-seventh street north to about One Hundr street and from the Hudson River and Jersey shore o west to the tower of Blackwell's Island bridge on the —a perspective view taking in tall skyscrapers and houses, the seagoing ships on the noble river with, bey the Jersey Palisades.

Dahlia Show at Boston

The American Dahlia Society will hold a Dahlia exhibition in conjunction with the Mass. Hort. Society at Horticultural Hall, Boston, Mass., on Sept. 14 and 15. A list of special premiums has been prepared, including both cash prizes and medals. There are classes for both amateurs and professionals. The firms or individuals contributing special prizes are J. K. Alexander, East Bridgewater, Mass.; Henry F. Michell Co., Philadelphia; Penn the Florist, Boston; Carters' Tested Seed, Boston, and R. Vincent, Jr. and Sons Co., White Marsh, Md. Full information may be obtained from the secretary of the Mass. Hort. Society, Wm. B. Rich, Hort. Hall, 300 Mass. ave., Boston.

How Can We Save Excess Rainfall

Human ingenuity and resourcefulness must be well behind what it should be in many cases in this supposedly enlightened age. For instance, we are told that one inch of rainfall is equivalent to a weight of 113 tons spread over one acre, and that the average rainfall in the United States is some 30 inches. Thirty by 113 equals 3390 tons of water to each acre, the greater portion of which is sheer loss; so that, with this bountiful supply vegetation often suffers from extreme droughts.

Will not some genius arise in the land and point out a simple and inexpensive way for the *individual saving* and storing of this great provision of Nature for use when required for the benefit of all who are without a so-called "city" supply.

Omit the String

In packing small plants for shipment, if the soil in the pots is allowed to dry thoroughly before the plants are turned out, and wrapped in papers that are quite damp, and then packed closely in the shipping receptacle without tying, much time and a slight exense may be saved both to purchaser and shipper. Valuable time is lost to the purchaser in cutting string from thousands, or even hundreds, of plants, as well as to the shipper in the tying of them.—Mrs. E. Sefton, E. Sefton & Son, Chillicothe, Mo.

Meeting of Committee on National Credits and Collections Bureau

Robt. C. Kerr, Chairman of the Committee on National Credits and Collections Bureau has called a meeting at the La Salle Hotel, Chicago, Saturday morning, Aug. 17, at 9 a.m., and requests the presence of all interested in the subject or who may have any suggestions to make to join the committee in its deliberations, or otherwise to write him at above address in good time for the meeting.

This committee surely has an important task assigned to it and demands all the assistance which those on the outside can give it. If the S. A. F. can get these two desiderata working, it will make for a long step in advance toward the establishment of a reliable source of credit information, and then again a reliable bureau for the collection of outstanding accounts.

My Last Vision of Beauty

Herewith a letter from that grand old man, C. S. Harrison, who is suffering from an affliction for which there is no mitigation. His opening sentence is pathetic in the extreme. We know that the great heart of the trade must go out to him in full sympathy, and we feel sure it would be a pleasure to Mr. Harrison to receive a few words of comfort from those in the trade not only who are personally acquainted with him but as well from those who know of him through his writings and through the work which he has done on behalf of the Iris, Phlox, and the Peony, particularly, let alone the great work which he did as a minister of the Gospel for many years:

It is a terrible thing to be suddenly stricken blind.

My sight gradually faded and then went out altogether, but the last thing on which my vision rested was the most beautiful Peony I ever saw. It was Richard Carvel. In color it was a glowing, radiant red, which has made a lasting impression on me. I do not know that my eyes ever rested on a more beautiful flower. It was very remarkable in many respects. Last Spring, all through the West and North-west, there was a failure of blooms. I had eight of these and they blossomed gloriously. They were planted late in the Fall but not one of them failed. One plant I cut in two and each little root had a fine flower. They were exceedingly fragrant. They were also the earliest I ever knew, coming into bloom May 18. The rest of them bloomed about May 21. These were introduced by Mr. Brand. Whether he has any for sale now I do not know. I am sure however that the stock is very limited. I consider it the cheapest Peony ever yet offered at $6 each.

York, Neb., July 31, 1918 C. S. HARRISON.

Pennsylvania florists have been advised by E. L. Cole, director of the Conservation Division, Federal Fuel Administration, that besides the conditions previously stated under which they will be allowed 100 per cent allowance of coal, they may have that amount for "All greenhouses producing Mushrooms and food for hospitals." Permission to use 100 per cent. coal, however, must first be obtained from the Fuel Administration.

Gardeners' Convention

The National Association of Gardeners will hold its annual convention this year in Cleveland, Sept. 24, 25, 26, with headquarters at the Hollenden. This was announced by Pres. Robert Weeks, who has appointed the following committee to take care of local convention matters: Herman Knoble, chairman; Walter E. Cook, Frank A. Friedley, M. A. Vinson, R. P. Bryden, Luther Wells and H. P. Rapley. A tentative program has been arranged as follows: Tuesday, Sept. 24, 10 a.m., executive meeting; 2 p.m., opening session of convention in assembly room at the Hollenden, with address of welcome by Mayor Davis, of Cleveland, response by Pres. Robert Weeks. Evening, lecture by a well known man, the Cleveland Florists' Club and the Garden Club to be guests of the evening. Wed., Sept. 25, the election of officers and in the afternoon, an auto trip tendered visiting gardeners through the parks and to leading estates. The feature of the 26th will be a bowling match between the Cleveland Florists' Club team and the Gardeners. J. McL.

The Late Andrew V. D. Snyder

American Gladiolus Society

The approaching exhibition of this society at Buffalo, N. Y., August 14 to 17, promises to be one of the largest ever held. The exhibition has been already well advertised locally and the public interest in the exhibition is most unusual at this time of year. Elmwood Music Hall proving unsuitable, the exhibition will be held in the ballroom of the Hotel Iroquois. This room was used to stage the annual exhibition of the American Carnation Society and is in every way suitable for a flower show. Intending exhibitors should keep in mind this change.

The local committee, consisting of Messrs E. W. Werick, President of the Buffalo Florists' Club, W. J. Palmer, S. A. Anderson, D. J. Scott, E. C. Brucker and Commissioner H. B. Saunders of the Chamber of Commerce have the local arrangements well in hand. At a meeting of this committee, August 2, secretary A. C. Beal went over the arrangements for the exhibition.

Exhibitors should mail their entries at once. This will be of great assistance to the local committee in providing sufficient vases and also to the secretary. Address exhibits, prepaid, to Exhibition American Gladiolus Society, Hotel Iroquois, Buffalo, N. Y., or to secretary A. C. Beal in care of W. F. Kasting Co., 568 Washington st., Buffalo, N. Y.

Vaughan's Seed Store, Chicago, Ill., offers a bronze medal as additional prizes in each of the following open to all classes: No. 37.—6 spikes of Princeps, No. 38.—6 spikes of Primulinus Sunbeam, No. 39.— 6 vases of the blue, lavender and violet shades, three spikes each.

Hotel Iroquois will be headquarters and meeting place for the society. Visitors are urged to make their reservations in advance, if possible, to insure that they will be taken care of. The rates for rooms are:

One Person.—Room with tub bath, $3 to$5, room with shower bath, $2.50 to $3, room without bath, $2 to $3

Two Persons.—Room with tub bath, $5 to $7, room with shower, $4.50 to $5, room without bath, $3 to $4.

Why not take a few days' vacation, attend the exhibition and visit Niagara Falls as well as other points of interest. Good roads leads to Buffalo, and that automobile, if not the train, will get you there. The Buffalo people are expecting a great flower show. The local committee is enthusiastically working to make our stay in Buffalo both enjoyable and profitable. Each member should decide how he can help and then do it. All that is required for a successful meeting and exhibition is for the American Gladiolus Society to do its part. A. C. Beal, Sec'y

Practical Generosity

When a doer of good works does not make public his benefactions and they become unintentionally known, one feels inclined to give commendation of the highest type. Through questioning a representative of the firm of Hicks Nurseries, Westbury, L. I., we learn that army trucks from Camp Mills have called almost daily at the nurseries and carted away trees and shrubs, with the result that several of the hostess houses and other camp buildings have taken on a considerably brightened appearance on account of the planting of this refreshing greenery around these buildings at the cantonment. We are sure that others, after hearing this, will give the Hicks Nurseries commendation for this practical assistance to the undoubted morale of our soldier boys in camp.

Obituary

Emma L. Palmer

Mrs. Emma L. Palmer, wife of Frederick L. Palmer of Brookline, Mass., died at her home on Wednesday, July 31, after a long illness. Mrs. Palmer was a native of Natick, Mass. She is survived by her husband and five children, three daughters and two sons. One of the sons, Lieut. George B., is an instructor at Camp Lee, Va. The funeral which was largely attended, took place on Saturday, Aug. 3, at 2 p.m. from Masonic Hall, Brookline.

R. C.

Benjamin B. Smalley

Benjamin B. Smalley, florist of Chelsea, Mass., died on July 27 at his home in that city at 34 Gardner st. Mr. Smalley had been in the florist's business in Chelsea for 20 years. He was well known there and belonged to the Masonic order, as well as to other fraternal organizations. The burial was at Woodlawn. Mr. Smalley is survived by one daughter, Mrs. Ethel Simpson of Chelsea and a son, Benjamin J. Smalley of New York.

William F. Hoerber

We regret to announce the death of Wm. F. Hoerber, of Hoerber Bros. Inc., wholesale growers of cut flowers for the Chicago Market, with an extensive area of glass at Des Plaines. The deceased was son of John L. Hoerber, Sr. He is survived by his widow, two brothers, John L., Jr., and Fred C., and a sister, Mrs. Louis A. Passow. The funeral services were private and held from the home of his sister, 3322 Washington boulevard on Tuesday, Aug. 6, with interment at Waldheim Cemetery.

James Cullen

James Cullen, of Lee, Mass., who during his whole life was connected with gardening and the florists' trade, died on July 26 at the ripe age of 97. Mr. Cullen was born in Londonderry, Ireland, where he received his early training. In 1850 he came to America and for several years was employed as gardener in Central Park, New York City. Later he was gardener for many years on several large estates, finally coming to Lee 51 years ago, where he established a greenhouse. He was specially noted for his Carnations. Ten years ago, on the death of his wife, he retired and disposed of his business.

Andrew V. D. Snyder

Andrew V. D. Snyder, of Ridgewood, N. J., died at 3 p.m., Thursday, Aug. 1, at the home of his daughter, Mrs. Post, in Ridgewood. Mr. Snyder had been ill about five weeks, but confined to his bed for only two weeks before his death, which was caused by a complication of diseases. He was born in Ridgewood in 1856, and brought up in that town. He had been successfully engaged there in flower growing, and in the seed and fertilizer business, for 32 years, and had amassed a comfortable fortune. He was one of the largest forcers of Dutch and French bulbs in the East, his importations of these bulbs running up into millions.

The funeral services were held at the residence of Mrs. Post on Sunday, Aug. 4, at 3 p.m. The interment was at Ridgewood Cemetery.

Mr. Snyder is survived by a daughter, Mrs. Post, and a son, Andrew, Jr. Mrs. Snyder died about two months ago. Mr. Snyder was a member of the New York Florists' Club.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary
1170 Broadway, New York

The St. Louis Convention

August 20, 21 and 22

The secretary is now located at the Jefferson Hotel, St. Louis, where communications in regard to the convention should be sent.

A card of membership has been issued to all members in good standing. This card admits the person to whom it is issued to the Convention Hall at all times during the convention, and to the trade exhibition. The non-receipt of a card by any member is an indication that his 1918 dues have not been paid, as only those in good standing will be permitted to attend the meetings. It is therefore incumbent upon all who intend to be present at the convention but have not paid their annual dues to make prompt remittance.

As is customary, the secretary's presence in the convention city ahead of the convention is required for the purpose of giving attention to all the details entailed by the society's management, and particularly in regard to the trade exhibition. Intending exhibitors will please take notice that he is at their service, and that he will be pleased to render any possible assistance in the staging and care of exhibits.

The outlook for a successful convention is very promising. The importance of the subject matter of the program is expected to draw a large attendance.

The U. S. Fuel Administration has notified our Washington representative that Wallace Crossley, State Capitol, Jefferson City, Mo., Federal Fuel Administrator for the State of Missouri, will be the speaker on the subject, "The Coal Conservation Order as it Applies to Florists," scheduled for discussion at the afternoon session of Thursday, Aug. 22. Mr. Crossley is thoroughly familiar with his subject, and the application of the order to all sections of the country.

Among additions to the list of exhibitors are the following: John A. Evans Co., Richmond, Ind., and the Ove Gnatt Co., Inc., La Port, Ind.

The local committees are actively engaged in perfecting plans for the entertainment of visitors, which means that all who are in attendance are assured of a most enjoyable visit.

Jefferson Hotel will be the hotel headquarters for the convention. As all hotels in St. Louis are usually well filled during the time when the convention is held it is advisable for all intending to be in attendance to reserve rooms now. Secretary John Young, who is now in St. Louis, will be glad to make any reservations if requested.

Entertainment at the Convention

As stated in the letter from Frank A. Windler, chairman of the entertainment committee, which appeared in THE EXCHANGE of August 3, page 169, visitors including the ladies are invited to remain in St. Louis on Friday, August 23, as a pleasing entertainment program has been planned. This, while of a character in keeping with the time will nevertheless be an enjoyable one.

The local committees are as follows:

L. Jules Bourdet, Local chairman and vice-president S. A. F. and O. H.

Ladies reception and entertainment committee: W. J. Pilcher, chairman; Al Gumz and Paul Rieden.

Hotel committee: J. J. Beneke, chairman, J. S. Carter, Ernest Strehle, Geo. B. Windler, Wm. Ossick and Hugo Schoff.

Reception committee: J. J. Windler, chairman; Ed. Denker, E. W. Grey, Hugo Gross, Chas. Johan, W. J. Edwards, Gus Grossart, Oscar Ruf, O. C. May, Jno. Steidle, Tom Carr, F. J. Fillmore, E. N. Jurngel, Martin Moran, C. A. Kuehn, Geo. Augermuller and Gus Nummer.

Finance committee: Wm. C. Smith, chairman; F. C. Weber, Jr., W. A. Rowe, Carl Beyer and Walter Weber.

Entertainment committee: Frank A. Windler, chairman; G. H. Pring, Jas. Witek, F. N. Weber, Arthur Beyer, Frank Gorley and W. W. Ohweiler.

President's reception committee: Jules Bourdet, chairman; H. G. Berning, H. C. Irish, J. F. Amman, Gus Nummert, Alex. Lurie, W. J. Pilcher, J. J. Windler and W. C. Smith.

The chairmen and these committees met with secretary John Young at headquarters on Friday eve August 4th, and everything is working smoothly. O. K. S.

Ladies Society of American Florists

Mrs. Julius Roehrs, president of the Ladies Society of American Florists has appointed Mrs. William Duckham, Madison, N. J., to be auditor for the year 1918.

The annual meeting of the society will be held in Convention Hall, Moolah Temple, St. Louis, Mo., on Wednesday, Aug. 21, at 10 o'clock; at this time the reports of the officers will be given, the election of officers held and any other business relative to the society will be brought up and acted upon. On account of the existing conditions the annual reception will not be held.

MRS. A. M. HERR, Secretary.

Going to St. Louis

Join the New York Florists' Club Delegation

President Charles Schenck of the New York Florists' Club has extended an invitation to the members of florists' clubs and florists generally on the line of its travel to join the New York delegation on train No. 21, leaving New York City at 2:04 p.m. on Sunday, Aug. 18. The train is due at

Philadelphia	4.30 p.m.	—Aug. 18
Harrisburg	7.10 p.m.	—
Altoona	10.16 p.m.	—
Johnstown	11.26 p.m.	—
Pittsburgh	12.35 a.m.	—Aug. 19
Columbus	6.00 a.m.	
Indianapolis	11.00 a.m.	
Arriving in St. Louis at	5.25 p.m.	

It will add greatly to the pleasure of the trip if the delegates from these different cities can arrange to travel together to St. Louis. To effect this it will be advisable to make reservations without delay as it may become necessary to put on an extra car somewhere along the line, and this cannot well be done unless prior notice has been given.

Secretary John Young at Multnowah Falls, on Columbia River Highway, near Portland, Ore., in company with James Forbes, J. B. Pilkington and others

National Publicity Campaign

From San Francisco the secretary proceeded to Los Angeles, in which city he was in the hands of Fred Howard, S. A. F. State vice-president, and Frank Shearer, superintendent of parks, who made his first day's work easy of accomplishment, and extended to him many courtesies, for which he is deeply grateful. A banquet was arranged for the evening, when the secretary had the opportunity to explain to many in the craft the great benefit to be derived from the publicity campaign. The results of this informal gathering are to be noticed in the list of subscriptions reported. In addition several new members were added to the society's membership roll. On the second day A. F. Borden, of the Redondo Floral Co., president of the local club, took the visitor in hand, devoting the entire day to his work, which included a visit to Pasadena. Mr. Borden, and in fact all with whom the secretary came in contact in Los Angeles, did their utmost to make his stay in the city both enjoyable and profitable.

At Salt Lake City, Utah, the secretary was met at the station by G. K. Uno, who escorted him to the Utah Hotel, where he found R. Miller, R. Wilson, W. Sorenson, B. Gray, J. H. Maxwell, Chas. Alt, D. E. Law, M. Jorgensen and A. Alt, representing the trade of the community. Afterward a meeting was held at the store of Huddart Floral Co., where the secretary had the opportunity to explain the work of the publicity campaign and of the society. Several subscriptions to the fund were forthcoming, and a number of new members came into the S. A. F. fold. The secretary expresses at this time his great pleasure at the warmth of the reception given him in Salt Lake City, and his gratitude for the especial courtesies extended to him by Robert Miller, C. K. Uno and A. J. Alt. It was quite evident that interest in the work of our organization was of the strongest character.

Some little time was spent in Omaha, in which city the secretary had the valued assistance of Mrs. J. Hess, wife of the society's treasurer, and, of course, of the treasurer himself. His work here, naturally, also extended to Council Bluffs, in the neighboring State of Iowa.

In St. Joseph, Mo., he was met at the station in company with Treasurer Hess, by Director Frank A. Stup at the early hour of 7 a.m., and an entire hour was given to the official work, several subscriptions and many new memberships resulting. Samuel Murray and Artl Newell of Kansas City came on to "St. Joe," and carr the secretary with them to their own city, where a day, and with Wm. L. Rock, treasurer of the F. T. a long day was put in among the trade, over $300 subscriptions and 13 new members being the result the "round-up."

The gentlemen forming the escort were most enthusiastic over the "personal visit method" adopted to create interest in the publicity work, and were strongly of opinion that this procedure would assuredly carry fund "over the top."

The secretary ultimately reached St. Louis, where at once took up the work of the convention. At intervals between the present time and the convention will visit nearby cities, in an endeavor to carry the fu over the remaining stage.

Who can say now that the collection of the public campaign fund of $50,000 is not possible of accomplishment! There is less than $8000 now to collect, and all of you gentlemen who have been "waiting to see will now do what you have been intending to do when yo vision became clear will act, the fund will be complet on time. You have noted the great interest taken the campaign by your brother florists throughout t country, and surely are impressed sufficiently to rea for your check books and "do your bit." Send alo your contributions—or, had we not better say, yo insurance premiums, for, surely, no better insurance w ever effected by florists.

The following additional subscriptions have been recorded:

	Annually for four yea
Howard & Smith, Los Angeles, Cal	$50.
Wrights Flower Shop, Los Angeles, Cal	25.
The Orchid, Pasadena, Cal	25.
F. Lichtenberg, Los Angeles, Cal	25.
Broadway Florists, Los Angeles, Cal	20.
Superior Nursery Co., Los Angeles, Cal	10.
Eldred Flower Shop, Pasadena, Cal	10.
F. R. Hills, Los Angeles, Cal	5.
Redonda Floral Co., Los Angeles, Cal	50.
J. Dieterich, Los Angeles, Cal	10.
Polder Bros., Montebello, Cal	10.
D. S. Purdie & Co., Los Angeles, Cal	25.
Potter Floral Co., El Paso, Texas	25.
T. H. Keefe, Madison, N. J.	5.
Albert Goldenson, Los Angeles, Cal	5.
D. E. Law, Salt Lake City, Utah	5.
Salt Lake Floral Co., Salt Lake City, Utah	5.
B. C. Morris Floral Co., Salt Lake City, Utah	10.
Bailey & Sons Co., Salt Lake City, Utah	15.
Cramer Floral Co., Salt Lake City, Utah	10.
Keith O'Brien, Salt Lake City, Utah	10.
Ernest Lambourne, Salt Lake City, Utah	10.
King Floral Co., Salt Lake City, Utah	10.
Boldt-Lundy House of Flowers, Denver, Colo	10.
Huddart Floral Co., Salt Lake City, Utah	10.
William R. Gibson, Jacksonville, Fla	5.
F. L. Lainson, Council Bluffs, Iowa	15.0
C. G. Hargadure, Florence, Nebr	10.0
John H. Bath, Omaha, Nebr	10.0
Haefeli Floral Co., St. Joseph, Mo	15.0
Park Floral Co., St. Joseph, Mo	15.0
Samuel Murray, Kansas City, Mo	100.0
A. F. Barbem, Kansas City, Mo	25.0
Jacob Hepting, Kansas City, Mo	25.0
Arthur Newell, Kansas City, Mo	25.0
John Stevens, Kansas City, Mo	25.0
Humfeld-Orear Floral Co., Kansas City, Mo	25.0
W. J. Barnes, Kansas City, Mo	25.0
R. S. Brown & Son, Kansas City, Mo	15.0
Adolph D. Mohr, Kansas City, Mo	10.0
J. R. McGrail, Kansas City, Mo	10.0
Elmhurst Landscape & Nursery Co., Kansas City, Mo. 1 year	10.0
August Luther, Kansas City, Mo	15.0
Peterson Floral Co., Kansas City, Mo	10.0
Teddy Peppers, Kansas City, Mo	5.0
	790.0
Returns from dealers' aids	2,881.5
Previously reported from all sources	38,338.7
GRAND TOTAL	$42,010.2

Nursery Department

(Concluded from page 205)

but do the work properly; in fact as well as you would do it for yourself, because you will in the end benefit by so doing. It is far better not to do the job at all, than not to do it to the satisfaction of the customer.

Another thing could be done to promote the nursery business. Many beautiful shrubs and plants are spoiled every Spring by incompetents who wrongly call themselves gardeners. People sometimes complain bitterly to the nurseryman of whom they have purchased their stock that plants or shrubs are very unsatisfactory, because they do not bloom. They don't know perhaps that the man who trimmed their shrubs in the Spring may have cut away all the flowering wood. There should be a committee of competent nurserymen appointed from whom gardeners could get a certificate of competence in pruning plants and trees. People would very likely prefer to have a gardener who had such a certificate to do their work, and satisfaction would result. Whatever is done, the promotion of the nursery business in this country can only be attained by mutual confidence and co-operation among nurserymen.

Business Transfer

W. W. Wyman, Rochester, N. Y. has given public notice of the sale and conveyance of his right, title, and interest in the business heretofore conducted by him, and known as the Wyman Nurseries, to Claude Ludington, of Rochester, N. Y.

Plants for the Cantonments

H. W. Groschner, Napoleon, O., has donated 3000 field-grown hardy Chrysanthemum plants to nine soldiers' cantonments in various parts of the country. This is in line with the work of the National Plant, Flower and Fruit Guild, an account of whose activities appeared in a recent issue of THE EXCHANGE. A number of New York florists, whose names appeared in the issue of July 27, have contributed stock for the beautification of Camp Mills and a further list appears on the New York page of the current issue.

The movement deserves every encouragement and the members of the trade generally ought to support it heartily. Mr. Groschner writes: "I am informed by Maurice Fuld, chairman of the soldiers' camp committee, that the trade has been backward in making donations. This is a pity. To me it seems a duty we owe our soldiers, to give all that we possibly can for their welfare and enjoyment."

Last Week's Issue

Last week's issue of THE ECHANGE was a particularly good number, made so through its range of varied and valuable subjects.

"Hardy Plants can Help Solve the Coal Shortage" drew attention to the opportunities open to florists, growers and nurserymen in the handling of perennials; it included a design of a formal perennial garden Wm. A. Natorp. The same page carried an article on the Phoma stem blight of Potatoes, a disease which is causing great havoc this season in some sections.

"Efficiency in Greenhouse Management," by Prof. L. C. Corbett, was one in a series of articles intended to assist the trade generally in getting ready to make the best of the coming season's coal shortage. We expect to publish further articles on parallel lines of equal interest.

The "Week's Work" was exceptionally good. In the Seed Trade Department the "Half Yearly Clean-up Inventory," with suggested headings for columns of the purchase side of the stock book, will enable many seedsmen to make use of the idea, saving mechanical labor to some extent, but better yet, if adopted, will show them at all times just where they stand.

Prof. E. F. Stoddard has been giving in his department of "Vegetable Crops Under Glass and in the Open," a series of articles dealing with the use of greenhouses for growing early vegetable plants for transplanting outdoors to produce Summer vegetables, of special interest because such growers will be supplied a full supply of coal for this purpose under the ruling of the Fuel Administration.

"Evergreens for City Gardens" in the Nursery Department, showed how easy it is to maintain a collection of evergreens in the heart of a great city, a fact which we hope to further demonstrate through the publication in a near issue of a similar planting at the entrance of a great railroad station in New York City, an enterprising nursery firm having executed the planting on their own responsibility and for their own advertising, appearing to have full faith in the longevity and well doing of the evergreens in close confinement.

The editorial page as usual touched on a multiplicity of current events, the most important of which was the letter from the U. S. Fuel Administration, at Washington, stating that while florists in certain Western states had been given permission to use screenings, Eastern florists could not be accorded this privilege and giving the reasons why. This letter is reprinted in present issue.

"Economical Problems Confronting the Florist" may have furnished a laugh or two in the reading, but we feel sure that Fritz Barr's article also furnished food for a serious thought or two in his diverting and instructive story.

The Retail Department contained W. Cleaver Harry's first article in a series on "Practical Talks on the Short-of-Help Problem." Mr. Harry is a man of keen observation and few things of value escape his vigilence, therefore his talks always reward the reader.

The above is a synopsis of leading articles in last issue, but there were many more good things scattered throughout its pages.

We cannot always promise an equally interesting issue. But it will be our effort to give the best that is in us and all the material we possibly can afford under wartime conditions. Fritz Barr well says, in his article of Aug. 3: "The backward florist has to be asked three times to pay $1.50 for his yearly subscription for the trade paper, for which he really ought to pay $10 for actual value received, instead of letting the advertiser do it." All of our readers may not be aware of the fact that since the new postal zoning system went into effect July 1 every article or ad. must be marked "Adv." or "Not Adv.", this summary mailed to be paid to the post office on the basis of the percentage of reading matter and advertising matter in each issue. The summary covering last issue, Aug. 3, read: 50% reading, 50% advertising—a consummation which it would be impossible for up to keep up weekly and live, unless indeed subscribers were willing to pay a higher subscription per annum than the present $1.50.

Outing of the Toronto (Ont., Can.) Florists' Club. See text

Toronto Ratailers' Outing

The accompanying illustration shows a group of Toronto, (Ont., Canada) florists' and their families and friends at the very successful and enjoyable outing of the Toronto Retail Florists' Coub held on July 17, at Island Park, that city. A feature was an exciting baseball game between a team captained by Geo. Gard and another led by H. G. Dillemuth, the latter's team winning by the score of 12 to 10. There were also other interesting sports and races, including a tug-of-war, in which the growers were victorious. Supper, which came in the evening, was served to more than 350. Dancing followed. A number of growers from Toronto, Brampton and outside places attended.

Prematuring and Wilting of Potatoes

Prof. G. P. Clinton, Botanist of the Conn. Agri. Exp. Station, has favored us with his conclusions concerning the Potato trouble which has manifested itself recently in the East. While Potatoes are not of direct interest to our trade, yet many florists raise a crop for their own use, and will be interested in what Prof. Clinton has to say on the subject. Our regret is that space prevents our printing his careful investigations in full.

The following description is given by Prof. Clinton of the various forms of the trouble:

1. A prematuring of the vines in which the stem and leaves gradually turn yellow, the plant often remaining erect, the leaves dropping off or dying, and finally the whole plant succumbing.
2. Plants wilting and flopping over as if the stem had not strength enough to support them. Parts normally green and no particular spotting of the stem.
3. A bronzing more or less of the stem and spotting; plants lopping over somewhat; frequently the stem is rather soft near the ground, so that it is easily pinched together, and giving somewhat the appearance as if some fungus or borer had been at work.

His investigation shows that fields sprayed or unsprayed have suffered equally in the sections visited by the trouble, which seems to have developed at the blooming stage when most of the energies of the plant were bent on the formation of tubers, regardless of the variety.

The conclusion is that this year's troubles have been caused through lack of moisture and sufficient plant food, of which potash is one of the factors, and not through fungi, poor seed, or insects, especially lice. The writer is of the opinion that so long as our fertilizers remain incomplete, great care must be exercised in the character of the ground chosen for Potatoes, and the manner in which fertilized. Select sod land or land which has been well fertilized for previous crop: avoid worn out or leachy soils. Where possible, use a complete fertilizer; when an incomplete one is used, do not place all of this on the land before planting Potatoes, but use part of it once or twice after the vines are up. Practice rotation.

The Potato is the most subject to drought injury of any of our cultivated crops, so naturally is the first to show its ill effects. A Potato vine, like a human being, responds to the best treatment, and its needs are moisture, nitrogen, and potash.

Professor Clinton concludes with the statement that his later observations and consultations with other investigators lead him to believe that lack of moisture was the primary factor, and insufficient or unbalanced fertilization the secondary factor in the development of this trouble

Messages of Flowers

—OR—

Their Floral Code and Dictionary

By GEORGE H. O'NEILL

Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. A dictionary of flowers covers more than thirty pages, giving the common names, in alphabetical order, of hundreds of flowers; each followed by the meaning of the flower and its botanical name. In the section "Messages of Flowers," the idea of the message to be conveyed by a flower is condensed into a single word, and the list of these words is arranged alphabetically. Opposite each word is placed the name of the proper flower and beneath appears the expanded message. A "Floral Calendar" gives the name of the flower appropriate for each month of the year, with its meaning, its botanical name, and a bit of verse about it. The mythology of flowers, with many interesting facts about them in modern life, fills nearly twenty pages, taking in alphabetical order thirty or more of the best known blooms. An explanation of the arranging of bouquets to make them carry messages fills another section, and advice about caring for cut flowers and a score of poems and quotations from famous poets about flowers complete the pages of this handy little manual of flower language. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners and lovers of flowers.

Can be sold by retailers, a 25c. copy for the customer's own use and a $1.00 copy for the lady who is to receive the flowers.

Cloth, cover embossed in gold, 144 pages, $1.00
Paper, 128 pages, 25c.

A. T. DE LA MARE CO. Inc.
438 to 448 West 37th St. NEW YORK

S. A. F. and O. H. Convention
St. Louis August 20 to 22

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

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Albany, N. Y.
The best service
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The Rosery FLOWER SHOP
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

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Amsterdam, N. Y.
LEADING FLORIST
Schenectady, N. Y.
EST. 1877

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
BOSTON
All orders will be reciprocated

Carbone
BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers
BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.
Established 1886

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to its advertisers. Test it yourself

---

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us

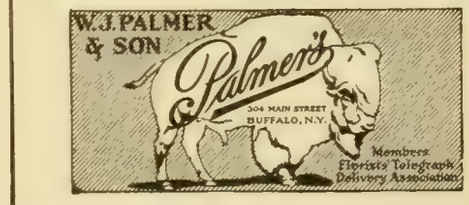
BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y. ESTABLISHED 1869
James Weir, INC.
324 Fulton Street, Our only store

Wilson FLORIST
Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different



Scott the Florist
Buffalo, New York

Gove The Florist
Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist
Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Schultz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch
CHATTANOOGA
TENN.
Office, 807 Market St.
The Leading Flori
100,000 feet of glas

Friedman Flowers
CHICAGO, ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange
CHICAGO
ILL.
25 E. Madison St.

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

---

CINCINNATI, OHIO
E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son
CLEVELAND
OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists
CLEVELAND
OHIO
735 Euclid Avenue

Westman & Getz
Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

If you have an order for flowers to be delivered in another city, glance through this directory and if you find an advertiser properly located you can rely on him.

RETAIL DEPARTMENT

Practical Talks on the Short of Help Problem

Saving Time and Labor in Made-Up Work and Through Short Cuts in the Store and Office—
Training New Help as a Time-Saver—By W. CLEAVER HARRY

ARTICLE No. 2

THERE was a state with all of us when time did not seem to be the chief essential. Time, like the man power of the imperial government, was the cheapest thing we had, so it wasn't counted in the cost at all. With the present scarcity of available help and the high cost of everything, we are compelled to do some figuring to find out just where changes can be made to conserve time, help, supplies: non-essential and unprofitable transactions. In other words, with business in a healthy condition we must see to it that this condition is maintained.

We can do with less help if need be. Not because business has slowed up, but for reasons of saving—to offset the higher costs; we can do just as much businesss and save on help. It is not possible to standardize the work in a retail florist's shop, like a printer when he throws out a half dozen old job presses and puts in two improved machines that do the work better, with one-half the help required by the six old machines, but there are many ways of handling the work in the shop that will bring the same results as the printer gets. Let one example serve to illustrate this point: Don't make a floral American flag, especially when Carnations are scarce, when a large wreath or a spray tied with our Nation's colors will do just as well and can readily be sold instead for the same money and half the work.

Saving on Made-Up Work

There are several time and work-saving funeral designs in the use of the ready-made Oak and Magnolia wreath and pillow, as sold by the supply houses. They are regularly mossed and covered with the prepared leaves. They will keep indefinitely and are ready for instant use. The Oak leaf furnishes a good underground for anything, and they can be decorated with a cluster or made up all around; it does away with all the dirty work of mossing and saves more than half the time in getting the order out.

Baskets as funeral designs are quick and effective. More of them should be used. In making them, put a little stubble in the pan, which is first filled three-fourths full of water. Then put the flowers in by handfuls, drawing the stems in and out, and raise and lower accordingly. Little or no stemming is required, for the flowers can be made to support themselves. Stuff a little moss in around the top to finish it and put on the ribbon effect, and the piece is ready: One man's time; fifteen minutes.

Another big time-saver, and consequent money-maker, is to push the sale of funeral sprays. Since the demand is already on this work, it becomes then simply following the lines of least resistance in urging their sale. Improve on them, introduce combination effects, so as to educate the trade into higher prices. The lodge and association designs—the old traditional family pillow and the spectacular design from the employees will always have their occasion, and it is best to give them a clear track when they come, but the spray is an everyday affair.

Saving Time on Cut Flower Orders

Every florist uses paper boxes. Suppose that you are very busy and the personal demands of time are great. Just take any box you wish from the rack and take off the lid. Behold! the box is already lined. Compare the saving in filling of orders this way over having to reach one place for the lid, another for the box, and then make three or four dives for the paper under the table. If folding boxes are used add more time and unnecessary motions. By having the boxes of various sizes made up and lined in relays, whenever the help has idle time, look what this one operation alone saves in time, help, energy, table space and confusion, and what would it mean at Christmas.

As a time and help saving, try making up your early morning work the afternoon before. Put them in the case, cover with a thin layer of manila tissue paper, spray the tissue thoroughly, and then cover over all with wax paper, making sure that there are no openings where the air can blow in and cause wilting. A design or spray covered in this way, using sufficient moisture, will keep twenty-four hours in the cool case without showing any depreciation whatever.

Don't wait until the last minute to get the work out lest you get caught with some inbound orders that delay the early ones. Nothing like working ahead. Sometimes it's just the failure to keep a little ahead of the game that causes a retailer to think he is short on help when, in reality, he is only short on management.

Saving in Office Work

The double passes in the office are legion. It is not my purpose to begin to enumerate them. No office system is entirely satisfactory, at least for only a limited time. I wish simply to go on record as opposed to anything that gives some one more work. The duplicate and triplicate order system may be necessary in some establishments where the departments are far away from each other, and so carelessly operated that an order slip is liable to be lost, but in the average florist store where the work is all despatched from one desk, the duplicate order system is waste, and as for the extra work, it will take one girl all the time occupied in comparing and keeping count of the slips during the busy season.

Attractive basket of White French Hydrangea Avalanche
By W. J. Palmer & Son, Buffalo, N. Y.

The duplicate billing system of keeping customer's accounts is the quickest and most efficient method in the bookkeeping end of the business. Each day the bookkeeper bills the charges that have gone through the day before. At the end of the month the original is sent to the customer as his bill, while the carbon copy goes into the binder and forms the ledger. An adding machine is almost a necessity in this system to prove the work, when the balance is taken. Some florists don't know that "outlook" envelopes are a saving in the office when it comes to sending out the bills.

Everyone has had his valuable time taken up and his spirit vexed in the correspondence business, by having to dig an order out of the body of what is supposed to be a business letter. It is never necessary to send an F. T. D. order written out like a letter. Make it out on a regular printed form order blank that carries your name and address in duplicate. Send the original to your correspondent and keep the copy. Any notation desired can be written on the order and will be readily understood by the one filling it.

Saving on Help by Instruction

The greatest time and labor-saving device known is to have correctly trained help. The importance of this was brought out in the preceding article. We cannot expect to fill the places of those who leave us for the shipyards and our country's call with experienced help. It is the best plan for those who will need employees to put them on a month or so before their services are actually needed. Count this time for training. Lay out a plan covering the rudimentary work, from cleaning the show case to completely preparing the material which is to be used in designing. Give regular practice work with the actual material, much of which can be used over again the next day and salvaged. Examine and carefully criticise the work of the beginners; dwelling on the good points as well as showing imperfections. Make the work very brief and simple at first, and allow no one to practice too long until their hands are injured. The time can be lengthened by degrees. Avoid too long hours at first. I always send a beginner home early for a couple of weeks for nothing brings out discouragement like fatigue. Those who are rightly instructed will apply themselves with unusual energy and determination, and the drill will draw you out too, Mr. Teacher, until you will need your reserve knowledge. The best results, of course, can only be obtained where the human element is carefully selected in regard to inclination, aptitude and desire to learn.

The following is a practical example of whether it is worth while to try to be helpful to others or not. In this case I was the one who received the benefit for my instrumental work. One year ago there was published in THE FLORISTS' EXCHANGE a brief series of "Seven Practical Lessons in Floral Designing," explaining and showing the application of the principles underlying this work. They were intended to help the fellow already in the ranks, in the same way as the manual of arms helps the rookie in the awkward squad. But in this case they did more. They were read and carefully studied by a young man working in a nursery. He had never had a day's experience in making-up or in any store work. He wrote me through the columns of this paper, telling me of his desire to become a retailer and asked for a chance to try. An opportunity was secured in a good store, where the way was open. His demonstration was a revelation to me and the absolute proof of the value of a right beginning. In the eight months that I saw him on the job, until he was drafted, I have never seen work done more intelligently or better. Yes, experience is a good teacher, but when experience is begun under correct instruction it becomes the best and quickest teacher.

Shipyard Workers Present Flowers

A huge basket of flowers, principally Roses, was presented to President and Mrs. Wilson by the workmen of Hog Island shipyard on Monday last (Aug. 5), after the ceremony of the christening by Mrs. Wilson of the new 7500 ton cargo carrier, the first one built at the shipyard. A picture appeared in the *N. Y. American*, showing the distinguished couple standing on either side of the basket of flowers on the platform of the train that bore them back to Washington.

Flowers in War

With apologies for being Sarcastic.

"The florists must be suffering now that the war is on. But even you must admit that their trade is non-essential!"

This from 'Dear Friend', the war-worker who, since she dabbles in knitting, must own ten knitting bags of silk, satin, cretonne, and linen; who, since she does that "everlasting bit" at Red Cross Headquarters, must of course motor to and fro; who, since she must be informed, spends hours poring over daily newspapers, nibbling chocolates between sighs and gasps; and then, since her soul, (being so small, I suppose), needs rest from the wearisome onslaught of battle news, seeks comfort at the motion picture theatre.

I conclude as I, simple designer and decorator, "take in" the finality of her decision of the fate of our trade, that "Dear Friend" never knew that all her life's essentials, knitting bags, motors, chocolates, music and flashing pictures are as nothing when compared with one gift of flowers, offered now, in war, even by just such as she!

The business of flowers "non-essential"? We, inside the lines, knowing from those who enter our shops that flowers are being used now to ease the pain of memories of what war has done, and of dread of what it may do, cannot agree!

E. C. S.

· Directory of Reliable Retail Houses ·

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
1643 Broadway
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

The L. Benth Floral Co.
ALBERT POCHELON, [illegible]
130-136 BATES ST.
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS
95 Gratiot Ave.
WALTER G. TAEPKE
DETROIT, MICH.

***SMITH,* THE FLORIST**
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

Milady's House Plants
Paper Covers.....60c.
Cloth Bound.....$1.00
Of more than passing interest to the Retailer.

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, *THE FLORIST*
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co
INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist, Inc.*
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

In the Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

***Rock's* Flowers**
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST 1873
550 FOURTH AVENUE — LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's *Nashville, Tennessee*
200,000 Feet of Glass

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers Test it for yourself.

. Directory of Reliable Retail Houses .

Begerow's NEWARK, N. J. 946 Broad Street
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York
Fresh Flowers and Best Service

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

Chas. Eble Florist NEW ORLEANS, LA. 121 Baronne Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE 135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

NEW ORLEANS, LA. 38 Canal St. **U. J. Virgin**
TEXAS, LOUISIANA AND MISSISSIPPI ORDERS TAKEN CARE OF

M. A. Bowe IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

Procure your copies of the Album of Floral Designs, the most popular book for the retailer NOW. The edition is running low, and owing to the high cost of paper and other materials the new edition will be advanced in price. Send for descriptive circular F. before ordering.

New York

MAX SCHLING
Phone, 7241 Plaza
785 FIFTH AVENUE

Flowers Greet Soldiers Everywhere

A letter from Corp. Cholmeley-Jones with the American forces in Italy to his parents who have also three other sons with the American Expeditionary Forces, speaks enthusiastically of the reception and tremendous ovation given the American soldiers on their arrival at Genoa; he says:

"We were fairly showered from both sides and from windows and balconies with Roses and all kind of flowers. I never saw so many flowers as they kept throwing at us and bringing to us.

"At the Y. M. C. A. we saw a tremendous bouquet of the choicest flowers, fully three feet in diameter, which was presented to General Pershing, with the following note attached:

"'Illustrious Signor Colonel Pershing! There are tears of emotion which have no words and therefore I am sending you flowers that they may speak in my stead to the glorious American soldiers. Until the world will not have sentiment for a basis, it cannot be called civilized; and now the sons of the United States have come to us, impelled by only one cause—that of the heart—to defend humanity, insulted and torn to pieces; to dry the tears of so many mothers in anguish and sorrow.

"'Be they blessed with all my motherly soul and for all the mothers of Europe, and be they blessed for the glorious light which will reflect on them for all the eternity of centuries. And to you, sir, the devout gratitude of an Italian woman, and may you be pleased to accept, kindly, my poor flowers.

"'Erminia d'Arhib.'

"This splendid note verifies my statement of how delighted the people 'over here' are over our arrival, and smiles and cheers and flowers greet us everywhere."

The Washington Florists' Club recently sent Roses and other flowers to the Red Cross convalescent house at Walter Reed Hospital. The club has undertaken to supply the convalescent house with flowers.

There was more than enough to fill every available vase in the house; the remainder was distributed among the hospital wards and were much enjoyed by the soldiers.

The wholesale florists and the Boston Flower Market of Boston, Mass., recently sent a quantity of flowers for the sick soldiers at Camp Devens. Henry Penn took the flowers there in his car. There were 20 big bunches of them.

Filling telegraph orders from distant cities was formerly "a consummation devoutly to be wished." Today it is one of the most profitable branches of the retail business. That is why there are so many cards in our Directory of Reliable Retailers

David Clarke's Sons
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin *Inc.*
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.

Alex McConnell NEW YORK 611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK

Young & Nugent 42 West 28th St. NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

NORFOLK, VA.
Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

BUTLER & ULLMAN
Successors to **H. W. FIELD** *SMITH COLLEGE FLORISTS*
NORTHAMPTON, MASS.

OMAHA, NEB.
Alfred Donaghue
1622 Harney Street Established 1866

Omaha, Neb.
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

J. J. Habermehl's Sons PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

In its Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

· Directory of Reliable Retail Houses ·

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade E. C. Ludwig Floral Co. Mark
Pittsburgh, Pa.
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
"We Serve You Better" Store open Day and Night

PITTSBURGH, PA.
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons
ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

Salter Bros. ROCHESTER N. Y.
FLORISTS 39 Main St., West

ROCHESTER, N. Y.
H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.
FOREST CITY GREENHOUSES

Long Distance Phones Bell, Tyler 1104 Rm. Central 413
Mullanphy Florist
SAINT LOUIS, MO
8th & Locust Sts.
All orders by Telegraph or Telephone most carefully executed at once Floral designs a specialty

St. Louis, Mo. Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson
St. Paul. Minn.
20-22-24 West Fifth Street
National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
1534 Second Ave.

National Florist
Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
1315 Cherry Street

B. ABBOTT Both Telephones
Park Floral Company
FLORISTS TRENTON, N. J.
Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

WASHINGTON, D. C.
Gude Bros. Co.
Florists 1214 F. ST. N.W.

Mrs. Louisa P. Fowler
WILMINGTON, N. C.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

Does your foreman read The Florists' Exchange? If not, a present to him of a year's subscription would be appreciated.

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouses and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell Corning and other points.

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Order promptly delivered for Johnstown and vicinity

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Deliver

Kansas City, Mo. W. J. Barnes FLORIST, K.C.M.O. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 189

Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient servic

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and all points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Pawtucket, R. I. LAPHAM FLORAL CO. Covers Rhode Island

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad St

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Richmond, Ind. FRED H. LEMON & CO. Florists and Decorators Send us your orders.

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railroad Reach all points. Wires received any hour.

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florists

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J. Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D. Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Yonkers, N. Y. R. T. BRODERICK, Phone: 4681 Prompt delivery and orders filled satisfactorily

York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhouse

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Melon Stem Rot.—Through your valu-ble paper, could you suggest any remedy, .at would help me to save a house of Melon ubilee)? The plants look in perfect health, .t when within two weeks of the ripening age, or at least when well "netted," as the rdener terms it, they go off overnight with em rot.

The conditions under which they are grown as follows: On all bright days I syringe very morning, and keep the temperature as ear 70 deg. as possible. All affected plants e quite healthy 6in. above the ground, and late I keep a crack of air all night on the ouses but to no avail. I have used lime and lphur on the decaying stem but it don't em to prevent the rot.—D. I.

—Stem rot on Melons is a hard proposition eradicate as the disease works its destruc-on quickly, and particularly so when grow-g the crop without the aid of artificial heat; em rot then seems more prevalent. Cer-inly a fair amount of air should be on the ouse at all times after the fire heat is dis-ensed with in Spring; otherwise condensa-on is too great. Also there is no better medy than to keep the soil fairly dry around e stems, and the sprinkling of a little air-acked lime around the base of each plant a capital practice to ward off this trouble; nfortunately, as with all other diseases, ose precautions should be applied while e plants are in full vigor, with no signs of em rot, or any other weakness or disease, r that matter; with such precaution taken time there should be no serious trouble ter. W.T.

Celery Bleachers.—In the book, "Garden uide," published by A. T. De La Mare Co., nc., I notice it states that "Celery Blanch-rs" of various types are now obtainable, but y local seed store does not sell it nor do hey know what they look like. Where can get these bleachers?—F.L., Baltimore, Md.

—The Ball Celery Bleacher and Lightning andler have been extensively advertised y Weeber & Don, 114 Chamber st., N. Y., nd can be obtained from them if not pro-urable at your local seed store.

Cannel Coal versus Lehigh Valley Highland gg Coal.—Is one ton of cannel coal equal to one on of Lehigh Valley Highland Egg coal? I am old that one ton of the former will go further than ne ton of the latter. Please let me know. annel is quoted here at $15 per ton; egg $10. -H. J. H., New Jersey.

—Cannel coal and Lehigh Valley egg coal are wo distinct kinds of coal, cannel coal is highly ituminous, a very rich gas coal; usually contains good deal of ash; burns readily with a bright ame; doesn't clinker; and I suppose could be sed in florists' boilers by shutting down the rafts quite a little, although it is not a steam oal, but ideal for the home grate fire. Usually equires a specially constructed grate. The elator was once connected with a cannel coal ine and had difficulty disposing of the brand, lthough they may be getting finer material at his time that could be better used to advantage. t that time they tried to get rid of it by selling in small bags, especially to start fires with. It ould no doubt give a good deal of heat, but not early so much as anthracite coal; probably two-hirds as much heat as obtained from anthracite, hich is coal altogether different in its character-stics.—Editor "Coal Age."

(By an order of the Fuel Administration dated une 28, 1918, the price of cannel coal was fixed t $1.00 per net ton above the applicable Gov-rnment mine price for run of mine bituminous oal at the mine where such cannel coal is pro-luced.)

A further and more comprehensive reply to his question will be found in an article in this ssue, headed "Value and Use of Various Coals."

Newport, R. I.

Missing Florist Soldier Located

Lieut Gerald Conheeny has at last been heard from. He is in a prison camp in Germany recovering from wounds in face and throat. He states that he is being given good care. Before leaving here Lieut. Conheeny was head clerk for Oscar Schultz at his Broadway store.

Thames st., Newport's leading business thoroughfare, is again without a florist's store, Edward R. Hass having closed up his store at 196. Orders will be taken and cared for at the greenhouses, 41 Almy court.

Ralph Armstrong is here caring for the wants of his city customers, but is not maintaining a store as heretofore.

ALEXANDER MACLELLAN.

Worcester, Mass.

Business last week, although good for this time of year, dropped off somewhat compared with the week previous. Flowers in the market are in good supply and of fine quality; no great surplus has been reported thus far this season, funeral work keeping things cleaned up.

Small Growers to Continue

The recent coal regulation issued by National Fuel Administrator Garfield, by which small growers using 40 tons of coal or less may have their full supply will mean that at least 12 greenhouses in this locality which had previously decided to close this Winter will be kept running. Many of these small growers had figured that to close half of their small places would mean such a meagre living that it would be better for them to close up entirely about Oct. 1, and obtain employment in some shop.

Andrew Carney, formerly with Randall's Flower Shop, and for years connected with the florist's business in Worcester, has entered the employ of a large manufacturing concern doing war work.

Roger N. Perry, Worcester's youngest florist is working for the Norton Co. of this city for the Summer. Mr. Perry's mother is conducting the business for the present.

Henry F. Littlefield is at Well's Beach, Me., for the Summer.

The leading Summer flowers are Asters and Sweet Peas, which demand the best prices at retail. Although Gladioli and Gypsophila are rather plentiful they are used chiefly in funeral work.

Prices in the market average as follows: Roses 75c to $8; Carnations (small) 75c. per 100; Asters 50c. to $2; Sweet Peas 35c. per 100; Gladioli $1 to $2. There is also a full line of other Summer annuals and perennials which meet with a fair demand at quoted prices. Greens of greenhouse varieties are in good supply but the call for them is rather light, this always being the case when so much outdoor greens is obtainable. F. L. M.

Society of American Florists and Ornamental Horticulturists

Department of Plant Registration

Public notice is hereby given that Bobbink & Atkins, Rutherford, N. J., submit for registration the new seedlings of Pyrethrum roseum here mentioned:

Rutherford, double red with light center.

President Wilson, double. Deep rose-pink.

Sylvia, soft rose. Double.

Pink Beauty, light rose pink, single.

Rosy Morn, double rose with a lighter center.

Cactus, deep rose petals quilled and pointed the same as cactus Dahlias.

Dainty, semi-double deep rose, center white.

Favorite, semi-double deep rose, center white.

Columbia, double, deep rose, shading to white.

Delight, shell pink, semi-double, white center.

Rose Pearl, deep rose, like Cactus, deeper, single.

Purity, double pure white.

Any person objecting to these registrations, or to the use of the proposed names, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

Public notice is hereby given that as no objection has been filed against the registration of Hydrangea Mrs. Woodrow Wilson by Frederick H. Dressel, Weehawken, N. J., same becomes complete.

JOHN YOUNG, Sec'y
1170 Broadway, New York, Aug. 1, 1918.

Publications Received

Potatoes for Seed, Physiological Basis for the Preparation of, Bulletin No. 212, Maryland State College of Agri., College Park, Md., Feb., 1918.

House Flies, Control of by the Maggot Trap, Bulletin 213, Maryland State College of Agri., Feb., 1918.

Mushrooms of Ontario by R. E. Stone, Ph.D. Lecturer in Botany. Bulletin 263 issued by the Ontario Department of Agriculture, Ontario Agricultural College, Toronto, Ont.

Improving the Corn Crop by Selection and Breeding, by Frank P. Bussell. One of the Plant Breeding Series published and distributed by the New York State College of Agriculture at Cornell University, Ithaca, N. Y.

Indianapolis, Ind.

Mr. Zirkman of M. Rice & Co., Philadelphia, is establishing merchandising routes for his men in this section of the country. Good men on the road now are valuable for his firm and the company takes every pains with them.

The many friends of Mr. and Mrs. Anders Rasmussen of New Albany, Ind., are sorry to learn of the severe illness of Mrs. Rasmussen and hope she will soon be entirely recovered.

Otto Lawrenz of Bertermanns' staff has returned from Buffalo, N. Y.

The Market Next Winter

Should the present coal rulings prevail throughout the coming season, there will undoubtedly be a big movement of flowers from the East to the West. Flowers will no doubt be just as scarce in Indiana as they will be in Ohio, for the market conditions will absorb any surplus flowers where more fuel is obtainable. Flowers in former years have been shipped from New York to Chicago or vice versa with exceedingly good results. Any florist so located that he may have his usual supply of fuel will find a ready market at high prices and need not look to local conditions for relief but can adhere closely to the top-notch figures in the large centers. In fact, the larger commission houses here say they will be more likely to obtain good prices in, say, Pittsburgh than they will in immediate adjacent territory.

The telegraph delivery of flowers keeps on in a moderate way throughout the heated season. As John Young is putting it, "the inter-community exchange of flowers should grow very rapidly from now on." The national advertising campaign is certainly a big asset in this one particular phase alone.

Len Elder, who has been ill since his return from the Lakes, is reported as much improved.

Among those going to the convention are John Hartje, Adolph Baur, Herman Junge, Henry Rieman, Irwin Bertermann, Charles Pahud and George Wiegand. Arrangements were discussed at the August meeting of the State Florists' Ass'n of Indiana, held Aug. 6, to have the Indiana florists go as a body. While this would not result in a reduction in the rates, it would be pleasant for all concerned.

F. G. Nelson, vice-president of the Burlington Willow Ware Shops, is looking after business in this city.

There will seemingly be a shortage of good Carnation plants in Indiana this year and nearly all the available stock is spoken for. I. B.

Houston, Texas

Business with the florists is holding up fairly well. Most of the work is now confined to funerals.

Kerr, the florist, did a very good business during the week. His sales manager, Mr. Eichling, has returned from his vacation trip to New Orleans and reports having had a good time.

Wm. A. Reynaud of O. P. Jackson & Co., seedsmen, a member of the Houston Hort. Society, is about to become a benedict. The wedding will take place at Huntsville, Tex., Aug. 10, the bride being the daughter of Mr. and Mrs. Gustavus Adair Wynne. Mr. Reynaud has a large circle of friends throughout the State, travels a great deal, and is a man of thought and observation. His bride is a scion of a prominent family of the State. The best wishes of the members of the Houston Hort. Society go with the young couple in their journey through life.

J. M. Laughlin, secretary of the Houston Hort. Society, finds that the landscape business is looking up lately, as he has received several new places to design and look after.

Among the visitors to the city this week was Howard Basch of the S. A. Weller Pottery Works of Zanesville, Ohio. C. L. B.

Would Be Useful

A coal shovel which will sift ashes as they are taken from the furnace, without rehandling, has been patented. Now if some genius will invent a shovel that will sift a little coal from the silt that is sold for fuel he should have the badge of honor.—*Seattle Post-Intelligencer.*

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Harry A. Bunyard, formerly with the Nitrates Agencies Co., at the New York City office, has joined the Y. M. C. A. as a secretary for overseas' work and will sail shortly.

Adrian P. Wezel, who for several years past was employed as gardener on the estate of the late J. D. Crimmins at Noroton, Conn., is now at Camp Devens with the National Army.

The address of J. Ebb Weir, Jr., of Weir's Flower Shop, Jamesport (L. I.), N. Y., is now Boatswain's Mate, Sec. Base 4, W. S. N. R., Montauk (L. I.), N. Y.

It is reported that Oscar D. Joslin, with the medical department of the 355th Infantry, and formerly with the W. J. Barnes Floral Co., Kansas City, Mo., has arrived safely overseas.

Four more employees of the W. L. Rock Flower Co., Kansas City, Mo., have joined the colors; they are George Myers, Wm. Fitzhugh, Lloyd Monson and W. A. Hults. The firm's service flag now has 10 stars.

Peter Henderson, of Peter Henderson & Co., seedsmen of New York City, who is stationed with the U. S. Aviation Corps in Texas, was recently married.

George Stewart, Jr., son of George Stewart, Tuxedo, N. Y., has enlisted in the U. S. Navy and is now stationed at Newport.

Lieut. Geo. B. Palmer, son of Frederick L. Palmer, Brookline, Mass., is stationed at Camp Lee, Va., where he is an instructor.

Wm. E. Colligan, a former employee of the Poehlmann Bros. Co., Chicago, is with the American Expeditionary Forces in France, being sergeant in Co. M, 328th Infantry.

Kansas City, Mo.

The cool weather which prevailed in July helped stock to a wonderful extent. Nearly everything in the way of flowers was burned up in the extreme heat of June, but July brought a few good rains and many cool days, and the result was soon apparent in the amount and quality of flowers. Stock is now plentiful in the following varieties, with prices as follows: Gladioli, $6 to $8 per 100; Asters, $3 to $4 per 100; Gypsophila, 50c. a bunch; Roses $3 to $10 per 100; Lilies, $10 per 100.

Secretary Young's Visit

Secretary John Young, of the S. A. F., stopped off in Kansas City for a day, en route from California. Mr. Young, assisted by W. L. Rock and Samuel Murray, visited a number of the local florists and secured 12 new members for the S. A. F., in addition to a number of pledges for the S. A. F. publicity fund.

More than 3000 war gardens were planted on vacant lots of this city this Spring. A few gardens had to be replanted because of the drought, but most of them, according to reports received by the Kansas City Real Estate Board, are yielding large crops. Two applications for 1919 war gardens have already been received by the board.

In the Service

The W. L. Rock Flower Company recently had four of its employees join the Colors. They are George Myers, William Fitzhugh, Lloyd Monson and W. A. Hults. There are now 10 stars on the firm's service flag.

Oscar D. Joslin, formerly with the W. J. Barnes Floral Co., this city has arrived safely overseas with the medical dept. of the 355th Infantry.

Recent visitors were Messrs. Shock and Zirman., of the M. Rice Co., Philadelphia, and George Hampton, of the J. G. Neidlinger Co., Philadelphia.

B. S. B.

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	11.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

Per 100
16 x 6 x 7 ..... $9.70

Bouquet Boxes

Per 100
19 x 9 x 8 .... $10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY
$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10
We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

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DAGGER and FANCY FERNS. New Crop, Now Ready. $1.00 per 1000
All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.
BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.
SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted.
Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens

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CROWL FERN CO.
MILLINGTON, MASS.

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M. RICE CO. Buy "Keystone Quality" Florists' Supplies
PHILADELPHIA, PA.

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Florists' Supplies
McCallum Co.
Pittsburgh, Pa.

When ordering, please mention The Exchange

Sixth City Wire Works
Manufacturers of **Wire Floral Designs**
Hanging Baskets, Wire Lamp Shade Frames and all Special Wire Work to order
224 High Ave., S. E., - CLEVELAND, OHIO

When ordering, please mention The Exchange

Natural Log Moss
$1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.

Caldwell The Woodsman Co., EVERGREEN, ALA.

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CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

When ordering, please mention The Exchange

Middle Atlantic States

Lancaster, Pa.

Next club meeting Aug. 15, at Elmer Weaver's.

Country People Want More Flowers

Business during the past week has been good; in fact exceptionally good for the retail trade, with some prominent funerals in the surrounding country; in the country is where there is money to spend, and someone is educating the country people to spend it. Where a few very simple flowers would have been considered plenty at a funeral a few years ago, today they must have (and there is no reason why they should not have) an abundance of flowers. The same is true as to their home surroundings. You will not find better kept lawns on any of the large estates, and while the planting of flowers is not done extensively there is hardly a home that is not brightened with a goodly area of flower beds.

Belgian Relief Day

Saturday, Aug. 3, was Belgian Relief Day for the Belgian children, and Miss Carrie Steckman, at Harry A. Schroyer's store sold 475 boutonnières, the returns amounting to $74. Considering the fact that the store is not on a main thoroughfare this is a remarkable showing.

Mrs. Geo. Goldbach and Walter Hammond have fine Summer windows, featuring mostly cool-appearing green plants and seasonable flowers.

Frank Kohr, one of our numerous market gardener florists and one who made a big success out of his place has closed it up and is now selling the Hudson "Super Six."

Fuel Notes

Fred Ritchy, who about a year ago bought the Francis Bachler greenhouses and is combining them with his own range, is getting this additional coal with which to run his establishment. We are all figuring how to get the best results possible out of our places without conflicting with the rulings of the Fuel Commission. A fairly large quantity of wood is stored in various greenhouse establishments and yard screenings are being bought up by those who can use them.

In my notes of last week there seemed to be some surprise over this ruling of our local Fuel Commission and I want to say that it was accomplished by our fully co-operating with the commission and agreeing as an organization to see that our members fully complied with the law's requirements; and not only our members but anyone in our line of business will be reported if not living up to the fuel laws. ALBERT M. HERR.

The following is the text of the permit allowing florists to use screenings:

Regulations Concerning Greenhouses

Greenhouses are allowed 50 per cent. of the average annual quantity of fuel consumed in such greenhouses during the period from April 1, 1915, to April 1, 1918, and such yard screenings or wood (which does not require railroad transportation) as they may be able to secure.

Greenhouses using not more than 40 tons of coal annually may operate to their full capacity.

This ruling applies to bituminous coal and to the following anthracite sizes: broken, buckwheat, rice and barley.

LANCASTER COUNTY FUEL COMMITTEE.
John J. Evans, Chairman.
July 24, 1918.

Wilkes-Barre, Pa.

The newly organized Penn Floral Co. has taken over, by lease, the extensive range of glass heretofore used by the original owner, Benjamin Dorrance, of Dorranceton, Pa. The Dorrance family for many years past has grown and shipped cut Roses almost exclusively to the New York cut flower market.

The new Penn Floral Co. expects to enter into a general plant and cut flower business to supply the local market.

The local florists seem to do a fairly good business, considering that very little special work is being done; most of the small growers expect to keep their houses going this Winter. Good cut Roses are scarce and the outdoor grown stock is small and poor in quality, this being caused by a week of excessive heat.

Park Dept. Busy

Our Park Department now supervises over 1200 war gardens besides a dozen playgrounds and children's gardens. The floral display in Central City Square and other parks is as attractive as in previous years. The artistic floral parterre gardens in front of the conservatory on the North River Common, with its combination of 60 beds, is being commented upon by everyone.

The blight has somewhat affected the Potato crop; the shade trees also have suffered. We have had abnormal weather condition, hot and cold spells alternating.

The Lehigh and Wilkes-Barre Coal Co. is about to establish a community residential park for its officials and employees. C. L. SEYBOLD.

Buffalo, N. Y.

Following the customary rule for August, the general demand for flowers in the Buffalo market is not brisk, although the general supply is fairly good. Asters are coming in moderately well but Carnations are over. Roses have been plentiful but during the remainder of August will gradually go into a decline. The better varieties of Gladioli are arriving.

Emil Brucker, treasurer of the William F. Kasting Co., is spending a two weeks' vacation in the Adirondacks.

The trees on the streets of Buffalo are losing their foliage. E. P. Felt, State entomologist, says that aphids are the cause. Although the local park department has given a Boston concern a $15,000 contract for spraying 30,000 trees, the trouble does not seem to be checked appreciably.

M. F. Barrus of Washington, pathological adviser for the U. S. Dept. of Agriculture, recently visited Batavia to inspect the fields planted there last Spring, with the Idaho Pea Bean. It is said the success of the experiment will be regarded as important for Bean growers of Western New York.

J. A. McGUIRE.

Essex County (N. J.) Florists' Club Outing

The Essex County (N. J.) Florists' Club held its fifth annual outing on the grounds of the Camptown Club, at Berkley Heights, N. J., on Thursday, Aug. 1. The weather throughout the day was auspicious for an outing, and the recent rain had put the grounds in excellent condition for such an occasion.

The majority of the members of the club and their friends arrived from Newark, Irvington and the Oranges in automobiles about 10:30 a.m., and the remainder came on the trains leaving Hoboken at 9 a.m. and 12 m. There were about 75 ladies and gentlemen present.

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MAGNOLIA LEAVES AND MAGNOLIA WREATHS
CYCAS LEAVES AND CYCAS WREATHS
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New Red Roping—Write for sample
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CREPE PAPER AND PORTO RICAN MATS
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TELEPHONE: VANDERBILT, 4976
SUMMER CLOSING HOURS:—5 P. M. SATURDAYS, 1 P. M.
H. BAYERSDORFER & CO., 1129-31 Arch Street, Philadelphia, Pa.
WAREHOUSES and FACTORY: 113 N. 12th St. and 1127 Appletree St.

When ordering, please mention The Exchange

Breakfast was served from 10:30 to noon, whenever the members and their guests arrived. The chowder was excellent and there were plenty of soft drinks.

At 2 o'clock a mighty good dinner of broiled chicken with the proper accompaniments was served. THE EXCHANGE representative would be glad to go on an outing every week if he were sure of getting a whole broiled chicken of such a quality as he had Thursday, and while he was eating it, he could not but feel sorry for those journalists who preferred the pavements of New York City to a chicken dinner on the grassy, well-shaded grounds of the Camptown Club on the banks of the Passaic.

Much credit for so enjoyable an outing was due to the committee of arrangements, which consisted of R. Vnill, J. J. McLaughlin, Charles Connolly, John Pfeuffer, Wm. Mueller and Emil Brunner.

Besides the committee there were present Mr. and Mrs. E. Jacobi and son, J. E. Jacobi and Miss Sipell; Ernest Helms, Mrs. John Pfeuffer and daughter, Mr. and Mrs. Plebany, Wm. Haas, Edwin Perrson, George Lacey and son, Staton Waterfield, Mrs. Staton Waterfield, all from Irvington; Henry Leahy from Elizabeth; R. Francke and A. C. Sackman from Rutherford; Mr. and Mrs. J. F. Anderson and five children from Short Hills; Albert E. Jackson from Summit; Mr. and Mrs. John Walsh and son from Philadelphia; Mr. and Mrs. Roman J. Irwin of Larchmont, N. Y.; P. J. Smith, Paul Rigo, F. R. Martin, J. Hermann and Nick Shriner from New York; Wm. Badgley of Chatham; W. W. Adams, James Greer, and Mr. and Mrs. Ernest Hausman from South Orange; Henry Hornecker and brother, and Richard Vollmer, from East Orange; John Crossley, Chris Mertens, A. Linseman, Geo. Segerow, Joseph M. McDonough, Harry McDonough, Mrs. Emil Brunner, Albert Brunner, Charles Connolly and Paul Minder, all of Newark; and several others whose names we failed to record.

Reading Florists' Outing

The annual outing of the Reading Pa.) Florists' Ass'n, held at the bungalow of the Mountain Springs Ass'n, on Mt. Penn, proved very enjoyable, a large number of members and their friends attending. There were various games, an excellent waffle and chicken dinner, and dancing in the evening.

U. S. Employment Service

The following brief synopsis of the new Governmentally directed labor service as regards unskilled labor, will give our readers a general idea of what it all means.

Few in the seed, nursery or florist line will be affected by this service, as at present it is not applicable to concerns having a payroll of under 100 men, nor does it apply to farm labor or labor for non-war work. Non-war industries, however, are affected to this extent that they must not offer superior inducements, prevent the transfer of workers urgently needed for war production, or in any way attempt to compete with the Government for labor. War industries of the Nation are now of paramount importance, demanding sacrifice and cooperation from all employers not engaged in war work in order that they may function to their maximum efficiency.

While the present regulation has to do with unskilled labor, eventually all skilled labor for war production will be recruited through the Federal Employment Service so as to bring about the efficient mobilization and distribution of labor necessary to carry on successfully the war industries of America.

On Aug. 1, the supplying of war industries with common labor became centralized in the U. S. Employment Service of the Department of Labor, and all independent recruiting of common labor by manufacturers having a payroll of more than 100 men was diverted to the U. S. Employment Service.

The above action was found necessary to overcome a perilous shortage of unskilled labor in war industries. This shortage was aggravated by an almost universal practice of labor stealing and poaching.

While restrictions against the private employment of labor apply only to common labor at the present time, these restrictions will, as soon as possible, be extended to include skilled labor. In the meantime, recruiting of skilled labor for war production will be subject to federal regulations now being prepared.

This drastic change in the nation's labor program has been found necessary in order to protect the employer and the employed, to conserve the labor supply of the communities and to cut down unnecessary and expensive labor turn-over (which, in some cases, is as high as 100% a week), and to increase the production of essentials.

While non-essential industries will be drawn upon to supply the necessary labor for war work, the withdrawal will be conducted on an equitable basis in order to protect the individual employer as much as possible.

Under the operating methods adopted the country has been divided into thirteen federal districts, each district in charge of a superintendent of the U. S. Employment Service. The States within each district are in turn in charge of a State Director, who has full control of the service within his State.

In each community there is being formed a local labor board, consisting of a representative of the U. S. Employment Service, a representative of employers and a representative of the employed. This board will have jurisdiction over recruiting and distributing labor in its locality.

It must be understood that farm labor will be protected, for the industrial program distinctly includes special efforts to keep the farmer supplied with labor.

The requirement that unskilled labor must be recruited through the sole agency of the U. S. Employment Service does not at present apply in the following five cases:

1. Labor which is not directly or indirectly solicited.
2. Labor for the railroads.
3. Farm labor—to be recruited in accordance with existing arrangement with Department of Agriculture.
4. Labor for non-war work.
5. Labor for establishments whose maximum force does not exceed one hundred.

American Rose Society

Registration

The following request has been received from the Conard & Jones Co., West Grove, Pa., for registration of a Rose and this has been approved by the Rose registration committee. Unless objections are received within three weeks from the date of this publication, the registration will be permanently accepted:

Name **Aunt Harriet**, class **Hybrid Wichuraiana**, parentage: **Appoline X Wichuraiana**, description: Habit of plant, vigorous climber; character of foliage, dark green, healthy; freedom of growth and hardiness, hardy to zero temperature; free grower; flower, very large for multiflora type; color, rich crimson, white eye; form, semi-double; fragrance and bud, moderate; petalage, average multiflora, freedom of bloom and lasting quality, among the best, moderate. The Rose is unlike any other and superior for the following reasons: Intense brilliancy, hardiness, fine foliage and especially suited to those who want a fine show from a Rose that will require but little care.

E. A. WHITE,
Secretary

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New Crop DAGGER FERNS
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We Manufacture Our Own - - **FLORISTS' SUPPLIES** METALS WIRE WORK and BASKET WORK
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WIRE DESIGNS
PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.
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Natural Log Moss
$1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.
E. A. BEAVEN, Evergreen, Ala.
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WIRED TOOTHPICKS
10,000 $2.00; 50,000, $8.75
Manufactured by
W. J. COWEE, Berlin, N. Y.
Samples Free. For Sale by Dealers.
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Notice of Annual Meeting

You are hereby notified that the Annual Meeting of the Florists' Hail Association of America, will be held at Moolah Temple, St. Louis, Mo., at 9 o'clock, a. m., on August 21st, 1918, for the purpose of electing four Directors, and the transaction of such other business as may come before the meeting.

JOHN G. ESLER, Secretary.

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Remember the S. A. F. Convention at St. Louis, August 20-22

New York party leaves on August 18, at 2.04 p. m., from Penn. Terminal Station, 33d Street and Seventh Avenue, New York City

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NEW YORK

Wholesale Market and News of the City

The Market

Aug. 6.—There is again this week a full market of Summer flowers in even a greater variety than last week, and also plenty of Roses. The supply of Lilies is also abundant, but aside from the Roses and Lilies and arrivals of greenhouse flowers is inconsequential, which, of course, at this season is to be expected. The extremely warm, humid weather of the last few days, following closely the recent rains, has brought into bloom all outdoor grown flowers, especially the two staple kinds, namely, Asters and Gladioli, to an abnormal extent. The following list, probably not complete, will show which outdoor grown flowers are now in the market: Marigold, Tritoma, Hydrangea paniculata, Gypsophila, Larkspur, Dahlias, Snapdragons, Auratum Lilies, Zinnias, Delphiniums, Gaillardias, Asters, Gladioli, Helichrysum, Cosmos, Centaureas and Celosia. Some of each of the several kinds are sold mostly at nominal prices, and the rest go into the discard.

There is an abundant supply of both American Beauty and hybrid tea Roses, but they find few buyers today, Tuesday, though both moved a little better on Saturday of last week. Special grade American Beauty Roses are realizing from 6c. to 25c. each; top grade hybrid teas 3c. to 5c. in general, with a few varieties selling in small lots at from 6c. to 10c.; No. 3 and No. 2 hybrid teas at from 25c. to 75c. These prices are, of course, on actual sales, and do not take into account the left-overs.

Carnations are practically out of the market; the few arriving realize from 25c. to $1 per 100.

Cattleya orchids are extremely scarce; the demand also is small. The choicest blooms of the variety gigas are selling at 75c. to $1 each. White and pink Lilies are in more than sufficient supply; the best of the former sell at $6 and of the latter at $3 per 100.

Lily of the Valley is in extremely short supply with little demand at $3 to $8 per 100.

Of the outdoor flowers previously mentioned Asters and Gladioli are the leaders, the best of each selling at from $1 to $1.50 per 100.

Green are in sufficient supply and are moving slowly.

The Convention Party

A revised list of those who are going from New York and nearby points to St. Louis to attend the S. A. F. convention, on Aug. 20 to 22 inclusive, is as follows: Mr. and Mrs. Charles H. Totty and daughter, who will journey in Mr. Totty's automobile, leaving Madison, N. J., on Aug. 13, and stopping over a day with E. G. Hill of Richmond, Ind.; Mr. and Mrs. Frank H. Traendly, Mr. and Mrs. Julius Roehrs, Joseph Manda, A. L. Miller, J. G. Esler, F. R. Pierson, A. T. De La Mare and Benjamin Hammond.

Louis Schmutz, Jr., of Clarkson st., Brooklyn, is reported to be in hospital very seriously ill with a complication of diseases.

Frank Pileski, of Whitestone, L. I., a flower grower and nurseryman, dropped dead in his greenhouse at 2 p.m. Monday of this week. His death, it is said, was caused by the extreme heat which, as reported by the Weather Bureau, has reached 93 degrees the past few days in this vicinty. Mr. Pileski, accompanied by two of his children, was delivering flowers to D. Fexy, wholesale florist on 28th st., at 7 a.m. Monday. He was about 40 years of age. He is survived by a widow and five children.

To the list of names given in the issue of July 27, page 138, of THE EXCHANGE, of those giving or promising to give plants to beautify Camp Mills should now be added A. Nahlik, Flushing, N. Y., and Vaughan's Seed Store, New York City.

The Colonial Florist, Manhattan, has incorporated with a capital of $10,000. The incorporators are G. S. Wityson and S. and C. Sakelos, 921 St. Nicholas ave.

Adrian P. Wezel, who for the past few years has been gardener on the late J. D. Crimmins' estate at Noroton, Conn, is now at Camp Devens, Mass., with the U. S. Army.

Charles Schenck, president of the New York Florists' Club, gave a luncheon at the Brevoort, on Tuesday afternoon, Aug. 6, to New York Park Commissioner Wm. F. Grell and Brooklyn Park Commissioner J. N. Harmon, for the purpose of presenting them with the gold medals which they were awarded at the recent New York Flower Show. Besides the gentlemen just mentioned there were present Tax Commissioner James P. Sinnott, Charles H. Totty, Joseph Manda, F. H. Traendly, A. L. Miller, Park Commissioner Edward Sceery of Paterson, N. J., Joseph Eschman and Arthur Herrington. The park commissioners are highly interested in the success of our shows, as was proven through their hearty co-operation in the show of last March.

S. J. Mitchell, the genial president of the Houston Horticultural Society, who has been spending a few weeks in this city, left for home on Friday, Aug. 2, via Old Point Comfort and New Orleans, it being his intention to stop off for a short time at these and other cities en route.

A Letter from a New York Soldier Boy

The following letter from France, dated July 2, was recently received by George Bradshaw, head salesman for William Kessler, 113 W. 28th st., from Howard Simmons, a former employee of Mr. Kessler:

Somewhere in France,
July 2, 1918.

Dear Friend George:

Just a few lines to let you all know that I am in the best of health and hope that this letter finds you all the same. Well, I have not much to write to you as you know that we can't write what we want to. But I am "somewhere in France," and having a good time; the people over here treat us just like their sons and we treat them like our mothers. This is a fine country; we soldiers from the U. S. know what living is, and we know it now to be in such a fine country as France.

This is the first chance I have had to write you as we are always on the go, and some day you will read the outcome of it all.

The Y. M. C. A. and the Red Cross are like our homes and mothers to us, and they certainly should get the credit for their good work for what they are doing over here.

Well, I guess I have said enough, and I will close with the best of wishes and luck to you all. Best regards to all. Hoping to hear from you, I remain,

Your friend,
HOWARD SIMMONS.

Battery E, 57th Artillery C. A. C.,
American Expeditionary Forces, via
New York.

Mr. Kessler himself also recently received a letter from another old employee, Fred Keller, now with Machine Gun Company 306 in France, in which Mr. Keller also speaks warmly of the hospitality shown, wherever possible, by the French people to the American soldiers.

A National Trade Mark

A recent bulletin of the Dept. of Commerce points out the advantages of a national trade mark for U. S. manufacturers, even where a manufacturer has established a foreign reputation and built up a prosperous foreign trade on the strength of his own trade mark. Attention is called to the workings of the Irish national trade mark, which was adopted more than 11 years ago and which "has had more to do with the creation of the excellent reputation enjoyed by Irish goods than any other one thing."

Is it possible that you are a shipper of flowers and have never shipped to us?

We have unexcelled facilities for handling them, backed by years of experience and ample capital.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.

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Boston

Forty Ton Allowance

A letter has been sent out by Robert B. Stone, chairman of the Conservation Dept., Boston Fuel Committee, which reads as follows: "Referring to the Federal fuel regulations of April 24, 1918, respecting fuel consumption of florists of 50 per cent. of their average annual consumption, I beg to advise you that the Federal Fuel Administration has recently qualified that regulation by a rule that greenhouses using not more than 40 tons of coal annually may operate to their full capacity. These qualifications apply only to commercial greenhouses."

P. Welch has returned to the city for a few days from his Summer home at Old Orchard, Me., looking very well.

The friends of Mr. and Mrs. B. Hammond Tracy have been invited to attend a reception to celebrate Mr. and Mrs. Tracy's 25th wedding anniversary, to be held on Friday, Aug. 16, at Cedar Acres, Wenham, Mass.

Joseph Margolis of the firm of Henry M. Robinson & Co., Inc., has returned to business after a month's vacation. The other members of the firm, Charles and Henry M. Robinson, will be away for the month of August.

Welch Bros. Co. is receiving large shipments of excellent Lilium auratum.

The Mass. Hort. Society's Transactions, Part I for 1918 have been mailed out.

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New York Cut Flower Market

Up to Tuesday, Aug. 6, 1918

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" Fancy	5.00 to 15.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 8.00	Antirrhinum, per bunch	.05 to .10
" No. 1	3.00 to 6.00	Asters	.15 to 1.50
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	.50 to 1.00
Killarney	.25 to 3.00	" Ordinary	.25 to .50
Killarney Brilliant	.25 to 3.00	Delphinium, per bunch	.10 to .20
White Killarney	.50 to 4.00	Ferns, per 1000	1.75 to 2.00
White Killarney, Double	1.00 to 5.00	Galax, green and bronze, 1000	..... to 1.00
My Maryland	.25 to 3.00	Leucothoe, per 1000	4.50 to 7.00
Columbia	.50 to 6.00	Gladiolus	.25 to 1.50
Hadley	.75 to 10.00	Lilies, Longiflorum	4.00 to 6.00
Hoosier Beauty	.25 to 4.00	" Rubrum	2.00 to 3.00
Key	2.00 to 15.00	Lily of the Valley	3.00 to 8.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Mignonette, per doz	.10 to .25
Mme Pl. Euler (Prima Donna)	.50 to 6.00	Orchids, Cattleyas	10.00 to 75.00
Mrs. George Shawyer	.25 to 3.00	Smilax, per doz., strings	.75 to 1.00
Sunburst	.25 to 3.00	Sweet Peas, Spencers	.15 to .50
Mrs. Aaron Ward	.25 to 3.00		..... to .....
Lady Alice Stanley	.50 to 4.00		..... to .....
Ophelia	.25 to 6.00		..... to .....
J. J. L. Mock	.50 to 5.00		..... to .....
Mrs. Charles Russell	.50 to 6.00		..... to .....

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Fine Grade **CARNATIONS**

and all Seasonable **CUT FLOWERS**

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3.00 to 30.00	..... to	Roses—American Beauty	2.00 to 20.00	.... to	2.00 to 25 00
2.00 to 6.00	... to ..	Hadley	2.00 to 10.00	.... to	..... to ....
2.00 to 6.00	3.00 to 8.00	Hoosier Beauty	2.00 to 10.00	.... to	2.00 to 10.00
..... to	..... to ..	Kaiserin Augusta Victoria	1.00 to 6 00	.... to	..... to .....
2.00 to 4.00	2.00 to 6.00	Killarney	.50 to 4.00	.... to	..... to .....
3.00 to 6.00	2.00 to 6.00	White Killarney	.50 to 4.00	.... to	2.00 to 10.00
3.00 to 6.00	... to ...	Killarney Queen	.50 to 6.00	.... to	..... to ....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	.... to	2.00 to 6.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 10.00	.... to	2.00 to 12.00
..... to	..... to	Francis Scott Key	2.00 to 8.00	.... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	.... to	2.00 to 10.00
3.00 to 6.00	... to	My Maryland	..... to	.... to	2.00 to 10 00
4.00 to 8.00	... to ..	Prima Donna	2.00 to 6.00	.... to	2.00 to 12.00
3.00 to 6.00	3.00 to 8.00	Ophelia	1.00 to 8.00	.... to	2.00 to 10.00
2.00 to 5.00	2.00 to 8.00	Richmond	.50 to 4.00	.... to	2.00 to 10.00
3.00 to 8.00	2.00 to 8.00	Sunburst	.50 to 4.00	.... to	2.00 to 8.00
3.00 to 6.00	.... to	Killarney Brilliant	1.00 to 6.00	.... to	..... to .....
.... to	..... to	J. J. L. Mock	..... to	.... to	..... to ....
2.00 to 3.00	2.00 to 3.00	Cecile Brunner	..... to	.... to	..... to ....
1.00 to 1.25	..... to 1.00	Adiantum, ordinary	..... to 1.00	.... to	1.00 to 1.25
1.00 to 2.00	.50 to 1.50	Antirrhinums, per bunch	..... to	.... to	1.00 to 2.00
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	.... to	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	.... to	.35 to .50
.50 to 2 00	.... to	Asters	..... to	.... to	1.00 to 2.00
1.00 to 2.50	2.00 to 3.00	Calendula	.50 to 1.00	.... to	..... to ....
1.00 to 2.50	.... to 2.00	Carnations, Select	1.00 to 1.50	.... to	.... to 3 00
1.00 to 2.50	1.00 to 1.50	Ordinary	.50 to 1.00	.... to	1.00 to 2.00
.50 to 1.00	.... to	Coreopsis	..... to	.... to	.... to 1 00
1.00 to 1.50	.... to	Daisies	.50 to 1.00	.... to	..... to .....
..... to	..... to	Delphinium, per doz	..... to	.... to	.50 to .75
..... to	..... to .15	Ferns, Hardy	..... to	.... to	..... to .20
..... to	..... to	Gaillardias	..... to	.... to	1.00 to 1 50
..... to .15	.... to .12½	Galax Leaves	..... to	.... to	..... to .12½
..... to 5.00	3 00 to 8.00	Gladioli	4.00 to 6.00	.... to	4 00 to 6 00
75 to 1.00	.... to	Leucothoe	..... to	.... to	..... to ....
8.00 to 10.00	..... to ..	Lilium Formosum	..... to	.... to	..... to ....
8.00 to 10.00	8.00 to 10 00	" Longiflorum	8.00 to 10.00	.... to	6 00 to 10.00
3.00 to 5.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	.... to	..... to ....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	.... to	4.00 to 6.00
..... to	..... to	Mignonette, Per 100	..... to	.... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 60.00	.... to	40 00 to 50.00
.... to	..... to	Phlox	..... to	.... to	2.00 to 4.00
1.80 to 2.40	.... to 1 80	Smilax, per doz. strings	..... to	.... to	..... to 2 00
.25 to .60	.35 to .50	Sweet Peas	1.00 to 1.50	.... to	.50 to 1.00
..... to	..... to		..... to	.... to	..... to .....
..... to	..... to		..... to	.... to	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 5948} MAIN Boston, Mass.

New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

Boston—Continued

Community Market Not a Success

The community market planned by the Suffolk County Food Administration, which opened in Horticultural Hall last Wednesday, July 31, did not prove a success, principally because the home growers sold their surplus products at home and they are canning most of it. Undoubtedly later on there will be a surplus for sale at the market. The gardens in this section are looking especially well since the recent heavy rains.

James B. Shea, chairman of the Park and Recreation Board, told the City Council at a meeting that Boston Common will be treeless in five or six years unless immediate action is taken in tree planting.

Mr. and Mrs. Henry Penn are spending a month at Belgrade Lakes. F. E. Palmer of Brookline, Mass., has the deep sympathy of his numerous friends in the death of his wife. The obituary notice notice will be found on another page.

R. C.

(For a Store Window Sign)
YOU SAVE BY BUYING YOUR THINGS IN THIS STORE
Every quarter saved will work two ways if you lend it to the Government
Buy War Savings Stamps.

Springfield, O.

From all reports the volume of business during the past season far surpassed all expectations. Taking into consideration the unsettled conditions at the present time trade is about normal.

With outdoor plants now blooming there is little activity in cut flowers outside of funeral work and an occasional decoration. Gladioli are being offered in large quantities by the farmers in the local market which will tend to produce a glut until this source of supply is exhausted. About the only blooms being offered by the local retailers are Roses, Sweet Peas, Snapdragons, Gladioli, Asters and Dahlias.

On Sunday, July 29, Springfield had a bad storm, a cloudburst, with hail and high wind. The high water damaged the crop. The Reese Plant Co. had several inches of water in one of its greenhouse.

C. L. Reese lost several feet of glass. The Good-Reese Co. had water in its potting sheds.

Frank Good is in Michigan for his health.

Visiting florists were E. M. Rutenschroeder and wife of Cincinnati, Ohio, Ernest Manthey, Jr., St. Bernard, Ohio, and Floyd Anderson, Xenia, Ohio.

Morgan Swope.

"WORTH WHILE" QUALITY
Seeds · Bulbs · Plants For Florist Seedsmen Nurserymen
Florists' Flower Seeds a Specialty Seasonable Price Lists Mailed Upon Request
Winterson's Seed Store, 166 North Wabash Avenue, Chicago

When ordering, please mention The Exchange

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE

When ordering, please mention The Exchange

Chicago and the West

Improvement

Aug. 6.—There has been improvement in market conditions during the past few days, but the great heat is unfavorable to rapid improvement. The local heat record for the month of August was shattered Monday when the mercury ascended to 101 deg. at 3:45 o'clock in the afternoon and came within two degrees of equalling that of any day in the history of the bureau. Under these conditions there will be nothing noteworthy to record until a change in weather condition, and an improvement in the quality of stock is brought about. Shipping business is the mainstay of the market; local buying is spasmodic, as it all depends on the amount of funeral work that comes to the various retailers.

The supply of Roses is large, with more poor stock than there is demand for. Good stock for shipping is scarce. There are some Am. Beauty Roses, all of which are of good and medium quality and sell well. The demand is for Mrs. Russell, with Columbia a good second; these two varieties are top liners in all the price lists of the wholesalers and are in ready demand at from $4 to $20 per 100, according to stem and quality. Other varieties are selling at from $2 to $8 per 100.

Next to Roses Gladioli are the most important item of stock on the market. The supply is large but not quite as large as a week ago. There are some fine America and Mrs. Francis King that are selling at from $4 to $5 per 100. Other varieties are sold for less, with the exception of Mrs. Pendleton, Gov. Handley, and the Primulinus hybrids.

Asters, which have been rather on the short side, are coming in in large quantities but the supply of good quality stock is not large, most of it being inferior. Prices range from $1 to $4 per 100. Carnations are practically off the market; occasionally a few good ones are seen but the general average of the stock is very low.

Easter Liles are in moderate supply and clean up daily at satisfactory prices. There are not many orchids;neither is there much demand for them. Valley can be had in quantity sufficient to meet existing demand. A few early 'Mums of the Golden Glow variety are to be seen occasionally. Lilium rubrum is plentiful and is selling at from $2 to $4 per 100. It is noted that few L. auratum have come in so far, although the season is well on. Summer flowers in annuals and perennials are to be had in all seasonable varieties. Water Lilies continue to be a hot weather feature; some of the finest of the colored varieties bring as high as $8 to $12 per 100. The supply of all decorative green is good. The new crop of fancy ferns now coming in is of prime quality.

Local Convention Committee Busy

The committee to receive visitors coming through here on their way to the St. Louis Convention and otherwise help to get as large a delegation as possible from this city to the convention is doing good work. It is the intention of the committee to provide a banquet and entertainment for the visitors on Monday evening before leaving for St. Louis over the Chicago and Eastern Illinois R. R., at 11:30 on Aug. 19. This committee, appointed by the Chicago Florists' Club, is composed of C. L. Washburn, Philip Schupp, F. M. Johnson, H. B. Kennicott,

Chicago, Aug. 6, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty. Specials	per doz.	4.00 to 5.0
36-inch stems	"	3.00 to 4.0
30-inch stems	"	2.00 to 3.0
24-inch stems	"	1.50 to 2.0
18 to 20-inch stems	"	1.00 to 1.5
Columbia		4.00 to 20.0
White and Pink Killarney		2.00 to 6.0
Killarney Brilliant		2.00 to 6.0
Milady		2.00 to 6.0
Mrs. Aaron Ward		2.00 to 6.0
Mrs. Chas. Russell		4.00 to 15.0
Richmond		2.00 to 6.0
Sunburst		2.00 to 6.0
Ophelia		2.00 to 6.0
Carnations, Select		2.00 to 3 0
" Ordinary		.50 to 1.0
Asparagus plumosus, per bunch		.35 to .5
" Sprengeri, per bunch		.25 to .5
" plumosus, strings		40.00 to 50.0
Asters, Common		1.00 to 2.0
" Fancy		2.00 to 4.0
Adiantum		1.00 to 1.5
Calendulas		2.00 to 3.0
Candytuft, per bunch		.35 to .5
Coreopsis		.50 to .7
Cornflowers		.50 to 1.0
Daisies		1.50 to 2.0
Delphiniums, per bunch		.35 to .5
Ferns, Hardy, per 1000		..... to 2.0
Feverfew, per bunch		.25 to .3
Galax Leaves, per 1000		..... to 1.2
Gaillardias		1.00 to 1.5
Gardenias, per doz		1.50 to 2.0
Gladioli, Fancy		4.00 to 5.0
" Common		3.00 to 4.0
Leucothoe Sprays		.75 to 1.0
Lilium Longiflorum		8.00 to 10.0
Lilium Rubrum		2.00 to 3.0
Lily of the Valley		4.00 to 5.0
Mexican Ivy, per 1000		..... to 6.0
Mignonette		3.00 to 4.0
Orchids—Cattleyas, per doz		6.00 to 7.5
Pansies, per bunch		.10 to .1
Shasta Daisies		1.00 to 1.5
Smilax, per doz		2.50 to 3.0
Snapdragons, per doz		.75 to 1.0
Sweet Peas		.50 to .7
Water Lilies		2.00 to 4.0
" " Fancy		6.00 to 8.0
.....		..... to ....

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST. CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchange

THERE is plenty of good stock, particularly out-door grown flowers.

ASTERS. Some of our big growers are in full crop. There will be plenty of them from now on. $1.00 to $3.00 per 100.

GLADIOLUS. Many novelties and all the standard varieties, such as *America, Augusta, Francis King* and *Panama.* $5.00 per 100. Special price in quantity.

EASTER LILIES. We have had a large supply every day, and no surplus. This is the best indication of the uniform quality of our Lilies. $12.00 per 100.

RUBRUM LILIES. In quantity, both long and short stems. Very desirable for design work and inexpensive. Shorts, $4.00 per 100; Long, $6.00 per 100.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Asters
Gladioli
and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN
5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, WHOLESALE FLORIST 12 South Mole St., PHILADELPHIA, PA
Seasonable Flowers
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Allie Zech, N. J. Wietor, Fred Hoerber, Henry Van Gelder, Peter Reinberg, A. T. Pyfer, A. L. Vaughan, Geo. Ball, Walter Amling, R. J. Windler, Geo. Weiland, Ed Mueret, W. N. Rudd, Jos. Kohout, M. K. Smith, T. D. Long, Arnold Ringler, P. J. Foley, Fred Deitsch, M. Barker, Jas. Morton, J. Eddy, A. Henderson, C. Ikes, A. Lange, Ed. Enders, F. W. Martin, Wm. Winehoeber, Geo. Asmus, H. N. Bruns, C. Frauenfelder, Louis Wittbold, W. J. Smyth and Victor Bergman.

Poehlmann Bros. Co. is preparing an elaborate exhibition from its supply department for the St. Louis convention. The greenhouse department at Morton Grove will also be represented with a display of select plants for the commercial trade.

Wm. E. Colligan, a former employee of the Poehlmann Bros. Co., in their cut flower department, who is with the American Expeditionary Forces in France, writes that he would be glad to hear from all his Chicago friends. He has been promoted to sergeant and his address is A. E. F. Co. M, 328th Infantry, France.

A. E. Kunderd, Goshen, Ind., president of the American Gladiolus Society, was in the city for a few days recently. He is boosting for the annual meeting and exhibition of the society at Buffalo, N. Y., Aug. 14 to 17.

A. Lange, 25 E. Madison st., is enjoying the baths at Mt. Clemens, Mich. During Mr. Lange's absence, Tom McAllister is doing the buying on the market. The Lange store has ten stars on its service flag.

Fred Ottenbach, of the Zech & Mann force, has returned from a two weeks' vacation. The firm now has two stars on its service flag.

Examination for Gardener

The West Park Commissioners will hold an examination for gardener Class G, at the general offices, Union Park, Aug. 9, at 9 a.m. Applications must be filed at the offices not later than Aug. 8. The pay is 37½c. to 50c. an hour, and the examination is open to men between 21 and 55 years of age. Details are obtainable from Fred G. Heuchling, Supt. of Employment.

The recent death of Wm. F. Hoerber, of Hoerber Bros., Inc., is noted on our obituary page.

Allie Zech, of Zech & Mann, left Tuesday for an outing with a party of friends to call on growers in nearby Indiana towns. The trip is being made by auto.

There is general satisfaction among the growers over the fact that they may have all the screenings they can use in addition to their 50 per cent. allowance of coal. The only obstacle that faces them now is the scarcity of labor. The help proposition among the trade in the Middle West is the worst in the history of the country.

William H. Amling of Maywood, ex-president of the Chicago Florists' Club, celebrated his 52d birthday on Aug. 3.

The American Bulb Co. has on exhibition a vase of Eremurus robustus that is attracting considerable attention. This is a hardy herbaceous perennial with tall pink flower spikes of much beauty.

J. P. McCarty, representing M. Rice & Co., Philadelphia, Pa., was a visitor. Vincent Gorley of Grimm & Gorley, St. Louis, spent a couple of days in the city on his return from a vacation trip to Michigan resorts. Mr. Gorley is a good booster for the S. A. F. convention. He says that they are looking for a large crowd and the trade of St. Louis will do all that is possible to entertain the visitors.

Cincinnati, O.

The August meeting of the Cincinnati Florists' Society will be held at the E. G. Hill Floral Co.'s. store.

Roses are fairly plentiful, among others some excellent Columbia may be had. Gladioli are in heavy supply; that is larger than the wholesalers are able to move. Asters are plentiful but few of high quality are to be had. The early ones are going out and are rather short while the later ones are not yet available. Some excellent Harrisii and rubrum Lilies may be had. Late hardy Hydrangeas are of a high quality but meet with a slow market.

Jos. Hill of Richmond, Ind., has been shipping some excellent Columbia Roses to C. E. Critchell.

Visitors from out of town were Mr. and Mrs. Wm. Gerlach, Piqua, Ohio.; Geo. Hampton, representing J. G. Neidinger & Co., Philadelphia, and H. T. Calhoun, Pt. Pleasant, W. Va. TEDDY.

GLADIOLI

As a Special, in lots of two hundred or over, our selection as to color; splendid, well-grown stock, at
$3.00 per 100

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

S. S. PENNOCK COMPANY
The Wholesale Florist of Philadelphia
Philadelphia 1608-1620 Ludlow Street
New York 117 West 27th Street
Baltimore Franklin and St. Paul Streets
Washington 1216 H St. N. W.

When ordering, please mention The Exchange

Philadelphia

Stock in Over Supply

Too many poor flowers are on the market; one-half as many would be sufficient for the present demand, providing they were good. Gladioli are the chief offenders; the market is glutted with them; they sorely try the patience of the commission man. Asters are also arriving in large quantities, the major portion of them being poor stock; there is no trouble in readily disposing of the best. Poor grades of Roses predominate. A few local Am. Beauty Roses have made their appearance. There are a few long Russells to add tone to the market. Easter Liliès remain active. There are still a few good Carnatibns to be had. The general run of outdoor flowers is coming in strong; they meet with a demand that excites no comment.

Notes

Davy Jean, from somewhere in France, was a recent visitor calling on the seed trade. Mr. Jean is a seed grower in France and has been on the firing line since the commencement of the war. He had two sons killed in action. Mr. Jean states that with America's entry into the fray an allied victory is now assured.

Walter Davis of the S. S. Pennock Co. is taking his Summer's ease at one of the cool spots in Jersey.

A. M. Campbell motored to Christiana, Pa., to look over the crops of M. J. Brinton, the Lily forcing specialist.

Carl Corts, who so very capably manages the Philadelphia end of the Joseph Heacock Co., has erected an up-to-date refrigerator and cooling plant at the city salesrooms.

Charles Gray has decided to give up selling flowers and henceforth will give his time to Uncle Sam at Hog Island.

The Henry F. Michell Co. has entered into the competition for the best window display featuring the sale of War Savings Stamps on Market st.

Clarence U. Liggit states that never in his experience has he known field-grown Carnation plants to be as scarce as they are this year.

At Wm. J. Baker's Delphinium Belladonna is in daily receipts of surpassing quality.

George Burton is sending his first Summer cut of American Beauty Roses to the Leo. Niessen Co.

At Chas. E. Meehan's we noted some very excellent Asters and Gladioli.

The Robert Craig Co. will make an exhibit of plants at the Convention of the S. A. F. at St. Louis.

Charles E. Schackerman, city salesman of the M. Rice Co., is enjoying his Summer playtime a la Ford.

Bell Telephone Keystone Telephone
Komada Brothers
Manufacturers of all kinds of WIRE DESIGNS
FLORISTS' SUPPLIES
Any Wire Design at short notice
1008 Vine Street PHILADELPHIA Pa.

Philadelphia, Aug. 6, 1918
Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

American Beauties	.20 to .25
Roses—Kaiserin Aug. Vic.	2.00 to 10.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	2.00 to 3.00
" Ordinary	1.00 to 2.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Lily of the Valley	4.00 to 8.00
Orchids—Cattleyas	50.00 to 75.00

John Walsh, who looks after the Philadelphia territory of H. Bayersdorfer & Co., is on his vacation.

Some of the choicest Asters in town were noted at the S. S. Pennock Co.

Charles Meehan is busy reconstructing his large range of greenhouses at Holland, Bucks Co., Pa., tearing down and building new houses, installing new boilers, etc., in preparation for future trade.

Personal

W. C. Cook, who has been a faithful correspondent for THE FLORISTS' EXCHANGE for a number of years, is leaving the employ of the Rosemont Gardens, at Montgomery, Ala., where he has been for nine years, and will take a position on Sept. 1 as florist and assistant instructor at Auburn Institute, Auburn, Ala., a position he has always desired. It will be conducted as a commercial business, combined with instructions to pupils. Included in the work will be his charge of the large experimental station fostered by the State and Government as well. The surplus products are to be sold. Additionally, Mr. Cook will be able to continue his hybridizing studies which he had been compelled to give up while at Montgomery.

Mr. Cook is 76 years "young," and remarkably energetic. He is a Mason and has taken an active part with the Shriners. He is also a musician, being a member of the Shriner's band.

The Florists' Exchange
Best Advertising Medium

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can..	$10.50	288-sheet can	$7.50
4-lb. can..	5.50	144-sheet can	4.00
1-lb. can..	1.50	24-sheet can	.85
¼-lb. can..	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

When ordering, please mention The Exchange

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE IN BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale
Quart, $1.00 Gallon, $2.50

FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO
34 Union Stock Yards. CHICAGO

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

ULTIMATELY You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House *Why Not Do It Now?*

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG. PHILADELPHIA, PA.

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, 4c. lb.	in 100 lb. sacks
TOBACCO DUST, 2c. lb.	in 100 lb. sacks
TOBACCO STEMS, $1 50	in 100 lb. bales

Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

IMP SOAP SPRAY
Sure Insect Killer

THE use of Imp Soap Spray on fruit trees, garden truck, ornamental trees, shrubs, etc., will positively destroy all insect pests and larva deposits. Quite harmless to vegetation. Used in country's biggest orchards and estates. Very economical—one gal. Imp Soap Spray makes from 25 to 40 gals. effective solution. Directions on can. **Pints, 40c.; Qts. 60c.; 1 gal. $2.10; 5 gals. $9.00; 10 gals. $17.25; bbls., per gal., $1.70. F. O. B. Boston.** Genuine can has Ivy Leaf trade mark. Your money back if Imp Soap Spray doesn't do as claimed. Order direct if your dealer can't supply.

F. E. ATTEAUX & CO., Props.
Eastern Chemical Co.
BOSTON, MASS.

When ordering, please mention The Exchange

Kalamazoo, Mich.

Real hot and dry weather temporarily put a stop to the planting in of Carnations, and unless we soon get good soaking rains the balance of this important work will be done under most adverse conditions. Business remains at the usual slow Summer-time average, little being done either in stores or greenhouses, although the men at the latter are never idle for want of a job, and this year much extra work is entailed by the necessity of shutting down part of the range.

Van Bochove's and the writer have got physical possession of nearly all their Winter allotment of coal and we are now hoping for a mild Winter so that it will enable us to run our places through the season.

William Thomas, who has had an operation for varicose veins, has recovered sufficiently to leave the hospital but it will be some time yet before the cure will be complete. S. B.

Cleveland, O.

August 4 was the hottest day thus far this year, the thermometer at the Government kiosk registering 98 deg. The extremely warm weather is reflected in business, which is rather quiet. Receipts of stock are normally good, Gladioli and Asters leading in quantity. Orchids and Valley are in steady supply but the call is seasonably light. Some rains have fallen but not in sufficient volume to thoroughly moisten the outdoor crops, which in consequence have suffered seriously. Some excellent Easter Lilies are arriving and meet with a good demand. While there is little suggestive of briskness, the market is in a fair condition, and sales are equal to those of previous years.

Boosting the S. A. F.

Frank A. Friedley, State vice-president of the S. A. F. for Northern Ohio, has inaugurated a campaign for increasing its local membership. The Cleveland Florists' Club could well be entitled to representation at the council tables of the national body by reason of its membership of over 200, only half of which number is required to secure this advantage. At present 35 club members only are enrolled on the roster of the national society, 65 more being necessary to obtain a seat on the directorate for the club. But few florists' clubs enjoy this distinction and it is easily in reach of Cleveland. Let us all get busy and assist the enterprising State vice-president in putting this matter over. There is this additional incentive: If the membership from the club is raised to 100 and one of the Liberty Bonds offered by President Totty is thereby won, it is to be donated to the club.

Death has again visited the home of George W. Smith, the youngest boy, Jack, aged seven, having succumbed to spinal meningitis on July 31. The little fellow was interred at Lakeview Cemetery, Aug. 2. Mr. Smith has the sincere and most heartfelt sympathy of his fellow craftsmen.

The J. M. Gasser Co. is featuring a vegetable window, made up of specimens from the farm at Rocky River.

A meeting of the publicity fund committee was held at the Hollenden July 30.

The Cleveland Florists' Exchange, successfully operated by George W. Smith for many years, is now closed, the stock having been purchased by the Cleveland

Club Meeting

The Florists' Cluub held its regula monthly meeting at the Hollenden, Aug. with President Carl Hagenberger in th chair. About 75 members were presen New members were elected as follows Louis Merkel, Albert Wilhelmy, Herbe Evans, James Watson and Willia Hagenberger. Chairman Russell, of th entertainment committee, handed in a r port covering the annual picnic, follow ing which a vote of thanks was unan mously extended the committee for i splendid work. Chairman Friedley, the soldiers' committee, announced th the ever increasing number of floris and gardeners joining the Colors ke his committee on the jump. Final r port of the Peony show was read H. P. Knoble and was approved a accepted by the Club.

In his campaign to increase the loc membership of the S. A. F., Frank Frie ley, State vice-president, announced th he had thus far secured 32 new membe which brings the club's representation the National body up to about 70 me bers. And the end is not yet.

Cleveland Wants S. A. F. Conve tion in 1920

Over 20 years have elapsed sin the Sixth City had the honor of havi a S. A. F. convention, and the opini was unanimously voiced by the club th the time was again approaching for t enjoyment of this distinction. A n generation has arisen since the time the last gathering here, and Clevela as a trade center has advanced by le and bounds. Actuated by this thoug representatives of the Florists' Clu the St. Louis convention were empo ered to invite the S. A. F. to meet h in 1920.

Nominations of officers for the en ing year resulted as follows: Preside Charles J. Graham; first vice-preside Robert Weeks; second vice-preside James W. Wilson; treasurer, Geo Bate; secretary, James McLaughlin. the nominations were unanimous, t will serve to introduce the officers the year beginning Sept., 1918, and e ing Sept., 1919. J. McL

San Francisco, Cal.

Seasonably quiet trade still rules, w a few decorations and perhaps a li more than the usual amount of fune work. Some very fine Lilium aurat and Lilium rubrum have made their pearance in the retail stores during past week, in addition to the usual st on sale at this time. Indications po to a good crop of early Fall Chrysant mums, and judging by reports from East, they are likely to find good sa It is safe to estimate that the unsett fuel situation is responsible for a crease of at least 20 per cent. in propagation of Chrysanthemum stock the Middle West and East, and as deficiency will have to be supplied f somewhere, it is likely to mean an creased demand on the Califor growers.

Beall & Crouch, who conduct a re flower shop at Seattle, Wash., h adopted the trade name of "The Wo lawn Flower Shop," by which name business will hereafter be known.

The Lincoln Pottery Works at Linc Cal., suffered a fire loss on July 29 t was estimated close to $100,000. H ever, the company expects to conti business and is now perfecting plans re-building.

Prosperity is shown by a recent nouncement by the Portland Seed of Portland, Ore., that it intends to crease the capital stock of the comp from $250,000 to $300,000.

The entire store force of Julius E stein's establishment were working c time last week, completing the fi decorations for the opening of the n Canton Bank, Montgomery and Sa mento sts., July 30. The floral dec tions at this affair were more elabo than the writer has seen on any sim occasion in years, and it sets a g example. However, it is nothing u than proper that this Chinese b which virtually represents the Flow Kingdom in the United States, sh set a good example in this direction

Dr. L. O. Howard of the Departm of Agriculture, Washington, D. C., was a visitor in town last week. S an afternoon at the nurseries of Ric Diener Co., Kentfield, Cal. J. R. V

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced.

The neatest, lightest, and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA

WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

SYRACUSE

Standard Red Pots

STRONG—LIGHT—POROUS

Write for Catalogue and Prices

Syracuse Pottery

L. BREITSCHWERTH, Prop.

SYRACUSE, N. Y.

en ordering, please mention The Exchange

GLASS

FOR GREENHOUSES

Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices

PARSHELSKY BROS. Inc.

Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,

BROOK YN, N. Y.

When ordering, please mention The Exchange

IDGE NEW YORK

rld's Oldest and Largest Manufacturers of

FLOWER POTS

. H. HEWS & CO., INC.

Cambridge, Mass.

en ordering, please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

he Keller Pottery Co

-223 Pearl St., Norristown, Pa.

n ordering, please mention The Exchange

Peirce Paper Flower Pot

Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.

E. ALLAN PEIRCE

40 Oaks Road, Waltham, Ma s.

n ordering, please mention The Exchange

Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our ce before buying. Estimates freely given.

GLASS

COWEN'S SON, 14-16 Wooster St. NEW YORK

ordering, please mention The Exchange

F. E.—Best Advertising Medium

Portland, Ore.

Market Notes

Trade conditions generally have been good. There has been a brisk demand for flowers the greater part of the month, which to a great extent made up for the slump in business the latter part of June. Flowers have been fairly scarce and so were used up clean and at a profit. The fancy stock is very scarce and commands a good price; in fact, almost Winter prices. Carnations are 3c. wholesale, which has not happened in the Summer for many a year. Gladioli bring from 50c. up to $1 per doz. wholesale and prove very satisfactory to the retailers. Funeral work is the rule with all the shops. The one feature of the Summer business so far is that a very large per cent. is cash; in fact the percentage of cash sales increase has been noticeable the entire year.

News

The long wait for the call to service in the merchant marine has at last come to Wm. G. Wood, and by the time this goes to press he will have been many days on the water.

Clarke Bros.' new Rose, the pink sport of Mrs. Chas. Russell, has all the markings of becoming a winner, as even in hot weather it far outstrips all others. The blooming qualities seem also to be enhanced in the new sport over the original Rose. It has been given the name of J. C. Ainsworth, and is clear pink in color. This firm has had excellent results with their seedling Roses having several that look very promising. They were grown by Frank Chervenka.

Max M. Smith sold his Dodge car and purchased an Oldsmobile.

The Liberty Florist, operated by Geo. Betz, has discontinued business for the present, but will probably be in the ring again this coming Winter. H. NIKLAS

Publications Received

Mass. Hort. Society, Transactions of, for 1918, Part I, containing, besides an account of the inaugural meeting, with list of officers, etc., of the society, the following horticultural papers: "Alpine Plants for the Rock Garden," Mrs. L. S. Chandler; "The Arnold Arboretum," Edward I. Farrington; "New Horticultural Crops for Food Supply," Prof. U. P. Hedrick; "The Peony," Bertrand H. Farr; "The Diseases of Roses," Prof. Louis M. Massey. The publication runs to 106 pages, including several illustrations.

ROSE GROWERS BONE

Good Bone like coal is scarce and will be hard to get, so florists would do well to secure their stock now and have it on hand when they need it, avoiding freight delays and other troubles—our ROSE GROWERS BONE.

Analyzes—4½% Ammonia, 3.71 Nitrogen, 50% Bone Phosphate of Lime, 12½% Phosphoric acid, and runs from flour to coarse so that it is immediately available and continuous through the whole growing season.

PRICE

Per ton	$48.00	¼ ton	$12.50
½ ton	24.50	100 lbs	2.75

F. O. B. New York. Immediate delivery.

Remember—When comparing price, compare the Analysis too.

Write for special florist price list upon other fertilizers

HORTICULTURAL DEPT., Harry A. Bunyard, Mgr.

NITRATE AGENCIES COMPANY

85 Water Street NEW YORK CITY 'Phone: 5570 Broad

When ordering, please mention The Exchange

1866-1917

Greenhouse Lumber

"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

Lockland Lumber Co., Lockland, O.

When ordering, please mention The Exchange

PIPE CUT TO SKETCH

It will pay you to correspond with us

Wrought Iron Pipe, Tubes and Fittings

NEW AND SECOND HAND

Thoroughly overhauled, with new threads and couplings, in lengths of 16 feet and over. Guaranteed to give satisfaction.

ALBERT & DAVIDSON, Inc., Oakland & Kent Sts., Brooklyn, N. Y.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.

SOUTH ZANESVILLE, OHIO

RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points

For Greenhouses

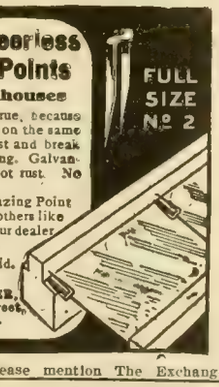
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 75c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

FULL SIZE No 2



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FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE

THE FOLEY GREENHOUSE MFG. CO.

3075 S. SPAULDING AVE.

CHICAGO

When ordering, please mention The Exchange

F. E.—ALIVE AND UP-TO-DATE

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either } New York: Box 100 Times Square Station. Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—Experienced gardener and florist seeks first-class position in South or California Scotchman, single, 45. Life experience on well known commercial and private estates; expert under glass and landscape planting; practical manager; 3 years' experience in South. Disengaged Sept. 30th. Best references. Address A. A., care The Florists' Exchange.

SITUATION WANTED—As private gardener, by single man, past middle age. First-class grower, under glass and outside; large experience in every branch of gardening. Disengaged Sept. 1st. State wages and particulars in first letter. Would take charge of retail commercial place; can make good anywhere. Address A. E., care The Florists' Exchange.

SITUATION WANTED—By Hollander; 33. First-class grower of vegetables under glass—Tomatoes, Cucumbers, Lettuce, Mushrooms, etc., —also outdoors; cut flowers and pot stuff; landscape work and draughtsman. What can you offer? State full particulars in first letter. Address A. K., care The Florists' Exchange.

SITUATION WANTED—By an experienced florist; 52 years of age; no children. Life long experience on commercial and private places, in pot plants and Carnations; good worker; can take charge. Address A. G. care The Florists' Exchange.

SITUATION WANTED By German, single, 40. Life long, practical experience, both inside and outside. First-class decorator and designer. Gardener, 112 Central ave., Tompkinsville, Staten Island.

SITUATION WANTED—By German, as foreman on commercial place; 44 years old; single. Competent in every line, with best references. State wages. Address A. J., care The Florists' Exchange.

SITUATION WANTED—By young lady; first-class designer and saleslady. Position wanted in New York City for Sept. 1. Best N. Y. references. Address Y. B. care The Florists' Exchange

HELP WANTED

Commercial gardener familiar with perennials, greenhouses and nursery business. Must be capable of taking charge of place in the absence of manager. Permanent position for the right man with initiative and ability. Apply in writing, giving full particulars of present position, experience, and salary expected to
Lewis I. Hand, care Ford's Nurseries, Rye, N. Y.

WANTED—Experienced nursery propagator; shrubs, evergreens and herbaceous stock. Good wages and steady position. When answering give experience and references. Wood, Stubbs & Co., 219 E. Jefferson st., Louisville, Ky.

WANTED—A bright, active, single man, for greenhouse, on private place near Washington, D. C. One with experience in general greenhouse work and over draft age preferred. Wages, $60.00 per month to start. Address Manager, Hill Crest Farm, Falls Church, Va.

By the end of August, we need an expert greenhouse man; first-class grower of cut flowers, pot plants, Orchids, forced vegetables, etc., as foreman of a large private establishment; married man. References required in first letter. Address A. C., care The Florists' Exchange.

WANTED—At once, good grower of 'Mums, Sweet Peas, Violets, Christmas, Easter and bedding stock. Steady position. Wages, $21 per week. State experience in first letter. Adirondack Greenhouses, Saranac Lake, N. Y.

WANTED—A good man for growing a general line of pot plants, Orchids and Grapes. British preferred. $50 per month, board and room. Address Chas. Thomas, W. 174th st. & Ft. Washington ave., New York.

WANTED—A grower, one who is a live wire. Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Man in wholesale garden eed department, in well established business. One capable of doing the buying and taking full charge. $2000 per year; chance for advancement. Address Y. C., care The Florists' Exchange.

WANTED—Reliable and steady man, on commercial place; experienced in growing Carnations, Chrysanthemums and potted plants, as usually required on a retail place. Address A. F., care The Florists' Exchange.

WANTED —Florist who is capable of growing 'Mums, Easter and bedding stock, also a good maker-up. Good wages. Apply The Riverview Cemetery, Wm. H. Atkinson, Supt., Trenton, N. J

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED Working foreman for commercial place. Good grower and propagator. State experience, reference and wages. Burgevin Greenhouses, North Regent st., Port Chester, N.Y.

WANTED—A man with some experience with greenhouses and firing. Wages, $70 per month, house and firewood. George Stewart, Tuxedo, N. Y.

WANTED—Greenhouse man, one who understands Ferns, Rubbers and Dracænas. Salary, $20.00 per week. Fred'k H. Dressel, 545 Gregory ave., Weehawken, N. J., opp. N. Y. City.

WANTED—By Sept. 15th, first-class store man. Only one with first-class store experience need apply. State age and salary expected, also send reference. T. Malbranc, Johnstown, Pa.

WANTED—On private place, man to take charge of perennial borders, Send full particulars as to age, nationality and wages per month, without board. Oscar Carlson, Fairfield, Conn.

WANTED—Single man for orchard. Experience in pruning and spraying necessary. Wages, $80.00 per month. Apply John A. Forbes, Supt. Chas. M. Schwab, Loretto, Pa.

WANTED—Capable and experienced grower of general stock. Steady position; pleasant surroundings. State wages.
Burtt the Florist, Greenfield, Mass.

WANTED—Two experienced gardeners, to work in greenhouses, mostly Orchids and Palms. Wages $20.00 per week. Write Milosy, 253-73d st., Brooklyn, N. Y.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—Middle aged man, who understands growing Carnations, 'Mums and general stock. $15.00 per week, room and board.
Saxe Floto, 29 E. Main st., Waterbury, Conn.

Wanted—A competent, experienced outside foreman; married. Best references required. Address A. D., care The Florists' Exchange.

WANTED—Men and women for our retail stores. Apply H. Bershad, Florist Dept., Fredk. Loeser & Co., 482 Fulton st., Brooklyn, N. Y.

WANTED—Man who can make-up and decorate, also to work in greenhouses. Apply A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

WANTED—A girl for florist store, one able to make-up. Hours: 8 to 5:30. Address A. H., care The Florists' Exchange.

WANTED—Two gardeners for general greenhouse work. Apply to Frank Manka, Gravesend and Ft. Hamilton ave., Brooklyn, N. Y.

WANTED—Good, willing, all round greenhouse man; some knowledge of Smilax growing.
M. J. Lyons, Maplewood, N. J.

WANTED—Experienced grower and foreman, for greenhouses. Marret & Miller, Louisville, Ky.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

HELP WANTED

ASPARAGUS

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS Plumosus Nanus—Large, strong clumps, carefully packed. $1.00 per doz., $6.00 per 100, $50.00 per 1000. Russell Kilbourn, Clinton, N. Y.

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

Another regular customer wanted for cut Plumosus and Sprengeri. Parcel Post, 50c. bunch. O. W. Herms, Port Richey, Fla.

ASPARAGUS Plumosus—Strong plants, for 4-in. pots, $3.00 per 100. Cash.
S. M. Godbey, Waldo, Fla.

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS SPRENGERI—2½-in. 3c.,
W. C. Ehmann, Corfu, N. Y.

ASPIDISTRA

100 ASPIDISTRAS, 15 to 25 leaves.
Wm. Bryan, Elberon, N. J.

ASTERS

ASTERS—Good, strong, field-grown plants, from best strains of seed sowed thinly, broadcast in new soil; they are just right for benching. Giant Late Branching: white, shell pink, rose, purple, crimson; Giant Crego; white, shell pink, lavender, rose, purple, crimson. Carefully packed, separated and labeled, but not less than 50 of a color. 1000, $5.00; 500, $2.50; 250, $1.50. Cash with order. Express is best now. Asters a specialty nearly 50 years. L. W. Goodell, Pansy Park, Dwight, Mass.

BAY TREES

20 standard Bay Trees, 8 ft. high, also 4 Pyramids, same height. Wm. Bryan, Elberon, N. J.

BEGONIAS

	Per 100
Melior. Best of winter-flowering Begonias.	
Strong, young plants	$20.00
Strong, 3-in. plants	30.00
Mrs. J. A. Peterson. 3-in. plants	35.00

J. A. Peterson & Sons, Westwood, Cincinnati, O.

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnat and Lorraine, 2¼-in., top cuttings, $14.00 per 100. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5 75
1¾-in.	8 00
2 -in.	12.00
2½-in.	16 00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

Continued on Next Column

STOCK FOR SALE

CALLAS

SOUND CALLAS—Free Samples
1 to 1½-in., $4.50 per 100; $42.00 per 100
1½ to 2 -in., 7.00 per 100; $65.00 per 100
2 to 2½-in., 9.50 per 100; 90.00 per 100
2½-in. and up, $11.50 per 100; $110.00 per 100
Ready in September
MIDSUMMER SEEDLIST NOW READY, WRIT
Vaughan's Seed Store, Chicago and New Yo

CALLA ÆTHEOPICA
Dormant mammoth bulbs, New Jersey-grow
7 to 9, $3.00 per doz., $20.00 per 100.
CHARLES H. TOTTY CO.
MADISON NEW JERSE

CALLAS—Bulbs, clean and healthy. See d play ad., page 201.
Roman J. Irwin, 108 West 28th st., New Yo

CARNATIONS

FIELD-GROWN CARNATONS

	100	100
Mrs. C. W. Ward	$7.00	$60
Rose Pink Enchantress	7.50	65
Light Pink Enchantress	7.00	60
Miss Theo	6 00	55
Enchantress Supreme	8.00	75
Alice	6.00	55
Cottage Maid	7.50	65
Merry Christmas	8.00	75
Belle Washburn	8.00	75
Aviator	7.00	60
Beacon	7.50	65
Matchless	6.00	55
White Enchantress	7.50	65
White Wonder	7.50	65
White Perfection	7.50	65

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, I

CARNATIONS
Exceptionally strong, well-grown field plar

	100	10
WHITE		
Matchless	$7.00	$60
PINK		
Alice	6.00	40
Light Pink Enchantress	7.50	65
Mrs. Ward	7 00	60
Miss Theo	6.00	50
Enchantress Supreme	7.50	65
Albert Roper	7.50	60
Chas. Seigwart	8.00	65
RED		
Victory	7.50	65
Beacon	7 50	65
Belle Washburn	7.50	65
Nebraska	7.50	65

Boxes and packing charges to be added.
S. S. Pennock Co., 1608 Ludlow st., Phila, I

CARNATIONS
Strong, field-grown plants

	100	10
Light Pink Enchantress	$6.50	$55
Enchahtress Supreme	7.00	60
Siegwart	7.00	60
Mrs. C. W. Ward	6.00	50
Matchless	6.00	55
Beacon	6.00	50
White Enchantress	7.00	60

Plants are in splendid condition. Ter cash with order.
Jos. H. Black, Son & Co.,
Hightstown, N. J.

CARNATION PLANTS
Field-grown
We can supply excellent stock of White I chantress, Enchantress and Matchless. S your orders to us to be assured of satisfacti
Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from part not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

60,000 Carnation Plants
Plants are large, strong and healthy
Enchantress
Enchantress Supreme } $6.00 per 100
White Perfection } $50.00 per 1000
Mrs. Ward
George Peters & Sons
Franklin st., Hempstead, N.

CARNATIONS—Field-grown. White I chantress, White Wonder, Matchless, Pert tion, Enchantress, Enchantress Supreme, M C. W. Ward, Beacon. $7.00 per 100, $60 per 1000. Prices on other varieties on ap cation. Roman J. Irwin, 108 West 28th New York.

You are taking absolutely no risk in buy your Carnation Plants from us.
Ready for immediate delivery.
C. W. Ward Matchless Supreme
White Enchantress Beacon
Leo Niessen Co., 1201 Race st., Philadelpl

FIELD GROWN CARNATION PLANT

	Per 100	Per 1
Excellent plants		
5000 Matchless	$6.00	$5
Doris	6.00	5

FRANK P. PUTNAM
P. O. Box 12 Lowell, M

CARNATION PLANTS—Field-grown. Wh Wonder, $6.00 per 100, $55.00 per 1000; Wh Perfection, $6.00 per 100, $50.00 per 1000; Al $5.00 per 100, $45.00 per 1000. Cash with or please. John Weston, Valley Stream, L. I., N.

Continued on Next Page

STOCK FOR SALE

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless. $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—From the field, fine plants. White Wonder, Beacon, Enchantress, Good Cheer. $6.50 per 100, $60.00 per 1000. Quidnick Greenhouses, Inc., Anthony, R. I.

CARNATIONS—Nice, bushy, field-grown plants. White Wonder and Enchantress. $50.00 per 1000. Cash with order, please. Louis Krause, P. O. Box 146, Hicksville, L. I.

CHRYSANTHEMUMS

2-in. 'Mums. Fine, clean, young stock. $2.50 per 100. $25.00 per 1000. Cash. Ready now. Tints of Gold, early or mid., yellow.....3000
Pacific Supreme, early or mid., pink.....1000
Diana, best white Pompon.....10,000
Lilia, best red Pompon.....2000
Mensa, best single white.....4000
Skibo, bronzy yellow Pompon.....2000
We have a fine crop of 50 sorts, early mid-ate Pompon and singles, rooting in sand. These we will pot into thumb pots July 25th to 30th, and will be ready about Aug. 10th for shipment. These will be fine for growing to single stems for choice bloom. Try some of these, they will make you money. Prices same as above.
G. Schneider, 22 E. High st., Springfield, O.

Well rooted cuttings of the following:

	100	1000
Marigold	$2.00	$15.00
E. A. Seidewitz	2.00	15.00
Harvard	2.00	15.00
Yellow Turner	3.00	25.00
Some very fine Major Bonnaffon, well rooted and clean	1.50	11.00

POMPONS

Souv. d'Or or Mrs. Wilcox	2.00	15.00
Mikado	2.00	15.00
Buckingham	2.00	15.00
Golden Mensa	2.00	15.00

John R. Coombs, West Hartford, Conn.

CHRYSANTHEMUM—R. C. and 2¼-in. pot plants, in over 200 best commercial varieties. Polly Rose, Unaka, G. Queen, Greystone, Overbrook, G. West, Lilia, Buckingham, G. Mensa, H. Wells, etc., R. C., $2.00 per 100, $17.50 per 1000. Nonin, Chrysolora, Marigold, Fairy Queen, L. Doty, etc., R. C., $2.25 per 100, $20.00 per 1000. Oconto, Roman Gold, Nordi, Yellow and White Garza, Mary Colladay, Normandie, etc., R. C., $2.50 per 100, $20.00 per 1000. Jos. Foley, Helen Lee, Yondota, Oct. Herold, Hilda Canning, R. Warren, Percilla, Isabelle, and many other reliable varieties of later introduction at the reduced price of $2.50 per 100 for R. C.
Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUM
A fine assortment of Pompons in all colors. From 2¼-in. pots only, $3.00 per 100. Not less than 25 of a variety at hundred rate.
Elmer D. Smith & Co. Adrian, Mich.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready for August delivery. $5.00 per 100
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

CINERARIAS—Finest mixed, Dreer's Prize Dwarf strain, $5.00 per 100. See Primulas and Dracaenas. Wettlin Floral Co., Hornell, N. Y.

CINERARIAS—2¼-in. See display, page 201. Roman J. Irwin, 108 West 28th st., New York

COLEUS

COLEUS—Golden Bedder, Verschaffeltii, Queen Victoria, Fire Brand and good fancy varieties, out of 2¼-in. pots, $25.00 per 1000. A. Nahlik, 261 Lawrence st., Flushing, N. Y.

CYCLAMEN

CYCLAMEN—Exceptionally good this season

	100	1000
2½-in., selected	$7.50	$65.00
2½-in., selected	8.00	75.00
4-in., selected	30.00	
4-in., selected, as they run	25.00	

Salmon, light and dark; pink, light and rose; blood red, light red, pure white and white with eye.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

CYCLAMEN SEED
Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavender, No better strain anywhere.
Daybreak. Harvested April and May, 1918.
$12.00 per 1000 seeds, net.
J. A. Peterson & Sons, Westwood, Cincinnati, Ohio

CYCLAMEN—See display ad. page 201. Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

Continued on Next Column

STOCK FOR SALE

DRACÆNAS

DRACÆNA—In varieties, as Terminalis, Stricta Granda, Lord Wolsely. Nice, well established plants, out of 4½-in. pots, $9.00 per doz. Packing charges, 50c. for each $10 value. Cash with order, please. Anton Schultheis, 316- 19th st., College Point, L. I., N. Y.

DRACÆNA TERMINALIS—Clean, healthy stock, out of 2¼-in. pots at $8.00 per 100; 3-in. pots at $15.00 per 100; 4-in. pots at $25.00 per 100. Cash with order. J. H. Fiesser, Hamilton ave., North Bergen, N. J.

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

POT-GROWN DRACÆNA INDIVISA
4-in. plants, grown in the house, 12c. Cash, please. B. C. Blake Co., Springfield, Ohio.

DRACÆNA INDIVISA—6-in. 45c., 5-in. 30c., 4-in. 15c., 3-in. 8c.,
W. C. Ehmann, Corfu, N. Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat. Bird's Nest Ferns Asplenium, 200 in flat, $7.50 per flat. Ferns for Fern Dishes: well established, in all varieties, 2¼-in., $3.50 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100, 5-in. of above, 50c. each. Boston, 2¼-in., Aug. 1st., $5.00 per 100, $45.00 per 1000; Roosevelt, Aug. 1st., $5.00 per 100, $45.00 per 1000; Teddy Jr., Aug. 1st., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per 100, $50.00 per 1000; Whitmani, 2¼-in., Aug. 1st, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

Special offer in Kentia Belm. and Table Ferns.
KENTIA Belm: Clean, thrifty stock, from seed bed, at $30.00 per 1000; strong 2¼-in., ready for shift, at $10.00 per 100, $90.00 per 1000.
CYRTOMIUM Falc. and Aspedium: strong 2¼-in., ready for shift, $4.50 per 100, $40.00 per 1000.
FERN SEEDLINGS: Bushy, undivided clumps. Satisfaction guaranteed at $1.25 per flat. Cash with order, please. Louis Hansen Co. 176 Paterson Turnpike, North Bergen, N. J.

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 3½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000 Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

FERNS. Good, heavy plants.	100	1000
Scottii, Teddy Jr., 2½-in	$6.00	$55.00
Boston, Scholzerii, 2½-in	6.00	50.00
Scottii, Harrisi, 3-in	12.00	110.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POT GROWN FERNS
Boston, 2-in. 4c., 3-in. 12c., 4-in. 16c., Roosevelt, 2-in. 4½c., 3-in. 12c., 4-in. 16c. Elegantissma Compacta, 2-in. 4c., 4-in. 20c., Whittmani, 2-in. 5c., 3-in. 16c., 4-in. 18c. Cash, please.
B. C. Blake Co., Springfield, Ohio

CUT DAGGER FERNS—Perfect, long, selected stock. $1.00 per 1000 in 5000 lots; express paid. Larger lots, special rates. Can book orders now for Sept., Oct., Nov. delivery, or ship now. Box 472, Brattleboro, Vt.

FERNS—Adiantum Cuneatum, 2-in., $3.00; 3-in., $5.00. Croweanium, 2-in., $6.00; 3-in. $8.00 all per 100. Cyrtomium Rochfordianum, 4-in.; $15.00 per 100. Assorted Table Ferns, 2-in., $3.00. Henry Smith, Grand Rapids, Mich.

Scottii, 2¼-in., $45.00 per 1000; 4-in., $15.00 per 100; 6-in. 45c. each. Roosevelt, 4-in. $15.00 per 100; 5-in., $30.00 per 100. Cash only. M Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 202.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in	$0.60	$3.50
½-in	1.00	6.00
⅝-in	1.50	10.00
¾-in	2.50	18.00
⅞-in	3.00	25.00

PAPER WHITES

12 cm	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

Continued on Next Column

STOCK FOR SALE

FREESIAS

TRUE FREESIA PURITY
Full measure as below

Grading guaranteed	1000
⅜ to ½-in	$4.00
½ to ⅝-in	7.50
⅝ to ¾-in	12 00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

GREENHOUSE GROWN FREESIA PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in	$12.00
½-in. to ⅝-in	15.00
⅝-in to ¾-in	18.00
Bulblets, flowering size	4.00
Bulblets, small	2.00

Cash with order, please,
George E. Lasher, Great Neck, L. I.

FREESIA PURITY
Selected bulbs
½-inch $9.00 per 1000
½ to ⅝ inch $14.00 per 1000
Ready now.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

FREESIA PURITY—Selected for high class florist trade. ⅜-in. to ½-in., $3.00 per 100; ½-in. to ⅝-in., $6.00 per 1000; ⅝-in. to ¾-in., $9.00 per 1000; ¾-in. and up, including Jumbos, $14.00 per 1000. We pay expressage. Satisfaction guaranteed. J. R. Walsh, 502 California st., San Francisco, Cal.

FREESIA PURITY
The best California-grown stock and full size.
⅝ inch $13.00 per 1000
½-inch 10.00 per 1000
S. S. Pennock Co., 1608 Ludlow at., Phila., Pa.

15,000 FREESIA PURITY—¾-in., $8.00 per 1000; 5000, 2d. size, $5.00 per 1000; 15,000 Alba, ¾-in., $7.50 per 1000.
Charles E. Lenker, Florist, Freeport, L. I., N. Y.

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road North Bergen, N. J.

GARDENIAS

GARDENIA Veitchii—Only 1000 left; guaranteed free from disease. Extra large plants, in 2½-in. pots, as good as 3-in., $10.00 per 100, $90.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today.
S. A. Nutt, Buchner, Poitevine, John Doyle, La Favorite, Castellane, Perkins R. C., $20.00 per 1000; 2¼-in., $3.00 per 100; $25.00 per 1000. Ricard, Helen Michell, Tiffin, De Presilly, improved Poitevine, Duc de Montmort R. C., $25.00 per 1000; 2¼-in., $4.00 per 100, $30.00 per 1000.
Achievement, a wonderful pink cross between Ivy Achievement and S. A. Nutt, a sure bet for Memorial Day sale. R. C., $4.00 per 100; 2¼-in., stock, $5.00 per 100; $40.00 per 1000.
Cash, or satisfactory reference from parties not having an account with us.
Ready for September delivery.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS—Ricard, La Favorite, Mme. Sallerol, 2¼-in., $2.50 per 100. Mme. Sallerol 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, 2¼-in. Cash. $3.00 per hundred. John C. Daly, 1510 Hackensack Plank Road, North Bergen, N. J.

HYDRANGEAS

Nice large plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouillere, Mme. Maurice Hamar La Lorraine, Gen, DeVibraye, Souvenir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35.00
4	30.00
3	20.00
2, 4½-inch	15.00

Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

HYDRANGEA OTAKSA—2½-in., $5.00 per 100, $45.00 per 1000.
Mountain View Floral Co., Portland, Ore.

IRIS

IRISES—Plant now to have strong divisions of the following varieties:
At $5.00 per 100: Albert Victor, Catarina, Florentina alba, Her Majesty, Nuebelengen, Madame Chereau.
At $8.00 per 100: Mrs. Neubronner, Rhein Nixe, Queen of May, Ingeborg, Lohengrin, Princess Victoria Louise.
At $10.00 per 100: King of Iris, Pallida dalmatica, Maori King, Junita, Walhalla, Princess Royal.
Japanese Iris, our Royal collection, at $10.00 per 100.
Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

Continued on Next Column

STOCK FOR SALE

IVY

ENGLISH IVY—2½in., $3.50 per 100, $30.00 per 1000.
Mountain View Floral Co., Portland, Ore.

IVY—English, out of 2-in. pots, 3 to a pot, from 10 to 15 in. long, fine stuff. $3.00 per 100. Cash. Frederick Holtke, Cor. 5th & Broad sts., Carlstadt, N. J.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each month.
6-8-in., 400 bulbs to case $21.00
(1000 for $45.00)
7-9-in., 300 to case 21.00
Baby cases, 100 bulbs 7.50

LILIUM RUBRUM	100	1000
8- 9-in., 200 to case	$7.00	$65.00
9-11-in., 140 to case	10.00	95.00

LILIUM AURATUM

9-11-in., 100 to case	9.50	90.00

Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.
Single nose $20.00 per 1000
Double nose 30.00 per 1000
JOHN R. WALSH, 502 California st., San Francisco, Cal.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

CANDIDIUM LILY BULBS—2¼ to 2¾-in. diameter, $5.00 per 100; 3 to 3½-in., wrapped, 10c., 3½ to 4-in. up. Fancy Jumbo, 15c.
M. L. McClave, Benton Harbor, Mich.

LILY OF THE VALLEY STORAGE

LILY OF THE VALLEY—250, $8.00; 500, $15.00; 1000, $30.00. Vaughan's Seed Store, New York.

MYOSOTIS

MYOSOTIS—The earliest and finest winter-blooming Forget Me Not. Grow along the edges of Carnation benches. 2¼-in. plants, $3.50 per 100, $30.00 per 1000.
Fred H. Lemon & Co., Richmond, Ind.

MYOSOTIS—(Forget Me Not) 2½-in. The best and most popular strain on the market. $12.00 per 100. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

AMERICAN GROWN OR IMPORTED—For florist or nurseryman, landscaping or forcing, decorative or ornamental. Let us appraise your wants. A. Rolker & Sons, 51 Barclay st., New York City.

ORCHIDS

450 Cattleya Orchids at $1.50 and $2.00 each; big bargain. Cash.
Edward Leith, P. O. Box 301, Edgewood, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in. pots	8.00
Pandanus Veitchii, from open, for 6 in. pots	12.00

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

PANSIES

PANSIES—Fine plants, grown from good strain seed. 50c. per 100, $4.00 per 1000. Cash.
Fisher Bros., Chambersburg, Pa.

PELARGONIUMS

PELARGONIUMS—See page 201.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PAEONIAS—Strong, field-grown plants, $2.50 per 10, $20.00 per 100. Festiva maxima, Golden Harvest, Queen Victoria. Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

PEONIES — Profitable cut-flower and best general planting varieties. Very early, mid-season, late. Any quantity. Own growing. Early September shipment. Submit list.
Harmel Peony Company, Berlin, Maryland

Continued on Next Page

STOCK FOR SALE

PEONIES

It requires no coal to grow PEONIES

The following special offer for early order the best commercial cut flower varieties, selected, 3 to 5 eye roots.

	100	1000
Umbellata Rosea. Earliest, light pink	$30.00	
Edulis Superba. Very early, deep pink	15.00	$120.00
Madame de Verneville, Early, white	15.00	120.00
Festiva maxima, Early, white	15.00	120.00
Duchess de Nemours. Early, white wonderful bloomer	15.00	120.00
Mons. Jules Elie. Early, pink	35.00	
Floral Treasure. Midseason, pink	15.00	120.00
Venus. Midseason, pink (beautiful)	30.00	
L'Eclantante Midseason, red (fine)	15.00	120.00
Felix Crousse. Midseason, red	25.00	
Couronne d'Or. Late white	15.00	120.00

Boxes and packing extra at cost

C. U. Liggit, Wholesale Plantsman,
325 Bulletin Building Philadelphia, Pa.

POINSETTIAS

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
Plants ready July 15th
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2½-in. pots, good variety $7.50 per 100, $65.00 per 1000. Cash with order.
A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000. Strafford Flower Farm, Strafford, Pa.

POINSETTIAS—See page 201.
Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

SCHILLER'S PRIMROSES.
THE STRAIN THAT LEADS
Ready now from 2¼-in. pots of the usual high class strains, short and stocky, frame grown.
CHINESE LARGE FLOWERING FRINGED.
In 9 separate colors or mixed, $4.00 per 100, $37.50 per 1000.
CHINESE CHOICEST NAMED VARIETIES.
8 named kinds, the cream for critical trade, $5.00 per 100, $45.00 per 1000.
CHINESE STAR SHAPED.
Mixture of carmine, pink, salmon and white, $5.00 per 100.
MALACOIDES, ready in August, of the original type, only "Pink" is grown.
MALACOIDES GRANDIFLORA, OUR IMPROVEMENT in Enchantress Pink and White. All above at $5.00 per 100, $45.00 per 1000.
OBCONICA
Owing to crop failure supply is very short.
OBCONICA, LARGE FLOWERING.
In 9 separate colors or mixed.
OBCONICA, LARGEFLOWERING, FRINGED
In 6 separate colors or mixed.
HYDRANGEAS.
A complete collection of all French varieties and Otaksa, grown by the acre, Sept. delivery. See under Hydrangeas.
J. L. SCHILLER, TOLEDO, O.

Primulas with a reputation,
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermensina.
Other varieties later.
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots,
$4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N. J.

PRIMULA OBCONICA—2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, Mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; Malacoides Townsendii, giant flowering, 2¼-in., $6.00 per 100, $55.00 per 1000; Kewensis, yellow, 2¼-in., $5.00 per 100. Roman J. Irwin, 108 W. 28th st., N. Y.

PRIMULA 2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Chinensis	5.00	45.00
Malacoides, common strain	5.00	45.00
Malacoides, Rohrer strain (new)	6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULAS
A nice strain of carefully selected stock that is sure to give satisfaction. Primula obconica, 2¼-in., $5.00 per 100, $45.00 per 1000; Chinensis, 2¼-in., $6.00 per 100, $50.00 per 1000.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

PRIMULA Obconica, Gigantea and Grandiflora. From 3-in. pots, $7.00 per 100.
PRIMULA Chinese and Malacoides. From 3-in. pots, $7.00 per 100.
See Cinerarias.
Wettlin Floral Co., Hornell, N. Y.

Continued on Next Column

STOCK FOR SALE

PRIMULAS

PRIMULA—Obconica, 2¼-in. strong, $4.00 per 100; 4-in., $12.50; 6-in., $25.00. Chinensis, 4-in., $12.50; 6-in., $25.00 per 100. Malacoides, 2¼-in., $3.00; 4-in., $10.00; 6-in., $20.00; 4 and 6-in. well in bloom, all varieties. Henry Smith, Grand Rapids, Mich.

PRIMULA—Obconica, Gigantea and Chinensis. Fine, large plants, mostly rose and red, 3-in. ready for 4-in., $5.00 per 100; 200 for $9.00; 4-in. $9.00 per 100.
Edward Whitton, City & Green sts., Utica, N. Y.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA malacoides rosea—Fine plants, from 2¼-in. pots, August and September, $3.50 per 100, $30.00 per 1000.
Fred H. Lemon & Co., Richmond, Ind.

PRIMULA MALACOIDES—2½-in. Ready end of August. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA Obconica—Miller's Giant. Fine. 2-in. $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

ROSES

ROSE PLANTS—Own root, 2½-in. Ophelia, Hoosier Beauty, Mrs. Shawyer, Pink Radiance, White Killarney. $7.50 per 100, $65.00 per 1000.

	100	1000
American Beauty, 2½-in	$8.00	$75.00
3-in	12.00	
Sunburst, 2½-in	8.00	70.00
Hadley, 2½-in	8.00	75.00
White Killarney, Grafted	14.00	130.00
Columbia, Own Root	30.00	250.00
Grafted	35.00	300.00
Double Pink Killarney, Own Root	7.50	65.00
Ophelia, 3-in	12.00	

Prices on 3½-in. and 4-in. on application.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00
Sunburst	12.00	
Madam Collette Martinette	12.00	
Columbia, own root	30.00	
Ophelia Supreme, grafted	30.00	
My Maryland, 4-in	12.00	100.00
Mrs. George Shawyer	12.00	100.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

ROSE PLANTS—Jonkheer J. L. Mock, 3½-in., $8.00 per 100, $70.00 per 1000; Cecil Brunner, 2½-in., $5.00 per 100, $45.00 per 1000; 250 plants at the 1000 rate. Brant Bros., Inc., Utica, N. Y.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEEDS

PERENNIAL SEEDS—Own selected, 50c. per tr. pkt.: Aquilegia coerulea, Aconitum Wilsoni, Border-Pinks, mixed; Calendula Orange King, Centaurea myer., Delph. Belladonna, dark shades; Delph. formosum, Erigeron planum Gyphsophylla pan., single; Iceland Poppis, mixed; Lupinus pol. blue, Scabiosa caucasica blue, Scab. cauc., mixed; Stokesia cyanea, Gaillardia grandiflora.
Mountain View Floral Co., Portland, Ore.

PERENNIAL SEEDS—Cloxe Pinks (fine, sing and dbl. mixed), 75c. oz.; tr. pkt. 15c. Sweet William (best colors only), 25c. oz.; tr. pkt. 10c. Canterbury Bell (fine, sing. mixed), tr. pkt. 10c. Everblooming Hybrid Sweet. William (dbl. blood red), $1.00 oz.; tr. pkt. 25c.
Robert W. Yeo, North Bergen, N. J.

SWEET PEA SEED
We offer a complete list of all the best standard commercial varieties, also the latest tested novelties. Seed ready for immediate delivery. Send for our complete list.
S. S. Pennock Co., 1608 Ludlow at., Phila., Pa.

SWEET PEA SEED
All the standard varieties and novelties in Winter-Orchid Flowering and Spencers.
Send for descriptive list with prices.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SMILAX

SMILAX—2¼-in. pots, $3.00 per 100, $25.00 per 1000.
R. Wittman, 806 Ann st., W. Hoboken, N. J.

SNAPDRAGONS

SNAPDRAGONS—Seedlings, Keystone, Pink and White: 2¼-in., $4.00 per 100. Schizanthus, best colors, fine plants, 2¼-in., $4.00; 4-in., $12.50; 6-in., $25.00 per 100. Henry Smith, Grand Rapids, Mich.

Continued on Next Column

FOR SALE OR RENT

SNAPDRAGONS

	100	1000
SNAPDRAGON 2½-inch		
Enchantress, one of the best	$5.00	$40.00
Bronze Beauty	5.00	40.00
Phelps' White	5.00	40.00
Phelps' Yellow	5.00	40.00
Keystone	5.00	45.00
Nelrose	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Silver Pink. Nelrose, Giant Yellow. Phelp's White and New Enchantress Pink, Bronze Beauty, 2¼-in., $5.00 per 100, $40.00 per 1000. Roman J. Irwin, 108 W. 28th st., N. Y.

STEVIA

STEVIA (double)—Exceptionally fine strain 2½-in., $4.00 per 100, $35.00 per 1000. C. U Liggit, Wholesale Plantsman, 325 Bulletin Bldg Philadelphia, Pa.

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 201.
Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCA—(Varg. Myrtle) 2½-in., extra strong $3.50 per 100, $30.00 per 1000.
Mountain View Floral Co., Portland, Ore.

VIOLETS

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and other varieties on application. Roman J. Irwin, 108 W. 28th st., New York.

MISCELLANEOUS STOCK

50,000 IRIS—5 colors; strong. $35.00 per 1000, $20.00 for 500; no order for less. Plant now and get flowers in Spring. 1500 Day Lilies, $5.00 per 100; no less. Cash with order. Albert Fuchs, 803 Sheridan Rd., Chicago.

Pot and tub Vines, Climbing Roses, Specimen lvies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

FRUITS

STRAWBERRY PLANTS—For August and Fall planting. Pot-grown and runner plants that will bear fruit next summer. Leading varieties Raspberry, Blackberry, Gooseberry, Currant, Grape plants, Fruit Trees, Shrubs for Fall planting Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

VEGETABLE PLANTS

CELERY, CABBAGE AND CAULIFLOWER PLANTS
Re-rooted Winter Queen, Golden Heart and White Plume Celery plants, and Copenhagen Market, Succession, Surehead and Flat Dutch Cabbage plants, $1.50 per 1000; 500 90c., 300 70c.
Snowball Cauliflower, $4.00 per 1000; 500 $2.25; 300 $1.50; 200 $1.20.
F. W. Rochelle & Sons, Chester, New Jersey

SWEET POTATO PLANTS of all the leading varieties delivered by parcel post. 25 plants, 20c.; 50 plants, 35c.; 100 plants, 50c.; 500 or more, 30c. per 100. By express, charges collect, 1000 plants, $1.75; 5000 or more, $1.50 per 1000. H. Austin, Felton, Del.

CELERY—White Plume and Winter Queen, the most blight resisting variety of all transplanted stock. $4.00 per 1000, $35.00 per 10,000. Moss packed. 250 at 1000 rate. Celeriac or Turniprooted Celery same price. Manneto Hill Nurseries, Wm. A. Finger, Prop., Hicksville, N. Y.

CELERY PLANTS—Golden Self Blanching (French strain), Giant Pascal, also the grand, new easy blanching, which is easy to grow. Fine plants, ready for the field, $2.00 per 1000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

ONION SETS

ONION SETS—Winter tops. Write for prices Vaughan's Seed Store, New York and Chicago

STOCK WANTED

WANTED—Plumbago capensis, the old fashioned blue sort. Send quotations to Reasoner Bros., Oneco, Fla.

FOR SALE OR RENT

FOR SALE
Large greenhouse range being dismantled. 10 x 15, 16 x 24 D. S. B. glass; 4 steam boilers; 3 steam pumps; 1¼-in. pipe; ventilating apparatus and iron construction; also pots and other miscellaneous material.
Write immediately, if you are interested.
Ira G. Marvin
23 So. Franklin st., Wilkes-Barre, Pa.

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6c. ft.; 1¼-in. 8c. ft; 1½-in. 9½c. ft.; 2-in. 13c. ft. Used roof drip bars, 2c. ft. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

Continued on Next Column

FOR SALE OR RENT

TO RENT—My greenhouse plant, over 10,000 ft. of glass, good retail business, coal on hand Will give long lease. Rent, $600 per year, or will run on shares with party having a little capital Must take full charge. Inquire P. O. Box 409, Bridgeport, Conn.

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked. Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling. Geo. W. Watkin, Camden, N. Y.

FOR SALE—Well established and located flower shop, doing nice business. Immediate possession given. Failing health reason for selling Mrs. M. C. Bell, 12317 St. Clair Ave., Cleveland, Ohio.

Greenhouses, iron frame, covering 28,000 sq. ft., also 9 room house, all improvements; 2 acres of ground; 11 miles from New York. Jacob Hauck, 49 Montgomery st., Bloomfield, N. J.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

FOR SALE—Greenhouse plant, including residence and four acres of ground, in a live town in Iowa. Will trade for farm, or give terms. G. S. Hill, 305 Polk Building, Des Moines, Iowa

FOR SALE—An old established Cemetery business. Splendid opportunity. Apply to A. D. Mellis, 3421 Snyder ave., Flatbush, Brooklyn, N. Y.

FOR SALE—Five greenhouses, size 20x100 to 20x300. Hot water heat, Hitchings' boilers. Apply Flushing Rose Gardens, 69 Colden ave., Flushing, L. I.

SUNDRIES FOR SALE

FOR SALE—One Yale steam boiler, rated 400 sq. ft., $50.00. One Novus Junior steam boiler, No. 111, rated 250 sq. ft., $40.00. One Menlo hot water boiler, No. 14, rated at 400 sq. ft., $45.00; this boiler is as good as new; in use only 2 months. One American tank heater, with laundry top, handy to heat small office or tank, $20.00. The above boilers are in good condition. Price- F. O. B. New York City. JOHN A SCOLLAY, INC., 74-76 Myrtle ave., Brooklyn N. Y.

FOR SALE—One Mills' water tube sectional boiler, No. 44, 10 sections, rated 5400 sq. ft. steam or 8900 sq. ft. water, $525.00. One Mills' water tube sectional boiler, No. 44, 12 sections, rated: steam, 6600 sq. ft.; water, 10,900 sq. ft. Price, $600. Boilers in good condition. Ratings given are cataloged by the manufacturer.
JOHN A. SCOLLAY, INC.,
74-76 Myrtle ave., Brooklyn, N. Y.

FOR SALE—About 5 tons of 4-in. cast iron Hitchings' greenhouse pipe and fittings; ends cleaned. 1000 ft. 1¼-in. pipe, 1000 ft. 2-in. pipe and fittings, 4c. per lb. 200 ft. ventilating apparatus, 5c. per lb; 50 boxes of glass, 10x12, 12x14, $3.50 per box. 1 Hitchings' No. 16 boiler, perfect condition. Address P. O. Box 409, Bridgeport, Conn.

FOR SALE—3 greenhouses, 125x24. Will sell pipe or glass separate. 16x24 glass and 2-in. pipe also for sale. Inquire of Ulrich Bros., Pennsylvania & Cozine avs., Brooklyn, N. Y.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

MOSS

SPHAGNUM MOSS—10-bbl. bale, $2.85; 5 5-bbl. bales, $7.00. Orchid Peat, $1.00. Bag burlap, 35c. extra; cash, 5c. less. Jos. H. Paul, Manahawkin, N. J., Box. 156.

SHARES

Several shares of stock of the Cottage Garden Nurseries, Inc., at less than par. This stock is paying 20% dividends. Address Dixie, care The Florists' Exchange.

WIRE

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill

WOOD LABELS

LABELS FOR NURSERYMEN AND FLORIST
Benjamin Chase Co., Derry Village, N. H.

MISCELLANEOUS WANTS

WANTED—GREENHOUSE PROPERTY
WANTED—A small greenhouse property, with some land, near New York. State terms and full particulars. Address A. B., care The Florists' Exchange.

FLOWER POTS WANTED—Standard, 4 to 8-in. sizes. State price and quantity. A. Colle, Doylestown, Pa.

WANTED—To rent, 2 or 3 small greenhouses, with cottage and 2 or 3 acres of land.
James Marr, Swarthmore, Pa.

WANTED—Large, round hot water boiler; good make. J. Dauphin & Son, Queens, N. Y.

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.95 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $1.75 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.50 per gallon in 10 gallon lots.
$1.60 per single gallon.
HOSE
Non-Kink Woven
In any length (one piece) with couplings, 14c. per ft. Remnants, 15 to 30 ft., coupled, 9c. per ft. Unequalled at the price.
HOSE VALVE 93c
All brass except the hand wheel. Has a removable leather disk, which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.
Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y

Always Pays For Itself The First Season
THIS is what Mr. Dexter Field, of Salem, Oregon, writes:
"Wherever I put in the Skinner System, I have estimated that it has paid for itself the first season."
SKINNER SYSTEM OF IRRIGATION
The Skinner Irrigation Co.
225 Water St., Troy, Ohio

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.
When ordering, please mention The Exchange

GLASS
6 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS
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A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?
More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass
Pecky Cypress for Bench Lumber **Cypress Clapboards and Boarding**
ASK FOR CIRCULAR E
The A. T. Stearns Lumber Co.
NEPONSET--BOSTON, MASS.
When ordering, please mention The Exchange

KROESCHELL BOILERS
IF YOU NEED A BOILER IN A HURRY,
Telephone or Telegraph At Our Expense.
SEND FOR CATALOG
Kroeschell Bros. Co., 468 W. Erie St., Chicago
When ordering, please mention The Exchange

MASTICA

FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.
F. O. PIERCE CO., 12 W Broadway, New York
When ordering, please mention The Exchange

—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.
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BOILERS
THAT LET THE FLORIST SLEEP
GIBLIN & CO. 107 Broad St. UTICA, N. Y.
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F. E. Ads Give Good Results

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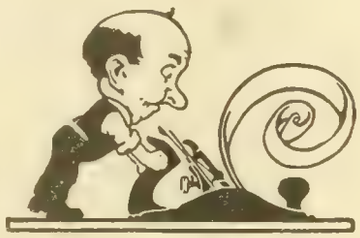
HOTBED SASH
MATERIAL AND GLASS
S. JACOBS & SONS
1365-1379 FLUSHING AVE., BROOKLYN, N. Y.
PLANS AND PRICES SUBMITTED

When ordering, please mention The Exchange

Greenhouse Material *and* **Hot-Bed Sash**
of Louisiana Cypress and Washington Red Cedar
Greenhouse Hardware and Posts--Patent V and U Gutters
Our Grade Invariably the best. Our Prices Right.
(Our new catalog should be in the hands of every grower. Write to Dept. C.)
A. DIETSCH CO., 2638 Sheffield Ave., Chicago, Ill.
When ordering, please mention The Exchange



A Timely Caution

This caution has to do with the After-the-War Scramble.

The scramble to make up for time and money lost.

Money lost because of coal shortage.

Money lost because of shortage in help.

Money lost because of high price of repair materials and difficulty in getting them.

Because materials are high; labor higher yet; and both difficult to secure, there are a lot of the growers who are throwing up their hands and "letting things slide" as they put it, "until after the war."

As a result, when the war is over, there is going to be such a scramble for repair and building materials, as the country has never known.

Of course, prices can't then go down.

They will go up.

It's the history of all wars that building materials cost more the first few years following peace.

With these facts facing you, it's folly to let repairs on your houses slide.

It's the folly of follies to "patch up" your heating system. If ever it was important to have it absolutely right—now is that time.

As never before, the fact faces you, that to make some money you must spend some money on your heating.

How to spend the least money and still secure the necessary economy in coal, is your problem.

It's the problem that our Coal Eater Detective can help you on.

He is rushed these days. That means you had better make an appointment for him not less than a week ahead.

One thing sure—with the shortage of men in our heating department, we cannot rush things through for you at the tail end of the season as we have other years.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON
49 Federal Street

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 7 (*Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.*) AUGUST 17, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

FERNS

	Per 100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima, 6-in.	.50
8-in.	1.00
elegantissima and elegantissima compacta, 10-in.	$3.00 to 5.00
elegantissima compacta, muscosa and Smithii, 3½-in.	.25
muscosa and Smithii, 5-in.	.50
Smithii, 6-in.	.75

WINTER-FLOWERING ROSES

	Per 100
Rosalind and Silvia, 3½-in. pots, own root	$25.00

Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney and Killarney Brilliant, 3½-in. pots, own-root, $18.00 per 100, $150.00 per 1000.

F. R. PIERSON CO.
Tarrytown, New York

Greenhouse Plants

Fine, strong stock for growing on or for counter sales.
Immediate delivery.

S. A. F. and O. H. CONVENTION
ST. LOUIS
AUGUST 20, 21 and 22
BE THERE!

ADIANTUM Croweanum. 2-inch, $6.00 per 100, $50.00 per 1000. 3-inch, $15.00 per 100.
BIRD'S NEST FERNS. 4-inch, 35c.; 5-inch, 60c.; 5-inch, selected, 75c. each.
COCOS Weddelliana. Strong 3-inch, $2.50 per doz., $20.00 per 100.
GENISTA Canariensis. 2-inch, $4.00 per 100; 6 inch, $35.00 per 100.
CYRTOMIUM Rochfordianum. 4-inch, $20.00 per 100.
GARDENIA Veitchii. 2¼-inch $8.00 per 100, $75.00 per 1000; 3-inch $15.00 per 100, $140.00 per 1000.
PRIMULA Obconica. 2¼-inch $5.00 per 100, $45.00 per 1000.
EUPHORBIA Jacqueminaeflora. 2¼-inch $10.00 per 100.
POINSETTIA. 2¼-inch $8.00 per 100, $75.00 per 1000.
DRACÆNA Terminalis. Fine, well colored plants, 4-inch, 50c. each; 5-inch, 75c. and $1.00 each; 6-inch, $1.50 each.
ASPARAGUS Plumosus. Seedlings, $1.00 per 100, $9.00 per 1000; 2¼-inch $3.50 per 100, $30.00 per 1000; 3-inch $7.50 per 100, $60.00 per 1000.
We can supply Grafted Roses for late planting.

Write us your requirements

A. N. PIERSON, INC.
CROMWELL, CONN.

IN THIS ISSUE

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The Tractor as Labor Saver
Some Observations on the 1918 Seed Situation
Embargo off all Bermuda Bulbs
Chicago "Good of the Club" Papers
The Retailer must not Curtail his Delivery Service

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2¼-in. $5.00 per 100, $45.00 per 1000

BEGONIAS Xmas Red Prima Donna

2¼-in. $5.00 per 100, $45.00 per 1000
250 at 1000 rate

JERUSALEM CHERRIES (CLEVELAND)

3-inch, fine stock, $10.00 per 100

Field-Grown Carnation Plants—Ready Now

MRS. C. W. WARD	$7.00 per 100; $60.00 per 1000
WHITE WONDER	7.00 per 100, 60.00 per 1000
BEACON	7.00 per 100, 60.00 per 1000

REMEMBER THE
S. A. F. and O. H. Convention
AT ST. LOUIS, AUGUST 20, 21 and 22

LILY BULBS

GIGANTEUM—7-9, 100 to the case	Write for Prices
7-9, 300 to the case	
8-10, 225 to the case	
9-10 200 to the case	
MAGNIFICUM—8-9, 200 to the case	

FREESIA PURITY ½ to ⅝-in., $1.25 per 100, $8.50 per 1000; ⅝ to ¾-in., 1.75 per 100, 14.00 per 1000

FRESH ASPARAGUS PLUMOSUS SEED
$2.00 per 1000; 5000 lots, $9.00

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.

Geraniums

We are booking orders heavily for next season. A customer wrote last week to book his order, as he wanted to be sure of his stock, as he knew very well that Geraniums were going to be scarce just about the time he wanted them.

We are making the price $22.50 per 1000 for 2-inch on orders of 5000 and over. After October 1st the price will be $25.00 per 1000.

We have a good stock for immediate shipment, at $2.50 per 100, $22.50 per 1000 for 2-inch; and $3.50 per 100, $30.00 per 1000 for 3-inch.

NORWOOD FERNS

5-inch, 50c. each

Cash with orders Send for Catalog

Our Mr. R. Vincent, Jr. will attend the Convention in St. Louis and will be glad to meet customers

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

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Single Early

		Per 1000
27500	Couleur Cardinal	$20.00
23000	LaReine	12.00
25500	Prince of Austria	12.00
33000	Vermillion Brilliant	25.00
13400	Duchess DeParma	12.00
9250	Keizerskroon	15.00
8800	Rose Gresdelin	10.00
8900	Thomas Moore	10.00
8750	White Swan	11.00
10000	Brilliant Star	30.00

Single Late

		Per 1000
15600	Inglescomb Pink	$12.00
50500	Inglescomb Scarlet	16.00
22500	Inglescomb Yellow	18.00
6400	Bouton d'Or	12.00
25000	Bronze Queen	35.00
2000	Carnation	14.00
2100	Ellen Willimott	20.00
500	Fairy Queen	14.00
4500	Retroflexa	15.00

Breeder

		Per 1000
3000	Medea	$16.00
1000	Queen Alexandra	20.00
1000	Gerardi	25.00
1000	Pluto	35.00
1000	Amazon	50.00
1000	Feu Ardant	60.00
3000	Prince of Wales	100.00

Darwin

		Per 1000
40000	Pride of Haarlem	$18.00
26500	Clara Butt	12.00
22000	Bartigan	22.00
14000	Wm. Pitt	16.00
17000	Wm. Copeland	18.00
30000	Isis	18.00
15000	Pros. Rauwenhoff	18.00
41500	Sieraad Van Flora	18.00
4000	Baron Tonnaye	12.00
3000	Carl Becker	$16.00
1500	Calliope	16.00
3500	Ergusta	20.00
2500	Torch	16.00
4000	Suzon	18.00
2000	Ronald Gunn	75.00
5000	Rev. Ewbank	18.00
1200	Edmee	20.00
1300	Farncombe Sanders	14.00
5500	Gretschen	$10.00
1200	Psyche	16.00
1200	La Tulipe Noire	25.00
2000	La Tristesse	22.00
4500	Mme Krelage	16.00
2000	Medusa	24.00
800	Gustav Doré	14.00
850	Zulu	30.00

NARCISSUS

		Per 1000
200000	Emperor	$12.00
100000	Empress Bicolor	15.00
29000	Sir Watkin	12.00
17000	Barrii Conspicuous	8.00
4800	Glory of Leiden	25.00
5000	Recurvis	8.00
5000	Orange Phoenix	8.00
5000	Trumpet Maximus	12.00
100000	Paperwhite	$12.00
36000	Golden Spur	12.00
20000	Princeps	10.00
15000	W. P. Milner	15.00
3000	Lucifer	40.00
1300	Poeticus Ornatus	8.00
4500	Elvira Poetaz	12.00
1000	Irene "	25.00
7500	Mrs. Lantry	$8.00
5000	Single Campernelles	8.00
5000	Double "	8.00
4000	Gloria Mundi	26.00
2300	Victoria Bicolor	12.00
400	Sea Gull	16.00
1300	Aspasia Poetaz	12.00
1000	Ideal "	35.00

AZALEA HINODIGIRI

Brilliant Scarlet recommended for Christmas forcing.

	Each
Well budded 12-15 in.	$0.60
" 15-18 "	.85
" 18-22 "	1.25
AZALEA INDICA, Marie Louise, own roots, 10-12 in.	.65

RHODODENDRONS

	Each
Best forcing varieties, 6 buds	$0.50
" " 6-8 "	.75
" " 8-12 "	1.00
" " 12-18 "	1.25
" " 18-24 "	1.50
" " over 24 "	2.00

For Specimen White and Pink Pearl write for prices.

For XMAS FORCING we offer ERICA MELANTHERA and ERICA CINEREA CORNEA, fine stock $35.00 to $100.00 per 100

Stock grown by and offered for account of **COTTAGE GARDENS NURSERIES, Inc., EUREKA, CALIFORNIA**

Bulbs and Azaleas will be shipped together, commencing about September 1st

PRICES: Are understood F.O.B. Eureka, Calif., packing extra at cost.

TERMS: Net 60 days from invoice date, less 2% cash 10 days. (Firms unknown to us please accompany order with remittance)

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95 Chambers Street **NEW YORK, N. Y.**

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bert & Davidson, Inc....268
len, J. K....261
nerican Bulb Co...240
derson, J. F....242
derson, S. A....253
shine Mfg. Co....259
hmann Bros....242
hmann, Godfrey. 242
bley, Ernest....253
ubon Nurs. 246
venue Floral Co....255
ker Bros....254
ker, Wm. J....263
arr, B. F. & Co....246
arrows, Henry H....242
aumer, A. R....255
aur & Steinkamp...245
ayersdorfer & Co. ..258
ay State Nurs., The..246
aaven, E. A....258
eckers' Cons....253
eckets' Seed Store..236
egerow Floral Co.'...255
emb Floral Co., L...254
ennett, C. A....246
ertermann Bros., Co.254
eddington Co., Inc...242
olgiano & Son, J....240
onnet & Blake....261
oston Floral Supply Co....232
owe, M. A....255
raun, J. B....236
reitmeyer's Sons, J..254
rown Bulb Ranch...242
rown, Peter....245
rown Bag Filling Mach. Co., The...236
ryan, Alonzo J....241
uckbee, H. W....257
unyard, A. T....255
urnett Bros....238
urpee, W. A. & Co...241
utler & Ullman....256
yer Bros....241

Caldwell the Woodsman Co....259
Caldwell Co., W E...268
Campbell Bros....242
Caplan, Florist....253
Carbone, Florist....253
Carnation Support Co241
Champion & Co., John N....255
Chautauqua Flower Field Co....241
Chicago Feed & Fertilizer Co....259
Chicago Flower Growers' Ass'n, The....262
Childs, John Lewis...240
Chinnick, W. J....242
Christensen, Thos. P..242
Clarke's Sons, D....256
Clay & Son....259
Colonial Flower Shop.253
Conard & Jones Co...240
Cook & Son, David...243
Coombs, Florist....254
Cowee, W. J....258
Cowen's Sons, N....267
Craig Co., Robt....246
Crouch, Mrs. J. W....253
Crowl Fern Co....258
Cut Flower Exch....261
Danker, Florist....253
Dards....256
Day Co., W. E....257
DeBuck, John....241
Denaiffe & Son....237
Dillon, J. L....245
Donaghue, Alfred....256
Dorner & Sons Co....246
Dreer, H. A....243-67
Drumm Seed & Floral Co....254
Eagle Wire Works....258
Eble, Chas....255
Edlefsen-Leidiger Co. 255
Edwards' Folding Box Co....258

Emmans, G. M....243
Eskesen, Frank N....242
Fallon, Florist....256
Fenrich, Joseph S....260
Fetters, Florist....254
Fexy, D....261
Fillow Flower Co....244
Foley Greenhouse Mfg Co....267
Ford, M. C....260
Ford, Wm. P....261
Fottler, Fiske, Rawson Co....236
Friedman, Florist....253
Friedman, J. J....259
Froment, H. E....261
Frost, Chas....241
Galvin, Thos. E....256
Gasser Co., J. M....253
Giblin & Co....267
Girvin, Willis B....241
Goldstein & Futterman....261
Gove, The Florist....253
Graham & Son, A....253
Grakelow, Florist....256
Grandy, The Florist..256
Gude Bros. Co....257
Gunther Bros....261
Habermehl's Sons....256
Hahn, Florist....253
Hanford, R. G....241
Hardesty & Co....259
Hart, George B....249
Hatcher....253
Heacock Co., Jos....244
Heiss Co....254
Henshaw Floral Co...260
Hentz & Nash, Inc...261
Herr, A. M....245
Hess & Swoboda....256
Hession....256
Hews & Co., A. H....267
Highland Pk. Gnhs..254
Hill Co., E. G....262

Hill Floral Co., E. G..253
Hill Nurs. Co., D....246
Hitchings & Co....268
Hogewoning & Son..241
Hollywood Gardens..257
Holm & Olsen....257
Horan, E. C....261
Horn & Co., J. F....253
Irwin, R. J....239
Jackson & Perkins....246
Jennings, E. B....238
Johnson Chas....237
Johnston Bros....256
Johnston & Co., T. J..256
Joseph's Florist....257
Joy Floral Co....255
Kasting, Wm. F. Co..229
Keller, John A....255
Keller Pottery Co....257
Keller Sons, J. B....256
Kelway & Sons....241
Kerr, The Florist....254
Kervan Co., The....259
Kessler, Wm....261
Knoble Bros....253
Komada Bros....263
Kooyman Co., Inc.C..241
Kottmiller, Florist...256
Kroeschell Bros. Co...267
Kuebler, Wm. H....261
Lager & Hurrell....246
Lang Floral & Nurs. Co....254
Lange, A....253
Lange, H. F. A....257
Langjahr, A. H....261
Leahy's....254
Leonard Seed Co....236
Liggit, C. U....245
Littlefield & Wyman.246
Lockland Lumber Co.268
London Flower Shop..256
Lord & Burnham Co..268
Lovett, Lester C....246
Lovett, Inc., J. T....246

Ludwig Floral Co., E. C....256
Mackie, W....261
Macnair, Florist....256
Mader, Paul....246
Malandre Bros....256
Marshall & Co., W. E.238
McCallum Co....259
McCarron, Miss....255
McClunie, Geo. G....254
McConnell, Alex....256
McCullough Seed Co., J. Chas....236
McHutchison & Co. 230-236-238
McManus, James....261
Meehan, C. E....263
Metarie Ridge Nursery Co., Ltd....255
Metropolitan Material Co....267-268
Meyer, Adolph....256
Michell Co., Henry F.240
Michigan Cut Flower Exchange....259
Michler Bros. Co....255
Miller, A. L....241-44
Mills, the Florist....254
Mountain View Floral Co....246
Mullanphy, Florist...257
Munk Floral Co....254
Murray, Samuel....254
Murray, Florist....255
National Florists' Board of Trade....238
Neidinger Co., J. G...259
New England Florist Supply Co., Inc....262
Nicotine Mfg. Co....259
Niessen Co., Leo....263
Nitrate Agencies....245
Noe, L. M....261
Outpost Farm....246

Ouwerkerk, P....246
Palmer, F. E....253
Palmer & Son, W. J...253
Papworth, Harry....255
Park Floral Co., The..254
Park Floral Co....257
Parshelsky Bros, Inc..267
Peacock Dahlia Farms....241
Peirce, E. Allen....267
Penn, The Florist....253
Pennock Co., S. S. ...263
Peters & Reed Pottery Co....259
Peters & Sons, Geo...244
Pfaff & Kendall....267
Philips Bros....255
Pierce Co., F. O....267
Pierson, Inc., A. N....229
Pierson Co., F. R....229
Pikes Peak Floral Co..254
Pillsbury, I. L....254
Pittsburgh Cut Flower Co....258
Polykranas, G. J....261
Pulverized Manure Co., The....259
Purdie & Co., D. S....255
Ramsburg, G. S....240
Randall's Flower Shop 257
Randolph & McClements....256
Rawlings, Elmer....245
Reck, John & Son....253
Reed & Keller....258
Reinberg, Peter....262
Rice Co., M....259
Riedel & Meyer, Inc..261
Ritchy, F. W....245
Robinson Co., H. M..261
Robinson & Co., Inc., H. M....259
Rock Flower Co., W..255

Rodgers Floral Co....253
Roehrs Co., Julius...240
Rosedale Nurseries...246
Rosemont Gardens...255
Rosary Flower Shop.253
Royal Glass Works...267
Rumbley Co., The...259
Rupp, John F....236
Salter Bros....257
Sauter, A....261
Sceery, Ed....256
Schling, Inc., Max., Seeds....240
Schling, Inc., Max, Flowers....256
Schmidt, J. C....241
Scholtz, the Florist, Inc....253
Schramm Bros....257
Schulz Co., Jacob....255
Schwacke & Co., C....236
Scollay, John A....267
Scottswood Gnhs....257
Scott, Florist....253
Serphos, Norman....237
Sheridan, Walter F...261
Siebrecht, Geo. C....261
Sixth City Wire Wks.258
Skidelsky & Co., S. S.236-240
Skinner Irrigation Co.267
Smith & Fetters Co...253
Smith, Henry....254
Smith, P. J....260
Smith Co., W. & T...246
Smith, the Florist...254
Smith & Hemenway Co., Inc....268
Snyder Co., B A....262
Solomon & Son, L....267
Spear & McManus...254
Steele's Pansy Gardens....236
Storrs & Harrison Co.242
Strompf Co., H....256

Stumpp, Geo. E. M...256
Stumpp & Walter Co.237-239
Syracuse Pottery Co..267
Taepke Co., G. H....254
Taylor, Edw. J....244
Thompson & Co., C.B.255
Thorburn & Co., J.M.236
Tomlinson Key Floral Co....254
Traendley & Schenck.261
United Cut Flower Co., Inc....260
Vaughan's Seed Store 236-238
Vick's Sons, James...240
Vincent, Jr., & Sons.229
Virgin, U. J....255
Walker Co., The F....255
Watkins & Simpson...237
Water Cooled Culm Burning Grate Co..267
Wax Bros....253
Weber, F. H....257
Weeks Nursery Co., Inc., C. H....246
Weir, Inc., James...253
Welch Bros. Co....262
Welch, The Florist...254
Westman & Getz....253
Whilldin Pottery Co. 259
Wilk, John....236
Wilson, H. E....257
Wilson, R. G....253
Winterson's Seed Store....262
Wolfinger, Florist....255
Wood Bros....241
Woodruff & Sons, S.D.238
Young & Co., A. L...261
Young & Co., John...261
Young & Nugent....256
Young & Sons Co., C.257
Zech & Mann....262
Zvolanek, Ant. C....238

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

diantum...229-39-42-43
lyssum....241
ntirrhinum....238
rdisia....242
reca....244
sparagus...229-36-39-40-241-42
spidium....242-43
sters....241
zaleas....230-46
egonias....229-39-41-43
ellis....236-39
erberis....246
leeding Heart....246
ougainvilleas....242
ouvardias....239
ulbs....229-36-40-42
alceolaria....236-39
alendula...236-38-39-42
illas....238-39-40
andytuft....238
annas....246
arnations...229-39-41-44-245-46
entaurea....238
hrysanthemums...241-45
ibotium....242-44
ineraria....236-39
lematis....246
ocos....229-42
ut Flowers.260-61-62-63
yclamen...236-37-38-39-241
yrtomium....229-42-43
ahlias....241
affodils....238-42
aisies....236-39-40
ecorative Plants....246
elphinium....238
racæna....229-39-41-42-245-46
ms....246
rica....230
uonymus....241
uphorbia....229-39
vergreens....246
erns....229-39-41-42-43
icus....242
orgetmenots....236
reesia...229-36-38-39-40-241-42

Fruit Trees....246
Fuchsias....241
Gardenia....229
Genista....229-42
Geraniums..229-39-41-43-245
Gladioli....241-42
Gypsophila....236-38-39
Heather....244
Heliotrope....241
Hemlocks....246
Hollyhocks....238
Honeysuckle....241
Hunnemannia....238
Hydrangeas....242-46
Iris....246
Ivy....239
Japonica....246
Jerusalem Cherries...229-239-42
Kentias....238-42-43-44
Lantanas....241
Ligustrum....246
Lilac....246
Lilies....229-36-39-40-46
Lily of the Valley....240
Lindens....246
Mignonette....236-38-39
Myosotis....240-45
Myrtle....239
Narcissus....230-41
Norway Maple....246
Nursery Stock....246
Oaks....246
Onion Sets....236
Onychium....243
Orchids....241-46
Oxalis....240
Pansies...236-38-39-40-41
Pelargoniums....239
Peonies....240-46
Perennials....238-46
Phlox....246
Phoenix....244
Poinsettias....229-39-42
Primulas 229-36-38-39-41-245
Primroses....236
Privet....246
Pteris....243
Rhododendrons....230-46

Roses....229-39-41-46
Seeds..229-36-37-38-39-40-241-42
Shrub....246
Snapdragon....236-39-40
Smilax....239-41-45
Solanum....242
Spiræa....246
Stevia....239-41
Stocks....236-38-39
Sweet Peas..236-38-39-40-242
Sweet William....236-38
Trees....246
Tsuga....246
Tulips....230-42
Vegetable Plants...241-45
Vegetable Seeds. .236-37-238-40
Violets....239-42

MISCELLANEOUS

Aphine....239-59
Aphis Punk....239-58
Artificial Flowers....232
Bamboo....236
Baskets....232-58-59
Boilers....267
Boxes....232-58-59
Boxwood....258-59
Cellar Drainer....268
Cycas Leaves....232-59
Cypress....267-68
Dagger Ferns....258-59
Directory of Reliable Retail Houses..253-54-255-56-57
Evergreens....259
Ferns, Fancy...232-58-59
Fertilizers....245-58-59
Fittings....268
Florists' Accounts Insured....238
Fungine....259
Galax Leaves...232-58-59
Glass....243-67
Glass Cutters....268
Glazing Points....267
Grates....267
Greenhouse Construction....268
Greenhouse Material.268
Ground Bone....245
Ground Pine....258
Heating....267
Hose....267
Insecticides....258-59
Irrigation....267
Laurel....258
Laurel Festooning....258
Lemon Oil....239
Lumber....267-68
Magnolia Leaves..232-59
Manure....258
Mastica....267
Moss....258-59
Nico-Fume....239
Nicoticide....239
Nikoteen....239-58
Paper Pots....267
Pecky Cypress....267-68
Pipe....243-67-68
Pipe Fittings....268
Plant Food....258
Posts....268
Pots....259-67
Putty....267-68
Putty Bulbs....267
Putty Machines....267
Sash....267-68
Sea Moss....259
Seed Packets....236
Smilax....258
Sphagnum Moss232-58-59
Sprays....232
Stakes....236-41
Supports....241
Tanks....268
Tissue Paper....232
Tobacco Products....258
Toothpicks....232-58
Tubes....268
Valves....267
Vermine....259
Wants....264-65-66
Wax Goods....232
Wax Paper....232
Wholesale Florists...260-261-62-63
Wire....268-59
Wire Designs...232-58-59
Wreaths....232-58

Editorial Contents

Canadian Hort. Ass'n, Annual Convention of....234
Catalogs Received....252
Chicago Florists' Club....250
City Water Injurious to Plant Life....259
Close Up that $50,000....248
Clubs and Societies....244
Dreer, Henry A., Inc., Window Display (Illus.)....251
Embargo Off All Bermuda Bulbs 248
Evergreens for the Florist-Grower's Show Ground....247
Farm Implements in Scotland, Demand for....238
Florist Soldiers, Our....252
Foreign Trade Opportunities....243
Fuel Restrictions in Russell, Mass....251
Gladiolus Helen Franklin (Illus.)....254
General Trade Suggestions....234
Gold Medal Presentation (Illus.) 250
Government Publication, A Highly Interesting....235
Hart, Everett H. (Portrait)....252
Higher Prices for Flowers....251
Horticultural Hodge Podge....249
Imports and Exports for May, 1917, and May, 1918....237
Leland, Lester H. (Portrait)...252
New Jersey Association of Nurserymen....248
Nitrate of Soda for Fertilizing Purposes....235
Nursery Dept. (Illus.)....247
Obituary:
Bowker, Albert W....252
Hart, Reuben C.; Herr, Amaziah; McCormick, Jno; Sword, W. S....249
Pacific Coast....258
Peacock Dahlia Farms, Outing of 238
Peat, Big Demand for....235
Plants for Camp Upton....252
Production Cost and Overhead..248
Profitable Prices for the Grower 234
Publications Received....243
Question Box....245
Retail Dept. (Illus.):
The Retailer Must Not Curtail His Delivery Service; The Undertaker and the Florist; Forsees Wonderful Development After War....254-257
Society of American Florists....249
St. Louis Ass'n of Gardeners...248
Seed Season of 1918, Some Observations of the....250
Seed Trade....237
Surplus Stock, Regulating....234
Sweet Potato Weevil, Combating the....240
Tractor as a Labor Saver, The..248

Trade Notes:

Boston....260
Bridgeport....262
Chicago....262
Cleveland....252
Fort Wayne....263
Houston....241
Indianapolis....252
Kansas City....252
Lancaster....243
New York....260
Philadelphia....263
Pittsburgh....242
Portland....258
Rochester....262
St. Louis....252
San Francisco....258

Vegetable Crops Under Glass and in the Open....239
Week's Work, The (Illus.):
Screenings; Bouvardias; Genistas; Violets; Outdoor Irises; Stock Plants of Coleus....235
Wholesale House of the Future....233
Wholesaler' Standpoint, From a. 234

Great Reduction Sale

Why the BOSTON FLORAL SUPPLY CO. can sell Supplies at a Reduced Rate

1. We are large manufacturers and buy our **raw** stock in large quantities at reduced prices.
2. The finished product goes from us to you **direct,** only one profit.
3. Our individual profits are small, but our sales are large.
4. Every article you purchase from us is fully **guaranteed.**

CYCAS

Size	Per 100	Size	Per 100
8 x 12	$3.25	28 x 32	$9.50
12 x 16	4.00	32 x 36	10.00
16 x 20	5.25	36 x 40	11.50
20 x 24	6.50	40 x 44	12.25
24 x 28	8.25	44 x 48	13.00

These leaves are prepared in our own factory. They are flexible, do not mould, and are of a fine color. **CYCAS** are very scarce, and we have been very fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, **Cycas Leaves** in the future will be very scarce, and the price must rise accordingly. While we have these leaves on hand, we want our customers to take advantage of our offer.

Nothing will take the place of **Cycas** where these leaves are needed to make your design beautiful.

MANILA BOXES

Manila Boxes like many other things will be higher in price. Why not place your order with us now? If you had placed your order with us only a few months ago you would have saved some money on your boxes. Many of our customers have taken advantage of our offer. Why not you Mr. Florist?

Manila

Size	Per 100
18 x 5 x 3	$3.10
21 x 5 x 3½	3.90
24 x 5 x 3½	5.00
28 x 5 x 3½	5.75
21 x 8 x 5	5.75
30 x 5 x 3½	6.40
24 x 8 x 5	6.90
28 x 8 x 5	7.40
30 x 8 x 5	8.90
36 x 8 x 5	11.00
30 x 12 x 6	12.25
36 x 12 x 6	13.50
36 x 14 x 6	14.75

Bouquet Boxes

Size	Per 100
19 x 9 x 8	$9.50

Wreath Boxes

16 x 16 x 5	8.75
16 x 16 x 7	9.50
18 x 18 x 6	10.50
18 x 18 x 8	12.75
20 x 20 x 6	12.25
20 x 20 x 9	15.00
22 x 22 x 6	14.75
22 x 22 x 9	18.25

Printing free on orders of 500 or more. In smaller quantities $1.25 per 1000. In gold or bronze $3.00.

Save 20% on your Baskets

We are headquarters for **Baskets** and **Window Boxes.**

We manufacture baskets from the raw stock in our own factory. To introduce our line, try this assortment listed here at this special price reduction.

25 tumbler baskets two tone, with liner — **$8.25**

12 pot baskets with handles, two tone effects, including water proof liner. Sixes from 6-10 in. — **$12.00**

2 pot covers with handles
3 tumblers
3 princess baskets
1 long stem flower basket
2 cut flower baskets
— **$7.50**

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers Remember, if the goods are not satisfactory send them back at our expense.

WIRE FRAMES

We manufacture our own wire frames. Goods are made of coppered wire. Any design made to order. No charge for packing.

Our stock is fully **guaranteed.** If we could take you into our wire department and show you how everything is worked up carefully, what little waste there is, the faithfulness of our workmen you would not be surprised as to the high quality and the low prices of our goods. Our expert wire men will make anything up for you, from a simple ring to a submarine. **All From Wire.**

FLORISTS' SUPPLIES IN GENERAL

We handle a full line of florists' supplies such as, **Ferns, Galax, Sphagnum Moss, Wax Paper, Tissue Paper, Wired Toothpicks** and all other supplies.

WAX GOODS

We manufacture a full line of **Sprays, Magnolia Wreaths, Wax Designs** and **Artificial Flowers** of all kinds. All our wax goods are manufactured from the best materials.

OUR GUARANTEE **We Guarantee that our Prices are the Lowest.** Should you find, for any reason, that we have overcharged you for anything, we shall take the matter up with you at once and adjust anything that may be wrong. We do this so that our new customers will gain confidence in our methods.

Be Safe and Buy from a Reliable House

BOSTON FLORAL SUPPLY CO.

347-49-51-53-55-57 Cambridge Street, BOSTON, MASS.

Prices subject to change without notice

The Wholesale House of the Future

By J. O. Pollworth of Kennicott Bros. Co., Chicago

The meeting of the Chicago Florists' Club last Thursday bids fair to be memorable for many a day to come on account of the important papers which were read on that occasion, brought together through the Committee for the Good of the Club, T. E. Waters, chairman.

While each paper presented was good, it is hard to praise one above another. Perhaps because the width of the subject afforded the opportunity, the paper read by J. O. Pollworth on "The Wholesale House of the Future" must be credited with an assembling of common sense ideas rarely brought together by one man. Every line of this paper makes for a practical application. We cannot even criticise Mr. Pollworth for upholding Chicago as the center of the universe when it comes to selling cut flowers. It is his right, his city, and therefore his privilege. Seldom has a paper attracted our attention as has this one. It bears the hall mark of much study, and the arguments and discussions are those of an eminently practical man with an A1 business head on his shoulders.

Let us hope that the work of the night will not cease with the reading of the paper, but that organizations will be affected which will shortly bring into being the "The Wholesale House of the Future," not alone in Chicago, but in all our great civic centers.

Modern business methods Modern business is always aggressive. To spend intelligently in accordance with the needs of the business is conservation—always alert to every opportunity to a healthy expansion. Let us introduce commercial ideas and practices as are to be found in such other lines of activity. Some wholesalers have shown this spirit of aggressiveness where others fail to keep abreast of the times, standing still, or losing ground. The New Ideas of "The Wholesale House of the Future" is to give valuable service to realize greater returns. The Old Idea is to wait for business. Increased sales by the wholesaler should not necessarily mean more customers—it should mean that the increase in sales is due to more efficient and valuable service to the customers we already have.

Cost of doing business The cost of wholesaling has advanced steadily toward the 15% commission allowance. To hold down the cost of doing a wholesale business is to do more business. No reduction of cost or expense can be expected, and it is for that reason that some effective and practical plans must be devised to "get the money" for the grower—that's getting it for us, and for the retailer. who must see the grower prosperous in order to have the producer raise the stock for him to do business with. We have been asleep. Always making money heretofore, and now when doubtful conditions are placed before us—well, anyhow—let's not blame it entirely on the war.

Starting in business Wholesale houses in the past could start with a little capital to do a 100% business on a 15% basis—rise from a wage earner, as salesclerk or bookkeeper, to having his own wholesale commission business. The wholesale market is conducted any way any individual house may see fit to carry on its business. To begin to analyse the operations of all the houses would take more time than one cares to listen to—but out of such a complex situation some one house must arise as will typify "The Wholesale House of the Future."

Waste of duplication In carrying on a wholesale business we continually encroach on each other without any resultant benefit to anyone individual, wholesaler, or to the market as a whole; each overlapping the other, neither recognizing any ethics in business. The war has rapidly forced the trade into looking into new things—new ways to economize, and yet compelling it to see that it maintains itself.

"Sales returns" To classify these wholesale factors that make up the market—the grower selling direct has less "to think about" than the commission wholesaler. The grower selling direct "does not have to be shown."—He knows.

Foreign consignments A wholesale commission house should have its limitations. It should not accept consignments of "Indoor and Outdoor" stock except from growers whose specialty is to commercially produce for the wholesale market.

Department stores To discourage the practice of selling to department stores in times of overabundance (glut) unless such department stores operate a retail cut flower department all the year through.

Retail orders That the wholesale grower and the wholesale cut flower commission business omit selling direct to the consumer—otherwise known as the "Red Violet Business."

Growers' organization Growers consigning to any one house to organize and hold regular meetings to take up such matters as of interest to consignee and consignor, thereby promoting the welfare of both. Acting under one administrative force it is bound to give greatest returns to the grower on the capital invested, and the greatest amount of satisfaction to the management of such wholesale institution. That some means be devised of an organization in the wholesale market with growers as represented by the commission wholesaler and with that of the wholesale grower to prevent as much as possible the dumping of foreign stock into the market during a glut period.

Licensing and Bonding Licensing of the commission business and bonding them for the proper conduct of their business—particularly for the benefit of the consignor and the prestige such supervision will carry to the distant buyer. To stop questionable methods of soliciting consignors.

Credits Increased overhead cuts closer into the 15% allowance of the consignor. Long credits will have to be discontinued. Each credit extended by a wholesaler uses that much more of the capital. We eventually must curtail our credits to the same limits that we have to pay those with whom we deal. No retailer has a justifiable reason to expect to use a wholesaler's capital to carry on his business.

Expense of Selling It takes from 8% to 12% for a wholesaler to do business right. If collections are not within a fixed basis of income additional money of the wholesaler must be supplied. The expense of selling has increased without increase of commission income. Problems we solve today to meet conditions are but stepping stones in establishing "The Wholesale House of the Future." Present obstacles are not temporary. They will be with us for a long time to come. Labor shortage, higher wages, higher production costs in the commodities we handle, require greater returns on the investment. The wholesaler must first see to it that the grower is able to continue on at a profit so that the commission house has something to sell, therefore, means must be found to keep the growers on a business paying basis. The large producers have shown that they can well afford to develop their own markets, while the smaller growers, collectively, do best by the commission method.

20% Commission Chicago is a natural "dumping ground" for cut flowers coming in from all parts of the country. While we are obliged to accept them when express charges are paid or guaranteed, it is our privilege to charge 20% from transient shippers.

Greenhouses Costs Greenhouses cost is beyond the present scope of this paper. Costs can be measured very readily on the "per square foot measure" basis of the soil benches or from the individual plant, or determined by a given glass area. A grower with a record of cost should compel his wholesale house to render a detailed "Report of Sales;" just what the products are selling for. Such records will be available from the "Wholesale House of the Future."

Advertising Retail dealers are attracted to this market only as we have the goods to advertise. The wholesale grower and the commission wholesaler has done very little to create a demand for flowers with the consuming public. If you want higher prices, support the publicity campaign of the "S. A. F." Create a demand to put flowers to greater uses and the public will pay the price.

Control of Shippers So long as the commission wholesaler exercises no control over his consignors to bring about better conditions of marketing, so long will we stay as we are. The commission house, to build and to hold its customers, must have control over the grower. It is expensive to get the customers and then fail to hold them. The retailer pays the price when given the quality and the service due him and only so will the grower expand as he has assurance of receiving prices to cover the cost of production. The grower who coordinates his greenhouses with the commission wholesaler, broadens the responsibilities of such wholesaler—each cooperating with the other, yet each retaining his individuality. Several growers, because of their close relation, have succeeded well in consigning their stock in open market. It stops suspicion and discontent of the grower in the sales of his products.

The "Square Deal" A wholesale cut flower commission business should show no favoritism to any grower in the sales of his stock—stock received to be sold on an equal basis with that of all growers doing business with the consignor. Within the strict meaning of a commission house, such house should not have any stock of their own "to get first attention."

Speculation No wholesaler in the cut flower commission business should speculate for his own account. It may be justified in some other commodities, as fruits and vegetables, but in the cut flower commission business all sales should be made to the account of the consignor—deducting the usual commission, express charges, and, where circumstances permit, for any "pickled stock" that customers will not pay for. The grower should take into consideration with his wholesalers the probability of the products he wants to grow—that the same are "Good Sellers." Growers should endeavor to produce dependable, acceptable products to satisfy the retailer. "Pickling" is but a temporary gain to a grower and usually the permanent loss of a good customer to the wholesaler, and no wholesaler with a knowledge of such conditions of stock should unload it at any price. When such stock reaches the public the harm done usually costs more than many times the price received in getting rid of it.

Regular Consignments Getting stock into the wholesale market in the best of condition is worth all it costs to the grower in entitling him to the highest prices with the least amount of trouble and effort in the handling of it by the wholesaler.

Marketing Stock All stock should be bunched and graded to run uniform in quality. Wherever practical it is advisable that the stock show some mark of identity of the shipper, since such stock, when known to the buyer, creates a demand for itself with consequent higher prices.

Poor Stock Poor stock requires more attention of the sales force and is usually unsatisfactory to most buyers. It is to be admitted the bigger the volume of sales because of good stock the greater the income of commission to the wholesaler.

Grading of Roses Roses should be graded uniformly as to bloom and foliage—sorted out in their different lengths according to rule measure. 8 to 12 in. in length for short, 15 to 18 in. for medium, 24 to 30 in. for long. That is for the grower to do. The long length to be wrapped up 25 to a bundle, the medium and short 50 to a bundle. Any "in-between" lengths demanded require the re-grading by the wholesaler. Such grades are so marked on the consignment sheet, in their different varieties, and should be so sold and reported to the grower on his "Report of Sales."

Carnations Carnations are likewise bunched in 25, as is the custom, with an identification tag to each bunch, marked in their different colors on the consignment slip, and so reported each day's sales on their "Returns." With few exceptions, most stock can be handled in this manner resulting in fewer mistakes and less losses to the grower.

Classes of Wholesaling The commission house accepts consignments to sell at best prices obtainable less 15% commission, and remits the proceeds. Then we have the wholesaler who produces his own stock and also accepts consignments as well as speculates for profit above the purchase price. Then we have the wholesaler who creates his own market and sells his own stock. Others in the market make up the balance "all in one."

The Department Store Many department stores consider it good advertising to attract the people to their store, offering cut flowers cheap, and misleading the public to the belief that the legitimate retail florist asks too much for his flowers. "The Wholesale House of the Future" will not sell cut flowers to department stores for such purposes as the department stores use them.

Remedy for Gluts A well managed retailers' association should be so organized as to relieve the Chicago market in "Glut Periods." Retailers in all parts of the city could accept such proportionate share as they could dispose of in their community. With newspaper publicity, low prices of cut flowers would attract buyers to retail stores everywhere, stimulate new business and please the regular patron.

Cost of Advertising The cost of such advertising would be small in comparison to results achieved. The growers, wholesalers, and a retailers' association, through an advertising agency, could well work out a plan of cooperative advertising. Retailers will learn to make their prices correspond to changes in the wholesale market. To get flowers into the hands of the public through the retail florist when flowers are cheap is one of the initial steps of getting the public at large "To say it with flowers." Profits will be just as large to the retailer selling in quantity in glut times as the profits from high prices and fewer sales. The commission man would realize his commission from the grower and the grower would not take his losses "to the dump."

Cooperation Advertising properly applied is the keynote to accomplishment. "The Wholesale House of the Future" will work in unison with the retailer, with his growers, with his competitors, to master the law of supply and demand in the promotion of sales. "The Wholesale House of the Future," in doing its advertising to reach the dealers, should be a "Booster," for the Chicago market. No advertising at any time should show discredit to any one or more competitors. We must keep business coming to Chicago.

Cut Flower Orders Standing orders—mail orders, telegrams, telephone, or orders filled by personal selection, must reach destination in a satisfactory condition to uphold a profitable market. While the very perishable nature of the goods brings about uncertainties, expected difficulties will naturally arise at times to the quality of the stock. It is a good rule to accept the statement in good faith of an approved customer who has

cause to complain, and it is best to rectify such complaints to retain the good will of the buyer.

Business Principles "The Wholesale House of the Future" will have to conform to defined business principles as are seen in other organized commercial industries. We have in our midst several examples of such wholesaling. A wholesale house can expect the respect of its position in the trade only as it has the full confidence of the growers and retailers. It cannot be fair to the grower unless it is fair to the retailer.

Regulation of Market Only in mobilizing the resources of the Chicago market can we hope to obtain such regulation as will best serve the needs of the grower toward higher prices. Make buying in this market so inviting and prove up the standard strength of our "Productive Power." Let us make it easier for city retailer and distant buyer to buy cut flowers from this market because it is cheaper to get them from the Chicago market than it is for the retailer to grow them for himself.

Burden of Overhead To reduce a part of the "Burden of Overhead" of the wholesaler because of duplication of efforts and fixed expenses, would it not be expedient to consolidate some of our wholesale growers with that of smaller growers, as represented through the commission house, and begin the day that will add to our market "The Wholesale House of the Future?"

Consolidation Less wholesale houses and better ones. Each big enough to do things as they ought to be done. That will aid towards equalizing the prices, to serve the retailer, and provide a guarantee of prices to "Keep up" the earning of the grower. Growers, large and small, with the retailer, bring about an understanding on different phases of this market. Harmony will prevail among all classes of the trade. That is the wish of the "Wholesale House of the Future."

Organization It is hardly necessary in the year of 1918 to present arguments for trade organization. They have demonstrated their usefulness, banding together those who have common interests. Apparently, the grower, consignor, and the retailer in Chicago have no interest in common. The better understanding toward each individual member brings about unlimited possibilities to do good. The future expansion, the present protection of the cut flower industry in all its branches, requires organization. Uniformity, standardization with a constant alertness towards progressiveness, will make the cut flower industry a greater influence in the Business World. Where individuals take years to bring about changes, to check abuses or to make improvements, this can be done in a few months by Organization.

From a Wholesaler's Standpoint

By E. C. AMLING CO., Chicago

Emphasis is again placed on knowing the cost—Why worry about items short on the market?—It is the heavy cuts that cause trouble—Keynote of success: Do justice to your grower

We have seen the Chicago flower market progress from day to day and season to season. There are some things we can all be proud of but there is still plenty of room for improvement along all lines especially under the present conditions.

First of all we must look after our supply of stock, this means the man who really is the foundation of our business: the grower. Without him and his welfare looked after all our efforts are lost, so he is consequently the most important.

You can only obtain a price for the grower's stock by asking for it. We should impress upon him to keep a complete record of his production and receipts so he can be able to tell, from time to time, when to market his crops to the best advantage, also what varieties of stock to plant in order to meet the demand. He must also produce the best quality possible and, if he can do this, he is bound to benefit by it, as the demand for quality is always there. There is at times, in spite of this, an oversupply; when this occurs he will lose money if his stock is not the best. The best grower never loses in proportion to the one who grows undesirable stock. This much for our supply.

Now how about the wholesaler, who condemns the poor stock, and the retail buyer who comes to his store or calls up on the phone and is promised the world with a fence around it and sometimes only gets the fence. Do we always size up our supply correctly? This is a vital question from a selling standpoint. Do not try to fool the buyer as this hurts your demand and makes sales on the wrong line of stock. Get your customer to push the varieties of stock you know you can supply. This will make money for the customer as well as the grower.

Let us try to equalize the demand, so all the stock will sell at a good price. No grower has ever lost anything on a high market so why worry about the items short on the market? Rather worry about the heavy cuts we cannot get away from. Induce extra quality that you generally find goes with the large cuts. We should always impress on the retail florist that he cannot run a flower store without flowers and that he loses money as well as a customer when his competitor fills the order. His argument that he cannot afford to carry stock is not a good one for his percentage of the profits should be based on doing so and he must also charge more money to cover the increased cost of operating.

We should not handle shipments from surplus shippers who, as a rule, are our competitors in the shipping trade; so handling we do two wrong things; help to load up the market and prevent the regular shipper from getting what belongs to him, and lowering prices in general. Growers who do not ship entire cut to one house keep us in the dark. You can only judge your supply by the daily cuts and when you know that you have received from day to day all the stock that has been cut on that one place this is all the competition necessary, without letting a grower make competition on his own stock in the same market.

We can do more shipping business if we do our business better than the florists in other cities, not by selling cheaper, but by delivering better stock and in good condition. Many good retailers are up against unfair competition due to our failure to collect our money promptly from he who uses our money in furthering his business, while the other one pays promptly.

The whole sum and substance of the matter is that we need more real business, with many other ways of doing things omitted. Do justice to your grower by trying to get the best prices possible so as to enable him to produce at his higher cost. He pays his commission (or his selling expenses) by operating his wholesale house. Do justice to the retailer by keeping down unfair competition. With this in the minds of all wholesalers we can overcome present as well as future conditions.

Profitable Prices for the Grower

By PAUL KLINGSPORN of the Chicago Flower Growers' Association, Chicago

The wholesaler and salesman should be posted on the grower's cost of production—This done, a proper market value for the stock can be obtained—Profits should be fairly divided

This is a subject which needs no introduction as it has been discussed more or less thoroughly since the incipiency of the florist business. However, up to the present time, it has not turned out to be a 100 per cent proposition from the grower's viewpoint. The following suggestions, are submitted for general consideration:

First—The Production of a Good Average Quality of Flowers

We all know that some growers produce much finer quality than others and consequently should receive better returns. Poor stock is unprofitable at all times for the grower and the middle man who handles the goods to sell to the retail trade.

Second—Get the Proper Market Value for the Stock

This would be easy of accomplishment if the wholesaler and salesman were more thoroughly posted on the original cost of the stock, the grower's overhead expense, and the prevailing market conditions. Such knowledge is essential to insure the grower a fair profit on his investment and labor.

The average retail buyer aims to secure his stock as cheaply as possible, accomplishing his purpose by setting his own price and in a good many instances overruling that of the salesman. A more general knowledge among salesmen of the grower's problem would lead to better judgment in selling—in compromising—and in holding the price in accordance with market conditions.

It is well for the retailer to stop and consider that unless the grower realizes a profitable return for his flowers he may discontinue growing them, and perhaps turn his attention to the production of vegetables. Such has been the case in many instances within the past year and furtherance of the same would not be conducive to the trade in general.

What will the retailers do if this should occur generally?

Would it not be well to weigh this problem carefully, and stop the tendency to hammer down prices to the point where the retailer realizes an abnormal profit and the producer suffers a loss?

Never overlook the fact that one needs the other, and that neither should have all the profit—*it should be fairly divided.*

Regulating Surplus Stock

By C. L. WASHBURN of Bassett & Washburn, Chicago

The flower market is largely a weather market—Cold waves cause a shortage—Warm waves a surplus

The surplus of flowers or gluts of flowers can be partially controlled by the grower in the following manner: The excessive supply of Roses is largely caused by heat waves. The U. S. Weather Bureau issues a daily bulletin and weather map, which shows from 24 to 48 hours in advance the various changes of temperature that will occur. These predictions have been proven correct in such a large percentage that they can be depended upon. If the grower will watch these maps and predictions they can control the supply of Roses by disbudding the short and medium stems, and thus reduce the excessive supply during warm waves and in that manner the supply will more nearly equal the demand.

The flower market is largely a weather market. The cold waves cause a shortage and the warm waves a surplus. As these weather maps are issued free it is important that the florists should get this valuable information; they can save a good deal of money by guiding themselves by the weather predictions.

The supply of bulb stock is hard to regulate except by planting in rotation. The supply of Carnations is also an item that is hard to regulate. However, with both Carnations and bulbs, by throwing away the poorer qualities a much better price can be realized from the improved quality of stock to warrant the loss of the poorer grade. Stock grown outdoors such as Gladioli, Asters, etc., is hard to control; putting the surplus in cold storage would be a great help.

There are certain sources that will absorb flowers provided the price is low enough; whether these sources of disposal are of ultimate good to the market is hard to say; frequently they come in direct competition with our regular customers causing them considerable loss.

The main thing for the growers to do is to watch the weather reports and try to guide their production by the predictions which they contain.

General Trade Suggestions

By O. A. TONNER

Surplus should be handled in a way profitable to all—With a suggestion as to how this may be brought about

It seems fitting at a meeting of this kind to mention a few things that have often been discussed with no action ever taken.

There is a necessity for improvement in all three divisions of the trade, but we cannot expect co-operation or protection unless we stand for sound principles in each individual division.

Our biggest problem is to get a larger average price for the grower, but our attention, in this line, should be turned decidedly to the times when their heavy cuts come in, for at these times their stock is wasted. Flowers ought never to be sold so cheap, that the public, for the time being, turn their thoughts to something more favored than flowers.

Overstocking the larger wholesale houses ought to be considered. It is true they are the first to send prices up but they are also first in causing them suddenly to drop below normal, when their surplus in some lines, is found wanting a market. We are depending on a retail trade to consume our stock; we should therefore protect them from that unfair competition which does destroy their buying power—sometimes for a week or more—and this has its detrimental effect on our general market as well.

Can we look forward to a time when the surplus will be handled in ways more profitable for all, through a local board whose duty it would be to promote ways and means of distributing the surplus and so keep a more normal stable market?

An active committee, made up of and supported by all three divisions of the trade, undoubtedly could produce favorable results that now seem farsighted.

The Canadian Horticultural Association

This association held its 21st annual convention extending from Aug. 13 to 16 at Ottawa, Ont., the first session opening on Aug. 13 at 2 p. m. The usual routine of committee reports, and many important essays, some of them having to do with present day problems, were read and discussed. Socially the meeting was also successful, part of Thursday and all of Friday being given over to entertainment of various descriptions. It is good to note that, although Canada has been actively engaged in the war for four years and over, the Canadian Horticultural Association is still in vigorous health as was proved by its ability to organize so creditable a meeting.

Ads for our Convention Number, which will be issue of Aug. 24, should be in our hands Tuesday, Aug. 20. Wire or telephone in your reservations.

The WEEK'S WORK

Conducted by FRITZ BAHR

Screenings

To be permitted to use 50 per cent. oal screenings as fuel for the coming Winter means good news no doubt to many florists throughout the country. At least it will enable them to pull through a little easier. When one has to pay in the neighborhood of $3.50 per ton for screenings in the Middle West, and figures on the percentage of waste from what is being carried out in the ashes it is rather an expensive matter to heat greenhouses with such fuel for the man not equipped for it.

For the florist who intends burning partly screenings it is advisable to see that the screenings are placed separately and not mixed in or dumped on top of the other coal. In an ordinary boiler with not too good a draft it is hard to start a fire or get any good out of it with screenings, but when the fire is going and the returns are warm you can make use of screenings to advantage. With a fair body of coal in the fire you can put on a few shovels of screenings without having them run through the grates into the ash pit; and that is the way to use screenings to advantage. Or you can bank the fire with them. The better the draft the more good you will get out of screenings, and the poorer the draft the harder it will be to get heat out of them.

The present is the time to make preparations in order to get along with the allowance of coal and screenings; it means a further increase in the price of production, bear this in mind, and it will keep on going up and up and those of us failing to recognize this fact will see money out.

Bouvardias

If you plants are outdoors and you expect to house them soon, get ready with the benches. Bouvardias lift and transplant easily but will wilt badly if not shaded well or are handled roughly. If the benches are full of soil and everything is ready to house the plants, select a cloudy or rainy day to do the work in. Both the small flowering sorts as well as Bouvardia Humboldtii are benefited by being pinched back about this time. You don't want them to flower now but rather to obtain bushy plants, ready to bloom next October or November. Shade well after housing and keep the plants sprayed during hot days.

Genistas

While not the most desirable of house plants, Genistas like many others will be among the good things to have on hand next Easter. If you have any, whether in pots or planted out, take good care of them, keep them well watered and pruned into shape. No matter how you shear them now they will make sufficient growth during the Winter time for flowering wood. Plants now in the field should be lifted in early September, potted up in liberal sized pots and placed in a frame where they can be kept watered properly, for if allowed to dry out a few times the leaves will begin to drop and the plants be spoiled.

Violets

While you don't want to house the single Violets for some time to come, still the plants should be kept free from runners and decayed foliage, and the soil between them frequently cultivated. Usually with a few good rains single Violets grow larger than is necessary for housing; do not permit too many crowns to develop; three to five are sufficient. The double Violets can be housed now at any time. When once inside you have better control over them and from now on until steady cold weather sets in constant watching is necessary; don't allow yellow or diseased leaves to remain on the plants; when a leaf is once spotted it has no more business on the plant. As with the single Violets so with the double sorts, keep the runners off and don't bring in anything but clean, healthy stock. Being a cold house crop Violets should be considered as one of the desirable things to grow this coming Winter, but the average small grower will find the singles, especially Princess of Wales, more desirable than the double sorts.

You may not want to grow all the plants you should have to supply you with flowers during this Winter and Spring, but it will pay to have at least a fair sized batch on the place. If you have the room you can pick flowers from the end of October right up to Easter, and then have the plants out of the way for your bedding stock. Good Violets always sell, and to have them good you must be able to offer them freshly picked.

Nitrate of Soda for Fertilizing Purposes

The War Industries Board has to date distributed to farmers 75,000 tons of nitrate of soda. The material was sold at coast ports at $75.50 a ton, which was its cost as nearly as could be determined in advance.

In 1917 120,000 tons were contracted for in Chili. The balance remaining in that country on this contract, 30,000 to 40,000 tons, it is expected will be available here before the season for its use arrives.

In the effort to increase the nitrogen supply and serve the needs of their departments, the War Department and the Department of Agriculture, the two most sentimentally dissimilar departments of the Government, perhaps, have united in experiments for the production of nitrogen from the air.

The largest experimental plant in the United States for the manufacture of fixed nitrogen from the air, with the exceptions of the ones now being constructed for the War Department, is in operation at the Department of Agriculture Experiment Farm, Arlington, Va. At this plant the nitrogen from the air is combined with hydrogen to form ammonia, which can be used in the manufacture of explosives and fertilizer. Experiments are now being conducted at this plant by the Bureau of Soils with a view to increase the efficiency of the process. What is known as the Haebr process of nitrogen fixation is being used. This process involves the production of ammonia from hydrogen and nitrogen. The two gases are mixed in the proper proportions, put under high pressure, subjected to intense heat, and passed over spongy iron, whereupon a portion of the mixture combines to form ammonia.

Simple Coldframe, six feet wide and Continuous
From Galloway's "Violet Culture"

Outdoor Irises

If you have space at all to spare outdoors, by all means devote some of it to Irises. In spite of the fact that their flowering period only extends over a very small part of the year every florist can make them pay. Among the many desirable sorts few equal Iris pallida dalmatica, an extra strong grower and free bloomer with large flowers. The best time to divide old clumps or plant young stock is during the end of August and the month of September. Most of the stock planted now and given a chance to become re-established will flower next Spring, and you will not only have a chance to make use of the flowers but plants can be sold each Spring and Fall from the increase you obtain when dividing them.

Stock Plants of Coleus

And Other Soft Wooded Plants

We are hardly through with planting out the last Coleus when it is getting time to think about next Spring's supply, to be grown during the coming Winter. Cuttings taken at present will root almost anywhere and if potted up and kept shifted between now and November will develop into showy specimens. If you have more than wanted for stock plants, some can be disposed of around Christmas. It only takes a few from which to grow many hundreds of small plants by Spring. This is also a good time to propagate Alternantheras.

Big Demand for Peat

Production in 1917 Beyond That of Any Previous Year

The peat industry in the United States was prosperous in 1917, for the quantity of peat sold exceeded that sold in any preceding year. According to statistics compiled by C. C. Osbon of the United States Geological Survey, Department of the Interior, the peat sold in 1917 amounted to 97,363 short tons, a quantity greater by 44,857 tons, or about 85 per cent., than that sold in 1916, and by 42,220 tons, or nearly 77 per cent., than the record annual sales, 55,143 tons, established in 1911.

The average price received for peat in 1917 at the point of consumption was a little more than $7.29 a ton, and the gross market value of the output was $709,900, a gain over 1916 of 26c. in average price per tons, and of $340,796, or about 92 per cent., in market value.

All the producers reported that the demand for peat exceeded the supply, and some stated that on account of railroad embargoes and the scarcity of labor they were unable to meet the demands of their regular customers. Improvements designed to increase production in 1918 were made to substantially all the peat plants operated in 1917.—*Philadelphia Public Ledger.*

[From the foregoing it can be seen that some people are handling peat successfully in their furnaces. We will appreciate advices as to how to handle this product to advantage from any of our readers who have had the experience.—ED.]

A Highly Interesting Government Publication

Some hint of the multiplicity of interests served and the very large number of workers in the fields of agriculture, horticulture and floriculture may be gained from the "List of Workers in Subjects Pertaining to Agriculture and Home Economics" for 1917-1918, published by the U. S. Dept. of Agriculture, at Washington, D. C., which has recently come to hand.

The list is divided into two parts. Part I covers the U. S. Dept. of Agriculture; Part II the State agricultural colleges and experiment stations.

Part I includes such diverse bureaus as the Weather Bureau, Bureau of Animal Industry, the Forest Service and the Bureaus of Plant Industry, Chemistry, Soils, Entomology, Biological Survey, Publications and Markets. Each bureau in turn has a number of divisions. A brief description of the work of each is given, with the names of the workers in the division, and these names are again repeated for convenience in the form of an alphabetical index.

The Bureau of Plant Industry is of special interest, including as it does the Laboratory of Plant Pathology, Plant Disease Survey, pathological collections and divisions devoted to the investigations of fruit diseases, forest pathology, crop physiology and breeding, soil bacteriology, soil fertility, crop acclimatization and adaptation, fiber plants, and drug and similar plants; seed testing laboratories, economic and systematic botany, and the division of horticultural and pomological investigations. The last named division has charge of gardening, vegetable growing, floriculture and related topics. The division of experimental gardens and grounds, has, within its scope the work of care and ornamentation of the department grounds, maintenance of greenhouses and plant collections, propagation of plants for experimentation, etc., and experimental work with florists' crops. The Bureau of Plant Industry also includes the division of Congressional Seed Distribution, that devoted to foreign seed and plant distribution, and the Arlington Experimental Farm.

Part II gives a list of the officers of the Ass'n of Amer. Agri. Colleges and Exp. Stations, the names of members of the joint committees of the association and the U. S. Dept. of Agriculture, and also a complete list of workers in the various State agricultural colleges and experiment stations, arranged alphabetically and grouped by States. This section also contains an alphabetical index of names.

The publication, which runs to 158 pages in all, is of great value for reference purposes.

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Grandiflora Alba. The largest giant white	1.10	9.00
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Princess May. Pale pink	1.10	9.00
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When ordering, please mention The Exchange

Ready Now Pansy Seed

Here is a letter from a man **who knows,** that speaks for itself. "Please send us one (1) ounce of Pansy seed at once. Would like to have the same strain we had last year. We had the *best pansies we ever had.*" WALTER G. TAEPKE Detroit, Mich.

This is but one of a number of similar letters. Our **FLORISTS' PRIZE MIXTURE** of Pansy seed (home-grown) will be sure to give you entire satisfaction. You can't possibly improve on it, if you pay double the price. Per ounce, $6.00.

GIANT GREENHOUSE-GROWN MIGNONETTE. The kind you want if you want the best. $7.00 per ounce.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

Write us for prices on **C. S. Giganteum, 7-9, 300 to the case.** We have the stock.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

Seed Packets for 1919

Should Be Ordered At Once

We make: All Packets Sizes
Larger bags for Counter and Package Trade, up to 2-lb. or more
Catalogue Envelopes Return Envelopes Coin Envelopes

The Brown Bag Filling Machine Co.
FITCHBURG, MASS.

BEANS, PEAS, RADISH *Write for Pric*
and all GARDEN SEEDS

LEONARD SEED CO.

226-230 West Kinzie St., CHICAG

ONION SETS GROWERS FOR THE TRAD

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchange

FREESIA PURITY

Mammoth Size, also ⅝-in. and up
FREESIA refracta alba, ⅝-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

J. M. THORBURN & CO.
53 BARCLAY STREET
thro. to
54 PARK PLACE
NEW YORK CITY

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½ pkt. 50c.; 1000 seeds $1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
FORGETMENOT. Everblooming blue, 25c.
DAISY (Bellis). New, monstrous, mixed, great, 25c.
SWEET WILLIAM, Midnight. Darkest maroon grown; sure to attract attention, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

NEW CROP

WINTER OR PERENNIAL

TOP ONION SETS

FOR IMMEDIATE SHIPMENT

Write for price State quantity wanted

The J. Chas. McCullough Seed Co
Fifth, Lock and Eggleston Ave.
CINCINNATI OHIO

When ordering, please mention The Exchang

STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pink
LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33rd STREET NEW YORK

When ordering, please mention The Exchange

PANSIES

METTE MIXED STRAIN of Pansy plants ha been approved for in and out door planting for cu flowers. I have testimonials from North, South East and West. Conditions do not permit mor particulars. Ask for private information. Plants $4.00 per 1000; Seed, $4.00 per oz.

J. B. Braun, Parkside Greenhouses **Hightstown, N.J.**

When ordering, please mention The Exchang

Prices Advertised are for the Trade Only

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

The embargo is now off all Bermuda ılbs. See editorial columns.

In our wide measure columns will be ınd some pertinent observations on the ed season of 1918, and wherein is also ven the causes which led to the ap- ırent slump in retail buying well before e season was over.

European Notes

Seed growers generally are passing rough a rather anxious time just now, r, with a perfect deluge of rain falling ery day, we are beginning to feel that is, at one time, sorely needed visitor beginning to outstay its welcome.

Owing to the high prices charged for urnip seed in the early Spring, a num- r of farmers who had not fed off their ots decided to leave them for seed, and is has naturally matured much earlier an the transplanted crops. These vol- nteer crops are being hurried on the arket with all possible speed, each ower hoping to effect a sale and de- ery before the inevitable slump sets in. s, however, very few of these men pos- ss the requisite appliances for harvest- g and curing their crops, the stormy ys which have succeeded a showery St. within's Day have tried them sorely.

To the regular seed grower the same nditions have meant delay and some ss where the seed was still in the fields, it there is a certain recompense in the ller development of the later crops and e wholesale destruction of the hosts of rmin which had wrought such serious mage during the prolonged drought. rassicas and Mangels have benefited mensely.

Peas, which have never been quite tisfactory this season, are naturally ffering very much just now. The early rieties are bursting their pods and ny of the early pods on the later sorts e rotting in the mud. The outlook is rtainly not cheerful, and at present ere is no prospect of a change for the tter. We can only "wait and see."

As there is a splendid prospect for the ain harvest, and the crop of Potatoes good, on the whole it appears probable at through the splendid and generous lp our noble American allies are giv- g us the short of food conditions that one time threatened us have happily en averted. European Seeds.

New York Seed Trade

Any hopes of the arrival of French bulbs n early date rest in their being aboard the ıbre line steamship Fenchurch, which ared from Marseilles and whose arrival n Atlantic port is soon expected. One importer in reply to a question whether he had any information about the shipment of his French bulbs replied, "We have had information that our bulbs are afloat, but not till they get here will we be sure." The Nieuw Amsterdam, it is said, is returning to the country in ballast. A firm of New York importers informs us that it has 170 cases of Dutch bulbs now on the way across, via England; another firm makes the same statement, except that it does not give the number of cases. On the other hand, a large importer showed us a cablegram from a prominent firm of Holland growers received Monday of this week which said: "Direct shipping impossible via England too risky."

There was noted this week in the store windows of Stumpp & Walter Co., 30-32 Barclay st., a specimen sheaf of Storm King Oats grown by R. A. Halladay, Alpine, N. J. These oats weigh 45 lbs. to the bushel and the specimen exhibited shows clearly that with proper culture good Oats can be grown in New Jersey.

Chicago Seed Trade

The Chicago Wholesale Seed Co., Chicago, has been incorporated; capital $3000; incorporators, E. E. Elder, J. W. Glynn and J. F. Summers.

Winterson's Seed Store is handling a fine lot of home grown Lilium candidum and reports inquiries from florists for some of these bulbs to be grown as pot plants for Easter flowering. War conditions are responsible for many changes for in former times L. candidum as a pot plant was a favorite for Easter sales, although of late years it has been somewhat neglected.

Vaughan's Gladioli exhibit at the retail store 31-33 W. Randolph st. continues to grow in attraction as the season progresses. A neat folder is distributed to visitors containing the names of about 150 prominent varieties, with space left after the name of each variety for the purpose of making notes; thus when the visitor has made his notes the folder serves as a ready reference book for the next planting season.

Judging from inquiries received from some of the larger growers for prices for Dutch bulbs it is reasonable to suppose that many of the growers who formerly ordered direct from the Holland growers have not done so this year. Under these conditions should the bulbs come the seed and jobbing trade will handle most of the business.

There seems to be no improvement in the Japanese Lily bulb situation. At a recent hearing in Washington, D. C. the Japanese legation went on record as stating that imports of greater importance required the full tonnage capacity on the Pacific. This is discouraging to the Japanese exporters as well as to a large portion of the seed trade on this side which has in the past made a specialty of Japanese Lily bulbs.

Imports and Exports for May, 1917, and May, 1918

From the *Monthly Summary of Foreign Commerce of the U. S.*, published by the Dept. of Commerce at Washington, D. C.)

IMPORTS	1917		1918	
	lbs.		lbs.	
...ver ..	1,048,507	$150,909	837,439	$150,333
...ther grass seeds	488,129	29,972	59,436	12,056
...ther seeds (garden?) ..	.....	285,263	.....	532,112
...ulbs, trees, shrubs and vines: Bulbs, bulbous roots or ...corms, cultivated for their flowers or foliage.....M.	113	$1,601	108	$3,819
All others	.....	45,088	.....	11,224
Total	.....	$46,689	.....	$15,043
...zers	tons		tons	
Ammonia, Sulphate of.....	1,070	$91,865	332	$48,971
Bone products ..	437	13,173	438	22,178
Guano ..	327	5,095	403	96,575
Potash				
Muriate of.....	179	47,341	.....	.....
Sulphate of	39	3,032	.....	.....
All other fertilizers....	.....	274,761	.....	265,953
Total ..		$435,267		$433,677

EXPORTS	1917		1918	
...eds	lbs.		lbs.	
Clover	107,106	$19,654	109,477	$30,272
Timothy .	437,065	34,090	373,390	37,514
Other grass seeds	339,664	45,459	108,866	14,829
Other seeds (garden?)..	.....	84,249	.....	365,045
...rtilizers	tons		tons	
Phosphate rock.....	3,716	$35,521	12,827	$83,956
Superphosphates....	.....	.....	68	3,800
All other fertilizers	10,261	365,310	10,376	650,635
Total.....	13,977	$400,831	23,271	$738,391

S. & W. Co.'s American-Grown

CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds		100 seeds	1000 sds
Giant Salmon Rose.....	$2.00	$15.00	Giant Fringed Rose....	$3.00	$25.00
Giant Dark Rose.....	2.00	15.00	Giant Fringed White with red eye.....	3.00	25.00
Giant Rose.....	2.00	15.00	Giant Fringed White (Rococo)	3.00	25.00
Giant Dark Red.....	2.00	15.00	Giant Fringed Mixed...	2.50	20.00
Giant Light Red.....	2.00	15.00			
Giant White with red eye	2.00	15.00			

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

Write for Our Growing Prices at once

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

Established 1810

DENAIFFE & SON

LA MENITRE, CENTRAL FRANCE

(About 140 miles southwest of Paris)

Wholesale Growers for the Trade Only

Prices, crop 1918, ready about October 1

Address all inquiries for same, orders, and other correspondence to our Sole American Agent and Representative

CHARLES JOHNSON, Marietta, Pa.

All the approved American Varieties

BEET, BRUSSELS SPROUTS, CABBAGE, CARROT, CELERY, LEEK, MANGEL-WURZEL, LETTUCE, ONION, PARSLEY, PARSNIP, RADISH, RUTABAGA, SWISS CHARD, SPINACH, TURNIP

Every American Seedsman

will find it to his advantage to replenish his store with the celebrated

"Pedigree" Vegetable and Flower Seeds

Grown and sold by WATKINS & SIMPSON, LTD. Catalogue mailed free on application

27 28 & 29 DRURY LANE, COVENT GARDEN, LONDON, ENGLAND

When ordering, please mention The Exchange

Sweet Peas, Pansies, Cyclamen

WINTER-FLOWERING SPENCER SWEET PEAS

Trade Packets contain ¼ oz.

	Tr pkt.	Oz.	Lb.
Asta Ohn. Identical in color and size of blossom to the popular late flowering Asta Ohn. This is sure to be the most popular lavender	$0.30	$1.00	$14.00
Bohemian Girl. Deep pink, standard orange blush	.20	.65	8.00
Cream. Identical in color and size of blossom to Dobbie's Cream. It has immense blossoms very frilled and duplex	.30	1.00	
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Webrmann and is much better than that variety	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink	.30	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer, but later	.30	.90	12.00
Lavender Pink. Large flowers	.20	.65	8.00
Melody. This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer"	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings. Under glass it is magnificent	.20	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink. Sow in late fall and winter for spring blooming	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white	.20	.65	8.00
Mrs. J. Manda. Light shell pink	.20	.65	8.00
Mrs. William Sim. Apricot pink	.20	.65	8.00
Mrs. Woodrow Wilson. Appleblossom pink	.30	1.00	
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose	.20	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.30	.90	12.00
Song Bird. The flower is the same color as "Florence Morse Spencer" and a bit lighter than "Eltrida Pearson"	.30	.90	12.00
Spring Maid. Light oink on a cream ground. It is a most effective flower and carries a great wealth of blossoms borne in fours on long stems	.20	.65	8.00
Venus. Standard white, slightly blushed pink wings	.20	.65	8.00
White Orchid. White flowers of good substance	.20	.65	8.00
Yarrawa. The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff with blush wings	.20	.65	8.00

CYCLAMEN, Giant English

See special adv. elsewhere.

	Tr.pkt.	Oz.
ANTIRRHINUM, Majus		
Golden King, yellow. ¼ oz., 25c.	$0.10	$0.80
Queen Victoria, white shaded cream with yellow lip	.10	.80
Brilliant Scarlet	.10	.80
Lovely, white with pink lip	.10	.80
Delicate Pink, daybreak	.10	.80
Purple King, rich purple red	.15	1.00
Cottage Maid, pale pink, white throat	.15	1.00
Vaughan's Special Mixture,	.15	.90
Madam Paquet, rich golden yellow	.35	
President Wilson, violet	.50	

ANNUALS FOR GREENHOUSES

CALENDULA, Orange King. Lb., $2.40; oz., 25c.; trade pkt., 10c.

CANDYTUFT, Giant Hyacinth-flowered, white. Lb., $5.00; oz., 50c.; trade pkt. 15c.

CENTAUREA CYANUS, Double Blue. Oz., 40c.; trade pkt., 10c.

Double Lawson Pink. Oz., 80c.; trade pkt., 15c.

GYPSOPHILA elegans grandiflora alba. Lb., 80c.; oz., 10c.; trade pkt., 5c.

HUNNEMANNIA Fumariaefolia (Bush Escholtzia). Oz., 40c.; trade pkt., 10c.

MIGNONETTE, True Machet. Vaughan's Selected Stock. Pkt., 10c.; ½ oz., 40c.

New York Market. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse-grown, and produces flower spikes up to 20 inches. Tr. pkt. (1000 seeds), 50c.; ⅛ oz., $1.00.

WINTER-FLOWERING STOCKS

Giant Perfection — Cut and Come Again. White (Princess Alice), Pink, Dark Blue, Sky Blue, Scarlet, Canary yellow. Each of above, trade pkt., 25c.; ⅛ oz., 50c.

Mixed, all colors, trade pkt., 25c.

Beauty of Nice, Early, large flowering.

	Tr. pkt.	Oz.
Pink	¼ oz. 60c.	$0.25
Mont Blanc, white	⅛ oz. 40c.	.25
Crimson	⅛ oz. 35c.	.15
Old Rose Improved	⅛ oz. 50c.	.25
Dark Violet	⅛ oz. 50c.	.25
Cote d'Azure, blue	⅛ oz. 40c.	.25
Queen Alexandra, lilac rose	⅛ oz. 40c.	.25 $2.50
Monte Carlo, yellow	⅛ oz. 45c.	.25 3.00
Abundance, brilliant lilac rose	⅛ oz. 40c.	.25 2.80
Beauty of Nice, mixed	⅛ oz. 40c.	.25 2.40

PRIMULA Chinese Giant

Vaughan's International Mixture. The most salable colors of single flowering Chinese Primulas, the best whites, pinks, and reds, with a sprinkling of other colors. We have taken special pains to make this mixture as complete as possible. Tr. pkt. of 250 seeds, 50c.; 3 for $1.40; per ¼ oz., $4.00.

PRIMULA OBCONICA Grandiflora ... Trade pkt., 50c.

PRIMULA MALACOIDES

	Tr. pkt.	Oz.
Lavender		$0.50
Alba	½ oz. $1.00	.25
Rosea	¼ oz. $1.00	.25
Deep Lavender, ex. large		.50

PANSY SEED

Vaughan's International Pansy Mixture. Trade pkt., 50c.; ⅛ oz., $1.50; ½ oz., $5.00; oz., $10.00.

VAUGHAN'S GIANT PANSY MIXTURE Tr. pkt. 25c; ⅛ oz. 75c; oz. $5.00; ¼ lb. $18.00

Get our Midsummer List—Early Daffodils, Callas, Freesias

31-33 W. Randolph St. CHICAGO **Vaughan's Seed Store** 41-43 Barclay Street NEW YORK

When ordering, please mention The Exchange

NEW CROP **KENTIA SEEDS** JUST ARRIVED

BELMOREANA and FORSTERIANA

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS

2 Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

WE issue a **Trade Credit List** and furnish **Special Reports.** Also we serve the trade in other ways.

Write us for particulars

NATIONAL FLORISTS' BOARD OF TRADE

56 Pine Street, New York City

When ordering, please mention The Exchange

Commercial Rose Culture

By Eber Holmes

Heavily Illustrated. Price $1.50 Postpaid

A. T. De La Mare Co. Inc., 438 to 448 West 37th St., New York

The Everett R. Peacock Co. is erecting a storage house for Onion sets at an estimated cost of $35,000. The capacity of the new warehouse will be 60,000 bushels, and it is located on the company's trial grounds on Harlem and Pensacola aves.

Christmas flowering Sweet Pea Seed has been received from the growers by all the local dealers. The demand for it is reported to be unusually good, well up to the average of former years.

The Farmers Seed and Nursery Co., Faribault, Minn. will erect at once a substantial one-story building 24ft.x60ft., which will be used for the seed, feed, and produce business of the company. Incidentally it is an evidence of the growing business of the Faribault Seed Co., which is the retail branch of the Farmers Seed and Nursery Co., one of Faribault's biggest industries.

Watson S. Woodruff, of New York was in Chicago Aug. 1, on his way back from a trip to California. S. F. Leonard of the Leonard Seed Co. has returned from a trip to New York.

American Tomato Seed Desired in Mexico

Recent *Commerce Reports* state that there is a demand for good Tomato seed in Mazatlan, Sinaloa, Mexico, as Tomato growers there have had large losses with previous crops because of inferior seed. The next planting season begins Nov. 1. Full information may be obtained by writing the U. S. Consul at Mazatlan, Sinaloa, Mexico.

Demand for Farm Implements in Scotland

[Consul Rufus Fleming, Edinburgh, July 2.]

The shortage of agricultural implements in Scotland, due to trade restrictions and transportation difficulties, is indicated by the extraordinary prices realized at a sale held recently near Edinburgh when the farm machines, etc., used by the East of Scotland College of Agriculture were offered at auction. Binders and mowers and reapers sold for 50 to 75 per cent. more than the price originally paid. A hay rake which cost £10 ($48.66) when new, brought £21 10s. ($104.63). A fanner, costing £9 ($43.80), sold for £24 ($116.80), while a drill, which had been purchased for £18 ($87.60), realized £38 10s. ($187.36). Farm carts sold for £21 ($102.20) to £23 ($111.92).

Question for Sweet Pea Specialists

Is there any advantage (or, if not, what is the disadvantage) in allowing Sweet Pea seedling to fall over, thus causing a "break." Some writers instruct us to tie them up as soon as they are out of the ground and others go so far as to suggest placing brush before the seedlings germinate. Other practical growers recommend that the seedlings be allowed to fall over, thus causing a "break." Which of the two methods have you found to be more successful? Can you cite any instance in which the "break" method has been used with more success than the immediate trainings? I am desirous to have letters from practical growers on this subject. H.V.K., Ind.

Outing of Peacock Dahlia Farms

On Friday, Aug. 9, the employees of the Peacock Dahlia Farms, Berlin, N. J., made their annual fishing trip to Tuckerton, N. J. The boys made a good haul and also caught many novelties (fish, not Dahlias) the biggest being a 3ft. shark hauled in by Ed. Snyder.

C. H. Vick Heads New Seed House

We are informed that Chas. H. Vick, president of James Vick's Sons, Rochester, N. Y., until his withdrawal July 1, and George B. Hart, the well-known wholesale florist, have formed a company under the title of Hart & Vick, Inc. Mr. Vick is president and Mr. Hart is secretary and treasurer of the new concern.

Mr. Vick has been connected with the seed business from boyhood, having served in all its branches with his father, James Vick. Mr. Hart has been connected with the florist's business in a similar manner, having started as a boy with Salter Bros., with whom he was employed until he started in the wholesale florist's business 14 years ago. The firm will do a general wholesale and retail business in seeds, plants and accessories, and will occupy part of the building at 55 Stone st., now occupied by George B. Hart.

Our Advertising Man's Corner

The unsolicited letter published in this column recently from Ernest Harris, Delanson, N. Y., told the story of the value of the advertising columns of THE EXCHANGE to its steady patrons in its final phase.

Said Mr. Harris: "I have read THE EXCHANGE for a number of years and have been able through your advertising columns to sell all I grew."

And that is the situation with many. Year in and year out you will find these men offering their goods in these columns. No better evidence as to whether THE EXCHANGE is in the hands of a responsive field could be advanced.

On the other hand, a brand new set of advertisers every week would indicate that we had not made things interesting enough for the previous advertisers to stay in.

In what direction are you anxious to stimulate sales, or is business so good that it could not be better?

We have the medium that long ago passed the experimental stage for advertisers and you are invited to be one of our weekly patrons.

Here's a test as to the value of publicity in THE EXCHANGE. Think up a dozen of the men selling at wholesale whose names are most familiar to you. Then turn to our weekly list of advertisers, or to our Classified Department, and find out how many of these men are in our columns. It's "dollars to doughnuts" that we have the majority represented in our columns.

Make the test now!

"Please discontinue ad. All sold out. F. Sokol, Worcester, Mass."

"Please discontinue my Begonia ad. as I am sold out. H. P. Streckfus, Syracuse, N. Y."

Our New Price List of

WINTER ORCHID

Sweet Pea Seed

has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son

LOMPOC, CAL.

When ordering, please mention The Exchange

PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.

DIANTHUS. Double and Single Hardy Pink mixed. Oz. $1.00.

HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.

SWEET WILLIAM. Single, mixed, select strains. Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

PANSY SEED

Giant Superb Pansy Seed and Finest Mixture. Pkt., 5000 seeds, $1.00; ½ pkt., 50c.; oz., $5.00. Cash with order

E. B. JENNINGS

P. O. Box 25 GREEN'S FARMS, CONN.

Burnett Bros.

SEEDSMEN

Catalogue on application

98 Chambers Street, NEW YORK CITY

When ordering, please mention The Exchange

S.&W.Co.'s Giant Pansy Seed

World's Best Mixture

This mixture of Pansy is grown for us by one of the best growers of Pansies in the United States. All inferior varieties have been discarded and only the finest types and colors retained. Per 1000 Seed, $1.50., 5000 Seeds, $6.00.

OTHER SELECT MIXTURES

	Pkt.	¼ oz.	Oz.
NON PLUS ULTRA. Mixed	$0.15	$1.50	$5.00
MASTERPIECE (Frilled Pansy). A very pretty type of Pansy, petals delicately frilled; the color range through the various shades of velvety maroon, brown, and crimson	.50	1.75	6.50

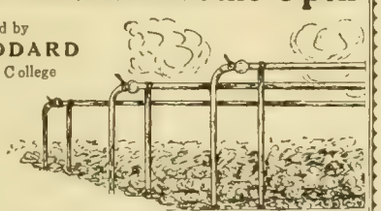
GIANT NAMED VARIETIES

ADONIS. Pale lavender blue	.10	.75	2.50
AZURE BLUE. Bright blue	.10	.75	2.00
DARK BLUE. Rich dark blue	.15	.75	2.50
FIRE KING. Rich mahogany red	.15	1.25	4.00
LORD BEACONSFIELD. Violet blue	.15	.75	2.50
PURPLE. Rich velvety purple	.10	.75	2.50
SNOW WHITE. Pure snow white	.10	.75	2.50
WHITE. White with dark eye	.10	1.00	3.50
YELLOW. Yellow with dark eye	.10	.75	2.50
PURE YELLOW. Rich deep yellow	.10	1.00	3.50

Stumpp & Walter Co., 30-32 Barclay Street NEW YORK

Vegetable Crops Under Glass and in the Open

Conducted by
E. F. STODDARD
Maryland State College



THE EXCHANGE *will be glad to answer in these columns any questions from subscribers on vegetable growing under glass or in the open.*

Fertility of Greenhouse Soils for Forcing Lettuce

Greenhouse soils to be used for forcing Lettuce crops this Fall, Winter and Spring, must be in the best condition before the Fall crop is planted. Those who have had experience in growing vegetables under glass realize the importance of high fertility, because the cropping systems in the greenhouses are much more intensive than those employed in the field or market gardens. Greenhouses are busy producing vegetable crops from Sept. 1 to the following Aug. 15 in Northern sections, where the industry is highly specialized.

The expense in the erection and operation of greenhouses makes it necessary to secure good returns for the crops grown. It is evident that everything should be in the best condition, and for Lettuce, probably the most important factor is the fertility and the physical condition of the soil. The methods employed by greenhouse vegetable growers in the maintenance of soil fertility are somewhat different than the methods used by florists.

Heading varieties of Lettuce seem to prefer lighter types of soil. Loose leaf types of Lettuce like Grand Rapids, will grow well on light soils, and on heavy soils that are properly enriched with stable manure. Horse manure is used more than any other kind, because its fibers are coarser and it tends to keep the soil in better physical condition; loose and friable. Horse manure decomposes rather quickly, and becomes available to the crop much sooner than cow manure. Often a mixture of horse and cow manure is used.

A certain amount of composting is done by most growers, but for vegetables the most common practice is to spread the manure and work it into the greenhouse soil thoroughly. In small houses this is done by hand, but in larger vegetable houses the manure is spread by two-horse manure spreader, and most of the soil is plowed with horses. This leaves very little hand work to do. Not long ago, I was in a house where they were using fine calf manure secured from slaughter houses.

The most important point is that the soil must be very fertile for Lettuce. When plenty of manure can be secured little if any other fertilizers will be needed for the first crop. A good application of manure is 25 to 40 tons per acre per year, or one ton to about 1000 sq. ft. of ground. Sometimes all the manure is applied in the Fall before the first crop is planted; others divide it into two parts making two applications during the year, depending on the crops grown.

Florists who have on hand considerable sheep manure, could use horse manure now for the first crop of Lettuce, and then work in a thin application of sheep manure after the ground has been spaded for the second crop of Lettuce. Chicken manure may be used in this way also, but both chicken manure and sheep manure are more concentrated, containing greater quantities, proportionately, of nitrogen, phosphorus and potash than horse and cow manure, and therefore must be applied thinly to avoid injury to the crop. Bone meal decomposes a little too slowly for Lettuce but if it is used now, the Fall crop of Lettuce will receive a little benefit, and the rest will become available for later crops.

Liquid manure can be used to a good advantage when there is not enough manure to spade in a good application. It is made by placing a bushel of horse manure or old, unleached cow manure in half a barrel of water. After stirring it occasionally for a few days, it is ready for use. One gallon of the liquid should be diluted with three to four gallons of water before it is applied. Some growers have special tanks for making up large quantities and pipes arranged so that the liquid manure can be applied with a hose.

While Lettuce uses a great deal of nitrogen in leaf growth, the fact must not be overlooked that other elements such as phosphorus and potash are needed to keep up a balanced supply of plant food in the soil. Liberal quantities of stable manure may contain enough of these for the crop, but if the application of manure must be light, it would be desirable to add to this, acid about 1 lb. of acid phosphate, to 145 sq. ft. to make up the deficiency of phosphorus, since manure contains less phosphorus than nitrogen or potash.

Fumigate Before Planting Fall Crops

To make a good start, a crop must be as free as possible from the attacks of insects and diseases. Houses in which crops were

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

	⅛	¼	1 Oz.
ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.			
BELLIS (Daisies) Giant Monstrosa			
White, Rose, Red	$0.50	$1.00	$1.50 $5.00
Mixed	.50	1.00	1.50 5.00
BELLIS (Daisies)			
Snowball	.25	.50	1.00 2.50
Longfellow Rose	.25	.50	1.00 2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

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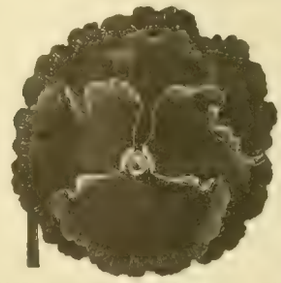
DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.



PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

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Greenhouse Forcing Giant Exhibition Mixture. (Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

PRIMULA Chinensis Fimbriata Grandiflora. In separate colors and all colors mixed. 1 pkt., 200 seeds, 75c.; 1 pkt., 500 seeds, $1.75; 1 pkt., 1000 seeds, $3.00. **Malacoides, Mixed,** Trade pkt., 1000 seeds, 50c.

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Tr. pkt.		Tr. pkt.	
Buxton, Silver Pink	$1.00	**Phelp's White**	$0.50
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Giant Yellow	.50	**New Peachblow**	.50
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Stocks White Flowering Selected Strain. 75% Double Flowers. Beauty of Nice White, Beauty of Nice Purple, Beauty of Nice Flesh Pink Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00

SWEET PEAS ZVOLANEK'S and IRWIN'S WINTER ORCHID FLOWERING. New seed, ready now. Refer to issue June 29, page 1262, for full list. I have his New York agency. Catalog on application.

SWEET PEAS ROSE QUEEN, selected greenhouse-grown, 1 oz. $3; ¼ lb. $10; 1 lb. $35. YARRAWA, selected Australian-grown, 1 oz. $2.00; 4 ozs. $7.50

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SELECTED STRAIN, Very Best Bulbs. Bulbs ready NOW.
⅝ to ¾-in., $1.50 per 100, $12.00 per 1000; ¾-in. and up, Mammoth size, $2.00 per 100; $18.00 per 1000. Prices on large quantities on application.

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	100	1000		100	1000
1¼ to 1½ inch	$6.00	$50.00	1¾ to 2 inch	$12.00	$110.00
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7-9	100 Bulbs in a Case	$9.00
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PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100.

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CALCEOLARIA Hybrida. See classified list.

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JERUSALEM CHERRIES. 2¼-in., $3.50 per 100; $30.00 per 1000.

JERUSALEM CHERRIES (New) **Cleveland.** 2¼ in., $8.00 per 100.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

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POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000. 500 strong, 3-in., $14.00 per 100.

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STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000; 3½-in., strong, $6.00 per 100, $55.00 per 1000.

VIOLETS, Marie Louise, double, Strong clean plants from soil, ready now, $6.00 per 100, $50.00 per 1000.

"The Bugs Are Busy Now"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50.
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
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Also all other seasonable Seeds, Bulbs and Supplies.
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Pansy Seed

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c.; 50c. per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt. 30c.; $1.25 per oz.

Giant Sorts in Separate Colors

	Tr.pkt.	Oz.
Azure Blue	$0.40	$2.75
Black Blue	.40	2.75
Emperor William, blue	.40	2.75
Hortensia Red	.40	2.75
King of the Blacks	.40	2.75
Lord Beaconsfield, purple violet	.40	2.75
Peacock, blue, claret and white	.40	2.75
Snow Queen, pure white	.40	2.75
Striped and mottled	.40	2.75
White with Eye	.40	2.75
Pure Yellow	.40	2.75
Yellow with Eye	.40	2.75

Myosotis

Alpestris Victoria	.25	1.00
Eliza Fonrobert	.25	1.00

Daisy, Double English

	Tr.pkt.	Oz.
Monstrosa Pink, ¼ oz. $1.50	$0.50	
Monstrosa White ¼ oz. 1.50	.50	
Monstrosa Mixed ¼ oz. 1.00		
Longfellow Pink	.30	1.75
Snowball White	.30	1.75
Mixed	.30	1.50

Freesia Bulbs

	100	1000
Purity, First size	$1.25	$10.00
French, First size	1.10	9.00
French, Mammoth size	1.50	12.50
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Oxalis Bulbs

Excellent for pot culture.

Grand Duchess. White, Pink, Lavender and Yellow. Per 100, $1.25; $10.00 per 1000.

Bermuda Buttercup. Yellow. Per 100 $1.40; $12.00 per 1000.

Asparagus Plumosus Nanus Seed

Greenhouse Grown

1000 Seeds	$3.50	10,000 Seeds	$30.00
5000 Seeds	15.50	25,000 Seeds	72.50

HENRY F. MICHELL CO., 518 Market St. **Philadelphia**

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What Shall We Plant?

Truly a vital question to every florist. Judging from inquiries and orders received, **Snapdragons** will be the main stay of many florists. There is no plant that will fill the gap so well as Snapdragon. Easy to grow, great producer, ready sale for every occasion. Will stand low temperature and respond to treatment when required. Be wise and plant heavily of **SNAPDRAGON.**

It is now time to sow seed. We have all of the good ones. Seed of our famous **Silver Pink**: $1.00 per pkt.; 3 for $2.50, 7 for $5.00. Seed of our new **Hybrid Pink,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed,** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

Do the wise thing today and sow some **Snapdragon seed.** Grow your own plants and save transportation worry.

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Due to Arrive About August 15th, 1918

CROP 1918

WINTER-FLOWERING
SWEET PEAS
New Zealand Grown

The Large Flowering Waved or Spencer Type

We have been very fortunate to secure the entire crop of one of the best growers in New Zealand. New Zealand grown seed has always produced the earliest and best blooms, and seed started in August will produce flowers from Thanksgiving until March; requiring a low temperature, these make an ideal crop for the Florist this year

SCARLET. Always a good seller
FINEST MIXTURE. All the best colors
PINK and WHITE. Blanche Ferry type
YARRAWA (true.) Bright rose pink with light wings

Write for further particulars

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Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
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grown last Spring and this Summer, may be harboring a great many pests. These crops are all harvested by this time and the plants or vines will be removed from the house.

After the soil is prepared for the Fall crop and there are no plants at all in the house it may be fumigated with a strong fumigant. The fumes of burning sulphur will kill practically every living pest in the house, that is exposed, and in addition the sulphur will destroy large numbers of disease spores. A very strong dose of hydrocyanic acid gas will kill all the insects but not the disease spores. Of course, if there are plants in the house which must remain there this method of fumigating cannot be used, but it is advisable to fumigate this way once a year if possible. Some growers sterilize their soils with steam to get rid of pests which fumigation does not reach.

Combating the Sweet Potato Weevil

The Bureau of Entomology, U. S. Department of Agri., has organized a corps of experts to investigate the Sweet Potato Weevil, looking to its control and possible eradication. Field workers and inspectors to act in co-operation with State forces have been assigned to Florida, Georgia, Alabama, Louisiana, Mississippi and Texas.

LEXINGTON, MASS.—A severe storm which struck this section of the country on Aug. 7 did considerable damage. It is reported that the large nurseries of the Breck-Robinson Co., which has offices in Boston, suffered heavily.

OGDEN, UTAH.—The flower shop of Wm. L. Porter, located at 20th and Jefferson sts., was sold on July 23 to J. W. Wheelwright, who will continue the business along the old lines.

J. R. W.

LILIUM
Giganteum
(Cold Storage)

We have them, 7|9 (300) $20.00 per case
9|10 (200) $25.00 per case
at New York, Chicago, Cincinnati and Detroit

Secure your stock for Easter planting, since it is CERTAIN that no fresh bulbs from Japan will be procurable this season.

Bulbs Sound and Dormant

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 100, $40.00 per 1000; 1¼-in. to 1½-in., $5.50 per 100, $50.00 per 1000; 1½-in. to 1¾-in., $8.25 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.00 per 100, $110.00 per 1000; 2-in. to 2½-in., $13.50 per 100, $130.00 per 1000. **Ready in August.**

Purity Freesias

From California. The best we have ever had. We carry the two most desirable sizes.

First size, $9.00 per 1000.
Mammoth, $14.00 per 1000.

Complete list of Florists' Choice Seeds. A postal card will bring our catalogue.

S. S. SKIDELSKY & CO.
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We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
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Lily of the Valley
XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

MAX SCHLING, Inc.
Seed Merchants and Growers
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James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

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CALLA Elliottiana
Iris, Liliums, Paeonies, etc.
FOR FALL DELIVERY
JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.

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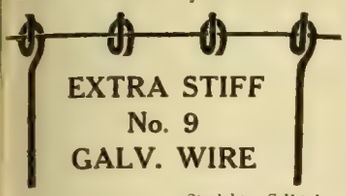
IN STOCK

SELF-TYING or STRAIGHT



EXTRA STIFF
No. 9
GALV. WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16.00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in	21.00	23.00
6 ft.	22.75	24.75

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CONTINUOUS RING
$22.00 per 1000 Plants
Three Rings to a Plant

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CONNERSVILLE, IND.

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ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. Ophelia and Mrs. Russell, own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

ASTERS

Pink, White, Lavender and Purple
2¼-in. pots, $3 00 per 100

CARNATIONS

Field-grown. Send for list and prices

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Fishkill, N. Y.

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CHRYSANTHEMUMS

We still have some 'Mum plants left, not many of a kind, but all choice sorts. You select the color in yellow, pink and white. 2-in., $2.00 per 100.

PRIMULA

Obconica Giant and Grandiflora. 2-in. $4.00 per 100; fine plants.
Cash.

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Chambersburg - - Pa.

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Carnation Plants

Doris, S. J. Goddard's new crimson, 7c.; Matchless, white and Alice, pink, 6c. Clean, healthy plants, absolutely no neck rot in stock.
ASPARAGA plumosa, 3½-in., 5c. Sprengeri, 3½ in., fine stock, 6c.

R. G. Hanford, Norwalk, Conn.

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Carnations

8000 Matchless. Field-grown plants. Good, strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

W. B. GIRVIN :: Leola, Pa.

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New Early-Flowering or Winter-Blooming

Giant Pansies

The first to flower in Spring.
Flowers good and large, with deep, rich colors.
Stems long and strong.
Excellent for Cut Flowers when wanted in separate colors.
A vigorous grower and a good bedder.

14. WINTER SUN. Golden yellow, with dark eye.
15. ICE KING. Silvery white, with dark blue eye.
16. CELESTIAL QUEEN. Light or sky blue.
17. CHARM OF MARCH. Dark velvety blue.
18. MIXED. The above four colors with other shades and variations.

500 Seeds 25c., 1000 Seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, 1 oz. $7.50

For list and price of other Kenilworth Pansy Seed, send for descriptive circular

Chas. Frost Kenilworth, N. J.

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Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

KELWAY'S SEEDS

GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street. - SECAUCUS, N. J.

Houston, Texas

Business picked up a bit, due to several large weddings and a number of funerals.

Kerr the Florist reports that he is very well satisfied; his last month's business showed a gratifying increase over the business for the same month last year. Mr. Kerr and Mr. Eichling were out working on the Thrift Stamp drive this week. The store is getting in about 500 to 600 Roses a day from the the R. C. Kerr Co. The company is well along now in constructing its greenhouses and will be ready to do business with the general trade in the Fall. The new Columbia Rose is doing well; also Sunburst, Pink and White Killarney, Ophelia and the little Rose Cecil Brunner.

R. G. Hewitt of the Brazos Greenhouses prepared the decorations for the wedding of Wm. A. Reynaud, a member of the Houston Hort. Club.

Vice-President Kofahl of the club, called a meeting for Monday Aug. 5, during the absence of President Mitchell, but so few members were on hand that the meeting was declared off.

J. M. Laughlin, secretary of the club, is getting some new landscape work.

Paul M. Carroll has had the decorations for several affairs at the Country Club and is preparing a big wedding decoration. There is great joy in the Carroll household because of the birth of a boy

R. Shoch of M. Rice & Co., Philadelphia, was in town during the week. C. L. B.

Baltimore, Md.

We have no representative in Baltimore, and would like to hear from a friend in that city able and willing to undertake the position or who would recommend a competent man. Answers will be treated in strict confidence, if it is so requested.

Wertz, florist, Roanoke, Va., was recently incorporated; capital, $50,000, to conduct a florist's business. Frank L. Wertz, president; Thomas M. Darnall, secretary, both of Roanoke.

Narcissus Paperwhite Grandiflora

Now on "THE GREAT WET WAY" to "AN ATLANTIC PORT"
WILL MORE FOLLOW ? ? ?

That, of course, we don't know, but we DO know that within the next few days we will have ready for delivery

NARCISSUS PAPERWHITE GRANDIFLORA at $18.00 per 1000
— 1300 PER CASE—F. O. B. NEW YORK —
2% may be deducted for cash with order.

HOGEWONING & SONS, Inc.

32 Broadway NEW YORK CITY

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Freesia Purity

C. KOOYMAN COMPANY, Inc.,

451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

Some Excellent Stock

Inch		100	1000
2½	ALYSSUM. Double	$4.00	$35.00
2½	ASPARAGUS Sprengeri	2.75	25.00
4	ASPARAGUS Sprengeri	7.00	65.00
4	ASPARAGUS Plumosus	7.50	70.00
4	BEGONIA Chatelaine	20.00	
2¼	CYCLAMEN. 8 varieties	5.50	
3	CYCLAMEN (fine plants)	8.00	75.00
	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
5	DRACÆNA Indivisa	25.00	
3½	STEVIA. Dwarf or tall	6.50	60.00
2½	SMILAX. Large plants	3.50	30.00
2	SMILAX	2.75	25.00

For GERANIUMS, FUCHSIAS, HELIOTROPE, LANTANAS, etc., write for prices.
Liberal extras for early orders

ALONZO J. BRYAN, Wholesale Florist

WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

Gladiolus

Big spikes in the leading and choicest varieties, separate and mixed colors, $3 per 100, cash with order.

We also have an enormous amount of everlasting flowers for Christmas and Winter sale. Take contracts now for them. $10 per 100 bunches, 25 in bunch. Can have sample bunch at cost price.

Chautauqua Flowerfield Co.

R. R. 69, BEMUS POINT, N. Y.

When ordering, please mention The Exchange

Celery Plants

White Plume, Golden Self-Blanching, Golden Heart, Giant Pascal and Winter Queen. $1.25 per 1000; 10,000 for $10.00.

J. C. SCHMIDT

BRISTOL, - - PA.

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS

BERLIN, N. J.

When ordering, please mention The Exchange

EUONYMUS RADICANS VARIEGATED

Pot-grown, very bushy, 4-in., $15.00 per 100

HONEYSUCKLE

Pot-grown, 6-in., $25.00 per 100

A. L. MILLER - Jamaica, N. Y.

When ordering, please mention The Exchange

GROW FOR PROFIT

Winter-Flowering **Spencer Sweet Peas** Now ready for delivery

For prices and varieties please refer to our display advertisement, page 192, of last week's issue

Pansy, Cyclamen, Mignonette, and other Florists' Flower Seed Specialties, Cold Storage Giganteum, Insecticides and Implements—Ask for Complete Catalogue

FREESIA PURITY (True)

1st Size (½ inch) $5.00 per 1000; Large Size (⅝ to ¾ inch) $12.00 per 1000; Mammoth (Selected Bulbs) $17.50 per 1000

Arthur T. Boddington Co., Inc., *Seedsmen*

128 Chambers Street NEW YORK CITY

When ordering, please mention The Exchange

Improved Freesia Purity Crossways of the rows, as grown on our Capitola Ranch. Our bulbs all flower

Improved Purity

FREESIA BULBS

DELIVERY AT ONCE

Guaranteed to bloom size, $4.00 per 1000 bulbs. Larger size bulbs for $5.50 per 1000 bulbs. For $8.00 per 1000, we will send you still larger bulbs, which will give you extra long stems and large flowers.

We grow acres of **Gladioli, Callas, Tulips, Daffodils, Freesias,** etc., on our own ranch.

Order now of

BROWN Bulb Ranch

CAPITOLA, CAL.

When ordering, please mention The Exchange

Seasonable Stock READY NOW

POINSETTIAS. 2¼-in. at $6.50 per 100, $60.00 per 1000.

BOUGAINVILLEA Glabra Sanderiana. Well shaped, trimmed plants, 4-in. pots, $25.00 per 100.

GENISTA. 5-in., special stock, well trimmed and heavy, at $30.00 per 100.

FICUS Elastica. 4-in., 10 to 12 in. high, $40.00 per 100.

HYDRANGEA, French Type. **Hamar, Vibraye, Chautard, E. Mouillere,** 5-in., 3 to 4 branches, $30.00 per 100; 4-in., 2 to 3 branches, $20.00 per 100.

Heavy, field-grown, for tubs. 7 to 10 branches, $40.00 per 100.

KENTIA Belmoreana. 2¼-in., heavy, $10.00 per 100; 3-in., $20.00 per 100.

FERNS. Cyrtomium Falcatum. 2½-in., $3.50 per 100, $30.00 per 1000.
Aspidium. 2½-in., $3.00 per 100.
Birds' Nest Fern. 2½-in., $8.00 per 100; 3-in., $15.00 per 100.

ASPARAGUS Sprengeri. 2¼-in., $3.50 per 100, $30.00 per 1000.

The Storrs & Harrison Co.

Nurserymen, Florists, Seedsmen

PAINESVILLE - - - OHIO

When ordering, please mention The Exchange

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

Pittsburgh, Pa.

Business has been about what can be expected at this time of year. The stock that is received each day is of very poor quality and is sold only because there is nothing better to be had. If there were better stock perhaps there would be more business done. The long, dry, hot spell lasting for more than four weeks is the cause of poor Gladioli and Asters. Aster blooms are extremely small and have short stems; there will be hardly any good Asters until the late New York State Asters arrive.

We have had extremely hot weather during the past two weeks during which period the temperature went as high as 104 deg. We had a heavy storm and an all-day rain on Saturday the 10th, which helped considerably.

The Roses that are coming in now are mostly short-stemmed and of poor quality; most of them go to the rubbish heap, daily, as the florists are unable to obtain ice and the stock that is left over it is impossible to keep for the next day. Am. Beauty are arriving in larger quantities with a fair demand, prices ranging from $4 to $20 per 100. There is a good demand for Lilies which are not plentiful. Greens are scarce but we look for a good supply soon. There has been considerable funeral work lately.

E. M. West of the A. W. Smith Co. is improving rapidly from the injury he received in the elevator of the Farmer's Bank building.

H. L. Thompson of Rochester writes from Los Angeles, Cal., that he arrived there in good time and had no trouble with his Overland machine en route. The low price of flowers in that city was amazing to him, Asters selling at 4 doz. for 25c. and Roses 3 doz. for 25c.

Club Picnic

The outing and basket picnic held by the Pittsburgh Florists' Club on Aug. 7 at Walnut Beach, Sewickley, was a great success. There were sports of all kinds: dancing, boating, swimming and plenty of coffee and lemonade. About 250 attended.

FERNS MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.

FERN SPECIALIST

When ordering, please mention The Exchange

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots, 25c., 6-in. pots, 50c.

KENTIA Belmoreana. Strong, 4-in., 40c.

DRACAENA Terminalis. 4-in. pots, 35c.

BIRDS' NEST FERNS. 3-in. pots, 25c.

SOLANUM or **Jerusalem Cherries.** 2¼-in. pots, $5.00 per 100.

GODFREY ASCHMANN

1012 W. Ontario St., Philadelphia, Pa.

When ordering, please mention The Exchange

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $3.50 per 100, $30.00 per 1000; 3-in. $8.00 per 100.

FERN Seedlings. In all the best varieties. $1.35 per 100, $11.50 per 1000.

ASPARAGUS Plumosus Nanus Seedlings. $1.00 per 100, $8.00 per 1000.

Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000.

POINSETTIAS. From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: **Bostons, Roosevelts, Whitmanii** and **Teddy Jr.**

HENRY H. BARROWS

WHITMAN, MASS.

When ordering, please mention The Exchange

Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¾-in pots, $8.00 per 100.

Ready now. **FERNS** in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

Nephrolepis Scottii and Teddy, Jr.

6-in. pots, $6.00 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.25 each. Cash with order, please.

All plants travel at purchaser's risk

ASCHMANN BROS.

Second and Bristol Streets Philadelphia, Pa.

When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100

Cash with order

W. J. CHINNICK

TRENTON NEW JERSEY

When ordering, please mention The Exchange

A baseball game between the gardeners and retailers was an attraction, the latter winning by a score of 6 to 5. Some of the players would be a find for the big leagues. A home run by B. Thompson of the gardeners' team and two three-baggers by A. Krongold of the retailer's team were features. A tug of war between the gardeners and retailers was the best event of the day, the gardeners winning; the prize was a box of cigars donated by Geo. Franks. Every person admitted to the grounds was entitled to a chance on a handsome wicker floor lamp donated by the A. L. Randall Co. of Chicago. It was won by Geo. Franks.

A fine lot of prizes was donated; 23 books of Thrift Stamps were distributed as prizes. The day was very hot, which kept some people away. All the stores closed at noon. It is hoped that an annual outing of this kind can be made a regular feature.

List of Events

Boys' races. Under 7 years: 1, Carl Klicker; 2, Edw. McCallum, Jr. 7 to 10 years: 1, Chas. Kocher; 2, Frank Park. 10 to 14 years: 1, G. Wessenauer, Jr.

Girls' races. 7 to 10 years: 1, Gertie Bonsi; 2, Ruth Becherer. 10 to 14 years: 1, Alice White; 2, Edith Thompson. (The prize for this race was a French poodle dog, donated by Chas. Dougherty of McKeesport, Pa.)

Egg and spoon race or ladies. 1, Miss Krongold; 2, Miss Sigal.

Married ladies' race: 1, Mrs. Tipton; 2, Mrs. Wessenauer.

Three-legged race for boys: 1, Stanley Cook and Win McClure; 2, Edw. McCallum, Jr. and Robt. McCallum.

Fat men's race: 1, G. Wessenauer; 2, Ira Harper

Gardeners' race: 1, Otto Minzenberg; 2, C. Tyler. (The prize for this race was a 10 weeks' old pig donated by E. C. Ludwig.)

Ladies' race: 1, Miss Cost; 2, Alice White

100 yard dash for retailers: 1, A Krongold; 2, A. Sinowitz.

Ball throwing contest: 1, Miss Wagner; 2, Miss Krongold.

Nail driving contest: 1, Miss Krongold; 2, Mrs. Bonsi.

Ladies' race: 1, Miss Coy; Miss Krongold.

Men's race: 1, Ben Fineberg; 2, Carl Feldner.

Ball throwing for men: 1, B. Thompson; 2, C. Tyler.

Lancaster, Pa.

While the retail business is not booming it is somewhat above normal, for August, there being much funeral work, and the stores are all well satisfied with business, in spite of the hottest weather on record in this city.

Roses have been a bit unsatisfactory to handle, as the bud of today is a full blown Rose before tomorrow; hence the staple flowers are Asters, Gladioli and outdoor Snapdragons, with enough variety in other sorts to tempt the customer.

Fred Ritchy, Peter Brown and the writer are having a heavy run on Geranium cuttings and the hot weather has not made their troubles any the less. Most of this stock is going out parcel post.

The Exchange at the Front

Lancaster has her share of florists in the war zone and the writer has had letters from Paul K. Murphy, with the Ambulance Corps in the front lines, who says that THE EXCHANGE is keeping him in touch with the business and Lancaster's notes are always read first. Andrew Irwin, a nephew of the writer, who left a good florist's job in York, Neb., and in six weeks was overseas is located in a French village that he says was built before the Christian era is anxiously waiting his chance to get to the front. Eugene Martin who was formerly with Walter Hammond, reports being put to sleep every night by the big guns and says he can sleep anywhere: in a cellar, a barn or in the ditches. As a florist the Wheat fields of France appeal to him, with their red wild Poppies, and blue Cornflowers and Larkspur. There will be "some Florists' Club meeting" when they all come back.

ALBERT M. HERR.

Foreign Trade Opportunities

The Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C., reports as follows:

27258.—A firm of general commission merchants in Spain desires to secure the agency for sulphate of ammonia. Credit terms of from 60 to 90 days are preferred. Correspondence may be in English. References.

Catalogs Received

H. W. Groschner, Napoleon, Ohio.—Circular of hardy Chrysanthemum plants.

Peter Henderson & Co., —35 and 37 Cortlandt st., New York City, crop special, being circular of Wheats, and other grains, grasses, etc. for Fall planting.

DREER'S KENTIAS

Belmoreana (Single Plants)

	Leaves	Inches high	Doz.	100	1000
2¼-in. pots	4	8 to 10	$2.00	$15.00	$140.00
3 -in. pots	5	12	3.00	20.00	180.00
4 -in. pots	5	15	6.00	50.00	
5 -in. pots	5 to 6	18 to 22	1.00 each		
6 -in. pots	6 to 7	28 to 30	2.00 each		
7 -in. pots	6 to 7	32 to 34	3.00 each		
7 -in. pots	6 to 7	34 to 36	4.00 each		

Forsteriana (Single Plants)

	Leaves	Inches high	Doz.	100	1000
2¼-in. pots	4	8 to 10	$2.00	$15.00	$140.00
3 -in. pots	4 to 5	10 to 12	3.00	20.00	180.00
6 -in. pots	6 to 7	34 to 36	2.00 each		

Kentias (Made-up Plants)

A splendid lot of plants, made-up from good material, some made up entirely of **Belmoreana**, some all **Forsteriana**, others a combination of both varieties.

We have a good lot of these and they are not offered as bargains, but are good present day values. We believe they cannot be duplicated after the present supply becomes exhausted.

	Plants in a tub	Inches high	Each
7 in. tubs	3	30	$4.00
7 in. tubs	3	34 to 36	5.00
7 in. tubs	3	38 to 40	6.00
8 in. tubs	3	40 to 42	8.00
8 in. tubs	3	45 to 48	10.00
10 in. tubs	3	48 to 54	15.00

MADE-UP KENTIA

Henry A. Dreer 714-716 Chestnut Street PHILADELPHIA, PA.

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY

When ordering, please mention The Exchange

PROTECT YOURSELF NOW FOR DISH FERNS

For the Coming Fall and Winter

SEE OUR DISPLAY OF SAMPLES AT THE CONVENTION

Flat of Aspidium Tsussinense

We say "PROTECT YOURSELF NOW," this is meant as a fair warning as we shall be obliged, in order to CONSERVE BOTH FUEL AND LABOR, to greatly reduce our usual supplies of potted Ferns for the coming Winter. There will not be enough to go around hence the above suggestion.

We are in position at the present time to supply the varieties noted below in excellent shape for present potting, in flats of about two hundred plants each, at $2.00 per flat.

Note: This is the old price which has ruled for more than a quarter of a century, there has been no advance.

ADIANTUM Cuneatum
ASPIDIUM Tsussinense
CYRTOMIUM Rochfordianum
ONYCHIUM Japonicum
PTERIS Adiantoldes
PTERIS Alexandriæ
PTERIS Cretica Albo Lineata
PTERIS Distinction
PTERIS Magnifica
PTERIS Multiceps
PTERIS Ouvrardii
PTERIS Rivertoniana
PTERIS Wilsonii
PTERIS Wimsetti

Any of the above varieties at $2.00 per flat. We cannot supply less than a full flat of a variety.

We also offer a limited stock of **ADIANTUM Hybridum, CYRTOMIUM Rochfordianum Compactum** in flats at $3.00 per flat.

DISH FERNS FOR PRESENT USE

We have a fine lot of choice varieties now ready to send out, from 2¼ in. pots, at $5.00 per 100, $40.00 per 1000; 250 or more will be supplied at 1000 rates.

The above prices are intended for the trade only.

HENRY A. DREER, 714-716 Chestnut St. **Philadelphia, Pa.**

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $5.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

Adiantum Croweanum

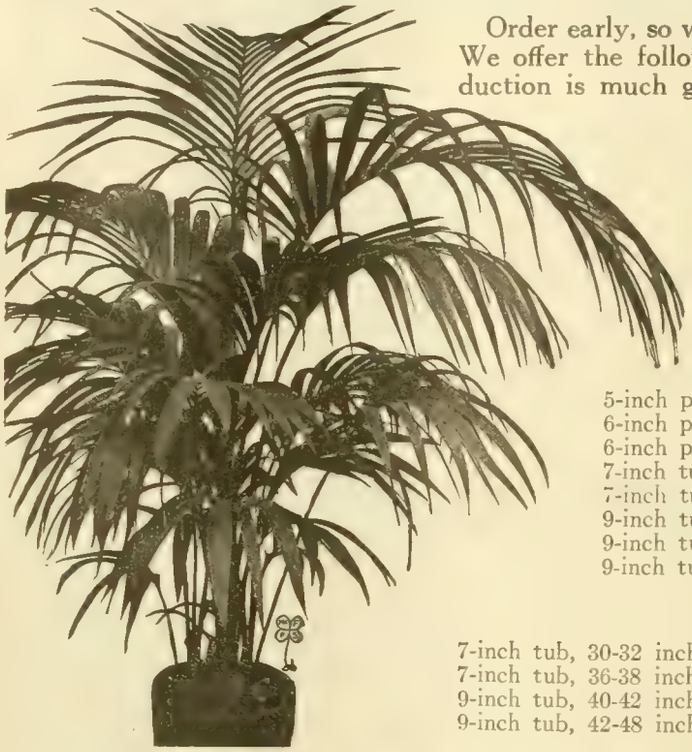
Fine Plants, with Extra Large Crowns, from the Bench

Price, $20.00 per 100 Cash with order

David Cook & Son 32 Davies Avenue BEACON, N. Y.

When ordering, please mention The Exchange

See our exhibit at the S. A. F. and O. H. Convention, where we will have samples of made-up and single Kentias that will surprise you by their quality and finish



Order early, so we may reserve your plants for September and October delivery. We offer the following sizes at but little increase in price, although cost of production is much greater:

ARECA Lutescens

6-inch pot ..... $1.00, $1.50, $2.00 each

CIBOTIUM Scheidei (Ready in September)

9-inch tubs..... $5.00 each

PHOENIX Roebelenii

7-inch tubs..... $3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high (September delivery)	8.00 each
9-inch tub, 4-4½ feet high (September delivery)	10.00 each

KENTIA Forsteriana Made-up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½-6½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

When ordering, please mention The Exchange

If interested in

Christmas Heather

It will be to your advantage to communicate with Yours truly,

A. L. MILLER
JAMAICA, N. Y.

Don't forget the S. A. F. and O. H. Convention at St. Louis, Aug. 20 to 22. Be there!

When ordering, please mention The Exchange

Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

When ordering, please mention The Exchange

60,000 Carnation Plants

Large, bushy plants

ENCHANTRESS
ENCHANTRESS SUPREME
WHITE PERFECTION
MRS. WARD
WHITE WONDER

$6.00 per 100, $50.00 per 1000

GEORGE PETERS & SONS, Franklin St., HEMPSTEAD, N. Y.

When ordering, please mention The Exchange

Field-Grown

Carnation Plants

Very fine and stocky

Perfection, Enchantress

Red Wing, Matchless
$7.00 per 100, $60.00 per 1000
Cash with order

The Fillow Flower Co.
WESTPORT, CONN.

When ordering, please mention The Exchange

F. E. Ads Give Good Results

Clubs and Societies

Stamford (Conn.) Hort. Society

Notwithstanding the warm weather, there was a good attendance at the regular monthly meeting on Friday, August, 2, at Moose Hall. Many interesting subjects were discussed, the principal one being the advisability of holding a Fall show.

It was the unanimous decision of the members that a successful show could be arranged. To this end, a committee was appointed to look after the matter and report at the next regular meeting. In this connection there will be special classes open for children and for war gardens. It was decided to carry all members that are in the service without remuneration until the end of the war and to procure a service flag.

Anton Pederson was presented with a cut glass vase by the society in appreciation of his efforts in their behalf, particularly for the fine work he did in connection with the July show.

Mr. Bischke addressed the society on Chrysanthemums, in particular in regards to the taking of buds. His address was highly interesting and much appreciated.

A number of fine exhibits were displayed which were awarded prizes. Anton Pederson received honorable mention for an extra fine display of Tomato, "Stamford Beauty". This is a new Tomato which originated with Mr. Pederson and was put out last year for the first time,so far it has made a wonderful showing. A letter was read from A. P. Wezel, who is in the service, in which he speaks of the "bit" he hopes to do for his adopted country. At the next regular meeting, which falls on Sept. 6, many matters of interest will be taken up and full details of the coming exhibition will be arranged.

W. J. RICE, Cor. Sec'y.

Westchester (N. Y.) and Fairfield (Conn.) Horticultural Society

The regular monthly meeting was held in Hubbard's Hall, Greenwich, Conn., Friday evening, Aug. 9, Pres. P. W. Popp in the chair. Two petitions for membership were received. Mr. Whitton reported that one of our members, A. Clarkson, is in a hospital in England severely wounded. Two more of our members have joined the service since our last meeting. Mr. Williamson reported that he sent $50 worth of smokes, etc., to our boys "over there." Mr. Durward of Newport made a short speech describing conditions around his locality.

SAVE COAL!

Grow the New Improved Primula Malacoides

For Best Results : Plenty of Water and a Cool Temperature

THE ROHRER Strain is without a doubt the best and most popular Primrose on the market; a most beautiful shade of Light Pink, Light Lavender and Snow White. Grows much heavier and larger than the older strains, with double the quantity of blooms. One of the most popular, economical and profitable plants to grow this season. For August and September delivery, from 2½-inch pots: Pink and Lavender, $6.00 per 100, $55.00 per 1000; Pure White, $8.00 per 100, $75.00 per 1000. Philadelphia Section reserved

MYOSOTIS (Forgetmenot)

What could you grow that would pay you better than a bed of Myosotis? We are offering a limited quantity of the **New Rohrer Strain** this season. This strain cannot be excelled, if grown properly in a temperature of 40 to 45 degrees. Price: 2½-inch pots, $12.00 per 100.

C. U. LIGGIT, *Wholesale Plantsman*

Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Write us for prices on

Carnation Cuttings

We have the best of the new and the standard varieties

We grow for quality

Baur & Steinkamp

Carnation Breeders

INDIANAPOLIS, INDIANA

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

Fall prices, good until Dec. 1st.

S. A. Nutt.....$12.50 per 1000
Ricard and **Poitevine**..... 15.00 per 1000

August and early September deliveries all sold. If by Parcel Post, bill will be sent with shipment for postage and extra packing at actual cost.

	Per 100 — By Express	Parcel Post
ASPARAGUS Plumosus	$2.50	$3.00
SMILAX.....	2.00	2.50

Post shipments of pot plants are going through in great shape.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked for August and September

PETER BROWN

LANCASTER, - - - - PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

Strong, Healthy Stock
Prices until further notice

Ricard, Poitevine, Perkins, Castellane, Doyle, Viaud, $15.00 per 1000
S. A. Nutt and Buchner, $12 50 per 1000
If by Parcel Post, $1.00 per 1000 extra
Cash with order

FRED. W. RITCHY, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

S. A. Nutt, Ricard and Viaud. Strong 2-in. $2.00 per 100.

DRACAENA Indivisa. 2-in. $2.00 per 100.
SMILAX. 2-in. $2.00 per 100.
CABBAGE, Flat Dutch. $1.25 per 1000.

ELMER RAWLINGS, Allegany, N. Y.

When ordering, please mention The Exchange

Chrysanthemum Stock Plants

GOLDEN GLOW and EARLY FROST

Very good strain

Prices: $3.50 per 100, $30.00 per 1000

J. L. DILLON, Bloomsburg, Pa.

When ordering, please mention The Exchange

The judges for the evening were W. Whitton, W. Morrow and C. Duncan; their award was as follows: Collection of vegetables, James Stuart first prize; Pres. Popp, second; a fine vase of Tamarix Hispida from A. Smith took a first; a large vase of Gladioli from Pres. Popp was awarded second; Buddleia Veitchiana from A. Brown, third.

Mr. Seeley as chairman of the outing committee reported that our outing and dinner was a great success. In all 150 sat down to a most enjoyable shore dinner, prepared by Mr. Lawrence. Music was supplied by the Lawrence Inn orchestra and patriotic songs were sung. After dinner all adjourned to a field close by, where considerable merriment was furnished by the ladies, who where blindfolded and given a stick with which to knock down flower pots from a string suspended across the road. Each of these pots contained a present for the one who was successful in knocking it down. Owing to the extreme heat a number of events were called off. Tarrytown was well represented; so was Nassau county. But the Stamford boys: Well, they were conspicuous by their absence. The events and winners were as follows:

Game of quoits between Westchester and Tarrytown: the latter won by a score of 21 to 16, the teams being made up of Whitton, Nichol, Stuart and McAllister for Westchester and Grant, Jameson and Russell for Tarrytown. 100 yard dash: 1, W. Whitton; 2, Colin Aitcheson. Fat man's race: 1, F. Sangers (Tarrytown); 2, George Strang (Orange, N. J.). Kicking football for distance: 1, Mrs. Melrose; 2, Mrs. Armstrong. Running high jump: 1, William Kastberg; 2, John Grant (Tarrytown). Hammer throw 1, A. Gregg; 2, Tom Aitcheson. 50 yard dash (ladies): 1, Mrs. Melrose; 2, Miss Thompson. 50 yard dash (boys): 1, Ernest Graham; 2, Fred Sanger. Three-legged race: 1, W. Whitton and John Grant; 2, Frank Seeley and Harry Jones. Putting the shot: 1, W. Whitton; 2, W. Kastberg. Hop, step and jump: 1, W. Kastberg; 2, W. Whitton. JACK CONROY, Corr. Sec'y.

:: Question Box ::

Common Red Cedar.—Do you know of any place where Red Cedar (Juniperus virginiana) is growing, or can you tell me anybody who is growing it?—T. W., Buffalo, N. Y.

Can any of our readers furnish above information? Presumably our correspondent would prefer getting these from a locality not far distant from Buffalo.

Worm Attacking Iris Roots—A worm is attacking German Iris roots. It is about an inch long, rather plump, white with pinkish marking. The Iris began to turn brown and on examination we found numbers of these worms gnawing the roots. Nothing has ever troubled the Iris before. What is the remedy? S. P. F., N. H.

—The insect attacking your Iris plants is probably the Iris root borer. *Macronoctua onusta* Grote, although the larva of this species is considerably larger when fully grown. The adult is a brown noctuid moth having a wing expanse of about two inches, which emerges about the first of October. The female lays eggs on the Iris leaves and these hatch the following Spring. From my own observations I conclude that the insect is seldom sufficiently abundant to be much of a pest, but destroys occasional root stocks here and there, particularly in old beds. Destroying the infested roots when found, and frequent resetting of the plants, will usually be all the measures necessary for its control. If abundant, however, the old leaves should be gathered and burned, or the beds burned over, in late Fall or early Spring to destroy the eggs. W. E. BRITTON.

"Special Delivery" or "Wire"

Your Advertisement

for

Our Convention Number

Out Next Week

TEST OUT THE DEMAND
IT'S THERE!

Forms close TUESDAY NIGHT

THE FLORISTS' EXCHANGE

Box 100 Times Square Station, NEW YORK CITY

ROSE GROWERS BONE

Good Bone like coal is scarce and will be hard to get, so florists would do well to secure their stock now and have it on hand when they need it, avoiding freight delays and other troubles—our **ROSE GROWERS BONE.**

Analyzes—4½% Ammonia, 3.71 Nitrogen, 50% Bone Phosphate of Lime, 12½% Phosphoric acid, and runs from flour to coarse so that it is immediately available and continuous through the whole growing season.

PRICE

Per ton	$48.00	¼ ton	$12.50
½ ton	24.50	100 lbs	2.75

F. O. B. New York. Immediate delivery.

Remember—When comparing price, compare the Analysis too.

Write for special florist price list upon other fertilizers

HORTICULTURAL DEPT., Harry A. Bunyard, Mgr.

NITRATE AGENCIES COMPANY

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'Phone: 5570 Broad

When ordering, please mention The Exchange

The Prices Advertised in the Florists' Exchange are for THE TRADE ONLY.

PEONIES

In comparing prices note our strong divisions are 3-5 eyes

Our 1918 catalog, fully illustrated from our own fields, now ready, you will find a great help in many ways. Ask for it. It is free.

We recently booked **an order from an old customer** for 1500 plants. Growing for cut flowers he must have healthy stock, true to name and at low prices.

25 OR MORE OF A KIND AT 100 RATE; 5 TO 24 OF A KIND AT 2 CENTS ADDITIONAL

	100		100		100		100
Adolphe Rousseau	$100.00	Delachei	$10.00	Mme. Barillet Deschamps	$25.00	Marie Lemoine	$25.00
Alexander Dumas	10.00	Delicatissima	20.00	Mme. Calot	15.00	Mathilde de Roseneck	20.00
Alfred de Musset	40.00	Duc de Wellington	15.00	Mme. Camille Bancel	20.00	Modeste Guerin	30.00
Avalanche	75.00	Edulis Superba	10.00	Mme. Chaumy	10.00	Mons. Jules Elie	50.00
Baroness Schroeder	75.00	Felix Crousse	30.00	Mme. Coste	10.00	Mons. Boucharlat Aine	20.00
Boule de Neige	20.00	Festiva	20.00	Mme. Crousse	20.00	Octavie Demay	40.00
Carnea Elegans (Guerin)	10.00	Festiva Maxima	20.00	Mme. de Galhau	30.00	Petite Renee	50.00
Charlemagne	10.00	General Bertrand	10.00	Mme. d'Hour	40.00	Prince de Talindyke	25.00
Couronne d'Or	15.00	Insignis	12.00	Mme. de Vatry	15.00	Rose d'Amour	15.00
De Candolle	15.00	La Coquette	10.00	Mme. de Verneville	15.00	Souv. de l'Exp. Universelle	15.00
Docteur Bretonneau, (Verd.) (Syn. Lady Leonora Bramwell)	10.00	Lady Curzon	25.00	Mme. Muyssart	15.00	Triomphe de l'Exp. de Lille	25.00
		La Rosiere	30.00	Mlle. Marie Calot	25.00	Ville de Nancy	15.00
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AMERICAN LINDEN.....1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE.....1½-3-in. Cal., 12-15-ft.
AMERICAN ELM.....1½-3-in. Cal., 12-15-ft.
PIN OAK.....1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

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Our Fall List is Ready
ASK FOR IT

JACKSON & PERKINS COMPANY

GROWERS OF "THE PREFERRED STOCK"

NEWARK - - NEW YORK STATE

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WE ARE THE LARGEST GROWERS OF

ROSES—PORTLAND—ROSES

Superior Quality—Choice Varieties—Sell better—Grow better
Ask for price lists. ORDER NOW

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Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

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North Abington Mass.

SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

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ROSES, CANNAS and SHRUBBERY

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The Conard & Jones Co.

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Tsuga Canadensis

IN ALL SIZES. 6 to 7 feet, $3.85 each. 5 to 6 feet, $2.20 each. Smaller sizes in proportion.

"ABINGTON QUALITY" nursery stock is to be found at:

LITTLEFIELD WYMAN NURSERIES

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5000 Hemlocks

Imported stock, 3 to 5 feet. All transplanted several times. First-class, extra heavy specimens, for tubs, lawn planting or groups. High-class, bushy specimens, suitable for landscape work. For sale en bloc or in small quantities. Submit offers to

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RIDGEFIELD :: :: CONNECTICUT

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HEADQUARTERS
for **California Privet** *and*
Berberis Thunbergii

Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery

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Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

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70 Years 1000 Acres

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in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

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HYDRANGEA, Pan-grown, 3 to 4 ft., 4 branches and up, $12.00 per 100.
SPIRÆA, Anth. Waterer, 24 to 30 in. $15.00 per 100.
SPIRÆA, Anth. Waterer, 18 to 24 in., $1.00 per 100
LIGUSTRUM Ibota, 4 to 5 ft., $6.00 per 100; 3 to 4 ft., $4.00 per 100.

Audubon Nursery

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LARGE STOCK FOR FALL

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BEST FOR OVER HALF A CENTURY

Complete assortment in large and small sizes. Price list now ready.

The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill

Evergreen Specialists
Largest Growers in America

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Floral Designs de Luxe

PRICE $2.50

A. T. DE LA MARE COMPANY, Inc.,
438 to 448 West 37th Street, N. Y.

P. Ouwerkerk

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WEEHAWKEN HEIGHTS, N. J.

JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Spiraeas, Japonica, Lilium Speciosum, Peonies, Bleeding Heart, Pot-Grown Liliacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

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There are hundreds of nursery orders from nearby home owners

that you can take if you will. Let us suggest a simple way of adding a profitable nursery business to your florist business. Write us today.

C. H. WEEKS NURSERY CO., Inc.
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ORCHIDS

Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.

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20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

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NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Evergreens for the Florist-Grower's Show Ground

In this instructive article Samuel Newman Baxter points out the great value of evergreens as a side line in the Show Ground for the florist-grower and emphasizes the fact that late August and September are the best times in which to transplant most evergreens. His article is therefore especially timely. Mr. Baxter brings out the various purposes for which the florist-grower may profitably grow evergreens. He further gives practical hints on the growing and handling of the stock and adds some useful selling points. The lists of varieties suitable for growing in different sized show grounds with the characteristics of the varieties enumerated are especially valuable and merit careful study.

Next to herbaceous perennials the florist-grower's best side line is evergreens and, as late August and in September is the best time to transplant most of them, now is an opportune time to discuss their merits, and suggest suitable selections preparatory to getting quotations and placing the order.

Evergreens do not take up much room; they are ornamental both in Winter and in Summer and therefore an all year around attraction on the show ground. If bought in sufficient quantity from the nurseryman they would supply material for the window-box trade, making the florist independent of the uncertainty of transportation when immediate orders were to be filled. Customers could also make their own selections and possibly be attracted by the more uncommon and higher priced sorts, which the florist might hesitate to use on account of the expense, were the selection left to him. So, instead of the commonplace Box bush—which, by the way, may not be plentiful—Retinisporas, in various hues of green, gold and silver; Cedars and perhaps Yews for the higher priced sorts; and Arbor vitæ for the cheaper material could be grown.

Another advantage in having one's own evergreens is that it enables one to meet the demand for Christmas trees. Quarantines and embargoes have affected these shipments in the past, but this year threatens to be far worse in this respect, and it would not be surprising if the railroads decline to handle shipments of cut trees. For this purpose is recommended the following Spruces: the Norway, (Picea excelsa), Black, (P. nigra), or White (P. alba), whichever is the most available as the cheapest plant. The Fir, however, is more lasting under house conditions and the Balsam Fir (Abies balsamea) would be the best, or possibly Douglas Fir (Pseudotsuga Douglasii).

Exclusive of the window box and Christmas trade requirements, the grower's stock should consist of choice sorts, which if not sold one year would be growing into more money for the next season. Fast growing sorts would soon take up undue space on grounds of limited size and become unwieldly for handling and unsalable if not root pruned. For this reason, Pines—except the Swiss Stone (Pinus Cembra) which is a slow, compact grower, and White Pine (P. Strobus) which is our most popular native sort, are not recommended in the list, nor would Norway Spruce be given a place except as a quick grower and Christmas tree subject.

Buy Stock from the Nurseryman

As to the manner of obtaining this stock, the average florist grower should not attempt the slow, tedious process of propagation by seed, cutting, or grafting as the case may be, but let the nurseryman with special training and facilities do this, and buy from him the required amount, remembering that 25 plants are usually sold at the 100 and 250 at the 1000 rates respectively.

Referring again to the Christmas tree trade, it should be remembered that if these plants are put in tubs in August or September they stand a far better chance of growing for your customer the following Spring than if tubbed late in Autumn; also that as Christmas trees for subsequent planting outdoors, they are worth more than the kind which are chopped out with few or no roots and potted in December, though the latter, so far as appearances go, may look the same, and prove satisfactory for the Yuletide. These selling points should be impressed upon the customer to justify getting better prices for the early tubbed stock. Get catalogs from the evergreen specialists, several of whom advertise in THE EXCHANGE.

Speaking of selling points, an evergreen which has been transplanted or root pruned every second or third year has a more fibrous root system and is practically certain not only to stand transplanting successfully but continue to grow as though undisturbed. Of course more or less expense is involved in root pruning and transplanting and unfortunately the plants in the nursery do not show it, but impress the value of this treatment upon the prospective customer, when you ask a better price than your competitor quotes. If you have confidence in the quality of your stock and know that your customer will handle the tree properly you may even go so far as to guarantee it to grow, adding 10 to 20 per cent. for this guarantee. This will often clinch an order over a competitor who declines to give a guarantee.

Dwarf Evergreens growing close to Piazza of Corinthian Architecture

Suitable Lists for Various Sized Grounds

In the following selections the broad-leaved evergreens—Box bush, Rhododendrons, etc., are purposely omitted for the reason that with the possible exception of Box bush for the Winter window box trade they are not recommended for Autumn transplanting and therefore not appropriate for discussion at this season.

Explanation of Symbols.—Denoting size: L, large; M, medium; S, small; D, dwarf; VD, very dwarf.

Denoting rapidity of growth: r, rapid; m, medium, s, slow.

X, Suitable for window box.
T, suitable for pot or tub.
C, suitable for Christmas tree.

Selection No. 1 for plot 50ft.x100ft.

TX(Mm)	Juniperus virginiana	Red Cedar
TX(Mm)	Juniperus virginiana glauca	Blue Cedar
T(Mm)	Picea pungens Kosteriana	Koster's Blue Spruce
(Lr)	Tsuga canadensis	Hemlock Spruce
(Sm)	Taxus cuspidata	Japanese Yew
X(Mr)	Retinispora obtusa	Obtuse Japan Cypress
(Mm)	Cryptomeria japonica	Cryptomeria

Selection No. 2. Add to No. 1 for plot 100ft.x100ft.

TC(Lr)	Picea excelsa, P. alba or P. nigra	Norway, White or Black Spruce
TX(Mr)	Thuja pyramidalis	Pyramidal Arbor vitæ
X(VDs)	Thuja globosa	Globe Arbor vitæ
X(Mr)	Thuja Geo Peabody	Golden Arbor vitæ
(Lr)	Pinus Strobus	White Pine
T(Ss)	Pinus Cembra	Swiss Stone Pine
TX(Mr)	Retinispora pisifera	Japanese Cypress
TX(Mr)	Retinispora pisifera aurea	Golden Japanese Cypress

Selection No. 3. Add to No. 1 and No. 2 for plot 200ft.x200ft. (about one acre.)

TX(Mm)	Juniperus Schottei	Schott's Cedar
T(Sr)	Juniperus Pfitzeriana	Pfitzer's Cedar
(Sr)	Juniperus japonica aurea	Japanese Golden Cedar
TC(Lr)	Pseudotsuga Douglasii	Douglas Fir
TC(Lr)	Abies balsamea, Balsam Fir	
TC(Lm)	Abies Nordmanniana	Nordman Fir
TC(Lr)	Picea orientalis	Oriental Spruce
(Ds)	Pinus Mugho, Mugho Pine	
X(Ds)	Retinispora obtusa nana.	Dwarf Japanese Cypress
TX(Mm)	Biota orientalis	Chinese Arbor vitæ
TX(Sm)	Biota o. elegantissima	Golden Chinese Arbor vitæ

Selection No. 4. To be added to No. 1, 2 and 3 for plot in excess of one acre

TX(VDs)	Biota nana aurea	Dwarf Golden Chinese Arbor vitæ
TX(Sm)	Juniperus stricta	Compact Juniper
TX(Sm)	Juniperus suecica compacta	Swedish Juniper
TX(Mm)	Juniperus hibernica	Irish Juniper
TX(Ds)	Ret. obtusa compacta	Compact Japanese
TX(Mm)	Juniperus filifera	Thread-leaved Cypress
TX(Ss)	Retinispora filifera aurea	Golden Thread-leaved Japanese Cypress
TX(Mm)	Retinispora plumosa.	Plumelike Jap. Cypress
TX(Mm)	Retinispora plumosa aurea	Golden Plume-like Japanese Cypress
TX(Mm)	Retinispora squarrosa,	Silver Plume-like Jap. Cypress

In making the foregoing selections it is assumed that the grower with limited ground—50ft. by 100ft. would prefer high class stock which would bring a good price and not soon outgrow the limited plot if not sold in a few seasons. Should the grower feel otherwise disposed, either by reason of limited ground or class of patronage, and prefer fast growing plants, window box material, Christmas tree subjects or specimens suitable for offering in tubs or pots, the various descriptive abbreviations appended will help him to make a selection which best suits his requirements.

Write now to those who advertise evergreens in THE FLORISTS' EXCHANGE if you would profit by the advantages of early transplanting.

This will be followed by "When and How to Prune Evergreens," by Edwin Matthews.

There is no better time than RIGHT NOW to take up the study of landscape gardening, and it is fortunate indeed that such a book as Cridland's is obtainable for, on account of its simple explanations of details and its devotion to the requisites of small properties, it is of far greater value to the average nurseryman and florist than the usual "heavy" books on the same subject. Cridland's is obtainable from THE EXCHANGE office for $1.90, delivery postpaid.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed The Florists' Exchange, 66 East Randolph St. (Second Floor) Telephone, Randolph 35.

Close up that $50,000

No more gratifying result for all concerned could be brought about on the floor of the S.A. F. Convention at St. Louis next week than an announcement from the chair to the effect that the full $50,000 publicity fund had been secured.

New Jersey Association of Nurserymen

The Summer meeting of the New Jersey Association of Nurserymen will be held at the Experimental Farm at Rutgers College in New Brunswick, N. J., on Saturday, Aug. 17, at 10 a. m. All nurserymen in the State are cordially invited to attend and meet with members of the association. A. F. Meisky, Secretary

St. Louis Ass'n of Gardeners

The St. Louis members of the National Ass'n of Gardeners have arranged for an executive meeting and conference at the S. A. F. and O. H. convention Wednesday, Aug. 21, at 8.30 p.m. at the convention hall, Moolah Temple (Lindell and Vanderventer aves.) This date will not interfere with the business of the S. A. F. and O. H.

The St. Louis gardeners extend a cordial invitation to all gardeners and others interested in floriculture to attend this meeting, where a discussion of current topics of interest will be held. G. H. Pring, Corr. Sec'y.

Embargo Off All Bermuda Bulbs

John Scheepers & Co. of New York advise us that after correspondence with Thos. W. Slocum, Director of Hearings, U. S. Shipping Board, the Board has amended its ruling of July to the effect that all bulbs from Bermuda will be allowed entry. The ruling now reads as follows: "We are glad to be able to report to you that it has been interpreted that Lily bulbs in the ruling of July 11 shall include all bulbs from Bermuda."—These are Amaryllis, Oxalis, Freesia, Zephyranthes, etc.

Mr. Scheepers took up the point with Mr. Slocum that, under the rulings, it was permissible to bring any of these bulbs in bond by way of New York if destined for any part of Canada. He also made the point that a number of bulbs are coming in from Great Britain without restriction and, further, that his own company possessed property in bulbs in Bermuda, consisting of Freesias in color, and raised the point as to why American property should be excluded.

He was assured that he had made a good point and hence the extension of the entry ruling.

No Convention Till After the War

The executive board of The American Ass'n of Park Superintendents has recently voted indefinitely to postpone the 20th annual convention of that organization, scheduled for Hartford, Conn., Sept. 10, 11 and 12, 1918. This action was taken at the request of the local Hartford committee, as well as many members scattered about the country, the indications being that the attendance would be very light.

The organization is rather distinctive, in that its members are nearly all public officials and their convention expenses are covered by municipal appropriations. In most cases these have not been made this year on account of war-time economy. Advanced railroad fares and the need of applying all possible personal funds to war relief work made it appear unlikely that many members would attend the convention at their own expense, aside from those residing near Hartford; hence it is decided to cancel the convention. It is understood that the next convention, whenever it may be, will be held in Hartford.

Under the constitution of the organization, all officers will hold over until the convention meets and elects their successors. Roland W. Cotterill, Sec'y.

Production Cost and Overhead

The florists have had many problems thrust upon them since the declaration of war by the United States, particularly in the past few months when the tension has been drawn tighter and ways and means for conducting the war have been decided upon and are now in process of execution. More than one remark has been made to the effect that the florist will ultimately benefit through the radical changes being brought about in the business world Appearances at the present moment may not altogether warrant such a statement, but the underlying fact is that unless the growers are far more obtuse than we take them to be, they are slated for their full share of beneficial results; nolens volens they will have to go with the tide, and this tide will float all who will safely and land them on firmer ground financially than many of them ever trod before.

All signs point to the inevitable fact that those growers who refuse at the present time to thoroughly systematize their business are going to be the losers. They will be wiped out of business entirely unless they be among the fortunate few exceptions who override all difficulties, although even they are likely to get their wings singed. But the florist who puts his house in order, as it were, who will make it a point to know thoroughly his cost of production, is getting close to the ideal for the reason that if after installing a cost system he finds a Rose is costing him 3½c. to grow, he certainly will use every endeavor to obtain 3½c., plus his profit, for that Rose.

Also, following out systematic business methods. he is going to sell on thirty days and collect in sharply on time. He is going to watch his credits; that is, he is no longer going to extend credit indiscriminately; consequently, he is going to have more money in his pocket than ever before, and he is going to feel just as independent of the world as a good farmer or any other man with a paying business at his back.

Agencies will be developed to assist him, either through his own local associations or through the national S. A. F. or other private agencies working along credit and collection lines. Such an agency does exist and has been working for many years, but money has come and gone easily with the grower, and an occasional loss here and there did not impress him with the necessity for ordinary business caution.

There is a universal cry going up for higher prices. The grower is the keystone and at present the principal sufferer. He must have more money for his product. This is the testimony of the various gentlemen who read papers last week at the meeting of the Chicago Florists' Club. These papers, by the way, are highly educational, and we would refer our readers to them in this issue. Those who have not given this matter study would profit largely through the careful reading of these articles. Granted, then, that the demand for the higher price must come to the grower through his own efforts—for no one else is going to do this voluntarily for him— it becomes the bounden duty of that man to inform himself thoroughly as to what it costs him to produce his crops. This he cannot ascertain unless he keeps books, and the form of these books will have to be prepared for him by a specialist, one who has given years of study to the subject of production and overhead and the methods whereby these two extremes are brought together and the absolute cost established.

Systematic bookkeeping sounds more formidable than it actually will prove in practice, for the reason that, in the case of the grower, it can be made exceedingly simple. He may need to spend $100 or perhaps $250 to get the system running correctly, but it will prove the most productive outlay he ever made in all his business career. It will prove to him just what his cost is and what his income against this cost, and if he wants to go more closely into the matter he will be enabled to tell just what every house costs him, and what he receives for the product from each house, or he can go still closer and ascertain just what every bench costs him and what he receives for the product from that bench. It will teach him to grow certain varieties and to discard others, and may prove to him that certain things he has been doing—involving time and money—have been at a dead loss. These he will throw into the discard. Through a study of his figures he will become far more of an expert in his line than he ever was before, although at this present reading he might be apt to doubt this most emphatically.

Cost accounting has existed in some form or another for centuries, but modern cost accounting as we know it today is revolutionizing business. Systems for almost every kind of business have been evolved and are in practical operation. Thousands of employers—men in every line of industry—use these systems. Other thousands are installing them and, before long, the merchant or manufacturer who has no cost accounting system will be looked upon as a back number; he will be refused accommodation by his bank, and even the business associates who have known him for years will look askance at him if he approaches them for financial favors, extension of credit, etc.

In a recent article we called attention to the fact that the laxity prevailing in the florist and nursery trades especially, and in the florist trade in particular, was accountable for losses innumerable. Looked at in a serious way is almost criminal to keep on extending credit to one who seemingly makes no effort to come to an outright settlement, to the class who play with their due notes, paying a few dollars on account and obtaining a renewal, extending the process indefinitely until the bitter end when bankruptcy strikes them, and their obliging friends come in with 10c. on the dollar—oftentimes with nothing. Confidence bestowed without investigation, just for the sake of being a good fellow and accommodating, only helps the average borrower to his downfall.

With a complete inventory, knowledge of costs, business systemization and a prospering trade, even though it be a small one, it is possible to go to the bank and obtain accommodation which will enable one to settle accounts with 2 to 5 per cent off for payment in ten days, thus discounts in one year of active buying totalling up to a goodly sum. What a contrast this to postponing settlements and making and renewing notes! There are many growers who would be refused bank loans if they will but keep their books in a way that will enable their bankers quickly to size up their standing.

The purpose of the bank is to loan out its deposited money; this is vital to its success. If a bank withholds credit it is because sound credit judgment can be based only on a knowledge of facts. Lacking a complete knowledge of the facts surrounding a borrower's business the bank must be cautious. If a borrower is refused a loan it is because he has not kept his bank habitually and completely informed as to his resources.

For ourselves, there appears to be no reason why the price of flowers cannot be stabilized from day to day in every city; just as in the market one will find one price prevailing, so, on the part of the growers, this same principle should prevail. In the big markets you move from stall to stall, and find exactly the same price for the different grades of fruits and other articles of produce. The figures are fixed and no effort on your part can create a break. If 30c. is the price for a small basket of fruit at one stall, 30c. is the price everywhere, and you pay it or leave it alone.

The grower should be able to do just as well. The grower, as we said in the beginning, is the keystone of the arch. It rests with him as to what price he is to receive. Give him a knowledge of costs, he will be amply fortified to stand up for that which belongs to him.

In connection with the effort to raise prices for the growers it will be noticed that two of the speakers on behalf of the Good of the Club Committee (Chicago) held diametrically opposite views, one stating that if the florist would distribute his consignments in time of glut he would get more money and the trade would be better able to work it off while the other stated that when a grower practiced this method it had the effect of putting the commission dealers all at sea.

The Tractor as a Labor Saver

The tractor is a coming tool for our trade. That one adapted to intensive cultivation, and provided with the correct tools will be the leader. The writer of this article has had a wide experience with many makes; we commend the result of his observations to our readers.

Mr. Editor, this is a very commonplace title, but to save labor nowadays is to be patriotic, and to be patriotic it is necessary to produce all that is possible, for the more or less general use of the David Burpee adapted slogan "Food Will Win the War—Produce It!" can only be carried out by conserving everything that is possible in man power, and also in adding just as much as possible to the efficiency of such man power as we are able to secure.

The tractor, of course, was originally designed for that purpose, but the adoption of the gas-engine to the various machines has resulted in almost an endless number of makes and designs.

Under my own personal observation and employed by our firm we have the Beeman or Small Garden Tractor-Cultivator, the Avery Cultivating Machine, the Moline Universal Two-Wheel Tractor, and the Cleveland, which is of the caterpillar or track laying type. In addition, I am acquainted with the performance of I. H. C. "Mogul," the Avery Four-Wheel Tractor, the Rumley "Oil-Pull," the Parrett, and the Happy-Farmer, the last-named a three-wheel type tractor.

Of all the light four-wheel tractors the Parrett in so far

my personal observations are concerned, is without uestion the best adapted to the average type of soil and nd lay.

The Cleveland on our own farms has done remarkable ork. It has great speed, approximately 3½ miles an hour th two fourteen-inch bottoms, or 3 miles an hour with ree twelve-inch bottoms. At a recent demonstration saw this make of tractor plow a measured acre in excellent ape in 57 minutes. Of course, this was ideal land and vel, but it is safe to say that in the hands of an experienced erator, and with no breakdowns, that the Cleveland will ndle in the workday of ten hours from seven to nine res, and do the work well. Of course, this refers to plowg alone, but it is a veritable little giant with the disk rrows and, as a finishing machine, it has, in my opinion, superior as it will go anywhere over any type of soil.

The Avery Cultivating Machine will do splendid work ith Corn and other crops, and can handle Corn as high as irty-six inches without in any way damaging the leaves a growing crop. It is also very fast and will do approxiately the work of two teams.

The Moline Universal Tractor has given great satisction, both with the plow and as a tractor for hauling, arvesting, or any other of the many uses to which a tractor this type can be put.

For the florists, nurserymen and seedsmen, and especially r close cultivation of trial grounds work, and for the reuirements of cultivation necessary in the growing of florts field crops, the Beeman has given splendid satisfaction s a tractor and cultivator. Many sections of the country re using these with a great deal of satisfaction and onomy. It has the advantage of being a power plant hich can be moved around on its own wheels. This power lant can be used for soil crushing, pulverizing and inumerable other uses, for which a small engine is suitable. will be found an efficient aid and help wherever used, nd incidentally it has some subtle power which seems charm its operators and keep them an interested second arty. Its principle weakness at this time seems to be uitable cultivating machinery that can be attached to the ame as now used. In consultation with one of the high fficials of the S. L. Allen Company, who are the makers f the Planet Junior tools, I was told that they were working ut a suitable gear that may be added to the Beeman and nat will not break under the strain that the tractor gives. he Beeman can be depended upon to do all that can be one with a horse cultivator, or with one horse and his gs, and incidentally it is not eating when it is not working. t is also more obedient than a horse, because it will do hat you want it to do when you want it done.

I do not want this endorsement of the various tractors have named to stand as a recommendation for any of the akes, except as a recommendation by reason of my own ersonal observation. The way to prove the efficiency f a tractor is to try it, but for the average farmer, and for ie small area, the small tractors and the cultivating achinery I have mentioned have proved themselves not nly satisfactory but great time and labor savers.

W. H. T.

△ △ △

The "Ninth Story Window" is sorely missed by the majority our readers, especially these days when it would be a relief to rn for a minute to so entertaining a feature as was provided ere by our late editor. Have we not a Scotsman among us able id willing to furnish jest, criticism and an amusing story or two, ch week, and so keep the column going? Even an Irishman or Frenchman might be capable. Who will volunteer?—From the lorists' Exchange, Aug. 3, 1918.

Horticultural Hodge-Podge

There could be but one "Ninth Story Window," and ie shade of that was drawn some months ago, but there re other stories, probably not so high, a second story indow out of which looks a mere woman, neither Scotch, ish nor French, but plain American.

* * *

Only one object is in mind the hottest day of the year nd that is to get cool. As an assistant to that end let ie give you a fan; the common garden variety, "the Palm eaf Fan." It is a dead leaf and yet it is not thrown way for it gives "succor and comfort" this weather. s a rule it is not given to animal or vegetable life to retain ie same visible body after so-called death and to be of ervice in its same form.

A small junior florist, aged four, was helping his daddy ick the bugs off the potato vines, and nearly convulsed is parent by filling both pockets of his rompers with live, riggly, crawling bugs; upon being questioned: "I want oth hands to pick more bugs." Oh! Boy!

Extract from a letter by a Northern florist soldier in Southern camp: "The flora here is somewhat different, ts of Magnolias, Trumpet Vines, Holly, beautiful Ferns, ater Lilies, wild Plums, Mimosa, Spanish Moss, water akes, lizards, mosquitos, flies, dust and heat. Am well nd enjoy it all."

A pretty native perennial, Campanula americana is in oom now and should be cultivated. It is a beautiful blue.

Page Mr. Hoover, boy, to preserve, can or dry this heat r use next Winter when we'll really need it.

Let us close our effort with this bit from Whittier's pen:

Along the roadside, like the flowers of gold
That tawny Incas for their gardens wrought,
Heavy with sunshine droops the Golden Rod,
And the red pennons of the Cardinal flowers
Hang motionless upon their upright staves.
The sky is hot and hazy, and the wind,
Wing-weary with its long flight from the South,
Unfelt, yet, closely scanned yon Maple leaf
With faintest motion, as one stirs in dreams,
Confesses it. The Locust by the wall
Stabs the noon-silence with his sharp alarm.
A single hay-cart down the dusty road
Creaks slowly, with its driver fast asleep
On the load's top. Against the neighboring hill,
Huddled along the stone wall's shady side,
The sheep, snowwhite, as if a snowdrift still
Defied the dog star. Through the open door
A drowsy smell of flowers, gray Heliotrope
And white Sweet Clover, and sky Mignonette—
Comes faintly in, and silent chorus lends
To the pervading symphony of peace."

COLUMBIA.

[Not so bad, Columbia. Your effort gives us encouragement. Try again. But we must caution you to be careful not to stray too far off the horticultural track.]

Did you ever stop to think what a demand there will be for flowers, when the boys from "Over there" come marching home again?

Wonder whether the New York Florists' Club Motor Car shared in the glories of the Marne victory?

Why don't the bacteriologists, fungologists and bugologists petition the government to stop the importation of Cactus from Chihuahua and lobsters from Labrador, so that the Potato blight may not be further spread in these United States.

If flowers are "non-essential" why do the inhabitants of France and Italy shower our soldiers with beautiful blooms? Why, they are "Saying it with Flowers" because they are more expressive than words. There are some people in our Land of Freedom who ought to be pelted with Skunk Cabbages and other appropriate horticultural productions.

Flowers non-essential? A funeral without flowers is as solemn as Liberty Cabbage would be without the proverbial hot dog. The lads who started the "non-essential" whoop, have earned the right to be planted with Solemn Solemnity. Nothing to be said with flowers.

Will the St. Louis pilgrims en route sing "When we gather at the River"? Mississippi River, of course.

Horticulturally speaking the Phoma Potato blight is an interesting subject to florists, because a large percentage of the craft enjoy Potato salad with the usual liquid trimmings. Professor G. P. Clinton's diagnosis of the disease is absolutely correct, but his guess as to cause does not apply to a patch of spuds with which the writer happens to be intimately acquainted. The ground upon which they were planted did not suffer from drought, and was heavily enriched by fertilizer *de horse*, home brand. A moon or so ago they were something that would make any Ornamental Horticulturist sing for joy. Ten days later they were a lot of dry sticks, and the owner is willing to sell the crop cheap to some swell restaurant where small Potatoes are sold under a big French name at a high price. Can Professor Clinton advise how it came about that this particular patch caught the Potato influenza?

Extract from Indianapolis Newsletter

There is a growing tendency to attend gatherings of florists since the war started and troublesome problems began to present themselves. It is only through close cooperation that the florist may maintain a fair balance and it is sincerely hoped that many will avail themselves of the national gathering in St. Louis to lend aid and reap the benefit.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary 1170 Broadway, New York

St. Louis Convention Aug. 20, 21 and 22

With the Convention only a few days off it is pleasing to note the greatly increased interest in the subject matter of the program. There is every indication of a large attendance, and it would not be surprising if the number of visitors exceeded the number registered at any preceding convention. It should be borne in mind that the society's membership roll has been increased more than 25 per cent since our last convention, and, naturally, a large proportion of those making up this increase will want to meet their fellow members, as well as to take some part in the proceedings, or to get information which will help them in the solution of business problems such as beset us all in these troublous times. Never before did we have before us for discussion matters of such vital interest to our trade as those scheduled in our program: publicity, with details concerning the expenditure of a fund expected to approximate $50,000; the fuel situation, which is fraught with perplexities as to what we can and cannot do to keep our plants going; credits and collections, which promise in the near future to engage our most serious thought, and various other matters of general interest.

St. Louis has the advantage of central location; consequently its drawing power should be greater than that of a city located remotely north, south, east, or west. It is a city of high rank among our commercial "hub" cities, and its facilities for the care of large visiting bodies are excellent.

Hotel headquarters will be the Jefferson Hotel, conveniently located. The convention will be held in Moolah Temple, easily reached from the hotel district.

The Trade Exhibition

The trade exhibition, as already announced, will be housed in the same building as the convention. A feature of this exhibition this year will be the display of florists' accessories "made in America." As might be supposed, imported goods will play a minor part in the general display, and their place will be filled largely by goods produced at home.

Visitors who are interested in bulbs will have an opportunity to bid on the splendid collection forming the exhibit of the Cottage Gardens Co., of Eureka, Cal., which exhibit is to be sold at auction for the benefit of the Red Cross, the proceeds to be turned in as the donation of the S. A. F. and O. H.

National Publicity Campaign

The chairman of the publicity finance committee arranged with the secretary to make a two days' visit to Chicago last week, for the purpose of making a canvass of the district in the interest of the campaign fund. The visit, necessarily, could not be extended beyond the stipulated time, as the secretary was obliged to return to St. Louis on Saturday evening, convention matters there

(*Concluded on page* 250)

Obituary

Reuben C. Hart

Reuben C. Hart of Hart Hollow, near Torrington, Conn., and known as a specialist in Gladioli and Dahlias died on Aug. 3, at Charlotte Hungerford Hospital, aged 71. He came of an old New England family, being a descendent of one of the original settlers of Hartford, Conn. He was deeply interested in horticulture, especially in Dahlias and Gladioli and was the originator of several varieties of these. He is survived by one son Erye. Burial was in South Norfolk Cemetery.

W. S. Sword

W. S. Sword of 36 Titus st., Valley Falls, R. I. who, during most of his life was engaged in gardening and in the florist's trade, died on Aug. 12 at the age of 61. He was born in Marblehead, Mass. and when a young man came to Bristol, R. I., to live, shortly afterward going to Valley Falls, and there established a florist business 35 years ago, which he conducted until his death.

He is survived by his widow and four children: Wm. J. Sword, who worked with his father; David, Charles, and one daughter, Mrs. Jennie Campbell. The burial was at Riverside Cemetery, Pawtucket, R. I.

John McCormick

John McCormick, retail florist of Baltimore, Md., died on July 29, aged 70 years. Mr. McCormick, who, for many years conducted a retail establishment at 1321 W. Baltimore st., as well as a range of greenhouses at Catonsville, was born in Ireland. As a boy he went to England, where he received his early training. He came to America at the age of 19, securing employment as assistant gardener at Staten Island, N. Y. Later he went to Baltimore, where he eventually established the business which he conducted till his death. Four children survive, including a son, Thomas J., who will continue the business.

Amaziah M. Herr

Amaziah M. Herr, father of Chas. B. Herr the well known Carnation grower of Strasburg, Pa., died Sunday Aug. 4. While not actively engaged in the business he was remarkably well informed on all matters pertaining to floriculture. He was always on hand at the Herr greenhouses to welcome any of the trade and was greatly liked and respected. The funeral was held from the residence of his son-in-law, Dr. Martin H. Musser and attended by a great number of friends and relatives, as well as by a goodly portion of the Lancaster County Florists' Ass'n, who sent a beautiful spray of flowers as a token of their sympathy. He is survived by two sons and a daughter: Edgar and Charles B. Herr and Mary, wife of Dr. Martin Musser.

ALBERT M. HERR.

requiring his attention; consequently it was only possible to call upon a few outside the wholesale district. As will be seen from the list of subscriptions, the wholesale florists subscribed freely. These subscriptions form an important addition to the list of subscriptions from Chicago already reported. The secretary was also assisted in his canvass by Charles L. Washburn, of Bassett & Washburn, Paul Klingsporn, State Vice-President for Illinois-North, and Frederick Lautenschlager, chairman of the Illinois publicity committee and president of the Chicago Florists' Club, who generously devoted their time to the work.

Our campaign fund lacks now about $7000 of the amount which we started out to raise—$50,000. Among the thousands of florists who have not yet subscribed, the required amount should be raised in a day or two; at any rate, prior to the convention.

All the trade papers are kind enough to give space to our weekly reports of the work being done by our publicity committees; therefore it would be hard to believe that there can be any florist in the land who is not familiar with our campaign, with its objects, and with the benefits already resulting, so far as reported. With the knowledge our promotion bureau has of the effort put forth to make every florist see the great necessity for a campaign such as ours, the bureau is satisfied that anyone who does not know of what we are trying to accomplish never sees a letter carrier, and worse still, never reads a trade paper. Why, then, cannot the few hundred dollars required to complete the fund be immediately forthcoming? That it will be forthcoming eventually there is no doubt whatever, but we want it now, before the convention, so that the committees can report that our object has been attained. We know of several other industries, many of whose aggregate investments are not nearly as great as those in our own trade, who have created for a similar purpose far larger funds than the florists are asked to create, and are enjoying the benefit which they were positive would result.

The Blossom Shop, St. Louis, Mo.		5.00
Mrs. T. L. Diemer, St. Louis, Mo.		5.00
Mrs. Eda Bruenig, St. Louis, Mo.		25.00
W. W. Stertzing, St. Louis, Mo.		5.00
John Held, St. Louis, Mo.		5.00
A. J. Beutzen, St. Louis, Mo.		25.00
Mullanphy Florists, St. Louis, Mo.		25.00
Albert Senger, St. Louis, Mo.		20.00
The Rosery, St. Louis, Mo.		5.00
Pieper Floral Co., St. Louis, Mo.		5.00
W. J. Wright, St. Louis, Mo.		5.00
A. L. Randall Co., Chicago, Ill.	(1 year)	100.00
The Chicago Flower Growers Ass'n., Chicago Ill.		50.00
J. A. Budlong, Chicago, Ill.		50.00
Kyle & Foerster, Chicago, Ill.		50.00
J. A. Peterson, Cincinnati, Ohio.		25.00
Geo. Reinberg, Chicago, Ill.	(1 year)	25.00
A. T. Pyfer & Co., Chicago, Ill.		25.00
Hoerber Bros. Co., Chicago, Ill.		25.00
Percy Jones, Inc., Chicago, Ill.		25.00
Zech & Mann, Chicago, Ill.		25.00
A. Henderson, Chicago, Ill.		25.00
Erne & Co., Chicago, Ill.	(1 year)	25.00
John Krucheten Co., Chicago, Ill.		25.00
A. L. Vaughan & Co., Chicago, Ill.		25.00
G. M. Reburn & Co., Chicago, Ill.		25.00
Batavia Greenhouse Co., Chicago, Ill.		25.00
Edward Clody, Chicago, Ill.		25.00
E. F. Winterson, Chicago, Ill.		25.00
W. J. LaGrotta, Chicago, Ill.		25.00
Chas. W. McKellar, Chicago, Ill.		20.00
O. A. & L. A. Tonner, Chicago, Ill.		15.00
Chas. H. Zapfe, Chicago, Ill.		12.00
Grossberg, Tyler, Finnerman Co., Chicago, Ill.		10.00
The Jackson Flower Shop, Chicago, Ill.		10.00
Nick Dahm, Morton Grove, Ill.	(1 year)	10.00
Archie Spencer, Chicago, Ill.		10.00
Henry Hilmers, Chicago, Ill.		10.00
		1,012.00
Previously reported from all sources		42,010.25
GRAND TOTAL		$43,022.25

Presentation of Gold Medals to the Park Commissioners

From left to right, seated Tax Commissioner Sinnett, Brooklyn Park Commissioner J. N. Harman, Edward Seeery, New York Park Commissioner W. F. Grell. Standing Joseph Lehman, Chas. H. Totty, Arthur Herrington, Chas. Schenck, A. L. Miller, Jos. A. Manda, Frank H. Traendly. An account of this presentation dinner was given in our issue of August 10, page 218

Do you want to have the public believe that flowers in their homes are not essential, or that their purchase for any purpose is an extravagance in war times? Do you want to see the use of your products cut out at functions where they have always played a conspicuous part? Do you want to see them denied admission to hospitals and other places where their cheering influence is beyond dispute? Of course, you do not. Then subscribe to this fund, because it will be expended in a country-wide effort to prevent these very conditions, and without this effort the future of our business would be dark indeed. So impressed are some of our subscribers with the value of our work that they are increasing their subscriptions. So why hold back, Mr. Nonsubscriber? The campaign is as much in your interests as in those of anyone else in the trade, and your returns are absolutely sure.

The following additional subscriptions have been recorded:

		Annually for four years
Otto Sunder, St. Louis, Mo.		$10.00
J. W. Boerm, St. Louis, Mo.		10.00
Fred. H. Weber, St. Louis, Mo.		25.00
Thos. C. Carr, St. Louis, Mo.		25.00
St. Louis Seed Co., St. Louis, Mo.		25.00
Sunny Slope Seed Farm, Independence, Mo.		5.00
Fromhold's Flower Shop, Kansas City, Mo.		15.00
Chas. C. Thomas, Kansas City, Mo.		5.00
Joseph Witek, St. Louis, Mo.		25.00
Ed. A. Humfeld, Kasas City, Mo.		10.00
Ostertag Bros., St. Louis, Mo.		5.00

Some Observations on Seed Season of 1918

Many Seedsmen have been and still are wondering why their sales dropped off suddenly in April last. The writer solves the mystery

The majority of seedsmen made preparations for a heavy year for 1918. The experience of the year before led many to build high hopes that the war and vacant lot gardening movement would create a tremendous demand for seeds. This was, in a measure, true.

A little study of the subject will reveal the fact that certain mail order seed houses, certain retail seed stores, particularly those located in the large centers, were well equipped to serve this small garden demand and so reaped a harvest in the season of 1917.

During 1917, many of the small houses and many of the large houses that catered particularly to a bulk trade were in no position to serve this small garden demand but, nevertheless, felt that here was a profitable field, so they in turn made preparation to take care of it and, of course, the houses that had profited thereby also fortified themselves, with the result that the field of supply was greatly increased and more than double the number of concerns made preparation to take care of just such trade for the season of 1918.

Again, the war garden organization at Washington was prepared to furnish seeds this year, and many of those who had attempted small gardens in 1917 secured seeds in 1918 from that source. Others obtained seeds from their con gressmen, and still many others who had profited by th previous year's experience found that their requiremen were not nearly so heavy as they were the year befo when they had less experience and did not know exact the requirements of their gardens.

Delayed shipments and back ordering served to crea a surplus in the stocks of nearly every one who had ma such strenuous preparations for an exceptionally hea year.

It is the writer's opinion that there was in all probabili just as large an area, or even larger areas, devoted to wa backyard and community gardens in 1918 as in 1917, b because of the disappointments that were experienced b many of the embryo gardeners, the number who plant gardens was vastly less than in 1917; on the other han those who had made a success of their gardens for 191 planted larger areas, with the result that while the are cultivated and devoted to this garden effort were just large the number of seed buyers was greatly decreased.

The effect of this is readily apparent when one conside the individual tastes of the many gardeners as compar with the smaller number who actually conducted garde this year. In other words, where a community gard interest for 1917 was made up, we will say for illustratio of twenty planters, the number this year was probab reduced to fifteen, but these planted a larger area.

Now, where a greater number were interested in co munity gardens every planter had to have Lettuce, Ra ishes, Beans, Beets, etc., and of course this made a on third greater demand for these particular things, becau after a little experience a gardener almost invariably duces his plantings to those things which he and his fami like and which he can grow with greatest success.

Our own personal experience has been that while t amount of business done this year was in excess of the ye before from a dollar-and-cents point of view, the numb of orders filled were materially reduced. The net analy being that while the Department of Agriculture and t newspapers are probably 100 per cent. correct in th statements that war gardens for 1918 were conducted o larger scale than ever before, the actual fact of the matt is that there can be no question but that the individu effort was larger for this year than last year.

Now, the seedsmen all experienced this year a gre slump in the latter part of the season. This is also direct traceable to certain effort on the part of the war gard commission, the seedsmen themselves, and many of t publications in which seedsmen are wont to advertise, advising their readers to order early. This advice w particularly noticeable in such publications as *Gara Magazine, Country Gentleman, House and Garden,* and ev the daily press. The result of this advertising was th the fewer number of garden planters did order early ar of course, later in the season the business took this ve decided slump because there were no longer any buyers require seed.

It is indeed amusing to listen to the complaints of th in the trade who do not stop to realize the causes that affe conditions, and simply attribute it to something beyo their comprehension. The conclusion to be drawn is th the great rush for war gardens in 1917 was the result advertising, because every medium, everybody, and eve condition, continuously pointed out to the public at la the necessity of planting a garden. Then for 1918 th same publications advertised "order early," because t advertising of the year previous resulted in a great shorta of seed occasioned by the increased demand, and the f that only a limited few had made any preparations this demand.

If our seed dealers, as well as our merchants, would o sense the way the wind blows, or would gauge their bu ness preparations by the sign posts that are only too e dent to the student of advertising, there would be l disappointment, and there certainly would not be t conjectures that now exist.

The real believer is advertising bases his every effort preparation on the advertising that exists which he p ceives will govern his efforts.

I want to make it plain to all who read this analy that he who believes in advertising, and we all believe it, either consciously or unconsciously, knows that it absolutely the dominant force in business creation. goes without saying that service must be a running ma of advertising, for while advertising will create business conditions it will not maintain them unless satisfacto service is given.

KEYSTONE

Chicago Florists' Club

Karthauser's Garden on Ridge ave. Thursday eveni Aug. 8, was again the scene of the second get-togeth rally of the Chicago Florists' Club. The attendance w large, all the sections around the city where cut flow growing is carried on extensively being well represente There was several visitors from out of the city. It w wholesalers' and commission men's night.

President Lautenschlager held the chair during t business portion of the meeting, when several applicatio for membership were received. In order that these app cants could be made members immediately, so they wou be eligible to membership in the S. A. F. before the c vention, the rules relating to applications was suspen

or the evening and all were duly elected to full membership in the club The new members are as follows: Louis innerman, wholesale florist; A. A. Craig, retail florist; Eric Johnson, of the A. L. Randall Co.; Sam Freund, aper box manufacturer; D. D. Robinson, paper box anufacturer; E. A. Banding, Ft. Scott, Kans., representing a fuel saving equipment for growers.

Mr. Lautenschlager, as chairman of the advertising nd publicity committee, gave a detailed report of the sale f stamps and posterettes for Valentine's Day and Mother's Day that was highly gratifying. The statement showed a ross profit to the club of $1,018.92. He was given a ising vote of thanks fot the excellent showing made for the lub under his direction.

E. A. Banding, of Fort Scott, Kans., who is installing n equipment for fuel saving for growers, was present nd made some important statements regarding the equipent of much interest to the growers. One has just been nstalled in the Louis Wittbold heating system that he ishes to speak for itself. Varied conditions existing in ifferent sections as to quality of coal, type of boilers, etc., as to be studied out before an equipment can be adjusted or a particular case. Excess of air, scale on boilers, soot, eat going out of the chimney, were all given as cause for uel waste. This the speaker proposes to control by a ystem of hollow grates, dampers, and other devices of the quipment.

Secretary Zech suggested that the meeting in September should be in the nature of an exhibit of common arden and field flowers, so many members of the club not nowing the names of many of these; he suggested a large nd varied quantity of these should be provided for the ext meeting and if necessary to have one of the professor's om the State University present to aid in naming those nknown to the members.

This concluded the business portion of the meeting, nd to Chairman Waters of the "Good of the Club" Committee then presided. This committee had featured for he evening a series of papers from several of the leading holesalers and commission houses on matters pretaining the betterment of conditions from their point of view. he papers were of a high order and were listened to with uch interest by the large audience present.

These will be found elsewhere in our columns. We sk every subscriber to read them so as to obtain enlightenent on present conditions and be ready to act intelliently when the time comes for concerted action as come must.

The meeting was held in the large dancing pavilion the garden where the members could enjoy the refreshing eeze and the aroma of fragrant flowers in the nearby ardens that "The Ridge" is famous for. Everything ossible was provided for their comfort, the luncheon ble was heaped with all that was good to eat; Radishes, elery, Onions, Lettuce and Tomatoes galore, the pride the famous Ridge gardeners, salmon salad, large platters sliced boiled ham, and other tempting dishes that only ine host Karthauser knows how to prepare. Beverages ere abundant and the cigars were passed around many nes. Nick Karthauser is a member of the Chicago orists' Club, having been a practical gardener and florist r many years before starting his present "garden", hich is conducted on intensive irrigation principles. s. J. Kairns, representing Henry A. Dreer Co., Phila. t. was a visitor and said he had attended many florist ub meetings but this one was the best of them all.

Higher Prices for Flowers

By A. T. PYFER, of A. T. Pyfer & Co., Chicago

Unless prices are advanced we will find many growers out of business before another year has elapsed—A demand for system whereby the grower will know his cost—Closer co-operation between grower, wholesaler and retailer

One of the Chicago "Good of the Club" Papers

There is no other line of business suffering today as uch as the flower business on account of low prices obined for the product, and unless the prices are advanced mediately we will find many growers out of business fore the end of another year. Many have already sed all or part of their houses or are devoting them to getables or planning to close them for the Winter. herefore, this decrease in supply, with a normal demand, ll have a tendency to increase prices as the flower busiss is dependent almost entirely on supply and demand. e might say, entirely dependent, since we lack organizaon and strict co-operation among wholesalers and growers. long as a grower is satisfied to get a lump sum at the end the week, regardless of how much stock is sold or at hat price, these conditions will exist.

The grower is the one who is losing the largest amount money these days. Everything he uses in producing owers has advanced and he is paying the price because hatever he buys is controlled by organizations who ow the cost of production and charge accordingly. here is no underselling in other lines for these know the st and keep it before them, carefully consulting it before aking a sale; as prices of raw material advance they raise eir prices.

Let us begin with the grower. Does he know how much osts to produce flowers of any certain variety, or does he know that they can be sold at a profit for a certain price at any time of the year, or at an average price for the season. The grower can keep a record and can know these things and know all he wants to know but he forgets the most important thing of all: SYSTEM. It is just as important to have a bookkeeper in your greenhouses, no matter how small your place is, as it is to have expert knowledge of how to produce good flowers; but since you have no knowledge of cost and are willing to accept your cheques at the end of the week and not demand detailed report, you must not expect better conditions. You must organize and get together—co-operate: grower, wholesaler, retailer. Let the grower keep a record of how much it cost him to produce certain flowers and demand an accurate and detailed report from his commission man, and the grower from his manager, and you will have the first important step toward getting what we must have in order to keep the flower business in existence—higher prices.

If you were to tell an ordinary small grower that he must keep books showing his actual expense and profits he would scoff at the idea; exclaim it was unnecessary. He does not neglect to water or care for his plants as he can observe the results if neglected for one day, yet he is neglecting the very thing he is depending on—PROFITS—for his very existence. What good is all your hard labor (and it is the hardest kind of labor), if you have no profits at the end of the year and a depleted bank account. Therefore, you must employ some one or take time each day, at least, to make a debit and credit entry in a ledger as regularly as you water and cut your stock. Show the wholesaler what it is costing you to produce the stock and demand higher prices.

The wholesalers lack all knowledge of cost of production in most cases; they are unorganized; they do not co-operate with each other; each is doing all he can to undersell his competitor. Instead of helping or co-operating each one is continually underselling the other fellow in order to fill his own purse at the expense of the grower. Is there a stated price on any flower in the market today? A few rare flowers are commanding a high, steady price, but only one or two houses handle these. What we want is a higher price for the common stock we are all dependent on.

During the month of July most florists obtained better average prices for the month than they did last year, and yet they do not know if they have received cost or not, nor has the wholesaler obtained the highest price possible, as many times during the month there was a vast difference in price on the same kind of stock.

Instead of an equal distribution of stock, one house will get more than it can handle and cut the prices to unload at the expense of the grower. Let the grower distribute his stock to as many houses as he thinks best so that no one house will be overloaded, and by several houses handling his stock he can have a daily report of all stock sold and on hand, and distribute it accordingly so that no one is overloaded. Even in a glut the grower gets a better average and more stock is sold than when unloaded in one house and slaughtered, disregarding prices or cost of production. This applies to the grower selling his own stock as well as commission house. This must be stopped; the grower must demand it or it will not stop. Let the grower distribute his stock to several houses and demand an accurate daily report and you will see how soon price-cutting will stop, and co-operation of wholesalers will begin. As they will be forced to meet the prices of other houses and automatically a better and more uniform price will be established; then let the grower show how much it costs to produce flowers, and demand a living price, and you will obtain the higher prices we must all have. Every grower who goes out of business means that much less stock on the market, which may or may not be a good thing for the trade; but inasmuch as flower prices are largely determined by supply and demand, therefore we would think that by curtailing 50% of the stock you would get a 50% increase in price, and there is some doubt as to whether the 50% increase in price would overcome the increased cost of production.

What kind of co-operation is there or will there be with the wholesaler and retailer? Here, too, there is lack of co-operation and a tendency to putting prices down and selling to department stores in order to move the surplus or glut, thus killing the market for several days for the retailer, who must, in a way, meet department store prices, or at least be told about the low prices "downtown" by many customers each day. The retailer wants higher prices and standard or uniform prices to all, and co-operation of of selling wholesale only. Let the retailers buy everything from the wholesaler, and get organized together and overcome these underselling competitors.

I have endeavored to give you a few rambling thoughts which, I hope, will be the means of getting an organization between the grower, wholesaler and retailer, which means co-operation and higher prices.

The accompanying illustration shows one of the two show windows at the Philadelphia store of Henry A. Dreer, Inc. at 714 Chestnut street

This was especially arranged in response to a request from the National War Stamp Committee to boost the sale of War Savings Stamps. The display was made during the week of July 29 to Aug. 3 and attracted much attention

Fuel Restrictions in Russell, Mass.

The following communication concerning fuel restrictions has been called to our attention by Alfred B. Copeland, grower of Russell, who says: "this ruling seems to me not according to the ruling of the Federal board as I understand it." The letter referred to reads:

"I have received today the following information from Mr. James Storrow's office: '*Commercial* greenhouses are classed with manufacturers, therefore they cannot have any anthracite larger than No. 2 buckwheat. They may have bituminous coal up to 50 per cent of their average annual consumption for the last three years, but if their average annual consumption was less than 40 tons they may have 100 per cent.'

(Signed) RUSSELL FUEL COMMITTEE, etc."

Mr. Copeland adds: "Most of the smaller florists are outfitted to burn anthracite coal, but not screenings or soft coal and to do so successfully an entire and expensive addition to the present heating units would be required, which the Federal board seems not to require or desire."

[The State Fuel Administration, as we understand it, has a right to designate the character of the coal allowance, being guided thereto by the supply coming in. Whether this right is an exclusive one or not we cannot say—the only way to prove it out is to appeal to the National Fuel Administration at Washington.—Ed.]

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Everett H. Hart, son of Chas. C. Hart of the Chas. C. Hart Seed Co., Wethersfield, Conn., and who is corporal in Co. B, 101st Machine Gun Battalion, took part in the battle of the Marne, the battalion helping to drive the Germans across the river; then crossed themselves and helped to stop a number of German counter-attacks. It is understood that the battalion was in action for 21 days continuously. A cablegram was received from Corporal Hart by his parents on Aug. 2, stating that he was safe and well, having just come from the front on that day.

Corporal Everett H. Hart. See text

We regret to learn that A. Clarkson, a member of the Westchester (N. Y.) and Fairfield (Conn.) Hort. Society is reported as severely wounded, being in a hospital in England.

Fred Horst, for several years salesman for Arthur Newell, Kansas City, Mo., is on his way to France.

Andrew Irwin of Lancaster, Pa., is now with the Machine Gun Co., 145th Infantry, A. E. F., France.

Lester H. Leland, of the Leland Carnation Co., Middleboro, Mass., was called to the Colors on July 9 and was sent to Fort Totten, where he was assigned to the First Anti-Aircraft Battery Coast Artillery. He was in charge of the company's store at Middleboro.

"A glorious death is his
Who for his country falls."

Albert W. Bowker

We regret greatly to learn that Albert W. Bowker, formerly salesman for Riedel & Meyer, Inc., New York City florists, was killed in action in France on July 15. He was a member of Company H, 165th Infantry.

Plants for Camp Upton

In THE EXCHANGE of Aug. 3, p. 165, there appeared an appeal from Lieut.-Col. J. E. Abbott, Group Headquarters, 152d Depot Brigade, Camp Upton, N. Y., asking for flowers and plants to beautify the grounds around several of the buildings at Camp Upton. Lieut.-Col. Abbott states that as there are no funds available at the camp for the payment of express or freight charges on shipments, Such donations of flowers, plants and seeds can be shipped free, if sent through the National Plant, Flower and Fruit Guild, 70 Fifth ave., New York City, which organization will furnish an approved label, which is all that is required.

Kansas City, Mo.

Some of the florists report an unusual business for the week just closing; unusual for this season of the year and better than had been expected. Most of it is funeral work, but hospital orders have also been heavy.

Stock has suffered greatly from high temperatures, running to 100 deg. and higher, which have prevailed in Kansas City the first two weeks of August. The thermometer reached 108 deg. two or three days in succession and for several other days it was slightly below that, and many of the flowers were burned up. A heavy, soaking rain fell for several hours the night of Aug. 8, which greatly helped stock. The flowers that are available are in good condition, despite the heat, but the supply is short. Gladioli are $6 to $8 per 100. Asters, 5c. apiece; Roses, $4 to $10 per 100; Lilies, $10 per 100.

In the Service

Walter Newell, son of Arthur Newell at 10th st. and Grand ave., has finished his course of training at the aviation camp, Champaign, Ill., and is awaiting orders for service. Fred Horst, who was for several years a salesman for Mr. Newell, is on his way to France.

L. T. Archis, of Sedalia, Mo. and Harry Miller, representing the A. L. Randall Co., Chicago, were recent visitors.

Mr. and Mrs. H. W. Lamb, of the Kellogg Flower and Plant Company, are spending the month of August at their summer home in Outing, Minn.

Mr. and Mrs. A. Elberfield have motored to Minnesota for a two week's stay.

Miss Pearl Foulk, who was formerly with the Apollo Flower Shop in Petticoat Lane and later with J. Austin, 31st st. and Troost ave., is back at the Apollo.

The Kellogg Flower & Plant Co., had the biggest funeral order during the week of July 29 that it has ever had. B.S.B.

St. Louis, Mo.

The flower business for the past week has been at a standstill, nothing going on but necessary funeral work which item has been fair. Continued extremely dry weather has shortened up stock tremendously and this condition is getting worse every day. We have not had what you would call a respectable rain since May. Several small showers since that time have just prolonged the agony. Stock grown out in the field is simply "shot to pieces," and the only good grade stock coming in has been under constant irrigation all Summer.

Roses are in fair supply annd demand at from 2c. to 8c., in the tea class. Russell are the best sellers when obtainable; Ophelia and Killarney are also offered at the above-named prices. Carnations are very small and of poor quality, at 2c. to 3c.

Asters are abundant, in poor graded stock, running at 2c. to 3c.; some few choice ones are found bringing 4c. to 5c. The Gladioli are also poor; field stock has been burnt badly; it sell at 2c., 3c. and 4c., although good, choice stock in pink, red, yellow and spotted sorts brings $6 to $8 per 100.

Lilies are in ample supply for the demand, at 10c. to 12½c.

A few other miscellaneous flowers, such as Phlox, Delphinium and Helianthus are sold at quoted prices. All greens are plentiful except Smilax and Galax.

Lester H. Leland, with the First Anti-Aircraft Battery, Coast Artillery
See text

Successful Annual Meeting

One of the best outdoor meetings in the history of the St. Louis Florists' Club was held at the Jefferson Memorial Building, in Forest Park, Thursday, Aug. 8, the club being the guest of the St. Louis Park officials. Some 60 members were present, and a most enthusiastic and useful meeting ensued. The important feature was the election of officers for the ensuing year, which resulted as follows: President, August Hummert; vice-president, Julius Beneke; secretary Jos. J. Windler; treasurer, Wm. Smith; trustee, 3-year term, Alex. Lurie.

Among the guests were Secretary John Young of the S. A. F. and O. H., who gave a splendid talk on his travels from coast to coast, giving the members a good view of the important features of our business, and urging the great necessity of advertising our business more extensively at this critical time. The club and its individual members have responded heartily to this movement and all who were not in surely got in after his earnest appeal to uphold our interests now. Another welcome guest was J. Fred Amman of Edwardville, Ill., who we hope will be the next president of the S. A. F. and O. H. John Moritz was presented with a silver loving cup in recognition of his untiring efforts to make the last Spring flower show a success. Mr. Moritz and his park staff rendered great help in this undertaking.

Reports of chairmen of the various committees for the national convention were read and all found to be in perfect order for the entertainment of our guests. All officers were present and occupied their new positions. The new members elected at this meeting are: Otto Brunig, Theo. F. G. Browne, Charles Wors, C. A. Kuehn, Jr., and Hiram Niualls. The club was escorted through the park greenhouse, animal and bird houses, and with the customary refreshments it was the end of a perfect day. O. K. S.

Indianapolis, Ind.

There was little to do last week except funeral work, which comes in spurts and which cannot always be relied upon to remove a large surplus from the market.

An abundance of field grown flowers, such as Delphinium, Hydrangeas, Shasta Daisies, Phlox, Golden Glow and Gladioli, featured the trading. Prices vary greatly, as both grower and retailer are apt to follow the general demand, rather than the printed quotations.

Giganteum Liles at $10 to $15 per 100; also rubrums and albums at $5 to $6 are offered in quantity. A few new crop Carnations sell slowly at $1 to $2 per 100. Attractive bunches of Straw Flowers, of the best varieties, are much favored in the shops at 25c. to 50c. per bunch.

The Rose market has been decidedly weakened by the continued warm spell. Much of the shipped-in goods is damaged and the home grown stock is far below the usual quantity. $3 to $8 per 100 is the average wholesale price; $1 to $3 per doz. the retail. A few good Russells are to be had at $12 to $15 per 100; also Am. Beauty Roses at $10 to $25.

Lively Meeting

The State Florists' Ass'n of Indiana held a lively August meeting, with about 30 present. Quite a few from different parts of the State attended, and this always lends interest. The matter of sending flowers to Ft. Harrison weekly was discussed thoroughly and it was the general thought that this important matter be given every attention so that a regular supply be assured. The present committee was continued indefinitely.

President Bertermann and Secretary Steinkamp gave little talks remembering those who were in the service. John Vans of Richmond, Ind., thought a service flag would be the thing and with fine spirit authorized the secretary to purchase a nice one to be used at the club meetings hereafter. It was also thought well to exhibit the service flags in the local store windows.

Adolph Baur thought it would be a wise plan to have a permanent coal committee. After some discussion Messrs, Baur, H. Rieman and Len Elder were appointed.

A special meeting is to be set aside within the next few months in honor of those who come from outside the city.

The Circle Flower Shop was host for the event and a most enjoyable luncheon was served.

William Williamson of the C. B. Thompson Co., Louisville, Ky., is spending a vacation in this city.

Robert Ellis and family have returned from a trip to Anderson, Ind.

There is a growing tendency to attend gatherings of florists since the war started and troublesome problems began to present themselves. It is only through close co-operation that the florists may maintain a fair balance and it is sincerely hoped that many will avail themselves of the national gathering in St. Louis to lend aid and reap the benefit.

Wm. Hack of Ben Davis is cutting his usual supply of fancy Gladioli. His son Carl, who generally looks after the selling end, has lately entered the aviation department at Camp Taylor. I. B.

Cleveland, O.

The unusually warm weather continues and business is sustained at normal by funeral orders and occasional weddings. Large quantities of Gladioli are arriving in both the common and better grades. Some excellent indoor Asters are being sent in, but the field stock is very inferior, having been seriously injured by the prolonged drought. Carnation plants are looking well and housing is in progress. Roses are in low supply, particularly the longer grades, for which the demand is steady. A few orchids are offered daily and are readily absorbed, and Valley is arriving in just sufficient volume to meet the call. Some choice Easter Lilies are to be had and greens of all kinds are superabundant.

The St. Louis Convention

Among those who have signified their intention of attending the S. A. F. convention in St. Louis, Aug. 20, 21, 22, are F. C. W. Brown, Robert Weeks, Walter E. Cook, Frank A. Friedley, Carl Hagenberger, Chas. J. Graham and several others. Despite the acknowledged unfavorable conditions, all indications point to an eminently successful meeting of the national society. Perhaps never before in the history of the society has personal attendance been so imperative as at the present, because of the many vital problems that are now in the process of solution, and because of the absolute necessity of warmly supporting the officials in active charge of the work for the common good. Many Cleveland florists are now away on their annual vacations and there are many unable to get away because of greatly depleted staffs, but notwithstanding, the Sixth City will be well represented at the convention with a goodly list of new names to add to the society roster.

Sunday Closing Works Well

Several weeks have now elapsed since the new Sunday closing rule went into effect in the wholesale market, which is sufficiently long to demonstrate that a closed market on Sunday is not a detriment to business. Retailers doing a Sunday business secure their stock late Saturday, but a marked increase of florists who do not care to do a Sunday business is being noted. A decidedly brisk trade is also noticed early Monday mornings. The change has proved a move in the right direction and it is only a question of time when it will be impossible to purchase flowers on Sunday.

For the first time in many years there are only four wholesale houses in Cleveland, the number being reduced by the Cleveland Florists' Exchange going out of business recently.

James McLaughlin, of the J. M. Gasser Co., returned from his annual vacation Aug. 12. J. M. L.

Publications Received

Chrysanthemum Society of America, Proceedings of the 16th Annual Meeting, held at Cleveland, O., Nov. 8, 1917, including list of members and list of varieties disseminated in 1917.

American Carnation Society, Proceedings of 27th Annual Meeting, held in Boston, Mass., Jan. 30 and 31, 1918; 62 pages.

· Directory of Reliable Retail Houses ·

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The Best Flowers That Grow and Experts to Arrange Them

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THE U. S. Government Bureau of Conservation suggests that retail stores ask buyers to carry home such packages as can easily be handled to aid in saving labor in delivery.

Taking retail business as a whole, from the grocer to the big department store, the delivery of small packages has long been an item of expense. Delivery, overtaxed, abused and taken advantage of beyond its intentions has ceased to be a complimentary service thrown in by the merchant for accommodation and good measure.

The American Stores Company, a corporation of chain groceries, takes this opportunity and cuts out all its delivery at one stroke. They say: "We put a store at every objective point and sell you the goods at a big saving over old methods; avail yourselves and carry home the goods." The department stores suggest, in their newspaper advertising. that customers be patriotic and carry home small packages, to save man power for the government. Just what effect this will have on the average buyer who has been spoiled and pampered so long, remains to be seen.

There is a great class of retail buyers who are not in position to carry their purchases. The florist sells his

New Ruffled Gladiolus Miss Helen Franklin shown an Boston, Aug. 10, by Thos. Cogger of Melrose, Mass. Awarded Silver Medal. See text in Boston letter.

product almost exclusively to this trade. He cannot ask his customers to carry parcels if they want them delivered; and 95 per cent of all flowers purchased must be delivered or there would be no sale. The delivery, therefore, cannot be separated from the sale. We florists, then, cannot follow the advice of the government, but we can reorganize our delivery along better lines that will result in ultimate saving. We certainly need to be more efficient in delivery. The cost of maintenance is now greater than it should be. The haphazard -go-as-you-please plan of delivery service used by all retail florists is presenting an item of expense that is not entirely covered in the selling price.

Take the help situation, once so elastic. No longer can we keep the driver waiting through the best part of the afternoon for goods to be put up and then send him out about the time he should be coming in. He wants to know with reasonable certainty about what time he will finish the day, and he has a right to this consideration.

The business man who lays claim to success must be consistent all around. This is how one of the biggest and ablest men in the world, namely, Charlie Schwab, talks to the employees in the shipyard: "Boys, you're not working for me, you're working with me!" That's the spirit of the day; it unifies effort and gets the goods delivered on time and in time.

"We'll Send It Within an Hour."

For a number of years past, in one of New York's finest stores, when a customer asked, "When can you send it?" the answer in every case was, "within an hour." They had

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In the Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

waiting service in autos, and boys, and featured quick delivery. Recently this stock phrase, "Within an hour," was changed to "When would you like to have it?" with the result that the delivery is just as much a feature and just as quick, but it is more efficient. They are doing the same work with less help and equipment. The question asked with every order, "When would you like to have it delivered?" required a direct answer, which ran accordingly: "As soon as possible"; "By 2 o'clock sure"; "Any time today"; or, "I would rather have it go the last thing today, as it is for evening use." These answers are recorded on the order sheets by the salesman and, when the time was given, it was marked exactly when wanted and not an hour or two ahead to allow for sending, for this is the work of the shipper, who tabulates the delivery time and makes up the routes accordingly. He is the man who occupies this position because he know how long it will take to make a certain delivery and the best, quickest and most economical way to make it. Waiting delivery service that loafs or speeds under stupid direction is wasteful, not so much in the equipment itself as in the lack of intelligence to plan and direct its use.

No matter how small the business the delivery problem is not absent. First, there's the man with greenhouses three quarters of a mile from town. Most of his business is by phone and he must deliver everything. Next comes the average store retailer, drawing most of his trade from his town or a certain section of a large city. In passing quickly he seems not to have or need a delivery; but a closer view shows that his run of funeral work is quite steady and requires daily service, and that, outside of a few specials run in the window, everything calls for service. Then comes the fashionable store in the larger cities, and here we find delivery is a feature of 98 per cent of the sales.

The Cost of Delivery

Most any florist store will decline to send out goods costing less than $1. It is well to use tact in this—an arbitrary ruling is never to be recommended. The cost per piece delivered, on a yearly average basis, is very high, running from 25c. to 75c. The delivery, with its proportionate overhead in a well managed store, will run about 35 per cent on a before-the-war basis; this percentage, however, included the boxing and packing also. In July, August and September the delivery often costs $1 per package, and even $2, depending on how much saving can be made on help in Summer, when it is not needed. On the other hand, in the busy season, the average cost per piece should drop to 25c. per unit, depending on the efficiency of the system and management.

The florist's is a sort of an idealistic business and it is often unwise to attach an item to the customer's bill, like "delivery, $1." But carfare by your messenger to out of town points must be paid for and the customer is the one who pays. On a larger order the added expense disappears, but on the average order it should always be charged for as an extra item and not taken out of the goods, or at the end of the year the delivery costs will stun you. On a small order outside the delivery limits, it does not pay to send a boy even though the carfare is paid by the customer, because the added cost of the boy's time on the small order will diminish the profits until it becomes simply an accommodation.

Proper Routing Reduces the Cost

Every retailer should use a light auto. There is no business that can afford to be without at least one car. While it is true that the customers of the florist make unreasonable demands this is no reason for leaving the delivery without direction. It is really surprising to see how wastefully this service is conducted in establishments of national prominence, that is, as far as a name goes.

It was in one of these that I had the opportunity to see how they did it at Easter. A fleet of automobiles had been engaged by the hour to handle the extra business. As fast as the goods were ready they were piled in a machine without routing. The driver was told where to stop next by a boy who waded among the packages, handling them over and over to hunt out the addresses. The driver went up and then down, retracing and crossing, going miles out of his way, for the boy, as can be imagined, often got the cart before the horse. The driver was like a navigator trying to find a port without a map; but he didn't care, for he was working by the hour. On the return to the store the boy gave the shipping clerk a double handful of coupons detached from the tags containing the signatures of the recipients. The shipper dropped the coupons in a large violet box like so many beans. Just think of the fine time he will have hunting for Mrs. Blank's ticket if he is called to prove the delivery.

The Card Index System the Best

The usual way of routing, and one in general use, is to have the shipper make up the trip and then copy the name and address in route order on a sheet or book for the delivery man to follow, obtaining a receipt for every de

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livery. The great drawback in this system of routing is the delay caused by the clerical work of the shipper in copying the trips for the drivers. In the rush season when every minute counts and the cars are waiting the time loss is considerable. I have had a lot of experience in handling the delivery problem and I recommend the card index system as the quickest method of routing and dispatching. This system takes all the clerical work out of this department and puts it in the office. Here the order clerk makes out the tag, and an index card, 3x5in., with a hole in center near the edge. This card bears the name, address and date, leaving a space for the recipient's signature. The index card is clipped to the order and remains with it until after it is filled, then it goes into the shipper's file. All that now remains for him to do is arrange his cards so they will run in route order and hand them to the driver with the goods. The driver puts the cards in a loose leaf binder with a ring clasp. As the cards are signed, he simply turns them back without detaching from the ring.

When he returns he gives the cards, now signed, to the clerk, who indexes them alphabetically, in a box file, where they can be immediately produced if wanted. The card index system of routing will increase the efficiency of the delivery at least 30 per cent by saving time, help, confusion and error. A grower friend of mine, using his own car, helping on the delivery with the card system, handled twice as much in a given time as he did the following day when he hired out to another store where they kept him waiting an hour before each trip, and then gave him the route on a piece of ribbon paper that soon became illegible and torn.

To have a reputation for quick and reliable delivery service is the greatest asset a store can have. There can be no compromise on delivery. It must be right and it must be dependable. Carefulness and a reasonable amount of style in package and equipment are essential and go hand in hand with reliability and speed. By no means let down on appearance. Don't neglect the car, but have it done up this season as usual. There must be no such dangerous practice as cutting down on delivery; no false economies in war times.

The Undertaker and the Florist

Editor The Florists' Exchange:

I noticed an article in THE EXCHANGE of Aug. 3, page 175, entitled "Business with Undertakers". As far as paying an undertaker 20 to 33 per cent. commission is concerned, I for one do not intend to pay any undertaker commission on my labor. The time is coming soon when all the florists will have to come to some understanding on the subject. An undertaker has no right to sponge upon the florists' labors. What would an undertaker think of a florist if the latter should come to him and say: "A man has died up my way; if I get you the job I want 25 per cent. commission." I suppose the undertaker would call the florist all kinds of names; yet he has the "cheek" to take what belongs to the florist. When commissions are paid to undertaker the customer is not getting what he pays for.

The florist should get together; they can do so without harm to themselves. They will have the respect of their customers and can give them value to 100 cents on a dollar, which they are entitled to. Every florist should have a printed card in his place of business letting the public know the facts. Very few of the public are aware of this "graft" of the undertakers and when they are educated to the fact, it will be better for all florists. Let the undertaker mind his own business, get his legitimate profit from his labors and "stay in his own yard," letting the florist have what rightfully belongs to him. I hope to hear further from our fellow florists in regards to the "undertaker's commissions."

Aug. 8, 1918. THEODORE STREZESKI, N. J.

Foresees Wonderful Development After War

Editor The Florists' Exchange:

Was it in your columns that I lately saw the suggestion that nurserymen take up landscape gardening as a "side-line"? I rise to protest against such a mistaken proceeding, and to give my reasons for such protesting.

Many things this terrible and blessed war is doing for us; terrible for obvious reasons; blessed for reasons equally obvious, for many blessings have already come from it for our country; the greatest one "in my foolish opinion" the discovery by the public mind of the value, dignity and delight of farming and gardening. After the war, there will be—make no mistake about this—such a renaissance of beauty in this land as is not dreamed of now. Every man, woman and child who has grown vegetables, will be calling for flowers, flowering shrubs and all the

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oes your foreman read The Florists' Exchange? If not, a present to him of a year's subscription would be appreciated.

beautiful decorative material which exists in our nurseries. Flower gardens will be the order of the day everywhere. New societies will spring up devoted to special flowers. The offices of landscape architects and garden designers will be overwhelmed with work. The newer shrubs and trees will be in immense demand. If unworthy design is given to the public from now on, by untrained men or half trained men in the nursery business, the public mind will be misled and an opportunity will have been unused to set the feet of Americans in the path of true beauty.

If the nurserymen must add landscape gardening to their usual routine of business let me urge upon them the employment only, of designers who are graduates of recognized schools or departments of our universities, men unlikely to force upon unsuspecting clients such material as Colorado Blue Spruce, Golden-leaved Philadelphus, and the other out of date stock now under the ban of all persons of taste. It would be far better for the general advancement of horticultural taste in the country, and therefore ultimately far better for them if, as a rule, the nurserymen would keep to their own province, the improving of their stock, and the interesting and remunerative business of filling orders for that stock. LOUISA YEOMANS KING.

Mrs. Francis King,
Alma, Mich., July 31, 1918.

We welcome this letter from Mrs. Francis King, well known in many florist circles, and president of that eminently serviceable organization, the Woman's National Farm and Garden Association.

We have printed Mrs. King's letter in full, and are happy to state that she is somewhat mistaken in her conclusions as to the course we are steering in our endeavors to induce florist-growers to take interest in nursery stock.

We have not advocated that nurserymen take up landscape gardening as a side line, for the reason that today there are few nurserymen catering to ornamental side lines who have not one or more first class landscape gardeners attached to their staff, men who reflect honor on the nursery business, and who are fully as able to cope with the problems of landscape gardening as is the landscape architect, perhaps better able for, as a rule, he is more thoroughly acquainted with plant life and realizes better its development, and the correct positions for trees and shrubs with a view to the consummation of their crowning glory.

Our special endeavor is to interest the florist-grower to plan and plant out a show ground, first with an eye to the improvement of his own property, and secondly with a view to stimulating the free use of trees and shrubs by the average householder—a propaganda which he of all men is best fitted to carry out. The result of such an effort on a fair average would be that the planting of ornamental nursery stock would be increased one hundred fold. And the florist-grower will find an ample field for his work in planting out and caring for small properties. It would be unnecessary, in fact, unwise, for him to make an effort to plant large properties; these can well be left to the men who have made this larger work their life sturdy.

As to "Colorado Blue Spruce, Golden-leaved Philadelphus, and other out of date stock now under the ban of all persons of taste", we must refuse to be drawn into a discussion of these higher ethics of "refined" planting.

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Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
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The Pacific Coast

San Francisco, Cal.

C. W. Ward, of Eureka, Cal., advises the writer that he feels confident that he will obtain his full import orders of Dutch bulbs this year, for in addition to holding import licenses from both the United States and Holland Governments, he has received assurances from influential sources that, as his orders are for bulbs for planting, rather than for re-sale, they will be given preference in shipping. Mr. Ward states that his purchases of Dutch bulbs this year are the largest that the Cottage Gardens have ever made. He expects his shipment to be afloat between Sept. 5 and 10.

D. Raymond, of the Garden City Pottery Co., states that Government restrictions have so far not affected his company's output of flower pots, and as yet there are no clouds on the horizon.

F. C. Jaeger, of F. C. Jaeger & Son, advises the writer that he believes the floral offerings tendered to "Eddie Graney" on the opening of his new establishment, would, at a conservative estimate, amount to more than $1000, many of the pieces costing upward of $40 each. "Too much publicity cannot be given to a matter of that kind," says Mr. Jaeger. "Time and again, people would send floral offerings on an occasion of this kind, but fail to do so, simply because they do not think about it. It is the florist's duty to keep the matter in their minds."

Richard Diener has named one of his new Gladioli after Miss Gladys Plath, daughter of H. Plath of the Ferneries, and another after Mrs. Jack Walsh, wife of THE EXCHANGE correspondent. The first named Gladiolus is a cattleya-lavender with carmine throat; the second is salmon-pink with deep red throat. Both varieties having characteristics of great promise.

Mr. Dobner, of Schmitz & Dobner, of Stockton, Cal., dropped into town on Saturday, Aug. 3, and was a guest of the Pacific Coast Hort. Society that evening. Other visitors in town included M. H. Ebel, of Sacramento, and C. W. Ward, of Eureka, who is making his headquarters at the Hotel Whitcomb.

Club Meeting—Coming Picnic

At the August meeting of the Pacific Coast Hort. Society, held on Aug. 3, J. A. Carbone exhibited a specimen of orchid Vanda Luzonica, which received an award of 95 points. At this meeting it was decided that the picnic of the society be held at San Mateo Beach, San Mateo County, on Sunday, Aug. 25. Those going to the beach by electric car can reach there by taking the San Mateo car, at 5th and Market sts., and alighting at Peninsula ave., Burlingame; then walking westward to the beach. At this writing it is expected that some arrangement will be made whereby guests who come by electric car will be taken down to the beach by automobile, but a definite announcement on this point will be made later. Those making the entire journey by automobile will find the beach easily reached by turning westward from the Mission rd. at Peninsula ave., Burlingame.

J. R. W.

Portland, Ore.

August so far has been highly satisfactory. Flowers have been fairly plentiful, but the steady funeral work keeps them pretty well cleaned up. Good Asters are now coming in. Carnations are still coming in finely and clean up well but the growers who still have a bench or so in crop will soon be throwing them out to plant young stock. Miscellaneous outdoor flowers are still coming in but will soon be off the market, as the weather continues dry. The Rose crop on the young, newly set stock is arriving, so that the call for the Rose can again be taken care of.

Buy From the Commercial Grower

Gladioli are of excellent quality and in good supply; in fact it looks as though there might be an oversupply soon. They have sold well with both the grower and the retailer. Let us hope this flower will not be overdone. The writer had occasion to speak to a private party soliciting sale for some 5000 Gladiolus flowers that she expected to dispose of to the trade. Now it can be safely said that there are enough commercial growers to fully supply all the Gladioli that are needed and when a retailer buys from private people he takes what really belongs to the grower, who makes his living from the business. Private parties will also make a sacrifice more readily than growers and the result will be that instead of the grower realizing from 5c. to 8c. he will get from 2c. to 4c. and the retailer will find that his competitor has cut the prices correspondingly. Retailers have been making the mistake for years of buying such flowers as Daffodils, Narcissi and many other sorts from non-commercial growers at very low prices until

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now very few commercial growers are willing to take the chance and grow them, as the private competition is ruinous. The motto of the retailers should be, "Buy from the grower whenever possible, even though his price be higher."

Henry Pfeifer has again opened up his stand at the Market.

Niklas & Son are showing fine indoor grown Zinnias with stems from 14in. to 24in. long.

The Martin & Forbes Co. made several unusual floral designs recently, including a large American flag and an airplane with a spread of 6ft., all made up in flowers.

H. NIKLAS.

City Water Injurious to Plant Life

The following question is submitted in the hope that one or more of our readers will be in a position to answer it, perhaps one who has himself suffered injury from a too high percentage of chlorine in the water, although it would be natural to assume that if such is the case, it might also be injurious to the humans who drink the water:

"Has there ever come to your notice any case of injury to plants through their being watered with city water which has been subjected to chlorinization treatment for killing of bacteria? This process is frequently used, we believe, for rendering city water free of disease germs, and we are anxious to find out whether the amount of chlorine gas in the water would have an injurious effect on plant life."

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New York City

The Market

Aug. 13.—The two pronounced features of the wholesale cut flower market this week are a medium large general supply of flowers, mostly of those grown in the open, and a small demand.

American Beauty Roses are in medium supply and the quality of these in general is rather poor. The demand is very moderate and special grade blooms are selling at from 6c. to 30c. each and the other grades at corresponding prices.

Hybrid tea Roses are in fair supply for the season. They are moving slowly, the top grades at prices ranging from 3c. to 8c. each in general, with small sales of the choicest blooms of the preferred varieties at from 10c. to 25c. each and bottom grade blooms at from 25c. to $3 per 100.

Carnations from the old plants are practically over and only a few blooms from the young plants are arriving. Prices range from 25c. to $1 per 100 with few purchasers.

Cattleya orchid blooms are in extremely short supply which is not sufficient to satisfy even the present weak demand. They are selling at from 25c. each for the inferior varieties up to $1 each for the preferred varieties and some very small sales are reported at a still higher price.

There is an abundant supply of white and pink Lilies, both moving slowly, the former at from $4 to $6 per 100 and the latter at from $1.50 to $3.

A moderate supply of Lily of the Valley, some of it of excellent quality, is now arriving. The demand for it at from $2 to $8 per 100 is not brisk.

Of the Summer flowers grown in the open the supply of Asters and Gladioli is not as large as last week. A little better price, as may be seen from our quotations, are obtained for the higher grade blooms of each. The supply of other Summer flowers is quite varied and moderately large, but the demand for these and for greens is small and sales are made only at low prices. An exception to this statement should be made in the case of Tritoma, the blooms of which are scarce this year and have been selling and are now to some extent at about $4 per 100.

S. A. F. Convention

It may be unnecessary, but will do no harm to remind the members of the craft that the party from New York City and vicinity, traveling from New York to St. Louis to attend the S. A. F. and O. H. Convention, will leave this city on the Keystone express, No. 21, from the Pennsylvania Terminal Station, 33d st. and Seventh ave., New York City, at 2:04 p.m., on Sunday, Aug. 18. The names of those from New York and vicinity who propose to attend the convention were given in our last issue, and up to this date, Wednesday, no other names have been reported to us.

Gladiolus Show

The Horticultural Society of New York will hold an exhibition of plants and flowers on Saturday and Sunday, Aug. 24 and 25, in the Museum building, New York Botanical Garden, Bronx Park. The premium list is arranged for distribution, and will be sent on application to the secretary, George V. Nash, New York Botanical Garden, Bronx Park, New York City.

O. A. M. Miller of the Green Floral Co., Dallas, Tex., who some time ago came to New York to undergo a serious operation, which was performed recently, is reported to be now well on the road to recovery.

Geo. Vlachos, formerly a retail florist, has recently published two copyrighted post cards. On the reverse of the one is a poem entitled: "'Never Again' the Kaiser's Cornflower but call me Liberty Blue." and on the other is a poem also about Cornflowers, entitled: "The Pleading Little Flower." These patriotic post cards are well illustrated in colors with Cornflowers, soldiers and the flags of the several allied nations. Not a few articles have been written and published during the last few months, the trend of all of which show that the Cornflower, Centaurea Cyanus, is a flower of English origin and belongs to the whole world and not to the German Kaiser and his followers exclusively.

John Miesem of Elmhurst, L. I., the well-known Lily grower, and Mrs. Miesem, will celebrate their 25th marriage anniversary on Aug. 24. They will spend a few days about that date with Jos. S. Fenrich and family at their Summer home at Bradley Beach, N. J., during which visit they will make a trip in Mr. Fenrich's auto to Atlantic City, N. J.

Marcel Lamont, formerly in charge of the flower shop at the Hotel Astor, is now in Jacksonville, Fla., at Camp Johnson, teaching our soldier boys the French language.

Some fine specimens, for this season of the year, of Russell Roses and also of the new variety Columbia were noted this week at Jos. S. Fenrich's, 51 W. 28th st.

When calling recently at H. E. Froment's, 148 E. 26th st., who, as is well known, is one of the largest receivers of Roses in New York City, our attention was called to the unusual quality for this season of the year of Mrs. Shawyer, Prima Donna and Columbia.

To correct a misleading word in last week's issue we desire to say that Harry A. Bunyard is still with the Nitrate Agencies Co., at its New York City office, and will remain with the company until he is called overseas, which will probably be in the course of a few weeks.

Boston

The Market

Aug. 14.—There is a slight shortage of outdoor flowers, due to a severe rain and hail storm which struck this section of New England the middle of last week. Business is rather quiet and the shortage is not materially felt.

There is a moderate supply of American Beauty Roses, which are selling fairly well at 6c. to 25c. each. There is an abundance of hybrid tea Roses of good quality which are moving fairly well at prices ranging from 1c. to 10c. The latter price is only obtained for small lots of Kaiserin, Ophelia and Russell.

Carnations are practically all out of the market and those that reach the market sell at $1 per 100. Asters are in lighter supply; the wet weather has spoiled many of them. Late Asters will soon be in good supply and look well this season. Gladioli are abundant but are moving fairly well at reasonable prices. Cattleya orchids are scarce but there is very little call for them at this time.

There is a fairly good supply of Lilies without any noticeable demand. There is a big supply of Lilium Auratum which hardly can be sold at any price. Lily of the Valley is very scarce, at $6 to $8 per 100. There is a good supply of all seasonable greens, such as Asparagus and Adiantum, which has a fair call. Plants are moving slowly; the only kinds offered are Dracænas, Crotons and ferns.

Mass. Hort. Society

The board of trustees at a meeting last week voted an appropriation not exceeding $3500 for the 1919 schedule of exhibitions and gave the following outline of prizes and exhibitions: For the exhibition of products of children's gardens $250; for children's gardens within 10 miles of the State House $250; for amateur home vegetable gardens within 10 miles of the State House $250; for exhibition of the products of amateur home vegetable gardens $250; for a fruit and vegetable exhibition in September $1000 for vegetables and $500 for fruit.

Annual Gladiolus and Phlox Exhibition

The exhibition held at Horticultural Hall on Saturday and Sunday, Aug. 10 and 11, was not large but the quality of the flowers was exceptionally fine in many instances. The show was a little too early for some growers. The attendance was good. A notable feature was the many seedlings of merit that are being raised in this section of the country.

The majority of the prize winners were in the amateur class. Thos. Cogger of Melrose, Mass., was awarded first for a vase of six spikes, any other color, with Miss Helen Franklin. He was also awarded a silver medal in open competition for the same variety. Miss Helen Franklin—which, by the way, we singled out as a winner when it was exhibited at the show of the American Gladiolus Society in New York, last Summer, and illustrated in the G. and F. Annual for 1918—is said by the originator to be one of the finest varieties for florists' use. It is a clear white, with violet stripes on the lower petals, developing seven flowers when in full bloom. It is a very upright and strong grower. About 200 blooms were shown in Boston. See illustration in another column.

S. E. Spencer, a heavy prize winner, was also awarded a silver medal for a magnificent display of Gladioli which contained beautiful varieties showing superior cultivation.

The Boston Cut Flower Co. put up a remarkable display of artistically arranged Gladioli in baskets and was awarded the society's silver medal.

Bronze medals were awarded C. W. Brown and Jelle Roos for displays of Gladioli. George N. Smith received honorable mention for collection of herbaceous Phloxes.

There was a good display of seasonable fruit and excellent collections of vegetables which were fine examples of superior cultivation.

Severe Hail Storm

On Wednesday eve'g, Aug. 7, a terrific hail and windstorm did considerable damage to vegetation in this section of the country. Many large trees were uprooted in the Boston Public Garden. Many war gardens also suffered damage, more particularly by the hail.

M. A. Davenport of Watertown has an immense range of greenhouses, mostly de-

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" Extra	4.00 to 8.00	Antirrhinum, per bunch	.05 to .10
" No. 1	3.00 to 6.00	Asters	.15 to 2.00
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	..... to .....
Killarney	.25 to 3.00	Ordinary	.25 to .50
Killarney Brilliant	.25 to 3.00	Delphinium, per bunch	.10 to .20
White Killarney	.50 to 4.00	Ferns, per 1000	1.75 to 2.00
White Killarney, Double	1.00 to 5.00	Galax, green and bronze, 1000	..... to 1.00
My Maryland	.25 to 3.00	Leucothoe, per 1000	4.50 to 7.00
Columbia	1.00 to 10.00	Gladiolus	1.00 to 2.00
Hadley	.50 to 8.00	Lilies, Longiflorum	4.00 to 6.00
Hoosier Beauty	.25 to 4.00	" Rubrum	1.50 to 3.00
Key	5.00 to 25.00	Lily of the Valley	2.00 to 8.00
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Wholesale Florist

55 WEST 26th STREET

NEW YORK

Telephone, FARRAGUT 4559

When ordering, please mention The Exchange

WHOLESALE FLORISTS

A. L. Young & Co.

54 WEST 28th ST. NEW YORK

Consignments Solicited

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Over and above all, the first duty the florist owes to himself is to get physical possession without delay of his 50 per cent. allowance of coal

B. A. SNYDER CO. *Wholesale Florists . .*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Aug. 12 1918	Cincinnati Aug. 12, 1918	NAMES AND VARIETIES	Boston Aug. 12, 1918	Pittsburgh Aug. 12, 1918
20.00 to 30.00	..... to	Roses—American Beauty	2.00 to 20.00	2.00 to 20.00
2.00 to 6.00	..... to	Hadley	2.00 to 10.00	..... to .....
2.00 to 6.00	3.00 to 8.00	Hoosier Beauty	2.00 to 10.00	2.00 to 8.00
..... to	..... to	Kaiserin Augusta Victoria	1.00 to 10.00	..... to .....
2.00 to 4.00	2.00 to 6.00	Killarney	.50 to 4.00	..... to .....
3.00 to 6.00	2.00 to 6.00	White Killarney	.50 to 4.00	1.00 to 6.00
3.00 to 6.00	..... to	Killarney Queen	.50 to 6.00	..... to .....
2.00 to 3.00	2.00 to 4.00	Mrs. Aaron Ward	..... to	1.00 to 6.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 10.00	2.00 to 10.00
..... to	..... to	Francis Scott Key	2.00 to 8.00	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	2.00 to 6.00
3.00 to 6.00	..... to	My Maryland	..... to	1.00 to 6.00
..... to	..... to	Prima Donna	2.00 to 6.00	2.00 to 10.00
3.00 to 6.00	3.00 to 8.00	Ophelia	1.00 to 8.00	2.00 to 8.00
2.00 to 5.00	2.00 to 8.00	Richmond	.50 to 4.00	2.00 to 8.00
3.00 to 8.00	2.00 to 8.00	Sunburst	.50 to 4.00	1.00 to 4.00
3.00 to 6.00	..... to	Killarney Brilliant	1.00 to 6.00	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	..... to .....
1.00 to 1.25	..... to 1.00	Adiantum, ordinary	..... to 1.00	1.00 to 1.25
..... to	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	.35 to .50
.50 to 2.00	2.00 to 4.00	Asters	.50 to 1.00	1.00 to 2.00
1.00 to 2.50	2.00 to 3.00	Calendula	.50 to 1.00	..... to .....
1.00 to 2.50	..... to 2.00	Carnations, Select	..... to 1.00	..... to 1.00
1.00 to 2.50	1.00 to 1.50	Ordinary	..... to	..... to .....
.50 to 1.00	..... to	Coreopsis	..... to	..... to .....
1.00 to 1.50	..... to	Daisies	.50 to 1.00	..... to .....
..... to	..... to	Delphinium, per doz	..... to	..... to .....
..... to	..... to .15	Ferns, Hardy	..... to	..... to .20
..... to	..... to	Gaillardias	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to .12½
2.00 to 3.00	3.00 to 8.00	Gladioli	4.00 to 6.00	2.00 to 4.00
.75 to 1.00	..... to	Leucothoe	..... to	..... to .....
8.00 to 10.00	..... to	Lilium Formosum	..... to	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	4.00 to 8.00	8.00 to 12.00
3.00 to 5.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to .....
..... to	..... to	Mignonette, Per 100	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 60.00	40.00 to 50.00
..... to	..... to	Phlox	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, per doz. strings	..... to	..... to 2.00
.25 to .60	..... to	Sweet Peas	.50 to 1.00	..... to .....
..... to	..... to		..... to	..... to .....
..... to	..... to		..... to	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.

New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

Boston—Continued

voted to the growing of ferns. This is one of the places where Italian women do a large part of the work and are giving good satisfaction. Some of the greenhouses are to be closed up next Winter.

Wm. R. Morris of Wellesley, who has been a Rose grower for many years, is going to grow Carnations the coming Winter; in this way he hopes to be able to get along on his allowance of coal. R. C.

Rochester, N. Y.

Business generally is quiet, as is usual at this time of the year, but things are far better than can be expected under present conditions, and if transportation were reliable much more business could be done. However, under present circumstances it is impossible to ship anything with the assurance that the goods will arrive at their destination in a satisfactory condition, especially through the intense heat which has been general here for the past two weeks or more.

The market is pretty well overstocked with Gladioli and a few other odds and ends of outdoor material. Roses are not particularly abundant but the supply at present is fully equal in most cases to the demand, and the heat plays havoc with the blooms. Asters are not plentiful. A few are coming in but the quality is generally poor, although there is every reason to believe that late Asters will be good, as we have had some good rains lately.

Charles W. Curtis of Irondequoit, N. Y., has a new white Aster, apparently of the branching type, which he has been nursing for some time. It has every promise of being the best early white extant.

The contents of the greenhouses; also implements, etc., of the establishment conducted by the late Frank O'Brien, were sold at auction on Saturday, Aug. 10, at Fairport, N. Y.

Geo. De Muth, formerly with Geo. B. Hart and now stationed at Camp Dix, made a short visit this week. He expects to leave shortly for overseas duty.

Thos. J. Sullivan has gone across, news to that effect having been received. H. B. S.

Bridgeport, Conn.

The war gardens have been seriously affected by insect pests especially the aphis, so that the crops will be small. Flowering plants in the cemeteries have also suffered.

Some of the local florists will have to close up part of their houses, in order to comply with the 50 per cent. fuel order. One leading firm, which has about 30 houses, will close up at least nine of them.

Fine Asters, Snapdragons, Gladioli, Stocks and other seasonable flowers are being cut.

Business in general is not brisk; about the only call for flowers is for the sick at the hospitals. F. E. B.

"WORTH WHILE" QUALITY
Seeds · Bulbs · Plants For Florists Seedsmen Nurserymen
Florists' Flower Seeds a Specialty Seasonable Price Lists Mailed Upon Request
Winterson's Seed Store, 166 North Wabash Avenue, Chicago
When ordering, please mention The Exchange

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
When ordering, please mention The Exchange

Chicago and the West

The Market

Aug. 13.—The mercury on Monday reached 101 deg., which is within one deg. of the August record of a week ago, and the third hottest in the history of the weather bureau in Chicago. Such weather conditions are bad for the flower market, both wholesale and retail. Stock is popping into bloom prematurely and everything is showing the effects of the heat. Poor stock and slow sales are the prevailing characteristics of the market.

There are some Am. Beauty Roses of fair quality, cut mostly from young plants, that are having a steady call. Mrs. Russell is the best of the other varieties for hot weather use, as the great substance of the blooms prevents them from opening quickly, which is a desirable trait for hot weather shipping. All the other varieties open more quickly, the market being well filled with open stock. Good stock for shipping is scarce.

Carnations are about as poor as they ever get to be. The fact that it is their off season, coupled with the extreme heat, are the reasons for this. Gladioli are offered in large quantities everywhere but some dealers say there are not as many as there were this time a week ago. However, there are more than enough for the demand and prices are low. The price last week ranged from $1 to $4 per 100.

Asters are another strong feature of the market, but they are showing the effects of the extreme heat. Should the heat continue Aster growers are fearful lest the entire crop may be irreparably damaged. They are selling at from $1 to $4 per 100. Orchids and Lily of the Valley are on the short side but as there is no active demand their scarcity is of but little importance to the dealers. The supply of Easter Lilies is good; there is also plenty of L. rubrum, which meets with only a moderate demand, its chief use being for funeral work. Water Lilies are selling exceedingly well. Golden Glow 'Mums are still coming in and are being featured in the window display of some of the leading retailers.

There is the customary supply of all Summer flowers, all of which show more or less damage from the heat. The supply of greens is ample. With a stronger demand fancy ferns might not be sufficient, as reports come from the shippers in the North Woods are to the effect that the difficulty in getting suitable help for the picking of this crop is fast becoming a perplexing problem with them.

General News

A. Lange, 25 E. Madison st., has returned from a vacation in Mt. Clemens, Mich., very much improved.

Secretary John Young was in the city Friday and Saturday, collecting donations of Chicago firms to the National Publicity campaign. The secretary desires to make the best possible showing for the society in his annual report at the convention to be submitted at St. Louis next week.

C. B. Knickman, representing McHutchison & Co., is in the city on his way home from a trip to the Pacific Coast. While on the coast he visited the famous Eureka Gardens, and speaks highly of the Tulip and Hyacinth crops that are now being harvested there. Azaleas and Rhododendrons out there

Chicago, Aug. 13, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials, per doz.	4.00 to 5.00
36-inch stems "	3.00 to 4.00
30-inch stems "	2.00 to 3.00
24-inch stems "	1.50 to 2.00
18 to 20-inch stems "	1.00 to 1.50
Columbia	4.00 to 20.00
White and Pink Killarney	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
Milady	2.00 to 6.00
Mrs. Aaron Ward	2.00 to 6.00
Mrs. Chas. Russell	4.00 to 15.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Ophelia	2.00 to 6.00
Carnations, Select	1.00 to 2.00
" Ordinary	.50 to .75
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
" plumosus, strings	40.00 to 50.00
Asters, Common	1.00 to 2.00
" Fancy	2.00 to 4.00
Adiantum	1.00 to 1.50
Calendulas	2.00 to 3.00
Candytuft, per bunch	.35 to .50
Coreopsis	.50 to .75
Cornflowers	.50 to 1.00
Daisies	1.50 to 2.00
Delphiniums, per bunch	.35 to .50
Ferns, Hardy, per 1000	2.00 to 3.00
Feverfew, per bunch	.25 to .35
Galax Leaves, per 1000	..... to 1.25
Gaillardias	1.00 to 1.50
Gardenias, per doz	1.50 to 2.00
Gladioli, Fancy	2.00 to 4.00
" Common	3.00 to 4.00
Leucothoe Sprays	1.00 to 2.00
Lilium Longiflorum	6.00 to 8.00
Lilium Rubrum	2.00 to 3.00
Lily of the Valley	5.00 to 6.00
Mexican Ivy, per 1000	..... to 6.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas, per doz	6.00 to 7.50
Pansies, per bunch	.10 to .15
Shasta Daisies	1.00 to 1.50
Smilax, per doz	2.50 to 3.00
Snapdragons, per doz	.75 to 1.00
Sweet Peas	.50 to .75
Water Lilies	2.00 to 4.00
" " Fancy	6.00 to 8.00
	..... to .....

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST. CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchange

THERE is plenty of good stock, particularly out-door grown flowers.

ASTERS. Some of our big growers are in full crop. There will be plenty of them from now on. $1.00 to $3.00 per 100.

GLADIOLUS. Many novelties and all the standard varieties, such as *America, Augusta, Francis King* and *Panama*. $5.00 per 100. Special price in quantity.

EASTER LILIES. We have had a large supply every day, and no surplus. This is the best indication of the uniform quality of our Lilies. $12.00 per 100.

RUBRUM LILIES. In quantity, both long and short stems. Very desirable for design work and inexpensive. Shorts, $4.00 per 100; Long, $6.00 per 100.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Asters
Gladioli
and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN
5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA
Seasonable Flowers

When ordering, please mention The Exchange

re looking fine and are in widespread emand throughout the country.

Nick Spiropolos, proprietor of a basement flower store on Wabash ave., known s the Wabash Flower Market, was attacked on Friday night by a stranger who went into his place of business and sked for a casket spray. Just as the florist was filling the order the stranger hit him on the head with a piece of cast ron rod that broke on his head. The blow did not stun him as expected and his outcry caused the would-be robber to make a hasty escape. Nick was around he market Saturday exhibiting a cut head and the piece of iron rod that caused it. This happened in the heart of he loop district and within three blocks of the Chicago wholesale market.

Thein's Greenhouses, under the direction of J. Fred Wustenhoff, are fast assuming an up-to-date appearance. Stock s being potted and in the Carnation houses new benches have been installed and soil put in ready for benching.

The Ove Gnatt Co., La Porte, Ind., has an exhibit of artificial flowers and preserved foliage at the manufacturers' exhibit at the Palmer House. H. G. McLellan will represent this firm at the St. Louis Convention, where it will have an exhibit of preserved material suitable for the florists' trade.

Creditors of Pyfer & Olsem filed an involuntary petition in bankruptcy against them in the U. S. Court in Chicago, on Aug. 6. The claims scheduled by the petitioners are: International Forwarding Co. $85.25, Van Zonneveld Bros. & Phillipo $584.60, and L. Van Leeuwen & Sons $303.40, all representing Holland firms. The business of the firm has been in a tangle since last February when Harry E. Philpott filed a bill of foreclosure under which a receiver was appointed, Mr. Philpott eventually succeeding to the receivership, which terminated by agreement July 1 when the profits of the season's business were to have been divided among the creditors. Mr. Philpott endorsed all the purchase notes and took second and third mortgages as security. The property formerly belonged to Herman F. Schuettler, chief of police in Chicago, who holds the first mortgage and who filed suit July 23 to recover interest due on notes. The firm of A. T. Pyfer & Co., wholesale commission florists, have no connection with these proceedings as a body, other than Mr. Pyfer's own personal interest.

I. O. Kemble of Marshalltown, Ia., is in the city. He complains of the difficulty in his State of securing competent greenhouse labor. He came here to engage a foreman.

Allie Zech and wife and E. C. Pruner and wife will start Thursday for a trip to the St. Louis convention. They expect to make the entire trip by auto, spending the first night out in Joliet and the following one in Springfield.

President Lautenschlager of the Chicago Florists' Club estimates that the entire representation from Chicago to the St. Louis convention will be about 50. Paul Klingsporn of the booster committee is compiling the list.

A large number of visitors on their way to the convention are expected in the city Sunday and Monday next Some of the wholesale houses expect to keep their places of business open Sunday for the purpose of accommodating and entertaining such visitors as may be in the city that day. On Monday evening a dinner will be furnished the visitors before taking the train for St. Louis.

Chas. Kohn, well known on the wholesale market, is in Co. D, 326th Infantry, in France. He has written a letter to Wietor Bros. telling of camp life over there and adds incidentally "the flower business is a very poor business in the Army."

Fort Wayne, Ind.

We have been experiencing the hottest weather for 20 years; the thermometer registering as high as 110 deg. on Tuesday, Aug. 6. However, the demand for flowers did not suffer materially from these conditions, as several of the florists report a better call than there has been for weeks, with funeral work predominating, and a number of small weddings. The supply has been wholly inadequate to the demand, especially in flowers for funeral work. Lilies having been decidedly on the short side, while there was an excellent demand for them. The same was true of Roses, those obtainable being of poor quality. Russell, the best Summer Rose on the market here, is off crop, and Shawyer is looking decidedly faded.

Among outdoor flowers, Asters are the mainstay of the florist, as they are showing the best quality. Other flowers, especially the smaller sorts, are suffering from the long continued drought. Gladioli have been somewhat affected, as many of the buds wither before they open, after they have arrived in the stores. Carnations are decidedly poor, most of them being "sun-spotted." Baskets have been used to a great extent both for hospital purposes and funerals to help out.

There is a big demand for Boston and other ferns, as there are practically no other potted plants on the market. There were a greater number of weddings during July and the first half of August this year than for several years. There are a few hardy Sweet Peas. Orchids are still scarce. A few early Golden Glow 'Mums, the first of the season, are being displayed in some of the leading stores. Few other outdoor flowers are being shown, the best of these being Daisies, Calendulas, Candytuft and Snapdragon.

For the Red Cross

A. J. Lanternier & Co. donated 23 corsages to the Red Cross Gift Shop on Saturday, Aug. 3, which met with a fine sale, and netted the Red Cross excellent returns. A number of loose flowers were given to the Red Cross by the Freese Floral Co. D. B.

Philadelphia

The Market

Aug. 13.—The intense heat of the past week has played hob with the market, and flowers are arriving in poor shape. Especially is this so of the outdoor stock, such as Asters and Gladioli; they are both in overupply in the poor grades. Good Asters are hard to find There is an adequate supply of Roses, with the short grades predominating. Easter Lilies clean up daily, while the rubrums and auratums are in oversupply. Carnations are almost gone. There is little Valley and almost no Cattleya orchids. Tritomas and Cosmos are with us once again. Business was exceedingly quiet the entire week.

To Exhibit at the Convention

The following firms from this city will exhibit at the S. A. F. convention at St. Louis: Henry A. Dreer, Inc., the Robert Craig Co., the Joseph Heacock Co., the S. S. Pennock Co., H. Bayersdorfer & Co., and the M. Rice Co.

Franklin Ely, manager of the seed department of the Henry F. Michell Co., is on his vacation.

Wm. S. Gannon, brother to Martin Gannon, is among those mentioned in the casualty list as seriously wounded. He was hit by shrapnel.

ASTERS

In all lengths, assorted colors, same medium quality and same extra quality at $1.00, $2.00, $3.00 and the choicest stock at $4.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

S. S. PENNOCK COMPANY
The Wholesale Florist of Philadelphia
Philadelphia 1608-1620 Ludlow Street
New York 117 West 27th Street
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Washington 1216 H St. N. W.

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Bell Telephone Keystone Telephone
Komada Brothers
Manufacturers of all kinds of WIRE DESIGNS
FLORISTS' SUPPLIES
Any Wire Design at short notice
1008 Vine Street PHILADELPHIA, Pa.

Philadelphia, Aug. 13, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	4.00 to 25.00
Kaiserin Aug. Vic	2.00 to 10.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	2.00 to 3.00
" Ordinary	1.00 to 2.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Lily of the Valley	4.00 to 8.00
Orchids—Cattleyas	50.00 to 75.00

A Good Example

One of the daily newspapers has been publishing a number of letters received, condemning the use of flowers at funerals. It is noted with satisfaction that these letters did not escape the attention of Geo. C. Watson, who very aptly and pointedly retaliated in kind.

Fred Rowland of Henry A. Dreer Inc. is recuperating in the country after his recent illness.

Joseph G. Neidinger has his family at Atlantic City for the Summer. Geo. Hampton has returned from a very successful western trip.

Benjamin Gibbs states that September Morn and Prima Donna are two excellent Summer Roses.

Robert A. Craig takes a few week end holidays at the "City by the Sea."

Martin Reukauf and I. M. Bayersdorfer will represent H. Bayersdorfer & Co. at the S. A. F. convention at St. Louis.

Dennis Connor has completed the erection and rebuilding of the greenhouses at the J. J. Habermehl's Sons at 22d and Diamond sts. He is now engaged in the overhauling and erection of several heating plants among the florists.

Charles H. Grakelow expects to attend the convention at St. Louis. As far as can be learned, up to the present writing, no one else is going from this city aside from the trade exhibitors previously mentioned.

Word has been received from Lieut. David C. Boyle, formerly with the M. Rice Co., and who is now in France, that all is well with him.

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either } New York: Box 100 Times Square Station. Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—In October, as head gardener or superintendent, by a Dane; 41 years old; 25 years' experience in all branches; 4 years in leading places of Europe outside Denmark; 15 years in U. S., 9 years in charge of present gentleman's estate. Expert in landscape garden and growing of fruits, vegetables and flowers, under glass and outdoors. Best references. State salary, etc., in first letter. Address B. F. care The Florists' Exchange.

SITUATION WANTED—Experienced gardener and florist seeks first-class position in South or California. Scotchman; single; 45. Life experience on well known commercial and private estates; expert under glass and landscape planting; practical manager; 3 years' experience in South. Disengaged Sept. 30th. Best references. Address A. A., care The Florists' Exchange.

SITUATION WANTED—As private gardener, by single man, past middle age. First-class grower, under glass and outside; large experience in every branch of gardening. Disengaged Sept. 1st. State wages and particulars in first letter. Would take charge of retail commercial place; can make good anywhere. Address A. E., care The Florists' Exchange.

SITUATION WANTED—As superintendent, on private estate, by Oct. 1, by Hollander, with two grown sons, all three with American experience in flowers, vegetables, dairy, poultry, greenhouse and landscape work. Competent, reliable, well educated, speaking several languages. Neighborhood of N. Y. City preferred. P. van Oordt, Holland Farm, Atlantic Highlands, N. J.

SITUATION WANTED—By first-class grower of Christmas and Easter stock, Orchids, 'Mums, Carnations and general cut flowers; Cyclamen a specialty; good propagator. Want to take charge; can handle help. Excellent references; 20 years' experience; single. Address B. C. care The Florists' Exchange.

SITUATION WANTED—By young lady; first-class designer and saleslady. Position wanted in New York City for Sept. 1. Best N. Y. references. Address Y. B. care The Florists' Exchange

SITUATION WANTED—By experienced grower age 40; married. Address B. D. care The Florists' Exchange.

HELP WANTED

We are looking for a man to take entire charge of landscape work and outside planting for small commercial nursery. Neat appearance and good selling ability essential. Kindly state age and nature of experience. Good wages to the right party. Brainard Nursery & Seed Co., Thompsonville, Conn.

WANTED—Sept. 1st. florist not in draft. Must be sober, industrious and capable of producing pot stuff, Carnations, 'Mums; making-up, seeing to collections and books. Salary, $18.00 per week, cottage and coal. Steady situation and advancement to right party.
T. L. Metcalfe, Hopkinsville, Ky.

WANTED—Gardener, experienced only, to take care of Palms, etc., in and outside of of hotel; steady position. Apply to our Employment Department, Hotels Biltmore, Commodore, Belmont, Manhattan, Ansonia, Murray Hill, at 635 Sixth av., City.

WANTED—Florist, experienced only; steady position, good salary. Apply with reference, in person or by letter, to our Employment Department, Hotels Biltmore, Commodore, Manhattan, Belmont, Ansonia, Murray Hill, at 635 Sixth av., City.

WANTED—Working gardener, to take charge of 20-acre place, with one assistant. Apply in writing, giving age, nationality, references and experience. If children, state ages. Address B. A. care The Florists' Exchange.

WANTED—Capable and experienced man, with knowledge of Orchids and other pot-grown plants, to take charge of greenhouses on a private estate. An opening for the right man; single. Give references and salary expected in first letter. Address L. B., 447, Oyster Bay, L. I.

WANTED—A grower, one who is a live wire. Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—Middle aged man, who understands growing Carnations, 'Mums and general stock. $15.00 per week, room and board.
Saxe Floto, 29 E. Main st., Waterbury, Conn.

WANTED—Working foreman for commercial place. Good grower and propagator. State experience, reference and wages. Burgevin Greenhouses, North Regent st., Port Chester, N.Y.

WANTED—By Sept. 15th, first-class store man. Only one with first-class store experience need apply. State age and salary expected, also send reference. T. Malbranc, Johnstown, Pa.

WANTED—On private place, man to take charge of perennial borders. Send full particulars as to age, nationality and wages per month, without board. Oscar Carlson, Fairfield, Conn.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—Single man for orchard. Experience in pruning and spraying necessary. Wages, $80.00 per month. Apply John A. Forbes, Supt. Chas. M. Schwab, Loretto, Pa.

WANTED—Experienced man for general greenhouse work; steady place. Good wages.
E. J. Byam, Rome, N. Y.

WANTED—An experienced greenhouse assistant, one outside draft age. Kindly give references and state wages expected in first letter.
H. C. Shears, Supt., Hyde Park, N. Y.

WANTED—Greenhouse assistant for general work on private estate. $65.00 per month, board and room. Apply E. Forsey, care Richard Garlick Estate, R. D. 3, Youngstown, Ohio.

WANTED A young lady clerk and designer for retail flower store. State age, salary expected and references in first letter.
John Reck & Son, Bridgeport, Conn.

Man wanted, at once, for general greenhouse work. Wages, $18.00 per week; permanent position. Paid for Sunday work. Wm. Mears, Rumson, N. J.

WANTED—Man, with some experience, to work in Rose houses. Wages, $20.00 per week; extra pay for Sunday work; half day Saturday.
Alfred Burton, Chestnut Hill, Philadelphia, Pa.

WANTED—Grower of Carnations and Chrysanthemums. Steady position with good wages
John Reck & Son, Bridgeport, Conn.

WANTED—Good, willing, all round greenhouse man. State wages, age and experience.
Fritz Alquist, Hanover, Mass.

WANTED—Storeman and designer, for steady work. References required. State salary desired. Address B. B. care The Florists' Exchange.

WANTED—Experienced man for pot Roses, Cyclamen, 'Mums and bedding stuff. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

WANTED—Working foreman for Palms, Ferns, Easter and Spring stock. Address B. E. care The Florists' Exchange

WANTED—Man who can make-up and decorate, also to work in greenhouses. Apply A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

WANTED—A girl for florist store, one able to make-up. Hours: 8 to 5:30. Address A. H., care The Florists' Exchange.

WANTED—Two gardeners for general greenhouse work. Apply to Frank Manka, Gravesend and Ft. Hamilton ave., Brooklyn, N. Y.

WANTED—Sept. 1. First class grower on commercial place. Good salary. Nice house on place.
F. E. Palmer, Inc., Brookline, Mass.

WANTED—Experienced grower and foreman, for greenhouses. Marret & Miller, Louisville, Ky.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
Seedlings		$9.00
2½-in., extra heavy	$4.00	35.00
2½-in., lighter grade	3.50	30.00
3-in., heavy	7.00	60.00
4-in., heavy	12.00	

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS Plumosus—Strong plants, for 4-in. pots, $3.00 per 100. Cash.
S. M. Godbey, Waldo, Fla.

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2½-in. 3c.,
W. C. Ehmann, Corfu, N. Y.

ASTERS

ASTERS—Good, strong, field-grown plants, from best strains of seed sowed thinly, broadcast in new soil; they are just right for benching. Giant Late Branching: white, shell pink, rose, purple, crimson; Giant Crego; white, shell pink, lavender, rose, purple, crimson. Carefully packed, separated and labeled, but not less than 50 of a color. 1000, $5.00; 500, $2.50; 250, $1.50. Cash with order. Express is best now. Asters a specialty nearly 50 years. L. W. Goodell, Pansy Park, Dwight, Mass.

BEGONIAS

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnati and Lorraine, 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. Chatelaine, 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

Melior. Best of winter-flowering Begonias.	Per 100
Strong, young plants	$20.00
Strong, 3-in. plants	30.00
Mrs. J. A. Peterson. 3-in. plants	35.00

J. A. Peterson & Sons, Westwood, Cincinnati, O.

CALCEOLARIAS

CALCEOLARIAS—Stewardii, 2¼-in., $8.00 per 100; Golden Gem, 2¼-in., $8.00 per 100; Golden Bedder, 2¼-in., $8.00 per 100; Hybrida, 4½-in., $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York

CALENDULAS

CALENDULA—Orange King. Strong seedlings, ready for pots, 50c. per 100. J. Dvorak, Florist and Nurseryman, Flushing, N. Y.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

Continued on Next Column

STOCK FOR SALE

CALLAS

SOUND CALLAS—Free Samples
1 to 1½-in., $4.50 per 100; $42.00 per 1000
1½ to 2 -in., 7.00 per 100; $65.00 per 1000
2 to 2½-in., 9.50 per 100; 90.00 per 1000
2½-in. and up, $11.50 per 100; $110.00 per 1000
Ready in September
Midsummer seed list now ready, write
Vaughan's Seed Store, Chicago and New York

CALLA ÆTHEOPICA
Dormant mammoth bulbs, New Jersey-grown 7 to 9, $3.00 per doz., $20.00 per 100.
CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CALLAS—Bulbs, clean and healthy. See display ad., page 239.
Roman J. Irwin, 108 West 28th st., New York

CARNATIONS

CARNATIONS
There's a difference between Plants Cheap and Cheap Plants. The following are not cheap neither is the quality; it pays to buy the best.

	100	1000
Cottage Maid	$7.00	$60.00
Miss Theo	6.00	55.00
Enchantress Supreme	8.00	75.00
Rose Pink Enchantress	7.50	65.00
Mrs. C. W. Ward	6.00	55.00
Alice	6.00	55.00
Enchantress	7.00	60.00
Mrs. Siegwart (Salmon Pink)	7.50	65.00
Merry Christmas	8.00	75.00
Belle Washburn	8.00	75.00
Nebraska	8.00	75.00
Aviator	7.50	65.00
Victory	7.00	60.00
Beacon	7.50	65.00
Matchless	6.00	55.00
White Enchantress	7.50	65.00
White Perfection	7.00	60.00
White Wonder	7.50	65.00
Alma Ward	6.00	55.00
Old Gold	8.00	75.00

Packing and boxes at cost.
C. U. Liggit, Wholesale Plantsman, 325 Bullet Bldg., Philadelphia, Pa.

CARNATIONS
Exceptionally strong, well grown field plant

	100	1000
WHITE	$7.00	$60.00
Matchless		
PINK		
Alice	6.00	40.00
Mrs. Ward	7.00	60.00
Miss Theo	60.00	50.00
Albert Roper	7.50	60.00
Chas. Siegwart	8.00	65.00
RED		
Victory	7.50	65.00
Beacon	7.50	65.00
Belle Washburn	7.50	65.00
Nebraska	7.50	65.00

Boxes and packing charges to be added.
S. S. PENNOCK COMPANY
1608–20 Ludlow st., Philadelphia, P

CARNATIONS
Strong, field-grown plants

	100	1000
Light Pink Enchantress	$6.50	$55.00
Enchantress Supreme	7.00	60.00
Siegwart	7.00	60.00
Mrs. C. W. Ward	6.00	50.00
Matchless	6.00	55.00
Beacon	6.00	50.00
White Enchantress	7.00	60.00

Plants are in splendid condition. Term cash with order.
Jos. H. Black, Son & Co.,
Hightstown, N. J.

FIELD-GROWN CARNATION PLANTS
3500 White Enchantress
3000 Matchless
3000 Mrs. C. W. Ward
2500 Enchantress Supreme
1500 Benora
1000 Beacon
500 Nancy
$6.00 per 100, $50.00 per 1000, except Benora and Nancy, $5.00 per 100, $45.00 per 1000.
Cash with order
Crawford Greenhouses, -:- Montello, Mass.

CARNATION PLANTS
Field-grown
We can supply excellent stock of White Enchantress, Enchantress and Matchless. Send your orders to us to be assured of satisfaction. Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from parties not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

CARNATIONS—Field-grown. White Enchantress, White Wonder, Matchless, Perfection, Enchantress, Enchantress Supreme, Mrs. C. W. Ward, Beacon. $7.00 per 100, $60.00 per 1000. Prices on other varieties on application. Roman J. Irwin, 108 West 28th st., New York.

You are taking absolutely no risk in buying your Carnation Plants from us.
Ready for immediate delivery.
C. W. Ward Matchless Supreme
White Enchantress Beacon
Leo Niessen Co., 1201 Race st., Philadelphia

CARNATIONS—Field-grown. Matchless, $6.00 per 100, $50.00 per 1000.
Leonard Cousins, Jr., Concord Junction, Mass

Continued on Next Page

STOCK FOR SALE

CARNATIONS

FIELD GROWN CARNATION PLANTS
Excellent plants Per 100 Per 1000
1000 Matchless..... $6.00 $55 00
Doris..... 6.00 55.00
FRANK P. PUTNAM
P. O. Box 12 Lowell, Mass.

Extra heavy field-grown Carnation plants. 1000 Matchless, 4000 Enchantress, 500 Philadelphia, 500 White Wonder, $7.00 per 100. Cash with order, please. Packed lightly and carefully. Dobbs & Son, Auburn, N. Y.

CARNATIONS—Field-grown plants. Matchless, Philadelphia, White Enchantress, Pink Enchantress, White Wonder, Fenn, Windsor, $7.00 per 100. Cash.
Chas H. Green, Spencer, Mass.

CARNATION PLANTS—Field-grown. White Wonder, $6.00 per 100, $55.00 per 1000; White Perfection, $6.00 per 100, $50.00 per 1000; Alice, $5.00 per 100, $45.00 per 1000. Cash with order, please. John Weston, Valley Stream, L. I., N. Y.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless. $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—From the field, fine plants. White Wonder, Beacon, Enchantress, Good Cheer. $6.50 per 100, $60.00 per 1000.
Quidnick Greenhouses, Inc., Anthony, R. I.

3000 Carnation Plants at 6c. and 7c. Rose Pink Enchantress, Pink Enchantress and White. Brooks Carson, Plainfield, N. J.

CHRYSANTHEMUMS

CHRYSANTHEMUMS—Large flowering, Anemones, Pompons and Singles. Nice, young plants, from 2¼-in. pots: Polly Rose, Pacific, Supreme, G. Queen, Cullingfordi, Greystone, Waverbrook, Buckingham, G. Mensa, Hilda Wells, etc., $3.00 per 100, $27.50 per 1000. Smith's Ideal, Enguehard, Chrysolora, L. Dotty, W. Beauty, Sov. d'Or, Percilla, Isabelle, etc., $3.25 per 100, $30.00 per 1000. Oconto, Eaton, M. R. Morgan, Nordi, Garza, Yellow Garza, etc., $3.50 per 100, $30.00 per 1000. Smith's Imperial, Helen Lee, Barbara Davis, Little Gem, Hilda Canning and many other valuable varieties of later introduction at the reduced price of $3.50 per 100. R. C. at half the above price.
Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUM
A fine assortment of Pompons in all colors. From 2¼-in. pots only, $3.00 per 100. Not less than 25 of a variety at hundred rate.
Elmer D. Smith & Co. Adrian, Mich.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready for August delivery. $5.00 per 100
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

CINERARIAS—Finest mixed, Dreer's Prize Dwarf strain, $5.00 per 100. See Primulas and Dracaenas. Wettlin Floral Co., Hornell, N. Y.

CINERARIAS—2¼-in. See display, page 239. Roman J. Irwin, 108 West 28th st., New York

CROTONS

Fine, well-grown stock, the best commercial sorts; all named varieties.
100
2½-inch, extra heavy..... $20.00
4-inch, extra heavy . 40.00
5-inch, heavy . 60.00
6-inch, extra heavy 75.00
8-inch $1.50, $1 75 and $2 00 each
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CYCLAMEN

CYCLAMEN SEED
Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavander, No better strain anywhere.
Daybreak. Harvested April and May, 1918.
$12.00 per 1000 seeds, net.
A. Peterson & Sons, Westwood, Cincinnati, Ohio

CYCLAMEN—Fine, large plants, mixed colors, ready to shift. 3-in., $10.00 per 100; 4-in., $18.00 per 100; 5-in., $30.00 per 100. Edward Whitton, City and Green sts., Utica, N. Y.

CYCLAMEN—See display ad. page 239. Roman J. Irwin, 108 W. 28th st., New York

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

100 1000
Boston Yellow, 2-in..... $5.00 $40.00
Boston Yellow, 2¼-in..... 7.00 60.00
Shasta, 2-in..... 5.00 40.00
White Marguerites, 2¼-in. 6.00 50.00
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

DRACÆNAS

DRACÆNA—In varieties, as Terminalis, Stricta Granda, Lord Wolsely. Nice, well established plants, out of 4½-in. pots, $9 00 per doz. Packing charges, 50c. for each $10 value. Cash with order, please. Anton Schultheis, 316- 19th st., College Point, L. I., N. Y.

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

POT-GROWN DRACÆNA INDIVISA
4-in. plants, grown in the house, 12c. Cash, please. B. C. Blake Co., Springfield, Ohio.

DRACÆNA INDIVISA—6-in. 45c., 5-in. 30c., 4-in. 15c., 3-in. 8c.,
W. C. Ehmann, Corfu, N. Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat. Bird's Nest Ferns Asplenium, 200 in flat, $7.50 per flat. Bird's Nest Ferns, 2¼-in., $12.50 per 100; 3-in. 25c. each; 4-in. 50c.. each; 5-in. 75c. each; 6-in. $1.00 each; 7-in. $1.50 each. Ferns for Fern Dishes: well established, in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100, 5-in. of above, 50c. each. Boston, 2¼-in., $5.00 per 100, $45.00 per 1000; Roosevelt, $5.00 per 100, $45.00 per 1000 Teddy Jr., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per100, $50.00 per 1000; bench-grown, 5-in., fine plants, $5.00 per doz., $45.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 West 28th st., New York

Special offer in Kentia Belm. and Table Ferns.
KENTIA Belm: Clean, thrifty stock, from seed bed, at $30.00 per 1000; strong 2¼-in., ready for shift, at $10.00 per 100, $90 00 per 1000.
CYRTOMIUM Falc. and Aspedium: strong 2¼-in., ready for shift, $4.50 per 100, $40.00 per 1000.
FERN SEEDLINGS: Bushy, undivided clumps. Satisfaction guaranteed at $1.25 per flat. Cash with order, please. Louis Hansen Co. 176 Paterson Turnpike, North Bergen, N. J.

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 3½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000 Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

FERNS. Good, heavy plants. 100 1000
Scottii, Teddy Jr., 2½-in..... $6.00 $55.00
Boston, Scholzerii, 2½-in..... 6.00 50.00
Scottii, Harrisi, 3-in..... 12.00 110.00
Norwood, 2½-in..... 8 00 75.00
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building Philadelphia, Pa.

POT GROWN FERNS
Boston, 2-in. 4c., 3-in. 12c., 4-in. 16c., Roosevelt, 2-in. 4½c., 3-in. 12c., 4-in. 16c. Elegantissma Compacta, 2-in. 4c., 4-in. 20c., Whittmani, 2-in. 5c., 3-in. 16c., 4-in. 18c. Cash, please.
B. C. Blake Co., Springfield, Ohio

FERNS—Adiantum Cuneatum, 2-in., $3.00; 3-in., $5.00. Croweanium, 2-in., $6.00; 3-in. $8.00 all per 100. Cyrtomium Rochfordianum, 4-in.; $15.00 per 100. Assorted Table Ferns, 2-in., $3.00. Henry Smith, Grand Rapids, Mich.

Scottii, 2¼-in., $45.00 per 1000; 4-in., $15.00 per 100; 6-in. 45c. each. Roosevelt, 4-in. $15.00 per 100; 5-in., $30.00 per 100. Cash only. M Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

FERN SEEDLINGS AND OTHER FERNS—
In any quality; see advertisement on page 242.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

BOSTON FERNS—From bench. Large, bushy plants, ready for 4-in., $15.00 per 100. Edward Whitton, City and Green sts., Utica, N. Y.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.
Diameter 100 1000
⅜-in..... $0.60 $3.50
½-in..... 1.00 6.00
⅝-in..... 1.50 10.00
¾-in..... 2.50 18.00
⅞-in..... 3.00 25.00
PAPER WHITES
12 cm..... 1.50 13.00
LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

15,000 FREESIA PURITY—¾-in., $8.00 per 1000; 5000, 2d. size, $5.00 per 1000; 15,000 Alba, ¾-in., $7.50 per 1000.
Charles E. Lenker, Florist, Freeport, L. I., N. Y.

Continued on Next Column

STOCK FOR SALE

FREESIAS

FREESIA PURITY—for high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.
Size Per 1000
⅜ to ½-inch . $3 00
½ to ⅝-inch . 6 00
⅝ to ¾-inch..... 9.00
¾-inch and up..... 14.00
EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed
1000
⅜ to ½-in..... $4.00
½-in. plump..... 6.00
½ to ⅝-in..... 7.50
⅝ to ¾ in. 12.00
¾ to 1-in., mammoth..... 17.00
Jumbo selected..... 20.00
VAUGHAN'S SEED STORE
Chicago New York

FREESIA PURITY
Best California grown stock
½inch up, $6.00 per 1000
⅝-inch up, 10.00 per 1000
Also a few ¾-inch at $16 50, sold only with above.
Terms – Cash with order or C. O. D.
Expressage is about 50c. to 90c. per 1000.
C. C. MORSE & CO.
Bulb Dept., San Francisco, Cal.

GREENHOUSE GROWN FREESIA PURITY
Entire stock of bulbs for sale
Sizes Per 1000
⅜-in. to ½-in..... $12.00
½-in. to ⅝-in..... 15.00
⅝-in. to ¾-in..... 18.00
Bulblets, flowering size..... 4.00
Bulblets, small..... 2.00
Cash with order, please,
George E. Lasher, Great Neck, L. I.

FREESIA PURITY
Selected bulbs
½-inch..... $9.00 per 1000
½ to ⅝ inch..... $14.00 per 1000
Ready now.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

FREESIA PURITY
The best California stock and full size.
⅝-inch..... $13.00 per 1000
½-inch..... 9.00 per 1000
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

FREESIA PURITY BULBS—½-in., $5 00 per 1000; ⅝ to ¾-in., $8.00 per 1000; 1-in., $15.00 per 1000. Sample on request. Cash with order. Mrs. A. Hamblin, R. F. D. 2, Poughkeepsie, N. Y.

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road. North Bergen, N. J.

GARDENIAS

GARDENIA Veitchii—Only 1000 left; guaranteed free from disease. Extra large plants, in 2½-in. pots, as good as 3-in., $10.00 per 100, $90.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GENISTA

GENISTA—3½-in., $15 per 100.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today.
S. A. Nutt, Buchner, Poitevine, John Doyle, La Favorite, Castellane, Perkins R. C., $20.00 per 1000; 2¼-in., $3.00 per 100; $25.00 per 1000. Ricard, Helen Michell, Tiffin, De Presilly, improved Poitevine, Duc de Montmort R. C., $25.00 per 1000; 2¼-in., $4.00 per 100, $30.00 per 1000.
Achievement, a wonderful pink cross between Ivy Achievement and S. A. Nutt, a sure bet for Memorial Day sale. R. C., $4.00 per 100; 2¼-in., stock, $5.00 per 100; $40.00 per 1000.
Cash, or satisfactory reference from parties not having an account with us.
Ready for September delivery.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi. 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, 2¼-in. Cash. $3.00 per hundred. John C. Daly, 1510 Hackensack Plank Road, North Bergen, N. J.

HARDY PERENNIALS

Strong seedlings of Delphinium Belladonna, Chinensis, Formosum, $5.00 per 1000; Coreopsis lanc. grand., Sweet Williams in varieties, Hardy Pinks, Stokesia, English Daisies, $3.00 per 1000; 50c. per 100. Satisfaction guaranteed.
J. Dvorak, Florist and Nurseryman, Flushing, N. Y.

HYDRANGEAS

FRENCH HYDRANGEAS—5-in. and 5½-in 6 to 10 flowering shoots, 3 plants in a pot $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

HYDRANGEA OTAKSA—2½-in., $5.00 per 100, $45.00 per 1000.
Mountain View Floral Co., Portland, Ore.

Continued on Next Column

STOCK FOR SALE

Nice large plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouillere, Mme. Maurice Hamar La Lorraine, Gen. DeVibraye, Souvenir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.
Branches 100
7 to 10..... $40.00
5 to 6..... 35.00
4 30 00
3 20 00
2, 4½-inch..... 15.00
Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

IRIS

IRISES—Plant now to have strong divisions of the following varieties:
At $5.00 per 100: Albert Victor, Catarina, Florentina alba, Her Majesty, Nuebelengen, Madame Chereau.
At $8.00 per 100: Mrs. Neubronner, Rhein Nixe, Queen of May, Ingeborg, Lohengrin, Princess Victoria Louise.
At $10.00 per 100: King of Iris, Pallida dalmatica, Maori King, Junita, Walhalla, Princess Royal.
Japanese Iris, our Royal collection, at $10.00 per 100.
Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

IRIS—Fine. Cherium, Honorabilis, Tendresse, Plumerii, Speciosa, Spectabilis, $2.25 per 100. Parcel Post prepaid.
John F. Rupp, Shiremanstown, Pa.

IVY

ENGLISH IVY—2½in., $3.50 per 100, $30.00 per 1000.
Mountain View Floral Co., Portland, Ore.

IVY—English, out of 2-in. pots, 3 to a pot, from 10 to 15 in. long, fine stuff. $3.00 per 100. Cash. Frederick Holtke, Cor. 5th & Broad sts., Carlstadt, N. J.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each month.
6-8-in., 400 bulbs to case..... $21.00
(1000 for $45.00)
7-9-in., 300 to case..... 21.00
Baby cases, 100 bulbs..... 7.50
LILIUM RUBRUM 100 1000
8- 9-in., 200 to case..... $7.00 $65.00
9-11-in., 140 to case..... 10.00 95.00
LILIUM AURATUM
9-11-in., 100 to case..... 9.50 90.00
Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.
Single nose..... $20.00 per 1000
Double nose..... 30.00 per 1000
JOHN R. WALSH, 502 California st., San Francisco, Cal.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

LILY OF THE VALLEY STORAGE

LILY OF THE VALLEY—250, $8.00; 500, $15.00; 1000, $30.00. Vaughan's Seed Store, New York.

MYOSOTIS

MYOSOTIS—The earliest and finest winter-blooming Forget Me Not. Grow along the edges of Carnation benches. 2¼-in. plants, $3.50 per 100, $30.00 per 1000.
Fred H. Lemon & Co., Richmond, Ind.

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

Lot of specimen Evergreens, from 10 to 20 ft. high: Colorado Blues, Austrian Pines, Norway Spruce, Retinospora Veitchii, Pyramidal Arborvitæ, Cedars, etc. Norway Maples, Schwedleri Maples. Also large Cal. Privet specimens, 20 ft.
Wm. Bryan, Elberon, N. J.

AMERICAN GROWN OR IMPORTED—For florist or nurseryman, landscaping or forcing, decorative or ornamental. Let us appraise your wants. A. Rolker & Sons, 51 Barclay st., New York City.

ORCHIDS

450 Cattleya Orchids at $1.50 and $2.00 each; big bargain. Cash.
Edward Leith, P. O. Box 301, Edgewood, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

Continued on Next Page

STOCK FOR SALE

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in. pots	8.00
Pandanus Veitchii, from open, for 6 in. pots	12.00

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.

J. J. SOAR, LITTLE RIVER, FLA

PANSIES

PANSIES—Fine plants, grown from good strain seed. 50c. per 100, $4.00 per 1000. Cash.
Fisher Bros., Chambersburg, Pa.

PELARGONIUMS

PELARGONIUMS—See page 239.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PAEONIAS—Strong, field-grown plants, $2.50 per 10, $20.00 per 100. Festiva maxima, Golden Harvest, Queen Victoria. Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

PEONIES — Profitable cut-flower and best general planting varieties. Very early, mid-season, late. Any quantity. Own growing. Early September shipment. Submit list.
Harmel Peony Company, Berlin, Maryland

PEPPERS

PEPPERS—Bird's Eye or Xmas Joy. 3 plants in a pot; bushy. $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

POINSETTIAS

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
Plants ready July 15th
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2½-in. pots, good variety $7.50 per 100, $65.00 per 1000. Cash with order.
A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000.
Strafford Flower Farm, Strafford, Pa.

POINSETTIAS—See page 239.
Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

SCHILLER'S PRIMROSES.
THE STRAIN THAT LEADS
Ready now from 2¼-in. pots of the usual high class strains, short and stocky, frame grown.
CHINESE LARGE FLOWERING FRINGED.
In 9 separate colors or mixed, $4.00 per 100, $37.50 per 1000.
CHINESE CHOICEST NAMED VARIETIES.
8 named kinds, the cream for critical trade, $5.00 per 100, $45.00 per 1000.
CHINESE STAR SHAPED.
Mixture of carmine, pink, salmon and white, $5.00 per 100.
MALACOIDES, ready in August, of the original type, only "Pink" is grown.
MALACOIDES GRANDIFLORA, OUR IMPROVEMENT in Enchantress Pink and White. All above at $5.00 per 100, $45.00 per 1000.
OBCONICA
Owing to crop failure supply is very short.
OBCONICA, LARGE FLOWERING.
In 9 separate colors or mixed.
OBCONICA, LARGE FLOWERING, FRINGED
In 6 separate colors or mixed.
HYDRANGEAS.
A complete collection of all French varieties and Otaksa, grown by the acre, Sept. delivery. See under Hydrangeas.
J. L. SCHILLER, TOLEDO, O.

Primulas with a reputation,
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermensina.
Other varieties later.
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots,
$4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N. J.

PRIMULA OBCONICA—2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, Mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; Malacoides Townsendii, giant flowering, 2¼-in., $6.00 per 100, $55.00 per 1000; Kewensis, yellow, 2¼-in., $5.00 per 100. Roman J. Irwin, 108 W. 28th st., N. Y.

PRIMULAS—Have ready for immediate shipment, 10,000 fine, heavy 2¼-in. Obconica Primroses, mostly Gigantea, colors being Kermesina, Rosea, Lilacina, Violetcina, Apple Blossom mixed, with or without white. All shipments packed in moss to insure moisture in the event of express delay. Best selection, $5.00 per 100, $45.00 per 1000; Malacoides (for Xmas), ready Aug. 25th to Sept. 15th, 2¼-in., $4.00 per 100. Cash with order. Jos. H. Cunningham, The Primrose Man, Delaware, Ohio.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50; 3-in., $6.00 per 100. Malacoides, 2-in., $3.50 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

Continued on Next Column

STOCK FOR SALE

PRIMULAS

PRIMULA 2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Chinensis	5.00	45.00
Malacoides, common strain	5.00	45.00
Malacoides, Rohrer strain (new)	6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULAS
A nice strain of carefully selected stock that is sure to give satisfaction. Primula obconica, 2¼-in., $5.00 per 100, $45.00 per 1000; Chinensis, 2¼-in., $6.00 per 100, $50.00 per 1000.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

PRIMULA Obconica, Gigantea and Grandiflora. From 3-in. pots, $7.00 per 100.
PRIMULA Chinese and Malacoides. From 3-in. pots, $7.00 per 100.
See Cinerarias.
Wettlin Floral Co., Hornell, N. Y.

PRIMULA—Obconica, 2¼-in. strong, $4.00 per 100; 4-in., $12.50; 6-in., $25.00. Chinensis, 4-in., $12.50; 6-in., $25.00 per 100. Malacoides, 2¼-in., $3.00; 4-in., $10.00; 6-in., $20.00; 4 and 6-in. well in bloom, all varieties. Henry Smith, Grand Rapids, Mich.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA malacoides rosea—Fine plants, from 2¼-in. pots, August and September, $3.50 per 100, $30.00 per 1000.
Fred H. Lemon & Co., Richmond, Ind.

PRIMULA MALACOIDES—2½-in. Ready end of August. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

ROSES

ROSE PLANTS—Own root, 2½-in. Ophelia, Hoosier Beauty, Mrs. Shawyer, Pink Radiance, White Killarney. $7.50 per 100, $65.00 per 1000.

	100	1000
American Beauty, 2½-in.	$8.00	$75.00
3-in.	12.00	
Sunburst, 2½-in	8.00	70.00
Hadley, 2½-in.	8.00	75.00
White Killarney, Grafted	14.00	130.00
Columbia, Own Root	30.00	250.00
Grafted	35.00	300.00
Double Pink Killarney, Own Root	7.50	65.00
Ophelia, 3-in.	12.00	

Prices on 3½-in. and 4-in. on application.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00
Sunburst	12.00	
Madam Collette Martinette	12.00	
Columbia, own root	30.00	
Ophelia Supreme, grafted	30.00	
My Maryland, 4-in.	12.00	100.00
Mrs. George Shawyer	12.00	100.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

ROSE PLANTS—Jonkheer J. L. Mock, 3½-in., $7.00 per 100, $60.00 per 1000; Cecil Brunner, 2½-in., $5.00 per 100, $40.00 per 1000; 250 plants at the 1000 rate. Brant Bros. Inc., Utica, N. Y.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SANSEVIERA

SANSEVIERA—2¼-in., $12.00 per 100; 3½-in., $20.00 per 100; 4-in., $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

PERENNIAL SEEDS—Own selected, 50c. per tr. pkt.: Aquilegia coerulea, Aconitum Wilsoni, Border-Pinks, mixed; Calendula Orange King, Centaurea myer., Delph. Belladonna, dark shades; Delph. formosum, Erigeron planum Gyphsophylla pan., single; Iceland Poppis, mixed; Lupinus pol. blue, Scabiosa caucasica blue, Scab. cauc., mixed; Stokesia cyanea, Gaillardia grandiflora.
Mountain View Floral Co., Portland, Ore.

PERENNIAL SEEDS—Cloxe Pinks (fine, sing and dbl. mixed), 75c. oz.; tr. pkt. 15c. Sweet William (best colors only), 25c. oz.; tr. pkt. 10c. Canterbury Bell (fine, sing. mixed), tr. pkt. 10c. Everblooming Hybrid Sweet. William (dbl. blood red), $1.00 oz.; tr. pkt. 25c.
Robert W. Yeo, North Bergen, N. J.

SWEET PEA SEED
All the standard varieties and novelties in Winter-Orchid Flowering and Spencers.
Send for descriptive list with prices.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

Colored Freesia seeds, greenhouse saved, easily grown and bloomed first season. $1.00 per 100 seeds, $8.50 per 1000.
O. Fehrlin, Citronelle, Ala.

Continued on Next Column

STOCK FOR SALE

SEEDS

SWEET PEA SEED
We offer a complete list of all the best standard commercial varieties, also the latest tested novelties. Seed ready for immediate delivery. Send for our complete list.
S. S. PENNOCK COMPANY
1608–20 Ludlow st., Philadelphia, Pa.

SMILAX

SMILAX—2¼-in., $3.00 per 100, $25.00 per 1000; 2½-in., $3.25 per 100, $27.50 per 1000; 250 plants at the 1000 rate. Fine, strong plants, pinched back several times.
Brant Bros. Inc., Utica, N. Y.

SMILAX—2¼-in. pots, $3.00 per 100. Good stock. Cash, please.
L. Menand, Cemetery av., Albany, N. Y.

SNAPDRAGONS

SNAPDRAGON 2½-inch	100	1000
Enchantress, one of the best	$5.00	$40.00
Bronze Beauty	5.00	40.00
Phelps' White	5.00	40.00
Phelps' Yellow	5.00	40.00
Keystone	5.00	45.00
Nelrose	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Silver Pink. Nelrose, Giant Yellow. Phelp's White and New Enchantress Pink, Bronze Beauty, 2¼-in., $5.00 per 100, $40.00 per 1000. Roman J. Irwin, 108 W. 28th st., N. Y.

SNAPDRAGONS—Seedlings, Keystone, Pink and White: 2¼-in., $4.00 per 100. Schizanthus, best colors, fine plants, 2¼-in., $4.00; 4-in., $12.50; 6-in., $25.00 per 100. Henry Smith, Grand Rapids, Mich.

STEVIA

STEVIA (double)—Exceptionally fine strain 2½-in., $4 00 per 100, $35.00 per 1000. C. U Liggit, Wholesale Plantsman, 325 Bulletin Bldg Philadelphia, Pa.

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 239.
Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCA—(Varg. Myrtle) 2½-in., extra strong $3.50 per 100, $30.00 per 1000.
Mountain View Floral Co., Portland, Ore.

VIOLETS

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and other varieties on application. Roman J. Irwin, 108 W. 28th st., New York.

MISCELLANEOUS STOCK

50,000 IRIS—5 colors; strong. $35.00 per 1000, $20.00 for 500; no order for less. Plant now and get flowers in Spring. 1500 Day Lilies, $5.00 per 100; no less. Cash with order. Albert Fuchs, 803 Sheridan Rd., Chicago.

Pot and tub Vines, Climbing Roses, Specimen lvies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

FRUITS

STRAWBERRY PLANTS—For August and Fall planting. Pot-grown and runner plants that will bear fruit next summer. Leading varieties Raspberry, Blackberry, Gooseberry, Currant, Grape plants, Fruit Trees, Shrubs for Fall planting Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

VEGETABLE PLANTS

SWEET POTATO PLANTS of all the leading varieties delivered by parcel post. 25 plants, 20c.; 50 plants, 35c.; 100 plants, 50c.; 500 or more, 30c. per 100. By express, charges collect, 1000 plants, $1.75; 5000 or more, $1.50 per 1000. H. Austin, Felton, Del.

CELERY—White Plume and Winter Queen, the most blight resisting variety of all transplanted stock. $4.00 per 1000, $35.00 per 10,000. Moss packed. 250 at 1000 rate. Celeriac or Turniprooted Celery same price. Manneto Hill Nurseries, Wm. A. Finger, Prop., Hicksville, N. Y.

CELERY PLANTS—Golden Self Blanching (French strain), Giant Pascal, also the grand, new easy blanching, which is easy to grow. Fine plants, ready for the field, $2.00 per 1000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

CABBAGE, CELERY, ASPARAGUS, PARSLEY plants. Catalog free.
Harry P. Squires, Good Ground, N. Y.

STOCK WANTED

EVERGREENS—Send lowest price for Red Cedar, 10 ft.; Norway Spruce, 8 ft.; Am. Arborvitæ, 7 to 8 ft.
Landscape Architect, 1853 Hertel av., Buffalo, N.Y.

Continued on Next Column

FOR SALE OR RENT

FOR SALE—In Denver, America's great health resort, established florists' business, including 8 city lots; 6 greenhouses, fully stocked plants in excellent blooming condition; finely equipped cut flower store, with large refrigerator, marble top counters, large mirrors, safe, typewriter, auto delivery car, etc. Elegant nine-room pressed brick residence (furnished). All adjoining and heated together. No coal restriction, mines not far distant. A going business, good patronage, in a desirable location. Best of reasons for selling. A bargain. Reasonable payment down, balance long time. Might use some clear real estate, if well located. Bright Spot Greenhouses, Fifth av., Denver, Colorado.

TO LEASE—At Rosedale, L. I., 7½ acres, with small house, no improvements; on trolley and L. I. R. R. Splendid opportunity to advertise by means of signs. Farm is near Merrick Road and just over N.Y. City boundary; ½ hour from Herald Square. Admirably suited for growing flowers or garden truck. Would give long lease to responsible party. $30 per month. A Cochran, (owner) 1336 Clove Road, Staten Island.

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked. Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling. Geo. W. Watkin, Camden, N. Y.

TO RENT—Four greenhouses, in fair working order, with 4-room bungalow attached, also grounds on which to raise stock. A good chance for right man. Address O. J. Prall, Rockland av., New Springville, S. I., N. Y.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York. Jacob Hauck, 49 Montgomery st., Bloomfield, N. J.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

FOR SALE—An old established Cemetery business. Splendid opportunity. Apply to A. D Mellis, 3421 Snyder ave., Flatbush, Brooklyn N. Y.

SUNDRIES FOR SALE

FOR SALE—16x24 double thick greenhouse glass as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6c. ft.; 1¼-in. 8c. ft.; 1½-in. 9½c. ft.; 2-in. 13c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—3 greenhouses, 125x24. Will sell pipe or glass separate. 16x24 glass and 2-in. pipe also for sale. Inquire of Ulrich Bros., Pennsylvania & Cozine avs., Brooklyn, N. Y.

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$3.25	$14.00	$27.50
Bone Meal Rose Grower, "Vaughan's Special"	4.00	19.00	36.00
Bone Meal, Regular	3.25	14.00	27.50
Dried Blood	10.00	49.00	96.00
Nitrate of Soda	7.50	35.00	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

SPHAGNUM MOSS—10-bbl. bale, $2.85; 5 5-bbl. bales, $7.00. Orchid Peat, $1.00. Bag burlap, 35c. extra; cash, 5c. less. Jos. H. Paul, Manahawkin, N. J., Box. 156.

PIPE—We have about 1500 ft. 4-in. sound, used cast iron pipe, in 5 ft. lengths, at 20c. per ft., also fittings.
John Charlton & Sons. Rochester, N. Y.

Several shares of stock of the Cottage Garden Nurseries, Inc., at less than par. This stock is paying 20% dividends. Address Dixie, care The Florists' Exchange.

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill

LABELS FOR NURSERYMEN AND FLORIST
Benjamin Chase Co., Derry Village, N. H.

MISCELLANEOUS WANTS

WANTED—GREENHOUSE PROPERTY
WANTED—A small greenhouse property, with some land, near New York. State terms and full particulars. Address A. B., care The Florists' Exchange.

WANTED—Second-hand, stone or iron, garden fountain, rustic seats, large vases and stutuary suitable for large gardens. Send description and price to Unity Lodge, Copake, N. Y.

WANTED—To rent, 2 or 3 small greenhouses, with cottage and 2 or 3 acres of land.
James Marr, Swarthmore, Pa.

WANTED—Large, round hot water boiler good make. J. Dauphin & Son, Queens, N. Y.

WANTED—Motor mower, Caldwell's H.
Alb. Millard, Supt. Greystone, Yonkers, N. Y.

BUSINESS OPPORTUNITIES

I offer a splendid chance for a practical florist either for sale or at half interest. If you mean it, and command $5000, write to A. S., P. O. Box 381, Orlando, Fla.

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.

When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., INC.
Cambridge, Mass.

When ordering, please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.
Think of us—write us—try us
The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa

DREER'S
FLORISTS' SPECIALTIES
New Brand New Style
"RIVERTON" HOSE
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft . . . 10c.
Reel of 500 ft . . . 18½c.
2 reels, 1000 ft . . . 18c.
1½-inch, per ft. . . . 16c.
Reel of 500 ft. . . . 15½c.
Couplings furnished without charge
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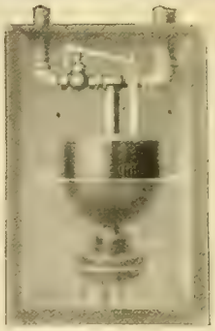

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& Davidson, ...315
J. K. 307
can Bulb Co. ..282
son, J. F. 285
son, S. A. 298
e Mfg. Co. 310
ann Bros. 285
ann, Godfrey ..285
, Ernest 298
on Nurs. 290
e Floral Co. 301
Bros. 299
Wm. J. 309
B. F. & Co. 290
vs, Henry H. 285
er. A. R. 300
Steinkamp 286
sdorfer & Co. 305
tate Nurs., The. 290
n, E. A. 304
's' Cons. 298
's' Seed Store. ..278
ow Floral Co. '. 300
Floral Co., L. ..299
tt, C. A. 290
mann Bros., Co. 299
ington Co., Inc. .284
no & Son, J. 287
t & Blake. 307
n Floral Supply 272
M. A. 301
, J. B. 287-311
eyer's Sons, J. ..299
, Peter 288
Bag Filling
h. Co., The. ..278
Alonzo J. 289
ee, H. W. 302
rd, A. T. 301
t Bros. 280
e, W. A. & Co 270-80
& Ullman 301
Bros. 289
ell the Woods-Co. 304

Campbell Bros. 285
Caplan, Florist. 298
Carbone, Florist. 298
Carnation Support Co 286
Champion & Co., John N. 300
Chicago Feed & Fertilizer Co. 310
Chicago Flower Growers' Ass'n, The. 308
Childs, John Lewis 280
Chinnick, W. J. 284
Christensen, Thos. P. ..285
Clarke's Sons, D. 301
Clay & Son. 310
Colonial Flower Shop. 298
Conard & Jones Co. ..289
Cook & Son, David. ..285
Coombs, Florist. 299
Cowee, W. J. 304
Cowen's Sons, N. 315
Craig Co., Robt. 284
Crouch, Mrs. J. W. ...298
Crowl Fern Co. 304
Cut Flower Exch. 307
Danker, Florist. 298
Dards. 301
Day Co., W. E. 302
DeBuck, John. 289
Denaiffe & Son. 279
Dietch Co., A. 315
Donaghue, Alfred. 301
Dorner & Sons Co. 286
Dreer, H. A. 287-311
Drumm Seed & Floral Co. 299
Eagle Wire Works. 304
Eble, Chas. 300
Edlefsen-Leidiger Co. 300
Edwards' Folding Box Co. 304
Emmans, G. M. 284
Eskesen, Frank N. 285
Fallon, Florist. 302
Fenrich, Joseph S. 306
Fetters, Florist. 299
Fexy, D. 307

Fillow Flower Co. 286
Foley Greenhouse Mfg Co. 311
Ford, M. C. 306
Ford, Wm. P. 307
Fottler, Fiske, Rawson Co. 278
Friedman, Florist. 298
Friedman, J. J. 310
Froment, H. E. 307
Frost, Chas. 278
Galvin, Thos. E. 301
Gasser Co., J. M. 298
Giblin & Co. 311
Girvin, Willis B. 286
Gnatt Co., The Ove. .305
Goldstein & Futterman. 307
Gove, The Florist. 298
Graham & Son, A. 298
Grakelow, Florist. 301
Grandy, The Florist .301
Gude Bros. Co. 302
Gunther Bros. 307
Habermehl's Sons. 301
Hahn, Florist. 298
Hammond's Paint & Slug Shot Works. .286
Hanford, R. G. 286
Hardesty & Co. 298
Harris S. G. 290
Hart, George B. 304
Hatcher. 298
Heacock Co., Jos. 285
Heermance Storage & Refrigerating Co. ..276
Heiss Co. 299
Henshaw Floral Co. ..306
Hentz & Nash, Inc. ..307
Herr, A. M. 288
Hess & Swoboda. 301
Hession. 301
Hews & Co., A. H. 311
Highland Pk. Gnhs. .299
Hill Co., E. G. 308
Hill Floral Co., E. G. .298
Hill Nurs. Co., D. 290

Hitchings & Co. 316
Hollywood Gardens. .302
Holm & Olsen. 302
Horan, E. C. 307
Horn & Co., J. F. 298
Hunt & Co., Wm. M. 281
Irwin, R. J. 283
Jackson & Perkins. 290
Jacobs & Sons, S. 315
Jennings, E. B. 280
Johnson Chas. 279
Johnston Bros. 302
Johnston & Co., T. J. .302
Joseph's Florist. 302
Joy Floral Co. 300
Kasting, Wm. F. Co. .269
Keller, John A. 300
Keller Pottery Co. 310
Keller Sons, J. B. 302
Kelway & Sons. 287
Kennicott Bros. Co. .289
Kentucky Tobacco Co. 310
Kerr, The Florist. 299
Kervan Co., The. 304
Kessler, Wm. 307
Knoble Bros. 298
Komada Bros. 309
Kooyman Co., Inc. C. .278
Kottmiller, Florist. ..301
Kroeschell Bros. Co. .315
Kuebler, Wm. H. 307
Lager & Hurrell. 287
Lang Floral & Nurs. Co. 299
Lange, A. 298
Lange, H. F. A. 302
Langjahr, A. H. 307
Leahy's. 290
Leith, Edw. 287
Leonard Seed Co. 278
Liggit, C. U. 283
Littlefield & Wyman .290
Lockland Lumber Co. 315
London Flower Shop. .301
Lovett, Lester C. 290
Lovett, Inc., J. T. 290

Ludwig Floral Co., E. C. 302
Mackie, W. 307
Macnair, Florist. 302
Mader, Paul. 288
Malandre Bros. 301
Marshall & Co., W. E. 278
Maurer, Wm. A. 290
McCallum Co. 304
McCarron, Miss. 300
McClunie, Geo. G. 299
McConnell, Alex. 301
McCullough Seed Co., J. Chas. 280
McHutchison & Co. 278-281
McManus, James. 307
Meehan, C. E. 309
Metarie Ridge Nursery Co., Ltd. 301
Metropolitan Material Co. 311
Meyer, Adolph. 301
Michell Co., Henry F. 288
Michigan Cut Flower Exchange. 304
Michler Bros. Co. 300
Miller, A. L. 281-86
Mills, the Florist. 299
Mountain View Floral Co. 290
Mullanphy, Florist. ..302
Munk Floral Co. 299
Murray, Samuel. 299
Murray, Florist. 300
National Cash Register Co. 277
National Florists' Board of Trade. ...281
Neidinger Co., J. G. .304
New England Florist Supply Co., Inc. ...308
Newton, W. J. 286
Nicotine Mfg. Co. 310
Niessen Co., Leo. 309
Nitrate Agencies. 310
Noe, L. M. 307

Outpost Farm. 290
Ouwerkerk, P. 290
Palmer, F. E. 298
Palmer & Son, W. J. ..298
Papworth, Harry. 301
Park Floral Co., The. .299
Park Floral Co. 302
Parshelsky Bros, Inc. .315
Peacock Dahlia Farms. 284
Peirce, E. Allen. 310
Penn, The Florist. 298
Pennock Co., S. S. ...309
Peters & Reed Pottery Co. 311
Peters & Sons, Geo. .286
Pfaff & Kendall. 311
Philips Bros. 300
Pierce Co., F. O. 311
Pierson, Inc., A. N. ..269
Pierson Co., F. R. 269
Pikes Peak Floral Co. .299
Pillsbury, I. L. 299
Pittsburgh Cut Flower Co. 305
Poehlmann Bros. Co. 303
Polykranas, G. J. 307
Pulverized Manure Co., The 310
Purdie & Co., D. S. ...300
Ramsburg, G. S. 284
Randall's Flower Shop 302
Randolph & McClements. 302
Rawlings, Elmer. 282
Reck, John & Son. 298
Reed & Keller. 304
Reinberg, Peter. 308
Rice Co., M. 305
Riedel & Meyer, Inc. .307
Ritchy, F. W. 288
Robinson Co., H. M. .307
Robinson & Co., Inc., H. M. 304
Rock Flower Co., W. .300
Rodgers Floral Co. ...298

Roehrs Co., Julius. ...287
Rosemont Gardens. ...300
Rosary Flower Shop .298
Royal Glass Works. ...311
Rumbley Co., The. ...304
Rupp, John F. 284
Salter Bros. 302
Sauter, A. 307
Sceery, Ed. 301
Schling, Inc., Max., Seeds. 281
Schling, Inc., Max, Flowers. 301
Schmidt, J. C. 289
Scholtz, the Florist, Inc. 298
Schramm Bros. 302
Schulz Co, Jacob. 309
Schwacke & Co., C. ...278
Scottswood Gnhs. 302
Scott, Florist. 298
Secaucus Exotic Nursery. 276
Serphos, Norman. 279
Sheridan, Walter F. ..307
Siebrecht, Geo. C. ...307
Sixth City Wire Wks.305
Skidelsky & Co., S. S. 278-282
Skinner Irrigation Co.315
Smith & Fetters Co. .298
Smith, Henry. 299
Smith, P. J. 306
Smith Co., W. & T. .299
Smith, the Florist. .290
Snyder Co., B. A. ...308
Solomon & Son, L. ...311
Spear & McManus. .299
Stearns Lumber Co., 311
Steele's Pansy Gardens. 282
Store Specialty Co., The. 304
Storrs & Harrison Co.284
Strompf Co., H. 304
Stumpp, Geo. E. M. ..301

Stumpp & Walter Co. .279
Syracuse Pottery Co. .311
Taepke Co., G. H. 299
Taylor, Edw. J. 286
Thompson & Co., C. B. 300
Thorburn & Co., J. M. 278
Tomlinson Key Floral Co. 299
Traendley & Schenck .307
United Cut Flower Co., Inc. 306
Vaughan's Seed Store 280-281
Vick's Sons, James. ...281
Vincent, Jr., & Sons. 269
Virgin, U. J. 301
Walker Co., The F. ...300
Watkins & Simpson. ..279
Water Cooled Culm Burning Grate Co. .315
Wax Bros. 298
Weber, F. H. 302
Weeks Nursery Co., Inc., C. H. 290
Weir, Inc., James. 298
Welch Bros. Co. 308
Welch, The Florist. ..299
Westbury Nursery Co. 290
Westman & Getz. 298
Whilldin Pottery Co. .311
Wilk, John. 280
Wilson, H. E. 302
Wilson, R. G. 298
Winterson's Seed Store. 308
Wolfinger, Florist. 300
Wood Bros. 289
Woodruff & Sons, S. D. 278
Young & Co., A. L. ...307
Young & Co., John. ..307
Young & Nugent. 301
Young & Sons Co., C. 302
Zech & Mann. 308
Zvolanek, Ant. C. 278

Index to Stock Advertised

Handy direct Index to everything advertised in this week's display columns

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

um. 269-83-85
m. 289
llis. 281
t. 285
....276-85
gus. ..269-76-83-84-285-88-89
um. 284
s. 290
as. ...269-83-84-86-289
....276-83-84
is. 290
ag Heart. 290
nvilleas. 284
rdias. 283
..269-76-81-82-88
laris. 276-83
ula. 276-80
280-81-82-83-86-88
tuft. 280
ions. ..269-83-86-89
irea. 280
nthemums. 289
um. 276
rias. 283-84
is. 290
....269-85
....269
a. 276
owers 306-07-08-09
nen. ..276-79-80-83-289
mum. 269-84
....284
lia. 281
....282-83-84
rive Plants. 284
mum. 276
us. 276
m. ..269-76-82-83-285-88-89
....290
....286
....269-83
....290
....287
.269-76-83-85
....276-84-89
ias. 284
.69-76-81-82-83-284-88
rees. 290

Fuchias. 269-89
Gardenia. 290
Genista. 269-84
Geraniums. 269-82-83-84-288-89
Gypsophila. 276-80-83
Heather. 281
Heliotrope. 289
Hemlocks. 290
Hollyhocks. 276
Honeysuckle. 286
Hunnemannia. 280
Hydrangeas. 284-88-90
Iris. 280-90
Ivy. 269-83
Japonica. 290
Jerusalem Cherries. ..269-283-85
Kentias. 276-81-84-85-87
Lantanas. 289
Latania. 276
Ligustrum. 290
Lilac. 290
Lilies. 269-76-80-81-82-283-90
Lily of the Valley. 281
Lindens. 290
Mignonette. 276-80-83
Myosotis. 280
Myrtle. 283
Narcissus. 281
Norway Maple. 290
Nursery Stock. 290
Oaks. 290
Onion Sets. 276-80
Orchids. 287-89
Palms. 276-85-87
Pandanus. 276
Pansies. ..276-80-82-83-84
Pelargoniums. 283
Peonies. 280-89-90
Perennials. 276-90
Phlox. 290
Phœnix. 276-85
Poinsettias. 269-83-85
Primulas. 269-80-83-84-89
Primroses. 284
Privet. 290
Rhodendrons. 290
Roses. 269-83-89-90
Seeds. 270-76-79-80-81-82-283-84
Shrub. 290

Editorial Contents

American Gladiolus Society 292
Anthracite vs. Bituminous 292
Breads, Strange, of other Lands. 275
Canadian Horticultural Ass'n.. 286
Carnations and Roses at Low Temperature, Growing 293
City Water Injurious to Plant Life 308
Common Labor Requirements .. 306
Florists' Hail Ass'n 297
F. T. D. Meeting 296
Grand Central Palace, No More Shows 292
Heating Queries 288
Horticultural Hodge Podge. 292
Incorporations 309
Ladies' S. A. F. 296
Lutheran Cemetery Florists and Gardeners' Ass'n 305
Maximum Canning with Minimum Sugar 275
Meetings and Exhibitions, Coming 288
Middle Atlantic States 303
Middle West 287
New England States 289
Nursery Dept. (Illus.) 291
Obituary:
Brown, E. P.; Higgins, Richard 293
Practical Generosity, More on.. 292
Preserving the Natural Green of Plants 275
Question Box 281
Questions for Answer 288
Questionnaire to Florists, A 292
Retail Dept.:
Practical Talks to the Management; An Unusual Department Store Floral Department (Illus.) 299-301
S. A. F. and O. H., Report of Convention at St. Louis 273, 274, 294-297
Scheepers Co. Gladioli 281
Secaucus Exotic Nursery 306
Seed Trade, The 279
Sewickley (Pa.) Hort. Society.. 288
Southern States 284
Taking a Splinter Out of the Finger 293
Trade Notes:
Boston. 306
Buffalo. 303
Chicago. 308
Cincinnati. 287
Cleveland. 287
Fort Wayne. 288
Houston. 284
Kansas City. 287
La Porte. 309
Lancaster. 303
Louisville. 284
New York. 306
Philadelphia. 309
Pittsburgh. 305
Saddle River. 305
San Francisco. 310
Spokane. 310
Washington. 285
Vegetable Crops Under Glass and in the Open 283
Week's Work, The:
Cyclamen; Holding Freesias for Late Planting; The Coldframes; Chrysanthemums; Geraniums (Illus.); Snapdragons; Poinsettias .. 275

Snapdragon. 276-83-84
Smilax. 283-88-89
Solanum. 285
Spiræa. 290
Stevia. 283-89
Stocks. 280-83
Swainsona. 269
Sweet Peas. ..270-80-81-283-84
Sweet William. 276-84
Trees. 290
Tsuga. 290
Vegetable Plants. 288-89
Vegetable Seeds. ..276-79-287
Vincas. 284
Violets. 283-84

MISCELLANEOUS

Alphine. 288-310
Aphis Punk. 283-310
Artificial Flowers. 272
Bamboo. 276
Baskets. 272-303-04-05
Boilers. 311-15
Boxes. 272-304
Boxwood. 304
Cash Registers. ..277-304
Chiffon. 305
Cold Storage. 276
Cycas Leaves. 272-303-304-05
Cypress. 311-15
Dagger Ferns. 304
Directory of Reliable Retail Houses. 298-99-300-01-02
Evergreens. 304
Ferns, Fancy. 272-304
Fertilizers. 310
Fittings. 315
Florists' Accounts Insured. 281
Florists' Suplies. 303 304-05
Fungine. 310
Galax Leaves. 272-304
Glass. 284-311-15
Glazing Points. 311
Grates. 315
Greenhouse Construction. 311-15-16
Greenhouse Material 311-315
Ground Bone. 310
Ground Pine. 304
Gutters. 315
Heating. 311-15
Hose. 311
Insecticides. 310
Irrigation. 315
Laurel. 304
Laurel Festooning. 304
Lemon Oil. 283
Lumber. 311-15
Lycopodium. 305
Magnolia Leaves. 272-303-04-05
Manure. 310
Mastica. 311
Moss. 304
Nico-Fume. 283-310
Nicoticide. 283
Nikoteen. 283-310
Oak Leaves. 303-05
Paper Pots. 310
Pecky Cypress. 315
Pipe. 284-311-15
Pip Fittings. 315
Plant Food. 310
Posts. 315
Pots. 310-11
Princess Pine. 305
Putty. 311
Putty Machines. 311
Ruscus. 305
Sash. 311-15
Sea Moss. 304-15
Seed Packets. 276
Slug Shot. 286
Smilax. 304
Sphagnum Moss .272-304
Sprays. 272-305
Stakes. 276-86
Supports. 286
Tissue Paper. 272
Tobacco Products. 310
Toothpicks. 272-304
Tubes. 315
Tubs. 311
Valves. 311-15
Vermine. 310
Wants. 312-13-14
Wax Goods. 272
Wax Paper. 272
Wheat Shears. 305
Wholesale Florists. 306-307-08-09
Wire. 304-05
Wire Designs. 272-303-304-05
Wreaths. 272-304-05

Great Reduction Sale

We will allow you 10% discount on any order you will place with us now. You should take advantage of the opportunity

Why the BOSTON FLORAL SUPPLY CO. can sell Supplies at a Reduced Rate

1. We are large manufacturers and buy our **raw** stock in large quantities at reduced prices.
2. The finished product goes from us to you **direct,** only one profit.
3. Our individual profits are small, but our sales are large.
4. Every article you purchase from us is fully **guaranteed.**

CYCAS

Size	Per 100	Size	Per 100
8 x 12	$3.25	28 x 32	$9.50
12 x 16	4.00	32 x 36	10.00
16 x 20	5.25	36 x 40	11.50
20 x 24	6.50	40 x 44	12.25
24 x 28	8.25	44 x 48	13.00

These leaves are prepared in our own factory. They are flexible, do not mould, and are of a fine color. **CYCAS** are very scarce, and we have been very fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, **Cycas Leaves** in the future will be very scarce, and the price must rise accordingly. While we have these leaves on hand, we want our customers to take advantage of our offer.

Nothing will take the place of **Cycas** where these leaves are needed to make your design beautiful.

MANILA BOXES

Manila Boxes like many other things will be higher in price. Why not place your order with us now? If you had placed your order with us only a few months ago you would have saved some money on your boxes. Many of our customers have taken advantage of our offer. Why not you, Mr. Florist?

Manila

Size	Per 100
18 x 5 x 3	$3.10
21 x 5 x 3½	3.90
24 x 5 x 3½	5.00
28 x 5 x 3½	5.75
21 x 8 x 5	5.75
30 x 5 x 3½	6.40
24 x 8 x 5	6.90
28 x 8 x 5	7.40
30 x 8 x 5	8.90
36 x 8 x 5	11.00
30 x 12 x 6	12.25
36 x 12 x 6	13.50
36 x 14 x 6	14.75

Bouquet Boxes

Size	Per 100
19 x 9 x 8	$9.50

Wreath Boxes

16 x 16 x 5	8.75
16 x 16 x 7	9.50
18 x 18 x 6	10.50
18 x 18 x 8	12.75
20 x 20 x 6	12.25
20 x 20 x 9	15.00
22 x 22 x 6	14.75
22 x 22 x 9	18.25

Printing free on orders of 300 or more. In smaller quantities $1.25 per 1000. In gold or bronze $3.00.

Save 20% on your Baskets

We are headquarters for **Baskets** and **Window Boxes.**

We manufacture baskets from the raw stock in our own factory. To introduce our line, try this assortment listed here at this special price reduction.

25 tumbler baskets two tone, with liner **$8.25**

12 pot baskets with handles, two tone effects, including water proof liner. Sixes from 6-10 in. **$12.00**

2 pot covers with handles
3 tumblers
3 princess baskets
1 long stem flower basket
2 cut flower baskets
$7.50

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. Remember, if the goods are not satisfactory send them back at our expense.

WIRE FRAMES

We manufacture our own wire frames. Goods are made of coppered wire. Any design made to order. No charge for packing.

Our stock is fully **guaranteed.** If we could take you into our wire department and show you how everything is worked up carefully, what little waste there is, the faithfulness of our workmen, you would not be surprised as to the high quality and the low prices of our goods. Our expert wire men will make anything up for you, from a simple ring to a submarine. **All From Wire.**

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We handle a full line of florists' supplies, such as **Ferns, Galax, Sphagnum Moss, Wax Paper, Tissue Paper, Wired Toothpicks** and all other supplies.

WAX GOODS

We manufacture a full line of **Sprays, Magnolia Wreaths, Wax Designs** and **Artificial Flowers** of all kinds. All our wax goods are manufactured from the best materials.

OUR GUARANTEE **We Guarantee that our Prices are the Lowest.** Should you find, for any reason, that we have overcharged you for anything, we shall take the matter up with you at once and adjust anything that may be wrong. We do this so that our new customers will gain confidence in our methods.

Be Safe and Buy from a Reliable House

BOSTON FLORAL SUPPLY CO.

347-49-51-53-55-57 Cambridge Street, BOSTON, MASS.

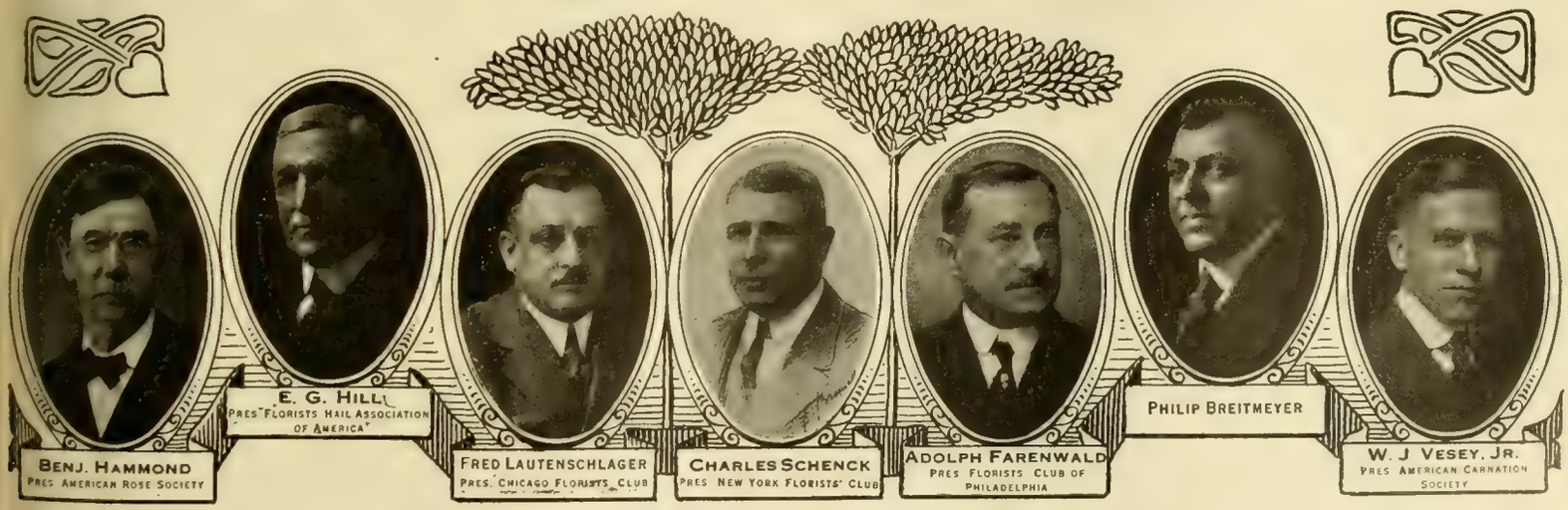
Prices subject to change without notice

The Society of American Florists and Ornamental Horticulturists

Thirty-Fourth Annual Convention and Exhibition :: :: :: Saint Louis, August 20, 21, 22

1885 1918

Officers and Directors of the Society of American Florists and Ornamental Horticulturists



Directors of the S. A. F. and O. H. from the affiliated societies

Saint Louis Welcomes The Country's Florists

Society of American Florists and Ornamental Horticulturists

SAINT LOUIS, AUGUST 20, 21, 22

THE thirty-fourth annual convention opened in Moolah Temple, St. Louis, on Tuesday, Aug. 20, at 2:30 p.m., in the most beautiful setting that ever graced a similar occasion, thanks to the good offices of the park commissioners of this city, splendidly reinforced through the effective cooperation of the St. Louis Florists' Club. The temple itself is a beautiful structure, located in a quiet residential section, and its complete quietness afforded ideal hearing facilities. The stage setting calls for more than passing notice. Below the stage were palms, Boston and Holly ferns, flanked on either extremity with pyramids of other palms, Kentias 18ft. high forming the apex. On the stage, ranged the full length of the footlights, were Pandanus Veitchii and Whitmanii ferns. On the stage stood four large baskets containing principally Gladioli, all notable, one in particular containing Chicago Gladioli and purple Asters with Asparagus plumosus tied with ombre ribbon, a presentation to the president and the officers of the society by F. H. Webber of St. Louis. The galleries were most profusely decorated with the flags of the Allies. A large American flag floated above the president's chair and another guarded the ascent to the rostrum. All this was enhanced by the delightful effect of the background. A painted scenery of palms, cacti and mountain scenery, a blue sky and a soft diffused light mellowing the really lovely *tout ensemble*. The approach to the temple from the street was equally attractive, the stone balustrade being decorated with Boston ferns and Asparagus Sprengeri, and at the entrance doors stood pyramid and standard Box in tubs.

At the opening meeting we noted with much pleasure the presence of many old-time members who have been identified with conventions for years, among them Richard Vincent, Jr., White Marsh, Md.; John G. Esler, Saddle River, N. J.; A. L. Miller, Jamaica, N. Y.; John A. Evans, Richmond, Ind.; E. G. Hill, Richmond, Ind.; Irwin Bertermann, Indianapolis, Ind.; W. A. Manda, South Orange, N. J.; Jos. Manda, West Orange, N. J.; Frank Friedley, Cleveland, Ohio; Geo. Asmus, Chicago; A. F. Poehlmann, Chicago; M. Barker, Chicago; Fred Lautenschlager, Chicago; J. A. Peterson, Cincinnati, Ohio; C. L. Baum, Knoxville, Tenn.; Chas. P. Mueller, Wichita, Kans.; C. E. Critchell, Cincinnati, Ohio; J. T. D. Fulmer, Des Moines, Ia.

The first afternoon proceedings followed the schedule closely. On the platform, additional to the officers of the society and those of the local club, were ex-Presidents Hill, Gude, Asmus, Vincent and Kerr.

The mayor gave the keynote when he bid the visitors feel as though they were at home. The weather was warm, but not unduly so. At Pres. Totty's suggestion, the delegates uncoated and the business was put through without hitch, the audience having first joined in singing one verse of America, under the leadership of J. Fred Ammann. During the session Irwin Bertermann, given the privilege, made a telling speech on the effectiveness of our women in the war and paid special tribute to the mother of the S. A. F., Mrs. Richard Vincent, Jr., of White Marsh, Md., and the mother of the F. T. D., Mrs. Wm. F. Gude of Washington, D. C., both of whom were escorted to the stage and presented with baskets of flowers.

The convention was called to order by August H. Hummert, vice-president of the St. Louis Florists' Club. L. Jules Bourdet, vice-president of the S. A. F., upon being introduced by Mr. Hummert, delivered an address of welcome, followed by an address by Hon. Henry Kiel, Mayor of St. Louis, who extended a hearty welcome to the delegates. J. Fred Ammann responded to the mayor, praising St. Louis hospitality. He drew a picture of the great part floral offerings play on all occasions—births, graduations, weddings, sickness and death. He also outlined the great work to be done by the S. A. F. after the war period, and spoke of the sacrifices on the part of our florists in sending their sons into service.

Mr. Hummert now turned the convention over to President Totty, who proposed singing America. Mr. Totty then moved that the following resolution be adopted; it was unanimously carried:

Whereas, the S. A. F. being now represented in large numbers by its boys "Over there," desires to express appreciation of the Commander-in-chief of the Army and Navy, on whose unflinching patriotism and devotion to country they fully rely; therefore,

Be it Resolved, that in the thirty-fourth annual convention assembled at St. Louis, August 20, we beg to transmit to His Excellency, the President of these United States, Woodrow Wilson, our prayers for his continued success in wise leadership and pledge our most loyal devotion to the great cause of which he, more than any other American, is the far-seeing leader and exemplar.

A telegram was read from Ernest J. Sayward, president of the Canadian Hort. Ass'n, conveying greetings, reciprocating good will and fellowship, and expressing the sentiment that "shoulder to shoulder, like our gallant boys, we will work together for future good."

President Totty congratulated the St. Louis florists on the magnificent hall decorations which presented a bower of beauty, and he proposed a resolution of thanks to the florist. The president's address follows:

President Totty's Address

We are assembled today for the thirty-fourth annual convention, to greet each other as friends and fellow-horticulturists, and to derive mental and physical benefit from contact

President Chas. H. Totty of the S. A. F. and O. H.

with associates all engaged in the same business of growing and distributing plants and flowers; a business which is one of the finest on earth since its sole and only mission is to elevate and improve not only its members but the world at large.

We are meeting today under the handicap of war—the old, happy, carefree note of previous conventions will be absent. Meeting facts face to face, with an earnest endeavor to keep an even keel on the troubled "Sea of Business" demands at this time much thoughtful and careful consideration.

Let us first of all, as good, loyal Americans, reaffirm our faith in the leadership of our splendid President, Woodrow Wilson, and let the world know that we, as florists, individually and collectively, are back of him so that "Government of the People, by the People and for the People," shall continue to flourish.

National League for Woman's Service

The times through which we are passing are momentous ones for the florists. In the eyes of some people, since war was declared, we have been regarded to a certain degree as "non-essential," our product not being considered necessary to the winning of the war. Physically, flowers are not necessary, but their influence on the soul of the people has been and will be of inestimable benefit during the coming Winter. In this connection, one of the finest illustrations is the work being done by the National League for Woman's Service, which works with and through the Red Cross. This movement was organized for the express purpose of presenting our wounded soldiers in the hospitals throughout the country with fresh flowers. Distributions have been effected on a large scale in the New York section for some months, and will be spread throughout the entire country as base hospitals may be erected in the different States. Wherever the National League for Woman's Service establishes a branch I trust the local [illegible] will organize to keep that branch supplied with f[illegible]. Could you hear, as I have, the stories told by Mrs. [illegible] President of the League, on the way the sick soldiers cr[illegible] fresh flowers, preferring them even to any delicacy in t[illegible] of food or drink, you would realize that here was a cha[illegible] the florists too old to fight to do their share toward alle[illegible] pain and helping out the country. Trust this conv[illegible] will go on record as officially endorsing this splendid [illegible] ment.

Labor Question

The question of help today is an important one. P[illegible] every florist establishment here represented has contr[illegible] by enlistment or through the draft some of his best [illegible] our splendid army. In some cases this will mean a [illegible] curtailment, while others are endeavoring to help out [illegible] use of other kinds of labor, but we will overcome this har[illegible] and others much worse, if our Government feels it [illegible] necessary on our part in order to win the war.

Coal Situation

In this connection the coal question is the momento[illegible] one for the florist. The original government order, limitin[illegible] s to 50% of our average annual consumption for the last [illegible] years, has since been modified to allow florists the use o[illegible] and fuel providing same does not have to be transpor[illegible] rail. The small florist, also is kept in business by per[illegible] him to get his entire quota of coal, providing same d[illegible] exceed forty tons, which convinces me that governm[illegible] only too willing to keep us in business if it is at all poss[illegible] do so. A coal expert will speak to us on the coal sit[illegible] later.

Our Washington Representative

We were fortunate indeed to have in Washington dur[illegible] past year such a representative man as Wm. F. Gude[illegible] report when you read it will be found to cover many [illegible] of close contact between the florists and the gover[illegible] notably on the questions of bulb importation from Jap[illegible] Bermuda, not to mention the importations from Eur[illegible] the seed stores; manetti and other products. Mr. Gu[illegible] given his time unselfishly and loyally to the S. A. F. [illegible] of you who have been to Washington to interview the di[illegible] Boards can testify to his work in this respect. Many or[illegible] tions which have not succeeded in doing nearly as m[illegible] Washington as the S. A. F. & O. H. has done, main[illegible] highly paid organization in that city. Mr. Gude di[illegible] work without any recompense—his only satisfaction [illegible] that it was work he could do and necessary for the wel[illegible] of the trade in general. I feel some more tangible reco[illegible] should be awarded him than a simple vote of thanks.

National Plant, Flower and Fruit Guild

Another organization that has done and will do a gre[illegible] of good for our soldiers is the National Plant, Flow[illegible] Fruit Guild, which has been operating in New York [illegible] or twelve years previous to the war, largely among the cr[illegible] tenements of the East side. This society has now unde[illegible] to beautify with flowers and plants—the cantonmen[illegible] camps in the United States. While it is too late now [illegible] much this Summer, it is planning to make a big start f[illegible] Summer. It will undertake to provide the funds neces[illegible] transport to the different cantonments plants and shrub[illegible] tributed and will see that same is properly taken care [illegible] planted. Any of the members of this society who ar[illegible] position to contribute stock for this purpose will please [illegible] touch with the organization at its New York office, 70[illegible] ave., and help out as much as possible with donati[illegible] growing plants and flowers. By the aid of this Guil[illegible] National League for Woman's Service, florists get in [illegible] contact with our troops. The government has no ti[illegible] look after what is called "the sentimental side" of the w[illegible] it is willing for other organizations to do this where po[illegible] Those of us who have been through the different canton[illegible] in the different States know what a wonderful improven[illegible] few plants and shrubs judiciously placed would make [illegible] appearance of the camp for the Summer.

Liberty Bonds and War Savings Stamps

The florists as a body are not of warlike tendencies. Th[illegible] business they are engaged in tends to induce a philo[illegible] state of mind rather than a combative one, yet every [illegible] can help his government, and I believe is doing it to the[illegible] fullest extent through the purchase of Liberty Bond[illegible] War Savings Stamps. Let us never forget our coun[illegible] entitled to our all, for, should the government fall, [illegible] certainly would be no need for florists, therefore every [illegible] we can possibly spare must be used to help our governm[illegible].

Flower Show

It is a matter of regret we did not have the convention [illegible] Spring in conjunction with the National Flower Show, a[illegible] inally planned. Circumstances, of course, rendered th[illegible] possible, but personally I would like to state to the flor[illegible] St. Louis that postponement of a flower show does not, [illegible] mind, mean abandonment as some of you seem to thin[illegible] I look to see the next Flower show in St. Louis just as s[illegible] times are propitious.

(*Continued on page 294*)

Cyclamen

If you are fortunate enough to have Cyclamen with a healthy growth don't spoil them by crowding the plants. You can't grow good stock in a crowded condition and when once allowed to suffer for the want of room, so that the plants make long drawn leaves, you will never get them back into shape again. A Cyclamen, no matter how plentiful or fine the flowers, is of but little use if the foliage is imperfect; on the other hand a plant with perfect foliage and which had all the room necessary to develop into a shapely specimen will sell even if a little short on flowers. The next important thing is to keep the stock clean. A dose of greenfly will not show the results on the large leaves at once, but you can soon tell when the young leaves push their way through. It is then that they suffer, and a plant with disfigured leaves due to insects just means money out of pocket for the grower. Not nearly enough attention is being paid by some growers in regard to obtaining perfectly shaped plants and foliage. The leaves of Cyclamen are every bit as important and attractive as the flowers, and there is more to the culture of the plant than to just find out how many plants can be grown in a given space.

Holding Freesias for Late Planting

As stated on several occasions before in these notes Freesias are becoming more and more important as a florist flower right along, and we no longer have to depend on Europe for our supply of bulbs. They are grown right here in America as they should be; not alone that, but just as good bulbs and at a reasonable price. Whether there will be Paperwhites or not, if you are a retail grower plant Freesias more than ever this year and have them come along from December until April. But take care of the bulbs which are to be planted late; left in the paper or cloth bags in a hot, dry place they suffer. A better way is to spread them out in flats and store away in a dark, cool place and the later you plant the better the results if they are grown cool until well under way. Many growers for the San Francisco market plant their bulbs just about this time into deep flats, after which they are placed outdoors or in frames and brought in as wanted. In this way well rooted plants are always ready for forcing. They plant their bulbs practically all at the same time because if left too long out of soil they will become soft, and while small bulblets will form at the base the usefulness of the bulb itself for producing flowers is gone. In sections having heavy frost by the end of October and during November, Freesias outdoors, even in a coldframe, is a risky business, but by properly taking care of the bulbs they can be kept in good shape into December. Get your requirements attended to now and what you don't want for present planting store away as suggested above.

The Coldframes

It isn't a bit too early to look over those coldframes. To the small grower in particular they are every bit of as much value as a greenhouse. In a well constructed coldframe, and properly protected, a lot of stock can be overwintered or stored away to be drawn from as needed for forcing inside. If you have no bulb cellar a deep coldframe is the next best place. There, with a good covering of soil on top of the flats, you can get at them at any time without having to work your way through a foot or so of ice and snow as we have it sometimes during the first two months of the year. Coldframes when emptied of their stock may again be used as hotbeds during Spring and after that may again be planted with a Summer crop. In that way they will pay for themselves as well if not better than a greenhouse. See to it now that they are put in first class condition; you will be too busy later on to attend to them; not only the frames but the sashes should be gone over. Perhaps you figure on carrying some perennials over Winter for indoor forcing? The frame is the place for them as well as for early Pansies.

Chrysanthemums

Cultural Notes

This is growing time with the 'Mums. If they don't move now they never will. Heat and moisture with everything else in good shape means that they will make their best growth now, especially the midseason and late kinds. The forming of flower buds with the earlier kinds has begun and those are already in full bloom and offered on the streets in the Western Coast cities, and that right alongside of some of the finest Dahlias and Asters on 3ft. stems. It makes the visiting eastern florist envy their climate if nothing more. Growing time with the 'Mums under glass means also staking time and the removal of all unnecessary growth along the stems. It means the pinching back of the bush plants, the shifting of the pot stock and the feeding of those which are not going to have a shift. Neglect now in any way which will stunt them or cause hardwood to form, means a setback. Watch the plants, look after their requirements and thereby keep them moving. When the buds once begin to form you can't expect much more growth. You can help along in obtaining a good flower but foliage and stem have to be developed prior to that time. Watch the weather conditions on cloudy, cool or rainy days; let up with late spraying—in other words avoid excess moisture.

Geranium Sensation, one of the newer varieties

Geraniums

With most growers Fall-struck Geranium cuttings are mostly made use of for the stock wanted the following Spring. You can root a Geranium almost any time of the year; even those taken out of the sand as late as March will make fair plants by Memorial Day but may prove shy bloomers while the early propagated ones with a little hardwood are, usually, best for early flowering. Plants with three to four good sized trusses of flowers bring the price and three times what the same sized plant without flowers will. At this time the tops of the plants out in the field can be removed and easily rooted in a frame, when a layer of sand about 3in. in thickness has been placed over the top of the soil in the frame. These cuttings if given just a little room can remain in the frames after they are rooted up to the time the early 'Mums leave the benches, and the plants from which you take the cuttings will inside of a month furnish another lot which can be removed and rooted inside. If weather conditions are favorable maybe a second lot can be had before frost comes. All this is of especial value for the man with limited stock and wishing to increase it as much as possible. Outdoor propagation at this time is preferable to indoor where cuttings at all soft will dampen off which is hardly ever the case outdoors.

Snapdragons

You may have among your seedling plants outdoors some desirable kinds well worthy of growing on more stock from and the present is a good time to root cuttings. Every healthy plant should be full of them and just a few days in the sand will root them. Plants benched by this time should also be pinched back—you don't want them to flower just yet; rather try to obtain bushy plants first. Always bear in mind the Snapdragons are cold house plants and don't do their best in a hot dry house. Do what you can to keep the temperature down and the plants clean in order to prevent disease.

Poinsettias

Rather late cuttings can still be made of Poinsettias. Frequently one has calls for small plants around Christmas, and the retail grower can't make much of a mistake to have a hundred 6in. bulb pans with three or four plants in each. Inexpensive plants are in as much demand around the holidays as those costing $5 to $10 each and it is wrong not to prepare for such trade. It is just as well to pot the late struck cuttings of Poinsettias into 3in. or 3½in. pots and let them remain in these pots until a few days before Christmas. Now and then we find a customer who is able to keep a Poinsettia in good condition for a couple of weeks, but usually three to four days finishes the best of them.

Preserving the Natural Green of Plants

As is well known when plants have been dried by any of the well known processes, such as under pressure, in hot sand, or by sulphur fumes, the foliage loses most of its natural green. To get anything resembling a life-like effect, the leaves have had to be artificially colored and this plan has not proved to be very satisfactory. The difficulty has been entirely surmounted, however, owing to the fact that it has been found possible to form a chemical compound with the chlorophyll which is permanent. The method adopted is on the following lines: A boiling solution of copper acetate and acetic acid is prepared. Into this the parts of the plants to be preserved are steeped. The acetate combines with the chlorophyll and forms a permanent coloring matter. Whatever the original shade of green may be this color is perfectly fixed. The drying process can then be carried forward. Where the particular method is that which preserves the form, as is the case when hot sand is used, the preserved plant is wonderfully lifelike. The steeping in the copper acetate appears to have no effect on the flowers. If the drying is carried out with sand or sulphur fumes the original hues are usually well preserved.

The plan described above has also been employed in the preservation of seaweeds with excellent results. For the brown seaweeds it has been found needful to add a little permanganate of potash to secure the best effect. With the red seaweeds certain stains are used but, when once the right color is secured, the copper acetate fixes it for all time. One great value of this plan is that the plants so treated do not suffer from exposure to light. After some months of standing in direct sunlight the treated specimens were as bright green as if they had just been freshly gathered.—*Scientific American.*

Strange Breads of Other Lands

Many plant products besides those which we ordinarily use for bread have been used in various countries at different times. In the early days of this country acorn meal was used for making bread and is still so used by certain Indian tribes. It is said that after being boiled several times the acorns lose their bitter taste, and become sweet and wholesome.

In remote ages the Egyptians of the Nile valley prepared bread from the seed of the Lotus flower which grew abundantly in the mud of the river bottom.

Early records of Northern Europe, particularly Scandinavia, shows that the poor subsisted partly on bread made of ground moss. This, however, had so little nutritive value that it was almost worthless as food.

Various substances have been used to eke out the shortage of grain supply. Potato flour has been used for this purpose and when mixed with Rye or Wheat is not unpalatable. The Italians and Spaniards are using Chestnnts, the Chestnuts of Italy and Spain being much larger than ours. In South America Banana flour has also been used and attempts have been made to introduce it into this country. It is said to be both nutritious and palatable. The Mexicans and South Americans grind Peas and Beans into meal, make them into little cakes and fry them. Of course, various cereals have always been used for bread making from time immemorial.—Condensed from the *Mediator.*

Maximum Canning With Minimum Sugar

This is the title of a leaflet issued by the U. S. Food Administration at Washington, D. C., giving hints as to how fruits and vegetables may be preserved with the minimum use of sugar. The numbers and titles of Farmers' bulletins which contain information on the subject are also given.

TO THE RETAIL FLORISTS

Our stock of **KENTIA Belmoreana** and **Forsteriana PALMS, Home-Grown,** in all sizes, is undoubtedly the largest in this country, and of a **quality which is unsurpassed.**

We have a very large stock of **PHŒNIX canariensis** and **Roebelenii, ARECA lutescens,** and **LATANIA borbonica PALMS;** also **DRACÆNA Massangeana, Lindeni, Lord Wolseley, Terminalis, Kelleriana, Sanderiana,** etc., in all sizes.

PANDANUS Veitchii and **utilis** in from 6-inch pots to 16-inch tubs.

A large stock of **CROTONS** and of **FICUS elastica,** single and branched plants, and of **FICUS pandurata** and **utilis.**

BOSTON FERNS in variety.

CIBOTIUM Schiedei Ferns, etc.

PERSONAL INSPECTION INVITED *STRICTLY WHOLESALE*

DIRECTIONS TO REACH OUR NURSERIES

Take Hudson Tunnel or Christopher or 23d Street Ferry to Hoboken, and then take Passaic Car, which passes our door; or transfer at the Transfer Station to the Passaic Cars

SECAUCUS EXOTIC NURSERY

SECAUCUS MARIUS MUTILLOD, Proprietor **NEW JERSEY**

When ordering, please mention The Exchange

We beg to call attention to our facilities for handling Japanese Lily Bulbs in cold storage.

With separate rooms maintained at an even dry temperature of 33 to 35 degrees, we are giving this delicate commodity every attention that will assure successful carrying.

As the result of our careful methods, we have greatly increased our business in storing Lily Bulbs, and can refer by permission to most of the leading importers and distributors in this line.

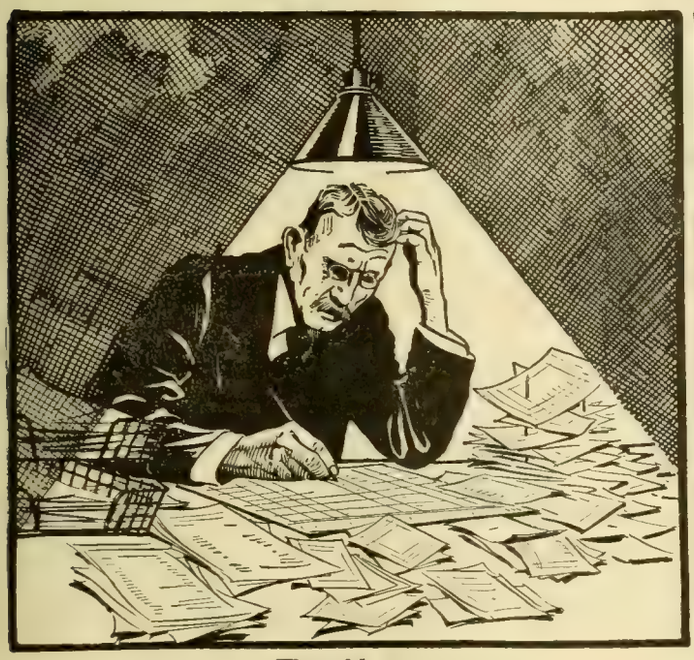
You will find our service satisfactory, and our rates reasonable.

We invite inspection, and solicit a trial of our facilities.

Heermance Storage & Refrigerating Co.

Greenwich Street, Reade to Chambers
New York City

When ordering, please mention The Exchange



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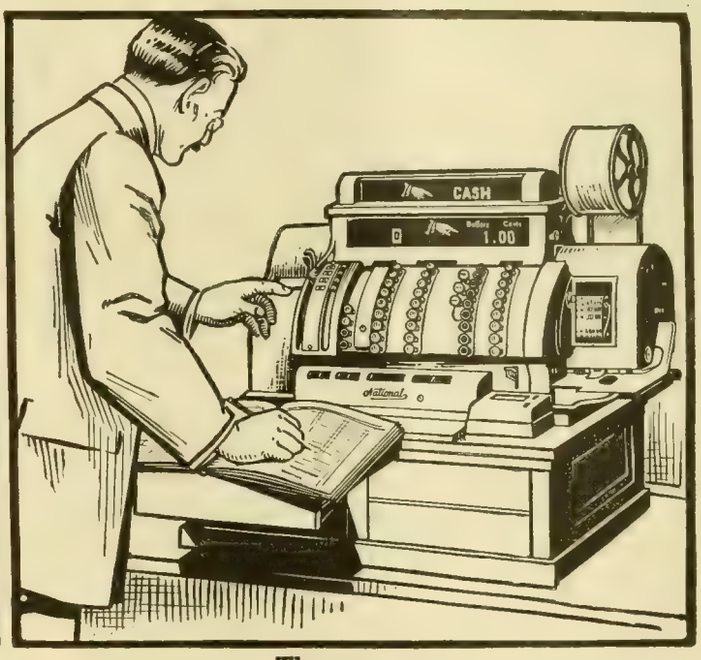

The new way

A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks.

It pays for itself out of what it saves.

Merchants need National Cash Registers now more than ever before

FILL OUT THE COUPON AND MAIL TODAY

Dept. 8103 The National Cash Register Company, Dayton, Ohio.

Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name_____

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New Early-Flowering or Winter-Blooming

Giant Pansies

The first to flower in Spring.
Flowers good and large, with deep, rich colors.
Stems long and strong.
Excellent for Cut Flowers when wanted in separate colors.
A vigorous grower and a good bedder.

14. WINTER SUN. Golden yellow, with dark eye.
15. ICE KING. Silvery white, with dark blue eye.
16. CELESTIAL QUEEN. Light or sky blue.
17. CHARM OF MARCH. Dark velvety blue.
18. MIXED. The above four colors with other shades and variations.

500 Seeds 25c., 1000 Seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, 1 oz. $7.50

For list and price of other Kenilworth Pansy Seed, send for descriptive circular

Chas. Frost Kenilworth, N. J.

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.
Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

PANSIES

METTE MIXED STRAIN of Pansy plants has been approved for in and out door planting for cut flowers. I have testimonials from North, South, East and West. Conditions do not permit more particulars. Ask for private information. Plants, $4.00 per 1000; Seed, $4.00 per oz.

J. B. Braun, Parkside Greenhouse, Hightstown, N.J.

HIGHEST GRADE SEEDS — FOTTLER FISKE RAWSON CO. — BOSTON

SWEET PEAS

Winter-Flowering SPENCER
Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING
Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.
The Seed Store — 12 and 13 Faneuil Hall Square, BOSTON, MASS.

Seed Packets for 1919

Should Be Ordered At Once

We make: All Packet Sizes
Larger bags for Counter and Package Trade, up to 2-lb. or more
Catalogue Envelopes Return Envelopes Coin Envelopes

The Brown Bag Filling Machine Co.
FITCHBURG, MASS.

When ordering, please mention The Exchange

Ready Now Pansy Seed

Here is a letter from a man **who knows**, that speaks for itself. "Please send us one (1) ounce of Pansy seed at once. Would like to have the same strain we had last year. We had the *best pansies we ever had.*" WALTER G. TAEPKE Detroit, Mich.

This is but one of a number of similar letters. Our **FLORISTS' PRIZE MIXTURE** of Pansy seed (home-grown) will be sure to give you entire satisfaction. You can't possibly improve on it, if you pay double the price. Per ounce, $6.00.

GIANT GREENHOUSE-GROWN MIGNONETTE. The kind you want if you want the best. $7.00 per ounce.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

Write us for prices on **C. S. Giganteum, 7-9, 300 to the case.** We have the stock.

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Prices*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS — **GROWERS FOR THE TRADE**

When ordering, please mention The Exchange

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

BAMBOO Cane Stakes

		Per bale	Per bale
Natural,	6 ft...	2000....	$21.00
,,	6-9 ft...	600....	7.00
,,	9-12 ft...	400....	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

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FREESIA PURITY

Mammoth Size, also ⅝-in. and up
FREESIA refracta alba, ⅝-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

J. M. THORBURN & CO.
53 BARCLAY STREET
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54 PARK PLACE
NEW YORK CITY

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GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.

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PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.
SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

California Seed Crops

Herewith is presented a conservative estimate of crop 1918 in various vegetables:

	Percentage
Beet—Detroit, Crosby, Flat Egyptian	100
Blood Turnip	80
Carrot—Danvers	85
Chantenay, Oxheart	75
Long Orange	90
Lettuce—Big Boston	35
New York, All Seasons	40
Grand Rapids	30
Onion—Australian Brown	75 to 80
Extra Early Red Flat	65 to 70
Southport Red Globe	45 to 55
Red Wethersfield	65 to 75
Southport Yellow Globe	65
Prizetaker	45 to 50
Yellow Globe Danvers	65 to 75
Yellow Strasburg	45 to 50
Flat Danvers	45 to 50
White Portugal	55 to 65
Southport White Globe	50 to 60
Bermuda, according to variety	20 to 35
Parsley	45 to 50
Parsnip	35 to 40
Radish—White-tipped Scarlet Turnip	60 to 70
French Breakfast	25
Red Turnip	60 to 70
Salsify	40
Spinach	25
Sweet Peas—Mixed	20 to 25
Named sorts	50 to 100
Swiss Chard	30

The harsh, strange, semitropical, dry climate of California, to a marked degree affects the nature and health of humans, animals and plants. With humans and animals, especially the females, it creates changes of temperament and irritability and excessive nervousness. Not every one of the recent comers, particularly those in middle life, can endure the climate. The writer had a personal intimate acquaintance with two women, sisters, who, after a residence within two years, died recently from these named causes, and who he is sure would be living today had they remained in their former homes in the eastern temperate climate, where they were born and raised.

Now that the Government has taken charge of the railroads, the flippant railroad advertisements in the magazines, shall cease; overdrawn, grossly exaggerated, misrepresentative, done for the purpose of selling railroad tickets to the railroad's profit.

In the foregoing table, Lettuce is observed as a short crop, due both to prolonged drought and destruction of plants by worms and slugs. Onion was affected disastrously not only by the drought but during the past six weeks the entire crop was burned by the excessive heat. Radish, Salsify, Spinach and Swiss Chard were shortened also by the prolonged drought. The aphis again has ruined the crop of Sweet Peas as above estimates indicate.

But it is curious about Beet. A few years ago the writer was informed by an old prominent firm of California seed growers that they had given up the growing of Beet for the trade after they had practised it for a number of years, because they had had too much continuous complaint in regard to purity, and they had therefore decided that it was impracticable to grow pure Beet seed in California, even with the very best care given it. Now, all of a sudden, in these speculative war times, California has undertaken again the growing of Beet seed. These "young" growers (by young is meant new and inexperienced at Beet seed growing) who have launched out on a large scale, as just said, are using French "commercial" seed for the purpose, as if that were a surety of success. Lands of mercy! Are they in ignorance of the fact that French Beet seed growers never use "commercial" seed for the growing of Beet seed? It would be regarded as unsafe. The seed these French growers use is known as "stock seed," which they had themselves produced from several years' careful selection of Beet roots, and which seed they will not permit to pass out of their hands, nor even to sell it if offered $25 to $50 per pound for it. Then, after using this fine stock seed, the roots or Beets raised therefrom are, before replanting, carefully selected as to form; each bulb or root is also carefully cut open for interior inspection as to purity. Thus it is a matter of wonder, with the exceeding short supply of labor in California (foreign labor at that, which at heart is distrustful of the money-making—it says unchristian—white man) whether these minute matters of detail related of the French practice, were practised with the California crop this season. Beet will mix a mile apart. The utmost care must be used to avoid mixture at blossom time. To mention one case in France: A crop of a certain variety which had been raised with all the care described above was found in due course after sale to be badly mixed. After much detective work the riddle was solved by the discovery that on another farm, a half a mile away, a small crop of another different variety, a very light colored Beet with many white rings, had also been grown the same season, and had caused the mixture with the dark colored, different shaped Beet complained of

To touch upon another point, vitality, it must be said that the "young" seedsman of today is very keen in that respect, demanding 90 to 100 per cent. vitality, and apparently indifferent as to purity. He seems to be reckless to the fact that Wild Carrot, Wild Parsnip, Wild Radish, and everything else that grows wild, produce seed of 90 to 100 per cent. vitality; that humans, wild Indians and those raised in squalor and filth are prolific in children. Per contra, that genius, a high order of mentality, reproduces but faintly or lightly, notably Shakespeare, Carlyle, Washington, Napoleon. Ergo: high germinative power in seeds and high grade purity are not always insured in combination.

H. W. Kruckeburg has ably presented both sides of the Asiatic labor question, in your issue of Aug. 3; one, the great majority or preponderating view of the masses, the other, the smaller or minority view of the malcontents, the kickers, those who fail to accept the exigencies of the war, and who would unwittingly sacrifice their country's future rather than make personal sacrifices. It goes without saying that the Chinese Exclusion Act will never be abolished during this present war. Thank Heaven! We have at the head of our Nation a President who in wise statesmanship already stands as the ablest leader of all the present leaders of the world. President Wilson may thus be counted upon that he will not "soften" or permit the bars to be lifted ever so slightly, under any pretext or subterfuge whatever, for the entry of Asiatic labor for employment on our farms or otherwise. Our good Christian Colonial fathers unfortunately permitted their hearts to "soften" in favor of slavery to obtain cheap labor in their time, and therefore unwittingly, regretfully, laid the foundation for the Civil War.

The statement that France has imported Chinese labor for service in that country's domestic affairs is camouflage; a figment of the imagination. That story must be a portion of the Hun propaganda upon which $50,000,000 is said to have been spent to form popular opinion in American in favor of the Hun. If France ever desires to import foreign labor it has Algiers, close at hand, to fall back upon.

Our seedsmen may find an instructive lesson in race and religious prejudice, appropriate in these present discussions of Asiatic labor, by witnessing the latest screen picture, a weird, thrilling play, "The City of Dim Faces," in which the chief character is borne by that capable Japanese actor, Sessu Hayakama, who is believed to have white blood in his veins.

California Seeds.

Our Advertising Columns
READ FOR PROFIT
USE FOR RESULTS

S. & W. Co.'s American-Grown
CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

Write for Our Growing Prices at once

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

Established 1810
DENAIFFE & SON
LA MENITRE, CENTRAL FRANCE
(About 140 miles southwest of Paris)
Wholesale Growers for the Trade Only
Prices, crop 1918, ready about October 1
Address all inquiries for same, orders, and other correspondence to our Sole American Agent and Representative
CHARLES JOHNSON, Marietta, Pa.

All the approved American Varieties
BEET, BRUSSELS SPROUTS, CABBAGE, CARROT, CELERY, LEEK, MANGEL-WURZEL, LETTUCE, ONION, PARSLEY, PARSNIP, RADISH, RUTABAGA, SWISS CHARD, SPINACH, TURNIP

Every American Seedsman
will find it to his advantage to replenish his store with the celebrated
"Pedigree" Vegetable and Flower Seeds
Grown and sold by WATKINS & SIMPSON, LTD. Catalogue mailed free on application
27 28 & 29 DRURY LANE, COVENT GARDEN, LONDON, ENGLAND

Sweet Peas, Pansies, Cyclamen

WINTER-FLOWERING SPENCER SWEET PEAS

Trade Packets contain ¼ oz.	Tr. pkt.	Oz.	Lb.
Asta Ohn. Identical in color and size of blossom to the popular late flowering Asta Ohn. This is sure to be the most popular lavender	$0.30	$1.00	$14.00
Bohemian Girl. Deep pink, standard orange blush	.20	.65	8.00
Cream. Identical in color and size of blossom to Dobbie's Cream. It has immense blossoms very frilled and duplex	.30	1.00	
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Wehrmann and is much better than that variety	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink	.30	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer, but later	.30	.90	12.00
Lavender Pink. Large flowers	.20	.65	8.00
Melody. This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer"	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings. Under glass it is magnificent	.20	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink. Sow in late fall and winter for spring blooming	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white	.20	.65	8.00
Mrs. J. Manda. Light shell pink	.20	.65	8.00
Mrs. William Sim. Apricot pink	.20	.65	8.00
Mrs. Woodrow Wilson. Appleblossom pink	.30	1.00	
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose	.20	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.30	.90	12.00
Song Bird. The flower is the same color as "Florence Morse Spencer" and a bit lighter than "Elfrida Pearson"	.30	.90	12.00
Spring Maid. Light pink on a cream ground. It is a most effective flower and carries a great wealth of blossoms borne in fours on long stems	.20	.65	8.00
Venus. Standard white, slightly blushed pink wings	.20	.65	8.00
White Orchid. White flowers of good substance	.20	.65	8.00
Yarrawa. The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff with blush wings	.20	.65	8.00

CYCLAMEN, Giant English

	100 Seeds	1000 Seeds
Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. Best of all the red Giants	$1.20	$10.00
CRIMSON ST. GEORGE. New	1.80	15.00
Mrs. L. M. Graves. The flowers are carried well above the foliage. The color is an intense and brilliant salmon scarlet	1.80	15.00
Brilliant Giganteum. Fiery crimson	1.60	14.00
Queen Mary. Salmon with claret base	1.40	12.00
Rosy Morn. Delicate rose color. Claret base	1.10	
Grandiflora Alba. The largest giant white	1.10	9.00
Excelsior. White with red base. Extra large flowers	1.10	9.00
Princess May. Pale pink	1.10	9.00
Mauve Queen. Mauve	1.10	9.00
Duke of Fife. Dark rose	1.10	9.00
Princess of Wales. Deep pink	1.10	9.00
Dark Rose	1.10	9.00
Many Colors Mixed	1.10	9.00

ANNUALS FOR GREENHOUSES

CALENDULA, Orange King. Lb., $2.40; oz., 25c.; trade pkt., 10c.

CANDYTUFT, Giant Hyacinth-flowered, white. Lb., $5.00; oz., 50c.; trade pkt. 15c.

CENTAUREA CYANUS, Double Blue. Oz., 40c.; trade pkt., 10c.

Double Lawson Pink. Oz., 80c.; trade pkt., 15c.

GYPSOPHILA elegans grandiflora alba. Lb., 80c.; oz., 10c.; trade pkt., 5c.

HUNNEMANNIA Fumariaefolia (Bush Escholtzia). Oz., 40c.; trade pkt., 10c.

MIGNONETTE, True Machet. Vaughan's Selected Stock. Pkt., 10c.; ½ oz., 40c.

New York Market. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse-grown, and produces flower spikes up to 20 inches. Tr. pkt. (1000 seeds), 50c.; ⅛ oz., $1.00.

PRIMULA Chinese Giant

Vaughan's International Mixture. The most salable colors of single flowering Chinese Primulas, the best whites, pinks, and reds, with a sprinkling of other colors. We have taken special pains to make this mixture as complete as possible. Tr. pkt. of 250 seeds, 50c.; 3 for $1.40; per ¼ oz., $4.00.

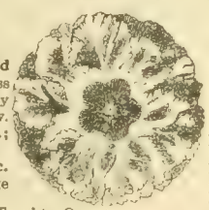
WINTER-FLOWERING STOCKS

Giant Perfection — Cut and Come Again. White (Princess Alice), Pink, Dark Blue, Sky Blue, Scarlet, Canary yellow. Each of above, trade pkt., 25c.; ⅛ oz., 50c.

Mixed, all colors, trade pkt., 25c.

Beauty of Nice. Early, large flowering.

	Tr. pkt.	Oz.
Pink	⅛ oz. 60c.	$0.25
Mont Blanc, white	⅛ oz. 40c.	.25
Crimson	⅛ oz. 35c.	.15
Old Rose Improved	⅛ oz. 50c.	.25
Dark Violet	⅛ oz. 50c.	.25
Cote d'Azure, blue	⅛ oz. 40c.	.25
Queen Alexandra, lilac rose	⅛ oz. 40c.	.25 $2.50
Monte Carlo, yellow	⅛ oz. 45c.	.25 3.00
Abundance, brilliant lilac rose	⅛ oz. 40c.	.25 2.80
Beauty of Nice, mixed	⅛ oz. 40c.	.25 2.40



PRIMULA OBCONICA

Grandiflora.... Trade pkt., 50c.

PRIMULA MALACOIDES

This is a money maker.

	Tr. pkt.	
Lavender		$0.50
Alba	⅛ oz. $1.00	.25
Rosea	⅛ oz. $1.00	.25
Deep Lavender, ex. large		.50

PANSY SEED

VAUGHAN'S INTERNATIONAL

Mixed. Trade pkt., 50c.; ⅛ oz., $1.50; ⅛ oz., $5.00; oz., $10.00.

VAUGHAN'S GIANT PANSY

Large per cent new crop, high test.

Tr. pkt. 25c; ⅛ oz. 75c; oz. $5.00; ¼ lb. $18.00

Get our Midsummer List—Early Daffodils, Callas, Freesias

31-33 W. Randolph St. CHICAGO **Vaughan's Seed Store** 41-43 Barclay Street NEW YORK

STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pink LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

98 Chambers Street, NEW YORK CITY

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

PANSY SEED

Giant Superb Pansy Seed and Finest Mixture

Pkt., 5000 seeds, $1.00; ½ pkt., 50c.; oz., $5.00

Cash with order

E. B. JENNINGS

P. O. Box 25 GREEN'S FARMS, CONN.

When ordering, please mention The Exchange

New York Seed Trade

Up to this date, Tuesday, the following information has been received in regard to French and Bermuda bulbs: The Steamer *Fenchurch* arrived at an Atlantic port today. She brought very few French bulbs, because, on account of lack of railroad transportation facilities from Ollioules to Marseilles, France, bulbs, en route failed to reach the pier before the *Fenchurch* sailed. A considerable portion of the French bulb crop is expected to arrive on the next steamer, which sailed later and the bulk of this crop is expected to follow on the steamer which will sail the last of August. The steamer *Charybdis* arrived Monday from Bermuda, bringing the crop of Lilium Harrisii bulbs, which is only one-third as large as usual, and for which the growers are demanding twice the usual price, both because of the short crop, and on account of the restriction on the importation of Japanese Lily bulbs. As regards the Dutch bulbs we are reliably informed that some are already on the way to this country, but in what way they are coming, whether direct from Holland or via England, no one seems to know.

Vaughan's Seed Store, 41-43 Barclay st., reports that it has been moving American Daffodils, Freesias and Winter Onion sets. This store is also moving Paperwhite Narcissus this week. New seed of Winter flowering Sweet Peas are coming in from California almost daily. Their travelers report trade fairly good.

At the sale in bankruptcy in the matter of The MacNiff Horticultural Co., on Monday of this week, at 10:30 a.m., the merchandise and fixtures, etc., were bought in by parties who will continue the business at the present location of this company, namely, 52-54 Vesey st., under the name of The MacNiff Horticultural Co., Inc., Robert W. MacNiff is retained as president and manager of the new company.

Chicago Seed Trade

J. C. Vaughan, Vaughan's Seed Store, who has been spending some time in New York expects to be back in time to attend the S. A. F. Convention at St. Louis this week. T. D. Long and Geo. Mohn will go from the Chicago store. John Fuhlbruegge a former salesman of the store, who is at present manager of the Miami Floral Co., Dayton, Ohio, was a caller Saturday en route to the convention. Carl Cropp is making a tour of the seed growing districts in California.

C. M. Jackman, formerly of Vaughan's Seed Store, and otherwise well known to the seed trade, is now with the Nebraska Seed Co., Omaha, Neb.

A Golden Star

Vaughan's Seed Store now has a gold star in its service flag. Harry Dale, a former employee, who left at the beginning of the war to join the British Army, is reported to have been killed in action.

Wm. J. Smart, recent Chicago representative of Weeber & Don, New York City, who joined the Army a few months ago, writes from an eastern military camp that his company expects to go overseas in a few days.

Edward Goldenstein, well known to the seed trade of the city, who is at Camp Grant, Rockford, writes to friends in the city that he expects to leave for the front in a very short time.

A. J. Brown, of A. J. Brown Seed Co., Grand Rapids, Mich., was in the city the past week returning from a three weeks' inspection trip of the seed crops in California.

A. H. Smith, treasurer of the Leonard Seed Co., celebrated his 44th birthday on Aug. 16.

Winterson's Seed Store is moving American grown Narcissus bulbs. Advice has been received here that Holland bulbs will come through England.

John Degnan, manager of Winterson's Seed Store is enjoying a two weeks' vacation in Wisconsin.

A. Miller of the American Bulb Co. has returned from a trip to the Twin Cities. He says the trade in Minnesota and the Northwest is prosperous.

C. O. Wilcox, of the W. W. Barnard Seed Co., came in for a week-end rest. He reports a large demand for fill-in orders for Turnip seed. Farmers and truckers are planting more extensively than ever.

Our Advertising Man's Corner

We went to the drug store together. He had a little ear trouble and intended to try some advertised remedy.

Two or three days later we met and he told us that the oil hadn't helped a bit.

It looked like one of those occasional "black eyes" which advertising is subject to.

Then a week or so later we met again and he told us that the ear medicine had benefited him quite some.

"Why", we said, "you told us that it wasn't any good recently". "Yes; I know I did, but I thought that I would stick to it and give it a fair trial, and it's all right."

Simple story, we admit. You know why. That kind hits home hardest.

All of which leads up to the point as to whether you have "stuck" at advertising long enough to give it a chance to make good?

Do you know that some men begin to worry about results before they have prepared the ad? Not you, of course.

On the other hand, a medium in the hands of a large number subscribing for the assistance which the paper gives them in innumerable directions does not ask for an abundance of time before results evidence themselves, as witnessed in the quick "clean ups" indicated in the testimonials at the foot of this column each week.

Some advertising, because of its nature, however, has a longer road to travel, but the choice of the *right road* always means the shortest and safest route for the advertiser.

You know personally how you regard THE EXCHANGE, and the compelling resons also fit in with the opinions of the rest of our field. Surely that augurs for a good advertising medium.

When are we going to be given the opportunity to discuss this proposition with you in all its phases?

"*Discontinue Dracæna and Geranium ads. All sold out. F. Sokol, Worcester, Mass.*"

"*Please stop Aspidistra ad. All sold out by 11 a. m. today. William Bryan, Elberon, N. J.*"

NEW CROP

WINTER OR PERENNIAL

TOP ONION SETS

FOR IMMEDIATE SHIPMENT

Write for price State quantity wanted

The J. Chas. McCullough Seed Co

Fifth, Lock and Eggleston Ave.

CINCINNATI OHIO

When ordering, please mention The Exchange

LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

Pansies-Pansies

Wilk's Triumph of the Giants

My own special selected strain. Tr. pkt. 50c. ⅛ oz. $2.00, ¼ oz. $3.50, 1 oz. $12.50

JOHN WILK

155 West 33d Street NEW YORK

When ordering, please mention The Exchange

F. E. Ads Give Good Results

John Scheepers Co.'s Gladioli

John Scheepers Co., 2 Stone st., New York City, showed at the recent exhibition of the American Gladiolus Society at Buffalo, N. Y., 700 spikes of Gladioli flowers embracing 46 of the first varieties, and, besides these, blooms of a number of seedlings to be passed upon by the society. These Gladioli were grown on the estate of T. A. Havemeyer, at Brookville, L. I., where the John Scheepers Co. tries out new varieties of Gladioli and other bulbs.

It was our privilege to inspect at the office of this company last week specimen blooms of just a few of the many new varieties which were shown at Buffalo. Among these we especially noted a light pink seedling with flowers 5in. across on a long spike; a beautiful yellow variety, a Kelway seedling, named Golden Measure; Baron L. Smith, with blooms of a beautiful light Cattleya orchid shade; two fine blues, namely Muriel and Badenia, the latter, though usually a rather poor grower, reported to be doing well this year; Alice Tiplady, one of Kunderd's varieties, said to be the finest named Gladiolus of the Primulinus type; some exceptionally fine spikes of Mrs. Austin's Mrs. Dr. Norton and Mrs. Evelyn Kirtland, and of Kunderd's Purple Glory and also of Pfitzer's beautiful white variety Europa, as well as Schwaben. Others equally fine were Madam Mounet-Sully, a creamy white with a red blotch; Kunderd's Giant White, a white with purple blotch; Red Emperor and Mrs. Veetbuys, both fine reds, and several very promising white seedlings, and a large Primulinus seedling of a Narcissus yellow shade. In Gladioli good blue varieties are scarce, but Muriel, Badenia, Umbertus, Nora and Catherina seen in the Scheepers' collection are among the best.

Therkildson is Ready

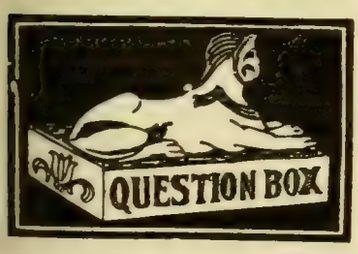
An item in the Philadelphia *Inquirer* of Aug. 14 calls attention to the large number of business leaders in that city who would come within the age limits under the proposed new draft law. Among these is given W. F. Therkildson, advertising manager of W. Atlee Burpee & Co., who is quoted as saying, "If the Government needs 'Therk' anywhere along the line, he will be there, prepared to stay as long as is needed."

License Requirements for Seedsmen

The Aug. 10 issue of the *Seed Reporter*, published by the Dept. of Agri., Washington, D. C., contains information concerning the requirements of the U. S. Food Administration as to licenses for seedsmen. It is suggested that those in doubt on this subject procure a copy of the *Seed Reporter* referred to.

The L. B. Brown Seed Co., of Medford, Ore., has been bought out by Waldo Elden, who took over the ownership and management of the business on Aug. 6.

J. R. W.



Amount of Seed from One Snapdragon Plant

Can you give us some idea how much seed one Snapdragon plant will produce—is it something like one-sixteenth of an ounce or less.

—C. & S., N. Y.

—This query could hardly be answered intelligently without knowing the variety or type of antirrhinum. A plant of the tall or maximum varieties will naturally produce more seed than a plant of the nanum or semi-dwarf type. Some of the older kinds, with a pronounced weedy growth, produced more seed than will the best modern varieties. Last season we grew in the greenhouses about 2000 plants for seed. This seed was all hand-picked and we harvested about 6 ounces. The varieties were Nelrose, Pheips' White, Enchantress and Bronze Beauty. According to this we obtained an ounce of seed for each 22 plants.

F. W. Fletcher, Auburndale, Mass.

Bulbs for Early Forcing and Counter Sales

Order Early and Get Them Started

DOUBLE NOSE EMPEROR
AMERICAN GROWN

DAFFODILS AMERICAN GROWN

	100	1000
Emperor, Double Nose	$3.00	$27.50
Emperor, 100% Bloomers, round bulbs	2.75	23.00
Bicolor Grandes (Grandee)	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade	$3.00	$27.00
Barri Conspicuus, fancy grade	1.50	12.50
Jonquilla Rugulosus	1.25	11.00
Poeticus (Pheasant Eye) fancy	1.00	9.50
Poeticus Ornatus, fancy grade	1.25	11.00

CALLAS EXPECTED SOON

	100	1000
1 to 1½ in.	$4.50	$42.00
1½ to 2 in.	7.00	65.00
2 to 2½ in.	9.50	90.00
2½ in. up	11.50	110.00

FREESIAS

IMPROVED PURITY

Size	Per 1000
Jumbo, ¾ in. and up	$17.00
⅝ to ¾ in., extra fine	12.00
½ to ⅝ in., good grade	7.50
½ in., plump bulbs	6.25
⅜ to ½ in., regular grade	4.00

French Paper Whites DUE SOON
Write For Prices

COLD STORAGE LILIES

GIGANTEUM	Per Case
7 to 9 in. (300 to case)	$20.00
10 to 11 in. (180 to case)	27.00

SPECIOSUM ALBUM	Per Case
8 to 9 in. (200 to case)	$18.00
9 to 11 in. (140 to case)	16.50

SPECIOSUM RUBRUM	Per Case
9 to 11 in. (140 to case)	$14.00
10 to 11 in. (125 to case)	15.00
11 to 13 in. (90 to case)	15.00

AURATUM	Per Case
8 to 9 in. (160 to case)	$11.00
11 to 13 in. (75 to case)	13.00

VALLEY PIPS
DUTCH GROWN
Per 1000 ..... $27.50

AMARYLLIS JOHNSONII

	100	Doz.
7 to 9	$12.50	$2.00
9 to 11	20.00	3.00

Most items F. O. B. Chicago and New York

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

When ordering, please mention The Exchange

If interested in

Christmas Heather

It will be to your advantage to communicate with

Yours truly,

A. L. MILLER
JAMAICA, N. Y.

The Heather: In Lore, Lyric and Lay. By Alexander Wallace. $1.00. Office of The Florists' Exchange.

When ordering, please mention The Exchange

James Vick's Sons
Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete
Rochester, N.Y. The Flower City
When ordering, please mention The Exchange

WE issue a Trade Credit List and furnish Special Reports. Also we serve the trade in other ways.
Write us for particulars
NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City
When ordering, please mention The Exchange

NEW CROP **KENTIA SEEDS** JUST ARRIVED
BELMOREANA and FORSTERIANA
Write for prices, stating quantity required.
McHUTCHISON & CO., 95 Chambers Street, NEW YORK
When ordering please mention The Exchange

Sweet Pea
YARRAWA
Original Stock Australian Grown
Oz., $1.75; ¼ lb., $6.50
WILLIAM M. HUNT & CO.
37 Warren Street, New York
When ordering, please mention The Exchange

Lily of the Valley
XXX Quality
Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.
MAX SCHLING, Inc.
Seed Merchants and Growers
22 West 59th Street, New York City
When ordering, please mention The Exchange

Field of Freesia Purity, grown especially for the American Bulb Company in California

This field contains about 3,000,000 bulbs. In order to obtain the finest bulb development possible the flowers were never marketed

IMPROVED
Purity Freesia Bulbs

BULBS WELL CURED. TRUE TYPE. WELL UP TO SIZE

Prices quoted are F. O. B. Chicago. No charge for packing.

Ordinary planting size	$3.50 per 1000
3/8 to 1/2 inch and up	6.00 per 1000
1/2 to 5/8 inch and up	9.50 per 1000
5/8 to 3/4 inch and up	15.00 per 1000
Large Jumbo Bulbs	18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower.

Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory.

We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

American Bulb Company

172 N. Wabash Avenue **CHICAGO**

Phone, Randolph 3316

When ordering, please mention The Exchange

Mastodon Pansies

Because of their immense size and wonderful range and beauty of colors, have won the regular patronage of many of the most famous botanical gardens, universities, parks and cemeteries of the Western World. We are proud to serve them and we shall be happy to supply you.

This basket of Mastodon Pansies sold at recent auction for $65.00

PRICES, NET

One-sixteenth ounce of any variety, 65c.

STEELE'S MASTODON, Greenhouse Special Mixed

O. K. outside. 1/16 oz. 65c., 1/8 oz. $1.00, 1/4 oz. $2.00, 1/2 oz. $3.75, 1 oz. $7.00, 4 oz. $25.00. Our very best.

STEELE'S MASTODON, Private Stock

Mixed. 1/16 oz. 65c., 1/8 oz. $1.00, 1/4 oz. $1.75, 1/2 oz. $3.25, 1 oz. $6.00, 4 oz. $22.00.

STEELE'S MASTODON

Mixed. 1/16 oz. 65c., 1/8 oz. 75c., 1/4 oz. $1.50, 1/2 oz. $2.75, 1 oz. $5.00, 4 oz. $18.00.

STEELE'S IMPROVED VULCANO—New

A rich velvety Burgundy red. 1/8 oz. $1.25, 1/4 oz. 2.50, 1/2 oz. $5.00, oz. $10.00.

Separate Colors Grown in Separate Gardens

The price of each of the varieties named below is as follows: 1/16 oz., 65c., 1/8 oz., $1.00, 1/4 oz., $2.00, 1/2 oz., $3.75, 1 oz., $7.00

BLACK MASTODON, huge in size.
BRONZE MASTODON, the most popular strain we have.
PANAMA-PACIFIC YELLOW, those wonderful Exposition pansies.
PRINCE HENRY, the largest and finest blue in existence.
MADAME PERRETT, rose and red shades.
MADAME STEELE, Elk's purple, immense size.
PARISIAN YELLOW, a pure yellow of marvelous size.
METEOR, wine red, a profuse bloomer.
GRAND DUKE MICHEL, the premier large all white Pansy.
WHITE MASTODON, dark center, the largest Pansies we have ever seen.

STEELE'S PANSY GARDENS PORTLAND OREGON

When ordering, please mention The Exchange

LILIUM Giganteum

(Cold Storage)

We have them, 7/9 (300) $20.00 per case
9/10 (200) $25.00 per case
at New York, Chicago, Cincinnati and Detroit

Secure your stock for Easter planting, since it is CERTAIN that no fresh bulbs from Japan will be procurable this season.

Bulbs Sound and Dormant

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 100 $40.00 per 1000; 1¼-in. to 1½-in., $5.50 per 100, $50.00 per 1000; 1½-in. to 1¾-in., $8.25 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.00 per 100, $110.00 per 1000; 2-in. to 2½-in., $13.50 per 100, $130.00 per 1000. **Ready in August. GODREY CALLAS, Mammoth,** extra fine, $12.00 per 100; $100.00 per 1000; worth the price and then some.

Purity Freesias

From California. The best we have ever had. We carry the two most desirable sizes.

First size, $9.00 per 1000.
Mammoth, $14.00 per 1000.

Complete list of Florists' Choice Seeds. A postal card will bring our catalogue.

S. S. SKIDELSKY & CO.

1004 Lincoln Bldg. **Philadelphia, Pa.**

When ordering, please mention The Exchange

Dracaena Indivisa

2-in., $2.00 per 100, in any quantity.

Geraniums

Nutt, Ricard and Viaud

2-in., $2.00 per 100, $20.00 per 1000

Also **Buchner, Hill, Landry, Poitevine and Montmort**

Boston Yellow Daisy

For September delivery, 2-in., $3.00 per 100

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ALLEGANY - - NEW YORK

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Grow the New Improved Primula Malacoides

For Best Results: Plenty of Water and a Cool Temperature

THE ROHRER Strain is without a doubt the best and most popular Primrose on the market; a most beautiful shade of Light Pink, Light Lavender and Snow White. Grows much heavier and larger than the older strains, with double the quantity of blooms. One of the most popular, economical and profitable plants to grow this season. For August and September delivery, from 2½-inch pots: Pink and Lavender, $6.00 per 100, $55.00 per 1000; Pure White, $8.00 per 100, $75.00 per 1000. Philadelphia Section reserved.

MYOSOTIS (Forgetmenot)

What could you grow that would pay you better than a bed of Myosotis? We are offering a limited quantity of the **New Rohrer Strain** this season. This strain cannot be excelled, if grown properly in a temperature of 40 to 45 degrees. Price: 2½-inch pots, $12.00 per 100.

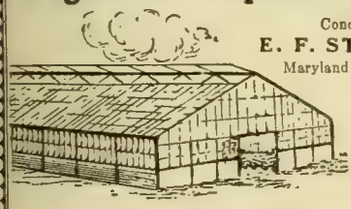
C. U. LIGGIT, *Wholesale Plantsman*

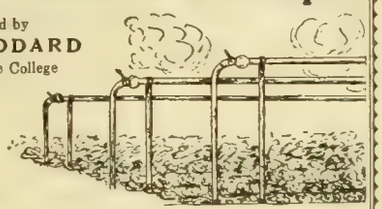
Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Vegetable Crops Under Glass and in the Open

Conducted by
E. F. STODDARD
Maryland State College





This article gives useful and practical hints on growing cool vegetable crops, thus enabling the grower not only to save fuel but in many cases to make use of houses which would otherwise lie idle. This, and other articles in succeeding issues, which will take up other cool crops, merit careful reading and we suggest that they be filed for future reference.

Saving Coal by Growing Cool Crops

It requires practically twice as much radiation to keep greenhouses at a temperature of 70 deg. to 75 deg. as to maintain the temperature at 45 deg. to 50 deg. In other words nearly twice as much fuel is necessary to grow crops which require a high temperature as it would take to grow those which need only the lower temperature. Therefore, one way to save coal this Winter is to grow crops which do not require high temperatures. Warm crops like Tomatoes require a temperature of 60 deg. to 70 deg., and Cucumbers need 65 deg. to 75 deg. Thus much more heat will be needed for these crops than for Lettuce, which is grown in commercial greenhouses at temperatures of 48 deg. to 60 deg. Lettuce may be grown at temperatures somewhat lower than this, about 45 deg. to 55 deg., but it takes two to three weeks more time to mature the crop than it does at the higher temperature. Head Lettuce grows better at the lower temperatures, while loose leaf varieties like Grand Rapids are grown usually at temperatures of 48 deg. to 60 deg.

In the early Fall Lettuce could be planted in a house which would otherwise lie idle this year, and in a great many sections the weather will remain warm enough for the crop to become more than half grown before artificial heat is necessary. From this time on the lower temperatures could be maintained. In another house where Lettuce was planted at the same time, the higher temperatures mentioned will produce the first Lettuce to cut and this crop will be followed closely by the crop growing more slowly at lower temperatures. In this way idle houses may be used early in the Fall for other hardy vegetable crops.

In the last two issues, Lettuce was discussed in these columns because the writer believes that this vegetable is the most important cool crop. It is possible that markets which are near several greenhouses may become overstocked with Lettuce if every greenhouse is planted with this crop. There are also a great many towns and cities near which there are only a few greenhouses. These markets are not likely to receive a surplus of greenhouse Lettuce if the crops are planted in succession, and care is taken by the grower to see that his product is distributed well in different parts of the city so that it will reach more consumers in a fresh condition. Each grower must study his own market and arrange his plans accordingly. As the railroads are needed for the transportation of war materials, smaller quantities of Lettuce will be shipped from the South, and for this reason locally grown products will be in demand.

Other cool crops which may be grown instead of vegetable and flowering crops requiring high temperatures are, Cauliflower, Radishes, Beets, Parsley, Cress, Dandelion, Mint and Swiss Chard. These crops may be grown at about the same temperatures as suggested for Lettuce. Beets grow better at temperatures a few degrees higher than for Lettuce. Beets are better for Fall or early Spring crops but are not as good for a Midwinter crop as the others mentioned.

Growing Cauliflower Under Glass

This vegetable has become more popular in recent years, particularly in the eastern part of the country. It is being grown profitably in several sections under glass and there is reason to believe that a great many growers will find Cauliflower a very good crop in their section.

It is very important that the best seed obtainable should be used. Poor seed produces weak plants, many of which will not produce heads at all. Experienced Cauliflower growers will never use anything but the best seed.

Occasionally some writers will say that Cauliflower plants are started in the same way as Cabbage. The fact is that Cauliflower requires more care and different methods of handling the plants than those commonly used for Cabbage. Cauliflower is less hardy than Cabbage and is more easily attacked by the damping-off fungus in the seedling stage than is Cabbage. For this reason, it is best to use a soil for seed sowing that is porous enough to prevent water from standing on the surface after watering. Some growers steam-sterilize their soil to destroy any fungus that may be in it.

Cabbage is often sown in rows 2in. apart but Cauliflower should be sown in rows about 3in. apart so that watering may be done between the rows, keeping the plants dry if possible, and thus prevent injury from damping-off. Cauliflower should be sown a little thinner than Cabbage, so that the seedlings will be strong and stocky. Good ventilation is also important. When the seedlings are about ⅝in. tall they should be transplanted to flats 2in. or 2½in. apart. When they are 3in. to 4in. tall, they should be shifted to 3½in. or 4in. pots where they will remain until the soil in the pots is nearly filled with roots, but they should never become pot-bound.

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

BELLIS (Daisies) Giant Monstrosa

	¼	⅛	¼	1 Oz.
White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	50	1.00	1.50	5.00

BELLIS (Daisies)

Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Cherry Ripe,** most brilliant scarlet, **Giant Salmon King,** best salmon, $1.50 per 100, $12.00 per 1000.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield, Giant White with Eye, Giant Yellow with Eye, New Giant Lavender. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz.$ $6.00.

Greenhouse Forcing Giant Exhibition Mixture. (Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

PRIMULA Chinensis Fimbriata Grandiflora. In separate colors and all colors mixed. 1 pkt., 200 seeds, 75c.; 1 pkt., 500 seeds, $1.75; 1 pkt., 1000 seeds, $3.00. **Malacoides, Mixed,** Trade pkt., 1000 seeds, 50c.

SNAPDRAGON. Greenhouse forcing varieties.

Tr. pkt.		Tr. pkt.	
Buxton, Silver Pink	$1.00	Phelp's White	$0.50
Ramsburg's.	1.00	Garnet	.50
Nelrose Deep Pink	.50	New Enchantress Pink	.50
Giant Yellow	.50	New Peachblow	.50
		New Bronze Beauty	.50

Stocks White Flowering Selected Strain. 75% Double Flowers. Beauty of Nice White, Beauty of Nice Purple, Beauty of Nice Flesh Pink Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00

SWEET PEAS ZVOLANEK'S and IRWIN'S WINTER ORCHID FLOWERING. New seed, ready now. Refer to issue June 29, page 1262, for full list. I have his New York agency. Catalog on application.

SWEET PEAS ROSE QUEEN, selected greenhouse-grown, 1 oz. $3; ¼ lb. $10; 1 lb. $35. YARRAWA, selected Australian-grown, 1 oz. $2.00; 4 ozs. $7.50

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SPECIAL OFFER EXPRESS PREPAID

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. Bulbs ready NOW.

⅝ to ¾-in., $1.50 per 100, $12.00 per 1000; ¾-in. and up, Mammoth size, $2.00 per 100; $18.00 per 1000. Prices on large quantities on application.

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FINE, HEALTHY BULBS HOME-GROWN

	100	1000
1¼ to 1½ inch	$6.00	$50.00
1½ to 1¾ inch	8.00	75.00
1¾ to 2 inch	$12.00	$110.00
2 to 2½ inch	13.50	130.00

Lilium Giganteum.

7-9	100 Bulbs in a Case	$9.00
7-9	300 Bulbs in a Case	21.00
8-10	225 Bulbs in a Case	21.00

Fresh Cold Storage Bulbs

8-10	100 Bulbs in a Case	$12.50
9-10	100 Bulbs in a Case	14.00
9-10	200 Bulbs in a Case	22.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100.

ASPARAGUS Plumosus and Sprengeri. See classified list.

BEGONIA. Mrs. J. A. Peterson, Lorraine, etc. See classified list.

BOUVARDIAS. Single, White, Red, Pink. 2¼-in., $6.00 per 100.

CALCEOLARIA Hybrida. See classified list.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CARNATION PLANTS. Field-grown. See classified list.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st. 2¼-in., $5.00 per 100.

CYCLAMEN. 3-in., $12.00 per 100; 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100.

DAISIES. Boston Yellow, rooted cuttings, $5.00 per 100. 2¼-in., $7.00 per 100; fine 3-in., $10.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.00, 1000 $27.50.

DRACÆNA Indivisa. See classified list.

EUPHORBIA Jacquiniflora. 2¼-in., $12.00 per 100.

FERNS. In all varieties. See classified list.

GERANIUMS. 2¼-in., $3.00 per 100, $27.50 per 1000.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. 2¼-in., $3.50 per 100; $30.00 per 1000.

JERUSALEM CHERRIES (New) **Cleveland.** 2¼ in., $8.00 per 100.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000. 500 strong, 3-in., $14.00 per 100.

PRIMULAS. All varieties. See classified list.

ROSES. Fine 3- and 3½-in., own root. Price on application.

SMILAX. 2¼-in. $3.00 per 100.

SNAPDRAGON. See classified list.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000; 3½-in., strong, $6.00 per 100, $55.00 per 1000.

VIOLETS, Marie Louise, double. Strong clean plants from soil, ready now, $6.00 per 100, $50.00 per 1000.

"The Bugs Are Busy Now"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15.00.

LEMON OIL. ½ gal., $1.50, 1 gal., $2.50.

APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.

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NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.

NICO-FUME. Liquid and Paper. Liquid. 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.)$1.50. Paper, 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK
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Winter-Flowering **Spencer Sweet Peas** Now ready for delivery

For prices and varieties please refer to our display advertisement, page 192, issue of Aug. 10

Pansy, Cyclamen, Mignonette, and other Florists' Flower Seed Specialties, Cold Storage Giganteum, Insecticides and Implements—Ask for Complete Catalogue

FREESIA PURITY (True)

1st Size (½ inch) $5.00 per 1000; Large Size (⅝ to ¾ inch) $12.00 per 1000; Mammoth (Selected Bulbs) $17.50 per 1000

Arthur T. Boddington Co., Inc., *Seedsmen*

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SNAPDRAGON ORDER

For several reasons we publish the following order. It shows what wise florists are planting. It shows what varieties to use, and it shows where good seed can be had:

Cleveland, O., August 15, 1918.

Dear Sir —Please find check $5.50, for following Snapdragon seed: 3 pkts. Silver Pink, 1 Hybrid Pink, 1 Keystone, 3 White, 1 Yellow, 1 Garnet. Please send us good seed, the same as you have always done, which has given us good satisfaction. R. ADDICOTT & SON.

SNAPDRAGON will fill every requirement and be the best all-round crop to grow. Seed of our famous **Silver Pink**: $1.00 per pkt.; 3 for $2.50, 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new grand **Golden Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed,** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash. Do the wise thing today and sow some **Snapdragon seed.** Grow your own plants and save transportation worry.

G. S. RAMSBURG :: SOMERSWORTH, N. H.

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Seasonable Stock READY NOW

BOUGAINVILLEA Glabra Sanderiana. Well shaped, trimmed plants, 4-in. pots, $25.00 per 100.

GENISTA. 5-in., special stock, well trimmed and heavy, at $30.00 per 100.

FICUS Elastica. 4-in., 10 to 12 in. high, $40.00 per 100.

HYDRANGEA, French Type. **Hamar, Vibraye, Chautard, E. Mouilliere,** 5-in., 3 to 4 branches, $30.00 per 100; 4-in., 2 to 3 branches, $20.00 per 100.

Heavy, field-grown, for tubs. 7 to 10 branches, $40.00 per 100.

KENTIA Belmoreana. 2¼-in., heavy, $10.00 per 100; 3-in., $20.00 per 100.

FERNS. Cyrtomium Falcatum. 2½-in., $3.50 per 100, $30.00 per 1000.
Aspidium. 2½-in., $3.00 per 100.
Birds' Nest Fern. 2½-in., $8.00 per 100; 3-in., $15.00 per 100.

ASPARAGUS Sprengeri. 2¼-in., $3.50 per 100, $30.00 per 1000.

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XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½pkt.50c., 1000 seeds $1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
FORGETMENOT. Everblooming blue, 25c.
DAISY (Bellis). New, monstrous, mixed, great, 25c
SWEET WILLIAM, Midnight. Darkest maroon grown, sure to attract attention, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.

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A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $5.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

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Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100

Cash with order

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TRENTON NEW JERSEY

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Decorative Plants

Robt. Craig Co.

4900 Market St., Philadelphia, Pa.

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DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS

BERLIN, N. J.

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Notes on Vegetable Crops—Continued

They are now ready to be planted where they will mature.

It is very important that the plants should never dry out at the roots. Two things which cause Cauliflower to "button" or bolt, that is, to break and go to seed before a good head is formed, are (1) poor seed, (2) a check in growth. Drying out at the roots causes a serious check in growth. On the other hand, overwatering should be avoided. The plants simply need a moist soil constantly.

The flats and pots should be placed on ground beds, if possible, while the plants are growing. Plunging the pots will help to prevent drying out at the roots. It is a good plan to grow more plants than will be needed so that a selection of the best plants may be made. Plants started about Sept. 1 will be ready for planting in the greenhouses about Nov. 1, and the first Cauliflower should be ready for cutting about Jan. 1 in the North or a little earlier than this in warmer sections where there is more sunshine in November and December. This subject will be discussed again later, and growers desiring information may receive it through this column.

The soil used in flats or pots for the young plants need not be rich, but the greenhouse soils should be very rich to produce a good crop. Lettuce may be used as a companion crop with Cauliflower when the plants are first set out, but Radishes are not always grown successfully between the Cauliflower. Soils which are well manured, as they should be for Cauliflower, are too rich for Radishes and cause them to grow mostly to top, with practically no edible roots. Lettuce requires a rich soil and for such companion cropping the loose leaf varieties of Lettuce are better, because they mature in less time than head Lettuce and may be removed when Cauliflower need all the space.

The varieties commonly grown under glass are Erfurt and Snowball. The first variety may be planted 15in. x 15in., and Snowball about 18in. x 18in. or 16in. x 20in. The planting distances will depend upon whether or not a companion crop is grown with the Cauliflower. The heads produced by Erfurt are smaller than Snowball when grown under similar conditions.

Southern States

Houston, Texas

The store of Kerr the florist had a narrow escape from being destroyed by fire. Mr. Eichling, sales manager, says that the only thing that saved it was the fact that the greenhouse upstairs has a concrete floor. The only loss was portion of the rear of the greenhouses, a few palms and decorations, this loss being fully covered by insurance. Mr. Kerr left on the 14th for Kansas City on his way to the convention at St. Louis. He will very likely have some good matter to bring before the convention on the subject of credit.

Mr. Schwenke of Reichardt & Schulte says that the seed business is beginning to show signs of life, but nothing much is expected until after a good soaking rain. He expects the season will open briskly within the next 10 to 14 days.

The spacious grounds of the city greenhouse indicate what can be done with shrubbery in the South. The cuttings planted a year or two ago are now large and dignified and most of them are blooming luxuriantly. The 'Mums planted there for the first time this year are doing excellently and promise to develop good blooms. Mr. Brock has been complimented for what he has done with these grounds in a short time.

Mr. Kofahl, vice-president of the Houston Hort. Club, is making experiments as a grower and expects to furnish a lot of stock for his store this season.

S. J. Mitchell, president of the club has returned from his vacation trip. He looks well, and will likely call a meeting of the club at an early date.

Paul M. Carroll has not given much personal attention to flowers this week, as he has been out selling Thrift Stamps.

C. L. B.

Louisville, Ky.

As in other lines of business, the florist's business has suffered from the extremely hot weather.

At New Albany, Ind., the matter of the cottony Maple scale has become a serious one, and J. H. Wallace, Indiana State Entomologist, has been called to consult with Capt. J. P. A. Hertlein, landscape architect, who has charge of the work, to devise means to save the fine shade trees.

At Lebanon, Ky., a severe electrical storm recently did considerable damage to fruit and shade trees.

New Delivery System

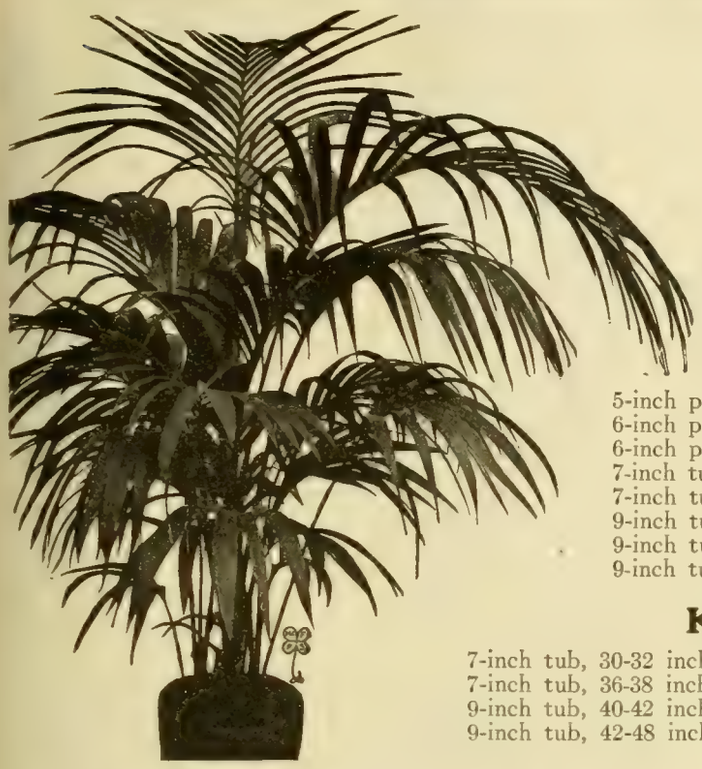
At a meeting held on the night of Aug. 17, the Louisville florists agreed to the one delivery system outlined by the Commercial Economy Board.

Eugene J. Straus, chairman, addressed the meeting, which was held at the establishment of August Baumer, and the matter of curtailing deliveries, with all its attendant problems of giving good service to the public as well as meeting the war needs of the Nation, was freely discussed by the florists present, who included practically all members of the Louisville Florists' Ass'n as well as a number of other florists.

Mr. Straus praised the whole-hearted and splendid cooperation on the part of the Louisville florists.

Among the problems to be solved was how to insure fresh flowers promptly for weddings, funerals or other special occasions, and after a number of talks had been made, Mr. Straus suggested the plan of cooperative delivery in different sections of the city. The plan is that all the florists in the eastern, central, western and southern sections of the city pool their equipment and have one cooperative delivery. Thus, if a number of florists have orders for flowers for a wedding,

Order early, so we may reserve your plants for September and October delivery. We offer the following sizes at but little increase in price, although cost of production is much greater:



ARECA Lutescens

6-inch pot ..... $1.00, $1.50, $2.00 each

CIBOTIUM Scheidei

(Ready in September)

9-inch tubs..... $5.00 each

PHOENIX Roebelenii

7-inch tubs..... $3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high (September delivery)	8.00 each
9-inch tub, 4-4½ feet high (September delivery)	10.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½-6½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

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FERNS MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima and Dreyerii. Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

When ordering, please mention The Exchange

Nephrolepis Scottii and Teddy, Jr.

6-in. pots, $6.00 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.25 each. Cash with order, please.

All plants travel at purchaser's risk

ASCHMANN BROS.
Second and Bristol Streets Philadelphia, Pa.

When ordering, please mention The Exchange

Fruits and Vegetables Under Glass

William Turner. Reduced to $3.50.

A. T. DE LA MARE CO., INC.
436 to 448 West 37th Street, N. Y.

funeral or any other occasion, the cooperative delivery wagon will call at each establishment and take the entire lot to the destination at one time.

The florists agreed to the suggestion of Mr. Straus, and in a short time posters will appear in the windows of all the florists announcing their patriotic adoption of the recommendations of the Commercial Economy Board. O. V. N. S.

Washington, D. C.

Members of the Florists' Club of Washington are keeping the wards of the Walter Reed General Hospital bright with flowers. Following an appeal for flowers for the Red Cross convalescent huts, which are situated in 44 army camps and cantonments, the club conceived the idea of getting the flowers right to the beds of the men who have been brought here from other points and from France, wounded and ill. In a report which he is preparing, the secretary of the club tells of how other organizations are cooperating with the local florists to the end that with the flowers that are being sent to the institution there are added quantities of cigarettes, games, etc. Three visits resulted in the patients receiving about 3000 Roses, Asters, Zinnias, Coreopsis and Gladioli, donated by the Washington Floral Co., Theodore Diedrich and George C. Shaffer.

If there are any members of the trade who have relatives or friends among the sick soldier boys at this hospital, desiring to have delivered personal messages or greetings, the Florists' Club committee will be glad to undertake such a service, it is announced.

G. N. Prokos, manager of the Z. D. Blackistone store, has put in a very attractive window display, the chief figure of which is a watermill in operation. Water displays are always good advertising propositions in this city, but this one was made all the more effective by the use of a sign stating that because of the scarcity of water in Washington the mill had been forced to suspend operations.

The vacation list just now is very heavy. Frank Weaver, assistant to Man-

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

Adiantum Croweanum

[Fine Plants, with Extra Large Crowns, from the Bench

Price, $20.00 per 100 Cash with order

David Cook & Son 32 Davies Avenue BEACON, N. Y.

When ordering, please mention The Exchange

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $3.50 per 100, $30.00 per 1000; 3-in. $8.00 per 100.

FERN Seedlings. In all the best varieties. $1.35 per 100, $11.50 per 1000.

ASPARAGUS Plumosus Nanus Seedlings. $1.00 per 100, $8.00 per 1000.

Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000.

POINSETTIAS. From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¾-in pots, $8.00 per 100.

Ready now. FERNS in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots, 25c., 6-in. pots, 50c.

KENTIA Belmoreana. Strong, 4-in., 40c.

DRACAENA Terminalis. 4-in. pots, 35c.

BIRDS' NEST FERNS. 3-in. pots, 25c.

SOLANUM or Jerusalem Cherries. 2½-in. pots, $5.00 per 100.

GODFREY ASCHMANN
1012 W. Ontario St., Philadelphia, Pa.

When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: Bostons Roosevelts, Whitmanii and Teddy Jr.

HENRY H. BARROWS
WHITMAN, MASS.

When ordering, please mention The Exchange

"IT'S A GREAT HELP," Say Our Subscribers
OUR STOCK AND MATERIAL INDEX, PAGE 271

WE ARE ON THE JOB

"Hammond's products are used throughout the United States and Canada, and sold by the leading Seed Dealers and Merchants of America."

Hammond's Paint and Slug Shot Works, Beacon, N. Y.

When ordering, please mention The Exchange

Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

When ordering, please mention The Exchange

60,000 Carnation Plants

Large, bushy plants

ENCHANTRESS
ENCHANTRESS SUPREME
WHITE PERFECTION
MRS. WARD
WHITE WONDER

$6.00 per 100, $50.00 per 1000

GEORGE PETERS & SONS, Franklin St., HEMPSTEAD, N. Y.

When ordering, please mention The Exchange

Field-Grown

Carnation Plants

Very fine and stocky

Perfection, Enchantress

Red Wing, Matchless

$7.00 per 100, $60.00 per 1000

Cash with order

The Fillow Flower Co.

WESTPORT, CONN.

When ordering, please mention The Exchange

CARNATIONS

4000 C. W. WARD, 4500 WHITE ENCHANTRESS and 3500 ENCHANTRESS

Fine, field-grown plants, frequently pinched, average 7 shoots, $7.00 per 100, $65.00 per 1000.

WM. J. NEWTON

303 Granby St. NORFOLK, VA.

When ordering, please mention The Exchange

SOUTHERN STATES

Washington, D. C.—Continued

ager Schnell of the Leo Niessen store, and G. N. Prokos are listed among the members of the trade vacationing at Colonial Beach. Otto Bauer and family have just returned from Atlantic City, where also Mr. and Mrs. J. Harper Hetherington and Mr and Mrs. J. Louis Loose have been staying. Mrs. Nettie Supper of the Gude Bros. store spent her vacation at Lakewood, N. J., while Harry Kennelly of the same establishment was another of the visitors to Atlantic City. E. A. D.

Canadian Horticultural Association

The convention of the Association which was held at Ottawa, Canada, on Aug. 13, 14, 15, and 16, and which was noted in The Exchange of Aug. 17, was a great success and everybody had a delightful time. The following officers were elected:

President, Geo. Douglas of Toronto; first vice-president, E. B. Hamilton of London, Ont.; second vice-president, James MacKee, Ottawa, Ont. H. J. Eddy of Westmount, Quebec, was re-elected secretary and treasurer.

Ex-president E. J. Hayward of Montreal was presented with a beautiful watch by the members of the association at the banquet held at the hotel Chateau Laurier and Mrs. Hayward, his wife, received a very handsome lavelliere. The presentation speech to Mrs. Hayward was made by Roman J. Irwin of New York City.

Pres. Chas. H. Totty of the S. A. F. & O. H. sent a very cordial telegram of congratulation to the association, which was received with great enthusiasm. It was the general opinion that this was the best convention the association had held in its history, for which much credit is due Mr. Hayward, who worked very hard to make the convention a success.

Rose Stakes

IN STOCK

SELF-TYING or STRAIGHT

EXTRA STIFF
No. 9
GALV. WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16.00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING

$22.00 per 1000 Plants

Three Rings to a Plant

The Carnation Support Co.

CONNERSVILLE, IND.

When ordering, please mention The Exchange

GODFREY CALLA

Fine plants, in 4-inch pots, ready to shift into flowering size. $12.00 per 100.

CHATELAINE BEGONIA

From 4-inch pots..... $12.00 per 100
From 3-inch pots..... 8.00 per 100

CARNATION PLANTS

White Wonder, White Enchantress, Matchless, Enchantress, Enchantress Supreme, Cottage Maid, Mrs. Ward, Beacon, Belle Washburn, Mrs. Thos. W. Lawson. $7.00 per 100, $60.00 per 1000.

BAUR & STEINKAMP

CARNATION BREEDERS

INDIANAPOLIS - - INDIANA

When ordering, please mention The Exchange

Carnations

8000 Matchless. Field-grown plants. Good strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

W. B. GIRVIN :: Leola, Pa.

When ordering, please mention The Exchange

Carnation Plants

Doris, S. J. Goddard's new crimson, 7c. Matchless, white and Alice, pink, 6c. Clean healthy plants, absolutely no neck rot in stock.

ASPARAGA plumosa, 3½-in., 5c. Sprengeri 3½-in., fine stock, 6c.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

Carnations

F. Dorner & Sons Co

LA FAYETTE, IND.

When ordering, please mention The Exchange

EUONYMUS RADICANS VARIEGATED

Pot-grown, very bushy, 4-in., $15.00 per 100

HONEYSUCKLE

Pot-grown, 6-in., $25.00 per 100

A. L. MILLER - Jamaica, N. Y.

When ordering, please mention The Exchange

The Middle West

Cincinnati, O.

Roses are in a fair supply which seems sufficient for present needs. A few Carnations cut from the field are coming into the wholesale houses. Easter Lilies are plentiful and are selling well. Rubrum Lilies are fairly plentiful. Many excellent Gladioli may be had. They are finding a better market than at last writing. Hardy Hydrangeas meet with a weak market. Dahlias have made their appearance. Cosmos is available at times. Ferns are meeting with a strong demand.

Funeral of British Ace

Among Cincinnati florists to march in the military funeral procession of the late Captain James Fitz Morris the British Ace, who was killed when his machine fell at the Western Hills Country Club of this city were Chas. H. Hoffmeiske as a member of the Military Training Battalion of the University of Cincinnati, Wm Mayhall as a member of the U. S. Military Training Battalion; Ed. Bossinger of C. E. Critchells, as a member of the U. S. Military Training Batallion and E. G. Gillett as a member of the Home Guards. Mr. Mayhall was the first man to reach Capt. Fitz Morris when he fell.

Al Honning has gone to Toledo, O., for his vacation.

Chas Baum of Knoxville, Tenn. stopped in this city on Sunday on his way to the convention at St. Louis.

I. Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, called on his trade.

TEDDY.

Kansas City, Mo.

Asters and Gladioli are plentiful just now, growers say, in spite of the very warm weather prevailing the greater part of the month. August has been unusually warm in this part of the country, and although the gardens have suffered in a great many instances, the wholesalers are feeling pretty good about their stocks. Roses are only fair, but are as good as may be expected for the time of year; they are selling from 3c. apiece up. Lilies are good, and are selling at 12c. apiece. Gladioli are 5c. and 6c. apiece, and Asters 4c. and 5c. apiece.

Among the visitors in Kansas City this week were Mrs. Lord of Topeka, Kans.; John Furrow of Guthrie, Okla., and R. C. Kerr of Houston, Tex.

Walter Newell, who has completed his course of training at the aviation school in Champaign, Ill., and is now ready for flying, spent a few days this week with his parents, Mr. and Mrs. Arthur Newell. Mr. Newell and one other young man were the only ones who passed the tests given in a class of 15.

At a meeting of the Amateur Gardeners' Ass'n in the ballroom of the Muehlbach Hotel, Aug. 15, it was decided to abandon the plan for the Autumn flower show of the association. The decision was reached on account of the condition of local flower gardens, most of which have been destroyed by the protracted hot weather. The Autumn flower show, under the auspices of this association, has for years been an interesting event in Kansas City. The proceeds were always devoted to some worthy charity, and great interest was always displayed by the exhibitors. The flower show held in the Spring was successful from both a floricultural and financial standpoint, and the fund for the blind soldiers of the Allies was enriched by $500 from the proceeds.

Cleveland, O.

This market is glutted with Gladioli, choice stock being sold at any price to suit the purchaser. Vegetable growers, gardeners and amateurs, in addition to the regular commercial producers of this flower are consigning vast quantities of all grades, resulting in a decidedly stagnant market condition. Plenty of Asters are to be had but the better grades are far from plentiful. Roses continue very scarce. Limited arrivals of Valley are reported but there are frequent brief intervals when it is impossible to secure it locally, due to the irregular coming of the pips. A few Cattleyas are being offered and are readily picked up. Greens are in adequate supply from local sources. Wild Smilax is again ready for the market, a number of shipments having arrived from the South last week.

Business is normal, sustained largely by an active out-of-town demand. Counter trade has been quite dull of late, rendered so by the excessive heat, but the change to cooler weather the latter part of the week of Aug. 11 to 17, imparted new stimulus to retail trade. Funeral orders as usual absorb the bulk of the stock, except the large quantities moved at the week-end sales. Wedding decorations still exist but they continue of infrequent occurrence.

Annual Club Meeting

The first Monday of September falling on Labor Day, the regular monthly meeting of the Florists' Club will be held Sept. 9, at the rooms in the Hollenden. At this meeting the financial report of the year just closed will be read and installation of officers for the new term will take place. Plans for the F. T. D. convention in October now being worked out in committee, will be submitted, and reports from the S. A. F. and O. H. convention in St. Louis, Aug. 20, 21 and 22, will be heard from members who attended.

Express Claims

Claims on the express companies previous to July 1 are not being settled any more promptly than formerly. A prominent florist who has claims amounting to more than $1000 recently expressed a fear that he would be compelled to bring suit in order to expedite settlement.

Charles J. Graham, of A. Graham & Son, spent Aug. 16 and 17 in Mansfield, Ohio, executing a large wedding order, the materials for which were transported by auto trucks.

Mrs. C. A. Musser, of Doylestown, Ohio, made a business call at the wholesale market, Aug. 17.

Value of Auto Transportation

New evidences of the value of the auto truck in facilitating business are noted daily; on Aug. 11, J. L. Schiller,

DREER'S KENTIAS

Belmoreana (Single Plants)

	Leaves	Inches high	Doz.	100	1000
2¼-in. pots	4	8 to 10	$2.00	$15.00	$140.00
3 -in. pots	5	12	3.00	20.00	180.00
4 -in. pots	5	15	6.00	50.00	
5 -in. pots	5 to 6	18 to 22	1.00 each		
6 -in. pots	6 to 7	28 to 30	2.00 each		
7 -in. pots	6 to 7	32 to 34	3.00 each		
7 -in. pots	6 to 7	34 to 36	4.00 each		

Forsteriana (Single Plants)

	Leaves	Inches high	Doz.	100	1000
2¼-in. pots	4	8 to 10	$2.00	$15.00	$140.00
3 -in. pots	4 to 5	10 to 12	3.00	20.00	180.00
6 -in. pots	6 to 7	34 to 36	2.00 each		

Kentias (Made-up Plants)

A splendid lot of plants, made-up from good material, some made up entirely of **Belmoreana**, some all **Forsteriana**, others a combination of both varieties.

We have a good lot of these and they are not offered as bargains, but are good present day values. We believe they cannot be duplicated after the present supply becomes exhausted.

	Plants in a tub	Inches high	Each
7 in. tubs	3	30	$4.00
7 in. tubs	3	34 to 36	5.00
7 in. tubs	3	38 to 40	6.00
8 in. tubs	3	40 to 42	8.00
8 in. tubs	3	45 to 48	10.00
10 in. tubs	3	48 to 54	15.00

MADE-UP KENTIA

Henry A. Dreer 714-716 Chestnut Street PHILADELPHIA, PA.

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY

When ordering, please mention The Exchange

ORCHIDS

8,000

Specimen Cattleyas, all in Sheath

TO SETTLE ESTATE

For all particulars, apply

EDWARD LEITH

P. O. Box 301 EDGEWOOD, R. I.

When ordering, please mention The Exchange

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

KELWAY'S SEEDS

GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON

Wholesale Seed Growers LANGPORT, ENG

When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.

Orchid Growers and Importers

When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.

ORCHIDS PALMS

and Plants of Every Variety

When ordering, please mention The Exchange

Michell's Hydrangeas For Forcing

There will be a decided shortage of Azaleas, Rhododendrons and Spiræas, with no Japanese Lilies. **Hydrangeas** will therefore be in great demand, and will prove good and profitable sellers.

Avalanche. White.
Beaute Vendomoise. White, tinted pink.
Botaniste Peltereau. pink.
Bouquet Rose. Pink.
Eclaireur. Carmine rose.
Genl. de Vibraye. Bright rose.
Harmonie. Fringed, white, tinted rose.
Joconde. Pure white, very large.
La France. Pure white, rosy eye.
Lakme. Cream white, shaded pink.
La Lorraine. Pale rose pink.
La Perle. White, large fringed flowers.
Liberte. Fringed, white shaded light rose.
Louis Mouilliere. Fringed, deep rose pink.
Magenta. Clear rose.
Mme. A. Rosenkraenzer. Mauve.
Mme. E. Mouilliere. White.
Mme. Foucard. Ruby rose.
Mme. Nicolas Lambert. Pale rose.
Mme. Rene Jacquet. Flesh pink.
Otaksa. Pink.
Radiant. Pink.
Souv. Mad. Chautard. Pink.

Price of any of the above Hydrangeas, 2½-in. pots, $1.00 per doz.; $6.00 per 100; $50.00 per 1000. 4-in. pots, $3.00 per doz.; $20.00 per 100. 6-in. pots, $5.00 per doz.; $35.00 per 100.

All plants carefully packed but shipped at buyer's risk.

Purity Freesia Bulbs (True)

	Doz.	100	1000
First Size	$0.20	$1.25	$10 00

Godfrey Everblooming Calla

	Doz.	100	1000
First Size	$1 35	$9.00	$85.00
Mammoth	1.50	10.00	90.00

Whith Calla Bulbs
Clean Healthy Bulbs

	Doz.	100	1000
1¼ to 1½-in. diam.	$1.00	$6.50	$60.00
1½ to 1¾-in. diam	1.30	8 00	70.00
1¾ to 2-in. diam.	1.35	9.50	90.00
2 to 2½-in. diam.	2.00	12.50	110.00

HEADQUARTERS FOR ASPARAGUS PLUMOSUS NANUS SEED
Northern Greenhouse Grown
1000 Seed... $3.00 | 5000 Seed.....$13.75 | 10,000 Seed.....$25.00 | 25,000 Seed.....$56.25

Send for our New Wholesale Price List if you haven't a copy.

Henry F. Michell Co., 518 Market Street, PHILA.

GERANIUMS

ROOTED CUTTINGS

Fall prices, good until Dec. 1st.

S. A. Nutt.....$12.50 per 1000
Ricard and **Poitevine**..... 15.00 per 1000

August and early September deliveries all sold. If by Parcel Post, bill will be sent with shipment for postage and extra packing at actual cost.

	Per 100 — By Express	Parcel Post
ASPARAGUS Plumosus	$2.50	$3.00
SMILAX	2.00	2.50

Post shipments of pot plants are going through in great shape.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention **The Exchange**

GERANIUMS

ROOTED CUTTINGS

All booked for August and September

PETER BROWN

LANCASTER, - - - - - PA.

When ordering, please mention **The Exchange**

GERANIUMS

ROOTED CUTTINGS

Strong, Healthy Stock
Prices until further notice

Ricard, Poitevine, Perkins, Castellane, Doyle, Viaud, $15.00 per 1000
S. A. Nutt and Buchner, $12.50 per 1000
If by Parcel Post, $1.00 per 1000 extra
Cash with order

FRED. W. RITCHY, Lancaster, Pa.

When ordering, please mention **The Exchange**

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

SERVICE

Our classification of stock and index thereto were created solely for the benefit of the buyer, whose welfare is our constant study. As this is the man you are after, Mr. Grower, our advertising columns make a direct appeal to you. Try our next issue. Forms close Tuesday night.

MIDDLE WEST

Cleveland—Continued

of Toledo, Ohio, forwarded a large shipment of Hydrangeas by truck to Carl Hagenberger, Mentor, Ohio, the stock being transferred from the Schiller to the Hagenberger truck in Cleveland, the latter relaying it to its destination.

O. E. Reisch, formerly of Alliance, but now of Beloit, Ohio, spent Aug. 17 in this city, purchasing florist's supplies. Mrs. H. B. Fearn, of Elyria, Ohio, accompanied by her assistant, Miss Flora Williams, motored to the wholesale market, Aug. 17.

In his campaign to boost the local membership of the S. A. F., Frank Friedley has secured approximately 50 new members and is confident of winning for the Florists' Club a seat upon the directorate of the national society.

Anton Stretter, shipping clerk at the J. M. Gasser Co. wholesale store, has enlisted in the Army and expects to don the khaki on Aug. 28.

Walter Rokusek, formerly of the Cleveland Florists' Exchange, has joined the sales force of the Cleveland Cut Flower Co.

J. W. Grullemans, of the Grullemans Co., Avon, Ohio, had a generous exhibit at the Gladiolus show in Buffalo, N. Y., capturing a number of prizes and awards of merit. J. McL.

Fort Wayne, Ind.

There is a marked shortage of outdoor flowers, due to the dry weather, which has continued for several weeks, accompanied by temperatures ranging around 100 deg. Business has not been as active as it was the first week of August, and the shortage is not so keenly felt as it otherwise would be. Funeral work has slackened and there are a few scattered wedding orders, which, aside from cut flowers and baskets for the sick, is all that keeps the florist on the move.

The quality of most varieties of flowers leaves much to be desired. There is a moderate supply of hybrid tea Roses, most of which show the ravages of the heat, and prices are low. Kaiserin, Russell and Ophelia are holding up best under the adverse conditions. Several retailers report that they are receiving Carnations from the young stock, and that, although the blooms are small, they are fairly good and help out greatly in set pieces for funerals. These are selling for $1 and $2 per 100. Asters are holding up better than any other outdoor flower, and are more plentiful than Gladioli, which are decidedly scarce this season, due to the fact that most of the Gladioli are grown in acre tracts, or larger, and there are not sufficient facilities for watering them during the drought.

Snapdragons are coming to the front, in the absence of Sweet Peas, which have been practically "finished" by the hot, dry weather. Snapdragons are used to a great extent in basket work, and in combination with other flowers. White and pink Lilies are in fairly good supply, and move very well for funeral work. There are some good, full Aster plants offered on the market, for 75c to $1.50 each, and they sell extremely well. Celosia in pots are bringing 50c. to 75c. each, and Begonia and Lily plants continue to meet a god demand. The sale of ferns, especially Whitmanii, has been excellent.

Because of the ice famine, several of the florists have had difficulty in keeping their stock. Private consumers were limited to 25 lbs. of ice per day, and business houses were also limited last week. Roses especially were hard to keep, as many open as soon as they are received at the stores.

Word has been received in this city that Private George Doswell, who was drafted for the National Army in June, and who has been stationed at Camp Benjamin Harrison, Indianapolis, has been transferred to a technical school in the same city, to take a three months' course in motor mechanics. Mr. R. W. Doswell has two brothers in the service in France, who are now at the Front. One is in the Medical Corps, and the other with the Aviation Corps.

Robert Weeks
President National Association of Gardeners
An affiliated director of the S. A. F. and O. H.

Shortage of Crepe Paper Predicted

Mr. Nelson, representing the Poehlmann Bros. Co., Chicago, called on the trade recently, taking orders for Fall business and holiday delivery. Mr. Nelson states that there will be a great scarcity of waterproof crepe paper this year, as only what the wholesalers have on hand, will be offered for sale, due to the fact that the Government has taken over the factories where the crepe paper is manufactured. Other imported goods, especially Immortelles, will be obtainable only in limited quantity, according to Mr. Nelson.

P. J. McCarthey, representing M. Rice & Co., Philadelphia, was a visitor to the trade with a fine lot of holiday supplies, baskets, etc., to choose from. Mr. McCarthey reports that the country is rapidly becoming adjusted to war conditions, and that there is a fine demand for "made-in-America" products, rather than the heretofore coveted importations.

Miss Mayme Wenninghoff is spending a couple of weeks vacation from the store of her brother, Edgar Wenninghoff, at the lakes in Northern Indiana.

The demand during the first half of August has been splendid for this season of the year, and wholly unexpected by the local florists. Business has been on a par with July and if these conditions continue throughout the month—and there is every indication that they will—the florists here will have nothing to complain of in the way of "Summer dullness."

Mr. and Mrs. A. J. Lanternier and their sons Clem and Ed. Lanternier and families motored to Lake James and spent a week's vacation Aug. 11.

The representatives from the Ove Gnatt Co., La Porte, Ind., and Cohn & Heller of New York City, called on the trade.

Mr. and Mrs. R. W. Doswell and their daughter Charlotte have returned from a week's vacation trip at Coldwater, Mich., and Lake George.

Miss Georgia Alice Flick and Mrs. Mary Patten have returned from a two weeks' trip to Toledo, Ohio, where they visited Miss Helen Patten at Point Place, on Lake Erie.

Lanterniers are having a fine sale of their new variety Anthony Wayne ferns. D. B.

Sewickley (Pa.) Hort. Society

The Sewickley Hort. Society held its August meeting on the 13th, and judging from the display of vegetables exhibited, it was difficult to believe that we had experienced the driest season on record.

For collection of vegetables which testified to the good results obtainable through the Skinner irrigation system A. E. Etherington, gardener for E. A. Woods, was awarded a cultural certificate. John Barnet, gardener for Mrs. J. D. Lyon, also put up a display of vegetables of high quality. Other exhibitors were Wm. Thomson, Sr., A. E. Bonsey and S. W. Black.

At the September meeting a lecture will be given on Asparagus culture. JOHN CARMAN, Sec'y

Heating Queries

Conducted by John McArthur
Mgr. Heating Dept., Hitchings & Co.

Heating Five Greenhouses

Please let me know at once if a 2in. flow with 1½in. return on each side will keep five greenhouses, all connecting, between 45 deg. and 50 deg. during zero weather; steam heat. The houses are 70ft. long, 16ft. wide and 10ft. 3in. high. —C. H., Md.

—I have figured that the roof glazing bars are 10ft. 6in. long each side of ridge. If this is correct, a 2in. steam main and two lines of 1½in. returns would scarcely keep the frost out, when the mercury outside is at zero. To keep a temperature of from 45 deg. to 50 deg. at night, when the mercury outside is at zero, each house will require one 2in. steam main and four 1½in. returns.

Questions for Answer

Crude Oil as Fuel

I am thinking of burning crude oil in my furnace this Winter instead of coal. Will one of your readers, who has had the experience, tell me if the crude oil will answer as well as coal, and what kind and size of heater I need for a house about 20ft. by 50ft.?—F. R. F., S. C.

About Fire Clay

Will one of your readers advise me how to mix and use fire clay. I made a repair in my firebox and it did not hold. After the bricks and fire clay are set, is it necessary to burn it in by starting up a fire in the boiler?—L. H. H., Ohio.

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Classified Advertisements

Continued from page 314

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FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6c. ft.; 1¼-in. 8c. ft.; 1½-in. 9½c. ft.; 2-in. 13c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

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Several shares of stock of the Cottage Garden Nurseries, Inc., at less than par. This stock is paying 20% dividends. Address Dixie, care The Florists' Exchange.

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Continued on Next Column

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	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
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Continued on Next Column

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For 1918

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SPIRÆA, Anth. Waterer, 18 to 24 in., $1.00 per 100
LIGUSTRUM Ibota, 4 to 5 ft., $6.00 per 100; 3 to 4 ft., $4.00 per 100.

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Notice to Nurserymen

We are adding to our greenhouses a Nursery and Landscape Department.

Please let us have catalogues and price lists on small Evergreens, Shrubs and Trees for growing on.

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AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

When and How to Prune Evergreens

When the average land owner allows the average incompetent who just "happens along" to prune his trees and shrubs the verdict on the results which follow the operation is most often expressed in "cuss" words. Following the advice given by Edwin Matthews in this article the florist grower will reap the benefit and be accorded commendation and—more orders from a satisfied customer.

There is always danger that trees and shrubs will be pruned at the wrong time and by wrong methods and this happens often with evergreens, to the detriment of the plant.

Like every horticultural operation, there are broad underlying principles and reasons for the work of pruning and these will be supplemented by more specific reasons to meet certain conditions that arise. Broadly speaking, it would be safer for the nurseryman and florist to advise the uninitiated not to prune their evergreens than to tell them to do so and then leave them to do the work when and how they think best.

One could well divide evergreens into three classes: A.—Those that practically need no pruning (except for some special reason), represented by the Firs, Pines and Spruces. B.—Those, like many of the Junipers and Retinisporas, which need annual attention. C.—Those that need attention at infrequent intervals, in which class are the broad-leaved evergreens such as Rhododendrons, Yews, Laurels, Box, etc.

The pruning of evergreens is done most frequently to the young growing plant in the nursery, to help develop the best shape and form, which, like correction in a child's early training, lays the foundation for the future. Evergreens, such as Retinisporas, often form several leaders which, if allowed to grow uncorrected in the early stages, will later in the plant's life prove a serious defect and a weakness by reason of the breach formed. In maintaining only one real leader and holding the others in check by the knife at the right time, the tree is saved the danger of becoming injured by splitting in a wind or snow storm.

With such as are mentioned in class A, little or no pruning will be needed, excepted perhaps the cutting out of a duplicate leader which sometimes follows an injury to the central bud. Or again, it may be desirable to make a more compact growth to a sparsely furnished plant, this being done by pinching back, while it is still growing, the young, tender growth that is formed in the Spring.

Such pruning as is done to class C, will consist mainly in keeping the plants in conformity with the position they occupy. In the case of Rhododendrons and Laurels (Kalmias), pruning is resorted to only through sheer force of necessity as, for example, where the plants have or are likely to outgrow their usefulness in becoming too high for certain positions. Then it is we may gradually, rather than in one operation, use the knife to reduce the height of the most rampant growth. Directly after the plant is through blooming will be a good time to prune, and in doing this, it is best to cut back as far as possible, without denuding the plant, so that new growth may be looked for that Summer which will take the place of that to be pruned the following season.

If the position is the one that requires formality, as in the use of Box or Yew, a slight shearing in June or early July of the unruly growth is all that is needed. In this, as with Evergreen Hedges, we have a specific reason for pruning more frequently than otherwise would be necessary.

Hedges of Norway and Hemlock Spruce, Arbor Vitæ, and Japanese Cedar, by virtue of their use as hedge plants, must necessarily have their growth curbed and reduced at least every other season. With evergreens, however, used in porch beds or similar positions where, for immediate effect they are planted rather close together, the knife or shears must be used annually; otherwise the plants would quickly lose their individual identity is one smothered mass.

The time for pruning an evergreen hedge, group, or specimen is best decided by the nature of its growth. Those like Hemlock, Arbor Vitæ, and Retinisporas, which continue to grow some seasons up until August and September, it will be all right to prune as late as July and August. On the other hand, those like Norway Spruce, which makes the season's growth in a few weeks, should be pruned in the midst of their growing season.

This principle of pruning before the season's growth is completed, holds good with all evergreens, thus affording them an opportunity to make some slight growth before the stage of apparent inactivity arrives.

Aster tataricus

Coreopsis

Probably few flowers are better known in gardens than the Coreopsis as it has been in collections for many years in both the annual and the perennial section. Their flowers are usually considered as yellow, as this color most always predominates, the ray flowers being this color, the disk ones often purplish.

Of perennial sorts the following appear the most common, C. lanceolata, senifolia, rosea and grandiflora, and tripteris is also in many collections. Lanceolata is one much used for cut flowers. It grows to about 2ft., flowering from June until August. Grandiflora is not unlike the last. It is its southern representative, and is as much a favorite as lanceolata, flowering at the same time. Rosea differs from the others in its lack of yellow as the predominating color. The disk is yellow, the rays rosy purple. It is of more diffuse growth and not as tall growing as the others, preferring moist ground. Its growth is from 12in. to 18in. only. It is a good plant for rockwork when the soil is not too dry.

Tripteris is a tall growing species, useful for planting at the background of herbaceous plants. It grows from 5ft. to 7ft. tall, and is smooth of growth. Its flowers are numerous, large and showy. It is a native of both Southern and Northern States. In many lists it is found under the head of Chrysostemma triptera.

Altogether the Coreopsis family is a most useful one. Even the annual sorts, taking tinctoria as a representative, do much toward beautifying the garden. Both the perennial and the annual sorts are of easy propagation by seeds and by division of the plants.

JOSEPH MEEHAN.

Aster tataricus

(Subject of this Week's Illustration)

Probably there is no Aster more valued among those of a hardy character than the A. tataricus. Few other species have so much to recommend them. No other one grows to the height this does, nor is there any other one flowering so late in the season. In fact, as to its lateness, the most of the vast collection of herbaceous plants have long since passed out of flower before this Aster commences to bloom; often the first freezing of early Winter catches a belated head or two of its flowers.

Many florists know of this Aster from seeing it used in cut flower work. In damp ground it makes a growth of 7ft. or more, strong and upright, bearing along the upper part of its growth light blue flowers, while the lower leaves and, in fact, all its leaves are so very large as to suggest any plant but an Aster to those unacquainted with it. Coming from Siberia, the hardiness of the plant is guaranteed.

Those who miss flowers in their gardens when Autumn wanes should get this Aster—a good lot of them to make the grounds cheerful; a good plant or two would soon give more, while to the florist who looks for a plant to recommend to his customers he can name this one in perfect confidence of pleasing.

JOS. MEEHAN.

On Growing a Few Desirable Trees

By a Veteran Nurseryman

It will be found of great help by almost any retail florist growing bedding and vegetable plants for local trade, if he has a small available space, to devote it to growing a few desirable trees. Such stock when well grown will always find a ready sale at a paying price, thus, not only adding to the grower's profits, but also giving him the satisfaction of knowing that he is helping to beautify the home surroundings in his vicinity. Rare trees, expensive on account of their scarcity, are not necesarily required. The uneducated customer will take anything that appeals to the eye, provided that it is big, but we need not ignore beauty nor utility for novelty.

One of the most desirable trees for avenue planting or shade is the Sugar or Hard Maple, native from Maine to the Far West, a beautiful tree, easily transplanted, growing in all soils, and without any objectionable features, as sprouting from the root, attracting insects, etc., and is a reasonably rapid grower. I consider it more beautiful and majestic than the Norway Maple. The commonness of the tree does not detract from its desirability with sensible people.

The Elm in its varieties is also almost universally admired for its beauty and adaptability.

The Tulip Poplar (Liriodendron) or Tulip Tree, near kin to the Southern Magnolia, is beautiful in outline and foliage and magnificent when in bloom. It flourishes from Minnesota to Florida. Although it is a little difficult to transplant, with care it succeeds admirably, a joy forever to those who possess it. In all communities there are people who want trees planted; they are anxious for suggestions and are desirable prospects.

E. Y. TEAS.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

No More Shows in Grand Central Palace

The U. S. Government will take over the Grand Central Palace, New York, Sept. 15, using it as one of the chain of army hospitals now being established in that city. Six splendid flower shows have been held consecutively in that building, all of them successful artistically, satisfactorily to the trade, and abundantly successful financially.

A Questionnaire to Florists

The President of the United States, under date of April 8, 1918, issued an order to the Secretary of Commerce authorizing him to have the Bureau of Census collect such statistical data as might be needed by any branch of the Federal Government in connection with the conduct of the war.

A number of florists have received a questionnaire in connection with this letter from the Census Department which calls for confidential answers to the following questions: Name of owner, location, square feet covered by glass, value of product, fuel used specifying coal, coke, oil, wood or gas, number of males (18 years of age and over) continuously employed, fertilizers, insecticides and fungicides used and in what quantity.

Considerable speculation is being indulged in as to the object of this census, some going so far as to wire the indefatigable Wm. F. Gude at Washington to inquire whether its purport was in connection with the growing of poisonous plants for the manufacture of poison gas! The probabilities are that this questionnaire is but one in a series put out by the Government in its endeavor to be fully informed as to the scope of the country's industries.

More on Practical Generosity

A subscriber, a dealer in ornamental nursery stock, writes us that he has with mingled feelings read our paragraph entitled, "Practical Generosity".

He tells us of the appeals which have been made to him to buy Liberty Bonds, subscribe to Red Cross, Y. M. C. A., K. of C., and other benefactions. He says he has done so as fully as he could within his means, and questions why he should be asked to supply nursery stock to cantonments free when, as he puts it, the Red Cross would not ask lumber companies to supply lumber free, or a medical supply house to furnish medical supplies free.

He also makes a point that it is his belief that promiscuous planting would never beautify the grounds surrounding the houses to be planted. "Promiscuous planting of a hodge podge selection of nursery stock could not possibly be attractive," he says.

We are inclined to the belief that our correspondent misses the point. Lumber and medical supplies are necessities and so have to be purchased. Trees and shrubs are on the sentimental side, and while the government is quite willing that these should be donated, it is too taken up with war matters to have the time or facilities to recognize these as factors necessary to the winning of the war, although we personally hold that they are such to a great extent, for the reason that beautiful surroundings undoubtedly are of value to the morale of our soldier boys. Ultimately, if the war continues long enough, our government may take these matters in hand, but not today, and so it is left to those of us who can afford it to give what we can. In very truth, it is not so much a question of having an artistically arranged landscape effect as it is to have here and there a piece of inviting green on which to rest the eyes and, whether the tree is straight or curved, or perhaps undersirable from the point of view of the artistic landscape architect, all these considerations do not trouble the soldier boy. The welcome shelter of any kind of a tree is grateful to him, and in turn he is grateful to the giver.

Our S. A. F. Convention Report

The convention at St. Louis of course overshadows all other trade news for the week. Having in mind the importance to the trade generally of this convention, above all others, we have gone to special pains and expense to make the report as complete and valuable as possible. The report will be complete "up to the minute" of going to press. Many of us may be prevented, through the unusual conditions of today, from attending the convention but every florist, whether he attends or not, should read carefully the reports of the convention in this and succeeding issues. There is no doubt that the 1918 convention will go down in the history of the trade as perhaps the most important the S. A. F. and O. H. has so far held since its birth.

Anthracite vs. Bituminous

When a grower who has hitherto used anthracite is compelled to accept bituminous, the latter having only one-half the heating capacity, is he entitled to a sufficient supply of this latter to make up the 50 per cent. allowance of the anthracite coal he had previously been using? We would like to hear from such of our readers as have had experience with their local fuel administrators along these lines.

In The Exchange of Aug. 17, p. 251, there appears an article on "Fuel Restrictions in Russell, Mass.," in which the local fuel administrator is quoted as stating that "Commercial greenhouses are classed as manufacturers; therefore they cannot have any anthracite larger than No. 2 buckwheat. They may have bituminous coal up to 50 per cent. of their average, etc.," Alfred B. Copeland, grower of Russell, commenting on the foregoing, said: "Most of the smaller florists are outfitted to burn anthracite coal, but not screenings or soft coal, and to do so successfully an entire and expensive addition to the present heating units would be required," etc.

A clipping from the Milton (Mass.) *Record* quoting the chairman of the local fuel committee there shows that it has received the same ruling, in regard to the use by florists of anthracite and buckwheat coal.

Mr. Copeland is quite right in his contention. If a man cannot use anthracite larger than No. 2 buckwheat and is forced to burn this he may have to use a special grate for that purpose. If, however, he elects to take bituminous coal the question presents itself: Can he have the equivalent of the bituminous coal in anthracite, the general understanding being that bituminous coal, as we have already shown in our columns, has only half the heating capacity of anthracite?

Horticultural Hodge-Podge

The movement on foot to wipe out German names given to some of our finest Roses would, if carried out, work endless confusion. Would it not be well to "bide a wee" and see whether we are to enter into friendly relations with a regenerated Germany or to commence commercial ostracism against the Hohenzollern Huns when the final decision on the battlefield is obtained?

Some men are born rich, others wise—but anybody can be a d—n phool! Get the hook! Get the hook!

Elbert Hubbard said: "Don't be a villager, be universal, no matter where you live," which, horticulturally interpreted, means "Subscribe to the S. A. F. and O. H. Publicity Fund."

The daily news items tell us that Kaiser Bill has retired some of his generals because they failed to capture the marines. We humbly rise to inquire why he does not start the "Clown Prince" homeward with a vigorous kick. "Say it with flowers": "Aster" him home!

It will be well to remember that in the New World in which we are to live in the future cooperation, not competition, will be the slogan. Today we are fighting the idea that one man ought to hog it all, whether as a government or an individual. If you are still possessed with the old idea—forget it.

The school garden is doing a noble work. The remark of a noted ecclesiastic was: "Give me the child until he is ten and I do not care what you preach to him after." The wise florist with an eye to the future will absorb this saying and act accordingly.

When a Lawn Mower is a Rake.—"Lady, kin I cut your grass for a meal? I'm a first-class lawn mower," said the red nosed tramp.

"Go away! You look more like an old rake," said the lady.—*Boston Transcript.*

American Gladiolus Society

Annual Meeting and Exhibition, Buffalo, N. Y., August 14, 15, 16, 17

"The essentials of the field were intended not only for food, b for flowers, to give us cheer; and when was man ever in such need cheer as now?"

This was the keynote of the annual address of A. I Kunderd of Goshen, Ind., president of the America Gladiolus Society. The sentiment expressed by Pres dent Kunderd stirred a responsive chord. The atten ance surpassed expectations. In size and quality t exhibit compared favorably with previous displays the society, despite the hot weather. "Considering t time and conditions, we had a very successful show said President Kunderd, "and the exhibitors did then selves credit to assemble such a fine collection. T results were even better than I expected. The loc growers did splendid work in filling out the exhibit even if they did not make any entries or expected ar financial benefits. Emphasis should be placed on t hearty cooperation extended by the members of t Buffalo Florists' Club, who contributed their tim thought and enthusiasm in helping to make the exhib a splendid success."

At the annual meeting, Prof. A. C. Beal of Corn University, Ithaca, N. Y., was elected secretary to su ceed the late Henry Youell of Syracuse. A committ consisting of Wilbur A. Christy of Ravenna, Ohio; M A. H. Austin of Wayland, and Madison Cooper Calcium, N. Y., was appointed to report resolutions the deaths of two members of the society: Matthe Crawford of Cuyahoga Falls, Ohio, and Henry Youell of Syracuse, N. Y. Mr. Crawford was know as the "Dean of the Gladiolus Fraternity," and collabo ator, with Dr. Van Fleet, of "The Book of the Glad olus." He was perhaps the most widely known and l loved of America's growers of the Gladiolus. Mr. Youe was secretary of the American Gladiolus Society for number of years and one of the most widely known ar active of its members.

A timely note was struck by President Kunderd his annual address when he laid particular stress "the vast importance of floriculture as the handma of the agriculturist and the grower of the prima neecessities." President Kunderd brought out by apt i lustration, the great value of flowers as an inspiratio to the worker, the soldier and the man of affairs, e pecially emphasizing the comfort and encouragemer flowers bring to the wounded fighter while he is conv lescing. He praised the exhibitors for their spirit i exhibiting without hope of financial gain and urged a Gladiolus lovers to join the society. He also had word of praise for all who had helped to make the sho a success, specially singling out Secretary Beal an Madison Cooper, publisher of *The Flower Grower.*

The sentiment of the society was that the next mee ing would be held at Detroit. Provision was made fo the disposition of the flowers exhibited, it being decide to distribute as many as possible among the variou hospitals of the city.

Report of Secretary A. C. Beal

This is the ninth annual meeting of the American Glad olus Society and it is our hope that it will be productiv of plans and measures for making the tenth year the mos effective in results of any year in the history of the society Let us one and all lend our efforts in making the comin year yield great results in the advancement of the Glad olus. If we look back over the past 10 years we can se the very considerable advance that has been made. Ther is a greater work for this society to do. We should do a we can to stimulate interest in the Gladiolus Society b offering our medals and certificates to the local shows The question is sometimes raised whether it is desirabl to offer the medals without restrictions, as is the case a present. If a local society could affiliate in some way wit our society, it should be helpful to both. We might als offer our medals through such State fairs as have a worth flower exhibit. It would seem as if no award should b made unless the winning exhibitors are members of our soc iety.

Supplying the *Flower Grower* to the members appear to meet the very apparent need of an official organ for th society. No doubt it can serve a very useful purpose i keeping in touch with our members. To accomplis this purpose, the advisability of having a column in th *Flower Grower* for the publication of items of special interes to the members is something that may appeal to you.

If the society had the necessary financial support, it coul do many things not possible to carry out now. A complet catalog of all varieties, with name of originator, intro ducer and year of introduction, with a brief, clear-cu description would be very useful to our members. Thi is a work for the future.

At the last annual meeting action was taken toward the appointment of a publicity committee. J. J. Lane, who became chairman of this committee, conducted an active campaign for new members. Although operations were not started until too late to get much publicity for the society through the catalog circulation of the commercial growers, and notwithstanding war conditions, we have received 165 new members. Several of these are in Canada, New Zealand and Australia.

The late secretary reported 10 new members last year. When I took over the secretary's office I found 83 paid members on the roll. Since that time 16 old members have paid up. Some of those living abroad have paid two years' dues. The total membership at present is 264. This is a very substantial gain, but it would seem that we ought to be able to have a society of at least 500 members and I have faith to believe that when the war ends it will be possible to build up the membership to that number. The credit for the increase in new members is largely due to the excellent work of the president, Mr. Kunderd, Mr. Lane and Mr. Cooper, editor of the *Flower Grower*. The society certainly owes them a debt of gratitude for their good work, which brought such excellent results in these difficult times. The fact that the society makes a return to its members by sending the *Flower Grower* has been a material aid, I am sure.

The American Gladiolus Society sustained a severe loss in the death of its secretary, Henry Youell, who had been an officer in the society from its inception. His extensive knowledge of the Gladiolus gained during a lifetime made him an invaluable member in the councils of the society.

Another veteran in the gladiolus world, Matthew Crawford, passed away during the year. As a writer on horticultural subjects as well as the pioneer grower of Gladioli, he was favorably and widely known. These men did much to advance the interest in the Gladiolus as a garden flower and as a florist's cut flower. Their passing leaves it to us to "carry on."

The members of the American Gladiolus Society owe it to themselves as well as to the society to rally against the foolish sentiment found in some quarters that flowers have no place in our lives during war times. We are organized to promote the interests of a flower suitable to every home garden, where it can send out its message of peace and hope and even joy to anxious hearts that long for loved ones far from the home scenes. Let us then, while doing our part in this struggle, seek the consolation and the joys of growing flowers.

The Visitors

Among the visitors were many of the country's most widely known originators and growers. It was pleasing to note that a number of prominent visitors and growers from Canada attended the exhibit. Among them were:

A. E. Kunderd, Goshen, Ind.
Madison Cooper, Calcium, N. Y.
A. Rynveld, Lisse, Holland.
John B. Humphrey, Logan, O.
Joe Coleman, Wayland, O.
John H. Umpleby, Derby, O.
Mr. and Mrs. A. Gilchrist, Toronto, Ont., Can.
Jacob Thomann, Rochester, N. Y.
F. C. Thomann, Rochester, N. Y.
H. L. Davis, Rochester, N. Y.
E. H. Schulz, Mentor, O.
C. B. Gates, Mentor, O.
Mr. and Mrs. H. G. Reading, Franklin, Pa.
Chas. L. Dole, Lockport, N. Y.
R. H. Roberts, Westfield, N. Y.
Mrs. Gertrude L. Miner, Boston, Mass.
D. Lumsden, Ithaca, N. Y.
John Brown, Lancaster, N. Y.
J. C. Crombie, St. Thomas, Ont., Can.
H. W. Searff, St. Thomas, Ont., Can.
John J. Prouty, Baldwinsville, N. Y.
C. R. Hinkle, St. Joseph, Mich.
A. C. Beal, Ithaca, N. Y.
R. Harcourt, Welland, Ont., Can.
J. J. Colegrove, Sheffield, Pa.
Mr. and Mrs. R. M. Curtiss, Ravenna, O.
A. A. Spangenberg, Hamburg, N. Y.
H. J. Child, Toronto, Can.
H. L. Hutt, Georgetown, Ont., Can.
A. A. Rosin, Rochester, N. Y.
Wm. Lawrence, Toronto, Ont., Can.
J. W. Crow, Guelph, Can.
E. C. Kessler, Jamestown, N. Y.
Mr. and Mrs. J. J. Gruellemanns, Avon-on-the-Lake, O.
Mrs. M. L. Hoover, Goshen, Ind.
Miss F. E. Pollard, Tillsonburg, Ont., Can.
Dr. R. W. Schnaer, Kitchener, Out., Can.
Miss I. Preston, Guelph, Ont., Can.
Mr. and Mrs. A. H. Austin, Ravenna, O.
W. E. Kirchoff, Pembroke, N. Y.
C. Zeestraten, Bemus Point, N. Y.
E. Barmwater, New York City.
Dr. W. A. Orton, Washington, D. C.
H. C. Sands, Albany, N. Y.

The Exhibition

The principal prize winners were John Scheepers & Co. Inc., New York City, C. Zeestraten, Bemus Point, N. Y., Madison Cooper, Calcium, N. Y., the Grullemans Co., Avon-on-the-Lake, O. For the best seedling never before exhibited John Scheepers & Co. Inc., won the silver medal; Austin Coleman Co., Waylands, O., the bronze medal, Scheepers' also won the Burpee silver cup awarded by the society, for the best and most distinct seedling, H. E. Meader, Dover, N. H. coming out second, and receiving the cash prize, Madison Cooper was also awarded first for the best display of 100 vars. and H. E. Chriswell first for the best display of Kunderd vars.

Awards of Merit were given as follows: Austin Coleman Co., for three seedlings; the Grullemans Co., for general display of stock; Scheepers' for display and arrangement of stock; C. Zeestraten for general display; the W. E. Kirchoff Co., Pembroke, N. Y., for general display. The last named exhibit was well staged by W. J. Palmer & Son of Buffalo. Special mention was made by the judges of the high quality of the Primulinus Hybrids shown, which illustrated the remarkable advance that has recently been made in this class.

A few of the many meritorious standard varieties shown were Mrs. Dr. Norton, Pink Perfection, Panama, Purple Glory, Schwaben, Evelyn Kirtland, Mrs. Frank Pendleton, Jr., and America.

Among the meritorious seedlings were those exhibited by W. E. Kirchoff Co.; Glory of Pembroke, a fine yellow; Mrs. W. J. Palmer, large white, blooms nicely arranged, tinted a very pale blush; Prof. A. C. Beal, dark red; Mrs. W. E. Kirchoff, white with very faint markings in throat.

In the Grullemans Co.'s exhibit was noted a new Primulinus variety, General Pershing, a lavender, with a yellow throat.

The seedling never before exhibited which won the silver medal for John Scheepers & Co., was a perfect spike of very light flesh-pink, growing slightly darker towards the ends of the flower petals. The bronze medal in this class was carried off by a beautiful pink variety.

The Scheepers' seedling that carried off the Burpee trophy was a remarkably fine specimen, consisting of six spikes of a delicate silky white, suffused light pink toward the end of the flower petal. The seedling was named "Miss Edith Cavell."

The Austin Coleman Co., Wayland, O., showed an excellent pure-white seedling, which received an award of merit. This variety would have won the society's silver medal except for the fact that it had been shown elsewhere.

The judges were J. J. Grullemans, E. A. Slattery and Joseph Coleman.

Growing Carnations and Roses at Low Temperature

The proceedings of the American Carnation Society for the last meeting, held Jan. 30 and 31, 1918, at Boston, and which have recently been published, contain an account of an interesting discussion that took place there on the subject of growing Carnations and other stock at low temperatures. A restatement of the facts brought out in this discussion will undoubtedly prove of great interest at this time, when the florists are trying to solve the trying problem of how to run their greenhouses on a 50 per cent allowance of coal. The discussion is of special interest because those who took part in it are among the leaders in the trade, being successful growers of many years' experience.

The chairman who presided—Vice-President Strout, by the way,—said that he wished to bring out facts as to how the growers could reduce their coal consumption by lowering the temperature and how far it was safe to go in this respect in growing Carnations.

Wm. R. Nicholson, Framingham, Mass. stated that it was perfectly feasible and safe to drop the temperature down to 45deg. or lower, and if necessary, later bring up the temperature: in fact, if it were a question of conserving coal and still retaining good quality it would do no harm to go down to 42 or 43deg. Mr. Nicholson said further: "You would want to start in early in the season and work gradually right through October and November and the fore part of December. You want to start in early and keep going down. I would keep an even temperature and I would keep right along until the Spring of the year. I would not advise anyone to start in and then change."

Mr. Dailledouze of Brooklyn, N. Y., said, in reply to a question asking what per cent of coal would be saved lowering the temperature five or six degrees right through the season, that is from 52deg. to 46deg; or in other words how much less coal it would take: "I would say that a temperature of 50deg. for Carnations and 60deg. for Roses is best. That has been our basis and I think it is inclined to be a little bit more than double, so you can figure at least double on ten degrees. There isn't any reason why you should not go back as well as go up. It probably will cost a little more to go up than go back, but it works out pretty nearly right, I think.

J. Geo. Jurgens of Northport, N. Y. gave his experience: "We ordinarily run 300 tons of coal a year. During the month of December we never figure on burning more than 35 tons, but we got away with very nearly 100 tons; consequently between Christmas and New Year's we cut the temperature. We started with fifty, going down two degrees every night until we reached forty—that does not mean the whole house is forty, that is the extreme ends, and the middle would be possibly forty-five. Up to the time I left home we had barely used fifty tons, while for the month of December we used almost one hundred, so comparing December and January, we almost cut it in half. We are cutting it ten degrees at night and we are cutting it correspondingly in the day time, because we do not allow the house to go above fifty-two, and in that way we are effecting quite a saving. On sunny days we are taking advantage of the sun heat as much as we can, and I would say we have saved fifty per cent in coal consumption in ten degrees lower temperature. I have not found it affected the vitality of the plant. I will say they are not quite so productive, but the quality is increased."

The remarks of S. J. Goddard, Framingham, Mass., were as follows: "I have been up against the coal proposition about as hard as any one, I think, this Winter. Since the first of December I have been getting it from hand to mouth—one day to the other. Until the first week in January I have kept my houses, as I always have kept them, at 52deg. I think that is the ideal temperature for Carnations. After that, when the coal got short, I cut them down to 45deg. and then have run them up in in proportion; some days they got 52deg. keeping them the sun heat. This week I have been shorter than ever; they told me the day before yesterday that they did not think I would get any more coal, and last night my temperature went down to thirty-eight, but I see no difference in my stock by running them cold, only in the development of the flower; they don't develop so nicely in the centers, and they do not look so well, the outside petals lose the the color and lose substance."

Peter Fisher, Ellis, Mass., put the case in this apt fashion: "In regard to reducing temperatures, I think there is a limit to that, like the fellow with his donkey—he got him down to one straw a day and then he died. I don't think we could go much below 45deg. and retain the quality of our stock. I agree with Mr. Nicholson that if you are going to start reducing temperatures start in the Fall; don't wait until a night when it drops to zero and then reduce from 52deg. to 40deg. or 45deg.

"We have grown part Roses this last year or two, and after the coal shortage we reduced the temperature in the Rose house running back to about 44deg. and then reduced gradually, getting down to 34deg. or 36deg. at night, but even as late as two or three weeks ago we got some of the nicest Ophelia Roses I have seen for some time. We sent some to a golden wedding and I never got so many compliments; they said they were the best they had ever seen. They were really good flowers, and it shows what can be done. I actually believe if we had put Carnations in one part of the house and the Roses in a part that is taken up in Chrysanthemum plants those Ophelias would have produced. I think we can reduce our temperatures to 42deg. or 45deg. and do first-class with the flowers, although you will not get the quantity, but don't begin with high temperature and reduce suddenly."

Taking a Splinter Out of the Finger

To remove a splinter from the hand, fill a wide-mouthed bottle nearly full of hot water; thrust the inured part over the mouth and press it slightly. The flesh will be drawn down, and shortly the splinter will be exposed under the action of the steam. This method, says *Popular Mechanics*, is far better than the common and dangerous practice of pricking the flesh with a pin or knife point. The usual antiseptic solution should be applied.

Probably florists and their workers suffer from splinters getting lodged in their hands as much or more so than other classes of industry, and the above suggestion may be considered worthy of a trial when next in trouble of this nature.

Obituary

E. P. Brown

Edward Porter Brown, who was engaged in the florist's and seed business at Dallas, Tex., died on Aug. 8, aged 33. Mr. Brown was born June 9, 1885, at Sedalia, Mo. He came to Dallas about 10 years ago, engaging in the flower and seed business, being connected with the Texas Seed and Floral Co., and for several years with the Brown, Dawson Co. He is survived by his widow and a daughter. His parents are still living, and he had two sisters.

Richard Higgins

Richard Higgins, who for more than 20 years conducted a greenhouse and florist's establishmeent at 217 Academy ave., Providence, R. I., died on Aug. 15, at the age of 47. Mr. Higgins was born in Ireland. When quite young he emigrated to England and soon after came to Providence. He was employed at the Macrae greenhouses on Smith st., Providence, for about 10 years before he went into business for himself. He started with a small greenhouse, which at the time of his death had expanded to a large business. He is survived by his widow, three children, one brother and two sisters.

S. A. F. and O. H. Convention in Saint Louis

August 20, 21, 22

President's Address

(*Continued from page 274*)

Publicity Campaign

Undoubtedly the biggest thing undertaken by this society the past year is the publicity campaign, which was launched so auspiciously in New York at the last convention. The work of the publicity committee, under the leadership of Messrs. Penn and Asmus, has been, with the limited amount of funds at their disposal, simply phenomenal. It would be the greatest of pities if this work should be permitted to drop or drag, at this season. Let us make plans at this convention for a vigorous fall offensive in advertising so we may not lose the benefit of the work already done. One thing alone, the connection of the florists directly with the war and the adoption of our publicity slogan, "Say it with Flowers," by the League for Woman's Service is worth more money as a cash proposition to the florists than the whole of the publicity fund. This League will use over 20,000 signs in its work and, "Say it with flowers," before another year has passed, will be a household word in every home in the country. You have all seen the good work done by this committee in the *Saturday Evening Post* and other national publications, and the report which the committee on publicity will make will be interesting.

The New York Office

The New York office of the publicity committee seems to fill a long felt want. Every member of the organization who drops into New York stops into the office, to receive the latest news, to get mail and, if necessary, to have a conference with other fellow members on business matters. It also furnishes a dignified place for committee members to hold committee meetings when conferring with other interests. It is being used also to an increasing extent by newspaper men for verifying reports relating to our business and for acquiring knowledge along horticultural lines. From individual personal contact I can testify to the usefulness of this office. The joint publicity and finance committees in session last March decided that the secretary should travel around to see members personally. This necessitated the employment of an office manager in Mr. Young's absence, which office has been competently filled by J. H. Pepper. No one not personally acquainted with the New York office has any idea of the enormous amount of detail attached to the secretary's office, particularly since there has been added to it the work of the publicity bureau. In this connection the secretary's report will doubtless speak for itself.

Credits and Collections

Another committee whose work is of special value at this time is that on Credits and Collections. Trust this committee will be in shape to formulate some definite plans of credits and collections so that the florists' business may be put on the plane where it rightfully belongs. In this connection I would like to call the attention of this committee to the system of trade acceptances which so far seems to have gained very little headway in our business. It has been estimated there are four billion dollars annually tied up in credits, which could be released by the operation of trade acceptances The other day I noticed in the papers that fifty million dollars in credits would be released on that day, which were drafts drawn under that credit by merchants in France on American banks for goods purchased in America. It would have been impossible without the use of these credits to finance the war in its colossal proportions. Someone may ask, what is the difference between a trade acceptance and a note? It must be borne in mind that a trade acceptance is given in return for goods actually sold whereas a note may represent money borrowed for any one of a thousand things. Trade acceptances are only given in exchange for merchandise. In the case of a trade acceptance, the local bank can rediscount that acceptance through its federal bank and thereby keep its funds liquid and relieve the congestion at all points. Beverly Harris, in a recent address in New York, said: "Here let me impress upon you the fact that in our open-account system, merchants, in borrowing to carry their credit customers, are usurping the functions of bankers and carrying an unnecessarily heavy load. Is there a means at hand to remedy the situation and transfer the load where it belongs: to the bankers and through them, to the Federal Reserve Bank? There is—the trade acceptance." I trust this convention will go on record as approving this method of financing.

Florists' Bank

Continuing on the subject of finance, the day should come when the florists should have a bank for themselves. The average bank little understands the florists' business, and sometimes applications for loans from worthy applicants are turned down where other applications, not nearly so secure, go by and are allowed by the bank, to its future loss. If the florists had a bank of their own, with men high in office, thoroughly familiar themselves with the florists' business, I am sure it would be a good thing for the trade in general. Some of the largest banks today have been built up in such a way, instancing the Chemical National, Shoe and Leather and Corn Exchange banks and others, organized originally to take care of some particular line of business. I presume the charter of this society would not permit it to go into the banking business but it is a matter that may well receive your earnest attention.

A Society Publicity Organ

I am of the opinion that the time has come when the society should have a medium of its own for the publication and circulation among its members of such news, announcements and other matter, as may be of interest to them. Few organizations having as large a membership as the S. A. F., are without a publicity organ, or some medium or means by which the views of members may be circulated within the membership fold. We have for a number of years expended large sums of money on the publication in book form of the proceedings of our annual conventions, and our own organ could very well include these proceedings in its own columns and the numbers bound into a yearly volume where any member cared to go to this small expense. The publication could be made very useful to the society. Properly managed, it would be likely to increase our membership, for it certainly could be used for missionary work, and I am sure that the society's work would be constantly before the members, and the other matters which could be carried in the columns would tend to keep up individual interest in all our undertakings The organ could be made of especial service to the F. T. D., and to our promotion bureau in its publicity work. We could have heart-to-heart talks through its columns every month and it could be made a medium of communication between members. In making this recommendation, I am not belittling the very great service rendered the society by the trade papers which have always shown a willingness to publish anything that might be sent to them; but there is much that could be published for members alone and not scattered broadcast to those who do not feel that they should support the society to the extent of taking out a membership—and there are many such. My own idea of such a publication would be a paper of convenient size, say 6x9 in., something easily accommodated on an ordinary bookshelf. It need not, necessarily, carry any advertising although I do not see why it might not include a few cards provided they did not encroach too much upon the reading space. The income from such cards, with the money saved by running our proceedings through the publication, would go a very long way toward meeting the entire expense and the management of the paper could, perhaps, be well placed with our promotion bureau. Such a publication could, I understand, be mailed to our members at regular newspaper rates, and it seems to me it will eventually become necessary to our publicity campaign.

Membership

While the increase in membership is satisfactory, perhaps, in comparison with recent years, it is nothing compared with what it should be, when one considers all the society has done for the florists generally. An organization to keep virile must keep taking in new blood and if we can devise some means of going out into the "highways and byways" and compel the florists who are not members to come in, it would be as much or more for their own benefit than it would be for ours.

Conclusion

Meanwhile, let us all "pull together" and use every honorable endeavor to increase our business, to help each other, and stand shoulder to shoulder as florists and citizens in this great country, serene and confident that the present clouds will pass away and that the future of the florists is certain to be a glorious one.

Geo. Asmus, A. T. De La Mare and Guerney Hill were appointed as a committee to report on the president's address.

The minutes of the executive board were then read and approved.

Secretary Young next presented his report as under:

Secretary John Young's Report

Secretary Young reported that substantial progress had been made during the year; in fact it might be said that remarkable headway had been made, in spite of conditions.

Membership

Mr. Young's report, made in Aug. 1917, showed that, presuming that all those members in good standing at the close of 1916 would qualify for 1917, the total membership might be taken as covering 1694 annual, 496 life and 25 pioneer members, a grand total of 2215. Early in 1918, however, it was found that the lapses were more than ordinarily large, so that, with the same presumption applied to the 1918 list, the society has 31 life, 1780 annual and 24 pioneer members, a total of 2335. Mr. Young stated further: "Since last convention we have taken in 568 new annual members and 35 life members, a rather remarkable influx, but sadly needed to make up the loss through lapses. As explained, our strength can only be reported year after year on a presumptive basis and our increases must be shown in that way. A member is not in good standing unless he has paid the current years' dues, so we are obliged to assume that it is the intention of all in the list of members in good standing for the year previous to qualify for the current year."

Mr. Young estimated that perhaps nearly half the addition to the membership was due to his trip across the country in the interests of the publicity campaign fund, and, although the total increase has been highly satisfactory, the society's roster represents only a small part of the trade in this country. Mr. Young touched on the fact that the work of the society is for the benefit of the small florist as well as for those with larger interests citing what it has been able to do for the former in the matter of fuel allowance. This matter has been treated more fully in the reports of other committees. Mr. Young also suggested that the State vice-presidents might do much toward increasing the membership by personal contact, taking advantage of the wide use of the automobile, especially to reach florists within the radius of the vice-presidents' home town.

The Administration Offices

Secretary Young referred to the establishment of the society's new administration office at 1170 Broadway, New York City, and the advantages of having quarters adequate for the work of the publicity campaign, the meetings of various committees, etc. Any member visiting New York is invited to use the society's offices as his business headquarters during his stay.

The Trade Exhibition

The trade exhibition at the convention has of course suffered through conditions which have affected the whole country, but extraordinary efforts were made to make the trade exhibition at least representative and under the circumstances the results are gratifying, thanks to the support of the exhibitors.

The Fuel Situation

This is treated in full in the report of the Washington representative and elsewhere, but Mr. Young emphasized the necessity of making the organization as strong as possible and the membership as large as possible in order to prepare for any future contingencies.

The Publicity Campaign

Mr. Young commented briefly on the publicity campaign which is treated more fully in the report of the publicity committee and the promotion bureau. Mr. Young felt, however, that when all the florists clearly understood the society's plans, there would be little difficulty in doubling the $50,000 now aimed for to be spent annually in this work.

The National Flower Show

While the preparatory work connected with the Fifth National Flower Show proposed to be held last Spring in St. Louis had gone on actively until it was found necessary, because of conditions, to postpone the show indefinitely, it is hoped to resume this preparatory work in the near future.

Maintenance of Membership

The necessity of removing the names of many members who had allowed their membership to lapse was regretted by Mr. Young who pointed out that it was a great waste to send several notices, and he urged members to be more prompt about paying their dues.

The Trade Press

The great help rendered by the trade press in cooperating in the publication of notices and in services rendered the society and the trade generally was attested to by Secretary Young.

Plant Registrations

Since the last convention 22 new plant registrations have been recorded, full notices of which have appeared from time to time in The Exchange Mr. Young called attention to the amendment to the bylaws covering plant registration, which was to be voted on at the convention.

Necrology

The Secretary reported the loss through death of the following members:

John A. Valentine, (Life) Denver, Colo., Oct. 15, 1917.
Wm. Nilsson, (Life) Woodlawn, New York, Oct. 22, 1917.
E. A. Beaven, Evergreen, Ala., Oct. 22, 1917.
Thor Zetlitz, Lima, O., Dec. 1, 1917.
Christian Eisele, Philadelphia, Pa., Mar. 1, 1918.
Joseph Heacock, Wyncote, Pa., Mar. 18, 1918.
J. Harrison Dick, New York, N. Y., Mar. 25, 1918.
J. B. McArdle, Greenwich, Conn., April 29, 1918.
John Satterthwaite (Life) Denver, Colo., June 9, 1918.
Thos. Thompson, Santa Cruz, Cal., June 13, 1918.
J. Van Lindley, Pomona, N. C., June 13, 1918.
Wm. H. Evans, Colorado Springs, Colo., July 10, 1918.
James Dean, Freeport, L. I., N. Y., (Life) July 16, 1918.
John Berry, Denver, Colo.
F. C. Bartels, Rocky River, O., Sept. 15, 1917.

Financial Statement, Jan. 1 to July 31, 1918.

Mr. Young submitted his financial report, which showed a total of $5674.50 remitted to the treasurer. Of this $675 belonged to the permanent fund and $4999.50 to the general fund.

A great increase in membership was shown by Secretary Young's report and hearty applause followed the reading.

Treasurer's Report

Treasurer J. J. Hess then presented his annual report, which ends with July 31, 1918:

Balance on hand Dec. 31, 1917, Gen. Fund	$19244.61	
Receipts	3198.89	$22443.50
Perm. Fund	23941.19	
Receipts	1112.50	$25053.69
Nat'l. Pub. Campaign	7308.40	
Receipts	22248.08	$29556.48
Grand Total		$77053.67

DISBURSEMENTS

General Fund	$6916.35	
National Flower Show	2053.98	
National Publicity Campaign	29176.48	
		$38146.81
Balance on hand in all funds		$38906.86

J. J. Hess, Treasurer

Wm. F. Gude as Washington representative followed :ith his report:

Report of William F. Gude, Washington Representative

Mr. President and Ladies and Gentlemen:

Twelve months seem a short time (when we get along in :ears). However, when I addressed you in New York City , twelve-month ago I then indulged the hope that ere this con-:ention in St. Louis took place the whole world would be t peace, and we, who in our profession produce and exemplify he peaceful and the beautiful, would be running our business gain on a normal basis. Fate has decreed that this hope vas not to be fulfilled; the nations are still at war, a war, we :elieve, for a better and higher cause and the uplifting of :umanity throughout the world.

Yet, through all the misgivings and forebodings, flowers, .s from time immemorial, have seemed to be an essential, and iot a "non-essential" as one of our officers (well meaning but ll-advised) would like to have the public believe. Our business ias gone on, and has been a wonderful adjunct to the war. They give a spirit of encouragement, because flowers by a vounded man's bedside—no matter where—remind him of mother and home," and, to my mind, speak louder than any vords penned by prophet, poet or peasant. It behooves us, herefore, to do all that we can to assist our Government in naintaining a business that buoys up the spirits of the soldier t the front, because the message expressed in flowers cannot ie expressed in words.

During this last year, notwithstanding all the obstacles hrown in our way by the everlasting word "non-essential", am happy to report to this organization that the florists of he District of Columbia have had the most successful year n the entire history of their business careers. While we iave had heatless Mondays in Washington as frequently as iave others, we found, after a rigid adherence to the ruling, hat the business did not suffer to an appreciable degree. There may have been a few patients in hospitals who would iave liked, but were unable, to have flowers sent them by riends, there may have been burials which were flowerless hrough neglect to order on Saturdays (Sunday being a holiday) till with all this there was inspired a spirit of ardor in the people who would have bought flowers to buy more and also o "talk" flowers.

Again, of the persons employed in our business, we are roud and happy to say that 27 of them are in uniform, and hat their places are open to them as long as the Gude Bros. 'o., has a dollar left to pay their wages, God willing that they eturn, for which we hope and pray. Five members of our wn families wear the khaki, and when it is recalled that there re but six male heirs, the proportion is one of which to be roud.

Coal

Among the war activities in Washington since our last ses-on, there have been many problems to confront the S. A. F. and . H., some of them having reached your representative there. ot the least of these was the coal situation of 1917. Many our members (and many florists who should be members) ily too well remember the hardships we went through during ie Winter of 1917. Right here, let me say through our ational society that anywhere from 500 to 1000 per cent. ore members would join (it is resonable to suppose) if we ould only educate them as to what it means to belong to the A. F. and O. H. By this is meant that a great many inquir-s come to the Washington representative from non-members, ho, apparently, were left out in the cold, literally, and eventu-ally were helped by officers of our organization.

In November, 1917, many inquiries poured in, such as "How uch coal can I have?" "What will the Fuel Administration do ith me, as I have bought all my coal and have it on the place?" have no coal at all, and if the Fuel Administration does not ve me coal I will freeze out." "If I had just one car of al, I might be able to pull through." "After being in business r 40 or 50 years, the Administration has denied me a car coal, and the denial means my ruin," "What size of coal ll I be permitted to burn?" And many more statements like ose.

Gentlemen, your Washington Fuel Administrator has a nited amount of patience. After the U. S. Government regu-tions are planned TO WIN THIS WAR FIRST AND ALL HE TIME, and these rules and regulations are published in *the trade papers*, is it any wonder that an editor of one of ose papers should say "Why subscribe, if you won't read?" id "If you are a florist, why not subscribe to the papers?" Gentlemen, it is up to you. You have one of the grandest ofessions on the face of the earth, and, one, we claim, that is essential. *READ* your trade papers. If you do not have em to read, *SUBSCRIBE* to them. It will save your fellow rists many hours of useless correspondence, your editor any paragraphs of useless expense, and yourself much anx-y and, perhaps, embarrassment.

If there is anyone present, who knows of an inquiry that the ashington representative has not answered forthwith in e shortest possible time, now is the time to speak.

An interesting ruling is that affecting points west of the ississippi, to the effect that greenhouses in those sections nich do not interfere with war work can use 100 per cent. of el quantities consumed in prior years. Another equally teresting decision along the same lines permits growers of getables under glass to use 100 per cent. (with the consent the State Fuel Administrator and the local official of the el Organization.

These are not isolated instances, but simply two of the uations which arise and must be handled from day to day they arise.

The Arlington Test Gardens

I am glad to report floral cultural progress at the Arlington speriment Farm, under the able supervision of Prof. F. L. ulford. Continued progress with the Rose test garden n be recorded. The plants came through the Winter in good ndition and have bloomed this year better than ever before. e hundred and twenty-two varieties have been added to e collection this year. Interest in the garden seems to be the increase. An official visit of the American Rose Society as made on May 27. At the time many S. A. F. and O. H. mbers were in the city attending important hearings. The date for the visit was set ahead suddenly at the last moment to enable those attending the other meetings to be present. The garden was in show condition for three weeks following the official visit. After the official inspection and a lunch, a visit was made to the Twin Oaks Rose garden at the invitation of Mrs. Chas. J. Bell, daughter of the late Mrs. Gardener Hubbard, where welcome refreshments were served. A visit was also made to the Botanic Garden later in the day, where our fellow-member, George W. Hess, received us. A rather full report of the Rose garden was published in the American Rose Annual for 1918.

The Peony test garden has made a good growth this Summer. Few varieties were added last Fall and this Spring, but there are several promised for this Fall. Most of the varieties in the garden bloomed this season and next year a good reading should be obtained of their behavior. All Peony lovers should take an active interest in this garden and push the acquisition of varieties.

There is the nucleus for a good collection of Irises at the Arlington Farm, there being now 250 varieties there. As there is no society to push this attractive flower, it is necessary that individual growers get in touch with the department and try to further this work.

Breeding and testing of out-door Chrysanthemums, with the object of obtaining hardy early-flowering types for the most Northern States continues. Sixty-three varieties have been saved out of last year's seedlings and 500 additional seedlings were grown this year.

Breeding for a yellow Carnation continues, as well as investigations of some of the problems of the greenhouse production of Roses. Dr. Van Fleet is continuing the work of breeding Roses, Freesias, as well as other work of interest to florists, while Dr. Griffiths is continuing the work with the Holland bulbs, Bermuda Lilies and other such plants, with results suggesting conclusions of importance to florists. A special plea is made to all interested in the plant collection to communicate with F. L. Mulford, Horticulturist, Dept. of Agriculture.

Reports of the various State vice-presidents were also submitted.

The publicity finance committee, George Asmus, chairman, presented a lengthy paper dealing with the work of the committee since its inception and the particulars of which have appeared in these columns from week to week. He dealt with the successful trip undertaken by Secretary Young at the suggestion of the committee, which had resulted in adding many thousands of dollars to the fund as well as some 250 members to the society. This work is to be continued. The fund at the time of making this report had reached $44,000, with every probability of the full $50,000 being reached in time to allow of carrying out the advertising campaign planned for the year.

W. A. Manda paid a tribute to ex-President William J. Stewart, and moved that a telegram of greetings be sent expressing hope for Mr. Stewart's speedy recovery.

On motion of Jos. Hill it was decided to purchase an association service flag.

A letter was read from Frederick K. Newbold appealing for aid to maintain the motor cars presented by the New York Florists' Club and the New York Horticultural Society last Spring to the American fund for French wounded. It was unanimously voted to make an appropriation of $500.

Ex-President Hill congratulated the society on its financial condition and general standing.

Wm. F. Gude, chairman of the committee on tariff and legislation, submitted the committee report. That portion referring to fuel was laid over for discussion on Thursday. Mr. Gude explained the new questionnaire sent out by Samuel Rogers, director of census.

Report on Tariff and Legislation, Wm. F. Gude, Chairman

Fuel Situation

The work of the committee has covered all legislation affecting the florists and allied industries since the last meeting. Mr. Gude, referring to the fuel legislation, emphasized the fact that it is not the desire of the U. S. Fuel Administration to put any industry out of business or see any business ruined, but it does expect every person burning fuel to grow flowers to "do their bit" toward winning the war, and cooperating to the utmost with the Fuel Administration. He mentioned the various restrictions which have been established by the U. S. Fuel Administration and which have been given in detail in The Exchange. Mr. Gude stated that in the Winter of 1917 the fuel Administration had at first considered the denying of any coal to the florists in the East, but after many conferences with the committee the latter had succeeded in convincing the Fuel Administration that flowers were essential to war work and finally the Fuel Administration agreed to a reduction of consumption of 33 per cent.; this, as we know, has this year, been reduced to 50 per cent. The committee, however, impressed upon the Fuel Administration that whatever the fuel allowance decided upon, the florists as a unit would stand by the Administration to help win the war, but it was imperative, whatever the ruling, that it should be made forthwith, in March, or at least not later than April.

After it became known that the curtailment for the Winter of 1918–1919 would be 50 per cent, numerous inquiries were received from florists all over the country and while the committee had done everything it possibly could for the coal situation, it was thought best to call a conference at Washington which was accordingly done on May 28th. Full details of this conference were given in The Exchange at the time.

Since the May conference many other problems have arisen for the committee to solve. The various changes and interpretations of the rulings have appeared in full in The Exchange, and although given in detail in Mr. Gude's report, it is not necessary to repeat them here.

One of the finest achievements of the committee was taking care of the so-called small grower, in securing an official order from the U. S. Fuel Administration allowing those using less than 40 tons per annum their full 100 per cent. and allowing also the use of other fuel, under certain regulations, if it did not interfere with war work.

U. S. Tariff Commission

The U. S. Tariff Commission is a body appointed for the purpose of gathering information and considering suggestions and recommendations. Provisions have been made for continuing its operations for a considerable time and the making of a series of reports. The members of this commission are appointed for a term of 12 years and in establishing the commission Congress authorized a continuing appropriation. It would be well for S. A. F. members to keep in mind the existence of this commission and forward to the chairman of the committee on tariff and legislation details of all florists' troubles, either in the operation of the law or otherwise, in order that the committee may keep the commission fully advised of the requirements of florists and horticulturists.

The following is the wording of the invitation of the commission itself:

"We shall welcome information and suggestions from all quarters and we shall not fail to give attentive consideration to every thing that reaches us. Many problems and difficulties will suggest themselves to business men in their own experiences which would be valuable to the commission. Many views will present themselves which would escape notice unless freely brought to the attention of some coordinating body. We constitute a sort of clearing house for discussion and the gathering of information, and we welcome contributions from all quarters."

In conclusion Mr. Gude said:

"Your committee has had many other problems in the past few months, all of which were promptly dealt with and the findings given to the trade papers for publication in the shortest possible time, so that all interested could promptly be advised.

William R. Smith Memorial

William F. Gude, as chairman of the committee on Memorial to the late Wm. R. Smith, presented his report as below:

The fund in bank to date for the proposed William R. Smith Memorial amounts to $1894.10.

The committee regrets to report the death of one of its honored members, J. A. Valentine of Denver, Colo., since our last meeting. He was a lifelong friend of the late William R. Smith and a member of this committee since its organization and an ardent worker at all times.

As time goes on the members of this society can more and more appreciate the splendid work accomplished by the Father of our Charter and the wonderful foresight of this noble man, which should inspire more contributions to this memorial fund. Any one who has not subscribed may send remittance to the Chairman of the William R. Smith Memorial Committee, Washington, D. C.

Report of School Garden Committee, 1918

School Gardening and Home Gardening

From correspondence which has come to hand, it would seem as if it would be out of fashion not to engage in vegetable raising, but the home cry is, "Well, I want some flowers," and one thing is certain, which is that the love of flowers or the cultivation of flowers will not die out in the United States and Canada. This past year, in many places, has been a trying one for florists, but with an attention to home and school gardening, the Dept. of Agri. at Washington and other institutions have strongly pushed this work. To every State department of education in the U. S., the S. A. F. and O. H. has put itself on record, that the florists of this country are the people whose training fits them to aid in this beneficial work. To every town, village or city where there is a member of the S. A. F., we have sent the Spring call to local school officials, advising attention to this practical work, and the many replies which came, scattered from East to West and North to South, show unmistakably the deep rooted interest taken in this work.

When Robert Farquhar brought this work before the society at its annual convention at Washington, D. C., in 1892, no general interest had been shown in gardening in connection with school work but times have changed, and what was not thought of much account, has developed far and wide; with this settled policy of home gardening, which has come to stay, it means local business to those florists who will pay a bit of attention, as far as they can, to furnishing plants and seeds for small gardens, and the grower of a small garden is in nearly all cases an admirer of flowers. To illustrate: For some years past, I have received through our Congressman, packages of both vegetable and flower seeds, and distributed them annually to our school children, and rarely, when a package of vegetable seeds was handed out, has the request failed to come "Can't we have some flower seeds too?" This is actual fact, noted and recorded.

In Quebec, the Department of Children's Gardening, under the direction of J. Charles Magnan, gives most interesting results. In spite of all the havoc of war and stress of work, do not imagine that the faculty for appreciating nice things and beautiful things will die out of American character; far from it. Letters and cards sent from France by young soldiers in three different cases have mentioned how nicely the peasants kept their yards.

The florist's trade is such that it tends to make every town or village where a florist is located, more desirable as a home town and the effort to increase the instruction in the cultivation of plants among children backs up nature study, with its broadening thought and action and makes of the florist a person to be looked up to. Your committee on school gardening has gone as far as means permitted in pushing the good work from Ocean to Ocean, for this is a big country.

Benjamin Hammond, *Chairman*
Michael Barker Leonard Barron
Irwin Bertermann A. J. Loveless

Beacon, N. Y.
Aug. 10, 1918.

The St. Louis Wholesale Cut Flower Co., D. S. Geddis, manager, distributed with its compliments a souvenir S. A. F. convention button that was very much in evidence in the personal decoration of visitors.

The St. Louis Florists' Club presented all the members with a handsome souvenir badge, which consisted of a bronze medal with a skyline view of the city and a replica of the statue of St. Louis in bold relief, inscribed "S. A. F. and O. H. Convention, St. Louis 1918." This is attached to a ribbon in the National Colors with the slogan "Say it with Flowers"; there was also a small name plate with a celluloid covering on which the visitor could write his name in a convenient form for identification.

President's Reception and Tuesday Evening Session

The president's reception at the Jefferson Hotel on Tuesday night was a big success.

The amendments to constitution and by-laws were carried at the evening session of the first day's proceedings, providing for three new members to the Society of American Florists and Ornamental Horticulturist's board of directors, namely the chairmen of the publicity committee, the publicity finance committee and the national flower show committee, unless any of these are already directors. Also a clause providing that the vice-president of an affiliated society shall act as a director in case of the disability of the president thereof.

The amendment to Article VI was also carried; this provides for the more efficient registration of new plants.

A recommendation that an appropriation of $250 be made for the use of the committee on school gardens was also carried.

The Cleveland Florists' Club extended an invitation to the S. A. F. for 1920, and that city was unanimously selected.

Wednesday Morning's Session

Wednesday morning's session opened sharp on time. The first business was the nomination of officers. Jules Bourdet nominated J. F. Ammann for president. J. T. D. Fulmer nominated A. L. Miller. The latter declined in Mr. Ammann's favor. For vice-president Robert Rahaley and F. Fetters, both of Detroit, were nominated. John Young was nominated secretary and J. J. Hess treasurer, there being no opposition. For directors the following were nominated: Jos. Hill, Richmond, Ind.; John Evans, Richmond, Ind.; J. S. Wilson, Des Moines, Ia.; C. L. Baum, Knoxville, Tenn., and C. C. Pollworth of Milwaukee, Wis. The discussion of the president's address was deferred.

F. S. Webb of Chicago then gave a lengthy address on "National Credits and Collections," which was listened to with marked attention and given a rising vote of thanks. R. C. Kerr, chairman of the committee on national credits and collections followed with a report, the details of which will be given later. Mr. Gude endorsed the idea suggested in the report and moved its adoption. If this matter is pressed to its logical conclusion it will prove the best move of this year's convention.

A return telegram was read from Wm. H. Stewart, expressing the hope that he would soon be able to return to harness and thanking the society for remembering him. On motion made by Mr. Gude flowers were sent Mr. Stewart by F. T. D.

Theodore Wirth, chairman of the committee on convention garden, read a paper, offering for trial new Roses at the Minneapolis convention garden.

A committee was appointed to arrange for tributes for members who had passed away. The session was largely attended and greater attention was shown than in many years.

President Charles H. Totty, with Mrs. Totty and their daughter, arrived safely in St. Louis on Sunday, having had a delightful motor trip all the way from Madison, N. J., which town they had left on the Tuesday previous. Many florists were visited en route, and not even one solitary puncture disturbed the pleasure of the journey.

The New York delegates arrived in St. Louis two hours late. The journey was made in comparative coolness. The party was joined at Richmond, Ind., by E. G. Hill, and at Terre Haute by Fred G. Heinl.

Trade Exhibits

The following firms had trade exhibits:

Herny A. Dreer, Phila., Pa., palms, crotons and a general line of decorative plants. J. A. Karins; W. A. Manda, So. Orange, N. J., an exhibit of greenhouse plants showing many rare varieties, W. A. Manda; Jos. Heacock Co., Wyncote, Pa., palms in many sizes and varieties; A. L. Randall Co., Chicago, Ill., baskets and novelties in wicker work for florists' stores; Florists' Exchange, New York, Horticultural books and sample copies of The Florists' Exchange; Chicago Carton Co., Chicago, Ill., folding paper flower boxes for florists; Burlington Willow Ware Co., Burlington, Ia., willow ware baskets; J. A. Peterson & Sons, Cincinnati, O., Begonias and flowering plants for Fall and Winter trade; American Bulb Co., Chicago, Ill., cold storage Lilies, Freesias, etc.; A. Miller; S. S. Pennock Co., Phila., Pa., baskets and accessories for the florist's trade; Missouri Pottery & Supply Co., St. Louis, Mo., flower pots and lawn vases; Ionia Pottery Co., Ionia, Mich., florist's pottery; Peters & Reed Pottery Co., Zanesville, O., vases and novelties in pottery; John A. Evans, Richmond, Ind., the latest in ventilation apparatus; Kroeschell Bros. Co., Chicago, Ill., desk and rest space for visitors, showing literature and drawings of greenhouse boilers; Fred Lautenschlager, Palmer Slack Burner Co., E. A. Bending; Dure Paper Products Co., Chicago, Ill., folding paper boxes, Sam Freund; Spokane Concrete Flower Pot Machine Co., Spokane, Wash.; H. Bayersdorfer & Co., Philadelphia, Pa. table and desk, exhibit at the Jefferson Hotel, Martin Reukauf and J. M. Bayersdorfer; Robert Craig Co., Phila., Pa., Crotons, new Nephrolepis Norwood, Dracænas, decorative plants, C. Van, L. J. Seiger; Poehlmann Bros. Co., Chicago, Ill., comprehensive exhibit florist's supplies, Crotons, Palms and other greenhouse plants, Cliff Pruner, A. A. Martial, T. E. Waters, Miss Groith; Schloss Bros., N. Y. City, Ribbons, Inc., ribbons, chiffons, and novelties for the florist's trade, Sam Seligman; Wertheimer Bros., N. Y. City, ribbons, chiffons, Sam Eintracht, A. S. Cohen; Ove Gnatt Co., La Porte, Ind., preserved foliage, baskets, artificial flowers, made up wreaths, H. G. McLelland, Geo. Hussman; Vaughan's Seed Store, Chicago, Ill., extensive collection of Gladioli, greenhouse plants, Geo. Mohn, T. D. Long in charge.

Convention Garden

Theodore Wirth of Minneapolis, Minn., chairman, submitted a report on behalf of his committee expressing regret that the proposed Convention Garden at St. Louis had had to be abandoned on account of present day conditions. For the Detroit Convention in 1919 he stated that through Philip Breitmeyer had been secured the free use of all the land necessary for a garden that could be made large enough to grow all the material received in the endeavor to make a creditable display, said material having to be secured from a district within reasonable shipping distance of Detroit. The cost of planting and maintenance to be defrayed from local sources. Mr. Breitmeyer has offered to work along these lines. The Detroit authorities in charge are to be given a free hand to arrange for such outdoor exhibits and floral decorations as they may be able to select, and to be in full and sole charge of the garden so produced and maintained. The judges to be appointees of the S. A. F. and O. H.

Ladies' S. A. F.

The annual meeting was held Wednesday morning, while the regular S. A. F. session was in progress, Mrs. Julius Roehrs presiding. The meeting was an enthusiastic one, opening and closing with patriotic songs. The attendance was good, there being about 40 members present. Several new members were admitted. The election of officers resulted as follows: President, Mrs. J. A. Peterson, Cincinnati, Ohio; first vice-president, Mrs. Philip Breitmeyer, Detroit, Mich.; second vice-president, Mrs. W. A. Kennedy, Milwaukee, Wis.; secretary, Mrs. H. G. Berning, St. Louis, Mo.; treasurer, Miss Bertha Meinhardt, St. Louis, Mo.

Secretary's Report

The death of our Secretary, Mrs. George W. Smith, came as a shock to us all and her loss was keenly felt. Because of it, it became necessary to make some changes in the officers. Having been closely connected with Mrs. Smith during her incumbency it was my privilege to render such assistance as I could in straightening the business of her office. In order that all monies might be properly checked up duplicate receipts were sent to all members whose dues were paid during February and March. Our President, Mrs. Julius Roehrs, asked me to continue the work until a secretary could be appointed. Later she appointed me to the office. As the new by-laws were in operation it was necessary for me to resign as treasurer after having held the office for ten years; Mrs. C. H. Totty was appointed to fill the vacancy caused by my resignation.

Since Jan. 1, four members have resigned: three on account of closing out of business; the fourth gave no excuse. Six new members have been added and seven life memberships have been taken. Three of our number have been called to "the Great Beyond": Mrs. George W. Smith, Mrs. J. W. Poehlman, and Miss Gertrude Page.

The report of our treasurer is evidence that we are not falling behind in our receipts and we hope for a large addition to the membership at this convention.

Mrs. Albert M. Herr, Sec'y.

Lancaster, Pa., Aug. 9, 1918.

Florists' Telegraph Delivery

An enthusiastic and well attended meeting was held o Tuesday morning, Aug. 20, at 10 a.m President Gud was full of snap and ginger. L. J. Bourdet introduce Mr. Meinhardt who extended a hearty welcome to S Louis. A. R. King of Winnipeg was called on and mad a few remarks. Irwin Bertermann made a strong an optimistic address, congratulating the association on it progress. He said the Florists' Telegraph Delivery busi ness was yearly bound to increase enormously, benefit ing growers, wholesalers, retailers and all lines of th florists' industry. He predicted a great future for th F. T. D.

President Gude made a stirring address, full of th sentiment of the poetry of flowers and floral remem brances. He invited all to the F. T. D. convention i Cleveland, which takes place Oct. 8. He suggested tha the rotary custom be followed the next three days, eac one present at the meeting rising consecutively and an nouncing his name, location and business, illustrating th practical get together spirit, comradeship, acquaintanc and cooperation.

Address of Pres. William F. Gude

Mr. Gude's address struck an optimistic note. He pointe out that the object of this meeting in St. Louis was largel to give local members and those from distant places wh might not be able to attend the annual meeting of the F. T. D convention to be held at Cleveland beginning Oct. 8, an op portunity to get acquainted with each other to their mutua benefit. He was sure that the hearty welcome of the St. Loui florists would permit of no pessimism for the present.

He contrasted strikingly the florist who is always complain ing, who is sure that he could have done better in anothe business, where he would not have had to contend with th problems of coal, difficulty in getting stock, trouble with col lections, etc., with the florist who is an optimist. The latte Mr. Gude brought out, labors with the conviction that he wh serves best profits most, and by following this principle da and night he acquires a host of friends, a host of satisfied cus tomers and his business grows; grows steadily, so that he ca go to bed at night and sleep soundly, being able to pay hi bills, while the pessimist never saw things so dull, etc. Mr Gude insisted there could not be a more pleasant occupatio than that of the retail florist, whose greatest desire should b to express sentiment in the most practical way; "in short t deal with the great human family on a plane of higher ideals which should tend to make us all better morally, spiritually and mentally, if not financially."

Mr. Gude concluded by stating that in the last three years the F. T. D. had made a phenomenal advance, in spite o the pessimistic forebodings that flowers would be shut out in war time as "non-essential"; this, he maintained, was because in these terrible war times flowers were really more necessary than before, being able to convey messages of love and senti ment that no language has been able to convey. Mr. Gude stated that there had been a larger increase in membership largely due to the efforts of the secretary, that the association's finances were in fine shape, that the F. T. D. had correspondents in all parts of the world; that soon it would be as easy to order flowers by cable abroad as it is now by telegraph in this country; in short that there was every reason to be satisfied with the condition of affairs. He urged the necessity of cooperation and invited all to bring their ideas, suggestions and and criticisms for consideration at the convention to be held in Cleveland in October.

Coal Conference

Mr. Gude also reported on the visit of a number of delegates in connection with the hearing before the coal commission, and spoke particularly of the cordial reception given by several of our public men at the meeting held on the grounds of the U. S. Botanic Garden. Full details of this conference were given in The Exchange of June 1.

Secretary Pochelon made some pertinent suggestions. He laid special emphasis on the advisability of the credit clearing house and prompt payment of bills. He preached cooperation to increase membership in the association. Florists, he said, should love each other, should adopt broad viewpoints and avoid petty jealousies. He spoke of the cooperative bill-board advertising in Detroit and of the good work done.

Fred C. W. Brown then spoke of the work of the committee in selecting the best emblem design. The committee received 187 sketches of emblem designs. He said the work entailed much labor and believed the choice of the committee was justified, but wished the association to make untrammeled choice in its final decision at the October meeting. He assured the retailers who came to Cleveland that they must expect to leave something there, as well as carry away valuable suggestions.

Irwin Bertermann paid tribute to the work of the officers of the F. T. D., from Mr. Gude on down the line. He referred to the death of ex-President Valentine in a feeling manner and spoke of him as one who had no peer among florists of this country. He proposed a silent tribute which was carried out with bowed heads.

Treasurer Rock questioned the advisability of changing the emblem to which the public had grown accustomed.

President Gude brought up important valuable suggestions with reference to floral remembrances sent to relatives when casualties in service are reported. Ways and means are to be considered and brought out at the October convention, and he invited the members to send suggestions to headquarters.

George Asmus thought it would be a great mistake to stop using the present slogan "Say it with Flowers." He told how memorial services have been developed in Chicago, conducted in home or church, and of the floral tributes from the friends of the family. He said the present war offered great opportunities in this direction.

A. R. King of Winnipeg spoke of how the floral remembrance idea to relatives of wounded was being successfully carried out in Canada and that much business had been done along these lines. The idea has been taken up in churches and is going to have a lasting effect on the florists' business if properly developed, he said.

R. C. Kerr of Houston told of the work done to interest the Red Cross in presenting flowers to families of killed and wounded; he believed the plan would work out well. He also spoke of the work of the credits and collections committee. He hoped to establish a society credit bureau and credit rating book with monthly corrections, the credit rating bureau to be operated under the jurisdiction of the society. He also touched on the publicity work and urged all to be prepared to subscribe according to their means when the matter comes up in general convention. Every retailer should do his share, he said.

A. R. Green of San Antonio, Tex., suggested placing a minimum on telegraph delivery orders. The matter was generally discussed and the consensus of opinion was opposed to the suggestion.

Max Schling strongly championed the broad treatment of customers. Details of the present method of handling delinquent bills was discussed; valuable suggestions are to be brought to the Cleveland convention for further elaboration.

Secretary Pochelon urged the members not to despise the small order but at the same time to encourage large orders where possible. Many interesting experiences were narrated, proving the benefits from liberal treatment of customers and being faithful in small things, as the result of which reward will come in larger things.

President Gude made a rousing appeal for a big attendance at the October convention in Cleveland, and said the fullest interchange of ideas there cannot help but bring valuable results.

Secretary Pochelon said requests have been made for the preparation of a telegraph code, but such a code cannot be used to Europe and is of doubtful advantage in this country as loss through error in transmission or deciphering the code message would far more than overbalance the slight saving in the number of words telegraphed.

Secretary Pochelon urged taking in association members. He congratulated the membership on its liberal contributions to the publicity fund and suggested that the parent organization, the S. A. F., be asked to contribute $1000 yearly, to which the F. T. D. will add $1500 as organization contribution to the publicity fund.

C. P. Mueller, Wichita, gave encouraging report of successful F. T. D. business; he said he would not turn down the smallest order.

President Gude thanked Messrs. Weber of St. Louis for the beautiful floral offerings on the stage.

The meeting adjourned with three cheers for Mr. Gude.

Florists' Hail Association

The meeting started promptly at 9 o'clock. It was notably the largest meeting held in years. J. S. Wilson of Des Moines, Ia., was elected a director: to serve two years, Chas. F. Mueller, Wichita, Kans.; Fred Burki, Gibsonia, Pa., and F. C. W. Brown, Cleveland, Ohio. All the officers were re-elected as follows: President, E. G. Hill, Richmond, Ind.; vice-president, J. F. Ammann, Edwardsville, Ill.; secretary, John G. Esler, Saddle River, N. J., and treasurer, James W. Heacock, Wyncote, Pa.

Advertising is the Motor Power of Industry

Relax in your advertising and your business will eventually slow down to a standstill—and then what?

Advertising serves to stimulate the buying public to greater needs and to awaken the desire for certain commodities that perhaps lay dormant in the mind of the prospective purchaser. It is absolutely necessary to carry on our advertising campaign to greater power than ever before in order to stimulate more demand for flowers for two reasons: First, because we have made a good start, and second, because it will be the means of creating more sales for flowers and that will solve the higher price problem so essential to the growers to overbalance the increased labor cost and 50 per cent. deficit in coal distribution.

This is the missing link that must supply the needed energy so essential for the furtherance of our business to a means that must make it profitable. With this is needed the individual efforts of the various florists throughout the country to back it up to get the fruitful results.

Unless this is done on a broader scale than ever before I can see only disaster for a good many florists in the near future, while the men who have courage and vision to go through will and must benefit more now than ever.

It would be the most unpatriotic act on the part of the florists of this country to even think of curtailing in this direction as such action would lead to still further inroads of depression and eventually this would of necessity be the means of their not being able to participate in our Liberty Bond, Red Cross and other movements so essential to help win the war.

This problem affords serious thought and the best brains in the advertising world have decreed that advertising now, more than ever, will be the motor power that will solve the great problem, that of giving us maximum results for energy used.

Boys! Go to it stronger now than ever and watch the results.

HENRY PENN,
Chairman S. A. F. and O. H.
National Publicity Campaign.

1919 Convention in Detroit
1920 Convention in Cleveland

S. A. F. Officers-Elect for 1919

President...J. F. AMMANN, Edwardsville, Ill.
Vice-President: Nominees: ROBT. RAHALEY and E. A. FETTERS, Detroit
Secretary.....JOHN YOUNG, New York City
Treasurer.....J. J. HESS, Omaha, Neb.

J. F. Ammann, Edwardsville, Ill., President-elect S. A. F. and O. H.

J. F. Ammann, Pres.-Elect S. A. F. and O. H.

Jacob F. Ammann was born in St. Louis, May 15, 1868. When he was 13 his father died, leaving the family, including the mother, young Ammann and a younger sister almost penniless. Jacob had to leave school and take such odd jobs as he could find, while his mother took in washing, young Ammann often helping her. When he was 17 his mother married a florist, Julius E. Jaeger, of 1805 Sidney st., St. Louis, Jacob entering his employ.

Here Mr. Ammann remained for three years, when he started a small place at Alhambra, Ill. In the Spring of 1892 he removed to Edwardsville, where he started the present establishment with 3000ft. of glass. This range has now increased to 60,000 ft. of glass and the firm is known as the J. F. Ammann Co. Mr. Ammann is the president and treasurer; LeRoy Smith is vice-president and E. H. Klein is secretary.

Mr. Ammann has held many important offices in trade organizations, testifying to the esteem in which he is held by the members of the trade. He has served two terms as president of the St. Louis Florists' Club, is a life member of the S. A. F., past director and ex-president of the American Carnation Society; was the first president of the Illinois State Florists' Ass'n and has been secretary of that organization for the past ten years. He is also vice-president of the Florists' Hail Ass'n. In his home town his services have also been highly valued; he has held many local positions of honor, but has never accepted a place that paid a salary. He is now chairman of the local Draft Board and will continue to serve until "the world is safe for democracy." In this connection it is interesting to note that Mr. Ammann's mother who is now 80 years old, was born in Baden, Germany, but is 100 per cent American. His father was born in Switzerland.

Mr. Ammann is president of the Madison Co. Sunday School Ass'n; also of the Brotherhood Bible Class of the First Presbyterian Church. He was a member of the German Evangelical Church for more than 25 years but when they refused to worship God in any other language than German he left the church and became a Presbyterian. However, he is a firm believer in church union and a follower of Christ rather than a sectarian. As he puts it he is "first a Christian; then a Presbyterian: first an American; then a Republican."

Mr. Ammann has had a most happy home life. In October, 1890 he married Miss Bertha Gehrig; there are three daughters: Alma, Edna and Angeline, the first two being married.

Report of the Publicity Committee

Submitted by HENRY PENN, Chairman

We give herewith a full summary of Mr. Penn's report, covering the first half of the National Advertising Campaign, which came to a close in June, much of which has previously been mentioned in our columns:

The campaign began in February, 1918 with a full page in the *Saturday Evening Post*. The results were extremely gratifying. The next most notable advertisement was the color page in the *Metropolitan Magazine* for July. Although there was doubt expressed as to the advisability of using this magazine, the replies received as a result of the advertisement showed that no mistake had been made in selecting it for the campaign's first really inspirational message on the use of flowers.

Like St. Valentine's Day, Mother's Day and Easter showed phenomenal business, florists from all parts of the country reporting record-breaking sales; the results show that "if we pursue our publicity plans consistently, we can have Easter, St. Valentine's Day, Mother's Day and other occasions when flowers should be purchased firmly entrenched in the hearts and minds of the American people."

Besides the advertisements used on these special occasions smaller ones were used in "the *Saturday Evening Post, Metropolitan, Literary Digest, Good Housekeeping, Woman's Home Companion, Delineator, Garden Magazine, House and Garden, American Florist, Florists' Review, Horticulture and* THE FLORISTS' EXCHANGE. Each time we published an insertion in this combined list of publications, we reached 6,000,000 people, and with all the insertions from February to June, we reached over 13,000,000 readers of these publications, impressing upon them in every case the importance of purchasing flowers for birthdays, weddings and other occasions, when ordinarily many people send as gifts or tokens of congratulation or sympathy other gifts when flowers would be more appropriate."

Mr. Penn then calls attention to the fact that it is to be regretted that the florists have not responded as fully as they should to the appeal to support the movement financially. He points out that now is the time to advertise flowers, when a new class of possible flower buyers has arisen among the wage earners. He states that the slogan "Say It with Flowers" has taken hold in great shape and that every man in the trade with whom he has discussed the subject agrees that the S. A. F. publicity campaign has benefited him materially.

Mr. Penn, speaking of the future, says that although the Government has placed certain restrictions on the florist's industry, that does not mean that the florists must go out of business, and that their aim should be to educate the people to understanding that flowers are a necessity and not a luxury. It has been the experience of Canada and England that, although it might be necessary to curtail some lines, no business is "non-essential;" if it is wiped out it is bound to affect even the war industries. Hence he feels that some of the members of the trade have been unduly pessimistic regarding the future and he is confident that the Government will solve the coal problem as it has solved other difficult problems connected with the war.

Mr. Penn aptly remarks: "I would like to see our society show the same spirit as the Washburn-Crosby Co., which in a $10,000 color page on the back of the *Saturday Evening Post* had the courage to run that famous slogan, 'Eventually—Why not Now?' when they hadn't a barrel of Gold Medal flour to sell the public. This is only one of the many courageous examples that are now appearing in our National press."

He points out that not only should the publicity campaign be carried on for present results but that now is the time to lay the foundation for business after the war, educating the people to the importance of the florists' business with all the money, energy and labor invested in it.

The last two paragraphs of Mr. Penn's report merit quotation in full:

"People's buying habits are changing fast. A few years ago it was only the well-to-do who ever came into a florist's, but now the masses are patronizing us more and more, and if we stick to our publicity persistently, we will have the masses with us solidly, and every branch of our business will experience a still more tremendous growth after the war.

"But we must get in our hard work now while the general public is prosperous, open to conviction and ready to buy more merchandise than the country is able to produce. The production of flowers, and plants of course, is costing much more today, but my belief is that National advertising will create such a demand for flowers that we can adjust our prices to meet the increased cost of production, and decrease in volume, due to Governmental restriction. Let us spend every penny we can possibly raise this Fall in National advertising, so as to keep up the demand for flowers, and build up a prestige for the future which is bound to benefit every member of our society.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Lanker FLORIST

Albany, N. Y.

The best service
Our business is growing

The Rosery FLOWER SHOP

ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Boston-Becker's

Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston

BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897

Caplan FLORIST

144 Massachusetts Ave.
BOSTON

All orders will be reciprocated

Carbone

BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.
Established 1886

Our Triplet Design Books

Please Read This

Mr. Geo. M. Kay, secretary and treasurer of the Kay-Dimond Co., Youngstown, Ohio, which purchased from us one thousand copies of our "Triplets" (400 Wedding, 400 Social and 200 Funeral), advises us that the first Booklet sent out secured for them a wedding order amounting to $117. This paid the cost of their investment, and left them seven dollars in, with 999 prospects still to hear from.

I should like to write a little essay on

"The Sweet Perfume of Courteous Service"

but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us

BOSTON, MASS.

Penn The Florist

"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y. *ESTABLISHED 1869*

James Weir, INC.

324 Fulton Street, Our only store

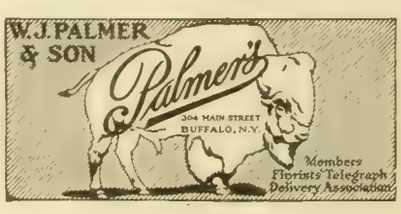
Wilson FLORIST

Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street

Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different



Scott the Florist
Buffalo, New York

Gove The Florist

Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina

National Florist

Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Scholtz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch CHATTANOOGA TENN.
Office, 807 Market S
The Leading Florist
100,000 feet of glass

Friedman Flowers CHICAGO ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange CHICAGO, ILL.
25 E. Madison S

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Gr and Experts to Arrange The

---

CINCINNATI, OHIO
E. G. Hill Floral Co
532-34 RACE STREET
Also Motor Delivery to Newport, Covingto and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE A EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists CLEVELAND, OHIO
735 Euclid Avenue

Flowers and Servic
Westman & Getz 5923 Euclid Ave
CLEVELAND, OHIO

Procure your copies of the Album of Floral De signs, the most popular book for the retailer NOW The edition is running low, and owing to the high cost of paper and other materials the new edition will be advanced in price. Send for descriptive circular F. before ordering.

RETAIL DEPARTMENT

Practical Talks to the Management

On the Wisdom of Staying in Business—Preparing for Next Season—The Fallacy of Cutting Out Advertising

By W. CLEAVER HARRY

THE ghost of apprehension, the bugaboo of shortage and the lack of confidence in the future, have led many to think of closing down for the duration of the war. It is not believed that this idea has received serious consideration, even with those who originated it; but from the very suggestion, can you think of anything that would furnish better enemy propaganda? Apprehension is founded on fear. It is purely a mental state. If this condition remained among the pessimistic, no harm would result, but it is liable to spread to others, who, not knowing the subtlety of it, allow themselves to become carriers for falsehood. We are to be congratulated that our trade papers have excluded all news from infected sources.

Shortage is a self-imposed limitation. Conservation is right and sounds a warning against waste, but the continual cry of shortage, especially after means have been taken to meet it, does not benefit matters, but actually hinders a speed-up program. We have resources enough in this country to lick the Hun twice without disturbing things very much, simply a matter of adjustment and reorganization in distribution and use. It must necessarily take a little time to do this and to the end of that time we have arrived.

Shortage is a price booster. For many years the coal operators have known just how much coal to mine so as to keep the price rising. Strikes were a help also, and not unwelcome. What these same operators would have done to the coal situation last Winter in price boosting, on the basis of shortage, if they would have had a free foot, is unthinkable.

What we can appreciate most at this time, however, is, less talk about the shortage of coal for next Winter and more about an increasing supply. Since the fuel administration is in control of the arteries of production and distribution, it is plainly up to them to remove any limitations and the possibility of a shortage, that cannot be, unless they fail in their assignment.

Stick to your business. Surely a business that symbolizes all the realities of life in love and sympathy, joy and inspiration, is a blessing that needs to be kept going full speed ahead. There are going to be some surprises for those who predicted a shrinkage and falling off in the retail florist business. I recall how a year ago I sympathized with the Woolworth Corporation every time I passed a 5 and 10 cent store. I thought to myself, "I wonder how long before your stocks will be shot to pieces? You can never keep the 10 cent values in your goods now!" Nearly a year and a half has passed and in these stores the stocks are even larger and better than formerly, and the values have almost remained stationary. The United States has already done the impossible in those few months and there will be no departure from it. Business, even retail business, will continue to do the seemingly impossible, realizing that there can be no limitations but those we would impose ourselves. "Why limit the army to 5,000,000?" asked the President. Since there is no idea of limitation in our war program, neither can there be any sense of shortage.

Preparing for Next Season

To prepare for next season, doesn't mean buy everything that you think you need, everything you might need, and everything you have ever needed. Don't hoard supplies. Buy what you will consistently need; but don't hoard. There will be no marked scarcity. Some pet articles will be missing, but still more attractive substitutes will be available. It is good business to order ahead. The war will make this a habit. The jobber and the wholesaler in supplies will welcome the change that will keep his plant busy in the dull season and keep it from being rushed in the busy season! My caution about too heavy buying was not without a motive. For instance, a run on the market may inflate the price, under the law of supply and demand. If I buy a year's supply of everything in the month of September, and five thousand other retail florists do the same, it would reverse the seasons for the supply house. Another matter in connection with this, from the retailers' standpoint, is that these bills must be paid and that they will be all due at the same time.

Don't take too much stock in the salesman who wants you to place the whole order now, so that he can save you money because the price goes up twenty per cent, next month. Sometimes this is a fact, but again it is just a means to an end. In war times we expect the price to go higher. If it doesn't we are apt to be disappointed. The ribbon men are especially keen on the price wedge. One of them sold me a lot of a certain pattern last Fall so as to protect me from a 25% raise in Midwinter. Late

ORDERS FOR Colorado Springs AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Nelman, Sec.
1643 Broadway
Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

The Bemb Floral Co.
ALBERT POCHELON, Mgr.
133-135 BATES ST.
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency
Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS
95 Gratiot Ave.
WALTER G. TAEPKE
DETROIT, MICH.

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, THE FLORIST
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, Florists
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co
INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS The Florist, Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers. Test it yourself.

· Directory of Reliable Retail Houses ·

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL
SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

It is the man who reads and profits thereby who deals in his own field of endeavor. Lead and read—THE FLORISTS' EXCHANGE.

in the Spring we needed a little more of that same pattern and ordered by mail from the same house. We expected to pay a higher price, but when the bill came we found the price was identical with the Fall.

Don't Cut on Advertising

Advertising is more needed now than ever before. To stop advertising is an open acknowledgment that the business is non-essential and the product isn't worth it. There are so many things to take the attention, that if the big advertisers were to stop, they would lose in a few months what it has taken years to gain. The war has placed unusual demands on certain advertised articles like fountain pens, cameras, safety razors, etc. The tide is running in for those who were already strong in their line. The public forgets quickly and at this time the tendency to forget and purposely eliminate is so marked, that sentiment is in danger of declining, and a reminder seems necessary even to sending flowers to a funeral.

The florists' business, as an advertised line, is only in its beginning. This alone is sufficient reason why its advertising should continue in war times, although there are four other good reasons for expecting direct returns both in channels among the trade and the retail store. The first reason for keeping up with advertising is that there is plenty of money in the hands of the spenders. They are anxious to find some way to get rid of it and we must not disappoint them by failing to let them know that we are in fine shape. If they don't spend the apportionate sum for joy giving, the fault is ours for being so short-sighted.

The second good reason for spending money on advertising in war times is the fact that we must get better prices. An advertised product always brings a better price. Advertising by creating a demand, fixes prices and substantially aids in reducing the cost of handling.

The third reason is that advertising kept up will serve as nothing else can, as a ratchet to keep a business that is not so heavily intrenched, from slipping. This is a look ahead into that part of the future that is not revealed to us now.

The fourth reason, and a sufficient one for the present continuance of all advertising, is that business is as good as ever all along the line and warrants without question our optimism.

The time has come for managers and executives, both great and small, to come out of the office and do their part in the thinking, that must furnish the force of the future if we are going to get anywhere worthwhile. The manager that confines his work to getting reports from the bookkeeper, answering correspondence and keeping things straight in general, is narrowing down the vision that must make up the ideals of business. Clear the desk of yesterday's experiences and get ready for tomorrow's business.

Flower Terrace, Gimbel's Department Store, Milwaukee, Wis. See text on opposite page

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virgi
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis
419 Milwaukee Street

Rosemont Gardens Floris
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's Nashville, Tennessee
200,000 Feet of Glas

Begerow's
NEWARK, N. J.
946 Broad Street
Deliveries throughout the Sta and to all steamship docks Hoboken, N. J. and New Yo.
Fresh Flowers and Best Service

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger
883 Broad St.
NEWARK, N.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass.
And all parts CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST
Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co
1026 Chapel Stree

Chas. Eble Florist
NEW ORLEANS LA.
121 Baronne Street

Milady's House Plants
Paper Covers.....60c.
Cloth Bound.....$1.00
Of more than passing interest to the Retailer.

· Directory of Reliable Retail Houses ·

Max Schling Flowers

OUR Price List for all varieties of Cut Flowers for the 12 consecutive months of the year will be mailed to you on request.

MAX SCHLING, Inc.
785 Fifth Avenue NEW YORK

KOTTMILLER, Florist

426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916
Grand Central Palace
Out-of-town Orders Solicited. Location Central
Personal Attention.

Alex McConnell

NEW YORK
611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

MALANDRE BROS.

Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED

NEW YORK CITY ADOLPH MEYER

1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP

761 Fifth Avenue NEW YORK

Youngerman

42 West 28th St.
NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

NORFOLK, VA.

Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

BUTLER & ULLMAN

Successors to H. W. FIELD *SMITH COLLEGE FLORISTS*
NORTHAMPTON, MASS.

OMAHA, NEB.

Alfred Donaghue

1622 Harney Street Established 1866

Omaha, Neb.

HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY

PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA

CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

J. J. Habermehl's Sons

PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE 135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F. T. D.

J. A. Bowe

IN HEART OF
NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

L. J. Bunyard

FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS

2139-2141 Broadway
NEW YORK CITY
Phone {1552 / 1553} Columbus ESTABLISHED 1849

SWEET PEAS FOR PROFIT
.50 POSTPAID FROM THIS OFFICE

An Unusual Department Store Floral Department

The illustration on page 300 shows the handsome terrace of the flower department of Gimbel Bros., Department Store, Milwaukee, Wis. This floral department is unusual in that it has never held a cut price sale, the policy being to offer the very best, which cannot be sold cheap. The manager is A. H. McDonald, and the department was opened in a small way on Oct. 7, 1914, the space it occupied at that time being 85 sq. ft.; since then its floor space has been increased to 2400 sq. ft., half of which is occupied by the flower terrace and the remainder used for storage space.

This floral establishment is one of the largest local buyers of fine cut flowers and plants in the Milwaukee market, purchasing as well large quantities of stock from out-of-town markets. The large business done has necessitated the adoption of a special delivery service covering the entire city and suburbs. The floral department is a member of the F. T. D., which is featured by the establishment in every way possible.

DARDS

341 Madison Avenue
New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.

New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession

MADISON Ave. at 76th St.
NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

. Directory of Reliable Retail Houses .

Trade Mark "We Serve You Better"

Pittsburgh, Pa.
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
Store open Day and Night

PITTSBURGH, PA.
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons
ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

Salter Bros. ROCHESTER N. Y.
FLORISTS
39 Main St., West

ROCHESTER, N. Y.
H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee
FOREST CITY GREENHOUSES
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

Long Distance Phones
Bell, Tyler 1104
Kin., Central 413
Mullanphy Florist
SAINT LOUIS, MO.
8th & Locust Sts.
All orders by Telegraph or Telephone most carefully executed at once Floral designs a specialty

St. Louis, Mo.
Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Does your foreman read The Florists' Exchange? If not, a present to him of a year's subscription would be appreciated.

Holm & Olson
St. Paul. Minn.
20-22-24 West Fifth Street
National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
1534 Second Ave.

Syracuse, N. Y.
National Florist
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
1315 Cherry Street

R. ABBOTT — Both Telephones
Park Floral Company
FLORISTS
TRENTON, N. J.
Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

PROGRESSIVENESS
WASHINGTON, D. C.
Gude Bros. Co.
Florists
1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

Messages of Flowers
By GEORGE H. O'NEILL

Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners. Send for a copy.

Paper cover 25c. Cloth cover $1.00.

A. T. DE LA MARE CO. Inc.
438 to 448 West 37th Street, NEW YORK

Albany, N. Y. WILLIAM C. GLOECKNER Leading Fl... Member F. T. D.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Order

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court ... The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Deli...

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & M...

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER ... PLANT CO. 40,000 ft. of ... Members F. T. D. We reach all Southern and Western West V...

Charleston, W. Va. WINTER FLORAL CO. We give ... best of service, Nat'l Florist & F. T...

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenh... and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T.

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Deliv...

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Ho... Corning and other points.

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Flor... Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. Nati... and Florists' Telegraph Del...

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. ... promptly delivered for Johnstown and vic...

Kansas City, Kans. L. C. FIELDS. Quick Servi... Member Florists' Telegraph De...

Kansas City, Mo. W. J. Barnes FLORIST KCMO Kansas and W... Missouri Up-to-date Ser... F. T. D. Est. ...

Lancaster, Pa. B. F. BARR & CO (Est. 18... National Florist. Prompt, efficient ...

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled ... promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium a... points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Flori...

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F...

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Omaha, Neb. JOHN H. BATH, 1804 Farnam Str... F. T. D.

Pawtucket, R. I. LAPHAM FLORAL CO. Covers Rhode Island

Peoria, Ill. C. LOVERIDGE. Orders filled prompt... Central Illinois. Member F. T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broa...

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F...

Richmond, Ind. FRED H. LEMON & CO. Florist ... Decorators Send us your order

Saginaw, Mich. WM. ROETHKE FLORAL CO Most complete florist establishment in ... igan. 160,000 feet of glass. Two stores.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Ra... Reach all points. Wires received any h...

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinoi... Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National ...

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, Princeton Aviation Fields, Freehold and Shore towns. Carry and grow large s... Cut Flowers. MARTIN C. RIBSAM F...

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. D... Deliveries to Plainfield, Cranford, ... and Elizabeth

Yonkers, N. Y. R. T. BRODERICK, Phone: ... Prompt delivery and orders filled satisf...

York, Pa. CHAS. A. SCHAEFER. Leading Flo... Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having gre...

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Reliable Supplies for both Wholesale and Retail Florists

Visiting Florists

We are manufacturers of **Baskets, Wire Designs** *and many other novelties for the trade.*

When passing through Chicago returning from ***The Convention*** don't fail to pay us a visit.

We want to show you what has been proclaimed the ***finest equipped Salesroom*** of ***Florists' Supplies*** in this country.

We invite you to visit our wholesale cut flower department and our extensive greenhouses at ***Morton Grove, Ill.***

We solicit your trade and are anxious that you should see the ***unexcelled facilities*** we possess to take care of your orders.

All orders given careful attention and prompt shipment.

We prepare **Magnolias, Cycas** *and* **Oak Leaves** *etc.*

POEHLMANN BROS. CO.

SUPPLY HOUSE

66 to 74 E. Randolph St., CHICAGO, ILL.

Middle Atlantic States

Buffalo, N. Y.

The Buffalo market continues rather slow, although somewhat better than the previous week. There is a promise of a good supply of late Asters and a new stock of Carnations and Roses this week. An oversupply of Gladioli is reported. There is no special demand for cut flowers, the activities of the retailers being confined mostly to funeral work.

Having taken on considerable tan and avoirdupois, Emil Brucker of the Kasting Co. has returned from a two weeks' vacation.

William Legg, secretary of the Buffalo Florists' Club, who is enjoying country life at Alexander, Genesee County, N. Y., was an interested visitor at the exhibit of the American Gladiolus Society at the Iroquois Hotel last week. Another visitor was David Lumsden of the Dept of Floriculture at Cornell. Prof. Lumsden was especially enthusiastic over the floral features that will be among the attractions at the coming State fair at Syracuse, N. Y.

John B. Olmsted of Brookline, Mass., landscape architect, has been appointed by the Government as town planner for all industrial projects at Niagara Falls.

Securing their coal supply continues to engage the attention of Buffalo florists. Howard A. Forman, Erie County fuel administrator, has been informed that this city's allotment of anthracite for the year, beginning last April, is to be 750,000 tons. He had asked for about 900,000 tons.

In former days salesmen in Buffalo flower shops looked with indifference on the foreign or so-called shawl trade. If a flower clerk, in a rush, had to take his choice between waiting on an English-speaking woman and one of the foreign class, the latter would invariably receive secondary attention. Now that "labor is king," however, and the so-called foreigners employed in the local steel and munition mills are often earning two and three times more than office or store workers, for instance, it is at last found to be good business policy to give quick, snappy service to "laborers and the like" when they visit Buffalo flower stores. Deprived of the patronage of factory workers, some of the florists would sustain a considerable loss these days.

Trees are very high priced in Buffalo, according to appraisers who are working here for the signal corps of the War Department in connection with the settlement over property included in the new aviation field being opened by the Government in North Elmwood ave., this city. Some owners are asking as high as $25 a tree when making adjustments, say the appraisers. They say that often the trees are small and newly planted and more often than not they are not in a position to be of value in the enhancement of the property for sale as residence sites.

Florists of Lockport and other points in Niagara County, N. Y., will be kept busy supplying flowers for patients in the soldiers' hospital to be opened at Olcott Beach, N. Y. It is reported that this pleasure resort is likely to be converted into a barracks for sick and wounded soldiers. Upward of 1200 cots can be accommodated.

President A. E. Kunderd of the American Gladiolus Society appointed C. R. Hinkle of Lake Shore Drive, St. Joseph, Mich., press agent of the society's exhibit in this city last week. In company with Joseph A. McGuire, Buffalo representative of THE FLORISTS' EXCHANGE, Mr. Hinkle, who was also a member of the exhibition committee, visited the local newspaper offices and urged the editors to give plenty of space to the show. The results of his mission were highly satisfactory. Mr. Hinkle, who realizes that humor, like flowers, is a war time necessity, asked the editors to use occasional breezy or popular paragraphs on the show in order to attract the crowds to the exhibit. All complied with the request. Here is a suggestion: Why not appoint Mr. Hinkle editor of the Ninth Story Window column of THE EXCHANGE and rename it The Glad Column. "Glad" would surely signify joyful humor and in a popular way suggest Mr. Hinkle's favorite flower.

Pythopathologists of the eastern section of the United States met in Buffalo recently to discuss means of eradicating plant diseases which are reducing the Nation's food production. Prof. H. H. Whetzel of Cornell University, chairman of the War Emergency Board of the American Plant Pathologists' Society, presided at the sessions. Delegates to the meeting included specialists of a dozen colleges and representatives of the State and Federal Departments of Agriculture.

Several Buffalo florists, who are bachelors as well as true patriots, are already figuring on paper what they will do with their flower shops in case they are called to the Colors by the proposed raising of the draft age to 45 years. They claim that while they have always feared the unerring shafts of the diminutive Cupid, they will be willing to face unswervingly the shots and shells of the Huns.

JOSEPH A. MCGUIRE.

Lancaster, Pa.

The retail trade is still relying on funerals for the bulk of the business, with an occasional small wedding and numerous box orders. Flowers are scarce and not of the best quality which doesn't help matters much.

The growers are all busy planting Carnations. Some have finished and are cutting flowers; others have just commenced and a few are waiting for what they consider better weather.

Elmer Weaver read a paper on the Wintering of bees before the Bee Keepers' Ass'n which was well received, and incidentally it might be added that bee keeping is not a bad side issue for a florist if he is looking for a little added income.

Mrs. Albert M. Herr has beaten the Government in a drive for money, from the point of view of the expense of collecting. In a recent drive for $10,000,000 for the Y. W. C. A. she engineered the collecting of it at a total cost of less than $8, and it came in in small amounts at that, on account of the numerous calls being made nowadays.

Arthur Niessen spent several days among the growers of this section instilling new hope and increased ambition into them, although as a class we have got what you call the "morale" up here all right.

Lancaster Co. Florists' Association

Fraternal feeling is on the increase among the members; there were only a few who used the street cars for the August meeting—and I'll predict there will be none for the September meeting—the yard of President Elmer Weaver being filled with automobiles and the house and porch with florists and their wives. A short trip of inspection was made before the meeting and at President Weaver's we found the last of an immense crop of Tomatoes ripening in the houses; vines 8ft. high and Tomato fruit by the ton was the record for these houses which are now being cleaned out for Sweet Peas and Carnations. The Sweet Peas are in paper pots and it will only be a matter of replanting them to have the house ready at the usual time with the crop of flowers. Someone made the remark that you have to hand it to the Weavers for experimenting and planning to get the most out of their houses.

Charles M. Weaver, a brother of Elmer, and a neighbor on the same farm, is primarily a Sweet Pea grower, but right now has his immense Sweet Pea houses filled with Asters -thousands of them— and in the pink of condition, not a brown leaf, and no red spiders nor Aster bugs to mar their beauty. One house is filled with pompon Chrysanthemums, almost enough to supply the demands of one

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	11.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

Per 100

16 x 6 x 7 ..... $9.70

Bouquet Boxes

Per 100

19 x 9 x 8 .... $10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY

$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

HENRY M. ROBINSON & CO., Inc.,

WHOLESALE FLORISTS
2 WINTHROP SQUARE
32 OTIS STREET
Boston, Mass.

Telephones
Main 2439-2616-2617-2618-52144

MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
HARDY CUT EVERGREENS

Unknown customers please give reference, or cash with order

When ordering, please mention The Exchange

DAGGER and FANCY FERNS.

New Crop, Now Ready. $1.00 per 1000
All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.
BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c. per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted.
Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens

Telegraph Office, New Salem, Mass.

CROWL FERN CO.
MILLINGTON, MASS.

When ordering, please mention The Exchange

THE KERVAN CO.

Fresh Cut Decorative Evergreens of all kinds
New Crop DAGGER FERNS
Largest stock in America. Write for our Illustrated Catalog of Greens and Florists' Supplies
119 WEST 28th STREET, NEW YORK

When ordering, please mention The Exchange

REED & KELLER

122 West 25th Street
NEW YORK

We Manufacture Our Own - - **FLORISTS' SUPPLIES** METALS WIRE WORK and BASKET WORK

When ordering, please mention The Exchange

JOS. G. NEIDINGER CO., Florists' Supplies

1309-11 North Second Street, PHILADELPHIA, PA

When ordering, please mention The Exchange

SEA MOSS

The Best Quality Sea Moss in the Market. We give a full guarantee. Special prices on quantity.

H. STROMPF CO.
1114 Third Avenue :: New York City

When ordering, please mention The Exchange

Exchange Ads. Pay Well

Natural Log Moss

$1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss

$3.50 per bag of 100 sq. ft.

Caldwell The Woodsman Co., EVERGREEN, ALA.

When ordering, please mention The Exchange

Florists' Supplies
McCallum Co.
Pittsburgh, Pa.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

When ordering, please mention The Exchange

National Cash Registers

BOUGHT For spot cash everywhere Let us have lowest price, numbers and description.
SOLD AT A SAVING OF **25 to 50%**

Fully guaranteed. Easy payments Exchanged, repaired and rented. Call, phone or write. Catalog free.

THE STORE SPECIALTIES CO.,
1476 B'way, cor. 42d St., Subway Arcade, N. Y.

When ordering, please mention The Exchange

MIDDLE ATLANTIC STATES

Lancaster—Continued

large city, and like everything on this place, they are just right. There are Sweet Peas waiting for the Asters to come out to take their place. On the farm there are acres and acres of Corn and Tobacco, and incidentally Chas. M. has about three acres of Gladioli as an experiment, and this acreage will no doubt be increased another season. The Tobacco growing is done by the men on the place and helps to keep them contented with their positions, as a good deal of the work is done after hours and the men get half the proceeds, which adds quite a sum to their year's income.

The meeting proper was held on the porch and without a set program. The first matter taken up for discussion was an appliance to feed air into the fire box of return tubular boilers and to get greater efficiency out of the coal. A number of appliances were named but there seemed to be none in use by any of the members.

Arthur Niessen, who had motored up to the county for his quadrennial visit, was with us and gave a very interesting talk, in which he complimented us on sticking together so closely in these trying times, and said that he considered the man who deserted his post right now in the light of a slacker. He said that he considered the fuel ruling a blessing in disguise, as with curtailed help we are better off with some houses closed down. He also said that we should be very grateful to the help that sticks to us when higher salaries can be secured elsewhere, and wound up with a very optimistic picture of our future.

M. J. Brinton, who is on one of the draft boards, gave some very good pointers as to where both we and our employees will stand with the change of the age limit for draftees. The evening was both enjoyable and educational. The next meeting will be held at the home of Willis B. Girvin in Leola.

The recently formed Ladies' Auxiliary held a meeting same time and place, with a good big attendance, and formulated plans for the Winter work. After the meeting a social hour was spent, and the line up of machines for Lancaster looked like an automobile parade going in the Lincoln Highway about 10:30 p.m.

Destructive Fire

About 3 a.m., on Aug. 17, the boiler house and adjoining greenhouses at the Keystone Nurseries, owned by B. F. Barr & Co., were destroyed by fire. The boiler house was burned to the ground. It contained a considerable

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quantity of supplies, pipe cutting and threading tools, and all the side sash from one of his big houses, all of which is a total loss.

The big Carnation house adjoining was burned in for about 25ft., but the wind fortunately blowing away from this house the Carnations, which have just started nicely, were ruined only in that portion that was burned. The Sweet Pea house suffered about the same amount of damage, and a wide driveway between the boiler house and the remainder of the place saved all but the closest greenhouse, which was a total wreck. All the coal for the season was in and piled around this house. This caught fire, but with the assistance of two fire companies it was quickly drenched and the loss here is not heavy.

Mr. Barr, who lives about two miles out on his farm, came in but too late to do anything and considers himself lucky that the loss was not worse. There seems to be no known reason for the fire nor how it originated.

Pittsburgh, Pa.

Scarcity of Good Stock

Good flowers have been scarce for the past week, especially Roses and Asters. The early crop of Asters is about over and the late crop is not coming in in sufficient quantity to meet the demand; heavy cuts are expected very soon. There is a good demand for Roses. Am. Beauty are the only long stemmed Roses at present and are selling much better. There are plenty of Gladioli on the market; in fact, more than can be handled to advantage. There is no real fancy stock, due to the dry weather; the later cuts should be good as there has been plenty of rain the past week. Good Lilies are in demand but the quantity is limited. Business is still very good, considering the hot weather. Some stores report the month of July much better than July of last year. There are plenty of greens on the market, and a fair demand for them.

News Jottings

Homer Wood and Geo. McCallum left last Saturday for a canoe trip, starting at Mayville, N. Y., and paddling down the Allegheny.

W. A. Clarke and family are at their Summer cottage on Lake Chautauqua, N. Y.

Al Vick has returned from his vacation.

A card has been received from Gus Lehman, who enlisted in the Navy last April. He is aboard the U. S. S. *Kearsarge*, and says he likes the Navy very well. Before enlisting he was manager of the retail store of the Tarentum Floral Co., at Tarentum, Pa.

Edw. Niggel of the wire department of McCallum Co. has received word from a chaplain in an English hospital that his brother Walter died of wounds received in battle July 24. The deepest sympathy of the trade is conveyed to Mr. Niggel and his brothers. Two other brothers are now at the front in the present battle. N. McC.

Saddle River, N. J.

Miss Lola W. Esler who for the past year and a half, has been secretary of the North Bergen Chapter of the Red Cross, has recently been appointed food administrator of Saddle River borough.

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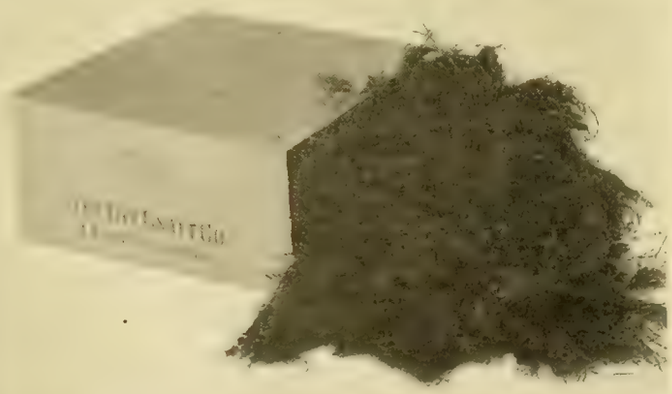

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The second annual outing of this association was held on Aug. 6. Automobiles conveyed the members to Camp Mills, where members and friends were visited, and from thence the party toured to Whitestone Landing, L. I. Here a splendid shore dinner was partaken of. A baseball game between single and married members, tug of war, running matches and other sports made the afternoon pass most agreeably. In the baseball game honors were carried off by the single men, scoring 18 to 8. Prizes were awarded to the winners in the various games.

The officers of this association consist of Geo. J. Wackenhut, president; Reinbold Muller, vice-president; John F. Fieber, financial secretary; Henry Arzberger, corresponding secretary; John T. Linneman, treasurer; Anthony Ambrein, sergeant-at-arms.

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New York City

The Market

Aug. 20.—The general demand for flowers this week up to today (Tuesday) is small. The arrivals are only seasonably large.

American Beauty and hybrid tea Roses are in more than sufficient supply to meet the limited daily demand. Special Am. Beauty Roses are realizing from 6c. to 30c. each, the higher price being exceptional and only in the case of choicest selections in small sales. Top grade hybrid teas are selling in general at from 3c. to 8c. each, though a few fine Keys are bringing special Beauty prices. Bottom grade blooms are going at from 25c. to $1 per 100.

There are a few poor Carnations arriving which move slowly at about 50c. per 100.

Cattleya orchids are extremely scarce, and the present demand, though small, absorbs the supply at prices ranging from 60c. to $1 each in general, with rumors of sales at $1.50. There is a plentiful supply of white and pink Lilies, both moving slowly, the former at $5 to $6 per 100 and the latter at $1 to $3. The moderate supply of Lily of the Valley is not in large demand at $3 to $6 per 100.

Asters are now the leading Summer flower, the quality of which shows much improvement. They are meeting with a moderate demand at about $1 to $3 per 100 for medium to highest quality. Gladioli, though not so numerous are in more than sufficient supply and are realizing from $1 to $2 per 100. Some Dahlias are seen, but these find few buyers; also a few Golden Glow 'Mums. Besides these there is the usual line of miscellaneous Summer flowers, the most attractive of which is Hydrangea paniculata. Greens are in very moderate demand.

The Convention Party

The party from New York and the vicinity traveling to St. Louis, Mo., to attend the S. A. F. convention left this city on Sunday at 2:04 p.m., from the Pennsylvania Central Station at 33d st. and Seventh ave., on the Keystone Express. The following made up the party: Mr. and Mrs. Frank H. Traendly, Mr. and Mrs. Julius Roehrs, A. L. Miller, John G. Esler, A. T. De La Mare and Joseph Manda. Wm. F. Gude was expected to join the New York party at Harrisburg, Pa. J. C. Vaughan, who expected to travel with the party and had purchased a ticket for that purpose, was kept in New York by important business matters.

In a postal card to the New York representative of THE EXCHANGE Philip F. Kessler, 55 W. 26th st., who is resting a few weeks at his bungalow at Fulton Fourth Lake in the Adirondacks, says: "While you are sweltering in the city, we are having it a little better but not as cool as it usually is in the mountains." This shows us that even in the "North Woods" of this State along the Fulton chain of lakes the recent high temperature that we had in this city was to some extent experienced.

James Rutig, manager for J. S. Fenrich, 51 W. 28th st., is again on duty at the store, having recently returned from a seven weeks' vacation at Catskill, N. Y., where he stopped at the Grand View.

Some exceptionally fine blooms of the Rose Francis Scott Key were noted this week at Traendly & Schencks, 436 Sixth ave. This appears to be an excellent Summer Rose.

The Kervan Co., 119 W. 28th st., has greatly improved the appearance of its store front, and counter facilities.

H. E. Froment, 148 W. 28th st., is on his annual vacation, which he is spending at various points of interest.

When the many friends of Peter Gerlaird in the Coogan Building noted recently how fast he was aging and what a serious look he constantly carried, they at first thought this was attributable to the war, and to the dull condition of the florist business in general, but later they found out that his only daughter, Mrs. George M. Cohan, has a baby boy, and that the change in Peter's appearance was because, though young, he now has the responsibility of being a grandfather.

Secaucus Exotic Nursery, Secaucus, N. J.

It has always been a pleasure in past years to visit the Secaucus Exotic Nursery; its range of 28 greenhouses has been found upon each visit replete with good stock, and the greenhouses and the plants in these, and the auxiliary buildings and the surrounding grounds so well kept. On our visit in Aug. 16 this year, the establishment and its contents looked to us better, if possible, than in previous years.

The secret of it all, it seems to us, is this: Marius Mutillod, the proprietor, is a man in whom there is combined indefatigable industry, sound business judgment and also artistic taste in a marked degree.

The specialty of the Secaucus Exotic Nursery is ornamental foliage plants, namely, palms, Dracænas, Crotons, Pandanus, Ficus and ferns.

The stock of "home grown" palms is especially large and of exceptionally fine quality. Of these Kentias alone occupy 14 houses. It has taken six years to grow these palms, which are in all sizes, and embrace both K. Belmoreana and the K. Forsteriana. In going through the 14 houses we noted particularly a block of 1000 finished specimens of "combination" plants of Kentia Belmoreana in 12in. to 14in. tubs. Equally good were the very large plants of Kentia Forsteriana occupying several houses. The thousands of Kentias in 4in. to 5in. pots too were clean and thrifty.

Mr Mutillod has a very large stock of Phœnix Canariensis and P. Roebelenii, Areca lutescens, Latania borbonica and Cocos Weddelliana. An interesting feature is 8000 of the Cocos seeds just germinating in small pots.

A large number of well-grown Dracænas in several sizes was noted embracing such well-known varieties as D. Massangeana, Lindeni, Lord Wolseley, terminalis, Godseffiana and the comparatively new Kelleriana.

The well colored Crotons, filling several houses, among these many of the popular variety, Reedii, and of that unique variety, punctata, are of themselves well worth a visit to the nursery.

Our attention was especially attracted to the many large specimen plants of Pandanus utilis and several blocks of well colored P. Veitchii and also well-grown plants of Ficus Pandurata and utilis.

The several varieties of Boston ferns and of Cibotium Schiedei ferns occupy a number of houses and some attention is given to Aralias, Diffenbachias and Otaheite Oranges.

In the field just outside the greenhouses there is a block of 2000 Ficus elastica, both single and branched plants, in plunged pots, the best specimens we have ever seen.

Other plants noted in the field were 12,000 English Ivies, Azaleas, Hydrangeas, Roses, etc.

Mr. Mutillod says the secret of his success is that he always keeps every foot of space in his greenhouses occupied, and that he pushes the growth of his plants in Summer.

During our visit to this nursery we had the pleasure of meeting Mr. Mutillod's new foreman, E. H. Mouquin, formerly for five years with the Knight & Struck Co.

Common Labor Requirements

The Employment Service of the Department of Labor has sent out blanks to plants engaged in war production asking for information concerning their common labor requirements. The first 600 war plants to send in requests to the Employment Service asked for 25,000 common laborers now and 40,000 during August and September. The 25,000 wanted now represents a shortage. Every concern in the country engaged in war work has been instructed to telegraph its immediate needs and those of the next two months to the national office of the Employment Service in Washington.

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Boston

The Market

Aug. 20.—Business at the wholesale flower market has been fairly good during the past week. There isn't much noticeable increase in the damand for flowers but there is quite a shortage of all kinds. The weather peculiarities are accountable for this situation and the market is cleaned up each day; the grower receives fairly good prices for his goods.

The supply of American Beauty Roses is not large but it is quite adequate to fill the meagre demand. The quality is only medium. The supply of hybrid tea Roses is not extremely large; there are just about enough to fill the demand. Prices are a little better and range from 50c. per 100 to $8, although there have been a few small lots which sold as high as 12c.

There is only a very small supply of Carnations and the quality is poor. A few flowers sent in of the new crop, but the stems are quite short. Prices are from 50c. to $1 per 100.

Cattleya orchids are extremely scarce, and those that reach the market are of poor quality.

The supply of Lilium longiflorum has shortened up but there is a plentiful supply of Lilium auratum, which is moving slowly. Little Lily of the Valley is offered and it has only a moderate call.

The supply of Asters has shortened up and prices have stiffened.

(*Concluded on page* 308)

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" Fancy	5.00 to 15.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 8.00	Antirrhinum, per bunch	.05 to .10
" No. 1	3.00 to 6.00	Asters	.20 to 3.00
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	..... to .....
Killarney	.25 to 3.00	Ordinary	.25 to .50
Killarney Brilliant	.25 to 3.00	Delphinium, per bunch	.10 to .20
White Killarney	.50 to 4.00	Ferns, per 1000	1.75 to 2.00
White Killarney, Double	1.00 to 5.00	Galax, green and bronze, 1000	..... to 1.00
My Maryland	.25 to 3.00	Leucothoe, per 1000	4.50 to 7.00
Columbia	1.00 to 8.00	Gladiolus	1.00 to 2.00
Hadley	.50 to 6.00	Lilies, Longiflorum	5.00 to 6.00
Hoosier Beauty	.25 to 4.00	" Rubrum	1.00 to 3.00
Key	15.00 to 30.00	Lily of the Valley	3.00 to 6.00
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Mrs. Aaron Ward	.25 to 3.00		..... to .....
Lady Alice Stanley	.50 to 4.00		..... to .....
Ophelia	.25 to 6.00		..... to .....
J. J. L. Mock	.50 to 6.00		..... to .....
Mrs. Charles Russell	1.50 to 8.00		..... to .....

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20.00 to 30.00	..... to	Roses—American Beauty	2.00 to 20.00	..... to	2.00 to 20.00
2.00 to 6.00	..... to	Hadley	1.00 to 10.00	..... to	..... to .....
2.00 to 6.00	3.00 to 8.00	Hoosier Beauty	1.00 to 8.00	..... to	2.00 to 8.00
..... to	..... to	Kaiserin Augusta Victoria	1.00 to 8.00	..... to	..... to .....
2.00 to 4.00	2.00 to 6.00	Killarney	.50 to 4.00	..... to	..... to .....
3.00 to 6.00	2.00 to 6.00	White Killarney	.50 to 4.00	..... to	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Queen	.50 to 6.00	..... to	..... to .....
2.00 to 3.00	2.00 to 4.00	Mrs. Aaron Ward	..... to	..... to	2.00 to 6.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	1.00 to 8.00	..... to	2.00 to 12.00
... to	..... to	Francis Scott Key	2.00 to 8.00	..... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	..... to	2.00 to 8.00
3.00 to 6.00	..... to	My Maryland	..... to	..... to	2.00 to 6.00
..... to	..... to	Prima Donna	..... to	..... to	2.00 to 8.00
3.00 to 6.00	3.00 to 8.00	Ophelia	1.00 to 8.00	..... to	2.00 to 8.00
2.00 to 5.00	2.00 to 8.00	Richmond	.50 to 4.00	..... to	2.00 to 6.00
3.00 to 8.00	2.00 to 8.00	Sunburst	.50 to 4.00	..... to	2.00 to 6.00
3.00 to 6.00	..... to	Killarney Brilliant	1.00 to 6.00	..... to	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to	..... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	..... to	..... to .....
1.00 to 1.25	..... to 1.00	Adiantum, ordinary	..... to 1.00	..... to	1.00 to 1.25
..... to	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	..... to	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	..... to	.35 to .50
.50 to 2.00	2.00 to 4.00	Asters	.50 to 3.00	..... to	1.00 to 2.00
1.00 to 2.50	2.00 to 3.00	Calendula	.50 to 1.00	..... to	..... to .....
1.00 to 2.50	..... to 2.00	Carnations, Select	..... to 1.00	..... to	..... to .....
1.00 to 2.50	1.00 to 1.50	Ordinary	..... to .50	..... to	1.00 to 2.00
.50 to 1.00	..... to	Coreopsis	..... to	..... to	..... to .....
1.00 to 1.50	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... tc	..... to	Delphinium, per doz	..... to	..... to	..... to .....
..... to	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .12½
2.00 to 3.00	3.00 to 8.00	Gladioli	.50 to 3.00	..... to	2.00 to 4.00
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
8.00 to 10.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	4.00 to 8.00	..... to	8.00 to 12.00
3.00 to 5.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to	..... to .....
..... to	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	..... to	..... to	40.00 to 50.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, per doz. strings	..... to	..... to	..... to 2.00
.25 to .60	..... to	Sweet Peas	.50 to 1.00	..... to	..... to .....
..... to	..... to		..... to	..... to	..... to .....
..... to	..... to		..... to	..... to	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.

New England Florist Supply Co.
276 Devonshire Street — BOSTON, MASS.
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Boston—Continued

The Gladiolus is the predominating flower; the supply is so large that they are hard to clean up. Outdoor Summer flowers are not plentiful, and there is little call for them.

News Notes

The Robert George White medal for the year 1918 has been awarded by the Massachusetts Horticultural Society to Dr W. Van Fleet This distinguished honor has been bestowed on Dr. Van Fleet's work in plant hybridization. His first work was with Gladioli, then Roses then many other useful plants.

On Friday, the 16th of August, Mr. and Mrs. B. Hammond Tracy of Wenham, Mass., received a host of their friends on the occasion of the 225th anniversary of their marriage.

Miss Beatrice Wishinsky, head bookkeeper for Henry M. Robinson & Co., was married on Thursday, Aug. 22.

John Barr of Natick is first in the market with Carnation flowers from young plants of this year.

The William W. Edgar Co., of Waverley, has several houses devoted to Cyclamen and they are looking well. Several houses are also devoted to Begonias and the plants never looked better. The stock of plants grown for the holidays will be as large and as well grown as they have been in the past, in spite of the labor question that had to be contended with.

The Janiten and Wallrath Co. of Waltham are very successful growers of Cyclamen. They have a large lot of exceptionally well-grown plants in various sizes. They are cutting a fine crop of Gladioli at this time.

The Henry M. Robinson Co. reports very good business for August. Shipping business has been very good. They are well supplied with all kinds of seasonable flowers.

The next exhibition at Horticultural Hall will consist of the products of children's gardens, on Aug. 31 and Sept. 1. The Dahlia, fruit and vegetable exhibition will be held on Sept. 14 and 15.

R. C.

City Water Injurious to Plant Life

Under this head there appeared in THE EXCHANGE of Aug. 17, p. 259, an inquiry from a subscriber, asking for information on this point. A reply has been received from P. T. Barnes, assistant zoologist, Penn. Dept. of Agri., Harrisburg, Pa., who says that a well-known florist of Pittsburgh, with greenhouses in the suburbs, had a great deal of trouble with stock when using city water. Becoming convinced that it was the water that was causing the trouble, the firm put down a well and installed an electrically driven pump, which supplied them with an abundance of good water. They had no further trouble.

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Florists' Flower Seeds a Specialty — Seasonable Price Lists Mailed Upon Request
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The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
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Chicago and the West

Cool Weather Improves Market

Aug. 19.—A few cool days the end of the week made market conditions slightly better. The effects of the recent extreme heat, however, still prevail as is shown in the poor condition of stock. Good stock is scarce, especially in Roses. There is difficulty in getting enough of shipping quality to meet the output of the city demand. There is much poor stock that there is little demand for, but with more good stock the market would be well up to the average conditions for the month. There are always some poor days on the market, as well as good ones. One wholesaler who has watched the market for many years says Mondays, Fridays and Saturdays are always the best days; the beginning and end of the week are better than the middle. Sunday buying is now but a memory on the market; Sunday closing has come to stay and there are some wondering why they did not get to it several years ago.

The supply of Roses is short, especially in good grades, with no particular over supply of the lesser grades, as all stock moves. There are not many Am. Beauty Roses; only two of the wholesale houses are handling them at present. The supply of Gladioli is the most prominent feature on the market. They are to be had in large quantities and in all the leading commercial varieties as well; the price ranges from $2 to $5 per 100.

Asters are to be had in large quantities but the great bulk of the stock is of poor quality. The recent hot weather has played havoc with the crops in many sections that supply this market. Good Asters are eagerly sought for and wherever they are to be had bring good prices; $4 per 100 is readily paid for good stock. In other grades the price ranges from $1 to $3 per 100.

The supply of Easter Lilies has shortened, and Valley is again on the scarce side.

Orchids are short in supply, the principal offering being Cattleyas; some stock has sold as high as $10 per doz. recently.

The supply of all miscellaneous outdoor stock has shortened considerably and what there is has but little value. There are many wild flowers to be seen on the market; quite noticeable is Spiræa venusta, a light pink, from the meadows and fields of Northern Indiana.

Auratum Lilies are becoming more plentiful, and the fancy Water Lilies continue in prominence. There is enough of all green goods, with the exception of fancy ferns, of which there is an occasional shortage some days on account of the tardiness of the shipments coming in from the woods.

News of the Week

Herman A. Schultz, 1018 Madison st., has in the course of erection a handsome conservatory and display house adjoining his store. The house is 25ft. x 47ft., iron frame, of Ickes-Braun Co. material, with concrete side walls and basement. Heat will be furnished from the boiler in the basement of the store and residence which adjoins and there will be an entrance to the display house from the store. In this way Mr. Schultz can do his own firing without going outside. The present range of glass in the rear of the store will be closed down as soon as cold weather arrives, but will be opened again in Spring.

Ernst Oechslin of River Forest says that it takes 10 days longer this season

Chicago, Aug. 20, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise n

Roses—American Beauty.	
Specials ..... per doz.	4.00 to
36-inch stems ..... "	3.00 to
30-inch stems ..... "	2.00 to
24-inch stems ..... "	1.50 to
18 to 20-inch stems... "	1.00 to
Columbia	4.00 to 2
White and Pink Killarney	2.00 to
Killarney Brilliant	2.00 to
Milady	2.00 to
Mrs. Aaron Ward	2.00 to
Mrs. Chas. Russell	4.00 to 1
Richmond	2.00 to
Sunburst	2.00 to
Ophelia	2.00 to
Carnations, Select	1.00 to
" Ordinary	.50 to
Asparagus plumosus, per bunch	.35 to
" Sprengeri, per bunch	.25 to
" plumosus, strings	40.00 to 5
Asters, Common	1.00 to
" Fancy	3.00 to
Adiantum	1.00 to
Calendulas	2.00 to
Candytuft, per bunch	.35 to
Coreopsis	.50 to
Cornflowers	.50 to
Daisies	1.50 to
Delphiniums, per bunch	.35 to
Ferns, Hardy, per 1000	2.00 to
Feverfew, per bunch	.25 to
Galax Leaves, per 1000	..... to
Gaillardias	1.00 to
Gardenias, per doz	1.50 to
Gladioli, Fancy	2.00 to
" Common	2.00 to
Leucothoe Sprays	1.00 to
Lilium Auratum	10.00 to 1
Lilium Longiflorum	6.00 to
Lilium Rubrum	3.00 to
Lily of the Valley	5.00 to
Mexican Ivy, per 1000	..... to
Mignonette	3.00 to
Orchids—Cattleyas, per doz	7.50 to
Pansies, per bunch	.10 to
Shasta Daisies	1.00 to
Smilax, per doz	2.50 to
Snapdragons, per doz	.75 to
Sweet Peas	.50 to
Water Lilies	2.00 to
" " Fancy	6.00 to

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exch

ZECH & MANN
We are Wholesale Florists Do a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
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Wholesale Florists
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GLADIOLUS. Our stock includes many of the new introductions and all of the best commercial varieties. We believe that the quality of our Gladiolus is better than we have had for several years.

LILIES. There is nothing on the market that offers better value. If you do any business at all during the summer months you ought to carry Lilies in stock all the time.

LILIUM RUBRUM. We offer them in quantity, both long and short stems. The short LILIES are particularly desirable for design work. You will notice they are inexpensive. $4 00 to $5.00 per 100.

ASTERS. There are a few ASTERS coming in that are exceptional as far as quality is concerned, but most of them grade as Good and Medium. We will have plenty of ASTERS until the end of the season.

THE LEO NIESSEN CO.

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BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Asters
Gladioli
and a full line of all other Seasonable Cut Flowers.

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Plumosa
Smilax
Adiantum
and a full line of all other Greens

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WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.

Seasonable Flowers

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than last to root Poinsettia cuttings. Up to the recent warm wave the nights were too cold, and the intense heat of the past 10 days has been just as bad. It has been a hard season to manage pot grown stock. Extremes of temperature, scarcity of help and the high cost of all material are difficulties the growers have to meet this year. In pot grown Chrysanthemum plants, Cyclamens, Poinsettias and Primulas Mr. Oechslin has an excellent stock and he believes the coming Fall and Winter season will be the best on record, as there will not be nearly as much stock to handle, and the cash returns will, in all probability, approximate those of past seasons when large and widely diversified stocks of imported plants were obtainable.

Allie Zech and Matt Mann of Zech & Mann, left Thursday by auto for the trip to the convention at St. Louis. They intend to make the trip in three days' travel, resting one night each at Joliet and Springfield.

That portion of West Quincy st. fronting the greenhouses of Frank Oechslin is being excavated preparatory to the laying of a new concrete street that will extend for several blocks beyond, which will be a substantial improvement to all the property within these blocks. The Oechslin greenhouses are all filled with well-grown plant stock. It would look as if the embargo on all import stock makes but little difference here. American grown stock will be their slogan this season. Pot grown Chrysanthemum plants in commercial sizes are a prominent feature; Poinsettias are grown in large quantities. All Cyclamens are grown at the recently acquired range on Harlem ave. and are a handsome lot. A large stock of Dracænas is being worked up and the old Begonia Rex has been selected as a plant worthy of more prominence in the trade. It is so old that to many recent devotees of plant life it will be new. A large stock will be worked up for another season.

Milford Berg, who opened the Columbus Park Flower Shop at 5920 Madison st., about a year ago, has enlisted in the Marines and has received notice to report for duty immediately. He will close the shop. His brother on Chicago ave., who is also a florist, has taken all stock on hand, and the fixtures will be stored.

John Zeeh, who styles himself the Madison st. florist, has a very attractive place in Oak Park. His son Walter, who has been at Camp Merritt, N. J., for the past three months writes that he expects to sail for the front almost any day.

C. Frauenfelder, 4323 W. Madison st., is spending his vacation in Michigan. Miss Edna Frauenfelder is devoting the entire week to the collection of funds for the Red Cross in her section of the city.

Gus Martial and Miss Marie Groth left for St. Louis Saturday, where they go to arrange the extensive exhibit of the Poehlmann Bros. Co., at the convention.

La Porte, Ind.

The Ove Gnatt Co., formerly of Hammond, Ind., has moved its large manufacturing establishment to this city. Its present quarters give better facilities for the work the company does in its special lines of manufacturing and preserving material for decorative purposes. The building in which the company is located occupies an entire city square. It is a substantial brick structure, four stories high, and comprises in all about 60,000 sq. ft. of floor space. The building was formerly the property of the La Porte Carriage Co., which the wonderful onslaught of the automobile industry has practically put out of business.

The specialty of the company is the dyeing and preservation of American Oak sprays, Magnolia leaves and Lycopodium or Princess Pine. In import stock Cycas leaves and Ruscus are leading specialties. The company was fortunate enough to have a large stock of this material on hand before the delay and difficulties of ocean freight assumed their present proportions. The lower floor is used in the dyeing and preservation of all stock; large vats and drying rooms have been installed here by Ove Gnatt, who has had a lifetime's experience in this line of work. He first learned the business under his father's tuition in Gothenburg, Sweden, and developed to a still greater efficiency under the environments of American ideas and institutions.

The basket factory is on the second floor, in which about 40 basket makers are employed, many of them women from the schools of technology, who show a wonderful proficiency in the many lines of arts and crafts required in the various lines of production at this establishment. The third floor is given over to the manufacturing of artificial flowers and plants, mostly women being employed. The top floor is the sales and display department. In all there are about 100 people employed. H. G. McLelland, who for several years past has been associated with the company, has charge of the office force and sales department. The company will have an exhibit of their products at the St. Louis convention.

Easter Lilies

A good Summer flower that will last and give satisfaction.

$12.00 per 100

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Philadelphia

Improvement

Aug. 20.—The market shows a slight improvement due to improved weather conditions and stock is arriving in better shape. Asters are coming in of improved quality, both from local and New York fields. Some fine indoor stock is also noted. These are taken readily. Gladioli also show improvement and are moving better. Roses show improvement in the longer grasses, shorts are still much too plentiful. Easter Lilies clean up daily with good returns. This week has opened up with an encouraging demand, both from local and out of town standpoint. The usual miscellaneous outdoor flowers are in free supply.

Notes

Winfield Scott Harry is seriously ill at his home in Conshohocken. Mr. Harry will be rememberd as one of the old members of the Florists' Club; he has been a member since its inception. Mr. Harry was engaged in the florists' business, with a store and greenhouses in Conshohocken until about four years ago when he disposed of the property. His son W. Cleaver Harry contributes some very clever articles to THE EXCHANGE.

S. S. Pennock and family have gone to the Adirondacks for the balance of the Summer.

Robert Kift is attending the convention at St. Louis.

The Leo Niessen Co. is receiving excellent Asters from New York State and fine local indoor grown stock.

The Henry F. Michell Co. is featuring a clever window display of artificial young Strawberry plants. They almost resemble the real article.

Frederick Hahman of Harrowgate Lane is dismantling his greenhouses and will retire from the florist's business to become a coal operator. Mr. Hahman has an interest together with his brothers in coal mines at Altoona and following the disposition of his greenhouses will reside there. Mr. Hahman has been a factor in the florist's business in this city for years and has a place of considerable size, which had been devoted to the growing of cut flowers and pot plants. Mr. Hahman will be missed; he was an active member of the Florist's Club, a charter member and an ex-officer and one who always took an active interest in its welfare. We feel that the well wishes of the club and the trade in general are extended to Mr. Hahman in his new undertaking.

Samuel F. Lilley is spending his vacation at Wildwood, N. J. enjoying the fishing.

J. Wm. Colflesh, Jr. has returned to 53d & Woodland av., after a short sojourn at Hog Island.

The S. S. Pennock Co. is showing high grade Roses for this time of the year, in Hadley, Russell and Sunburst.

Chas. Henry Fox is spending the Summer at Ocean City.

James Heacock and Theodore Schober accompanied the Heacock's exhibit to the convention at St. Louis.

Paul Berkowitz is making record catches of fish off the Jersey shore.

Chas. E. Meehan is receiving splendid Asters in variety.

J. Otto Thilow has accepted an invitation to speak before the Gardeners' convention at Cleveland in September.

Early Closing

In general conformity to the policy of the leading stores in other lines of business it is expected that the retail flower shops will adopt the early closing movement. There seems scarcely any necessity for keeping a flower shop open in the evening, with the exception of the holiday period. Confine your business hours to the daytime and let your customers know your hours.

Bell Telephone Keystone Telephone

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Manufacturers of all kinds of WIRE DESIGNS

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Any Wire Design at short notice

1608 Vine Street PHILADELPHIA Pa.

Philadelphia, Aug. 20, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	4.00 to 25.00
Kaiserin Aug. Vic.	2.00 to 10.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	2.00 to 3.00
" Ordinary	1.00 to 2.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Lily of the Valley	4.00 to 8.00
Orchids—Cattleyas	50.00 to 75.00

Incorporations

Red Oak Floral and Seed Company, Red Oak, Ia. Capital $50,000; C. A. Berg, president; Belle Smith, secretary.

Klehms Nurseries, Inc., Arlington Heights, Ill. Capital $15,000; incorporators, Elizabeth Klehm, George Klehm and Charles Klehm.

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Nicotine Solution		Tobacco Paper	
8-lb. can..	$10.50	288-sheet can	$7.50
4-lb. can..	5.50	144-sheet can	4.00
1-lb. can..	1.50	24-sheet can	.85
¼-lb. can..	.50	Packed in Friction-Top Tins	

40% Actual Nicotine

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

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ROSE GROWERS BONE

Good Bone like coal is scarce and will be hard to get, so florists would do well to secure their stock now and have it on hand when they need it, avoiding freight delays and other troubles—our ROSE GROWERS BONE.

Analyzes—4½% Ammonia, 3.71 Nitrogen, 50% Bone Phosphate of Lime, 12½% Phosphoric acid, and runs from flour to coarse so that it is immediately available and continuous through the whole growing season.

PRICE

Per ton	$48.00	¼ ton	$12.50
½ ton	24.50	100 lbs	2.75

F. O. B. New York. Immediate delivery.

Remember—When comparing price, compare the Analysis too.

Write for special florist price list upon other fertilizers

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Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

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TOBACCO POWDER, 4c. lb. in 100 lb. sacks
TOBACCO DUST, 2c. lb. in 100 lb. sacks
TOBACCO STEMS, $1.50 in 100 lb. bales

Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

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Sweet Peas for Profit

$1.50

A. T. DE LA MARE CO., Inc.
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Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa.

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The Florists' Exchange
Best Advertising Medium

Peirce Paper Flower Pot

Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.

E. ALLAN PEIRCE
40 Oaks Road, Waltham, Mass.

San Francisco, Cal.

Dahlia Show

The activities of the Dahlia Society of California, are being condensed this year into one show, instead of two as formerly. This show will run from Sept. 2 to Sept. 4, at the Palace Hotel. Those who have not already secured exhibition space, had better do so promptly, communicating with President T. A. Burns, San Rafael.

The annual buying and inspection trips of the eastern seedsmen are now in full swing. Carl Cropp, secretary-treasurer of Vaughan's Seed Store, Chicago, Ill., arrived in town this week; also Alex. Forbes of Alexander Forbes & Co., Newark, N. J. (formerly J. F. Noll); Arthur B. Clarke of Everett B. Clarke Seed Co., Milford, Conn., Daniel Carmichael of the McCullough Seed Co., Cincinnati, Ohio; Anton Then of Chicago, well known for some of his Carnation introductions, and Fritz Bahr, the popular correspondent of THE EXCHANGE.

J. R. W.

Spokane, Wash.

Picnic at Manito Park

The Spokane Florists' Club held its first picnic in Manito Park on July 18. About one hundred attended and a very pleasant afternoon was spent; all sorts of games were indulged in. J. F. Austin and J. W. Duncan had charge of refreshments, while Arthur Boehning and Gus Peterson looked after the athletic events. These committees worked faithfully and were responsible for the very enjoyable feeling which prevailed.

Florists' Club Meeting

The regular meeting of the club was held on Monday, Aug. 12, with a good attendance. On the tables were some excellent Dahlia blooms which Alex. Lowe had been growing in Manito Park. The varieties were Hi Gill, La Conner, Geisha, War, Yellow King, Attraction and Columbia.

Committees were appointed for handling local advertising for the season. The committee on State license for florists was also continued, with a view to having action taken to amend the State horticultural law to repeal said license at next meeting of the legislature.

Notes

Walter Peters of Peters & Sons expects to leave at an early date for the Coast to partake in war work. Part of the greenhouse establishment will be closed and the rest run by the elder Mr. Peters.

Gus Peterson, who has charge of Donart's flower store, has given up his position and will leave with his family at an early date for Seattle to engage in war work.

E. S. Eugene will open a flower stand in the new Crescent department store this Fall.

Paul Jundl of the Spokane Florist Co. spent his vacation with his family at Twin Lakes, Idaho.

C. F. Kipp has returned from a two weeks' trip by automobile to the Coast cities.

A. Rahn has returned from a business and pleasure trip to Portland.

Ralph Neville of the Spokane Seed Co. has returned from a two weeks' vacation to the Coast cities and Oregon.

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticid

A spray remedy for green, black white fly thrips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affectin flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

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For eel worms, angle worms and other worm working in the soil.

Quart, $1.00 Gallon, $3.00

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Chicago Feed and Fertilizer Company
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CONCENTRATED PULVERIZED
MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
34 Union Stock Yards. CHICAGO

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE

Will last a lifetime, $1.75 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.50 per gallon in 10 gallon lots.
$1.60 per single gallon.
HOSE
Non-Kink Woven

In any length (one piece) with couplings, 14c. per ft. Remnants, 15 to 30 ft., coupled, 9c. per ft. Unequalled at the price.

HOSE VALVE 93c
All brass except the hand wheel. Has a removable leather disk, which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.
Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

FOLEY GREENHOUSES
SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
3075 S. SPAULDING AVE.
CHICAGO

When ordering, please mention The Exchange

CAST IRON
BOILERS
THAT LET THE FLORIST SLEEP
GIBLIN & CO. 107 Broad St. UTICA, N. Y.

When ordering, please mention The Exchange

GLASS
6 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS

When ordering, please mention The Exchange

—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Perry and Foundry Sts. NEWARK, N. J.

When ordering, please mention The Exchange

A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?
More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass
Pecky Cypress for Bench Lumber Cypress Clapboards and Boarding
ASK FOR CIRCULAR E
The A. T. Stearns Lumber Co.
NEPONSET--BOSTON, MASS.

When ordering, please mention The Exchange

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest, and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.
HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., INC.
Cambridge, Mass.

When ordering, please mention The Exchange

F. E.—ALIVE AND UP-TO-DATE

MASTICA

FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.
F. O. PIERCE CO., 12 W. Broadway, New York

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 75c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

When ordering, please mention The Exchange

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either } New York: Box 100 Times Square Station. Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED -As superintendent on private estate. 20 years' experience in all branches of horticulture and estate work. 4 years in charge of estate in England, 6 years' American experience. U. S. citizen. Practical manager. Married, 1 boy of 8 years. G. Wyatt, Natural Bar Hills, N. J.

SITUATION WANTED—By head gardener, of first-class experience and ability, to take charge of private place. Have had life experience in growing fruit, flowers and vegetables, under glass and outdoor; well up in rock plants and perennials. English, age 47, married. Address C. D. care The Florists' Exchange.

SITUATION WANTED—As foreman, or charge of greenhouses, by first class grower of Christmas and Easter stock, Orchids, 'Mums, Carnations and general cut flowers; Cyclamen a specialty; good propagator. Can handle help. Excellent references; 20 years' experience. Single. Address C. F. care The Florists' Exchange.

SITUATION WANTED—As head gardener or foreman; first-class grower of flowers, vegetables and fruits, under glass and outdoors; landscape expert; also take care of live stock. Married; small family; 37 years of age; best references. Address C. A. care The Florists' Exchange.

SITUATION WANTED—By experience propagator and grower of Orchids and general line of pot plants, Roses, Carnations, 'Mums, etc. Good executive abilities. Scotsman; age 48; single; reliable. State wages you offer. Address Hortus, Idlewild, Millerton, N. Y.

SITUATION WANTED—By grower; English. Over 20 years' experience in Roses, 'Mums, Carnations, Sweet Peas, etc. Private or commercial. Sober and reliable. Married; 2 children Please state salary. Address C. E. care The Florists' Exchange.

SITUATION WANTED—As head gardener, by a first-class Swedish gardener, on private estate. Experienced in all branches of gardening; eight years in present place. Best of references; age 46; married; small family. Please state salary. Address C. M., care The Florists' Exchange.

SITUATION WANTED—By an experienced grower of Mushrooms, Tomatoes and Cucumbers. Near New York or Philadelphia preferred. Middle aged. Address A., 153 Spring st., Medford, Mass.

SITUATION WANTED By foreman-grower. German birth, 46, 22 years in U. S., citizen First-class all round grower, Carnations and 'Mums a specialty. Address C. C. care The Florists' Exchange.

SITUATION WANTED—By Englishman, age 32, married, 2 children, on private place, in or near Hartford, Conn. Experience in all branches, under glass and outdoor. Address Gardener, care The Florists' Exchange.

SITUATION WANTED—As storeman, decorator or buyer. Life long experience in every branch of the trade. Open for engagement now or later. State salary in first letter. Address C. G. care The Flurists' Exchange.

SITUATION WANTED -By A 1 Sweet Pea grower, where large houses and solid beds are used and first-class stuff is wanted. Best of references. Address C. L., care The Florists' Exchange.

HELP WANTED

WANTED

ROSE GROWER to take care of section. Good wages and good opportunity.

The McCallum Co., Evans City, Pa.

WANTED—Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties.
T. Malbranc, Johnstown, Pa.

WANTED—By September 1st, Foreman in small commercial place. Principal duty will be to grow first-class stock, mostly potted, for our own retail trade. Good wages, nice house on place, liberal working conditions. A competent man of good character will be appreciated. F. E. Palmer, Inc., Brookline, Mass.

We are looking for a man to take entire charge of landscape work and outside planting for small commercial nursery. Neat appearance and good selling ability essential. Kindly state age and nature of experience. Good wages to the right party. Brainard Nursery & Seed Co., Thompsonville, Conn.

MEN OR WOMEN—Part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit.
Weeks Nursery Co., Newark, New York State.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—Gardener, assistant, small country home near New York; position all year round. Write, stating experience, reference, nationality and salary expected. Address C. B. care The Florists' Exchange.

MAN WANTED—Salary no object. Elderly preferred. Capable and good executive ability for a busy and medium priced trade. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—A competent gardener to take care of gentleman's place and small greenhouse. Permanent position. Inquire of Fedor Schmidt, 443 4th av., N. Y. City, or 117 Dannell Low Terrace, New Brighton, S. I.

WANTED—Assistant foreman in Orchid department. Good salary; permanent position. Only those having the necessary experience for such a position need answer. Thomas Young, Jr., Beechwood Heights Nurseries, Bound Brook, N. J.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—A young lady clerk and designer for retail flower store. State age, salary expected and references in first letter.
John Reck & Son, Bridgeport, Conn.

WANTED—By Sept. 15th, first-class store man. Only one with first-class store experience need apply. State age and salary expected, also send reference. T. Malbranc, Johnstown, Pa.

WANTED—Assistant in Rose plant. Good wages. Swede preferred. House furnished, if married. Address C. K., care The Florists' Exchange.

WANTED -Working foreman, at once; retail. Two miles from Boston. Permanent position. State wages expected.
J. W. Howard, 328 Broadway, Winter Hill, Mass.

WANTED—Seedsman; capable and experienced; real opportunity; permanent position. State experience and salary wanted.
Schultz' Seed Store, Washington, D. C.

WANTED—Man, with some experience, to work in Rose houses. Wages, $20.00 per week; extra pay for Sunday work; half day Saturday.
Alfred Burton, Chestnut Hill, Philadelphia, Pa.

WANTED—Grower of Carnations and Chrysanthemums. Steady position with good wages
John Reck & Son, Bridgeport, Conn.

WANTED—Storeman and designer, for steady work. References required. State salary desired. Address B. B. care The Florists' Exchange.

WANTED -Experienced man for pot Roses, Cyclamen, 'Mums and bedding stuff. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

WANTED—A girl for florist store, one able to make-up. Hours: 8 to 5:30. Address A. H., care The Florists' Exchange.

WANTED—Two gardeners for general greenhouse work. Apply to Frank Manka, Gravesend and Ft. Hamilton ave., Brooklyn, N. Y.

WANTED—Several gardeners for landscape and general outdoor work.
Alb. Millard, Supt. Greystone, Yonkers, N. Y.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
Seedlings		$9.00
2½-in., extra heavy	$4 00	35.00
2½-in., lighter grade	3.50	30.00
3-in., heavy	7.00	60.00
4-in., heavy	12.00	

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS Plumosus—Strong plants, for 4-in. pots, $3.00 per 100. Cash.
S. M. Godbey, Waldo, Fla.

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2½-in. 3c.,
W. C. Ehmann, Corfu, N. Y.

ASPARAGUS SPRENGERI—2-in. at $3 00, 3-in. at $6.00 and 4-in. at $10.00. Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

BEGONIAS

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnati and Lorraine, 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. Chatelaine, 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

	Per 100
Melior. Best of winter-flowering Begonias. Strong, young plants	$20.00
Strong, 3-in. plants	30.00

Mrs. J. A. Peterson. 3-in. plants. 35.00
J. A. Peterson & Sons, Westwood, Cincinnati, O.

CALCEOLARIAS

CALCEOLARIAS—Stewardii, 2¼-in., $8.00 per 100; Golden Gem, 2¼-in., $8.00 per 100; Golden Bedder, 2¼-in., $8.00 per 100; Hybrida, 4½-in., $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100. $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

Continued on Next Column

STOCK FOR SALE

CALLAS

SOUND CALLAS—Free Samples
1 to 1½-in., $4.50 per 100; $42.00 per 1000
1½ to 2 -in., 7.00 per 100; $65.00 per 1000
2 to 2½-in., 9.50 per 100; 90.00 per 1000
2½-in.and up,$11.50 per100; $110.00 per 1000
Ready in September
Midsummer seed list now ready, write
Vaughan's Seed Store, Chicago and New York

CALLA ÆTHEOPICA
Dormant mammoth bulbs, New Jersey-grown, 7 to 9, $3.00 per doz., $20.00 per 100.
CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CALLAS—Bulbs, clean and healthy. See display ad., page 283.
Roman J. Irwin, 108 West 28th st., New York

CARNATIONS

CARNATIONS
There's a difference between Plants Cheap and Cheap Plants. The following are not cheap, neither is the quality; it pays to buy the best.

	100	1000
Cottage Maid	$7.00	$60.00
Miss Theo	6.00	55.00
Mrs. C. W. Ward	6.00	55.00
Alice	6.00	55.00
Enchantress	7.00	60.00
Mrs. Siegwart (Salmon Pink)	7.50	65.00
Merry Christmas	8.00	75.00
Belle Washburn	8.00	75.00
Nebraska	8.00	75.00
Aviator	7.50	65.00
Victory	7.00	60.00
Beacon	7.50	65.00
Matchless	6.00	55.00
White Enchantress	7.50	65.00
White Perfection	7.00	60.00
White Wonder	7.50	65.00
Alma Ward	6.00	55.00
Old Gold	8.00	75.00
Dorothy Gordon	7.50	65.00

Packing and boxes at cost.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS
Exceptionally strong, well grown field plants.

	100	1000
WHITE		
Matchless	$7.00	$60.00
PINK		
Alice	6.00	40.00
Mrs. Ward	7.00	65.00
Miss Theo	6.00	50.00
Albert Roper	7.50	65.00
Chas. Siegwart	8.00	65.00
RED		
Victory	7.50	65.00
Beacon	7.50	65.00
Belle Washburne	7.50	65.00
Nebraska	7.50	65.00

Other varieties not listed are quoted on application.
Boxes and packing charges to be added.
S. S. PENNOCK COMPANY
1608–20 Ludlow street, Philadelphia, Pa.

FIELD-GROWN
CARNATION
PLANTS
Matchless, Alma Ward
C. W. Ward, Alice, A. Roper
$7.00 per 100
$60.00 per 1000
250 at the 1000 rate
Plants are very scarce, but we still have unsold a large quantity of the above varieties. Extra fine plants, free from disease and you will be pleased with them.
The Leo Niessen Co.
Philadelphia Pa.

FIELD-GROWN CARNATIONS

	100	1000
3000 Cottage Maid	$8.00	$75.00
2000 Matchless	7.00	60.00
2000 White Wonder	7.00	60.00
1000 Aviator	8.00	75.00
1000 Belle Washburne	8.00	75.00
2000 Benora	8.00	75.00
800 Alice	7.00	
300 Nancy	7.00	

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CARNATION PLANTS
Field-grown
We can supply excellent stock of White Enchantress, Enchantress and Matchless. Send your orders to us to be assured of satisfaction. Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from parties not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

CARNATIONS—Field-grown. White Enchantress, White Wonder, Matchless, Perfection, Enchantress, Enchantress Supreme, Mrs. C. W. Ward, Beacon. $7.00 per 100, $60.00 per 1000. Prices on other varieties on application. Roman J. Irwin, 108 West 28th st., New York.

FIELD GROWN CARNATION PLANTS

Excellent plants	Per 100	Per 1000
5000 Matchless	$6.00	$55.00
Doris	6.00	55.00

FRANK P. PUTNAM
P. O. Box 12 Lowell, Mass.

Continued on Next Page

STOCK FOR SALE

CARNATIONS

3000 MATCHLESS CARNATIONS, A No. 1 field-grown stock, $6.00 per 100. Also a few hundred large Evergreens, at a bargain, such as Costa Glauca, Blue Spruce, Juniper Virginiana, American Arborvitæ, and Hemlock. For particulars, write to Jas. J. McManmon, Florist and Nurseryman, Lowell, Mass.

CARNATIONS—Field-grown, clean, healthy plants: 900 White Enchantress, 150 H. Fenn, 1st size plants, $7.00 per 100; 500Matchless, $4.50 per 100; 1650 White Enchantress; 400 Supreme, 150 Ward, 2nd size, $3.00 per 100. Cash with order. The Chatham Floral Co., Chatham, N. Y.

CARNATIONS—C. W. Ward, Enchantress, Enchantress Supreme, Yellow Prince, White perfection, White Enchantress; a few of a dark red seedling. These plants are clean and of good size. Will sell cheap to clean up field. Le Cluse & Le Cluse, Blue Point, L. I., N. Y.

CARNATIONS—1000 White Enchantress, first size, $6.00 per 100; second size, $3.50 per 100. Cash with order, please. Sample on request John E. Hand & Son, Florists, Center Moriches, N. Y.

CARNATIONS—White Enchantress and White Wonder. Extra heavy plants. Satisfaction guaranteed. $50.00 per 1000, $6.00 per 100. S. Kahn, Signs Road, Bull's Head, Staten Island, N. Y. Telephone, West New Brighton, 131-J.

Extra heavy field-grown Carnation plants 500 Matchless, 4000 Enchantress, 500 Philadelphia, 500 White Wonder, $7.00 per 100. Cash with order, please. Packed lightly and carefully. Dobbs & Son, Auburn, N. Y.

CARNATION PLANTS—Field-grown. White Wonder, $6.00 per 100, $55.00 per 1000; White Perfection, $6.00 per 100, $50.00 per 1000; Alice, $5.00 per 100, $45.00 per 1000. Cash with order, please. John Weston, Valley Stream, L. I., N. Y.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless. $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—From the field, fine plants. White Wonder, Beacon, Enchantress, Good Cheer. $6.50 per 100, $60.00 per 1000.
Quidnick Greenhouses, Inc., Anthony, R. I.

CARNATION PLANTS—Matchless, White Enchantress, White Wonder, Fenn, Winsor, Philadelphia. $6.00 per 100. Cash.
Chas. H. Green, Spencer, Mass.

CARNATIONS—Field-grown Pink Enchantress, $5.00 per 100, $40.00 per 1000.
Philip Haas, College Point, L. I.

1000 MATCHLESS, fine plants, $50.00 per 1000.
Tripp Floral Co., Walton, N. Y.

CARNATIONS—Field-grown. Matchless, $6.00 per 100, $50.00 per 1000.
Leonard Cousins, Jr., Concord Junction, Mass.

CHRYSANTHEMUMS

CHRYSANTHEMUMS—Large flowering, Anemones, Pompons and Singles. Nice, young plants, from 2¼-in. pots: Polly Rose, Pac. Supreme, G. Queen, Cullingfordi, Greystone, Overbrook, Buckingham, G. Mensa, Hilda Wells, etc., $3.00 per 100, $27.50 per 1000. Smith's Ideal, Enguehard, Chrysolora, L. Dotty, W. Beauty, Sov. d'Or, Percilla, Isabelle, etc., $3.25 per 100, $30.00 per 1000. Oconto, Eaton, M. R. Morgan, Nordi, Garza, Yellow Garza, etc., $3.50 per 100, $30.00 per 1000. Smith's Imperial, Helen Lee, Barbara Davis, Little Gem, Hilda Canning and many other valuable varieties of later introduction at the reduced price of $3.50 per 100. R. C. at half the above price.
Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUM
A fine assortment of Pompons in all colors. From 2¼-in. pots only, $3.00 per 100. Not less than 25 of a variety at hundred rate.
Elmer D. Smith & Co. Adrian, Mich.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready for August delivery. $5.00 per 100
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

CINERARIAS—Finest mixed, Dreer's Prize Dwarf strain, $5.00 per 100. See Primulas and Dracaenas. Wettlin Floral Co., Hornell, N. Y.

CINERARIAS—2¼-in. See display, page 283. Roman J. Irwin, 108 West 28th st., New York

CROTONS

Fine, well-grown stock; the best commercial sorts; all named varieties.

	100
2½-inch, extra heavy	$20.00
4-inch, extra heavy	40.00
5-inch, heavy	60.00
5-inch, extra heavy	75.00
6-inch	$1.50, $1.75 and $2.00 each.

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

CYCLAMEN

CYCLAMEN—Fine, large plants, mixed colors, ready to shift. 3-in., $10.00 per 100; 4-in., $18.00 per 100; 5-in., $30.00 per 100. Edward Whitton, City and Green sts., Utica, N. Y.

CYCLAMEN—See display ad. page 283.
Roman J. Irwin, 108 W. 28th st., New York.

Continued on Next Column

STOCK FOR SALE

CYCLAMEN

CYCLAMEN SEED
Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavander, No better strain anywhere.
Daybreak. Harvested April and May, 1918.
$12.00 per 1000 seeds, net.
J. A. Peterson & Sons, Westwood, Cincinnati, Ohio

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

	100	1000
Boston Yellow, 2-in	$5.00	$40.00
Boston Yellow, 2¼-in	7.00	60.00
Shasta, 2-in	5.00	40.00
White Marguerites, 2¼-in	6.00	50.00

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

DRACÆNAS

DRACÆNA—In varieties, as Terminalis, Stricta Granda, Lord Wolsely. Nice, well established plants, out of 4½-in. pots, $9.00 per doz. Packing charges, 50c. for each $10 value. Cash with order, please. Anton Schultheis, 316- 19th st., College Point, L. I., N. Y.

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

POT-GROWN DRACÆNA INDIVISA
4-in. plants, grown in the house, 12c. Cash, please. B. C. Blake Co., Springfield, Ohio.

DRACÆNA INDIVISA—6-in. 45c., 5-in. 30c., 4-in. 15c., 3-in. 8c.,
W. C. Ehmann, Corfu, N. Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat. Bird's Nest Ferns Asplenium, 200 in flat, $7.50 per flat. Bird's Nest Ferns, 2¼-in., $12.50 per 100; 3-in. 25c. each; 4-in. 50c., each; 5-in. 75c. each; 6-in. $1.00 each; 7-in. $1.50 each. Ferns for Fern Dishes: well established, in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100, 5-in. of above, 50c. each. Boston, 2¼-in., $5.00 per 100, $45.00 per 1000; Roosevelt, $5.00 per 100, $45.00 per 1000 Teddy Jr., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per100, $50.00 per 1000; bench-grown, 5-in., fine plants, $5.00 per doz., $45.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 West 28th st., New York

Special offer in Kentia Belm. and Table Ferns.
KENTIA Belm: Clean, thrifty stock, from seed bed, at $30.00 per 1000; strong 2¼-in., ready for shift, at $10.00 per 100, $90.00 per 1000.
CYRTOMIUM Falc. and Aspedium: strong 2¼-in., ready for shift, $4.50 per 100, $40.00 per 1000.
FERN SEEDLINGS: Bushy, undivided clumps. Satisfaction guaranteed at $1.25 per flat. Cash with order, please. Louis Hansen Co. 176 Paterson Turnpike, North Bergen, N. J.

FERNS. Good, heavy plants.	100	1000
Scottii, Teddy Jr., 2½-in	$6.00	$55.00
Boston, 2½-in	6.00	50.00
Scottii, Harrisi, 3-in	12.00	110.00
Norwood, 2½-in	8.00	75.00
Scottii, Teddy Jr. and Boston, 3½-in	18.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building Philadelphia, Pa.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 3½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000 Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

Continued on Next Column

STOCK FOR SALE

FERNS

POT GROWN FERNS
Boston, 2-in. 4c., 3-in. 12c., 4-in. 16c., Roosevelt, 2-in. 4½c., 3-in. 12c., 4-in. 16c. Elegantissma Compacta, 2-in. 4c., 4-in. 20c., Whittmani, 2-in. 5c., 3-in. 16c., 4-in. 18c. Cash, please.
B. C. Blake Co., Springfield, Ohio

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 285.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in	$0.60	$3.50
½-in	1.00	6.00
⅝-in	1.50	10.00
¾-in	2.50	18.00
⅞-in	3.00	25.00

PAPER WHITES

12 cm	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

FREESIA PURITY—for high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
⅜ to ½-inch	$3.00
½ to ⅝-inch	6.00
⅝ to ¾-inch	9.00
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed

	1000
⅜ to ½-in	$4.00
½-in. plump	6.00
½ to ⅝-in	7.50
⅝ to ¾-in	12.00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

FREESIA PURITY
Best California grown stock
½inch up, $6.00 per 1000
⅝-inch up, 10.00 per 1000
Also a few ¾-inch at $16.50, sold only with above.
Terms – Cash with order or C. O. D.
Expressage is about 50c. to 90c. per 1000.
C. C. MORSE & CO.
Bulb Dept., San Francisco, Cal.

GREENHOUSE GROWN FREESIA PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in	$12.00
½-in. to ⅝-in	15.00
⅝-in. to ¾-in	18.00
Bulblets, flowering size	4.00
Bulblets, small	2.00

Cash with order, please,
George E. Lasher, Great Neck, L. I.

FREESIA PURITY
Selected bulbs
½-inch $9.00 per 1000
½ to ⅝ inch $14.00 per 1000
Ready now.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

FREESIA PURITY
The best California stock and full size.
⅝-inch $13.00 per 1000
½-inch 9.00 per 1000
S. S. PENNOCK COMPANY
1608–20 Ludlow st., Philadelphia, Pa.

FREESIA PURITY BULBS—½-in., $5.00 per 1000; ⅝ to ¾-in., $8.00 per 1000; 1-in., $15.00 per 1000. Sample on request. Cash with order. Mrs. A. Hamblin, R. F. D. 2, Poughkeepsie, N. Y.

15,000 FREESIA PURITY—¾-in., $8.00 per 1000; 5000, 2d. size, $5.00 per 1000; 15,000 Alba, ¾-in., $7.50 per 1000.
Charles E. Lenker, Florist, Freeport, L. I., N. Y.

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. John C. Daly, 1510 Hack. Plank Road, North Bergen, N. J.

GARDENIAS

GARDENIA Veitchii—Only 1000 left; guaranteed free from disease. Extra large plants, in 2½-in. pots, as good as 3-in., $10.00 per 100, $90.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GENISTA

GENISTA—3½-in., $15 per 100.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order. No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

Continued on Next Column

STOCK FOR SALE

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today.
S. A. Nutt, Buchner, Poitevine, Doyle, La Favorite, Castellane, Perkins, Rooted Cuttings, $3.00 the 100, $20.00 the 1000; Ricard, Helen Michell, Tiffin, De Presilly, Improved Poitevine, Duc de Montmort, Rooted Cuttings, $3.50 the 100, $25.00 the 1000.
Cash, or satisfactory reference from parties not having an account with us.
Ready for September delivery.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, 2¼-in. Cash. $3.00 per hundred. John C. Daly, 1510 Hackensack Plank Road, North Bergen, N. J.

HARDY PERENNIALS

Strong seedlings of Delphinium Belladonna, Chinensis, Formosum, $5.00 per 1000; Coreopsis lanc. grand., Sweet Williams in varieties, Hardy Pinks, Stokesia, English Daisies, $3.00 per 1000; 50c. per 100. Satisfaction guaranteed.
J. Dvorak, Florist and Nurseryman, Flushing, N. Y.

HYDRANGEAS

Nicel arge plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouillere, Mme. Maurice Hamar La Lorraine, Gen. DeVibraye, Souvenir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35.00
4	30.00
3	20.00
2, 4½-inch	15.00

Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FRENCH HYDRANGEAS—5-in. and 5½-in. 6 to 10 flowering shoots, 3 plants in a pot $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

IRIS

IRISES—Plant now to have strong divisions of the following varieties:
At $5.00 per 100: Albert Victor, Catarina, Florentina alba, Her Majesty, Nuebelengen, Madame Chereau.
At $8.00 per 100: Mrs. Neubronner, Rhein Nixe, Queen of May, Ingeborg, Lohengrin, Princess Victoria Louise.
At $10.00 per 100: King of Iris, Pallida dalmatica, Maori King, Junita, Walhalla, Princess Royal.
Japanese Iris, our Royal collection, at $10.00 per 100.
Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

IRIS -Fine. Cherion, Honorabilis, Tendresse, Plumerii, Speciosa, Spectabilis, $2 25 per 100. Parcel Post prepaid. Nibalungen, $5.50 per 100. Parcel Post prepaid.
John F. Rupp, Shiremanstown, Pa.

50,000 IRIS—Large flowering, 4 best varieties: purple, blue, yellow and white. $12.00 per 1000, $7.00 per 500 shoots. Day Lilies, $2.00 per 100. Cash.
Albert Fuchs, 803 Sheridan Road, Chicago, Ill.

IVY

IVY—English, out of 2-in. pots, 3 to a pot, from 10 to 15 in. long, fine stuff. $3.00 per 100. Cash. Frederick Holtke, Cor. 5th & Broad sts., Carlstadt, N. J.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—The two best varieties to grow for Christmas are Cleveland and Orange Queen. We offer the stock of a specialist who has won great renown in developing this plant to perfection.
3-in., $10.00 the 100
4-in., $15.00 the 100
Add 50c. to each $10.00 value for packing charge.
Cash or satisfactory reference from parties not having an account with us
Cotter Granger Co., Jamestown, N. Y.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each month.
6–8-in., 400 bulbs to case $21.00
(1000 for $45.00)
7–9-in., 300 to case 21.00
Baby cases, 100 bulbs 7.50

LILIUM RUBRUM	100	1000
8– 9-in., 200 to case	$7.00	$65.00
9–11-in., 140 to case	10.00	95.00

LILIUM AURATUM

9–11-in., 100 to case	9.50	90.00

Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

Continued on Next Page

STOCK FOR SALE

LILIES

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.
Single nose..... $20.00 per 1000
Double nose..... 30.00 per 1000
JOHN R. WALSH, 502 California st., San Francisco, Cal.

LILY OF THE VALLEY STORAGE

LILY OF THE VALLEY—250, $8.00; 500, $15.00; 1000, $30.00. Vaughan's Seed Store, New York.

MYOSOTIS

MYOSOTIS—The earliest and finest winter-blooming Forget Me Not. Grow along the edges of Carnation benches. 2¼-in. plants, $3.50 per 100, $30.00 per 1000.
Fred H. Lemon & Co., Richmond, Ind.

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

Lot of specimen Evergreens, from 10 to 20 ft. high: Colorado Blues, Austrian Pines, Norway Spruce, Retinospora Veitchii, Pyramidal Arborvitæ, Cedars, etc. Norway Maples, Schwedleri Maples. Also large Cal. Privet specimens, 20 ft.
Wm. Bryan, Elberon, N. J.

AMERICAN GROWN OR IMPORTED—For florist or nurseryman, landscaping or forcing, decorative or ornamental. Let us appraise your wants. A. Rolker & Sons, 51 Barclay st., New York City.

ORCHIDS

450 Cattleya Orchids at $1.50 and $2.00 each; big bargain. Cash.
Edward Leith, P. O. Box 301, Edgewood, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	**$6.00**
Pandanus Veitchii, from open, for 4-in. pots	**8.00**
Pandanus Veitchii, from open, for 6 in. pots	**12.00**

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

PANSIES

PANSIES—Fine plants, grown from good strain seed. 50c. per 100, $4.00 per 1000. Cash.
Fisher Bros., Chambersburg, Pa.

PELARGONIUMS

PELARGONIUMS—See page 283.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

It requires no coal to grow PEONIES.
The following special offer for early order the best commercial cut flower varieties, selected,

Umbellata Rosea. Earliest, light pink		$30.00
Edulis Superba. Very early, deep pink	15.00	$120.00
Madame de Verneville, Early, white	15.00	120.00
Festiva maxima, Early, white	15.00	120.00
Duchess de Nemours. Early, white wonderful bloomer	15.00	120.00
Mons. Jules Elie. Early, pink	35.00	
Floral Treasure. Midseason, pink	15.00	120.00
Venus. Midseason, pink (beautiful)	30.00	
L'Eclantante. Midseason, red (fine)	15.00	120.00
Felix Crousse. Midseason, red	25.00	
Couronne d'Or. Late white	15.00	120.00

Boxes and packing extra at cost
C. U. Liggit, Wholesale Plantsman,
325 Bulletin Building Philadelphia, Pa.

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, midseason, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.
Harmel Peony Company, Berlin, Md.

PAEONIAS—Strong, field-grown plants, $2.50 per 10, $20.00 per 100. Festiva maxima, Golden Harvest, Queen Victoria. Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

PEPPERS

PEPPERS—Bird's Eye or Xmas Joy. 3 plants in a pot; bushy. $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

POINSETTIAS

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—See page 283.
Roman J. Irwin, 108 W. 28th st., New York.

Continued on Next Column

STOCK FOR SALE

POINSETTIAS

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000.
Strafford Flower Farm, Strafford, Pa.

PRIMULAS

Primulas with a reputation,
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermensina.
Other varieties later.
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots,
$4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N. J.

PRIMULA MALACOIDES
Good, strong stock, from 2¼-in. pots, $3.50 per 100; extra strong 3-in. plants, $7.50 per 100. Immediate delivery.
Humm-Wainwright Co.
Oberlin Ohio

PRIMULA OBCONICA—2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, Mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; Malacoides Townsendii, giant flowering, 2¼-in., $6.00 per 100, $55.00 per 1000; Kewensis, yellow, 2¼-in., $5.00 ber 100. Roman J. Irwin, 108 W. 28th st., N. Y.

PRIMULAS—Have ready for immediate shipment, 10,000 fine, heavy 2¼-in. Obconica Primroses, mostly Gigantea, colors being Kermesina, Rosea, Lilacina, Violetcina, Apple Blossom mixed, with or without white. All shipments packed in moss to insure moisture in the event of express delay. Best selection, $5.00 per 100, $45.00 per 1000; Malacoides (for Xmas), ready Aug. 25th to Sept. 15th, 2¼-in., $4.00 per 100. Cash with order. Jos. H. Cunningham, The Primrose Man, Delaware, Ohio.

PRIMULA	2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market		$5.00	$45.00
Chinensis		5.00	45.00
Malacoides, common strain		5.00	45.00
Malacoides, Rohrer strain (new)		6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULA Obconica, Gigantea and Grandiflora. From 3-in. pots, $7.00 per 100.
PRIMULA Chinese and Malacoides. From 3-in. pots, $7.00 per 100.
See Cinerarias.
Wettlin Floral Co., Hornell, N. Y.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50; 3-in., $6.00 per 100. Malacoides, 2-in., $3.50 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA malacoides rosea—Fine plants, from 2¼-in. pots, August and September, $3.50 per 100, $30.00 per 1000.
Fred H. Lemon & Co., Richmond, Ind.

PRIMULA MALACOIDES—2½-in. Ready end of August. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA—2¼-in. at $4.00 per 100. Henry Smith, Grand Rapids, Mich.

ROSES

ROSES–OWN ROOT

	100	1000
Sunburst, 3-in	$12.00	$100.00
3½-in	18.00	150.00
American Beauty, 3-in	12.00	100.00
Double W. Killarney, 3½-in	18.00	150.00
Hoosier Beauty, 3½-in	18.00	150.00
Ophelia, 2½-in	7.00	60.00
3-in	12.00	100.00
3½-in	15.00	
White Killarney, 3½-in	15.00	
Rosalind, 3½-in	25.00	
Columbia	30.00	250.00
Mrs. Geo. Shawyer, 3-in	12.00	100.00

C. U. LIGGIT
Office: 325 Bulletin Bldg., Philadelphia, Pa.

ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00
Sunburst	12.00	
Madam Collette Martinette	12.00	
Columbia, own root	30.00	
Ophelia Supreme, grafted	30.00	
My Maryland, 4-in	12.00	100.00
Mrs. George Shawyer	12.00	100.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

ROSE PLANTS—Jonkheer J. L. Mock, 3½-in., $7.00 per 100, $60.00 per 1000; Cecil Brunner, 2½-in., $5.00 per 100, $40.00 per 1000; 250 plants at the 1000 rate. Brant Bros. Inc., Utica, N. Y.

Continued on Next Column

STOCK FOR SALE

ROSES

Now ready, in strong plants, from 2½-in. pots, P. and W. Cochet, $4.50 per 100, $40.00 per1000; Am. Beauty, A. Rivoire, F. R. Patzer, K. A. Victoria, Meteor, Mrs. C. Hall, P. and W. Killarney, Radiance, $5.00 per 100, $45.00 per 1000; H. Beauty, Mrs. F. Dennison, Red Radiance, Tipperary, Ward $5.50 per 100, $50.00 per 1000; Mme. Rostrand, Mrs. Chas. Russell, Rose-pink Ophelia, $10.00 per 100, $90.00 per 1000.
Leedle Co., Expert Rose Growers, Springfield, O.

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SANSEVIERA

SANSEVIERA—2¼-in., $12.00 per 100; 3½-in. $20.00 per 100; 4-in., $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
Northern Greenhouse Grown

Per 1,000 seeds	$3.50 per 1000
Per 10,000 seeds	3.00 per 1000
Per 25,000 seeds	2.75 per 1000

ASPARAGUS SPRENGERI SEED

Per 1,000 seeds	$1.50 per 1000
Per 10,000 seeds	1.25 per 1000

S. S. PENNOCK COMPANY
1608–20 Ludlow street, Philadelphia, Pa.

SWEET PEA SEED
We offer a complete list of all the best standard and commercial varieties, also the latest tested novelties. Seed ready for immediate delivery.
Send for our complete list
S. S. PENNOCK COMPANY
1608–20 Ludlow street Philadelphia, Pa.

PERENNIAL SEEDS—Cloxe Pinks (fine, sing and dbl. mixed), 75c. oz.; tr. pkt. 15c. Sweet William (best colors only), 25c. oz.; tr. pkt. 10c. Canterbury Bell (fine, sing. mixed), tr. pkt. 10c. Everblooming Hybrid Sweet. William (dbl. blood red), $1.00 oz.; tr. pkt. 25c.
Robert W. Yeo, North Bergen, N. J.

SWEET PEA SEED
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SMILAX—2½-in. pots, extra good plants, $35.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

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SMILAX—2¼-in., fine plants $3.00 per 100.
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Bronze Beauty	5.00	40.00
Phelps' White	5.00	40.00
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Nelrose	5.00	45.00

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SNAPDRAGON—New Enchantress, Bronze Beauty, Ramsburg's S. P. Nelrose, Giant White and Yellow. 2¼-in., $3.50 per 100, $30.00 per 1000. Seedlings, from flats, $1.00 per 100; transplanted and branching, $2.00 per 100. Mr. Smith, salesman for Michell's Seed House, says our plants cannot be beaten.
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STEVIA (double)—Exceptionally fine strain 2½-in., $4 00 per 100, $35.00 per 1000. C. U Liggit, Wholesale Plantsman, 325 Bulletin Bldg Philadelphia, Pa.

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 283.
Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

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VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and other varieties on application. Roman J. Irwin, 108 W. 28th st., New York.

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Continued on Page 289

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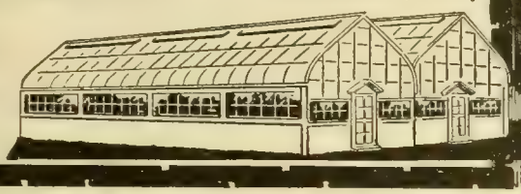

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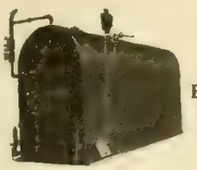

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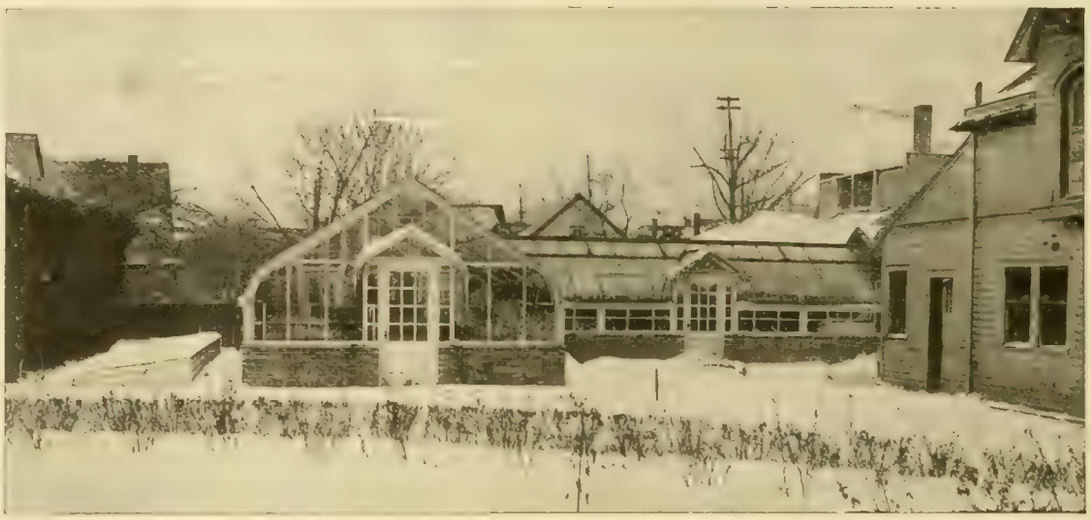

The L. H. Treadway L-shaped layout, at Cleveland, O.

The right hand house is 11 feet wide by 32 long. The other, 18 feet wide by 32 long.

Not Our Opinion, But A Big Builder's

ONE morning, along the middle of last Winter, I drifted into the dining-room of Hotel Statler, and bumped into an old business acquaintance, who is the president of a concern conducting large building operations. Knowing my connection with the greenhouse phase of building, he expressed a desire to see some of the Cleveland houses put up by the various greenhouse concerns.

Happily, I had my little red book along, containing a full listing of them.

So we hired a gasoline buggy and set out for the day.

This one of L. H. Treadway was the last one we saw.

He looked it over point by point, constantly asking questions of Robert Poole, the gardener.

Finally, he turned to me and said: "Well, I don't know who built this house, but whoever did, knew what they were about. It strikes me as the best piece of workmanship we have seen today."

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A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 9 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) AUGUST 31, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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12-in.	5.00
Muscosa and Smithii, 5-in.	.75
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Harrisii, 8-in	1.50
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6-in.	.50
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Rosalind and Silvia, 3½-in. pots, own root	$25.00

Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney and Killarney Brilliant, 3½-in. pots, own-root, $18.00 per 100, $150.00 per 1000.

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PHOENIX Roebelenii. Nicely shaped, 7-in. $2.00 to $2.50 each, 8-in. $3.00 $3.50 each.
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250 at 1000 rate

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Hardy English Ivy, Coleus, Swainsona and Fuchsia

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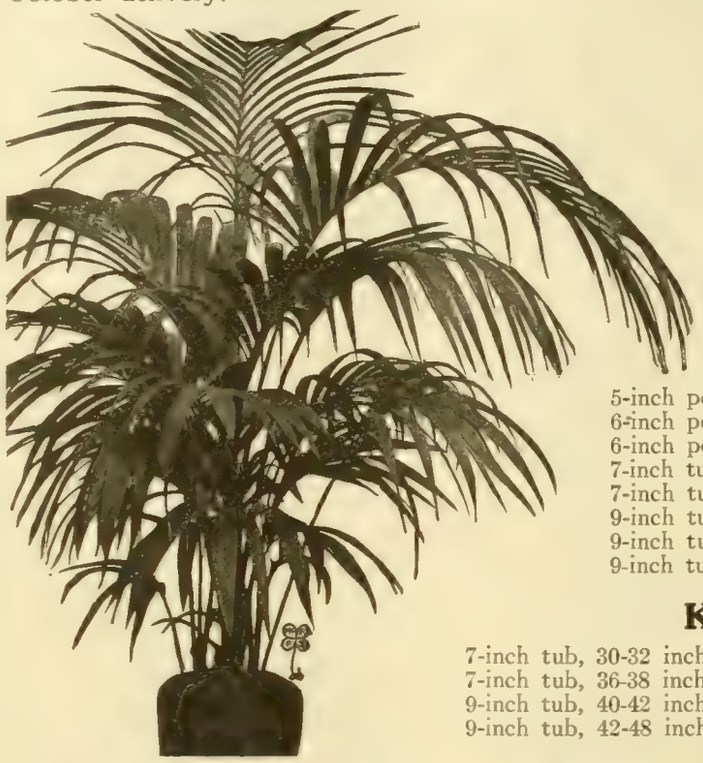

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CIBOTIUM Scheidei

(Ready in September)

9-inch tubs..... $5.00 each

PHOENIX Roebelenii

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5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
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7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
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7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
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PANDANUS Veitchii and **utilis** in from 6-inch pots to 16-inch tubs.

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List of Advertisers

These advertisers are catching the eye weekly of the most active buyers there are in the world for your good.

rt & Davidson, ...364
n, J. K. ...355
erican Bulb Co ...320
erson, J. F. ...333
erson, S. A. ...346
ine Mfg. Co. ...358
hmann Bros. ...330
hmann, Godfrey ...333
ley, Ernest ...346
lubon Nurs. ...334
nue Floral Co. ...349
ler Bros. ...348
ler, Wm. J. ...357
r, B. F. & Co. ...334
rows, Henry H. ...333
imer, A. R. ...348
r & Steinkamp ...332
ersdorier & Co. ...352
State Nurs., The.334
ven, E. A. ...352
kers' Cons. ...346
kets' Seed Store ...324
erow Floral Co. ...349
nb Floral Co., L. ...347
nett, C. A. ...334
termann Bros., Co.348
lidington Co., Inc. ...320
giano & Son, J. ...349
net & Blake ...355
ton Floral Supply Co. ...352
ve, M. A. ...349
un, J. B. ...324
itmeyer's Sons, J. ...348
wn, Peter ...333
wn Bag Filling Machine Co., The ...324
an, Alonzo J. ...330
kbee, H. W. ...350
oyard, A. T. ...349
nett Bros. ...329
pee, W. A. & Co ...329
ler & Ullman ...350
r Bros. ...332
twell Co., W. E 363
Caldwell the Woodsman Co ...352
Campbell Bros. ...333
Caplan, Florist ...346
Carbone, Florist ...346
Carnation Support Co332
Champion & Co., John N. ...349
Chicago Feed & Fertilizer Co. ...358
Chicago Flower Growers' Ass'n, The ...356
Childs, John Lewis ...325
Chinnick, W. J. ...330
Christensen, Thos. P. ...333
Clarke's Sons, D. ...349
Clay & Son ...358
Colonial Flower Shop.347
Conard & Jones Co. ..334
Cook & Son, David ...332
Coombs, Florist ...348
Cowee, W. J. ...352
Cowen's Sons, N. ...363
Craig Co., Robt. ...329
Grouch, Mrs. J. W. ..347
Crowl Fern Co. ...353
Cut Flower Exch. ...355
Danker, Florist ...346
Dards ...349
Day Co., W. E. ...351
DeBuck, John ...330
Donaghue, Alfred ...350
Dorner & Sons Co. ...332
Dreer, H. A. ...333-63
Drumm Seed & Floral Co. ...348
Eagle Wire Works. ...352
Eble, Chas. ...349
Edlefsen-Leidiger Co.349
Edwards' Folding Box Co. ...352
Emmans, G. M. ...330
Eskesen, Frank N. ...333
Fallon, Florist ...350
Fenrich, Joseph S. ...354
Fetters, Florist ...348
Fexy, D. ...355
Fillow Flower Co. ...332
Florists' Telegraph Delivery Ass'n 346
Foley Greenhouse Mfg Co. ...363
Ford, M. C. ...354
Ford, Wm. P. ...355
Fottler, Fiske, Rawson Co. ...324
Friedman, Florist ...347
Friedman, J. J. ...358
Froment, H. E. ...355
Frost, Chas. ...330
Galvin, Thos. E. ...349
Gasser Co., J. M. ...347
Giblin & Co. ...358
Girvin, Willis B. ...332
Gnatt Co., The Ove..353
Goldstein & Futterman ...355
Slug Shot Works..332
Hanford, R. G. ...332
Hardesty & Co. ...347
Harris S. G. ...334
Hart & Vick ...330
Hart, George B. ...352
Heacock Co., Jos. ...318
Heiss Co. ...347
Henshaw Floral Co...354
Hentz & Nash, Inc. ..355
Herr, A. M. ...333
Hess & Swoboda ...350
Hession ...349
Hews & Co., A. H. ...363
Highland Pk. Ghns..348
Hill Co., E. G. ...356
Hill Floral Co., E. G..347
Hill Nurs. Co., D. ...333
Hitchings & Co. ...363
Hollywood Gardens..351
Holm & Olsen ...351
Horan, E. C. ...355
Horn & Co., J. F. ...346
Hunt & Co., Wm. M.326
Irwin, R. J. ...327
Jackson & Perkins ...334
Jennings, E. B. ...329
Johnston Bros. ...350
Johnston & Co., T. J..350
Joseph's Florist ...351
Joy Floral Co. ...349
Kasting, Wm. F. Co..317
Keller, John A. ...348
Keller Pottery Co. ...363
Keller Sons, J. B. ...350
Kelway & Sons. ...329
Kerr, The Florist. ...348
Kervan Co., The. ...352
Kessler, Wm. ...355
Knoble Bros. ...347
Komada Bros. ...357
Kooyman Co., Inc.C..326
Kottmiller, Florist ..349
Kroeschell Bros. Co. ..363
Kuebler, Wm. H. ...355
Lager & Hurrell ...330
Lang Floral & Nurs. Co. ...347
Lange, A. ...347
Lange, H. F. A. ...351
Langjahr, A. H. ...355
Leahy's ...348
Leonard Seed Co. ...325
Liggit, C. U. ...333
Littlefield & Wyman.333
Lockland Lumber Co.364
London Flower Shop..350
Lord & Burnham Co. 364
Lovett, Lester C. ...334
Lovett, Inc., J. T. ...334
Ludwig Floral Co., E. C. ...350
Mackie, W. ...355
Macnair, Florist ...350
Mader, Paul. ...330
Malandre Bros. ...349
Marshall & Co., W. E.329
McCallum Co. ...352
McCarron, Miss. ...349
McClunie, Geo. G. ...348
McConnell, Alex ...349
McCullough Seed Co., J. Chas. ...324
McHutchison & Co..320-326
McManus, James. ...355
Meehan, C. E. ...357
Metarie Ridge Nursery Co., Ltd. ...349
Metropolitan Material Co. ...363-64
Meyer, Adolph. ...349
Michell Co., Henry F.329
Michigan Cut Flower Exchange. ...352
Michler Bros. Co. ...348
Miller, A. L. ...330
Mills, the Florist ...348
Mountain View Floral Co. ...332
Mullanphy, Florist ...350
Munk Floral Co. ...347
Murray, Samuel ...348
Murray, Florist ...349
National Florists' Board of Trade ...329
Neidinger Co., J. G. ..352
New England Florist Supply Co., Inc. ...356
Newton, W. J. ...330
Nicotine Mfg. Co. ...358
Niessen Co., Leo ...357
Nitrate Agencies ...358
Noe, L. M. ...355
Outpost Farm ...333
Ouwerkerk, P. ...334
Palmer, F. E 346
Palmer & Son, W. J. 347
Papworth, Harry ...349
Park Floral Co., The.347
Park Floral C. ...351
Parshelsky Bros., Inc.364
Peacock Dahlia Farms ...330
Peirce, E. Allen ...363
Penn, The Florist ...346
Pennock Co., S. S. ...357
Peters & Reed Pottery Co. ...363
Peters & Sons, Geo. ..332
Pfaff & Kendall ...363
Philips Bros ...349
Pierce Co., F. O. ...364
Pierson, Inc., A. N. ..317
Pierson Co., F. R. ...317
Pikes Peak Floral Co.347
Pillsbury, I. L. ...348
Pittsburgh Cut Flower Co. ...352
Polykranas, G. J. ...355
Pulverized Manure Co., The ...358
Purdie & Co., D. S. ..348
Ramsburg, G. S. ...329
Randall's Flower Shop 351
Randolph & McClements ...350
Rawlings, Elmer. ...330
Reck, John & Son ...346
Reed & Keller ...352
Reinberg, Peter ...356
Rice Co., M. ...352
Riedel & Meyer, Inc. 355
Ritchy, F. W. ...333
Robinson Co., H. M. 355
Robinson & Co., Inc., H. H. ...353
Rock Flower Co., W. ..348
Rodgers Floral Co. ...347
Roehrs Co., Julius ...330
Rosemont Gardens ...349
Rosary Flower Shop ..346
Royal Glass Works..363
Rumbley Co., The ...352
Rupp, John F. ...324
Salter Bros. ...350
Sauter, A. ...355
Sceery, Ed. ...350
Schling, Inc., Max., Seeds ...329
Schling, Inc., Max, Fowers ...349
Schmidt, J. C. ...330
Scholtz, the Florist, Inc. ...347
Schramm Bros. ...351
Schulz Co., Jacob ...348
Schwacke & Co., C. ..324
Scollay, John A. ...363
Scottwood Ghns. ...351
Scott, Florist ...347
Secaucus Exotic Nursery ...318
Serphos, Norman ...325
Sheridan, Walter F. ..355
Siebrecht, Geo. C. ...355
Sixth City Wire Wks.352
Skidelsky & Co., S.S.320-324
Skinner Irrigation Co.363
Smith & Fetters Co. ..347
Smith, Henry. ...348
Smith, P. J. ...355
Smith Co., W. & T. ..334
Smith & Co., Elmer D.332
Smith, the florist ...348
Snyder Co., B. A. ...356
Solomon & Son, L. ...363
Southern Evergreen Co. ...352
Spear & McManus ...348
Spokane Concrete Flower Pot Mch.Co.328
Steele's Pansy Gardens ...324
Storrs & Harrison Co.327
Strompf Co., H. ...352
Stumpp, Geo. E. M. .350
Stumpp & Walter Co.325
Swayne, Edw. ...334
Syracuse Pottery Co..363
Taepke Co., G. H. ..348
Taylor, Edw J. ...332
Thompson & Co., C.B.348
Thorburn & Co., J.M.320
Tomlinson Key Floral Co. ...348
Traendly & Schenck.355
United Cut Flower Co., Inc. ...354
Vaughan's Seed Store324-326
Vick's Sons, James ...329
Vincent, Jr., & Sons.317
Walker Co., The F. ..349
Watkins & Simpson.326
Water Cooled Culm Burning Grate Co..364
Wax Bros. ...346
Weber, F. H. ...351
Weeks Nursery Co., Inc., C. H. ...334
Weir, Inc., James. ..346
Welch Bros. Co. ...356
Welch, The Florist ..348
Westbury Nursery Co. ...334
Westman & Getz ...347
Whildin Pottery Co.363
Wilk, John ...325-29
Wilson, H. E. ...350
Wilson, R. G. ...346
Winteson's Seed Store ...356
Wolfinger, Florist ...349
Wood Bros. ...330
Woodruff & Sons, S.D.326
Young & Co., A. L. ..355
Young & Co., John ..355
Young & Nugent ...350
Young & Sons Co., C.351
Zech & Mann ...356
Zvolanek, Ant. C. 324

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

antum.. 317-27-32-33
sum. ... 330
ryllis ... 324
sia. ... 333
a ... 317-18
aragus..317-24-27-29-330-33
eas ... 334
nias... 317-27-30-32
s. ... 324-27
eris. ... 334
ding Heart ... 334
gainvilleas ... 327
s. ... 317-20-24-27
eolaria ... 324-27
ndula ... 324-26-27
as.... 320-24-25-27-32
nations.. 317-27-30-32
santhemums. ... 332
tum ... 318-33
rarias ... 324-27
natis ... 334
s. ... 317-33
us ... 317
ons ... 318
Flowers 354-55-56-57
rmen. 320-24-25-26-327-29-30
lias ... 330
odils ... 324
ses ... 324-27-29
orative Plants 317-29
phinium ... 329
thus ... 329
mena..317-18-27-30-33
... 334
nyma- ... 330
thorbia ... 317-27
ranea- ... 333-34
n Seeds ... 329
s.... 317-18-27-30-33
s. ... 317-18-27-30
etmenots ... 324
sia... 317-20-24-26-27
t Trees ... 334
sias ... 317-30
lenia ... 317
sta ... 327
nums 317-27-30-33
ophila 324-26-27
Heather. ... 330
Heliotrope ... 330
Hemlocks ... 333
Hollyhocks ... 329
Honeysuckle ... 330
Hunnemannia ... 326
Hydrangeas ... 327-34
Iris ... 325-34
Ivy ... 317-27-30
Japonica ... 334
Jerusalem Cherries...317-327-33
Kentias...317-18-26-27-33
Lantanas ... 330
Latania ... 317-18
Ligustrum ... 334
Lilac ... 334
Lilies. 317-20-24-25-27-34
Lily of the Valley.324-29
Lindens ... 334
Mignonette. 320-24-26-27
Myosotis ... 329
Myrtle ... 327
Narcissus ... 324
Norway Maple ... 334
Nursery Stock ... 334
Oaks ... 334
Onion Sets ... 324-25
Orchids ... 330
Palms ... 318-30-33
Pandanus ... 318
Pansies .320-24-26-27-29-330
Pelargoniums ... 327
Peonies ... 325-34
Perennials ... 327-29-34
Phlox ... 334
Phœnix ... 317-18
Poinsettias ... 317-27-30-33
Primulas 317-24-27-30-32-333
Primroses ... 324
Privet ... 334
Rhododendrons ... 334
Roses.... 317-27-30-32-34
Seeds .317-20-24-25-26-27-329-30
Shrub ... 334
Snapdragon.... 324-27-29
Smilax. ... 327-30-33
Solanum ... 333

Editorial Contents

Asters, Diseased ... 344
Candytuft, Waller's Giant Hyacinth-flowered (Illus.) 322, 326, 327
Clubs and Societies:
Nassau Co. (N. Y.) Hort. Society ... 329
Coal, Limitations upon Storage of Bituminous ... 337
Coal Situation, The ... 340
Connecticut Nurserymen's Ass'n. Convention "Close Ups" ... 337
Cooperation, Practical ... 342
Corporations Must File Returns. 336
Federation of Horticultural Societies, Meeting of the ... 336
Florist Soldiers, Our (Illus.) 345
Florists' Hail Ass'n of Amer. Annual Report of ... 334
Florists Help Save Big Crop... 342
Foreign Trade Opportunities.... 358
Heliotrope, An All Summer Blooming ... 362
Immortelles, Service Flag of.... 342
National Association of Gardeners 341
National Flower Show Committee, Report of ... 340
National Plant, Flower and Fruit Guild, The ... 342
New England States ... 362
New York, Northern, Notes from 354
Nursery Dept. (Illus.) ... 335
Obituary:
Danzer, Frank; White, John; Seidewitz, Edward A. ... 337
Pot Plants from Seed for Greenhouse ... 357
Production, Present-Day Cost of 340
Publications Received ... 354
Questionnaire to Florists, That.. 336
Retail Dept.:
Florists' Telegraph Delivery Meeting; Patriotic Window Display (Illus.) ... 347-351
Rose Gardens, Municipal, at Minneapolis ... 336
St. Louis Ladies Florists' Society, Reception by ... 341
Save Delay; Use Auto Delivery. 342
Saved Freight — Saved Delay — Got Fresh Plants ... 336
Seed Trade, The ... 325
Snapshots and Convention Echoes 342
S. A. F. and O. H.—Final Report 34th Annual Convention 321, 322, 338, 339, 340, 341
Delegates to Convention.....344
Southern States ... 345
Trade Exhibits, Report of Judges on ... 340

Trade Notes:

Boston ... 356
Chicago ... 356
Cincinnati ... 362
Cleveland ... 353
Columbus ... 362
Fort Wayne ... 352
Hartford ... 362
Houston ... 345
Indianapolis ... 358
Kalamazoo ... 362
Kansas City ... 357
Lancaster ... 354
Louisville ... 345
New Haven ... 362
Newport ... 362
New York ... 354
Philadelphia ... 357
Pittsburgh ... 362
Portland ... 358
Providence ... 362
St. Paul ... 362
San Francisco ... 358
Syracuse ... 354
Washington ... 345
Worcester ... 362

Vegetable Crops Under Glass and in the Open ... 327

Vegetable Growers Not to Hold Convention ... 329

Week's Work, The:

Godfrey Callas; Pansies; Mrs. Sanders Marguerites; Hollyhocks; Oriental Poppies and Foxglove; Bouvardias; Shipments from Long Distances; Notes for September; Schizanthus; Crops to Follow 'Mums; Erica translucens... 323

Spiræa ... 334
Stevia ... 327-30
Stocks ... 325-27
Swainsona ... 317
Sweet Peas .320-24-26-27
Sweet William..320-24-29
Trees ... 334
Tsuga ... 333
Vegetable Plants ... 330
Vegetable Seeds. .325-26-329
Vincas ... 330
Violets ... 327-30

MISCELLANEOUS

Aphine ... 327-58
Aphis Punk ... 327-58
Artificial Flowers ... 353
Bamboo ... 320
Baskets ... 352-53
Boilers ... 358-63
Boxes ... 352-53
Boxwood ... 353
Chiffon ... 352
Cycas Leaves ... 352-53
Cypress ... 363-64
Dagger Ferns ... 352-53
Directory of Reliable Retail Houses. 346-47-348-49-50-51
Evergreens ... 352-53
Ferns, Fancy ... 352-53
Fertilizers ... 332-58
Fittings ... 364
Florists' Accounts Insured ... 329
Florists' Supplies. 352-53
Flower Pot Machine..328
Fungine ... 352
Galax Leaves ... 353
Glass ... 330-63-64
Glazing Points ... 363
Grates ... 364
Greenhouse Construction ... 363-64
Greenhouse Material.363-364
Ground Bone ... 358
Ground Pine ... 353
Heating ... 358-63
Hose ... 363
Implements ... 320
Insecticides.... 320-32-58
Irrigation. ... 363
Laurel ... 353
Laurel Festooning 353
Lemon Oil ... 327
Lumber ... 363-64
Lycopodium ... 353
Magnolia Leaves. 352-53
Manure ... 358
Mastica ... 364
Moss ... 352
Nico-Fume ... 327
Nicoticide ... 327
Nikoteen ... 327-58
Oak Leaves ... 353
Paper Pots ... 363
Pecky Cypress 363-64
Pipe ... 330-63-64
Pipe Fittings ... 363-64
Plant Food ... 358
Posts ... 364
Pots ... 363
Princess Pine ... 353
Putty ... 363
Putty Bulbs ... 363
Putty Machines ... 363
Ruscus ... 353
Sash ... 363-64
Sea Moss ... 352
Seed Packets ... 324
Slug Shot ... 358
Smilax ... 352-53
Sphagnum Moss ... 353
Sprays ... 353
Stakes ... 320-32
Supports ... 332
Tanks ... 363
Tobacco Products 358
Toothpicks ... 358
Tubes. ... 364
Valves ... 363
Vermine ... 358
Wants ... 359-60-61-62
Wheat Sheaves ... 352
Wholesale Florists... 354-355-56-57
Wire ... 352
Wire Designs ... 352
Wreaths ... 352-53

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All strains of Winter-flowering Sweet Peas contain "rogues" both as to color and the Winter flowering characteristic. The Australian varieties are almost perfectly "fixed" in both respects and are better than the American sorts. Any late bloomers can be readily distinguished as they commence to branch an inch or two above the surface of the soil, whereas the Winter-flowering plants produce a straight vine and more pointed foliage, making no lateral growth until 15 to 18 inches above the surface of the soil. The late bloomers should be eliminated as soon as they can be distinguished.

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BLUE FLAKES. Deep blue, pencilled over a delicate gray white ground; the best blue to date.
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CONCORD CHARM. Delicate shades of white and blue; white wings and very light heliotrope standard.
CONCORD CHRISTMAS PINK SHADES. A Spencer strain of Christmas Pink coloring; as there is some variation in these they are offered as shades.
CONCORD COUNTESS. Most attractive tint of pink, the ideal flower color.
CONCORD COUNTESS IMPROVED. A larger and finer strain of Concord Countess, blush pink on white, ground, deepening at the edge of the standard. Pkt. (25 seeds.)
CONCORD CHIEF. Intense, rich deep maroon, massive Spencer form.
CONCORD DAYBREAK. Cream with standard heavily edge buff pink.
CONCORD EMPEROR. A rich glowing crimson, large blooms of excellent substance and very free flowering.
CONCORD EXQUISITE. Pale pink on rich cream ground, three on a stem. Pkt. (25 seeds.)
CONCORD PURPLE. Mauve purple, changing as the flower ages to purple blue.
CONCORD RADIANCE. A very striking shade of rosy magenta.
RUBY. A glowing light crimson-scarlet color.
SALMONEA. A rich, rosy salmon variety of great merit.
YARRAWA. Bright rose pink, with light wings, ¼ oz., (about 100 seeds), 35c., 1 oz., $1.00, lb., $12.00.

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	¼ oz.	Oz.	¼ lb.	Lb.
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Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
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Bridal Veil. Best pure white	.15	.50	1.50	5 00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
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Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8 00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.15	.50	1.50	5.00

	¼ oz.	Oz	¼ lb.	Lb.
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Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
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Salmon King		1.10	9.00
Salmon Queen		1.10	9.00
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Orchidæflora (Orchid Type)	.25	1.50	2.50

PANSY—Continued	Pkt.	¼ oz.	½ oz.
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FINAL REPORT 34th ANNUAL CONVENTION

Society of American Florists and Ornamental Horticulturists

SAINT LOUIS, AUGUST 20, 21, 22

Wednesday Morning Session, Aug. 21

he first business was the nomination of officers, of ch we have already made a record in our issue of Au. 24, page 296.

his was followed by an address on National Credits a Collections, delivered by F. S. Webb of Chicago.

National Credits and Collections

he question of credits and the best method to be used n extending of cre lit is a subject, so deep, so broad, of such st magnitude, has so many sidelights, byways and pitfalls, t the credit man of today who can successfully guide his hse through the shoals and narrows out into the deep, en waters or final end of a successful business year, is nothing sht of a very shrewd and successful business man.

t is credit, stability, reliability, worth, both financial and ral, that establishes a basis, a foundation, upon and by means ovhich the commercial world has its being and is able to tnsact its business and, I may say to you that in this partic- ur line of business, the moral worth of a man is to be considered ny times more than even his financial strength.

n commercial life every retailer, wholesaler and manu- fturer, in fact every one engaged in commercial industries fi some particular product, either machinery, system used, oay of doing things, that they try to avoid and keep away fm. But every institution, the manufacturer, producer ofaw material, the wholesaler and the retailer, large or small, nt and does use some form of credit system, some system oform of reasoning by which that institution concludes th it is or is not going to extend credit. With some it is sem, with others it is instinct, others guess, others use olantiquated systems of extending credit the principal re- sts of which are to keep collection agencies and attorneys sblied with business; but credits, as I see them, and as I a handling them, are a cold-blooded business proposition, bsd on dollars and cents and on the actual performances oihe men seeking credit—more than financial worth, be- cse many and many a time—in fact it is almost the rule - wind the small retailer gives us a squarer deal and pays his bk more promptly than he who is given a rating of $3000 to $5000, and $5000 to $10,000, by so-called commercial rng agencies.

redits are extended wisely or unwisely according to the vwpoint of the credit manager, and his viewpoint is broadened onarrowed in accordance with the scope and thoroughness -is investigations, which results in a knowledge or lack ofhe same, covering existing conditions. Ofttimes a whole- se or manufacturing establishment may sustain only a very sll percentage of loss during the year, but this does not aays signify that it is the result of good credit management; itdicates, however, that it is the result of good credit or gd collection management, but past experience has demon- sted beyond question that often mercantile institutions wh a thorough, uptodate credit department, and good credit nager, sustain heavy losses, because of their lack of proper mhods in handling their collections, and ofttimes a mercan- tl institution with a good collection department sustain hvy losses because of the poor management in their credit dartment. Cooperation, then, between these two depart- mts seems to be an absolute necessity for the successful hdling of the financial end of any institution.

uppose a retailer whom you casually know was to walk into o of your wholesale houses, or go to one of your prominent gwers and ask you for a loan of a thousand dollars actual ch, why, you would immediately demand such protection fr this money, and such security as would, without question ire the return of that money; yet at the same time, that se grower or that same credit manager will or does tst that same individual, copartnership or corporation wh more than twice that amount of stock without exacting t same protection and the same assurance that payment for th merchandise will be forthcoming when it is due. Why is th? Is it because the profits of the institution are so large tt the credit department is willing to take a gamble on fen hundred or two thousand dollars worth of merchandise, wch perhaps actually costs them one thousand dollars in ch cash, while at the same time they would be unwill- i to take the gamble in loaning the same individual c parties one thousand dollars in cash? Is the oppor- tlity of making a good profit so alluring that the hand- l of the credit department becomes more of a gamble tn of action based upon cold facts? Or, is it possible tt the viewpoint of the credit manager or the pro- tetor is so limited in scope that he is willing to sell his h's merchandise upon the say-so of other wholesale houses, wo have already been stuck and who are willing to see him stck in order that they may receive some percentage c payment upon their claim? Does that credit manager or pro- fetor go into the financial responsibility of the prospective c tomer, who wants $1500 or $2000 worth of merchandise with that thoroughness which he would employ if he himself was loaning that same individual or institution $1000 in cash? In other words, is he willing to take more of a gamble upon the firm's merchandise than he would be willing to take on either his own or his firm's money? Past experience leads us to say that he is willing to gamble on the firm's merchandise in nine times out of ten where he will not even consider loaning the money. But, there is also another point to be considered—the only other conclusion that can be reached— which is that it may be a case of selling that stock or sending it to the dump. Which brings up anew the question of product control, which means market and price control and the dumping of that stock rather than taking the chance of sending it out on a risky credit to obtain something for nothing.

A retailer is either entitled to credit or he is not entitled to credit, and he is entitled to a specific amount on stated terms or entitled to nothing, and the amount to which he is entitled and the terms which should be given if rightly fixed, will be based upon the method employed in making purchases and payments during a specified period, the only exception being the new man in business, and the amount of credit extended to a prospective or present customer must be based upon actual performances with all of whom he buys and not on one individual experience, and this should be considered and coupled with a statement of his assets and liabilities, which statement should show his gross purchases, his gross expenses, his gross sales, and his method of payments to the various houses with whom he deals, and the exemption laws of the state in which he does business should be considered.

The amount of credit to which a retailer is entitled, varies according to the number of credit men who are appealed to for credit, and according to the thoroughness of the investigation.

Day after day we know of credit being extended to people who are not entitled to it, but the conditions under which the credit is extended are so rigid that the man is practically tied hand and foot by the collection department, the attorney or collecting department having provided certain forms of obligation and the bill must be paid.

Where these conditions exist you will find that the credit and collection departments are in constant cooperation with each other and, while one of these two departments may be loosely managed, if the other is well managed the losses sustained during the year are likely to be within the required limit.

The expenses of a properly conducted credit department are sometimes heavy. But, at the same time the expense incurred in the proper extension of credit is more than saved hundreds of times every year and consequently instead of the expense of your credit department being charged up as an expense it really should be an item on the credit side of the ledger. It is a wise pilot who, in the guiding of his ship at sea, takes cognizance and warning from those who have come to grief on the rocks and shoals in the paths which he must follow, and the pilot who would deliberately steer his craft into forbidden waters with full knowledge of the conditions would without question be shot at sea. The experience of those who had preceded him—the loss of their vessels and the loss of many lives is a warning to him in the shape of collective experience placed before him for his guidance.

Our contention is that a credit manager who can through any reliable source whatever obtain the true collective experience of various other wholesale houses in his same line covering the retailer applying for credit should, when that information can be relied upon, pay some attention to the signals and not ruthlessly and recklessly steer his craft out of the beaten path on to the rocks of destruction. We admit however, that all information secured in the manner above suggested should be carefully scanned and the reports from each house should be compared one with the other in order that all personal animus may be eliminated, leaving nothing but cold facts and figures for honest dissection. The comparison of such reports from various sources will go far to place credit managers in position constantly and safely to protect their various institutions from harm and the individual copartnership or corporation that is kept out or driven out of business because their methods will not pass this test, will result in no loss to the trade and will save many thousands of dollars to the wholesaler who would otherwise have to carry them at a loss.

From our point of view and from more than six years of constant experience, we argue that credit must be extended only upon the basis of past and present performances, net worth today is not always a tangible thing for tomorrow, upon which creditors can realize in case of necessity and while credit may be extended after a thorough investigation has been made, but only then upon a basis where a realization of payments or protection is made possible before further indebtedness is created, which to our mind means a maximum limit both as to time and amount, you know and we realize that credit is often given where the financial responsibility is not considered at all and often times the moral worth or risk is of more value than the financial responsibility, and many a retailer whose entire possessions would not bring $300 under the hammer, is today doing business of thousands of dollars every month because of his sense of honor and moral responsibility and his past methods of transacting business and the manner in which he pays his bills.

New accounts are often opened up where the actual cash and assets amount to little or nothing, but where the moral asset is way above par and the past record of the individual is a practical and absolute guarantee of honesty. The moral asset is a tangible asset and unlike cash, fixtures and stock does not shift ownership in a day, for a man whose moral sense of honor prompts him to pay his bills promptly from month to month is likely to continue to do so and even though adverse conditions might overtake him you are reasonably sure of an honest and fair settlement of whatever he may possess, while on the other hand, the man who has no moral sense of honor will get rid of his cash, his fixtures, his stock, and leave you with the empty bag, and our experience has taught us that the credit manager or the institution who follows along the straight and narrow path of granting credit on information made up of the collective experience of various wholesale houses in the same line will have no more need to fear the final results than he will need to fear that the straight and narrow path ever leads to a road-house.

There isn't anything wrong with the florist business, but there is something decidedly and radically wrong with some of the methods employed in the transaction of the business, and this applies to the wholesaler, retailer and the grower. The business as a whole is in fine condition when considered from all points of view, and in my opinion a larger percentage of money spent for presents and remembrances will during the coming year be spent for flowers than ever before. People don't have to have silverware for birthday presents, but they can use flowers. You can't take candy to a funeral, but you can use flowers; you can get along very well without any one of numerous things, at a dinner, but you can't decorate a dining room or table with whiskey. People have been educated to the fact that they must spend more money for everything in every other line, retailers in all other lines have raised their prices, people expect to pay more for flowers, and even at that, when buying the flowers for weddings, funerals, birthday parties, dinner decorations or any one of the hundreds of other purposes for which flowers can be used, they will get more and spend less in proportion, than they would have to pay for anything else that would convey anything like the same sentiment, and the consumer must pay more for flowers and expects to pay more.

Flowers convey the sweetest and purest sentiments that poet and pen were ever able to express. People are educated to paying more for everything else; they will pay more for flowers; all you have to do is to ask it. I have stated that the cut flower business as a whole was all right. It is my firm opinion that it is, true, it is a non-essential industry, so classed by the Government, and this classification implies that every man engaged in the business must study economy, he must try in every way that he can to put his business on a better footing. Everything formerly wasted that can be turned into cash without injury to the business should be so converted. The war has forced every industry to save, and economize, where waste has been the rule in the past. Accounts that have been standing open on your books for a long time, should on your books for a long time, should be put in the shape be put in the shape of judgment notes or trade acceptances, either or both of which will go to your credit in the bank, and by so doing put these accounts in position where they are drawing interest, instead of standing open on your books while you have to go to the bank and pay interest for money. Cost records should be kept, furnishing complete records of production and overhead and all other expenses, and by this

(*Continued on next page*)

Officers for 1919

PRESIDENT
J. Fred Ammann.....Edwardsville, Ill.

VICE-PRESIDENT
E. A. Fetters.....Detroit, Mich.

SECRETARY
John Young.....New York

TREASURER
J. J. Hess.....Omaha, Neb.

Directors to Serve 1919 to 1921 inclusive:
Jos. H. Hill.....Richmond, Ind.
C. C. Pollworth.....Milwaukee, Wis.

system putting your business into such shape that you will be able to go to the bank at any time and furnish your bank such a statement as will show them conclusively that you are conducting your business in a first class up-to-date business way; that you know what your profits and losses are, and that your cost record gives you everything you need, thus enabling you to establish a credit at your bank by which you can take advantage of the trade acceptances you have there and of the judgment notes you have there, thus establishing for yourself the very thing that my office asks all retailers to do for themselves, when they ask you for credit on merchandise they need. Fully 90 per cent. of all the business done in this country is conducted on a credit basis, and when you understand this it will be clear that the field of operation is very extensive. Firms who discount their bills can get lower prices, quicker deliveries and can pick up decided bargains, all of which increase their profits. A business man can make more money by placing himself in position to buy for cash and, regardless of the price, any article, money or merchandise is cheap if you can make profit on it and high if you cannot, and in order to know full well at what price your merchandise can be sold at a profit, and in order to be able to go to your bank and demonstrate that your business is a success and establish your credit when you want money, you must be willing to be measured by the standard by which you expect to measure others and the business, as a whole, and those of you engaged in it, must individually put your business in a shape that during these times you are able to show such conclusive and convincing proof that it is a success that your financial difficulties will have disappeared.

Mr. Webb was tendered a rising vote of thanks for his able and instructive address, followed by the report of the

Committee on Credits and Collections

Chairman of committee R. C. Kerr of Houston with C. L. Washburn, Frank X. Stuppy and Fred Lautenschlager as colleagues.

The committee found on investigation that such a bureau as was called for could not be operated by the society itself as so doing would be against the provisions of its national charter. Failure to operate from within the society led to investigation of various commercial agencies and credit rating bureaus, with the result that the committee endorsed that being conducted by F. S. Webb of Chicago, under the title of the Wholesale Florists' Credit Association, having found same to be entirely adequate to the work required, and Mr. Webb himself receiving strong recommendations from men in the trade whom he was already serving. The committee recommended that if its report be accepted, a committee of three be appointed by the president to cooperate with Mr. Webb on matters of policy. Inasmuch as this proposed agreement with Mr. Webb now goes in the hands of a committee, and changes are possible, we think it advisable not to publish Mr. Webb's proposition in full at the present time, alterations being possible. Suffice to say that the maximum rate quoted by Mr. Webb is $100 for subscribers in Chicago, and $75 a year to all outside of that city, with extra charges for special reports. This membership charge is to be gradually reduced until there are 400 subscribers from the S. A. F., when the rate will be made $35 per annum. It must be understood that this price is to be confined solely to members of the association. This alone should assist largely in bringing in several hundred new members.

Wm. F. Gude and other members of the association, C. L. Washburn said, have put the florists on the map so far as the Federal Government is concerned; proper handling of this question of credits will establish their standing in the business community, and once it is known and recognized that the florists' business is in a sound financial condition there will be no trouble about its being classed as non-essential because its members will be in a condition to contribute substantially to the revenues and to the needs of the country in the carrying forward of this war and in the reconstruction period after the war.

The report of the committee was adopted, and later on President Totty will announce the names of the committee of three.

[Other business transacted at the Wednesday morning session was given in our issue of Aug. 24.]

Wednesday Afternoon Session, Aug. 21

The report of the Committee on Publicity, Henry Penn, chairman, was read by Secretary Young and will be found on page 297, issue of August 24.]

At this point ex-President Richard Vincent, Jr., was recognized by the chair and made some pertinent remarks on the general subject of publicity, in which he gently took the florists to task for not practising publicity in their own business. He thought that at its conventions every one in attendance should wear a boutonnière and, in this way, as they circulated about the city, they would be a constant advertisement of the fact that a florists' convention was being held, and would emphasize the fact that the florists' industry was of such importance that it was able to hold large and well attended convention meetings for the transaction of important business. Mr. Vincent further said that if the retail florists would make up and offer boutonnières, making an attractive display thereof, the custom of each gentleman wearing one on his way to and from business would soon develop. There were throughout the country several million prospective wearers, and this one item alone of supplying boutonnières would call for more flowers than the florists could possibly make.

The Publicity Finance Committee

Geo. Asmus, chairman, then read the report of the publicity finance committee, a synopsis of which we gave in our last week's issue, page 295, and for which President Totty congratulated Mr. Asmus for the good work done, which had meant much arduous labor to the committee.

In addition to the report, Mr. Asmus, referring to the fact that some florists were afraid that if publicity were too strongly impressed it would be impossible to supply the demand expressed his belief that advertising should be constantly kept up, in season and out of season and, while $50,000 seemed a good deal of money, it would return for the entire trade more than the expected results in a beneficial way.

Endorsing the suggestion of Mr. Asmus, on motion of Mr. Gude, it was ordered that one-half of the traveling expenses of Secretary Young in advancing publicity, and incidentally in securing so many new members, should be paid out of the general treasury of the association, and placed to the credit of the publicity fund.

In response to the request from the committee for suggestions, J. F. Ammann took the floor and expressed his belief that there was no more opportune time than now to prepare for more business. In a short while we will be preparing ourselves for the reconstruction period, and that means business for every one in this Nation to which they should look ahead for now on the the principle that "in time of war prepare for peace." There would be no let-up in the advertising campaign. He believed in "Spring Drives," with the proviso that he would rather have them made by the Allies than the other fellow, a remark which brought forth laughter and applause. He congratulated the membership upon the fact that local organizations have also taken up publicity work and are doing it now as they never did before. Great credit, he said, was due to the farseeing and able minds in the organization who had conceived and were now carrying out this magnificent work for which the society owed them a debt that it could never repay. They had spent the money of the society, it is true, but they had spent it most judiciously and in a way that the speaker was satisfied would bring a harvest of great returns. He, therefore, moved a hearty and rising vote of thanks to the chairman of the publicity finance committee.

The motion was carried by rising and unanimous vote.

President Totty remarked that it must be a great encouragement to the committee to know that its work was so fully appreciated and it would be a stimulus to continue it with renewed ardor and earnestness in the future, greater even, if possible, than in the past.

National Publicity Campaign for Florists

Report of the Secretary of the Promotion Bureau

At this point Secretary Young read a detailed report of the work of the Promotion Bureau since its inception which, he stated, might be considered as having been fairly launched Jan. 1, 1918. The Florists' Exchange has published from week to week full accounts of the points visited and results achieved by Mr. Young and, all in all, the result of his visits has been most successful. Perhaps the most significant note struck in the campaign was the country wide establishment of the slogan, "Say it with Flowers." For this purpose, signs bearing this slogan have been prepared in the glass and brass form, almost 700 of which have been sold and are on display by florists throughout the country. Another telling result of the work of the Promotion Bureau was in connection with the friendly cooperation of the National League for Woman's Service through its National Flower Distribution Committee. The league has branches in over 700 cities, and through mutual cooperation the members of the S. A. F. have become largely identified with the Red Cross work, giving them a standing in the war activities which otherwise they would hardly have been able to attain. It has as well brought about a most successful publicity endeavor in that the National League for Woman's Service has already distributed broadcast for display in its chapter houses, on motor cars, etc., some 12,000 paper transparencies bearing the slogan "Say it with Flowers."

At a meeting of the publicity finance committee held in New York, March 16 last, the furtherance of the work was discussed at length and the conclusion arrived at that the appeals for money for publicity could be made far more effective, if Secretary Young himself could tour the country and make personal appeals. Accordingly a trip was mapped out which took the secretary to the Pacific Coast and back, resulting in an addition to the subscription list of $5448 annually for four years. [This means over $21,000 secured.] Incidentally some 250 new members were at the same time secured for the S. A. F. (After a short period for recuperation Mr. Young will continue this campaign work through the towns in the Middle Western States.)

Quite an interesting feature of Mr. Young's report was his synopsis of the amount of money contributed to date by each State. This furnished several surprises, the contributions from some being larger than might be thought for, whereas some others, where large returns might well be expected, were not so encouraging.

Robert C. Kerr does some paying business

The report presented an opportunity not to be missed and, at the suggestion of George Asmus, ex-President Kerr was prevailed upon to undertake and renew his efforts for subscriptions which he had so successfully exercised through his great persuasive powers during the 1917 New York convention. As a result the following subscriptions were recorded:

Theodore Browne..	$5 00	Alfred C. Humfeld, Clay Center, Kan.....	[illegible]
John A. Helfrich, Paris, Ill..	15.00	Frank S. Morris, Bloomington, Ill.	0
Morgan Floral Co., Henderson, Ky.	10 00	Robert Weeks, Cleveland, O.	00
Edward Green, San Antonio, Tex	5.00	Baum's Home of Flowers, Knoxville, Tenn..	0
W. H. Barkham, Ridgewood, N. J.	5.00	Chas. P. Mueller, Wichita, Kan. (Ad'l)...	00
Fred Schramm, Park Ridge, Ill.	5.00	Wm. L. Rock, Kansas City, Mo. (Ad'l)...	1 00
George Madsen, Alton, Ill..	10 00	Gude Bros., Washington, D. C.	2 00
Robert Winkler, Wellston, Mo.	10.00	Kerr, The Florist, Houston, Tex.	00
C. Winterich, Defiance, O...	10.00	Robert C. Kerr, Inc., Houston, Tex.	00
Wendland-Keimel Co., Elmhurst, Ill.	50.00	R. J. Windler, Rogers Park,	00
Herman Franks of Cohen & Hiller, New York	25.00	Summerfield's Floral Co., Springfield, Mo.	00
Davis Floral Co., Pine Bluff, Ark.	10.00	Koenig Floral Co., St. Louis, Mo.	00
P. F. O'Keefe, Boston, Mass.	100.00	Henry F. W. Aue, Webster Grove, Mo.	00
A. C. Brown, Springfield Ill.	25.00	Salt Lake Floral Co., Salt Lake City, Utah.	00
W. J. Edwards, Kirkwood, Mo.	10.00	Henry Ekas, Baltimore, Md.	00
Baur & Steinkamp, Indianapolis, Ind.	50.00		
Hilyer's Flower Shop, Austin, Tex.	25.00		

Secretary Young reported a subscription from [illegible] Schlegel of $200, that gentleman, as Mr. Schling [illegible] marked, being a private grower, therefore making [illegible] subscription all the more meritorious.

Albert Pochelon, secretary of the Florists' Telegraph Delivery Ass'n, offered the suggestion that a race [illegible] subscription honors be instituted between the different classes of the trade, such as growers, retailers and wholesalers, so that these honors would not be between localities but between classes. Incidentally Mr. Pochelon extended a cordial invitation to everybody to attend the next meeting of the Florists' Telegraph Delivery Ass'n, which was expected to be a rousing one and would take place at Cleveland, Ohio, Oct. 8, 9 and 10 next. Mr. Asmus thanked Mr. Pochelon for his suggestion and assured the membership that his committee would receive gratefully suggestions from every quarter looking toward methods of obtaining larger subscriptions to the publicity fund which the committee had labored very arduously to bring up to the $50,000 point by the time the present convention came on but had been unable to realize its full expectations; he asked all members to make renewed efforts upon their return home to obtain subscriptions from others. A number of those present signified their willingness to undertake this work upon their return to their several homes.

Major P. F. O'Keefe, of Boston, Mass., delivered an address on "Publicity," which proved to be of great interest and was listened to most attentively by all present, the major receiving many commendations.

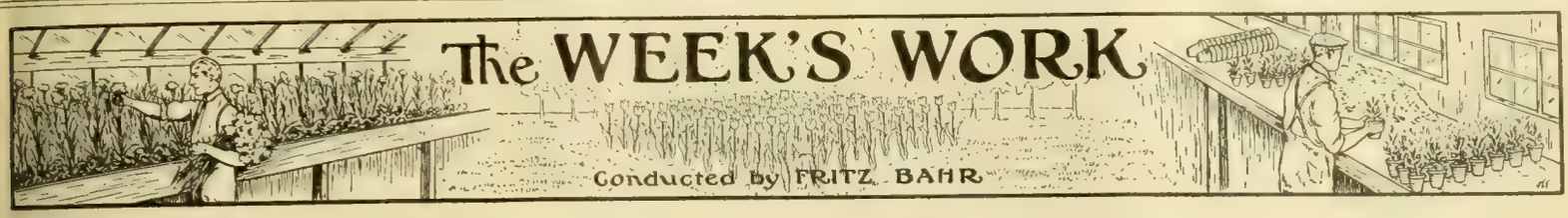
Publicity

Major O'Keefe began his address by some remarks on advertising generally, pointing out that advertising is only the outgrowth of our civilization and represents the desire of the individual to outstrip his competitors. He stated that the advertising poster which is so commonly used now dates back to the time of ancient Rome and even monuments of Egypt are nothing more or less than flowery advertisements of some individual's opinion of himself.

However, the real development of advertising began with the last 50 years of this country's enormous commercial and industrial development. Major O'Keefe pointed out instances in which very large industries owed their development to advertising. He quoted a striking remark from a recent report of a Bradstreet Credit Agency in which it was stated that 84 per cent. of all failures were among non-advertisers. He called attention to the enormous growth in newspapers and periodicals due to the development of advertising in the last 35 years. The number of these publications has grown from 9700 to 23000 with an average circulation of more than 10,000,000,000 copies. In the last 10 years the average circulation per issue has increased over 100,000,000 copies. Forty-five years ago the *Saturday Evening Post* carried less than one column of advertising in 48 columns of the paper; in a single issue today it carries 325 columns. *Harpers Magazine* did not carry a line of advertising in 1875, nor in the 25 years preceding; in an issue of the magazine today more than 40 per cent. of its pages will be found devoted to advertising.

It is said that if all the advertisements carried in our ne-

(Continued on page 338)



Godfrey Callas

For the retail grower there is no better Calla than the one we know as the Godfrey. It is somewhat smaller than the old favorite but far more free-flowering, and therefore pays better. The flowering plant should now be shifted into 5in. pots; no need to squeeze them into small pots in order to bloom like the others, and if you have small plants coming along, let them have a shift as soon as they become pot bound. If it is intended to grow Calla æthiopica for either Winter or Spring flowering the bulbs should be planted without further delay. Many look forward to a shortage on Callas before the present planting season is over as a considerable number of large growers of Easter Lilies, who have given up hope of obtaining their usual requirements of bulbs, are going into Callas as a substitute. Even the smaller florist, who is used to growing on a few Lilies for Easter, won't make a mistake to grow a few Callas this Winter. For Easter flowering you can plant the bulbs almost any time between now and November; only have them on hand when wanted. If given a temperature of 50 deg., while the plants may make but little growth during the Winter months, they will be just right for the end of April. Plants which have been in flower during the Winter months are not to be depended on to be at their best at as late a date as Easter in 1919. A Calla might be able to take the place of a Lily for Easter but if there are no Lilies, a nice batch of Callas, in 5in. or 6in. pots, good foliage and flowers, will look mighty good and bring in money.

Pansies

For Winter-flowering

Don't let those Pansies intended for indoor culture this Winter suffer for the want of room. The minute the seedlings are large enough to be handled they should be transplanted and not less than 4in. of space allowed between them. Let them have a well manured soil and deeply worked over. Pansies can stand a lot of heat if the roots can get down into the soil. Still time to sow out Pansies for overwintering outdoors; it doesn't hurt even if the plants are small when Winter sets in, as long as you protect them just a little, they will stand it; but don't put the transplanting off any longer than you can help. The plants should have a chance to become established before cold weather sets in.

Mrs. Sanders Marguerites

For Winter-flowering

For Winter-flowering you will find plants out of 4in. pots, or such as have been carried along in pots since Spring, the best. Small plants out of 2½in. planted out now on a bench will do nicely but are apt to grow and keep it up all Winter until Spring before they start to flower. In fact, when Spring comes all Daisies bloom, no matter whether single or double, yellow or white, but to make them pay you want them during Mid-winter and plants with hardened wood seem to be better for that purpose. Do your benching now and allow plenty of space between the plants.

Hollyhocks, Oriental Poppies and Foxglove

It may be that you have neglected or overlooked the sowing out of some of the biennials and perennials this Summer. If anxious to have extra good Hollyhocks, Oriental Poppies or Foxglove for next Spring planting, all three can be sown out now and carried along in a cold house over Winter. Hollyhocks grown in this way will make fine plants in 4in. pots by next April or early May, and if planted out then will flower nicely during July. Both the double as well as the single kinds are desirable but it is well to keep the colors separate. Sow outdoors in a frame when large enough to handle; pot up into 3in., put back into a frame where, if well protected, they can remain until February, especially if crowded for room indoors. After that bring in and let them come along in a 45 deg. house; give a shift by the end of March into 4in. and you will find with such treatment less trouble from rust and disease. Oriental Poppies are best handled in pots while small and if treated similar to the Hollyhocks will make excellent stock by next Spring. Don't overlook to grow some of the salmon pink and pure white kinds; there is call for them and they are beautiful. Foxgloves, to begin with, are not any too hardy, and if you only grow a few hundred plants I think it well to grow them along in a cool house over Winter. By May 1 you can have bushy plants such as will appeal to your customers and make a show at once. It is far easier to sell an extra heavy plant at 25c. each when a patron only wants a few than to obtain 10c. or 15c. for a small one, when all one can notice at the time of purchase is a few roots with a sign of life on top. No doubt but what such stock may be just as well for early planting but it doesn't appear that way to the purchaser.

Single plant of Candytuft, Waller's Giant Hyacinth-flowered

See notes in Seed Trade columns, page 327

Bouvardias

Bouvardias are not hothouse plants by any means and while you don't want to grow them on too cool in order to make them pay, don't give them a Rose house temperature in order to be good to them. Get all of the outdoor stock under glass now and when once re-established in the benches, let them have plenty ventilation. Air, and keeping the foliage sprayed during hot days, prevent white and green fly from making their homes in the foliage; constant spraying is necessary to keep these pests away. After this date it is not advisable to do much more pinching; if kept up too late the young plants may not flower.

Shipments from Long Distances

With the uncertainty of shipments from long distances reaching you in a reasonable time it may be advisable this Fall to obtain such plants as you intend getting, a little ahead of time. Don't put off any thing; conditions are not very likely to change for the better. The more of our boys going across, the greater the demand on our railroads to handle freight and express shipments for them. This means for us to make the best of it which we are willing to do, and in order to avoid disappointment and at the same time help the Government in avoiding delay in the shipments of necessaries it will be better to obtain now some of the stock in ferns and palms, for instance, which you usually had sent in November and December. It can't be done in every instance but there are items which can be disposed of now. If you can manage it at all get now whatever has to come long distances by rail.

Notes for September

September is a busy month with the florist. It is the month when everything has to be put into shape for Winter. In many localities, during this month, a frost is liable to blacken the Coleus and other tender stock, so whatever is wanted in that line for stock plants should be brought in before being allowed to suffer from a cold spell. All Cannas and Dahlias should be properly labeled before there is a chance of frost; no good gardener will wait for stormy October weather to send the rain through a leaky roof. It's quite a satisfaction to walk through a greenhouse, not of the latest construction, on a rainy day and not get wet, and the plants appreciate it as well. Whether there are going to be Holland bulbs or not, get the flats ready; they will come in handy between now and next Spring. Bulbs or no bulbs, no better month than September to get ready for the soil wanted. During the Winter, get your supply under cover; if there is a chance for you to obtain more coal, by all means get it; if the cellar is full, it will be wiser to pile up outdoors than trust to good luck next January. September is the opening month for the Fall campaign. Let people know about planting perennials this Fall—shrubs and trees. Let them know that you can do anything pertaining to gardening and do it right and reasonably. Don't wait for those few 'Mums to be cut and bring in a couple of dollars, but go after the outside work; there is money in it. A lot of it can be done between now and December, but you must do your part by proper advertising.

Schizanthus

You can have Schizanthus in flower by Christmas by sowing seed at once and shifting the small stock into 4in. by the middle of October at which time they should have the last pinching back. In order to flower early they must be pot bound and kept in a house of about 48 deg. to 50 deg. If kept shifted into larger pots they will keep on growing and won't flower for weeks after Christmas. For plants wanted for early Spring, seed may be sown at any time between October and December. Always bear in mind that the Schizanthus are cold house plants and won't stand for forcing.

Crops to Follow 'Mums

Both the Calendulas and the Snapdragons are fine crops to follow Chrysanthemums, and the retail grower will find them paying crops. Seed of Calendula should be sown now outdoors in a frame, and the plants later transplanted in the frame or in 3in. pots. After the 'Mums are gone they can be benched and will start to flower around Christmas or a little later. The Snapdragons can also be sown now and carried along in pots, or cuttings can be made. Still better 2in. or 2½in. stock purchased now and shifted into 4in. will give quicker results.

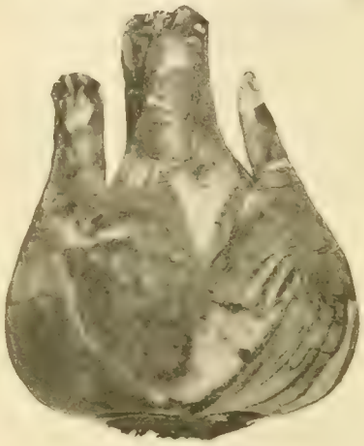
Erica translucens

On Long Island these should be lifted and potted by Oct. 1, just before frost. The one year plants from 3½in. pots in May should make plants by Autumn large enough for 5½in. or 6in. pots, with three to five well-developed spike-like growths. Lift with care and pot firmly, and put in a house at 40 deg. to 45 deg. (night temperature). Be careful not to overwater. For the first two weeks they will need shade, and not much air, but after they have started root action a little, give them full sun and plenty of air and by Jan. 1 raise the temperature to 55 deg. to 60 deg.

Translucens, like other hard-wooded Ericas must have some pushing to get the plants in for Easter, especially when the holiday is in March, and I think it is far better to start early and push them gradually than to go to extremes the last two or three weeks, for, although these Ericas will stand heat, especially toward Spring, it is not natural, and they force slowly. The flowers are bright, rosy-pink, tubular, slender, contracted near the end as in most forms of ventricosa, and very free. I feel certain that any plant grower who will devote a little care to Ericas will find them profitable from a commercial standpoint. H. D. D.

Bulbs for Early Forcing and Counter Sales

Order Early and Get Them Started



DOUBLE NOSE EMPEROR
AMERICAN GROWN

DAFFODILS AMERICAN GROWN

	100	1000
Emperor, Double Nose	$3.00	$27.50
Emperor, 100% Bloomers, round bulbs	2.75	23.00
Bicolor Grandes (Grandee)	2.25	20.00
Obvallaris (Tenby Daffodil) fancy	2.00	18.00
Sir Watkin, fancy grade	$3.00	$27.00
Barri Conspicuus, fancy grade	1.50	12.50
Jonquilla Rugulosus	1.25	11.00
Poeticus (Pheasant Eye) fancy	1.00	9.50
Poeticus Ornatus, fancy grade	1.25	11.00

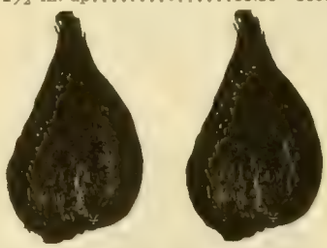
CALLA BULBS AT CHICAGO

	100	1000
1 to 1½ in.	$4.50	$42.00
1½ to 2 in.	7.00	65.00
2 to 2½ in.	9.50	90.00
2½ in. up	11.50	110.00

FREESIAS

IMPROVED PURITY

Size	Per 1000
Jumbo, ¾ in. and up	$17.00
⅝ to ¾ in., extra fine	12.00
½ to ⅝ in., good grade	7.50
½ in., plump bulbs	6.25
⅜ to ½ in., regular grade	4.00



French Paper Whites

12 to 13 ctms.

Write For Prices

COLD STORAGE LILIES

GIGANTEUM Per Case
7 to 9 in. (300 to case) . . $20.00
10 to 11 in. (180 to case) . 27.00

SPECIOSUM ALBUM Per Case
8 to 9 in. (200 to case) . . . $18.00
9 to 11 in. (140 to case) . . 16.50

SPECIOSUM RUBRUM Per Case
9 to 11 in. (140 to case) . $14.00
10 to 11 in. (125 to case) . 15.00
11 to 13 in. (90 to case) . 15.00

AURATUM Per Case
8 to 9 in. (160 to case) . $11.00
11 to 13 in. (75 to case) . . 13.00

VALLEY PIPS

DUTCH GROWN
Per 1000 . . . . . $27.50

AMARYLLIS JOHNSONII

	100	Doz.
7 to 9	$12.50	$2.00
9 to 11	20.00	3.00

Most items F. O. B. Chicago and New York

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

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Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed
If you have not received one, let us know
Ant. C. Zvolanek & Son
LOMPOC, CAL.

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
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XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½ pkt. 50c.; 1000 seeds $1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
FORGETMENOT. Everblooming blue. 25c.
DAISY (Bellis). New, monstrous, mixed, great, 25c
SWEET WILLIAM, Midnight. Darkest maroon grown; sure to attract attention, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.

SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.

The Seed Store — 12 and 13 Faneuil Hall Square, BOSTON, MASS.

Sixty-Five Dollars

for a basket of **Mastodon Pansies,** "sold under the hammer," is a story of interest to you. Write for it.

Write now. 1918 seed prices ready.
Latest novelties. Write us now.
1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

When ordering, please mention The Exchange

READY NOW

CYCLAMEN SEED (Giant Strain)

Pure White, White with eye, Bright Pink, Delicate Pink, Bright Red, Salmon King. $9.00 per 1000
Superb Red, Delicate Salmon (Medal winners, best of their kind) $17.50 per 1000

Grow CYCLAMEN. There will be no Lilies and no Azaleas

PANSY SEED. Florists' Prize Mixture, giant strain and extra fine. $6.00 per oz.
MIGNONETTE SEED. Giant Greenhouse grown. $7.00 per oz.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

Seed Packets for 1919

Should Be Ordered At Once

We make: All Packet Sizes
Larger bags for Counter and Package Trade, up to 2-lb. or more
Catalogue Envelopes Return Envelopes Coin Envelopes

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LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
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PANSIES

METTE MIXED STRAIN of Pansy plants has been approved for in and out door planting for cut flowers. I have testimonials from North, South, East and West. Conditions do not permit more particulars. Ask for private information. Plants, $1.00 per 1000; Seed, $4.00 per oz.

J. B. Braun, Parkside Greenhouses **Hightstown, N. J.**

NEW CROP
WINTER OR PERENNIAL
TOP ONION SETS
FOR IMMEDIATE SHIPMENT
Write for price State quantity wanted
The J. Chas. McCullough Seed Co
Fifth, Lock and Eggleston Ave.
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The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

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European Notes

August has made a most excellent start, and if as seems probable the present weather conditions continue we shall be able to make a lot of leeway in a very short time. All the early Turnip seed has been secured; the coarser later varieties are now nearly ready for harvesting and Rutabaga's are practically safe.

Radish is in a somewhat uncertain state just now as the abundant rains have given plants not too fully dried up a new lease of life. The demand for this article is simply phenomenal at present and prices are almost out of reach.

By the way, some of our scientific food controllers have been advising the allotment holders to cook their over-grown Radishes and use them in the same manner as Turnips. Have any of your readers ever made the experiment? If so, are they still alive and willing to impart their experiences for the benefit of their fellows?

Peas that were not rendered unsalable by the heavy rain storms are now ripening up very fast, but the crops will be disappointing and the mass of rank weeds which always accompanies a thin planting of Peas makes it very difficult to secure a good sample.

Pole and dwarf Beans are not very promising, except in a few favored spots; the warmer weather should give them a better chance. EUROPEAN SEEDS.

From Inside the Seed Bin

The Bulb Situation

The difficulties this year with regard to the Autumn trade in imported bulbs are causing the seedsmen to tax their brains to the limit as to the best way to handle the situation without a loss. The three great questions are these: (1) Will European bulbs come? (2) If they come will they arrive in time to avoid cancellations and enable them to be repacked and reach their destination so that the grower can get his money's worth out of them? (3) Is the uncertainty too great to risk publishing a catalog?

Regarding the first question, latest reports state that the French bulbs are moving, and the first shipment I understand is nearing this side of "the herring pond." The largest consignments, however, I learn, are to leave during the next 10 days. This is encouraging, I am sure, especially to growers here, as there is a prospect of their receiving their bulbs reasonably early to ensure a high price for their flowers during the holidays. Early delivery is their only chance of a decent profit over the high price they are asked for and apparently are willing to pay for the bulbs. (See further details "New York Seed Trade," p. 280, Aug. 24 issue.)

The outlook of the Dutch situation is not so bright just at present. The early sailing of a direct steamer is doubtful, so much so that many of the shippers are anxious to get the first consignments away via England. How long a delay would be incurred in the latter country is a matter of conjecture, depending to a great extent on the routine. Rotterdam to London, thence by direct boat would appear the wisest route, as one cannot tell how long they would be held up between Hull and Liverpool, though on the map this appears the more direct route of the two. One could safely state that either way would mean a delay of from 10 days to two weeks. If the bulbs are ready to ship, as I understand is the case, they should arrive here about the third week in September.

I am optimistic, however, about the Holland-America Line's sailings, and am inclined to surmise that this year, like last, they will get a steamer away with the greater bulk of the bulbs for the United States, and at an early date, too. I should imagine that the Dutch growers, by the conditions of sale, are bound in most cases to a set date to make shipment, so that their anxiety and endeavors to accomplish this should be greater than ours is about the arrival of the bulbs.

If, then, the foregoing guesses on my part nearly hit the mark, I can answer question two by saying that there is a great possibility of French and Dutch bulbs arriving in reasonably good time. Perhaps before this issue goes to press I could make another and better guess.

Preparing Catalogs

With such a hopeful outlook as I have, I have partly answered the third question. If these bulbs come, the catalog is the "chap" that is going to turn the greater bulk of them into cash, and the question arises: "How much money you are going to advance 'him' now and are you going to buy 'him' an expensive suit for the road?" In other words are you going to invest the usual amount of money in illustrations, colored covers and inserts, presswork, etc., and will the catalog be of the usual size? This all depends on how much my vision of the situation differs from yours, kind reader, but you must decide soon. If your catalog of last year is still standing in type, it is a simple and not very expensive matter to have such changes made now as are necessary, but I would avoid as much as possible resetting of type and making of new cuts. If you have ordered fewer varieties than usual, this will, of course, cut down the number of pages considerably. If your catalog requires to be reset entirely to type, I would omit all unnecessary paragraphs and make descriptions and cultural notes distinct and concise. Get the copy ready now, get bids on the work, then hold it as long as you think fit, but don't be late with it. Illustrate those kinds you want to push most and bind the whole in a respectable looking cover. A gentleman in evening clothes never goes forth in a raincoat.

I trust the preceding advice will not be misleading. I have simply stated my opinions truthfully from such information as I have, and they must be taken for what they are worth. "NEMO."

New York Seed Trade

Further information shows that only about 500 cases of French bulbs arrived last week at an Atlantic port. These bulbs were nearly all Paperwhite Narcissus, the remainder being Lilium candidum. Among those to whom these bulbs were consigned were Hogewoning & Sons, Inc., C. J. Speelman & Sons, Stumpp & Walter Co. and W. E. Marshall & Co.

One hundred cases of Dutch bulbs arrived last week at an Atlantic port, for a firm of importers in this city. These were the first Dutch bulbs arriving this season.

Walter Barnwell, head salesman for Burnett Bros., 92 Chambers st., is now passing his vacation with his family, who are summering in the Adirondacks.

At Vaughan's Seed Store, 41-43 Barclay st., E. A. Hartland of the Chicago house is spending a busy vacation. The first French bulbs have moved fast this week, and the earliest Dutch arrivals are being shown on the counter. This firm made a display of its new Gladiolus, Marshal Haig, at the exhibition of the New York Hort. Society at the Museum Building, Bronx Park, last Saturday.

Roman J. Irwin, 108 W. 28th st., returned on Wednesday of last week from attending the convention of the Canadian Hort. Society at Ottawa, Canada, which was held on Aug. 13 to 16. Mr. Irwin joined the party at Montreal on its way to the convention. He reported a good attendance and an enjoyable trip.

HOUSTON, TEX.—Mr. Schwenke of the Reichardt & Schulte Co. says that the local seed trade is still rather slow, as everybody is waiting for a heavy rain, but that some orders are coming in from the country. C. L. B.

S. & W. Co.'s American-Grown

CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

When ordering, please mention The Exchange

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

Write for Our Growing Prices at once

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BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Prices*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

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STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pink

LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

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LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

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Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

Sweet Peas, Pansies, Cyclamen

WINTER-FLOWERING SPENCER SWEET PEAS

Trade Packets contain ¼ oz.

	Tr. pkt.	Oz.	Lb.
Asta Ohn. Identical in color and size of blossom to the popular late flowering Asta Ohn. This is sure to be the most popular lavender	$0.30	$1.00	$14.00
Bohemian Girl. Deep pink, standard orange blush	.20	.65	8.00
Cream. Identical in color and size of blossom to Dobbie's Cream. It has immense blossoms very frilled and duplex	.30	1.00	
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Wehrmann and is much better than that variety	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink	.30	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer, but later	.30	.90	12.00
Lavender Pink. Large flowers	.20	.65	8.00
Melody. This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer"	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings. Under glass it is magnificent	.20	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink. Sow in late fall and winter for spring blooming	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white	.20	.65	8.00
Mrs. J. Manda. Light shell pink	.20	.65	8.00
Mrs. William Sim. Apricot pink	.20	.65	8.00
Mrs. Woodrow Wilson. Appleblossom pink	.30	1.00	
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose	.20	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.30	.90	12.00
Song Bird. The flower is the same color as "Florence Morse Spencer" and a bit lighter than "Elfrida Pearson"	.30	.90	12.00
Spring Maid. Light pink on a cream ground. It is a most effective flower and carries a great wealth of blossoms borne in fours on long stems	.20	.65	8.00
Venus. Standard white, slightly blushed pink wings	.20	.65	8.00
White Orchid. White flowers of good substance	.20	.65	8.00
Yarrawa. The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff with blush wings	.20	.65	8.00

CYCLAMEN, Giant English

	100 Seeds	1000 Seeds
Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. Best of all the red Giants	$1.20	$10.00
CRIMSON ST. GEORGE. New	1.80	15.00
Mrs. L. M. Graves. The flowers are carried well above the foliage. The color is an intense and brilliant salmon scarlet	1.80	15.00
Brilliant Giganteum. Fiery crimson	1.60	14.00
Queen Mary. Salmon with claret base	1.40	12.00
Rosy Morn. Delicate rose color. Claret base	1.10	
Grandiflora Alba. The largest giant white	1.10	9.00
Excelsior. White with red base. Extra large flowers	1.10	9.00
Princess May. Pale pink	1.10	9.00
Mauve Queen. Mauve	1.10	9.00
Duke of Fife. Dark rose	1.10	9.00
Princess of Wales. Deep pink	1.10	9.00
Dark Rose	1.10	9.00
Many Colors Mixed	1.10	9.00

CALENDULA, Orange King. Lb., $2.40; oz., 25c.; trade pkt., 10c.

GYPSOPHILA elegans grandiflora alba. Lb., 80c.; oz., 10c.; trade pkt., 5c.

HUNNEMANNIA Fumariaefolia (Bush Escholtzia). Oz., 40c.; trade pkt., 10c.

MIGNONETTE, New York Market. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse-grown, and produces flower spikes up to 20 inches. Tr. pkt. (1000 seeds), 50c.; ½ oz., $1.00.

PANSY SEED

VAUGHAN'S INTERNATIONAL

Mixed. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $5.00; oz., $10.00.

VAUGHAN'S GIANT PANSY

Large per cent new crop, high test.

Tr. pkt. 25c; ⅛ oz. 75c; oz. $5.00; ¼ lb. $18.00

Get our Midsummer List—Early Daffodils, Callas, Freesias

31-33 W. Randolph St. CHICAGO — **Vaughan's Seed Store** — 41-43 Barclay Street NEW YORK

When ordering, please mention The Exchange

NEW CROP **KENTIA SEEDS** JUST ARRIVED

BELMOREANA and FORSTERIANA

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

Every American Seedsman

will find it to his advantage to replenish his store with the celebrated

"Pedigree" Vegetable and Flower Seeds

Grown and sold by : : **WATKINS & SIMPSON, LTD.** Catalogue mailed free on application

27 28 & 29 DRURY LANE, COVENT GARDEN, LONDON, ENGLAND

When ordering, please mention The Exchange

Sweet Pea

YARRAWA

Original Stock Australian Grown

Oz., $1.75; ¼ lb., $6.50

WILLIAM M. HUNT & CO.

37 Warren Street, New York

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS

2 Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

Chicago Seed Trade

Dutch bulbs are being shipped through England. They come from Rotterdam to Hull by boat; thence by rail to Liverpool. There is fear that there will be some delay at Liverpool in getting prompt service on the boats coming to this country. It is also feared that the cost of transportation by this route will be considerably more than if they come as continuous freight from Rotterdam to any of the American ports.

A. H. Goodwin of the W. W. Barnard Co., who has been spending several weeks with his wife in the White Mountains, is expected back in Chicago this week.

Fritz Bahr, who has been spending a few weeks in California, reached home the past week, and speaks highly of the work being done at the Ward establishment at Eureka, Cal. Hyacinths and Tulip bulbs are being harvested there and all are of fine quality. In Azaleas and other plants usually imported the work done in the production of these plants on American soil is reported to be wonderful.

E. A. Hartland, of Vaughan's Seed Store, has gone to New York. Geo. Mohn and T. D. Long returned Saturday from the convention, having closed out the exhibit. They had well filled order books. The absence of J. C. Vaughan from the St. Louis convention was a matter of regret to many of his old-time friends in the trade.

Chicago dealers report the arrival of Bermuda grown Lilies in New York and expect them to reach here before the end of the present week.

A. Miller, of the American Bulb Co., sold out his exhibit at St. Louis and took many Freesia orders besides.

A. Henderson & Co. have received their first shipment of California grown Callas, all of which are of fine quality. Mr. Henderson has advice that a portion of his Holland bulb shipment is coming via England.

J. F. H. Heide, garden editor of the Chicago *Tribune*, in his notes on Sunday, Aug. 18, made some statements distasteful to seedsmen. He says:

"In spite of apparently correct cultural methods Lettuce at times produce very small heads or runs quickly to seed. Germination of other crops spreads over a period of weeks, rather than days, rendering intelligent planting impossible. All these troubles indicate a lack of viability in seed, due to improper seed storage, or the presence wholly or in part of old seed. Both lack vitality. Garden failures due to ignorance of correct methods are deplorable, but not hopeless; Who, though, is to protect the average buyer from the temptation to sell him culls and left-over stock of other years, a practice no worse than that of the local dealer who sold seed Potatoes last year with the eyes cut out!"

A committee of seedsmen called on the managing editor of the *Tribune* which brought the following editorial in the issue of Thursday last:

Protecting the War Gardener

The Tribune's garden editor believes that seed dealers should be compelled by law to mark their packages for the protection of the consumer. A good many seeds deteriorate rapidly after a certain period of time, and it is suggested that every package should be marked with the age of its contents. It is also suggested that more explicit information should be given as to the special characteristics of the particular batch of seeds that are being marketed. It is said that seeds are sometimes sold in packets printed for entirely different varieties.

Reliable dealers are anxious to prevent any deception from being practiced on the purchaser, and they will naturally take the lead in doing anything to protect him. It would seem as if they could do the gardener a great service by urging the legislation suggested. Unscrupulous dealers ought not to be allowed to take advantage of the war garden movement.

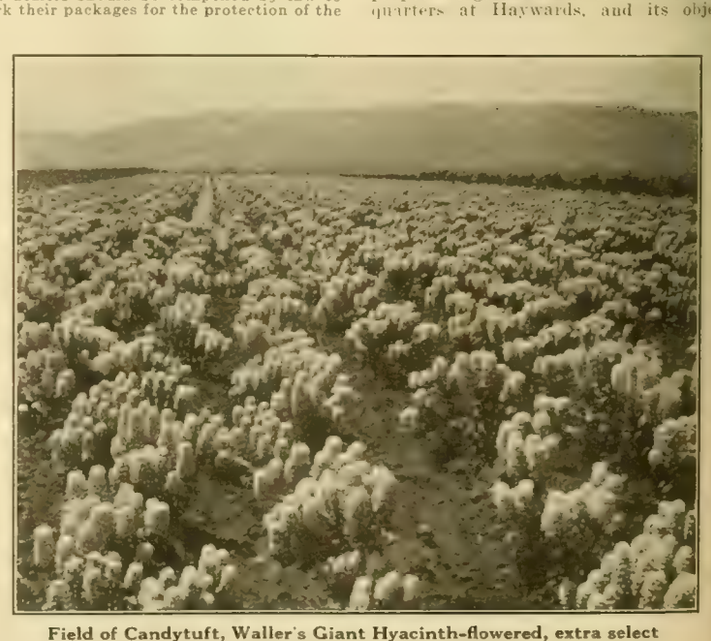
The story of the Potatoes with the eyes cut out was soon located and in justice to the seed trade of the city it is ridiculous to give such a story the slightest consideration. A lady called not long ago at a seed store in this city and asked for an interview with someone in charge. She complained of the purchase of a bushel of seed Potatoes a few months ago that had the eyes cut out and this was given as the cause of the failure of the crop. The lady said she had not seen the Potatoes, and when questioned on how she came to know that the eyes had been cut out she said her gardener had told her so. This brought up the question: if the gardener knew the eyes were cut out of the seed, why did he plant them? And why were they not promptly returned, so the matter could be investigated while fresh in the minds of all parties concerned. It seems a most improbable story and for a garden editor to use it as a reflection on the seed trade seems entirely improper and out of place.

Potatoes that have remained in cold storage for some time where the temperature is about 35 deg. lose their vitality for seed purposes and if planted frequently rot in the ground. It is possible to make mistakes in this way and seedsmen who sometimes pick up their stock on the open market may occasionally get caught in this way. A gardener might also get duped by planting cold storage seed but there is no excuse for a gardener who can see with his own eyes that his seed Potatoes are eyeless yet will go to the trouble and expense of planting such Potatoes. The entire story seems improbable.

California Seed Notes

C. C. Morse & Co. have purchased from Mrs. W. L. Diehl, of Burlingame, the 270 acre ranch of the Butt's estate located near Purissima, Cal. This ranch which is of the richest bottom land, is ideal for seed growing, and will be devoted exclusively to trial grounds. Work is to be begun immediately on the construction of several greenhouses and other buildings, to complete the equipment.

Frank Cunha of Haywards, who has made a notable local reputation as a grower of seed Peas, has undertaken to organize "The Pea Growers' Ass'n." The proposed organization is to have its headquarters at Haywards, and its objects



Field of Candytuft, Waller's Giant Hyacinth-flowered, extra select

See text on opposite page

Seasonable Stock READY NOW

BOUGAINVILLEA Glabra Sanderiana. Well shaped, trimmed plants, 4-in. pots, $25.00 per 100.

GENISTA. 5-in., special stock, well trimmed and heavy, at $30.00 per 100.

FICUS Elastica. 4-in., 10 to 12 in. high, $40.00 per 100.

HYDRANGEA, French Type. Hamar, Vibraye, Chautard, E. Mouilliere, 5-in., 3 to 4 branches, $30.00 per 100; 4-in., 2 to 3 branches, $20.00 per 100.

Heavy, field-grown, for tubs. 7 to 10 branches, $40.00 per 100.

KENTIA Belmoreana. 2¼-in., heavy, $10.00 per 100; 3-in., $20.00 per 100.

FERNS. Cyrtomium Falcatum. 2½-in., $3.50 per 100, $30.00 per 1000.
Aspidium. 2½-in., $3.00 per 100.
Birds' Nest Fern. 2½-in., $8.00 per 100; 3-in., $15.00 per 100.

ASPARAGUS Sprengeri. 2¼-in., $3.50 per 100, $30.00 per 1000.

The Storrs & Harrison Co.

Nurserymen, Florists, Seedsmen

PAINESVILLE - - - OHIO

When ordering, please mention The Exchange

are to provide a community selling headquarters for the mutual protection of the growers. Mr. Cunha uses some pretty strong language in his condemnation of the middlemen, who try to buy at what he calls "starvation prices."

A. C. Nevraumont, of the California Seed Co., left last week for a trip through the East to call on the seed trade. He expects to give a month to the trip. J. R. W.

Giant Hyacinth-flowered Candytuft

The accompanying illustration shows a field of Candytuft, Waller's Giant Hyacinth Flowered, extra select, grown by the L. D. Waller Seed Co., at its grounds at Guadalupe, Cal. The photograph was taken about the end of July and the firm states that it has been working up this strain for the past five years. An illustration of an individual plant, which was selected and is the parent plant from which the stand in this illustration was grown is shown in the Week's Work columns, page 323. This plant has 10 perfect trusses although not all can be seen in the picture.

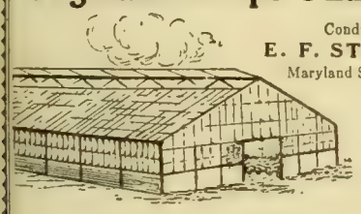
These Candytufts were grown with just ordinary field culture; undoubtedly magnificent results could be obtained by more intensive cultivation.

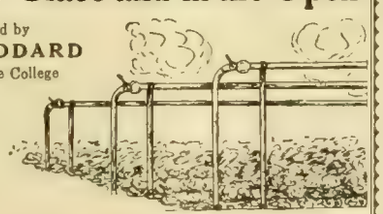
Seeds for Use in District of Columbia

The General Supply Committee at Washington, D. C., will receive sealed bids at its office until Sept. 16 for the supply of seeds required by the executive departments and other establishments of the Government in the District of Columbia during the period beginning Oct. 1 and ending Dec. 31. Seedsmen interested can obtain the necessary forms on which to make their bids on application to the General Supply Committee, or the necessary information can be supplied from the office of THE FLORISTS' EXCHANGE.

Vegetable Crops Under Glass and in the Open

Conducted by
E. F. STODDARD
Maryland State College





In this article Prof. Stoddard gives further hints on growing cool vegetable crops in the greenhouse.

Growing Beets Under Glass

Beets may be grown very satisfactorily as a Fall crop under glass. They may be grown at the same temperatures as for Lettuce, but will grow more rapidly at temperatures a few degrees higher. Beets have an advantage in that the tops may be used for greens.

Where Beets are grown outdoors as a Fall crop, they are harvested and stored about the time of the first killing frost in the Fall. The greenhouse crop of Beets should be ready for the first harvesting a short time after the outdoor crop is harvested. The time of starting the greenhouse crop will depend on the extent of the outdoor crop.

The early round varieties of Beets are used for greenhouse crops. They require eight to nine weeks to mature. In the North seed should be sown about Sept. 1 for the first crop, and if a succession is desired, seed may be sown at intervals of 10 days to two weeks. In the South where the late Summer is too warm and the soil too dry for Fall Beets, they do not grow as well under average conditions as the Spring crop. For this reason greenhouse growers could start their first crop about Sept. 1 or shortly afterward, and the first Beets will be harvested about Nov. 1 to 10.

The outdoor crop will have some influence on the greenhouse crop, but by sowing small amounts of seed at regular intervals, there will not be any large quantities harvested at one time and by careful selling and distribution of the sales, there will be little trouble in keeping a good product moving.

The soil should be fertile and friable. Fresh manures must not be added to the soil, but plenty of well rotted manure may be used. The rows may be 10in. to 12in. apart and the plants 2in. to 3in. apart in the row. The seeds are really seed balls which may contain two to five seeds. For this reason thick seeding should be avoided. One good seed every inch should be sufficient.

Some growers have a practice of starting their plants closer together in beds and transplanting them to benches or ground beds when they are about 4in. to 5in. tall. To do this, care should be taken to lift the plants without breaking the tap root. They are usually transplanted with a dibber. This method is practiced when space is limited, and it

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

	☆	⅛	¼	1 Oz.
BELLIS (Daisies) Giant Monstrosa White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	.50	1.00	1.50	5.00
BELLIS (Daisies) Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed, Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Cherry Ripe,** most brilliant scarlet, **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wansbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wansbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00.

Greenhouse Forcing Giant Exhibition Mixture. (Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties.

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	**Phelp's White**	$0.50
Buxton, Silver Pink	1.00	**Garnet**	.50
Ramsburg's.	1.00	**New Enchantress Pink**	.50
Nelrose Deep Pink	.50	**New Peachblow**	.50
Giant Yellow	.50	**New Bronze Beauty**	.50

Stocks Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00

SWEET PEAS ZVOLANEK'S and IRWIN'S WINTER ORCHID FLOWERING. New seed, ready now. Refer to issue June 29, page 1262, for full list. I have his New York agency. Catalog on application.

SWEET PEAS ROSE QUEEN, selected greenhouse-grown, 1 oz. $3; ¼ lb. $10; 1 lb. $35. YARRAWA, selected Australian-grown, 1 oz. $2.00; 4 ozs. $7.50

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SPECIAL OFFER EXPRESS PREPAID

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs

MAMMOTH SIZE, $2.00 per 100; $15.00 per 1000

Prices on large quantities on application.

CALLA AETHIOPICA FINE, HEALTHY BULBS HOME-GROWN

	100	1000
1¼ to 1½ inch	$6.00	$50.00
1½ to 1¾ inch	8.00	75.00
1¾ to 2 inch	12.00	110.00
2 to 2½ inch	13.50	130.00

Lilium Giganteum.

7-9	100 Bulbs in a Case	$9.00
7-9	300 Bulbs in a Case	21.00
8-10	225 Bulbs in a Case	21.00

Fresh Cold Storage Bulbs

8-10	100 Bulbs in a Case	$12.50
9-10	100 Bulbs in a Case	14.00
9-10	200 Bulbs in a Case	22.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100.

ASPARAGUS Plumosus and Sprengeri. See classified list.

BEGONIA. Mrs. J. A. Peterson, Lorraine, etc. See classified list.

BOUGAINVILLEA Sanderiana. 4 in., fine plants, $3.50 per doz., $25.00 per 100.

CALCEOLARIA Hybrida. See classified list.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CARNATION PLANTS. Field-grown. See classified list.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st. 2¼-in., $5.00 per 100.

CYCLAMEN. 3-in., $12.00 per 100; 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100.

DAISIES. Boston Yellow, rooted cuttings, $5.00 per 100. 2¼-in., $7.00 per 100; fine 3-in., $10.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.00, 1000 $27.50.

DRACÆNA Indivisa. See classified list.

EUPHORBIA Jacquiniflora. 2¼-in., $12.00 per 100.

FERNS. In all varieties. See classified list.

GENISTAS. See classified list.

GERANIUMS. 2¼-in., $3.00 per 100, $27.50 per 1000. R. C. Sept., Oct. and Nov. delivery. **Nutt, Ricard, Poitevine, Buchner,** etc. $2.00 per 100, $15.00 per 1000.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. 2¼-in., $4.00 per 100; $35.00 per 1000.

JERUSALEM CHERRIES (New) **Cleveland.** 2¼ in., $8.00 per 100.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000. 500 strong, 3-in., $14.00 per 100.

PRIMULAS. All varieties. See classified list.

ROSES. Fine 3- and 3½-in., own root. Price on application.

SMILAX. 2¼-in. $3.00 per 100.

SNAPDRAGON. See classified list.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000; 3½-in., strong, $6.00 per 100, $55.00 per 1000.

VIOLETS. See classified list.

"The Bugs Are Busy Now"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50.
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK
Phones, 3738-2326 Farragut

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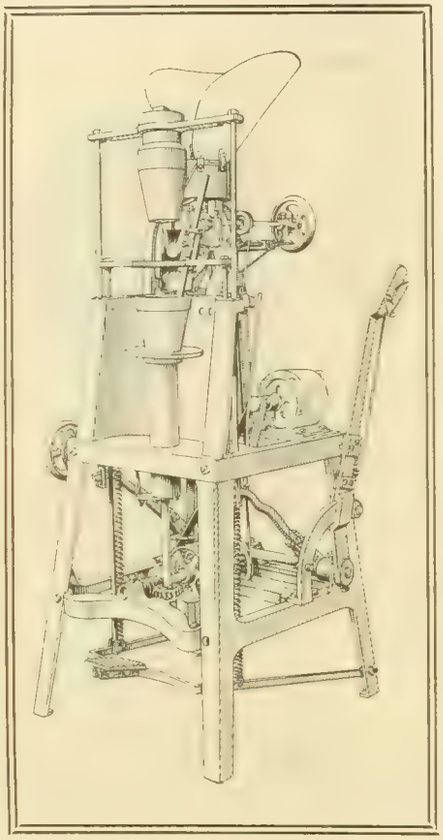

The Problem Solved

Growers are beginning to realize the difficulty in procuring FLOWER POTS in sufficient quantity to supply their demands

THE

CONCRETE FLOWER POT MACHINE

WILL MAKE FLOWER POTS IN ANY SIZE FROM 2 TO 12 INCHES

CONCRETE FLOWER POTS are Practical and Serviceable Plants do equally as well or better than in Clay Pots

Every Grower should own one or more of these Machines. Write for full particulars

SPOKANE CONCRETE FLOWER POT MACHINE CO.

807 Riverside Avenue, SPOKANE, WASH.

When ordering, please mention The Exchange

Saved Freight—Saved Delay—Got Fresh Plants

Editor Florists' Exchange:

In a recent issue you told of several florists in the Pittsburgh region making an extended auto trip for their plants, but previous to reading that article we had determined that it would be necessary to procure our Carnation plants from some source where we could effect the delivery through the medium of our automobile.

Therefore, on Sunday, Aug. 25, we journeyed to Hightstown, N. J., to the establishment of Jas. H. Black, Son & Co., a round trip distance of 110 miles, for our Carnation plants; secured them in first-class condition, and reached home without a mishap (which goes without saying, our "automobile" being a Ford).

Aside from being a pleasure trip, we accomplished something that will more than repay us—as we secured stock that had not suffered by delayed transportation, and we further assisted somewhat in relieving congested traffic conditions.

I feel sure that if your paper would place before its readers the benefit derived from procuring stock that has not suffered through being in transit too long, wilting and heating, more florists would avail themselves of the convenience of their auto service for such purposes; but it is only through continued publicity on these subjects that these innovations are proven to be practical. It is my belief that the running cost on such trips will be more than saved if better stock is finally delivered at destination by the adoption of such methods.

Regarding The Exchange, I am a subscriber and a reader, and I fail to understand why all subscribers are not readers, as The Exchange always contains articles of value to the trade from all angles.

Albert C. Stack, Hillcrest Greenhouses.

Laurel Springs, N. J., Aug. 27, 1918.

What if the Railroads are Congested?

BIG opportunity for Growers to secure much business as far away as 100 miles, by undertaking to deliver by auto.

Advertise this service NOW in THE EXCHANGE

to meet the present active buying period.

THE FLORISTS' EXCHANGE

Box 100 Times Square Station
NEW YORK

Notes on Vegetable Crops—Continued

makes possible to use the space for another crop. It usually takes three to four weeks to grow Beet seedlings 4in. to 5in. tall. If the seedlings are not set carefully they may be checked somewhat and require a little more time to mature. When the tap root is broken off quite short, a good Beet will not be formed.

Another way to use bench or bed space to a good advantage is to plant Radishes in between the Beet rows, at the same time that the Beet seed is sown. Greenhouse Radishes will sell well after the outdoor Radishes are gone. For this system of companion cropping, the Beet rows should be 12in. apart, and the Radish rows 6in. from the Beets. Thin the Radishes to 1½in. apart. The early round varieties of Radish will mature in 30 days, when they will be removed to give the Beets the entire space.

Parsley for Fall and Winter

Those who expect to grow Parsley under glass this Fall and Winter should sow the seed now. The seed germinates slowly, requiring about two weeks, and sowing now while we have warm weather the young seedlings will get a better start, without artificial heat being necessary.

Parsley is a good Winter vegetable; it is used for seasoning and garnishing. If substitutes in food products increase in number this Winter, it will be a good plan to have some Parsley to help make some dishes more palatable. A small section of a greenhouse planted to Parsley will supply the needs of a great many people. Of course, the demand for this vegetable will depend upon the kind of people living in a community and whether or not it is well known on the market. For these reasons it is best to limit the amount planted, unless a grower feels justified in planting a larger quantity. It certainly is a profitable vegetable, and sells readily when the price is reasonable.

After the plants have a good start, the leaves may be cut from them at intervals, during a greater part of the Winter, if the terminal bud is not injured. I know a grower who cleared $36 from a bed of Parsley 5ft. x 5ft. These items are worth while considering.

The seed may be sown in flats, in rows about 2in. apart, and the seed covered about ¼in. deep. Use fresh seed and sow in a good, porous soil. To maintain constant moisture, a piece of newspaper may be laid over the flat, but it must be removed promptly as soon as the seeds begin to germinate. As soon as the first rough leaf has appeared they should be transplanted to other flats, 2in. apart, care being taken not to cover up the central bud. When the plants have a good start they are ready for permanent planting in the house.

Winter Cover Crops

Growers who have some land in addition to their greenhouses may have some sections on which a cover crop could be planted. As the manure supply becomes smaller we must maintain the fertility and humus content of our soils by the use of other materials.

From Maryland southward, Crimson Clover may be planted about Sept. 1. Vetch may be planted as late as Oct. 1 in these sections, but a little earlier farther north. It is a little late now to plant even the hardier clovers farther north. Rye is sometimes mixed with Vetch. The leguminous crops like Clover and Vetch add plant food and are also humus makers, but Rye simply adds a humus making material. By the judicious use of such crops we can improve our soils every year. When used alone about 15 lbs. of Clover should be used per acre, 1½ to 2 pecks of Vetch per acre, or 2 to 2½ bushels of Rye. In a mixture of Rye and Vetch use about 1 bushel of Rye and 1 peck of Vetch.

Vegetable Growers Not to Hold Convention

It is announced that the annual convention of the Vegetable Growers' Ass'n of America, scheduled for Sept. 10 to 13, has been called off and the organization will not meet this year. The executive board came to this decision after a circular letter had been sent to all members, asking for their opinion. The secretary of the association is Sam W. Severance, Louisville, Ky.

Also all other seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Price List.

MICHELL'S NEW CROP FLOWER SEEDS

Pansy Seed

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c.; 50c. per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz.

Giant Sorts in Separate Colors

	Tr.pkt.	Oz.
Azure Blue	$0.40	$2.75
Black Blue	.40	2.75
Emperor William, blue	.40	2.75
Hortensia Red	.40	2.75
King of the Blacks	.40	2.75
Lord Beaconsfield, purple violet	.40	2.75
Peacock, blue, claret and white	.40	2.75
Snow Queen, pure white	.40	2.75
Striped and mottled	.40	2.75
White with Eye	.40	2.75
Pure Yellow	.40	2.75
Yellow with Eye	.40	2.75

Myosotis

Alpestris Victoria	.25	1.00
Eliza Fonrobert	.25	1.00

Cyclamen Seed
Distinctive Giant Strain

	100 Seeds	1000 Seeds
Duke of Connaught. Crimson	$1.25	$10.00
Excelsior. White with red base	1.25	10.00
Grandiflora Alba. White	1.25	10.00
Princess of Wales. Pink	1.25	10.00
Salmon Queen. Salmon pink	1.50	12.00
St. George. Delicate salmon, foliage marbled	1.50	12.00
Mixed Colors	1.00	9.00

Daisy, Double English

	Tr.pkt.	Oz.
Monstrosa Pink. ¼ oz. $1.50	$0.50	
Monstrosa White ¼ oz. 1.50	.50	
Monstrosa Mixed ¼ oz. 1.00		
Longfellow Pink	.30	1.75
Snowball White	.30	1.75
Mixed	.30	1.50

Asparagus Plumosus Nanus Seed Greenhouse Grown
1000 Seeds .$3.00 10,000 Seeds.$25.00
5000 Seeds. 13.75 25,000 Seeds. 56.25

HENRY F. MICHELL CO., 518 Market St. Philadelphia

When ordering, please mention The Exchange

SNAPDRAGON ORDER

For several reasons we publish the following order. It shows what wise florists are planting. It shows what varieties to use, and it shows where good seed can be had:

Cleveland, O., August 15, 1918.

Dear Sir:—Please find check $5.50, for following Snapdragon seed: 3 pkts. Silver Pink, 1 Hybrid Pink, 1 Keystone, 3 White, 1 Yellow, 1 Garnet. Please send us good seed, the same as you have always done, which has given us good satisfaction.
R. ADDICOTT & SON.

SNAPDRAGON will fill every requirement and be the best all-round crop to grow. Seed of our famous **Silver Pink**: $1.00 per pkt.; 3 for $2.50, 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new grand **Golden Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed,** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash. Do the wise thing today and sow some **Snapdragon seed.** Grow your own plants and save transportation worry.

G. S. RAMSBURG :: SOMERSWORTH, N. H.

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J. BOLGIANO & SON
Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue to Market Gardeners and Florists
Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

Exchange Ads. Pay Well

Clubs and Societies

Nassau Co. (N. Y.) Hort. Society

The regular monthly meeting was held in Pembroke Hall, Glen Cove, N. Y., on Wed., Aug. 14, at 7 p. m. There was a good attendance with President Robt. Jones in the chair. Robt. Greaves, Glen Cove, and Wm. G. Carter, Glen Head, were elected active members. The president appointed the following to act as judges for the monthly exhibits: Messrs. Ben. Sutherland, Hector McDonald and Thos. Henderson and their awards were as follows: Competition, 12 Gladioli; Wm. Noonan; 25 Pods of Lima Beans, 1, Frank Petroccia; 6 ears of Sweet Corn, 1, Frank Petroccia. Exhibition: 4 Artichokes exhibited by Wm. Noonan awarded honorable mention.

The preliminary schedule for the Dahlia show, to be held on Wed., Oct. 2, was read and adopted.

Potato Blight

A general discussion was held on the Potato blight so prevalent in this county. A number of members gave their observations and opinions; the majority seemed to favor the theory that Potatoes planted early, on well manured ground, were practically immune and Potatoes planted late on ground where only fertilizer had been used, were the first to be attacked. It would be interesting to hear from other societies as to their experiences on this most important topic. Andrew Wilson from Springfield, N. J., was present and generously offered a $5 gold piece for the best 12 Potatoes, to be competed for at our next monthly meeting to be held on Wed., Sept. 11, at 7 p. m. Competition for the society's prizes are: 3 heads of Celery, vase of 12 mixed Dahlias and one outdoor Musk Melon. HARRY GOODBAND, Cor. Sec'y.

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Connecticut Nurserymen's Ass'n

The association held its annual Summer outing on Aug. 21, at Lake Compounce, Conn., reaching this delightful spot by auto. A goodly number attended and had a fine baseball game; in fact, the enthusiastic fans played two games. The losers were so badly beaten that they begged the writer not to mention the score. A feature was the unusual batting displayed by Messrs. Campbell and Barnes; in fact, it seemed that the pitcher was unable to get a ball past them.

The management at Compounce is to be congratulated on the barbacued sheep dinner it served, differing from some resorts, in that we were bounteously served at table. Everyone had a most enjoyable time. The association held no business meeting.

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AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Pterostyrax hispida

In this we have a Japanese tree that is exceedingly rare in collections; at least in such a size as is depicted in our illustration, which does it far from justice in showing up to advantage the great beauty of the innumerable drooping panicles of creamywhite flowers.

The Order Styracaceæ, to which this tree belongs, is famous for the rich floral effects many of its members afford us in the Spring months, such old favorites as the Silver Bell, Halesia tetraptera and Styrax japonica being among the best and foremost kinds known to all of us.

The Pterostyrax, while considered a June-flowering tree, was at its best on May 28, which shows us the advanced date of blooming with this and many other plants this year. The Winter apparently had not caused any injury whatever to its wood, except that perhaps here and there a few unripened twigs had been Winter-killed. We might here say that it is quite common for this tree in its early years to suffer from Winter-killing of the wood. This is most noticeable after a season in which the young plant makes much growth later in the season than usual, and which consequently does not stiffen its fibre sufficiently to stand severe freezings. With increased age and size this is not nearly so manifest, as the growth being distributed over a larger surface, is much shorter and harder. Then too the production of its flowers, followed by the curiously ribbed fruit tends to hold its growth in check quite a little.

Its propagation is readily effected by green-wood cuttings under glass during the Summer or from seed sown outdoors in the Autumn. The young seedlings appear the following Spring and will need watching at this time, for should they be too thickly disposed in the seed bed there is a danger of many damping off. As soon as the warm days come, relieve the bed of its Winter covering of leaves and keep free of weeds so as to insure a good circulation of air around the young plants. The following season transplanting to nursery rows will be in order, which operation should be done in Spring. It is preferable at that time to cut down the young plant to the ground level, securing and training the strongest resultant growth to form the future trunk of the tree. Invariably, during the training period, the plant is much disposed to form a bush, throwing out many strong lateral shoots which, if allowed to mature, would spoil the future chances of a well-formed tree.

EDWIN MATTHEWS.

Pterostyrax hispida

Summer Propagation of Deciduous Shrubs

Nature has made a wonderful provision for the perpetuation of the species by the most natural of all methods, namely, seed. In this she is prodigally generous in seeing that more than enough is supplied to take the place of those that die. Occasionally, with some plants, by reason of the uncongenial conditions under which they grow, her efforts are nullified and there is a dearth of progeny. We, who are in the horticultural profession, are aides to Nature and by methods other than her own can help to increase the most useful and best species and keep suppressed the undesirable ones. During the Summer months, the mode of propagation most practised is by cuttings and layers, by means of which many thousands of plants are added to the nursery inventory.

Perhaps by the time these notes have reached the press much of the work of Summer propagation will have been accomplished, and no doubt the first batch of soft-wood cuttings will be well rooted. To have a knowledge of the natural order to which a plant belongs will in most cases be a guide to its propagation, for in the majority of instances the species and varieties in an order can be increased by the same methods. Broadly speaking, the most of our hardy trees and shrubs and the best of them are grouped under less than 10 natural orders, and for the most part those kinds which are propagated by cuttings and layers during the Summer will be found in the following four orders:

SAXIFRAGACEÆ, represented by the Deutzias, Philadelphus, Hydrangeas, etc.

ROSACEÆ, containing the Spiræas, Kerria, Cotoneaster and Roses.

CAPRIFOLIACEÆ, including the Loniceras, Viburnums, Weigelas and Abelia.

OLEACEÆ, in which are the Syringas (Lilacs), Ligustrums (Privet), Forsythias and others.

To secure good, salable plants in the shortest space of time and at the least expense is the object of the propagator and to this end he sets to work. First of all comes the preparation of the cutting bed which, fortunately, at this season of the year, is but a simple matter, relieved as we are of that "burning question" of how to generate enough heat from â 50 per cent. allowance of fuel; rather is it a case of keeping things cool. For all practical purposes the cutting bed may be the usual sand bench in an idle greenhouse, an ordinary shallow coldframe, or an improvised frame of 12in. boards with lath shades. Here it may be said in connection with the improvised frame, that a little bottom heat created by fresh stable manure placed at the bottom of the bed will insure a higher percentage of success and at the same time afford better drainage.

If good, sharp sand is easily procurable, make a 4in. bed of this, but if not, a bed of free soil with an inch of sand on the top will serve the purpose, firming same as with the ordinary cutting bench, but remember to see that the bed is well drained.

In securing material for the future plant, select the most healthy, vigorous wood, that which is scarcely half-ripened will root quickest, such sorts as Weigelas, Forsythias, Climbing Roses, etc., are rooted in about three to four weeks. Never allow cuttings to flag; keep the wood well moistened while preparing it for the bench. Unlike Geraniums (which are sometimes allowed to dry out to get rid of superfluous sap) a wilted shrub cutting is practically useless, but if kept rigid by moisture absorption it will be better for handling and will also strike more quickly.

Reduce the leafage on the cutting to two or three half leaves, which will save transpiration and also lessen the danger of damping off. From the time they are inserted into the cutting bed, see that conditions are kept continually moist, without, of course, an excess, which would cause damping off, especially if the bed is not on a raised bench. Shading the cuttings from the sun until they are well rooted is very necessary and important; also remove any that show signs of decay, thus removing the danger of it spreading to others.

The immediate treatment of the rooted plants will depend somewhat on whether the cutting bed is in a greenhouse or a coldframe. If in the former, it will be well to transfer them singly into 2½in. pots or into wooden flats, as in all probability the house would be wanted for other more tender plants and a growing temperature maintained in it during the Winter. The plants in pots or flats can be kept growing until the fall of the leaf and during dormancy be wintered in a coldframe, to be transferred to the open ground in the early Spring. Those rooted in outside frames, if not set too close together to cause undue crowding, can, perhaps, to save labor, be allowed to remain in the same quarters until the Spring; then be set out into the nursery rows. It will be well, perhaps, during the Winter to give the young plants in the frames a slight covering with some light litter to help keep a more even temperature around the roots.

Some few of our popular shrubs are best increased by layering, and for this express purpose some nurseries maintain old stock plants, the yearly growth of which are laid down in June and July. These (with some exceptions like Cercis, Magnolia and Japanese Maple, which are usually down two seasons) soon root, and fine young plants are secured for planting out the following Spring. Several of the Viburnums, like plicatum, tomentosum and Sieboldianum, which are rather hard subjects to raise from soft-wood cuttings, readily root from layers in a season.

The popular Hydrangea paniculata grandiflora, while it can be easily rooted from cuttings, will make marketable plants in a shorter time when layered. The old stools or stock plants should be heavily fed with manure every Winter; this dug in around the roots in the Spring produces vigorous growths, which when laid down, form by Fall quite strong plants. Even from cuttings, with such quick growing shrubs as Weigela, Hydrangea, Philadelphus and others, we can have salable plants in 18 months, and specimens in three years.

Perhaps to the majority of florist growers, the raising of ornamental shrubbery would scarcely appeal, nor would it be necessary or profitable when it is remembered how cheaply the young plants can be secured from nursery growers who specialize in them. We think, however, that for the florist whose lines are widened to take in the work of hardy planting, Summer propagation of some of the most needed shrubs would fit in well with his time and general facilities at that particular season of the year, providing, of course, he has not taken up the more utilitarian phase of gardening, i. e., raising crops of vegetables and fruits for the Nation's larder and thereby helping in the one united effort of winning the war.

As one result of the war, this country will have a greater knowledge and love for plants both economic and esthetic than ever before, and if we are not foolish virgins in horticulture, we will make provision to meet the demand which will surely come. The one sure way is to have home-grown stock on hand of the many beautiful things which hitherto we have drawn from foreign sources, but which can surely be produced "Somewhere in the U. S. A."

EDWIN MATTHEWS.

The one book pre-eminently practical for use by florists and nurserymen as a guide for all laying out work is Cridland's Practical Landscape Gardening. Price $1.90 from this office.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

The Automobile Saves Delay

More and more, whenever possible, the automobile is being used in place of the railway cars for the delivery of stock. It is a solution for freight delays, even to points 100 miles or more away.

That Questionnaire to Florists

An outline of this questionnaire was published in issue Aug. 24, page 292. Nothing further has been heard at this office since, but it is urged upon all that they make prompt replies to the Census Department, in order to avoid complication in the endeavor to cooperate. At this critical time our Government is entitled to every item of information necessary for the successful prosecution of the war.

All Corporations Must File Returns

Collector William H. Edwards of the Second District, U. S. Internal Revenue, made a statement on Aug. 27, the object of which was to clear up the matter of capital stock tax returns, which must be filed and payments made not later than Sept. 30. Mr. Edwards stated that, according to the law, all companies not specifically exempt are required to file returns, even though they are not taxable. This is regardless of the market value of their capital stock, whether over or under $75,000.

A Ton of Coal is a Ton of Coal

It seems to be the consensus of opinion on the part of the Fuel Administration at Washington, as well as the State Fuel Administrators, that a ton of coal is a ton of coal—therefore, whether the coal obtained by the florists be anthracite or bituminous, there will be no additional amount obtainable if the delivery is of bituminous. In the West there appears to be no complaint against the use of bituminous, and many florists spoken to in the matter seem to feel that a ton of bituminous under their boilers gives practically as good results as would a ton of anthracite. This virtually answers Mr. Copeland's question on page 292 "Anthracite vs. Bituminous."

Saved Freight—Saved Delay—Got Fresh Plants

Editor Florists' Exchange:

In a recent issue you told of several florists in the Pittsburg region making an extended auto trip for their plants, but previous to reading that article we had determined that it would be necessary to procure our Carnation plants from some source where we could effect the delivery through the medium of our automobile.

Therefore, on Sunday, Aug. 25, we journeyed to Hightstown, N. J., to the establishment of Jas. H. Black, Son & Co., a round trip distance of 110 miles, for our Carnation plants; secured them in first-class condition, and reached home without a mishap (which goes without saying, our "automobile" being a Ford).

Aside from being a pleasure trip, we accomplished something that will more than repay us—as we secured stock that had not suffered by delayed transportation, and we further assisted somewhat in relieving congested traffic conditions.

I feel sure that if your paper would place before its readers the benefit derived from procuring stock that has not suffered through being in transit too long, wilting and heating, more florists would avail themselves of the convenience of their auto service for such purposes; but it is only through continued publicity on these subjects that these innovations are proven to be practical. It is my belief that the running cost on such trips will be more than saved if better stock is finally delivered at destination by the adoption of such methods.

Regarding THE EXCHANGE, I am a subscriber and a reader, and I fail to understand why all subscribers are not readers, as THE EXCHANGE always contains articles of value to the trade from all angles.

ALBERT C. STACK, Hillcrest Greenhouses

Laurel Springs, N. J., Aug. 27, 1918.

The Saint Louis Convention

We are somewhat prone as we journey along the years to look upon that which came latest as better than any of its predecessors. We are apt to forget the notable features which in previous years had in their turn been accredited as the best—or perhaps in our enthusiasm of the moment we had then deemed them unapproachable—yet cautioned by a retrospection down the vista of twenty-eight conventions personally attended, and passing in rapid review the achievements of each one, visualizing the steady progress of the Society of American Florists and Ornamental Horticulturists from the days of the first one attended by the writer at Boston, in 1890, when business and pleasure ran along hand in hand, the latter somewhat inclined to do the leading, along down the line to these later years, the evidence becomes clearer of the society's progress to the point where business has become the essential, pleasure following, a natural reward for work well done but in no way interfering with legitimate convention work. In this transition from pleasure predominating to business first the S. A. F. does not stand alone; all the older societies have passed through the same experience. Business considerations today demand and have been given first place by all national bodies whose membership rests on commercial industry. This trend of direction has been wholesome for the organizations and beneficial to the country.

Of the S. A. F. it can be truthfully said that for several years past, with but one or two exceptions, the meetings have shown a marked tendency to take up for consideration and betterment, not only the welfare of the individual member, but that of the trade as a whole, both members and non-members, a broad, open-minded, big hearted movement by the small majority, rarely noted in the legislative annals of trade associations, efforts that can only be repaid through a cheerful adhesion to the national society on the part of those many thousands who still profit without paying, a position which we feel assured no one would assume did he but give the work of the society on his behalf a little investigation. The visits of the society's secretary to various cities in recent weeks have demonstrated this to be a fact. Florists seen have sprung to the colors. Mr. Young's campaign has met with the greatest success. It is to be persisted in and will undoubtedly succeed in bringing in directly additional hundreds of members and, again, other hundreds through force of attraction.

Undoubtedly the greatest work inaugurated by the society uptodate and now in full swing was the campaign for Publicity of Flowers, for which the meeting in New York in August, 1917, was responsible; this was the one big outstanding feature of that year.

The 34th annual convention just concluded at St. Louis was remarkable in many respects—it was the best attended in years—every session was crowded. Under the tactful guidance of President Charles H. Totty the work progressed rapidly and without friction; each day showed something good concluded.

Right here we wish to go on record with a tribute to the directors of the society for the intelligent care exercised in recent years,—and the close personal unselfish attention paid by so many of them in laying foundations for the society's future, which already ranks it as one of the most successful of its kind in the country. Those on the outside who pay no attention to the society's achievements may think, in a casual kind of a way, that the work of the directors is as easy, we will say, as running down a hill. The writer is well convinced, after close study, perhaps closer study than afforded the subject by the majority, that the directing of the society's affairs has been done with more than ordinary skill and forethought. The proofs are there—the cards are on the table, face up.

The 1918 session will live long in the memory of those fortunate to be present. Much new business of a high order has been transacted, making it somewhat difficult to single out that particular item which will result in the most good. The augury points, however, to the work of the Committee on National Credits and Collections. If the committee to be appointed and the collection agency with which it is proposed to cooperate, will work harmoniously together, we feel assured that here will be developed one of the greatest factors in bringing the business of the florist and grower into line with real business methods and practices, to which end the committee to be appointed by President Totty on "Costs and Overhead" can signally contribute.

THE WHITE HOUSE
WASHINGTON

Aug. 21, 1918.

My dear Sir:

The President asks me to thank you and Mr. Young very warmly for your telegram of the 20th of August, and to tell you and all those concerned that he appreciates the sympathetic interest and support of your membership.

Sincerely yours,
J. P. TUMULTY,
Secretary to the President.

Mr Chas H Totty, President
Society of American Florists and Ornamental Horticulturists, St. Louis, Mo.

[This reply from the White House was in acknowledgment of the telegram forwarded to President Wilson at the very opening of the S. A. F. Convention.]

Meeting of the Federation of Horticultural Societies

A meeting of the New York Federation of Horticultural Societies and Floral Clubs will be held at the New York State Fair grounds in Syracuse, at two o'clock on Wednesday afternoon, Sept. 11. There are several important questions to come before the federation at this time and it is hoped that there may be a good representation of delegates from the various organizations in the federation. The room in which the meeting will be held has not been definitely decided upon, but information regarding the place of meeting may be obtained from Professor David Lumsden, superintendent of the flower department. E. A. WHITE, Secretary.

Florists, Helping Liberty Loan Help Themselves

The horticultural, floricultural and seed trades, all of which are part of the Florists' Committee of the Rainbow Division of the Liberty Loan, this week began preliminary organization work for the Fourth Loan campaign.

It was pointed out that florists during these war times are entirely dependent upon the Government for coal to grow flowers and that by the purchase of Liberty Bonds, men in the trade are able to show their patriotism and at the same time make return to the Government for the coal deliveries so necessary to their continuance in business.

The entire trade will be asked by committeemen to see to it that none of the affiliated trades are absorbed by units to which they do not belong. For instance, seedsmen should ask the manufacturers who make their bags, do their printing, etc., to make bond purchases through the chairman of the seedsmen, or else allow this subcommittee credit for the subscription. In like manner, the retail florists should be responsible for the missionary work done among the basket makers, wireworkers, ribbon men and general supply houses.

This work in most cases can be done by letter. During the Third Liberty Loan, subscriptions totaling $307,350 were piled up. With 100 per cent. improved organization early indications are that this amount will be increased by several hundred thousand dollars.

The Minneapolis (Minn.) Municipal Rose Garden

An Invitation to Rose Growers to Exhibit

During the St. Louis meeting the following letter to the members was read from Theodore Wirth:

We have here in Minneapolis a municipal Rose garden which has been the pride of our city ever since its existence for the past ten years. It has convinced the people of the Northwest that Roses can be grown successfully in our climate and roses are now grown in thousands of home gardens where formerly they were not accorded space.

I want to offer the use of our garden for trial purposes to every grower in the country. Any one who has a new variety that he wishes to try out is invited to send us six plants. We will plant, protect, and cultivate them with all possible care keep an accurate record of their behavior, good and bad qualities, during a period of three years, and report annually to the owner of the plants.

Our object is to keep in touch with progressive work in outdoor Rose culture and to help the grower and introducer of new Roses to try out and disseminate his products. We have a standing committee of three judges, professional men appointed by the American Rose Society, to judge such exhibits. We are willing to pay the express charges on the plant sent, if demanded, all for the sake of keeping to the front and helping outdoor Rose culture in every possible way.

We now have about twenty-five hundred Roses in about two hundred varieties, and have set aside trial beds to accommodate fifty varieties, or three hundred plants, and can give still more space if necessary.

I earnestly ask for the cooperation of everyone interested in this work and hope to receive applications from all parts of the country for space in our garden.

Limitations Upon Storage of Bituminous Coal

A circular issued by the United States Fuel Administration, Educational Bureau, 20th and New York ave., Washington, D. C., under date of Aug. 22, provides that at all points east of the Mississippi and including the States of Minnesota, North and South Dakota "coal in excess of that required for current operations shall be delivered to plants not on the Preference List of the War Industries Board only when it is not in demand for use before April 1, 1919, by consumers on said list, namely, railroads, the Federal Government, states, counties, public utilities, retail dealers, or manufacturing plants on the Preference List."

The conference adopted a maximum number of days storage bituminous coal which will be allowed until further notice, and this was concurred in by Dr. Garfield.

The allowance to the florist industry of steam coal is as follows:

Maine, Mass., Vt., N. H., Northern N. Y.....30 days
Connecticut and Rhode Island.....20 days
Southern N. Y., N. J., Del., Eastern Penna., Md., D. C., Va., N. C., S. C., Ga., Fla., Western Ohio, Western Pa., W. Va., Eastern Ky., Eastern Ohio.....15 days
Lower Michigan.....20 days

In "By-Product" and "Gas Coal" there is no storage allowance.

These limits are mandatory and the Fuel Administrators are expected to see to it that the different classes of consumers are not allowed to exceed these limits, although it is provided that particular cases may require special treatment either by way of granting less or more stocks of coal than indicated by these limits. Therefore, as it is imperative that the grower will have some assurance that even though he may not store his entire coal for the Winter at one time, he may feel assured that if it is to be had he will be given it, florists in the states mentioned above should take up this matter with their State or local fuel administrator.

Provision is made for florists in certain Western States as follows:

"Any company or concern which is permitted under the zoning regulations now or hereafter in force, to obtain coal from Illinois, Indiana, Western Kentucky, or from mines west of the Mississippi River may retain such reserve stock of coal as it shall have on the effective date hereof, on condition that such company or concern shall hereafter use screenings or mine run only, for its current necessities, and shall obtain such screenings or mine run for current use only from such last mentioned fields."

In regard to the above immediate telegraphic communication was established with Wm. F. Gude, representative of the Society of American Florists at Washington, and his reply after consulting Fuel Administration headquarters, just received, as we go to press, reads as follows:

"Florists in restricted districts can store one month's supply based on a twelve months' allowance."

"Close-Ups"

A statement was made at St. Louis that the business of the Florists' Telegraph Delivery Association the past year had amounted to between two and two and one-half millions of dollars.

French flags were most freely in evidence at Moolah Temple, which was natural on account of old St. Louis having been originally a French outpost settlement; the British flag was noticeably missing until some one called attention to it and the omission was promptly rectified and the flag given a prominent position.

The new design chosen for the F. T. D. emblem was accepted from a pencil sketch. At the F. T. D. meeting two enlargements were shown, one in all black, the other in colors suggested by the artist. The idea is undoubtedly good, but the old Mercury seems to have implanted itself in the affections of the members, and it seems likely this latter will be retained and artistically improved, which improvement it can readily stand.

The Rotarian practice introduced by Wm. F. Gude at the F. T. D. meeting went far toward promoting sociability. Mrs. Gude's introduction of herself attracted attention, she saying she was "the silent partner of Wm. F. Gude of the W. F. Gude Co. of Washington, D. C."

Albert Pochelon explained that the word "telegraph" on the F. T. D. emblem was not all, as in many instances it was possible to use the ordinary mail to fill orders, also the telephone.

Wm. F. Gude and Albert Pochelon want new ideas for the F. T. D. meeting to be held in Cleveland in October next.

Geo. Asmus maintains that the F. T. D. emblem might well bear the slogan "Say it with Flowers."

The inauguration of memorial services in Chicago churches and other cities in honor of those fallen in the war bids fair to amplify the use of flowers; so does that of sending flowers to the nearest relatives of our crusaders wounded or killed overseas.

At the F. T. D. meeting some one said a member was wanted for each town of 5000 or over. Secretary Pochelon aptly questioned back, "Will you help to get them?"

"Grow big through doing little things well."—Wm. F. Gude.

The men were complimented on bringing their ladies. It added to the dignity of the occasion—besides the women helped to keep the men straight.

The Mayor told the members that they were as welcome as the flowers in May.

This was the third S. A. F. convention held in St. Louis, the first meeting in 1893, the second in 1904, and now this last one in 1918. The only city rivaling this record is New York.

The 34th annual convention opened patriotically, the delegates, at the suggestion of President Totty, singing one verse of America.

"Flowers speak a louder welcome than any words ever penned."—Wm. F. Gude when referring to the magnificent floral display presented to the officers of the F. T. D.

W. A. Manda spoke feelingly of the absence through illness of Wm. J. Stewart, secretary of the S. A. F. for over 20 years, and hoped for his speedy recovery.

An S. A. F. service flag was installed in Moolah Temple. Additionally the dues of all members who have joined the Colors are to be recorded as paid until the end of the war.

Frederick R. Newbold knows how to get money when he goes after it. He succeeded in obtaining $500 from the S. A.F. for the maintenance of the ambulances which had previously been furnished by the New York Florists' Club and the Horticultural Society of New York and are now doing service at the front.

The proposition for the designation of a flower for each month did not carry. It was negatived on account of climatic conditions. It was suggestedas a good subject for F. T. D. consideration next October.

The Nursery Convention recommendation of planting a tree in honor of each soldier with the Colors did not obtain S. A. F. support.

Cleveland will be honored by the S. A. F. in 1920, or rather Cleveland will honor the S. A. F. It works both ways. Singularly, too, it will be the first meeting after 24 years.

The late Edwin A. Seidewitz

Richard Vincent, Jr. said that if each young man and young woman would wear a boutonniere there would not be enough flowers in the country to fill the orders. Mr. Vincent set the example by "stealing" a flower from an exhibit, which was followed by several others. Jokingly, it was suggested that the directors provide boutonnières for all florist meetings. Another suggestion was to work the S. A. F. badge unto a boutonnière.

There were more men present at the Florists' Hail Ass'n. meeting this year than at all the meetings in previous years combined.

Max Schling told a story of a man who came to him and wanted to "Say it with Flowers" but did not know how to go about it.

R. C. Kerr made an ideal inspiration leader. He made all rise who had subscribed to the Publicity Fund, then waved his wand over those who did not contribute, with first class results, obtaining on the floor in a few minutes a considerable addition to these funds.

Secretary John Young paid a handsome compliment to his assistant on the Promotion Bureau, J. H. Pepper.

Listening to the major on advertising was an inspiration. Words fail to convey the subtle influence which pervaded his talk, much of which was impromptu. Advertisers should not "pull out." Bull Durham was used as an illustration. This tobacco is not now obtainable, but the owners will not stop advertising it for the reason that later they will have to face competition; therefore, they keep the name before the people.

The slogan "Say it with Flowers" is the backbone of the Publicity Campaign.

Advertising is salesmanship calling for the application of common sense in the sale. It is computed that six million dollars a year is spent on advertising. Department stores would starve unless they advertsied. Women take newspapers to read the advertisements. A Philadelphia paper refused a department store advertisement. In a short time it lost 20,000 circulation. The other daily, which took on the advertising, gained 15,000 circulation.

The glass sign "Say it with Flowers" and sold to the retailers at $1.50 was a most wonderful bargain, tying up with the Society's national advertising.

President Gude's suggestion to send flowers as coming from the S. A. F. to three families whose relatives have fallen in everybody's war was an act of tact and sympathy. It will bear fruit.

The School Garden idea was started by J. K. M. L. Farquhar in 1892.

When all are guided by production costs and overhead we will be nearing the millennium.

Non-essential means non-essential to the furthering of the war. It does not mean that a non-essential must go out of business.

The favored ones in Illinois and Indiana and other points noted can store screenings to Sept. 10, with the possibility of an extension. This includes what is termed standard mine run coal.

Slack has danger of fire attached to it. It should be piled in height not exceeding 3ft., with pieces of pipe inserted here and there, blocked at one end. Be careful not to wet.

Obituary

Frank Danzer

Frank Danzer, formerly vice-president of John Breitmeyer's Sons, Detroit, Mich., with which firm he was connected for many years, died in Detroit on Aug. 20. Mr. Danzer died suddenly, death being attributed to heart trouble. For a number of years Mr. Danzer was THE EXCHANGE correspondent at Detroit. He was of German birth and descent, but evidently a full-fledged American citizen. He made a visit to Germany when the war broke out and had the greatest difficulty in returning, spending several months in the endeavor. He finally arrived in New York with nothing more than the clothes he stood in. His death will come as a shock to his many friends.

John White

John White of Springfield, Mass., well known as a florist in that section of New England, died on Aug. 26, at the age of 77, death being due to the infirmities of age. Although Mr. White had been in failing health for two years he had been able to be up and around until the past two weeks. Mr. White was born in Banbury, England, May 24, 1841. He received his early training on various estates and had charge in succession of several large ones, being finally appointed to the Royal nurseries, where he remained 20 months. From this position he came to this country, settling in Springfield. He worked for a time for a florist and held several other positions in connection with horticultural work. Later he went into partnership with H. C. Hume, and in 1876 the firm established itself on New West st. In 1886 Mr. White became the sole owner of the establishment, which he conducted until the time of his death. The range included about 20,000ft. of glass.

Mr. White was married three times. His third wife, who survives him, was the daughter of Benjamin Gray, a Malden (Mass.) florist. Mr. White belonged to several fraternal orders, including the Masons.

Edwin A. Seidewitz

The sudden and unexpected death on Aug. 24, of Edwin A. Seidewitz, well known florist of Annapolis and Baltimore, Md., through suicide by shooting, came as a shock to the many friends he had in the trade in that city and elsewhere. Mr. Seidewitz had been under a doctor's care for more than a year, due to mental and nervous trouble, brought on by worry over war conditions, principally because of the action of the Fuel Administration in cutting down the allowance of fuel for the florists. The deceased had developed in later years marked mental activities; his knowledge of men and events was well above the average and his act was probably brought about through this strain on his mental faculties.

Mr. Seidewitz was a native of Baltimore, having been born there 52 years ago. He later went to Annapolis, where he established nurseries near the Severn River. In 1899 he was elected mayor of Annapolis on the Democratic ticket and served two terms. He took an active part in the affairs of that city. Fifteen years ago he opened a florists' shop at 323 No. Charles st. Baltimore, which he conducted successfully until war conditions affected the florist's business.

Mr. Seidewitz was for a number of years Baltimore representative of THE EXCHANGE, a position which he filled most efficiently. He was also at one time president of the Baltimore Florists' Club and was active in fraternal organizations. Mr. Seidewitz in earlier days took a prominent part in the S. A. F. and O. H. For several terms he held the office of State vice-president and was once mentioned for the secretaryship of the organization.

The deceased is survived by his widow, Mrs. Adele Seidewitz; one daughter Adele; three sons, William E., Edwin W. and Albert R. and a sister, Mrs. Amelia Feiger.

The photograph of the delegates of the thirty-fourth annual convention of the Society was taken in front of the Moolah Temple (St. Louis) meeting and exhibition balcony; also the "mothers" of the S. A. F., and F. T. D.,

Proceedings of the Thirty-fourth Annual Convention of the Society of American Florists and Ornamental Horticulturists at St. Louis, August 20 to 22—*Continued*

papers and periodicals today were spread out they would cover an area as great as the State of Delaware; the value of that advertising, according to the latest census, was $255,000,000 which added to the millions spent for booklets, letters, etc., would make the total yearly investments in advertising $615,000,000. In fact the total has been set as high as a billion.

Major O'Keefe gave several instances of certain well-known commodities which owed their enormous publicity to advertising and the large sums that were spent by the manufacturers. He then pointed out some of the qualifications of the advertising expert and the great pains the latter took to serve his client efficiently. He emphasized the fact that one of the most important tasks of the advertising agent is to develop cooperation between all those concerned or interested in the marketing of a product; cooperation between manufacturer and retailer, buyer and seller, the purchaser and his market.

Another fact that he brought out was that the retailer has been neglected by the advertiser in the past, that a manufacturer might spend considerable sums of money to create a demand in every way possible on the part of the public and will have the effect of all of this lost because the sale was left to the untrained, uninterested staff of clerks in the retailer's store. Today, however, every progressive advertiser makes careful plans by helping the retailer and even goes so far as to help the retailer increase his business in other lines which will indirectly increase sales of the manufacturer's own goods.

Major O'Keefe then showed what a rich field there was for this sort of thing in the florists' campaign and said that he desired to impress upon his hearers the importance of suggestions. He said that no one has a monopoly of bright ideas, least of all the advertising man, and that he had seen many bright ideas come from wholly unexpected sources. He suggested that there might be in the audience someone who had been nursing the germ of an idea "that could be applied with wonderful results to the promotion of flower sales either through cooperation with the retail florists, or with the producers of some other article or in connection with some campaign or other. For example, jewelers boost the birth stone idea, a jewel for every month. We are trying to make the idea of a flower for every month just as popular. It may be that in your travels you hear of an odd use for flowers, or of their association with a certain event. Just make a note of the item and send it along to Secretary Young."

Major O'Keefe said that there was a big opportunity for each one to use his best efforts to help the retail florist. "Show him what we are doing to make it easier for him to sell more flowers. Boost the idea of cooperation. Make cooperation a hobby. Talk cooperation, and above all, practice cooperation."

In spite of the difficulties involved in the national advertising campaign for the past six months he considered that the results had been highly successful. Much credit for this was due to Secretary John Young, the head of the promotion bureau.

The address then went on with some general remarks about the florists industry. The speaker said that undoubtedly the florists business had been affected by the war.

Speaking of luxuries and flowers he defined a luxury as something we felt we could absolutely do without, something that would not upset any fixed habit in our daily lives. He then asked: "Are flowers a luxury?" He then put the question: "Have the florists as a body made the buying of flowers by the public such a frequent habit that people would feel that, if they were deprived of them, something real and vital would have gone out of their lives?" The answer was "No". Major O'Keefe pointed out that it was the mission of the florists now to continue to change the public mind through the means of national advertising and to persist in advertising now, not only for the sake of stimulating sales, but from the standpoint of public good will.

He brought out the fact that people now think of flowers to be used only on special occasions. This is simply due to lack of education. He showed how with other things, the telephone for instance, the habit was formed through educational advertising of using these things, and the same results could be obtained with flowers. His suggestion was to keep on insisting upon the desirability and usefulness and sentiment of flowers and before long the desire for them would be firmly entrenched in the hearts and minds of the people.

Major O'Keefe said that the general public had little idea of the great effort and thought and scientific research that stands back of the florists' industry and the months and years of labor necessary to the production of plants and flowers before financial returns come. His point was that the masses do not know much about the flower business and the more the florists educate them about it and take them into their confidence, the more people generally will respect and patronize the florist. This he called good-will advertising, aimed not only to make occasional sales, but to create a favorable impression of the florists' business generally. He pointed out many reasons why the S. A. F. should continue advertising. The country is prosperous and many people who never bought flowers before the war can afford to do so now. "The war has created many bonds of sympathy and affection among our people which can easily be turned your way. Flower advertising just now could not have anything but a favorable effect on the Federal authorities. Besides the creation of the mass demand for flowers now, the creation of good-will will stand you in good stead after the war, when people may have to buy more discriminately and draw a tighter line as to what is and what is not a luxury."

The speaker concluded by pointing out that by advertising now the florists' industry would be more readily remembered later on and that those lines of business that keep themselves prominently in the public eye are more likely to keep there after the war.

In the brief discussion which followed, Mr. Kerr inquired of the speaker what percentage of the gross returns from the business could be set aside wherewith to conduct a campaign of advertising. The reply was that in Boston the department stores allotted between three per cent. and four per cent. of their gross business for publicity. He thought it would be safe to allot the same amount for retail shop publicity. The major endeavored to elucidate the point that advertising was not a gamble, for while nobody could tell in advance what advertising was going to do, certain principles, if followed out, would bring certain results. Continuing, he gave many illustrations, all of national products, which made money while they were advertised but ceased to do so as soon as the advertising stopped. The essential point in advertising was first, last and all the time, that the advertising be honest, that the goods be just as represented, otherwise the more deceptive the goods advertised, the less the public will think of them and the more money will be lost by the advertisers. He gave several instances in proof of his assertion. "You will get out of an advertising campaign just what you put into it." This does not mean that if you place a thousand dollars into an advertising campaign, it will return your thousand dollars, but that if you are advertising on the correct basis and judiciously, the advertising will bring you satisfactory results.

Major O'Keefe is a man of magnetic personality and charming presence, the sort of a speaker that must be heard to be fully appreciated. Those who had the pleasure of listening to him at this convention will long remember his address as of great interest and most instructive. Prominent members of the association voiced this opinion after the close of the session. Major O'Keefe is firmly of the opinion that American business can expect great things after the war but must not defer its advertising efforts until the war is ended.

President Totty congratulated the convention upon its good fortune in securing so able a speaker to put forth the advantages of the advertising campaign.

Mr. Asmus remarked that he had had a conference with Mr. Watson, the chairman of the finance committee of the Nurserymen's Association, looking toward that association and the S. A. F. and O. H. entering into some mutual arrangement whereby to push forward the publicity work. The nurserymen are not ready yet to fully express themselves but the matter is in process and some arrangement may be made later on.

Major O'Keefe made clear the fact that his profits come from the publications in which the advertising is placed and not from the contributions. He has given his own efforts unselfishly with a view to seeing that the present publicity campaign of the S. A. F. and O. H. is fruitful of beneficial results for the membership.

President Totty announced that the annual election of officers would take place at 10 a.m., Thursday, and that John G. Esler would conduct the election as master of ceremonies, assisted by the following tellers, who were requested to report promptly to Mr. Esler Thursday morning, viz.: F. J. Fillmore, Oscar J. Ruff, A. J. Zech, W. Mott, Paul H. Klingsporn, F. Lautenschlager, R. C. Kerr, Joseph Manda, W. W. Coles, A. F. J. Baur and A. L. Miller.

William F. Gude, Washington representative, remarked that he had noticed in a local newspaper (St. Louis) announcement that three St .Louis boys had made the supreme sacrifice on the other side, and he suggested that it would be a graceful thing to send to the families of these boys from the association a suitable floral offering, and that this be done on any other days while the convention was in session with respect to any additional deaths that might be reported. This suggestion was adopted by the convention by unanimous vote.

On motion of A. T. De La Mare, a rising vote of thanks was extended to Major O'Keefe for his brilliant address.

On motion a vote of thanks was also tendered to Henry Penn, chairman of the publicity committee.

The convention then adjourned until Thursday morning

Thursday Morning Session, Aug. 22

At 10 a.m., President Totty announced that the polls were regularly open and would remain so for one hour At the expiration of this period, all having voted, the polls were closed.

Then followed the report of the committee on the president's address. Committee: Geo. Asmus, chairman A. T. De La Mare and E. G. Hill.

Report of Committee on President's Address

Your committee on president's address respectfully reports that it believes the address to be of more than ordinary importance, and that the adoption of its recommendations thereon will be beneficial to the society and its members.

l on Tuesday afternoon, August 20, with the sun's rays directly on the assemblage. For all that it is a very good picture. Notice floral decorations on stairway and h their presentation baskets of flowers before them.

e recommend as follows:

hat the society, through its president, appoint committees of its membership in localities wherever possible to assist National League for Women's Service which, through its nbers, is striving to cheer the life of the invalid soldier by gs of beautiful flowers.

e wish further to concur in the president's remarks upon unselfish work done for the benefit of our society and all nbers of the profession by our Washington representative, liam F. Gude, who has sacrificed his time to do this work, therefore we offer and ask your adoption of the following lution: *Resolved*: That the Board of Directors of the S. F. & O. H. are empowered to recompense the Washington resentative in its discretion.

e think the recommendation of the president to have our nbership assist in the beautifying of cantonments and ps throughout the country to be of especial value and imtance, so that these may not have that barren and desolate earance that many of them now have, and that measures uld be taken to make them more homelike and cheerful tending to increase the morale of our soldier boys and l them forth in better fighting trim after having been in r cantonments sometimes for long periods of time while ergoing training, and we believe that if work was done as has been done at Camp Mills, where shade trees and ers and ornamental shrubbery have been planted proly, it would be a great and beneficial work for our society oride itself upon, both now and hereafter; and we recomnd that the president of this society issue an appeal to the t throughout the country to assist the various committees m we recommend that he appoint in every locality where tonments are located, and urge upon them the necessity of ing active at once so that shrubbery, etc., can be planted t Fall.

n reference to "Trade Acceptances," which have been so mon for years in foreign countries and are now being orsed and recommended to be used by the prominent iness men and organizations of this country as an emergency ateral which is strongly fostered by our Government, we mmend that the florist trade adopt this method of conservi credits, and enlarging the circulating medium, thus stimuing sales of our products.

n reference to the establishing of a florists' bank, as recomded by the president, we find that in most cities, and in even in the smaller ones there are florists or those engaged ome of our allied trades, who are directors or officers of ks, and we believe that they would be able to pass upon lits, and we do not think it advisable or feasible to have k established solely for the florist interest, as the location uld have to be too far removed from some of the craft and refore not of use to the trade in general. We do not, therefore concur in this recommendation and would recommend t it be not acted upon.

n reference to the establishment of a society publicity organ: wish to recommend that such Bulletin be issued not oftener n once a month to the society membership, such bulletin contain a record of the work of the society and matters of neral interest pertaining to our own and our affiliated organtions, and to positively carry no paid advertisements; that expense of such publication can be, we believe, largely set by the cutting down of our elaborate book of proceedi which, in the past, has been unnecessarily voluminous. I we believe the same purpose can be better served by rening in the secretary's office a full record for reference of the vention proceedings, but the published matter to be efully edited and condensed. We believe, also, that much ney can be saved through the elimination of sending out by il of notices and announcements which now can be included the official bulletin, reaching the membership with much l office labor and postage expense. Such official bulletin uld also greatly assist the publicity campaign which cannot it for yearly volumes but must be constantly looked to and t up to date.

The report of the School Garden Committee (Benin Hammond, chairman) was then read at this eting. (See page 295, issue of Aug. 24) To this he added in simple language a story of his efforts to interest the children of Beacon (his own city) in the garden movement. Mr. Hammond said that only a few years ago it was utterly impossible to have flowers in front of the house. Now, several hundred children who had enlisted in the School Garden Brigade had become each one a policeman and natural protector of plants, and their wanton destruction has utterly ceased. He told a good story on himself to the effect that one day coming home he was approached by three boys, each with a large bouquet of miscellaneous flowers, which he purchased at a moderate figure. Then on arriving at his own home, he discovered that these selfsame flowers had been stolen from his front yard. An offense of this kind could not possibly happen in that city today, he said. As he walks the streets of the city, the children call him, take him by the hand and lead him to their gardens. Some of these are but scant patches, he said, bare handkerchief gardens, but his greatest satisfaction is in noting the genuine pleasure taken by the children in their gardens of vegetables and flowers, because they were fully as insistent upon flowers as upon vegetables.

Report of Judge of Elections

Mr. Esler stated that 144 votes had been cast. For president, J. F. Amman received 134 votes; no opposition. For vice-president, E. A. Fetters received 66 votes and Robt. M. Rahaley 63 votes. Votes cast for John Young as secretary and J. J. Hess as treasurer, both reelections, no opposition. For directors to serve for the next three years: Jos. H. Hill, Richmond, Ind., received 87 votes; C. C. Pollworth, Milwaukee, Wis., 65 votes, these two gentlemen being declared the successful candidates. John Evans received 40 votes; Chas. L. Baum 31 votes; J. S. Wilson 56 votes.

President-elect J. F. Ammann, called upon, made a rattling good speech, strongly permeated with patriotic flavor, returning thanks for the honor conferred with especial emphasis to the St. Louis Florists' Club for its endorsement of him. He also extended his heartfelt gratitude to A. L. Miller, the other nominee, who had so unselfishly stepped aside that he might receive the unanimous vote of the convention. Mr. Ammann said he realized he was taking the executive office at a most trying period in the history of the organization but, with the support from the members that he hoped for and expected to receive, he believed he could make a favorable record and leave the society in as strong a position at the expiration of his term of office as any other under the Stars and Stripes today. Mr. Ammann did not forget to express his deep sympathy and admiration for the brave boys who have gone to the other side to fight the battles of the Nation. Some people might consider it a privilege to stay at home but, for his part, he thought that the going was the privilege. Those boys will come back home better men than they were when they went. It is up to us all to keep the home fires burning and maintain our businesses so that when those boys come back they will have a home to come to and a business waiting for them that will enable them to properly maintain themselves through life. Florists must stand side by side in maintaining their organization and their common brotherhood.

In conclusion Mr. Ammann paid a high encomium to the president of the United States, Woodrow Wilson, a man of whom we are all proud, who knows no party, and who is as true and as staunch an American as ever the sun shone on (applause). It is for us to stand back of him and his cabinet and co-workers in all orders given out to conserve fuel, to conserve labor, and in all other matters tending to the successful prosecution of this war. Mr. Ammann insisted that no other organization will make greater sacrifices than the florists will be called upon to make and which they will make cheerfully. The speaker also commended the patriotic stand that the trade papers had taken generally. The time is now here for us to give to our Nation everything that is within us, and to bend every effort toward fighting this war to a successful conclusion, as until it is won, everything else must be relegated to the rear. In the meantime there should be no let-down in our business efforts both that we may do our duty toward our Government and toward our returning boys when peace shall have been declared.

Secretary Young, upon the announcement of his reelection, was also called upon for a speech, and voiced his gratitude for the honor paid him which, he said, took an endorsement of the work of the secretary's office, which was increasing every year. He referred to the faithful and loyal labors of the executive board, the members of which he believed did not always receive sufficient recognition and acknowledgment. If it were possible for all the members of the society to be personally familiar with its proceedings they could then better realize how many matters of importance were considered and the great amount of labor that the members of the board were called upon to perform. Mr. Young called special attention to the work of George Asmus, chairman of the finance committee, of whose assistance he had always freely availed himself during the year. He was also grateful for the assistance of President Totty and the members of the various committees generally, and believed that the recommendations of President Totty which had been concurred in by the society would result in much good.

Joseph H. Hill in acknowledging his election as director, thanked the people of St. Louis for the splendid time all had enjoyed and hoped that it would be possible soon to visit them again.

C. C. Pollworth, called on, responded in a fitting manner, pledging himself to assist the president and other officers in furthering the interests of the society at all times to the best of his ability. Then followed the report of the committee on Memorial resolutions.

Memorial Resolutions

Whereas, It has pleased Almighty God to take from our midst our highly esteemed fellow members—

F. C. Bartels, Rocky River, O., Sept. 15, 1917.
John A. Valentine, (Life) Denver, Colo., Oct. 15. 1917.
Wm. Nilsson, (Life) Woodlawn, New York, Oct. 22, 1917.
E. A. Beaven, Evergreen, Ala., Oct. 22, 1917.
Thor Zetlitz, Lima, O., Dec. 1, 1917.
Christian Eisele, Philadelphia, Pa., Mar. 1, 1918
Joseph Heacock, Wyncote, Pa., Mar. 18, 1918.
J. Harrison Dick, New York, N. Y., Mar. 25, 1918.
J. B. McArdle, Greenwich, Conn., April 29, 1918.
John Satterthwaite, (Life), Denver, Colo., June 9, 1918.
Thos. Thompson, Santa Cruz, Cal., June 13, 1918.
J. Van Lindley, Pomona, N. C., June 13, 1918.
Wm. H. Evans, Colorado Springs, Colo., July 10, 1918.
James Dean, Freeport, L. I., N. Y., (Life) July 16, 1918.
John Berry, Denver Colo.

It is therefore

Resolved, That we, members of the Society of American Florists and Ornamental Horticulturists, brought together

at this, the thirty-fourth annual meeting of the society, feel most keenly the heavy loss sustained in the departure of so many of our well beloved brothers, whose wise counsel and unceasing industry in the best interest of the trade remain as enduring monuments to help us ever onward. Their constancy and devotion to the cause of floriculture have been an inspiration to all of us, their blameless lives a benediction. It is further

Resolved, That we extend to their sorrowing relatives our great appreciation of their splendid qualities together with our sincere sympathy in their bereavement, and that a copy of these resolutions be forwarded to them and entered upon the records of the society with sketches of their lives and accomplishments.

Committee: Michael Barker,
John G. Esler,
J. A. Peterson.

After the impressive reading by John Young of these Memorial Resolutions, the delegates arose and stood with bowed heads in silent Communion as final public tribute to their departed fellow members.

On motion of Michael Barker, the foregoing resolutions were adopted as read by a rising and unanimous vote, the convention standing with bowed heads.

The secretary read a telegram from Fred C. R. Newbold expressing his appreciation of the $500 award for ambulance work; also a telegram from Esther Chapin of the American Fund for French Wounded in further acknowledgment of that donation.

President Totty then proceeded to read his paper on "Present Day Cost of Production."

Present Day Cost of Production

The discussion was opened by President Totty with the following paper:

Cost production is a subject to which the florist has hitherto paid little or no attention but which present-day conditions will force him seriously to consider if he is going to keep in business. Since the great war started all materials the florists use, such as fertilizers, glass and every other item, has gone up from 50% to 500% in price, but the florists in many cases still sell their standard plants at the same old price they did ten or fifteen years ago.

The average grower detests bookkeeping and, consequently, his expense account just contains items of so much received and so much paid out, without considering its relation to the cost of any crop. How many growers who sell field-grown Carnations at $50 per 1000, for instance, ever stop to figure out the cost of that crop? The grower in this respect is handicapped in comparison with any manufacturing concern, which can take a certain amount of raw material and after two or three runs on the machine tell how many yards of cloth it will produce, and also just how much the labor cost was on the same. A grower dealing with live plants cannot have such a definite understanding, as so many other things have to enter into his calculations. In the case of a plant propagator, fungus in the cutting bench or any one of a dozen unlooked for circumstances may cause the loss of the entire crop of cuttings. Still, there is no way of ascertaining the definite cost of a crop except by means of a time card showing the cost per thousand of making cuttings, putting them in the sand, potting them and bringing them along to the point where they can be sold. To this of course must be added a proportionate ratio of overhead expense, interest on capital invested in the greenhouses, advertising and a dozen other items. The average grower says it can't be done, yet all business experts tell us we must eventually get down to it or go out of business, since no man can do business at a loss nor can he do business on a blind basis unless he has a tremendous margin of profit, and no florist today of my acquaintance is getting that. One thing is sure, the Government these days is not interested in any business that is not making money, since money must be made in order to give the Government revenue to carry the war to a successful conclusion. As a cold business proposition they are much more liable to divert our coal to some business that is paying good dividends than to consider the florist because he did not make any money last Winter.

The grower is the cornerstone of the florists' business, as without the grower it is obvious to the most obtuse intellect that neither the wholesaler nor retailer can exist. The retailer in the larger cties is the man who is the medium of communication between the grower and the consumer. In most cases he is a very much better business man than the grower but too often uses this advantage solely for his own benefit, and considers the grower the cow to be milked indefinitely. The retailer, in some cases, is more interested in putting his fellow-retailer out of business than in elevating the profession up to the point where every one can make money and live as men and women should live in this favored land of ours. The retailer must charge a price that is high enough not only to recompense him for his time and money invested, rental, help, etc., but to enable him to pay a price to the grower that he in turn can live and move and have his being. In too many cases the retailer, instead of helping all he can in a congested market and co-operating with the wholesaler to move the stock, uses all his energies to buy as cheaply as he can and sell at as high a price as possible.

At the present time, very little team-work is manifested between the three branches of the business. I consider the wholesaler has the worst position of the lot since the retailer pounds him from the front line trenches because he charges "too high a price," and the grower pounds him from the rear because the price return is not high enough.

No matter what one purchases today the price is tremendously advanced and the public can be readily instructed that they have to pay an increased price for flowers also. There are cases to my knowledge where in some cities Geraniums, for instance, sold at one time for $1.50 per dozen, and were sometimes planted in addition, at this price. This year the same quality plants sold for $3 per dozen, plus the cost of planting, with no argument and just as much satisfaction to the customer.

In cases where a grower retails his own stock he is apt to be a detriment to the market because so long as he did not have to go into the open market to buy flowers he can sell cheaper than his neighbor who does not have growing facilities. A greater mistake was never made, yet how many grower-retailers have ever studied out what their crop cost them in order to arrive at an aggregate idea of what they should charge their customer? I know many men in the growing business who do not seem to think their own time is worth anything. If they were engaged in some other occupation with the work of their hands they would get from $3 to $7 per day, and yet the labor they put into their own business is not figured as being worth anything. Then again there are men owning their own stores who do not estimate the rental which they would have to pay if they did not own them, as it would be part of their expense account.

If there are any members of the society who have records of expense of cost-production I think it would be an excellent idea if they could or would get together and work out something along these lines.

One thing is certain: many florists who never kept a record in their life will be compelled to keep it this year on account of the income tax regulations which require that all persons engaged in commercial pursuits, including florists, must keep a record of all their transactions.

With this as a basis, and the exercise of common-sense, many growers will be in a much better position after this year to know definitely whether or not they have made any money.

There is another type of grower-florist who does the business a great deal of harm. I refer to the man who uses all his family in his business, thereby, employing little outside labor. He pays his own children a minimum of wage, in many cases giving them nothing but board and lodging, and is thereby enabled to operate and sell at a price with which another man, trying to bring up his family as any American family should be brought up, is unable to compete. This kind of grower must be educated to the possibilities of his business before we can hope to have the florists' business attain its proper dignity.

These remarks contain nothing about actual cost-production but they may perhaps start a discussion so we may hear from someone who may have proceeded farther along with this subject than I have.

An interesting discussion followed, it being the consensus of opinion that this subject of cost and overhead was of the greatest importance and should receive thorough and careful attention at the hands of the society, and that a special program of one or more sessions should be set aside for its discussion at future conventions. On motion of E. G. Hill it was ordered that a committee be appointed to investigate "Cost and Overhead," and present the result of their work at the next convention. President Totty announced he would appoint this committee later.

Thursday Afternoon Session, Aug. 22

The speaker of the afternoon was Henry G. Martin, Associate Administration Engineer of the U. S. Fuel Administration from Missouri, located at St. Louis.

The Coal Situation

Mr. Martin made an excellent impression upon the delegates as a fair-minded and conservative man of good business judgment; he made it plain to his hearers that the Government in no case desires to injure or wreck any man's business but that the dire necessities of the day compel what might seem to be, at first sight, rigorous requirements, but which are absolutely essential to the successful carrying on of the war and the shortening of the period of conflict. Every day saved means the saving of thousands of lives and many thousands of dollars of the wealth of the Nation. In its essence the talk developed nothing new so far as the florists were concerned which has not already been printed in The Exchange, save that in those States where slack or screenings were permitted to be obtained, this material must be obtained and stored by Sept. 10, although he expected an extension of time.

Following the address questions were freely asked Mr. Martin and as freely and frankly replied to by him; those taking part being Messrs. Washburn, Clift, De La Mare, E. G. Hill, C. P. Mueller and W. F. Gude. On motion of Mr. Fulmer a rising vote of thanks was extended to Mr. Martin.

Report of the National Flower Show Committee

The report of the national flower show committee was presented by the chairman, George Asmus. It is well understood by all that the show scheduled to be held in St. Louis in the Spring of 1918 had to be abandoned. Mr. Asmus gave an outline of the plans which had been formulated for an exhibition on an extensive scale and then recited the several causes which had brought about its abandonment, paying a compliment to those growers who at much expense had prepared exhibits for the occasion. It was his belief that St. Louis would prove an ideal city for such an exhibition and he hoped to live to see the day when it would have a national show.

Secretary Young took occasion at this time to return his compliments to the florists of St. Louis, stating that he had been in St. Louis practically a month attending to the details of the convention and at times had been in receipt of the greatest courtesy and hospitality; especially was he personally indebted to Fred Meinhardt, who had placed his automobile at his disposal and accompanied him daily wherever duty took him.

Fred Dorner referred to the fact that he had had the honor of being secretary of the S. A. F. and O. H. for two years and knew what the work of that office was at that time. Since then it has greatly multiplied and is today many times as large in volume. Great appreciation was due to the secretary, and Mr. Dorner moved that he be given a rising vote of thanks for his excellent work during the past year. The motion was at once promptly seconded by several members and carried by a rising and unanimous vote, Mr. Young responding in a fitting manner.

Award of Liberty Bonds

Awards of two $100 Liberty Bonds were made by Frank Friedley of Cleveland and W. J. Pilcher of St. Louis for turning into the society the largest number of new members for the year, the former securing 93 and the latter 61 members. One hundred and fifty dollars of the award was donated by President Totty and $50 by the S. A. F.

Greenhouse Longevity

Reverting to Mr. Totty's paper on Costs, C. P. Mueller raised the question as to the depreciation on greenhouses. Mr. Washburn gave it as his opinion that the average greenhouse it was 10 per cent. per annum. He further inquired how much members charged in their expense account for the depreciation of greenhouses in making up their statements for the Government. Mr. Esler inquired how much the Government allowed for depreciation in a manufacturing plant? Mr. De La Mare stated that on printing machinery a 10 per cent. allowance for depreciation was made.

E. G. Hill remarked that on the old fashioned frame greenhouse the figure might be larger but on a modern iron frame house he thought that 8 per cent. would be sufficient to cover the cost of depreciation; in some cases the ordinary greenhouse might run up as high as 16 per cent. depreciation, this being largely affected by the care in maintenance and attention to repairs.

Mr. De La Mare suggested that when the association takes up in earnest the question of cost accounting the members would no doubt learn more exactly what the depreciation is. President Totty remarked that he saw great possibilities in the carrying out of the cost and overhead program of investigation.

Mr. Hill added that he was not sure he had made sufficient allowance for depreciation in boilers, which is very great, and varies in connection with the kinds of fuel used, some descriptions of fuel being more destructive to boiler plate than others; it would be a pretty hard matter to arrive at exact and scientific figures.

Report of Judges on Trade Exhibits

The judges were: Fred H. Meinhardt, chairman, L. Jensen, A. H. Hummert, C. C. Pollworth, J. J. Windler.

Honorable Mention

Robt. Craig, Philadelphia, Pa—A large exhibit of Croton fancy foliage plants and ferns. Special recognition accorded the fine display of Crotons.

J. A. Peterson & Sons, Cincinnati, O.—Specimen Pandanus Veitchii and Asplenium Nidus-avis A. Also a number of sample Begonias.

Wertheimer Bros., New York City—Ribbons, chiffons and excellent new novelties.

Poehlman Bros. Co., Chicago, Ill.—Palms and Croton. Large exhibit of ribbons, chiffons, baskets and novelty florist supplies.

Ove Gnatt Co., LaPorte, Ind.—Prepared and artificial flowers and baskets.

Vaughan's Seed Store, New York and Chicago—Bulbs, foliage plants and large display of named varieties of cut Gladioli.

S. S. Pennock Co., Philadelphia, Pa.—Excellent display of ribbons, chiffons, corsage novelties and baskets. Very good colors and excellent general display effect.

Jos. Heacock Co., Wyncote, Pa.—A fine display of well grown Palms in various sizes.

Burlington Willoware Co., Burlington, Ia.—Display of willowware baskets, boxes and vases.

Missouri Pottery and Supply Co., St. Louis, Mo.—Display of red clay pots, well staged, and in large variety of sizes.

Schloss Bros. Co., Inc.—Ribbons, chiffons, netting and corsage novelties. A number of new corsage and ribbon novelties were noted.

Highly Commended

A. L. Randall Co., Chicago, Ill.—Baskets and novelties.
Henry A. Dreer, Inc., Philadelphia, Pa.—Foliage plants.
American Bulb Co., Chicago, Ill.—Bulbs
Peters & Reed Pottery Co., Cincinnati, O.—Fancy pottery.
St. Louis Pottery & Supply Co., St. Louis, Mo.—Flower pots.
Nicotine Mfg. Co., St. Louis, Mo.—Nikoteen and Aphine Punk.
Duro Paper Products Co., Chicago, Ill.—Cut flower boxes.
Ionia Pottery Co., Ionia, Mich.—Clay flower pots.
John A. Evans—Ventilating apparatus. Roller bearing pipe carrier. Evans' salt sprayer.
W. A. Manda, Inc., South Orange, N. J.—Foliage plants.

Carl Hagenburger, West Mentor, O.—Solanums.
Chicago Carton Co., Chicago, Ill.—Cut flower boxes.

Miscellaneous

Spokane Concrete Flower Pot Machine Co., Spokane, Wash.—Pictures and literature on concrete flower pot machine.
Kroeschell Bros. Co., Chicago, Ill.—Desk space.
H. Bayersdorfer & Co., Philadelphia, Pa.—Desk space.
Palmer Slack Burner Co., Ft. Scott, Kas.—Literature and Desk space
The Florists' Exchange, New York—Books on horticulture.

The business of the convention was then declared closed by President Totty.

The Visit to the Botanical Gardens

Was most enjoyable. The party reached there shortly before sunset, there was a fresh breeze, and the hour was propitious. There was a large number in attendance, including many local people. Three parties were formed and, under the leadership of guides, were shown over the grounds, through the greenhouses, and all points of interest, after which they retired to a pleasant nook where they found a collation in readiness of which they partook with keen appetite and enjoyment.

Director-elect Joseph H. Hill — Vice-President-elect E. A. Fetters — Director-elect C. C. Pollworth

Presentation to President Totty

Luncheon having been served the party was requested to assemble at a point in the grounds nearby when President-elect Ammann, mounting a bench, requested attention and, in a highly appreciative address extolling the work of President Totty, presented Mr. and Mrs. Totty in behalf of the convention with a magnificent solid silver dinner and tea set. President Totty upon receiving this token of good-will and esteem was quite overcome and did not attempt to make a lengthy speech. He took occasion, however, to say to the St. Louis people that he had been visiting their city for 20 years or more and had always been received with the most bounteous hospitality and always been given a splendid time. Now, at the end of this "Perfect Day," he was most delighted to receive this magnificent gift which both himself and Mrs. Totty would retain as a life-long remembrance of the occasion.

In conclusion, President Totty referred to the splendid entertainment that had been provided upon this occasion by Professor Moore and proposed a rising vote of thanks to that gentleman and his board of trustees. The motion was carried with enthusiasm and unanimity.

Mr. Pollworth as chairman then presented the report of his committee on

Final Resolutions

Whereas: The Society of American Florists and Ornamental Horticulturists is now about to adjourn a most successful and profitable meeting held in thirty-fourth annual convention in the city of St. Louis, Mo., and

Whereas: The society has entered upon a new career of usefulness through recognition of a broader conception of our duty to the public whom we serve, and to ourselves through cooperation and fraternity; and

Whereas: At this convention the accomplishments of the past year have been fully evidenced by the splendid reports of the Committee on Credits and Collections Bureau, the Finance Publicity Committee, the Committee on Publicity, and the Promotion Bureau, which not only will benefit us as members of this society but will benefit the entire craft and should enroll them rapidly in our list of membership as all will wish to help this cause; and

Whereas: We realize that the holding of this fruitful convention at St. Louis was upon the invitation of our St. Louis members who have shown by their hospitality that our choice of their city was an excellent one; therefore,

Be it Resolved: That being now about to depart to our several homes, and being mindful of the courtesies and attention shown here to ourselves, our ladies and guests, we desire to tender and place upon our permanent records an appreciation of thanks and grateful recognition of courtesies to the following: His honor Henry Kiel, mayor of St. Louis; to the St. Louis Florist Club, its officers and committees, for carrying out so well all measures looking to our comfort, convenience and pleasure while in session and after our adjournment; to the St. Louis Ladies Florists Club for special attention to our ladies, automobile ride, luncheon, reception, etc.; to the St. Louis Park Department for hall decorations and courtesies; to the Missouri Botanical Garden for reception and luncheon; to the officials of Moolah Temple where we have been so handsomely housed; to the management of the Hotel Jefferson and, finally, to the daily and technical press for accounts of our proceedings. Committee: C. C. Pollworth, Fred Lautenschlager

President Totty now declared the thirty-fourth annual convention finally adjourned and expressed the hope that by the time another year rolls around and the S. A. F. and O. H. again meet they will do so under happier national conditions.

Thus was brought to a brilliant close one of the most pleasant and business like conventions the writer has ever had the pleasure of attending.

The New Vice-President

E. A. Fetters, the Vice-president elect of the S. A. F. & O. H., was born in Detroit, Mich. He lived there until he was 18 years old and started in business with the J. M. Gasser Co. of Cleveland, O., 28 years ago. He remained with this firm in various capacities for five years until 1895, when he joined with F. M. Smith, also of the Gasser Co., in organizing the Smith & Fetters Co. of Cleveland. This firm did a successful business from the start and Mr. Fetters remained a member of it for 12 years; then, owing to ill-health, he sold out his interest to Mr. Smith.

Mr. Fetters returned to Detroit in 1906, resuming the florist's business in that city. He now operates two stores, one in the heart of the city and another in the NorthWoodward residential district. Two years ago Mr. Fetters incorporated his business, taking in with him two former employees, Henry C. Foster, EXCHANGE correspondent in Detroit and Albert Schumacher, both of whom had been with him for years. The firm took the name of Fetters' Flowers. Mr. Fetters is a Rotarian; he is also president of the Detroit Florists' Club.

Joseph H. Hill

This gentleman is the son of "everybody's" old friend, E. Gurney Hill, and he enjoys a large circle of acquaintances throughout the Western States. He has served a term as President of the American Carnation Society, and is therefore somewhat familiar with the routine of society work. Being a young man of ambition and tact he will undoubtedly leave the impress of his mental faculties on the work of the S. A. F. and O. H. during the three years of his term as a director thereof.

C. C. Pollworth

C. C. Pollworth, newly elected director of the S. A. F. and O. H. was born in Milwaukee, Wis., in 1871 and has been actively engaged in the florist's business for 25 years. He is president of the C. C. Pollworth Co. of Milwaukee, wholesale growers of cut flowers and plants, The company operates 31 greenhouses, 250ft. long, and grows plants in variety. The store and office is on City Hall Square. The main crop is Roses, Carnations and Chrysanthemums; the firm also handles a general line of supplies, bulbs, etc. Mr. Pollworth is a life member of the S. A. F. He joined the organization more than twenty years ago.

Reception by St. Louis Ladies' Florist Society

Wednesday evening the ladies of the St. Louis Florists' Society gave a reception to visiting ladies in the Moolah Temple. There were about 200 present. Dainty refreshments were served. Vocal and instrumental music, recitations and dancing composed the program for the evening's entertainment. The Misses Bruenig were called back many times on their piano duet. Miss Elsie Begem received much applause for her Italian dance as well as the Shepherd's Love dance. It was a most enjoyable evening for the visiting ladies.

Auto Ride and Banquet

The convention closed with an auto ride and dinner for the members of the S. A. F. on Friday afternoon. From a point of thorough enjoyment it was one of the prime features of the convention. The ride started from Lucas Garden, within one block of the Jefferson Hotel, promptly at 1:35 p.m. There were 60 autos handsomely decorated with flowers at the start, each containing from five to seven passengers. The itinerary of the tour embraced all places of interest in the city, including the Statler Hotel, City Hall, Lafayette Park, Cit yHospital, Anheuser-Busch Brewery, Busch Place, Tower Grove Park, Missouri Botanical Gardens, Reservoir Park, Cathedral, Forest Park, World's Fair Pavilion (where refreshments were served), Municipal Theatre, University City and Bevo Mill, reaching the end of the trip on Broadway, up to the Century Boat Club, at 6:10 o'clock. The drive was of great interest to visitors, who had the opportunity provided them by St. Louis florists to get a passing view of the notable places of interest in the city. A stop of 50 minutes was made at the Anheuser-Busch Brewery where Bevo, the new temperance beverage was tested and pronounced good. A heavy rainstorm toward the end of the drive caused a portion of itinerary to be abandoned. The Century Boat Club is situated on a bluff overlooking the Mississippi River and proved to be a most delightful place to spend the remaining portion of the evening. A splendid course dinner was served, and patriotic and popular songs were sung while the members enjoyed the feast. Imagine a few hundred enthusiastic florists of the old fashioned, hand-shaking, God-bless-you type singing "Hail, Hail, the Gang's All Here."

Richard Vincent, Jr., was the final speaker. At the conclusion of his remarks the toastmaster stated it was a splendid and most patriotic speech, and called upon the audience to rise, and as a testimonial to Mr. Vincent and the words he uttered asked everybody to sing the Star Spangled Banner.

After a few remarks by President Ammann and other speakers the day's entertainment came to a close, when a large portion of the visitors left for their various hotels and made preparations for taking the late trains to their homes and final destination.

National Association of Gardeners

There was a conference on Wednesday evening in the main hall of the Temple by the National Association of Gardeners. L. P. Jensen of St. Louis presided, and introduced Robt. Weeks, president of the association, who made the principal address of the evening. Chas. Totty spoke next and made a strong plea to the gardeners to keep their business on a high plane and predicted better conditions for the craft in the near future.

W. F. Gude, Washington, D. C., spoke on the "Restriction of Importation and Can We Replace Import Goods with American Grown Material?" The speaker was most optimistic throughout and said in a few years this country will be independent of all import stock. The various climatic conditions that exist from Maine to Florida and from the Atlantic to the Pacific Coasts would enable American growers to produce nearly all, if not all, such stock as we have been importing in the past. The florists and gardeners of this country have to make up their minds to work along these lines and as soon as they do so the restriction of all import stock will cease to be a handicap to the trade.

R. C. Kerr, Houston, Tex., and Prof. H. B. Dorner of the Illinois State University addressed the conference. Benjamin Hammond, Beacon, N. Y., took for his subject, "Where There is No Vision the People Perish." He referred to the beauty of plants and flowers in connec-

tion with the home life of all people. Flowers indicated the highest type of civilization; where you saw a home with plenty of flowers on the lawn and the porches you might rely on the fact that the owners of that home were citizens of refinement. On the other hand, where the surroundings of a home were ill kept people could draw their own conclusions.

It was to be regretted that Martin C. Ebel, the secretary of the association, was unable to be present owing to illness. The chairman spoke highly of the good work he is doing for the association.

L. P. Jensen spoke of the great work done in former years by the late W. R. Smith of Washington, D. C., and said that much of the present status of the association was due to his early efforts. In commemoration of his memory all members arose and stood with bowed heads for a few seconds.

President Weeks called attention to the fact that the next meeting of the association would be held in Cleveland, Ohio, Sept. 24 to 26, and invited all present to attend this meeting and make it one of the best in the history of the association.

Save Delay—Use Auto Delivery

Advertisers who are in a position to deliver stock by long distance automobile fifty to one hundred miles, say, will do well by advertising that fact in the columns of The Florists' Exchange. Under agreement for delivery at a certain time it would be easily possible to deliver several orders in the one run. Long distance automobile delivery is taking its place among our commercial utilities. All who can avail themselves of the service, either the advertiser delivering the goods or the customer going for the goods, will find this method of considerable benefit. A letter from the Hillcrest Greenhouses, this week's issue, confirms our statement. This method will eliminate freight delays and vastly promote local business and, what is perhaps best of all, insure receipt of absolutely fresh stock.

Florists Help Save Wheat Crop

The Fargo (N. D.) florists, including the Shotwell Floral Co., the Briggs Floral Co., and the Smedley Floral Co., closed their stores on Monday, Aug. 19, to help conserve the Nation's food supply by joining the employees of the other stores and factories of Fargo in shocking the ripe grain in the great Wheat fields of North Dakota. As farm help is scarce it was up to the city people to lend a hand and they certainly made good.

It is estimated that city shocking crews in all shocked more than 3500 acres of grain, most of the work being done after 5 o'clock evenings or on Sundays. The florists did their full share. In celebration of the successful work done the volunteer shockers of Fargo held a parade, in which 1500 of them marched in their working clothes, the different divisions carrying appropriate banners.

Service Flag of Immortelles

Paul C. Hahn, the Superior ave. florist, Cleveland, Ohio, is specializing in service flags made of Immortelles, and finds that they take well. After conceiving the idea Mr. Hahn had a few specimens made up and displayed them in his store window, where they attracted much attention and had a brisk sale. They are placed on the graves of parents having sons in the Army. Now the Immortelle service flag is a fixture in the Hahn store.

There is a splendid idea here for development and it can be extended to flags for all uses indoors, such as in stores, hotels, public halls and schools, railway stations, lodges and all places of public gathering. Flags for all purposes are in the greatest demand in history now, flag makers working overtime to supply the call. That florists can share this profit by making flags of their own wares has been demonstrated by the preceding. J. McL.

The National Plant, Flower and Fruit Guild

This organization is sending out an attractive circular which has on the front cover the title "Enlist your Garden in the Service of our Soldiers' Camps," urging contributions of flowers, plants, sod or money for beautifying the cantonments. Maurice Fuld is national chairman Soldiers Camp Gardens, and is asking the support of the trade. The guild's national office is at 70 Fifth ave., New York City.

Practical Cooperation

Louisville, Ky., has inaugurated a one-delivery system. For particulars read page 284, issue of Aug. 24. The florists of that city have joined their equipment and inaugurated the one cooperative truck delivery, thus if a number of florists have orders for delivery at the same address (funerals, weddings, socials, etc.), the one delivery wagon calls at all their establishments, taking the entire lot to destination at one time. In view of the unparalleled call upon the florist due to the present and approaching shortage of labor, this mutal cooperation in delivery should be taken up without delay by all retailers throughout the country.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary
1170 Broadway, New York

National Publicity Campaign

At the St. Louis Convention of the society held last week, the work of the committees having the campaign in charge was approved and endorsed, and the enthusiasm shown argues well for a speedy completion of the fund projected; $50,000 a year for four years.

The results already secured and the lines of action determined upon and in process of carrying out, as they appeared in the different reports, were sufficient to show that the objects of the campaign were being attained, and that the fund was being expended in the interests of everybody in the trade.

And, right here, we may reflect upon one feature of the campaign which is most prominent—the fund is used as it is collected in so far as the requirements of the first year are concerned. The committees have not waited for the point of completion; they have done the best that was possible with the money available. This is not one of those funds of fable which reached fabulous amounts, only the interest upon their investment being used for their prime objects. Every dollar of the florists fund is being used in its entirety for the objects of the campaign, and in the main these objects center upon the individual benefit of every florist in the land. Therefore, whatever a florist contributes is given for his own benefit, and the amount should be considered as so applied.

The $50,000 fund required to cover the publicity plans for 1918 is not yet fully subscribed, but just a little more enthusiasm on the part of those who have not yet given the importance of the campaign their full consideration should suffice to insure its completion at a very early date, and the committees most earnestly appeal for this final help. Let it be forthcoming.

Snap Shots

Practical illustration of the essentiality of flowers: On the tour of the St. Louis Florists' Club the policemen on the routes were handed sprays of Gladioli, resulting in the florists' touring party having the right of way on the streets of St. Louis.

President-elect Ammann has already established a reputation as an orator. He bids fair to go down into history as the orator president of the S. A. F. and O. H.

Mrs. Julius Roehrs is the ladies' parliamentarian.

Mrs. J. A. Peterson, the president-elect of the Ladies' S. A. F., is one of the popular members of the society, and a large increase of memberships is looked for during her administration.

The trade press was ably represented by Barker, Kift, Howard, De La Mare and Morton. Faulkner and Shaw were the absentees.

The only members who now hold the honor of regular attendance from the second convention to the last are John Evans and John G. Esler.

The Cupples dream of an Arcadian Highway, eloquently outlined by Mrs. Lillian Stuart, may be possible of fulfillment when this war is over. When examined carefully, it is not so much of a dream after all.

The representative of the coal administration satisfied everybody that its rulings were necessary.

Patriotic speeches and patriotic resolutions were the order of the day. A telegram was received from President Wilson thanking the florists for their loyalty.

President Totty maintained a standard of presidential efficiency.

Not in the 34 years of the existence of the S. A. F. and O. H. have its meetings been so well attended and has such interest been manifested in its proceedings.

The F. T. D. meeting was a dead-in-earnest affair. Its success is more than assured, and it will be a valuable asset in the push to save ornamental horticulture from wreck and ruin.

The western trip of the New York Florists' Club's contingent was a sociable outing from start to finish. The weather was delightfully cool en route.

"They gathered at the river," from San Antonio to Winnipeg, from the Rockies to the Atlantic shore, and a hearty handshake with loyal brothers was worth the trip, and more.

Five hundred dollars by the S. A. F. to buy gas for the horticultural motor cars in France was a practical act of patriotism.

The Florists' Hail Association had the largest and most enthusiastic meeting in its history.

Those who prophesied that the Ladies' S. A. F. had gone into a state of "innocuous desuetude" should have been present at its meeting. The room was barely large enough to hold the enthusiastic ladies present.

The business meeting of the S. A. F. and O. H. talked of for years materialized at St. Louis. For promptness in starting the meetings, steady attendance and interest manifested it surpassed all previous conventions since that one held in Washington, D. C., in 1892.

J. S. Wilson of Des Moines, Ia., is the new man on the Hail Association directorate.

The auto ride for ladies on Wednesday afternoon was one of great enjoyment. Automobiles left Moolah Temple at 2 o'clock. Forty autos comprised the party, with an average of six ladies to a machine. The drive was through the western and residential portion of the city, including a run through the famous Jefferson barracks, with luncheon at Sunset Inn, returning to the Temple at 6:30 p.m. in time for the reception by the St. Louis Ladies' Florists' Society that night.

"Near Business"

Two disappointments were noted at the convention: one was the failure to meet the genial Phil Foley, of Chicago and the other was the absence of the exhibit of the Eureka Gardens of California.

John G. Esler, Saddle River, N. J., left St. Louis with the Chicago party Friday night. Judging from the temperature in St. Louis and on the train Mr. Esler did not feel that he would be called on to adjust any losses from hailstorms in the near future. His trip was one of business and pleasure combined.

In the trade exhibit the Nicotine Mfg. Co., St. Louis, staged an exhibit of its various insecticide preparations that came in too late to be recorded in our list of trade exhibits last week.

J. J. Kairns, representing Henry A. Dreer Co., Philadelphia, was "on the job" all the time. He sold his entire exhibit and took many orders besides.

The American Bulb Co., had on display the largest Lilium rubrum bulbs ever exhibited; only eighty to a case. This firm's exhibits of Freesia bulbs was also interesting, especially in the mammoth sizes. Several vases of Gladioli blooms enlivened the bulb display.

In preserved material the display of the Ove Gnatt Co., La Porte, Ind., showed what can be done with American grown products for decorative art. The imported Cycas and Ruscus are not new; it is the preservation and dveing of the natural foliage and grasses that make them singularly attractive.

Allie Zech and Matt Mann, of the well known wholesale house of Zech & Mann started by auto for the convention from Chicago. Muddy roads interfered with their itinerary so that at Bloomington they were compelled to abandon the gasoline route and complete the trip by steam cars and trolley. Notwithstanding the inconveniences of the trip both landed at the convention hall Tuesday afternoon and probably had as much enjoyment out of the convention as if nothing had happened on the trip.

Mrs. Julius Roehrs, Rutherford, N. J., retiring president of Ladies Society of American Florists was presented with a silver platter by the ladies of the organization. This was highly appreciated by Mrs. Roehrs, who exhibited it to the convention visitors at the headquarters in the Hotel Jefferson the same evening. It bore the monogram of the recipient.

Vaughan's Seed Store's exhibit of Gladioli proved to be one of the main features of the trades display as far as natural flowers were concerned. There were about 68 varieties, many of them being seedlings of the firm's own raising. In the new varieties, Owosso, a pale yellow, was admired. It is a light yellow of Schwaben type, without the latter's throat markings.

Chicago was well represented at the Convention. The "bunch" were in evidence at all the business sessions, and social gatherings during the entire progress of the convention. The "booster committee" of the Florists' Club certainly put in some good work in getting such a large attendance from Chicago.

On the auto ride Friday the view from the World's Fair pavilion was highly admired. The pavilion overlooked a valley, on the slopes of which are numerous beds of Coleus, Alternantheras, and other bright foliage plants, that lead the eye down to the valley in which a chain of small lakes gives a picturesque touch to the landscape.

Otto Lang, Dallas, Texas, came to Chicago after the convention to complete his Fall purchases of plants and supplies. A. R. King, Winnipeg, Man., also stopped over and made many purchases from the wholesale supply houses.

The exhibit of the Poehlmann Bros. Co., eclipsed everything in the line of supplies exhibited. Houses in this line in former years that made large convention exhibits were either absent altogether or occupied only a very small space.

Carl Hagenburger, West Mentor, O., was unable to stage his exhibit until the second day, owing to delay in the transportation of his plants. The two new Solanums, Cleveland and Orange Queen, are popular with the trade and will eventually probably put the older varieties off the market entirely.

Not to be outdone by the St. Louis Wholesale Cut Flower Co., which distributed a convention button, the Windler Wholesale Floral Co., presented a metal badge to all visitors with the catchy inscription "Windler's Smiling Service."

August H. Hummert, president of the St. Louis Florists' Club was indefatigable in his attention to visitors. He was proud of the fact that the club now has 115 members in the S. A. F., which entitles him, as president, to a seat on the board of directors.

A. F. Amling, Maywood, Ill., motored to the convention, bringing a party of friends as well as Mrs. Amling and their son. W. A. Kennedy and his wife, of Milwaukee, Wis., also came by auto.

G. H. Pring, and Alex Lurie, of the Missouri Botanical Gardens made excellent guides in showing the visitors through the grounds and greenhouses of the garden on Thursday evening. The water garden, composed of three pools filled with hybrid water Lilies forms a feature of the display at the garden during the Summer months. Both night and day blooming Nymphæas are represented in the collection. In Tower Grove Park, close to the garden, the night blooming Lilies are in a separate pool, which is lighted in the evenings by electricity.

There are some 11,000 species of plants growing in the garden. The hardy forms, numbering about 5000 are distributed in various collections outdoors. The remaining species, approximately 6000 in all, obtained from all parts of the world, being mostly tropical and sub-tropical forms, are distributed in the various conservatories. The entire force of the garden, from Director Geo. T. Moore, down lent their energies well to the occasion and helped in a wonderful way to make the 34th annual convention the complete success that it was.

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FLORISTS' HAIL ASSOCIATION OF AMERICA

ST. LOUIS, MO., AUGUST 21, 1918

The secretary's report for the year ending Aug. 1, 1918, was submitted as follows:

Subdivided by States, the insurance on glass, effective August 1st, 1918, in the Florists' Hail Association, appears below:

	Single thick glass.	Double thick glass.	Single thick glass. Extra one-half	Double thick glass. Extra one-half.	Single thick glass. Extra whole.	Double thick glass. Extra whole.	Amount paid for losses Aug. 1, 1917, to Aug. 1, 1918.
Arkansas	16,740	7,670	.....	...	...	3,960	.....
Colorado	460,830	1,063,011	70,467	187,612	211,079	670,379	$1,180.60
Connecticut	.....	8,100	.....	...	...	2,100	.....
Delaware	14,400	3,871	...	...	...	...	.....
Florida	24,150	52,050	.....	...	...	...	.....
Georgia	29,638	55,537	...	...	1,000	1,860	.....
Illinois	257,206	4,356,108	90,030	248,307	48,073	1,524,074	4,177.79
Indiana	84,691	2,463,687	2,308	289,467	63,000	817,917	1,305.98
Iowa	174,972	2,433,903	22,650	741,212	35,168	856,257	5,057.21
Kansas	406,897	1,096,735	14,955	59,417	229,217	747,117	2,570.25
Kentucky	30,914	204,348	.....	...	...	36,980	.....
Louisiana	2,200	3,320	.....	...	...	...	.....
Maine	624	40,785	....	3,456	...	1,100	.....
Maryland	44,538	296,635	480	6,655	8,900	65,090	2,230.86
Massachusetts	.....	177,396	.....	20,000	...	...	.....
Michigan	39,226	735,970	.....	17,294	9,404	49,418	10.36
Minnesota	32,406	1,448,231	1,640	52,008	5,217	765,767	393.07
Mississippi	.....	8,000	.....	...	...	...	.....
Missouri	847,046	2,386,805	81,099	357,834	347,727	1,352,282	3,888.16
Montana	2,800	40,630	.....	...	2,800	2,556	.....
Nebraska	280,192	609,108	56,118	110,885	108,843	276,178	4,166.90
New Hampshire	.....	31,520	.....	...	...	...	.....
North Carolina	24,782	123,464	5,606	.....	...	4,915	.....
North Dakota	.....	114,645	.....	9,308	...	85,069	311.92
New Jersey	24,711	1,665,178	.....	30,589	...	25,006	.....
New Mexico	4,768	27,066	.....	.....	4,768	27,066	.....
New York	50,783	629,863	750	33,730	6,400	66,026	50.19
Ohio	192,731	2,287,642	21,925	234,527	8,046	354,926	86.12
Oklahoma	113,057	463,822	.....	28,460	96,266	311,678	519.90
Oregon	...	8,684	...	...	...	...	.....
Pennsylvania	187,465	2,989,295	3,240	130,785	7,000	619,253	2,318.95
Rhode Island	...	9,950	.....	...	...	9,950	.....
South Carolina	.....	8,202	.....	...	...	8,202	.....
South Dakota	.....	125,568	.....	...	...	48,330	.....
Tennessee	40,000	480	.....	480	...	...	77.45
Texas	243,050	537,616	.....	22,450	48,812	192,769	994.19
Virginia	15,745	59,299	.....	...	...	43,743	243.45
Washington	.....	27,000	.....	...	...	...	.....
West Virginia	.....	45,148	.....	...	...	...	.....
Wisconsin	42,999	759,595	.....	4,450	8,575	51,922	69.56
Wyoming	17,780	12,280	.....	...	.....	12,280	.....
Dist. of Columbia	4,220	71,576	.....	...	4,220	71,576	.....
Canada	8,055	382,183	2,762	.....	...	295,938	.....
Total	3,719,616	27,871,976	374,030	2,588,926	1,254,515	9,401,684	$29,652.91

These totals are equivalent to an insurance upon 43,729,269 sq. ft. of glass.

The number of members at date of closing this report is 1,589.

The total receipts for the year ending Aug. 1, 1918, and including last year's balance, as per treasurer's report, were $58,161.01.

The total expenditures, as per treasurer's report, for the year ending Aug. 1, 1918, were $38,715.96.

The cash balance on hand is $19,445.05 of which $1,251.25 belongs to the reserve fund.

The reserve fund now amounts to $44,251.25, of which $43,000 is invested in Liberty and municipal bonds, and $1,251.35 in the hands of the treasurer.

The amount of interest collected on bank deposits for the year is $239.78.

The amount of interest collected on reserve fund investments is $1,930.00.

Two thousand six hundred and seventy-five losses have been adjusted since the organization of the F. H. A., involving a total expenditure of over $435,000.00.

An equivalent of 83,315 sq. ft. of single thick glass was broken by hail during the past year, for which the association paid $4,165.73. An equivalent of 364,102 sq. ft. of double thick glass was broken, which cost the association $25,487.18.

A few notifications of losses are the only liabilities of the association.

Notwithstanding unfavorable trade conditions, the Florists' Hail Ass'n has increased its area of glass insured, by over 700,000 sq. ft., and its members have reason to congratulate themselves upon the handsome balance in the hands of the treasurer, and the strong condition of the association's reserve fund, which is the back-bone and strength of the association.

What effect war conditions may have upon the future of the Florists' Hail Ass'n, is problematical; but its foundations are securely planted, and those who cling to the ship, will have no cause for regret.

During the past year, the Florists' Hail Ass'n has been called upon to mourn the loss of its Treasurer, the Hon. Joseph Heacock, who through many years of efficient service has proved himself to be an upright and honest official.

JOHN G. ESLER, *Secretary.*

The treasurer's report shows a balance on hand July 31, 1917, of $9,932.01; the receipts for 1918 were $48,229 and the expenditures for the year $38,715.96, leaving a balance on July 31, 1918, of $19,445.05.

S. A. F. Delegates at St. Louis

Aldous, Harry, New York.
Aldous, J., Jr., Iowa City, Ia.
Amling, A. F., and wife, Maywood, Ill.
Amling, E. C., Chicago.
Ammann, J. F., Edwardsville, Ill.
Asmus, Geo., Chicago.
Aue, Henry F. W., St. Louis.

Barker, M., Chicago.
Barnes, W. J., Kansas City, Mo.
Bauer, A. F. J., Indianapolis, Ind.
Baum, Chas., Knoxville, Tenn.
Bayersdorfer, I. M., Philadelphia.
Beckley, O. P., Harrisburg, Pa.
Beer, S. M., Kirkwood, Mo.
Bending, E. A., Fort Scott, Kans.
Beneke, J. J. and wife, St. Louis.
Berning, H. G. and wife, St. Louis.
Bertermann, Irwin, Indianapolis.
Beyer, A. F., St. Louis.
Blackman, Geo., Evansville, Ind.
Boerm, J. W., St. Louis.
Booth, Mrs. E., St. Louis.
Bourdet, L. Jules, St. Louis.
Boyce, Mrs. Chas., St. Louis.
Boyle, John J., Houston, Tex.
Breitmeyer, Mrs. Philip, Detroit, Mich.
Brown, A. C., Springfield, Ill.
Brown, D. A., Cincinnati, O.
Brown, F. C. W., Cleveland, O.
Brown, Mrs. Thos., St. Louis.
Bruening, Otto, Olivette, Mo.
Bruening, Mrs. Ida. St. Louis.

Chase, Mrs. Chas. S., St. Louis.
Cohen, A. S., New York.
Cohen, Geo., New York.
Cole, Iles, Springfield, Ill.
Coles, W. W., Kokomo, Ind.
Connon, C. L., St. Louis.
Critchell, C. E., Cincinnati, O.

De La Mare, A. T., New York.
Denker, Edwin, St. Charles, Mo.
Dorner, H. B., Urbana, Ill.
Doussard, Mrs. L., E. St. Louis.
Dysinger, Geo., Ionia, Mich.

Edmunds, Bula G., Belleville, Ill.
Edmunds, Hortense, Belleville, Ill.
Edwards, W. J., Kirkwood, Mo.
Eggling, Bessie, St. Louis.
Eintracht, Sam., New York.
Esler, Jno. G., Saddle River, N. J.
Evans, John A., Richmond, Ind.

Farley, E. A., New Orleans, La.
Fehr, Mrs. Adolph G., Belleville, Ill.
Finnermann, Louis, Chicago.
Franks, Herman, New York.
Freund, Sam, Chicago.
Friedley, Frank, Cleveland, O.
Fuhlbruegge, John, Dayton, O.
Fulmer, J. T. D. and wife, Des Moines, Ia.
Furrow, John, Guthrie, Okla.

Geddis, D. S., St. Louis.
George, E. B., Painesville, O.
Gillett, E. G., Cincinnati, O.
Ginsterberg, Miss, Chicago.
Gnadt, W. W., De Soto, Mo.
Gorley, F. X., St. Louis.
Green, Edward, and wife, San Antonio, Tex.
Griffin, V. S., Hannibal, Mo.
Gross, Hugo, Kirkwood, Mo.
Groth, Miss Marie, Chicago.
Gude, Wm. F., and wife, Washington, D. C.
Gullett, Ed., Lincoln, Ill.
Gunn, W. R., Fort Scott, Kans.

Hagenburger, Carl, W. Mentor, O.
Hammond, Benj., Beacon, N. Y.
Hannah, H. O., Sherman, Tex.
Hauser, Christ., San Antonio, Tex.
Heacock, Jos. W., Wyncote, Pa.
Heinl, Fred, Terre Haute, Ind.
Helfrich, John, Paris, Ill.
Hess, J. J., and wife, Omaha, Neb.
Hey, A. T., Chicago
Hill, E. G., Richmond, Ind.
Hill, Joe, Richmond, Ind.
Hofman, Harry, Jacksonville, Ill.
Hornbreiker, J., Springfield, Ill.
Howard, H. B., Chicago.
Human, Leo, Chicago.
Humfeld, A., Clay Center, Kans.
Imlay, J. D., Zanesville, O.
Irish, H. C., St. Louis.
Isselhardt, Louise, Belleville, Ill.

Jacobs, Ed., Chicago.
Jacobs, G. W., Canton, Ill.
Jennings, P., Chicago.
Joy, T. H., Nashville, Tenn.
Juergens, Bruno, Peoria, Ill.
Karins, Jas. A., Philadelphia, Pa.
Katzwinkle, B., Mendota, Ill.
Kaupp, Geo. A., Nevada, Mo.
Keimel, W. J., and wife, Elmhurst, Ill.
Kennedy, W. A. and wife, Milwaukee, Wis.
Kerr, C. W., Houston, Tex.
Kerr, R. C., Houston, Tex.
Kidder, Harvey, Ionia, Mich.
Kift, Robt., Philadelphia, Pa.
King, A. R., Winnipeg, Canada.
Klein, E. H., Edwardsville, Ill.
Klingsporn, Paul, Chicago.
Knoll, J. T., Kansas City, Mo.
Koch, Mrs. M., St. Louis.
Kuehn, Mrs. E. E., St. Louis.
Kuehn, Margaret, St. Louis.
Kuny, Mrs. Wm., St. Louis.
Kurowski, R. E., Chicago.
Kusik, H., Kansas City, Mo.

Lang, Otto, Dallis, Tex.
Lautenschlager, Fred, Chicago.
Lena, the Florist, Springfield, Mo.
Long, T. D., Chicago.
Longren, A. F., Chicago.
Lord, Mrs. E. C., Topeka, Kans.

McAllister, Tom, Chicago.
McDonald, A. H., Milwaukee, Wis.
McPherson, R. A., Litchfield, Ill.
Madsen, Geo., Alton, Ill.
Manda, Jos. A., West Orange, N. J.
Manda, W. A., So. Orange, N. J.
Mann, E. H., Richmond, Ind.
Mann, Matt, Chicago.
Meier, F. G., Vandalia, Ill.
Meinhardt, Miss Bertha, St. Louis.
Michelson, John, Chicago,
Miller, Abe, Chicago.
Miller, A. L., Jamaica, L. I., N. Y.
Mohler, Mrs. Lillian, Pine Bluff, Ark.
Mohn, Geo., Chicago.
Morichard, J., New York.
Morgan, C. A., Henderson, Ky.
Moritz, Geo., St. Louis.
Morris, F. L., Bloomington, Ind.
Morton, James, Chicago.
Mott, Walter, Beacon, N. Y.
Mueller, C. P., Wichita, Kans.

Niebling, Mrs. E. P., St. Louis.
Nielsen, J. C., Chicago.

O'Keefe, P. F., Boston, Mass.
Osseck, Mrs. W. H., St. Louis
Osterly, Henry, St. Louis.
Ostertag, Mrs. H. C., St. Louis.

Pearce, Samuel, Chicago.
Peterson, J. A., and wife, Cincinnati, O.
Pilcher, W. J. and wife, Kirkwood, Mo.
Pillsbury, I. L., Galesburg, Ill.
Pochelon, Albert, Detroit, Mich.
Poehlmann, A. F., Morton Grove, Ill.
Poehlmann, Adolph, Morton Grove, Ill.
Pollworth, C. C., Milwaukee, Wis.
Pruner, E. C., Chicago.
Psenicka, Jas., Gross Point, Ill.

Reburn, Guy, Chicago.
Reedy, Mrs. E., St. Louis.
Reukauf, Martin, Phila., Pa.
Rock, Wm. L., Kansas City, Mo.
Roehrs, Julius, and wife, Rutherford, N. J.
Rowe, W. A., Kirkwood, Mo.
Ruff, Mrs. O. J., St. Louis

Schiel, Rudolph, Chicago.
Schling, Max., New York.
Schnabel, John, Glen St. Mary, Fla.
Schoenle, Mrs. R., St. Louis.
Scholier, Thos., Wyncote, Pa.
Schray, Mrs. Enid, St. Louis.
Schray, J. F., St. Louis.
Schumann, Edward H., Cincinnati, O.
Seiger, L. J., Philadelphia, Pa.
Seligman, Sam, New York.
Senger, Albert, and wife, St. Louis.
Smith, Mrs. Ella, St. Louis.
Smith, Mrs. Wm. C., St. Louis.
Smith, Rolf F., Nashville, Tenn.
Stamm, Eugene, and wife, St. Louis.
Stockless, Walter, Chicago.
Stuart, J. S., Anderson, Ind.
Sutliff, Louis E., Elyria, O.

Terrill, A. M., Calgary, Alberta.
Totty, Chas., and wife, Madison, N. J.
Traendly, Frank, and wife, New York.

Van, C., Philadelphia, Pa.
Vincent, Richard, White Marsh, Ind.
Vollmer, Aug., St. Louis.

Washburn, C. L., and wife, Hinsdale, Ill.
Waters, T. E., Chicago.
Webb, W. A., Chicago.
Weber, Fred C., St. Louis.
Weber, F. H., St. Louis.
Weiland, Geo., Evanston, Ill.
Weller, A. E., New Orleans, La.
Westhus, Bernice, St. Louis.
Westhus, Marion, St. Louis.
Westhus, Mrs. Ben, St. Louis.
Wilson, J. S., Des Moines, Ia.
Windler, J. J., St. Louis.
Windler, Mrs. E. E., St. Louis.
Windler, R. J., and wife, Chicago.
Winkler, Robt., Welliston, Mo.
Winterich, C., and wife, Defiance, O.
Wiseley, Claud, Murfreesboro, Ill.
Wors, Chas., St. Louis.
Worthington, D. W., Zanesville, O.

Young, John, New York.

Zech, Allie, and wife, Chicago.
Zeidler, Carl, Evansville, Ind.

Diseased Asters

About 10 years ago I started raising Asters for market. For several years they grew finely, producing large, healthy plants and fine, large flowers on long, strong stems. About the fourth year I noticed some plants of a light yellowish color. These would grow up and have buds, which would half develop into sickly, yellowish flowers. This would happen only a few weeks before flowering time. Ever since then every year more and more plants have been affected in this way until this year I judge 60 per cent. of the plants are in this condition. I buy the best seeds obtainable and different kinds of early, medium and late. This year I also bought seeds of different dealers but there is no difference at all, so the trouble must lie at home. I sow the seeds in a Violet house from the last of March until the middle of April and transplant to another bench as soon as large enough. I put them in a different place in the field every year, planting 12in. apart each way and keep them clean of weeds and cultivate frequently till the buds are quite large. I always harrow in a good dressing of fertilizer some time before planting. I have tried them on light and heavy soil with the same results. Also if we have a wet or dry season, it makes no difference.—H. S., N. Y.

—The Asters described by the inquirer have a disease called the yellows. This disease is not caused by any organism, either fungus or bacterium; is not communicated from one plant to the other, or carried over in the seed. It is the result of a sort of indigestion of the plant which seems to be brought on by an irregular supply of soil moisture. The remedy then is a constant supply of soil moisture which the plants must have. Soil moisture must be produced in Aster growing, artificially if necessary, and may be conserved by frequent cultivation or when that becomes impracticable by mulching the plants. Yellows rarely, if ever, appear when Asters are grown in a greenhouse where moisture conditions are under good control. J. H. S.

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Wm. J. Smart, until recently Chicago representative of Weeber & Don, New York City, writes from an eastern military camp that his company expects to go overseas within a few days.

Edward Goldenstein, well known in the Chicago seed trade, writes from Camp Grant, Rockford, Ill., that he expects very soon to leave for the front.

Milford Berg, of the Columbus Park Flower Shop, at 5920 Madison st., Chicago, Ill., has enlisted in the marines and will report for duty immediately.

William C. Hass, son of Henry J. Hass, florist of Newport, R. I., has enlisted in the U. S. Marine Corps.

Joseph J. Lane, formerly advertising manager of the *Garden Magazine*, Garden City, L. I., N. Y., has arrived safely overseas, we are informed.

Anton Stretter, shipping clerk at J. M. Gasser Co., Cleveland, Ohio, has enlisted in the Army and expected to enter the service on Aug. 28.

Peter A. Troiano, formerly with Geo. G. McClunie of Hartford, Conn., enlisted in the Naval Reserve about six weeks ago, and has gone to Newport, R. I.

Geo. De Muth, formerly with Geo. B. Hart, of Rochester, N. Y., is now stationed at Camp Dix. He expects to leave shortly for overseas duty. Thos. J. Sullivan of Rochester, according to news received, has arrived safely on the other side.

We regret to learn that Wm. S. Gannon, brother of Martin Gannon, Philadelphia, Pa., and with the A. E. F., has been seriously wounded.

Carl Hack, son of Wm. Hack, grower of Ben Davis, Ind., has entered the aviation department at Camp Taylor.

Lieut. David C. Boyle, formerly with the M. Rice Co., Philadelphia, Pa., is now in France and a recent communication states that he is well.

Harry Sunderbaus, formerly of C. E. Critchell's force, Cincinnati, O., is now in the Army, and is stationed at Columbus Barracks, Columbus, O.

Chas. Kohn, well known on the Chicago wholesale flower market, is in Company D, 326th Infantry, France.

The accompanying illustration shows Private George S. Gouldman, who before his enlistment, was employed by the Louise Flower Shop, Washington, D. C., as decorator and designer. Private Gouldman enlisted on July 6. He is attached to the 224th Company, Marine Barracks, Paris Island, S. C. He is enthusiastic about army life and praises the efficient organization of the great camp in which he is receiving his training. "Everything moves with precision," he writes. "We have set hours for work and play and the instructors certainly possess the knack of instilling plenty of 'pep' and enthusiasm into the recruits. I'm glad I enlisted in the Marine Corps and all I want now is to finish my training and catch the first transport to France."

Private George Gouldman of the Marine Corps See text

Sam Giddias, formerly with the Alpha Floral Co. of Pittsburgh, Pa., expects to leave Camp Meade shortly for overseas.

News has been received concerning several Worcester (Mass.) florist soldiers. John Gibbons formerly of Randall's and lated in business for himself, has been appointed a sergeant and is located at Charleston, S. C. Herman F. Lange, son of Albert H. Lange, has been assigned to a submarine as a first class gunner's mate and expects to see active service soon. Ragnar Swenson, formerly with Littlefield the Florist, is reported as severely wounded in France. Peter Dorey and Jack McCullough, formerly of Lange's force, and Geo. Moore and William Higgins of Randall's, are also in the Service. Peter Dorey is located at Camp Devens in Ayer, Mass., while Private Moore is with the cavalry in Texas. Wiliam Higgins is a member of the Aviation Corps.

Otto Walter, Cleveland florist, at Clarke st., has been notified to report for duty about Sept. 1. There are about 50 members of the trade in the Service from Cleveland and the vicinity.

Corp. Theo. J. Morris. See text

Corporal Theo. J. Morris, connected with the firm of Morris & Snow, seedsmen of Los Angeles, enlisted in the aviation section of the Army last October, and is a mechanic in No. 505 Aero Squadron, just now stationed at Camp Greene, Charlotte, N. C.

Louis Pontrich, the fourth son of Nick Pontrich of Louisville, Ky., to be called to the Colors, will leave shortly for the training camp. Mr. Pontrich has three more sons who will come in the draft when the age limit is changed.

Dave Walker of Louisville, Ky., has been called in the draft and expects to go to camp shortly.

The third son of P. D. Barnhart of Sawtelle, Cal., has been accepted as a surgeon in the Army and has already been in service for nearly two months at a camp stationed near San Diego, Cal. It will be recalled that another son, Harvey Barnhart, is doing wonderful work in leading patriotic chorus singing in camps and cantonments.

A telegram has been received by Mr. and Mrs. S. Stephens of Columbus, Ohio, announcing the safe arrival overseas of their son, Walter J. He was formerly manager of Stephens & Son.

W. Walker of the Munk Floral Co., Columbus, Ohio, has joined the Navy, and Ed. Machin of the same concern the Army. The latter is at Camp Sherman.

Joseph Durban and Ray Eck of Cincinnati, Ohio, will both leave for camp this week.

Mr. Leckas, florist of Indianapolis, Ind., has given up business and joined the Army.

Dewey A. Kruckeberg, son of H. W. Kruckeberg of Los Angeles, member of one of our most perfectly trained aviation squadrons, has left for France. It is expected this squadron will shortly be heard from at the front and to good account. "Dude," as he is affectionately called by his comrades, has our best wishes.

Alphonso Rigo, of Rigo Bros., New York City, is with the Allies at the Front. An interesting letter has been received from him by his brother, Paul Rigo, details of which will be found in the New York newsletter.

"A glorious death is his
Who for his country falls."

Harry Dale

We regret to learn that Harry Dale a former employee of Vaughan's Seed Store, Chicago, who left at the beginning of the war to join the British Army, is reported to have been killed in action.

Attilo Dagnino

We regret to learn that Attilo Dagnino, former employee of the American Florist Shop of San Francisco, Cal., was killed in action in France on July 19. He enlisted in October, 1917.

Pittsburgh Florist Held in German Prison

Private Chas. Dunn of 429 Island ave., McKees Rocks, Pa., a member of the Tenth Worcestershire Regiment, British Army, has been a prisoner in Camp Lemberg, Germany, since April 10, according to word received from Private Dunn by his wife, Mrs. Caroline Dunn, this week. Private Dunn enlisted in the British Army at the local British recruiting station on Aug. 28, 1917, and sailed for England Sept. 25, 1917. He had enlisted in the Canadian Army two months after the war broke out and was discharged seven months later because of physical disability. He was born in England and served in the British Army before coming to this country. He was engaged in the florist's business in McKees Rocks before his enlistment. Mrs. Dunn continues the business during his absence. N. McC.

Southern States

Houston, Texas

There were a number of funerals, which kept the florists busy. As the season is earlier here than in the North, orders are already being placed for Pansy and Daisy seeds and seeds for other early Spring flowers.

Mr. Kerr is expected back at the end of this week from his trip to St. Louis, and will likely have a good talk to make to the next meeting of the Houston Hort. Club. The store was rushed with funeral work. The Roses from the R. C. Kerr Co. are coming in well now, the stems getting better, Mr. Eichling saying that some of them are 16in. to 18in. Other flowers used are largely Bluebells and Asters. Shipments of Carnations and Roses are still being received.

Mr. Hewitt of the Brazos Greenhouses says that he has been finding it very difficult to get stock to supply the demand. He will endeavor to give all the space he can to growing stock which he has usually bought. Mr. Hewitt on a recent trip to the Glenwood Cemetery passed the city greenhouse and was much impressed with the appearance of the grounds, which have been converted by Mr. Brock, within the space of a year, from a barren stretch to a place of great beauty. C. L. B.

Washington, D. C.

The Market

Market conditions have been spasmodic, both with respect to supply and demand. On one day there would be a glut of flowers of all varieties; another day would find the market comparatively empty. Easter Lilies, which have been entirely off the market, are with us again. For several days there were no Gladioli; now there are several growers bringing in quantities of this flower. One grower, apparently a very wise man, delayed planting until late, and now his entire crop is coming and the flowers are good, meeting with a ready sale. An interesting point with respect to Gladioli at this time is the fact that higher prices are prevailing than last year. Good stock brings as high as $6 per 100; few flowers go below $4 per 100. There are two reasons for this: There is a heavier demand all around this year, and last year the market was glutted. Good Americas are to be had and some fine red and yellow Gladioli were offered.

The Aster season locally is nearing an end, many of the growers being cut out entirely. Some early Cosmos was displayed, but it is not good. It will be several weeks yet before the local Cosmos makes its debut. Tritoma is available for window displays and basket work.

Roses are now in short crop and are largely of the usual Summer quality; tight buds and short stems prevail. Little can be said of Carnations. A few Dahlias make their appearance once in a while, but this is not Dahlia weather. Orchids are so scarce that the wholesalers are afraid to accept orders for fear they cannot effect deliveries.

Notes

W. C. Lawrence of Atlanta, Ga., and F. F. Kerpen of Jersey City, N. J., were among recent visitors.

Laborers, porters, janitors and unskilled workers employed in Washington by florists and mercantile establishments generally will have to seek war work under an edict of the Community Labor Board of the United States Employment Service of the District of Columbia, which has declared as non-essential or non-war work the unskilled labor employed in a number of industries and establishments. The board announces that the men who are released from these may apply at the local office of the United States Employment Service, 1410 Pennsylvania ave., N. W., where they will be given employment in essential war work. It is also stated that the board expects employers voluntarily to release such men so that they may be transferred to war work without formal notice from the board. E. A. D.

Louisville, Ky.

Kentucky Society of Florists will meet Sept. 4, regular monthly meeting.

Business has been dull due to the usual Midsummer lull, but indications point to improvement shortly. With the growers the extremely hot weather has affected growing plants and much watering was required. However, the growers report that, considering weather conditions, plants are in good shape and they are looking forward to a good business this Fall and Winter.

The regular monthly meeting of the Kentucky Society of Florists will be held Sept. 4, at which time the main topic of discussion will be the proposed curtailment of deliveries. The local florists have agreed to the plan of centralizing the delivery system and all that remains to be done is the working out of the system in the best possible way.

In the Service

Louis Pontrich, the fourth son of Nick Pontrich to be called to the Service, has been ordered to report and will shortly leave for the training camp. Mr. Pontrich has three more sons who will come in the draft, when the age limit is changed, and he says that they are all ready to go at any time. Louis Pontrich has been in the florist's business at Richmond, Ky., for some time, with two of his brothers, one of whom is already in the Service, and the departure of Louis will leave the entire business in the care of the third brother, who, Mr. Pontrich says, may have to go in the Army if the age limit is raised, in which event the place at Richmond would be closed up.

Dave Walker, son of William Walker of William Walker & Son, who was called in the draft and afterward sent back, has received another call to report for limited service and expects shortly to go to camp.

George Schulz, of the Jacob Schulz Co., is spending his vacation in Cincinnati and is expected back in a few days.

Pontrich Frank, 60 years old, died at his home in St. Matthews, Ky., recently. For the past 34 years he has been connected with the Nanz & Neuner Co., at St. Matthews. He was a cousin of Nick Pontrich and Simon Pontrich. O. V. N. S.

. Directory of Reliable Retail Houses .

All our English, French, Italian and other foreign correspondents, as well as all our Canadian and American F. T. D. members, have agreed to live up to our By-laws and regulations and promised not to give or accept any more or less than the 20% mutual discount

$50.00

For best suggestion or suggestions made for the improvement and betterment of our

F. T. D. Work

Our F. T. D. Meeting in Cleveland, October 8th and 9th, 1918, will be of the greatest interest, and no F. T. D. member can afford to miss it.

An exhibition of advertising in different localities around the country will be held there under the direction of Herman Knoble, of Knoble Bros., Cleveland.

All Retail Florists, members or non-members, are invited to send in samples of their local newspaper work, bill-board sketches, direct and indirect advertising, leaflets, or anything that they are using to tell the public how to

"SAY IT WITH FLOWERS"

Conditions

SUGGESTIONS to be mailed as follows: One copy to Mr. F. C. W. Brown, care the J. M. Gasser Co., of Cleveland, O., before September 30th, 1918.

Second copy to Mr. William F. Gude, President of the F. T. D., at Washington, D. C.

And the third copy to be held by the author.

All suggestions must be made on plain white paper and written with typewriter; no letterheads or envelope of any firm will be allowed.

The suggestion accepted as the best will be published in all the trade papers, and the sender of the original copy will immediately receive a check for $50.00.

BE SURE and devote the 8th and 9th of October for F. T. D. work at Cleveland. Our President, William F. Gude, from Washington, D. C., the efficiency of whom we have all learned to honor and respect, will preside at the meetings

When ordering, please mention The Exchange

Danker FLORIST
Albany, N. Y.
The best service
Our business is growing

The Rosery FLOWER SHOP
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FLORIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
BOSTON
All orders will be reciprocated

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us

BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

Carbone BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.
Established 1886

BROOKLYN, N. Y. ESTABLISHED 1869
James Weir, INC.
324 Fulton Street, Our only store

Wilson FLORIST
Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

It is the man who reads and profits thereby who deals in his own field of endeavor. Lead and read—THE FLORISTS' EXCHANGE.

Florists' Telegraph Delivery

In our issue of Aug. 24 we gave a fairly complete synopsis of what proved to be a really wonderful meeting when it is considered that it was just intended to be a get-together gathering, preparatory to the annual convention slated for Oct. 8, and no one expected such a genuine outburst of enthusiasm, nor such a proportionately large attendance from among the delegates of the S. A. F. No wonder then that the officers of this association felt particularly jubilant over the enthusiasm manifested.

Mr. Gude Makes Some Telling Points

Mr. Gude prefaced his written address with bright extempore remarks, elicited by the round of hand clapping which greeted him on his rising to speak. The written word may be a fairly faithful chronicler, but it cannot convey the same satisfaction as the word heard, especially from the tongue of such an impressive speaker as President Wm. F. Gude. Some of his impromptu talk is here reproduced.

Ladies and gentlemen of the F. T. D.: I greet you all. I do not quite understand the purport of this wonderful ovation here this morning, but I wish to assure you from the bottom of my heart that I appreciate it. If in my official capacity I happen to be able to do something to elevate the florist business, why it is done from absolute pleasure and not merely from a feeling of duty. Some of you may think that I am working very hard. I am not. While some of you think that I am working hard, I am doing it for the fun of the thing, just as if I were on the golf links or the baseball field. In playing the game I am playing for the fun that I get out of it, and incidentally the good that I can do for my fellowman. That is my pleasure (applause). * * * I want to say to those who are responsible for this magnificent welcome here this morning, and I challenge anybody to contradict the statement that I am going to make, that flowers speak a louder welcome than any words ever penned; and I want to thank from the bottom of my heart, in behalf of the Florists' Telegraph Delivery Association, those who are responsible for the magnificent preparations made here this morning as evidenced by the superb flowers presented as you see them right here. (Referring to the magnificent floral display on the stage.) (Applause.)

[President Gude's written address was given last week.]

All of you present I believe know that a few years ago the F. T. D. took on as it were new life. Some reference has been made here to the retailers, the wholesalers, the commission men, etc.; but do not get away from one fact, that the F. T. D. stands for the last word, and that last word is service on the part of the grower and the manufacturer to the final consumer, the purchaser, and all goes to the betterment of mankind. * * * The F. T. D. has grown large enough and important enough to hold a convention of its own. Originally it was the outgrowth of the mother society, the S. A. F. and O. H., and today, to the best of my knowledge and belief, every member of this association is also a member of the S. A. F., and I hope that condition of things will continue, because in union there is strength. This has been more exemplified in the last 12 months than ever before. * * *

F. T. D. Meeting, Cleveland, October 8 and 9

You might divide all retailers into two classes. One class would be made up of those who have made it a habit to attend the annual meetings of the Florists' Telegraph Delivery Association, and the other class would be of those who *have not* attended the meetings of the Association.

The former will need no particular urging to be on hand at Cleveland next October, while it is expected that a large number of the latter will be there, as undoubtedly the benefits of F. T. D. association are being more largely appreciated day by day.

At St. Louis, last week, where the F. T. D. held a rousing meeting, Fred C. W. Brown, one of the association's keen and energetic members, assured the retailers that those who came to Cleveland in October must expect to leave a suggestion there, as well as carry away many valuable ones.

To foster this spirit, Secretary Albert Pochelon, of the F. T. D., through an advertisement on another page of this issue, offers, on behalf of the association, fifty dollars for the best suggestion that will make for the "improvement and betterment" of the work of the association. If you have an idea, read the advertisement and follow it up with a suggestion.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

Scott the Florist
Buffalo, New York

Geo. H. Crowl the Florist
Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Scholtz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch's
CHATTANOOGA, TENN.
Office, 807 Market St.
The Leading Florist
100,000 feet of glass

Friedman Flowers
CHICAGO, ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange
CHICAGO, ILL.
25 E. Madison St.

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO.
The Best Flowers That Grow and Experts to Arrange Them

F.E.-Best Advertising Medium

CINCINNATI, OHIO
E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son
CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists
CLEVELAND, OHIO
735 Euclid Avenue

Westman & Getz
Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

ORDERS FOR Colorado Springs AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
1643 Broadway
Colorado, Utah, Western Nebraska and Wyoming points reached by express. Orders promptly filled. Usual discounts

The L. Bemb Floral Co.
ALBERT POCHELON, Manager
133-135 BATES ST.
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency. Telegraph Us.

· Directory of Reliable Retail Houses ·

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS 95 Gratiot Ave.
WALTER G. TAEPKE DETROIT, MICH.

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service 1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, *THE FLORIST*
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers. Test it yourself.

Florists' Telegraph Delivery Meeting

Continued

Secretary Pochelon Offers Worthy Suggestions

Secretary Albert Pochelon followed Mr. Gude, offering a number of suggestions. The first was that in regard to the emblem. He thought it would be the greatest possible mistake to change the emblem, at the same time suggesting that it can be improved upon, without doubt, from an artistic standpoint. He considered it more representative than the new design now submitted. The real reason for changing the emblem, he said, was to produce something that would cut out the word "telegraph" so it would not look as if they were working for the telegraph companies. The cost of producing the new emblem, too, will be found more expensive. He suggested that the committee work on this matter and that it be brought up again at Cleveland, so it can be decided one way or the other.

Mr. Pochelon laid special emphasis on the work of the credit clearing house and urged the prompt payment of bills. If one member owes another member a bill more than 45 days, said bill should be sent in to the F. T. D. immediately and not be held back six months or sometimes a year or more. As soon as the bill comes into the F. T. D. headquarters, it has to be paid to the F. T. D. office; the debtor can owe only one bill to that office, else automatically he ceases to be a member. Secretary Pochelon called for cooperation in the endeavor to get lines on the credit standing of the members and those with whom they transacted business. This information should be sent in to the main office so as to make it useful for all members. The idea was to gather information so that everything necessary could be found under one set of covers—"then you have something behind you that will do you a lot of good and also help the other fellow." He sketched an outline of the work which they would be called on to put through at the Cleveland meeting, and called upon each member for cooperation, this being as essential as money.

As previously mentioned Fred C. W. Brown gave a detailed report of the work of his committee and of the manner in which they had been led to make their selection, leaving it to the association, however, to come to a final decision at the October meeting. He felt assured that the Cleveland meeting was going to be the best ever held, and the ideas of all members were needed in reaching that consummation.

Irwin Bertermann Offers Three Tributes

Irwin Bertermann, an ex-president of the association, offered three tributes: First—To the most live bunch that has ever been organized in the United States, or in any other country, the F. T. D. Second—To its officers, the best or equal to the best of any association. Third—To the memory of the late John A. Valentine, the florist who had no peer in the history of that profession in this country and who was the first president of the F. T. D.

At President Gude's request all arose and bowed their heads in token of respect for their lamented ex-President John A. Valentine of Denver, Colo.

William L. Rock, treasurer, was called upon but had nothing particular to say except that he disliked to see any change in the present emblem of the F. T. D., although he, with Mr. Pochelon, admitted it could bear improvement. The public has become familiar with it. Why change it? Likewise some had proposed a change in the name of the association itself. But with this also the public has become acquainted, so why change it?

Prompt Billing Should Be Followed Out

President Gude again took up the matter of the laxity of many of the members in sending in bills for the telegraphed orders. He maintained that after an order has been received and filled, the bill should follow immediately; if it is not paid by the 10th of the following month a duplicate of the bill should be sent to the secretary of the F. T. D. "It is very easy to do that, but the tendency is to let it drift and then talk about hard times. When you have a note coming due in bank you look over your books to see if you cannot find somebody that owes you something, then you content yourself with paying interest on the note and having it renewed; whereas if you had promptly collected the monies due you from the fellows that owe you the money you could have paid the note in full and your credit would have been better at the bank."

Flowers in Honor of Our Crusaders

Mr. Gude then took up the elucidation of a movement which had met with splendid success in Canada, which is this: "The moment that information comes from abroad that some dear one has passed out on the other side fighting for you and for me, for glory and for our freedom, think how much good we can do by sending a

Highland Park Greenhouses
Telephones 75 and 85 HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co. INDIANAPOLIS, IND
241 Massachusetts Ave
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist, Inc.*
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

ROCK'S
Kansas City, MO. **FLOWERS**

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST 1879
550 FOURTH AVENUE - LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
FLORISTS
532 Fourth Ave. Louisville, Ky.

· Directory of Reliable Retail Houses ·

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's Nashville, Tennessee
200,000 Feet of Glass

Begerow's NEWARK, N. J.
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST
Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

New York

MAX SCHLING
Phone, 7241 Plaza
785 FIFTH AVENUE

bunch of flowers to the nearest relative. And right there she feels that your sympathies are with her in the sacrifice that has been made by a member of that family. Can you imagine anything sweeter than that?" Just how to work this out and make it of service, make it one of the biggest things that has been done in the world, so far as expressing sentiment with flowers is concerned, I leave with you. I do not know just how to present the subject but I am throwing this out as a thought for each of you to take home with you, and when you come to Cleveland, at that meeting bring something tangible, something in a substantial form in order that it may be put into practice. This idea is already working in Canada, I am told, and I have written there for information. I believe this is a subject which if properly handled will bear wonderful fruit, not only financially, but for the good that we can do for our fellowman, and to mother, the sweetest being that ever lived. (Applause.)

After Mr. Ammann had spoken, as previously noted, A. R. King of Winnipeg elucidated the idea which is being worked out in Canada. On reading the notice of the death or serious wounding of any of these personal friends, he sends to the nearest relative a box of flowers expressing sympathy. The idea has been enlarged upon and has been taken up by the churches where memorial services are held. The public has taken up the idea on a large scale. It is expected to have a lasting effect upon the florist trade, if properly developed, because even after the war is over similar conditions are going to exist, and it is the privilege of the florist to instruct and educate the public along the lines of the appropriate expression of the tender sentiments. It offers an avenue wherein the most precious sentiments of the heart can find expression, and the effect will be marvelous. Anniversaries are celebrated in the churches, sometimes several on the same day, and the pews of the families concerned are decorated with flowers as well as the altar; there is no limit to the idea. To be carried out effectively, however, calls for cooperative effort by the florists as a body, because through them can be best impressed upon the public the sentimental ideas which can be conveyed through the medium of flowers.

Concluding, Mr. King stated he hoped all would take home with them the few pointers he had given and work them out, as to how best educate the public along these lines.

R. C. Kerr then told of the work which was being done in Houston in connection with Red Cross work. For the purpose of distribution the Red Cross will have special boxes printed; that is the florists will not use their individual boxes.

Uniform Commission

President Gude called attention to the fact that in order to obtain business some florists were offering a 25 per cent. commission in violation of the 20 per cent. commission established by the association. It is not right and should be frowned down on. "We can all be fair and honest, and if some one wants to throw a brick the chances are that brick will come back and land on his own toes."

"Service" Should be Given at All Costs

Discussion then ensued on a suggestion to place a minimum on telegraph delivery orders, but as brought out, even though orders had occasionally to be filled at a loss this had to be borne in the endeavor to uphold "service" as the first essential in this special work.

Mr. Gude pointed out that should a customer desire a 25c. Shamrock delivered from Washington to Los Angeles for St. Patrick's Day, and the customer was willing to pay the $1 charge for the telegram, he would not be justified in charging that man $3. This was simply a matter of service, but in the long run would be found to pay the best.

Pochelon Wants Large Membership—Also "Service"

In furtherance of a larger membership and the filling of small orders, Mr. Pochelon said: "Mr. Young's trip has illustrated the fact that personal contact is the only way to get people interested; you have to go and see and talk with them. We have been trying to increase membership for seven years by correspondence, and have tried our very best in that way to get members in towns of 5000 and over. Why will not each one of you, whenever he sends an order to a town of 5000, say

WIRE YOUR ORDERS TO HARRY PAPWORTH
The McEarie Ridge Nursery Co. Ltd.
STORE 135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

M. A. Bowe IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358} MADISON {359} SQUARE
Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus
ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 187 4
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th 1916
Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.

Alex. McConnell NEW YORK
611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

. Directory of Reliable Retail Houses .

GEO. E. M. STUMPP
761 Fifth Avenue **NEW YORK**

Young Irwin 42 West 28th St. **NEW YORK**
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

NORFOLK, VA.
Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

BUTLER & ULLMAN
Successors to **H. W. FIELD** *SMITH COLLEGE FLORISTS*
NORTHAMPTON, MASS.

OMAHA, NEB.
Alfred Donaghue
1622 Harney Street Established 1866

Omaha, Neb.
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

Does your foreman read The Florists' Exchange? If not, a present to him of a year's subscription would be appreciated.

Florists' Telegraph Delivery Meeting

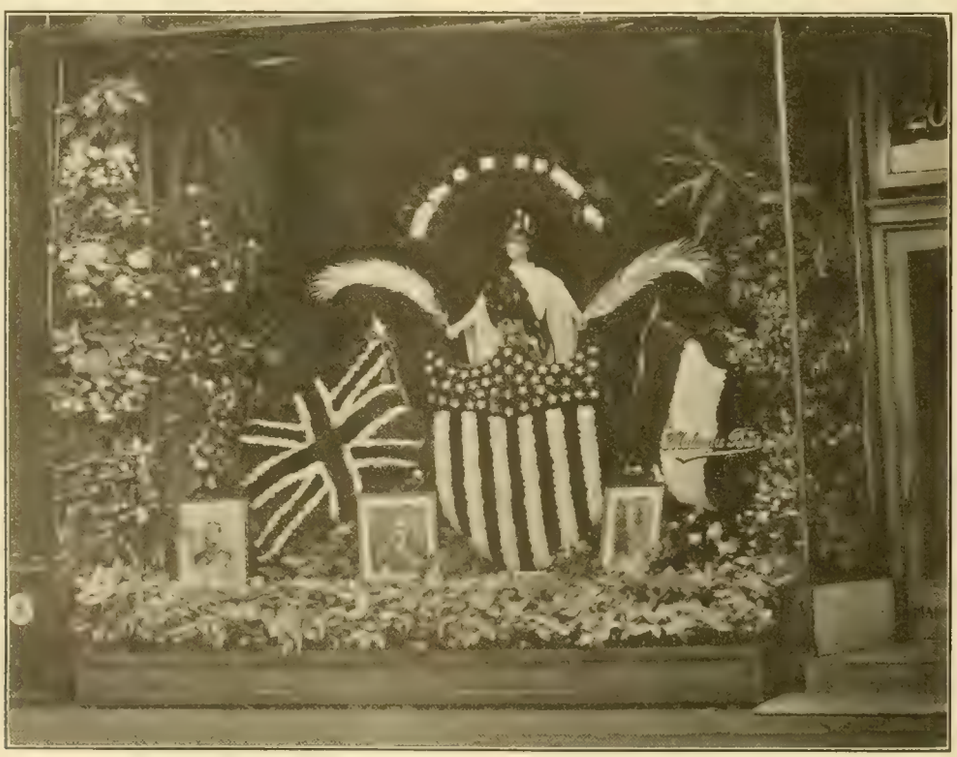
Continued

in your letter to the florist to whom you send that order, 'Why don't you join the F. T. D.?' Apply that pressure in every case where you send an order to a non-member, and we would soon have members in the smaller towns—but we do not take the time.

"As to small orders, of course we should not encourage them, but on the other hand where people have not the means and cannot afford to spend more money why forbid their expressing their sentiment, which is just as dear to them as to the one who can spend $20 or $25 on an order? I bet I can go in your store tomorrow morning, Mr. Green, and buy a dollar's worth of flowers and you will deliver them. What is the difference whether that order comes to you by a customer who personally gives it to you or by a messenger who carries a telegram, except that in the latter case you lose 20 per cent., which, however, you get back when you send an order the other way? I know of a well-known florist who said that he would not accept any order less than $4, and who put out ads. in the large city wherein he was located advertising delivery of potted plants all over that great big town for $1 a pot. Yet he did not want to take an order for a $2 plant because it came by wire and the message was handed him by a telegraph messenger whom he did not have to interview or spend a minute's time on; all he had to do was to make his own selection from his stock and send it out, certainly less trouble that to wait on an ordinary customer who dropped into his store. This idea of 'I will not bother with small orders' is not right; in this matter of sentiment we ought to cater to the rich and poor alike. These little orders in many cases have brought big results, and have meant later large orders. There is a valuable advertising feature in this F. T. D. business that should not be overlooked; you are advertising at both ends, in the city where the order is delivered and in the city from which the order comes. So do not throw down small orders—but don't encourage them needlessly!" (Applause.)

Still More in Favor of "Service"

In furtherance of the idea of service Mr. Gude related an incident of a young lady in a seminary at Washington who wanted one short stem American Beauty Rose delivered once a week for 50c. Mr. Gude was inclined to turn the order down, because in February and March a 50c. American Beauty Rose is hard to get and, if gotten, is apt to be unsatisfactory. Finally Mr. Gude declined the order, but in due course received a letter from a gentleman in Minneapolis representing a million dollar concern who said that he liked Mr. Gude's flowers and liked his service and reputation, and did not like to trade elsewhere, but presumed that 50c. was not much



Patriotic window display arranged by Malandre Bros., New York. See text on page 351

J. J. Habermehl's Sons PHILADELPHIA, PA.
The Bellevue-Stratfor and Diamond & 22d St
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade Mark "We Serve You Better"
E. C. Ludwig Floral Co. **Pittsburgh, Pa.**
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side
OUR ONLY STORE
Store open Day and Night

PITTSBURGH, PA.
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO
107 WASHINGTON ST., PROVIDENC

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

Salter Bros. ROCHESTER N. Y.
FLORISTS 39 Main St., West

ROCHESTER, N. Y.
H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee ROCKFORD, ILL.
FOREST CITY GREENHOUSES
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

Long Distance Phones
Bell, Tyler 1104
Rm., Central 413
Mullanphy Florist SAINT LOUIS, MO.
8th & Locust Sts.
All orders by Telegraph or Telephone most carefully executed at once. Floral designs a specialty.

Directory of Reliable Retail Houses

t. Louis, Mo. Flowers delivered in city or State on short notice
F. H. Weber
AYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson — St. Paul. Minn. — National Florist
20-22-24 West Fifth Street
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
534 Second Ave.

National Florist — **Syracuse, N. Y.**
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
he largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
315 Cherry Street

R. ABBOTT — Both Telephones
Park Floral Company
FLORISTS — TRENTON, N. J.
reenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

WASHINGTON, D. C.
Gude Bros. Co.
Florists — 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

For Safety's Sake: In all your Telegraphic Business, consult The Exchange's Reliable Directory of Retailers.

of an inducement, and if he did not care to accept such an order he wanted him to say so frankly and he would discontinue, and further remarked "with our concern an order for a pound of flour or a trainload received the same attention." Mr. Gude concluded by stating that this was a lesson to him, that a small order should be taken care of.

Max Schling confirmed what all the previous speakers had said in favor of service being the first consideration, and related several instances in which his firm had gone to considerable expense in order to fill an order satisfactorily. In one case it cost something like $600 to deliver a $50 order. "Take all you can get from your customer and then deliver the goods, giving him the full value of what he is paying for, and also make a strong effort to deliver the order at destination no matter where it is." Another case was cited whereiñ a florist in New York was given an order for a 25c. Rose; the order was not refused, and the florist in the three years since has received $10,000 worth of business from the same party.

Max Schling added another thought which was to the effect that the society was strong enough even now to dictate and tell others that if they did not want to become members of the F. T. D., they could have no credit with an F. T. D. member, and would not have their orders delivered. He predicted that such a policy would bring those outside into the fold promptly.

Telegraph Code Not Wanted

In regard to a telegraph code, Secretary Pochelon brought out that this was inadvisable; a night letter was explicit, and the possible slight extra cost thereof would be more than offset by blunders which might be made in interpreting the messages. Code messages cannot be sent to Europe under any circumstances at this time.

In the Closing Moments

In regard to the meeting in October at Cleveland this is intended to last for three days in order to complete all business. Mr. Pochelon wants to see the matter of association membership thrashed out. He wants the society to be in a position to obtain information from traveling men and from seed houses and supply houses. Not only the information but also their help. In return for services rendered he said he wished to see them accorded consideration in return. In regard to the promotion of publicity he trusted that the S. A. F. will pay the F. T. D. annually $1000. In turn the F. T. D. would add another $1500 and turn the full amount $2500 over to the publicity fund.

As to outgoing and incoming orders C. P. Mueller of Wichita, Kans., questioned by Mr. Gude, said he had kept no track of the incoming but that of outgoing orders he had filled 885 in one year, from July, 1917, to June, 1918. He also took as much pains in filling a 50c. order as a $5 one.

In the matter of service President Gude then related another instance of a florist in New York, not one of the largest, to whom he sent an order for $1.50 and that man spent $1.75 in giving service. "If people over at New York City who have to pay $10,000 or $15,000 a year for rent can take care of orders in that liberal way, it would seem that they deserve to reap the reward of doing greater things; and isn't that all the more reason why the little fellow who expects to be the big man tomorrow can emulate that big man?"

After saying some very nice things about the St. Louis florists the meeting then adjourned.

Patriotic Window Display

The illustration on opposite page shows a patriotic window display arranged by Malandre Bros., 2077 Broadway, New York City, on the occasion of the recent visits of the English and French missions. In the center is shown the Goddess of Liberty. Over her head is the word "Welcome." She is wearing a cap and sash of the U. S. Colors and is holding a Cycas leaf in each hand. Directly in front of her is a shield of red and white Carnations and blue Cornflowers; this is surmounted by a screaming eagle. In the foreground, in the center, is a portrait of President Wilson; on the left is one of King George V of England and on the right is seen the portrait of President Poincaire. Back of these portraits is the English flag, made up of red and white Carnations and blue Cornflowers, the same combination being used for the French flag. The setting for the whole is formed of variegated Aucubas and ferns.

In its Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.
Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders
Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City
Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery
Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass.
Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist
Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.
Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D
Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.
Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.
Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery
Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.
Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.
Hackettstown, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery
Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity.
Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery
Kansas City, Mo. W. J. Barnes FLORIST, K.C.M.O. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890
Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient service
Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.
Liberty and Loomis Deliveries to Loomis Sanitorium and al points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.
Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist
Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D
Nashville, Tenn. GENY BROS. 150,000 square feet of glass
Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.
Pawtucket, R. I. LAPHAM FLORAL CO. Covers Rhode Island
Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.
Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad St.
Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.
Richmond, Ind. FRED H. LEMON & CO. Florists and Decorators Send us your orders.
Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.
Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns
Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railroads Reach all points. Wires received any hour.
Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton
Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.
Terre Haute, Ind. HEINL'S Members F. T. D.
Toledo, Ohio METZ & BATEMAN Members F. T. D.
Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florist
Trenton, N. J. Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. AND VICINITY Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D.
Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist
Westfield, N. J. CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth
Yonkers, N. Y. R. T. BRODERICK, Phone: 4681 Prompt delivery and orders filled satisfactorily
York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.
Youngstown, O. H. H. CADE The only store in the city having greenhouse
Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft

Reliable Supplies for both Wholesale and Retail Florists

The Florists' Supply House of America

NOW IS THE TIME TO STOCK UP

Supplies will be hard to secure later. Get in your **Cycas** and **Cycas Wreaths, Magnolia Leaves** in cartons and **Magnolia Wreaths, Oak Foliage** and **Foliage Wreaths, Wheat Sheaves, Chiffons.** *Get Our Catalog.*

NEW YORK FACTORY, 709 FIRST AVENUE, NEW YORK TELEPHONE: VANDERBILT, 4976

H. BAYERSDORFER & CO., 1129-31 Arch Street, Philadelphia, Pa.

WAREHOUSES and FACTORY: 113 N. 12th St. and 1127 Appletree St.

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THE KERVAN CO.

Fresh Cut Decorative Evergreens of all kinds

New Crop DAGGER FERNS

Largest stock in America. Write for our Illustrated Catalog of Greens and Florists' Supplies

119 WEST 28th STREET, NEW YORK

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M. RICE CO. Buy "Keystone Quality" Florists' Supplies • PHILADELPHIA, PA.

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Manufacturers of Florists' Supplies

Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.

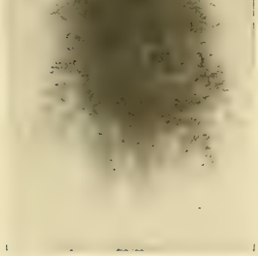
REED & KELLER 122 West 25th Street NEW YORK

We Manufacture Our Own - - **FLORISTS' SUPPLIES** METALS WIRE WORK and BASKET WORK

JOS. G. NEIDINGER CO., Florists' Supplies

1309-11 North Second Street, PHILADELPHIA, PA

When ordering, please mention The Exchange



SEA MOSS

The Best Quality Sea Moss in the Market. We give a full guarantee. Special prices on quantity.

H. STROMPF CO.

1114 Third Avenue :: New York City

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Florists' Supplies

McCallum Co.

Pittsburgh, Pa.

PREPARED

Magnolia Leaves

IN CASES OR CARTONS

Pass us your orders

THE RUMBLEY CO.

EVERGREEN, ALA.

When ordering, please mention The Exchange

Sixth City Wire Works

Manufacturers of **Wire Floral Designs**

Hanging Baskets, Wire Lamp Shade Frames and all Special Wire Work to order

224 High Ave., S. E., - CLEVELAND, OHIO

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX

$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss

$3.50 per bag of 100 sq. ft.

Caldwell The Woodsman Co., EVERGREEN, ALA.

When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

Southern Wild Smilax

$2.50 per case; $1.50 per half case

Wire or write

Southern Evergreen Co.

J. L. CUMBIE, Manager

MORRIS STATION :: GEORGIA

When ordering, please mention The Exchange

Fort Wayne, Ind.

The market is in a discouraging condition, owing to the great scarcity of flowers of good quality, on account of the hot, dry weather. The Gladiolus and Aster crops are suffering more than any other flowers, as it is impossible in most cases to reach these with the hose. Hardy Sweet Peas are also suffering from the unusual weather conditions. Good quality Roses are decidedly scarce; only a few Russells are arriving; other varieties which are holding up under the intense heat are Ophelia, Hadley, Hoosier Beauty, Richmond, and Shawyer. There is a poor demand for white Roses. A few growers are cutting Carnations, which, although short-stemmed, are of fairly good quality for this season. Outdoor Snapdragons are helping out the supply considerably, as they do not seem to show the effects of the heat as much as other varieties. Some excellent clusters of Tuberoses are being shown in some of the flower shops. Golden Glow 'Mums of good quality are being displayed, and find a ready sale. Auratum and rubrum Lilies, in pots and cut, are a great standby for the florists. Zinnias and Dahlias are making a fairly good showing. There is a great scarcity of orchids, there being no Cattleyas at all available.

The demand for funeral work has been normal, and there was an excellent call for plants and baskets, both for hospital use and for funerals. There was almost no demand for flowers for social purposes or weddings, which shows a great tendency of the public to economize along these lines.

Lieutenant Will J. Vesey, Jr., who is now stationed at Little Rock, Ark., writes his father, Judge W. J. Vesey, here that he expects to depart for an Eastern port of embarkation soon, to sail for overseas.

Miss Marguerite Flick, secretary of the Fort Wayne Florists' Club, is, in accordance with the request of the U. S. Government, compiling a list of commercial greenhouses which also devote space to the cultivation of vegetables and vegetable plants. This is to help complete a census, which is a war-emergency measure.

The Doswell Floral Co. is cutting fine early Golden Glow 'Mums; also a good crop of Richmond, Killarney, and Ophelia Roses, and a quantity of Carnations from the young stock. They report a good plant trade.

Red Cross Sale

A large Red Cross auction sale will take place here the second week of September, and elaborate plans are being made for this event, by which it is hoped that thousands of dollars will be raised for this worthy cause. Mrs. Edmund Lanternier is one of the lieutenants for the auction, and many of the florists have already pledged themselves to give both plants and baskets of flowers to be auctioned off. Among the florists who have already signed up for generous donations are The Doswell Floral Co., Edgar Wenninghoff, A. J. Lanternier, Flick Floral Co., and the Freese Floral Co.

Judge and Mrs. W. J. Vesey have returned from a several week's vacation trip to Leland, Mich.

Edgar Wenninghoff had a very good window decoration of auratum Lily plants, and baskets of magenta Asters with bows of chiffon to harmonize. He reports an excellent demand for baskets, both for hospitals and for funeral work. D. B.

WIRED TOOTHPICKS

10,000 $2.00; 50,000, $8.75

Manufactured by

W. J. COWEE, Berlin, N.

Samples Free. For Sale by Deale

When ordering, please mention The Exch

Michigan Cut Flower Exchan

INCORPORATED

Wholesale Commission Flori

Dealers in Fancy Ferns

264-66 Randolph St., Detroit, M

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Eagle Wire Wor

Manufacturers of Florists' designs all descriptions

Satisfaction guaranteed

Catalogues on request

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SOUTHERN WILD SMILA

$3.00 per case

Natural Log Moss $1.75 per ba 100 sq. ft

Perpetuated Sheet Mo

$3.50 per bag of 100 sq. ft.

E. A. BEAVEN, Evergreen, A

When ordering, please mention The Exch

PITTSBURGH CU FLOWER COMPAN

Florists' Supplies

116-118 Seventh St., PITTSBURGH,

When ordering, please mention The Excha

WIRE DESIGN

PRICES RIGHT—QUALITY RIGHT

Let us quote you on your next order. If made of wire we can make it.

GEORGE B. HART, Manufactu

24-30 Stone Street, Rochester, N.

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CUT FLOWER BOXES

EDWARDS FOLDING BOX CO

MANUFACTURERS

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Book of Water Gardenin

PRICE $2.65 POSTPAID

A. T. DeLaMare Co., Inc., 448 W. 37th St., N

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	11.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

Per 100
16 x 6 x 7 ..... $9.70

Bouquet Boxes

Per 100
19 x 9 x 8 .... $10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY

$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10

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HARDY CUT EVERGREENS

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Cleveland, O.

Regular monthly meeting of the Florists' Club, Sept. 9, at the Hollenden.

Outdoor stock still predominates in this market. Gladioli and Asters holding first place. The severely hot weather had the effect of retarding the development of the former, even the larger sorts being much smaller than usual. Roses are a trifle more plentiful but the supply of good stock is far beneath the demand. Easter Lilies and Cybrums arrive in liberal quantities and are as popular as ever for funeral work. Some Larkspurs are being offered but the chief sources of supply are shut off this year because of the greater profit derived from the seed, which is reported scarce. Tritomas have appeared and are eagerly sought for window trimming.

In the greenhouses the work of housing Carnations is being advanced as rapidly as greatly depleted forces will permit. Stock is very good and there is plenty to take care of local needs, with some surplus. In the Rose sections, cutting back and adding new soil is receiving the greater attention and many houses are already started off for Autumn crops, with more than ordinary promise. Chrysanthemums are looking well and indications point to an unusually heavy supply of this ever popular flower.

Convention echoes.

Cleveland members of the trade in attendance at the St. Louis convention unanimously report a very successful meeting. It was strictly a gathering of business men for business purposes and was shorn of all the non-essential elements. Frank A. Friedley won the prize of a $100 Liberty Bond offered by President Totty for securing the largest number of new members, having turned in to Sec'y. Young the names of 63 new members. The Sixth City was selected as the meeting place in 1920. The addition of a few more names will give the Florists' Club representation on the S. A. F. directorate, which is an honor confined to only a few clubs. F. C. W. Brown was re-elected a director of the Florists' Hail Ass'n. Carl Hagenberger had an excellent trade display, prominent in which were his matchless Melanums.

The F. T. D. Convention

October 8 and 9 are the dates set for the annual meeting of the F. T. D. to be held in Cleveland, with headquarters at the Hollenden Hotel. The time set is just in the middle of the fourth Liberty Loan campaign, which could not well be avoided, as previous to Sept. 28 would be too early and after Oct. 19 too late, as the Chrysanthemum season has by that time begun. This will not prevent florists from taking their full part in the great money raising effort, as plenty of time will be available before and also after the convention. Well-traveled members of the trade prophesy that this will be a record-breaking meeting. The Hollenden offers spendid facilities for accommodating the big event and live-wire committees are already making preparations therefor.

Called to the Colors

Otto Walter, the Clarke st. retailer, has been notified to report for duty about Sept. 1. There are approximately 50 members of the trade from this vicinity to date.

GNATT'S

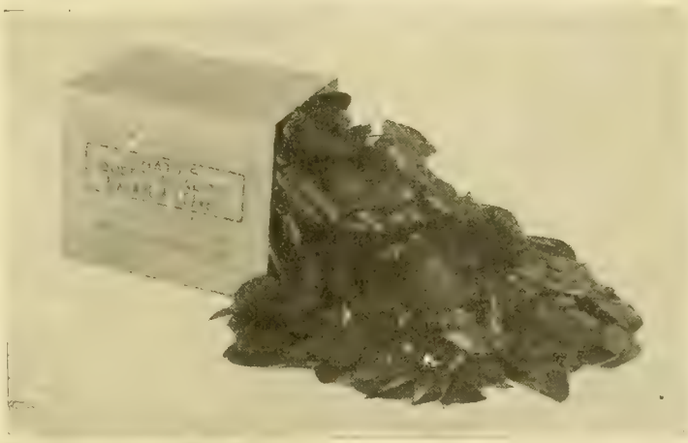
"Queen Quality"

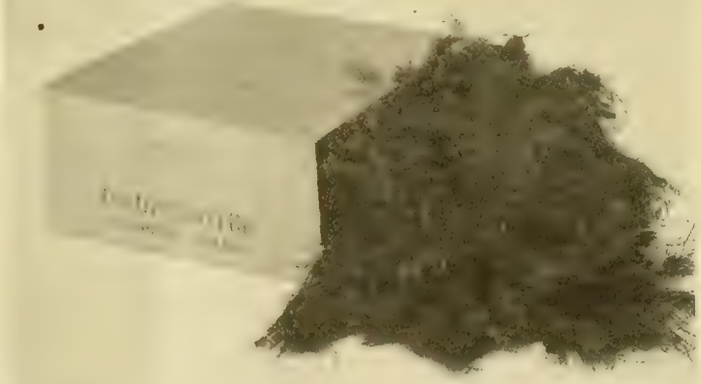
Magnolia Leaves

They will not mold. Packed from selected leaves. Uniform size.

BROWN—GREEN—PURPLE

10 Carton Lots, per carton...$1.35
Single Cartons, per carton.... 1.50





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Lycopodium or Princess Pine

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We also manufacture a large line of Baskets and carry a full line of Florists' Supplies.

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2 ESSENTIALS FOR FLORISTS

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A list of greenhouse operators, including vegetable growers, has been forwarded by request to the Government Bureau of Census, by the Florists' Club secretary and doubtless before long each will receive a copy of the questionnaire for filling out, the object being the securing of definite information by the War Industries Board on the greenhouse business.

L. C. Hecock and Louis Sutliff, of the Hecock Floral Co., Elyria, O., attended the convention.

D. R. White and family of Sandusky, O., motored to Cleveland on Aug. 23. Mr. White is devoting a part of his time to vegetable gardening this Summer and says he finds it profitable.

The regular monthly meeting of the Florists' Club will be held in the rooms at the Hollenden, Sept. 9, 1918. J. McL.

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New Crop, Now Ready. $1.00 per 1000 All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.

BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c. per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted.
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All Kinds of Evergreens

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ROSES COLUMBIA, RUSSELL, and other varieties of shipping quality

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Shipments Solicited from Growers of Good Summer Stock

Special attention given to out-of-town shipments

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A. M. HENSHAW, President

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New York City

New York Florists' Club meeting, Monday eve., Sept. 9, at the club's rooms, Grand Opera House bldg., 23d st., and 8th ave.

The Market

Aug. 27.—Since Tuesday of last week arrivals of flowers in the wholesale market have been moderately large, and the demand weak, and these same conditions prevail today. It is hoped that Mayor Hylan's proclamation of Aug. 27, excerpts from which are given in this column, will, if taken proper advantage of by the retail florists of this city, increase the sales of flowers greatly on Saturday of this week for patriotic use on Sunday, Sept. 1, in compliance with the mayor's request.

The abundant supply of Am. Beauty and hybrid tea Roses is moving slowly. Special Am. Beauty Roses are selling at from 6c. to 30c. each, and the other grades at corresponding prices. Top grade hybrid tea Roses in general are realizing from 3c. to 6c. each and bottom grades from 25c. to $1 per 100.

The supply of Carnations is somewhat larger, but there is little call for them at any price.

Cattleya orchids are in extremely short supply, and that rather than a large demand keeps the price at from 60c. to $1.50 each. Lilies are in fair supply, and are selling slowly; whites at from $3 to $5 and pinks at $1 to $3 per 100. Lily of the Valley is in sufficient supply for all demands at $2 to $6 per 100.

Of the distinctively Summer flowers, Asters and Gladioli now dominate the market, but a large variety of others are seen. The best of the Asters are selling at from $1 to $2 per 100, and Gladioli at the same prices.

All greens are in the usual Midsummer supply and are meeting with a slow sale.

Floral Tributes for Heroes

Mayor Hylan on Aug. 27 issued a proclamation supplementing a recent one of the same sort, asking that Sunday, Sept. 1, be observed throughout the city as Heroes' Day. The mayor says in his last proclamation:

"In addition to all other plans for the day I hereby proclaim that there will be a Heroes' Flower Mound in each borough of the city in one of the parks to be designated. Each borough president is hereby called upon to see that this plan is carried out in conjunction with the committee.

"We cannot go through France to decorate the graves of the boys we love, we can have a sentimental representation of those graves in Central Park, Crotona Park and a park in each of the boroughs.

"The citizens of New York, rich and poor alike, should watch for the announcement of the exact place where each borough is to have its Heroes Flower Mound. Some time Sunday, between sunrise and sunset, I hope every one in New York will want to show the well deserved affection for our boys that will cause them all to go to these flower mounds and drop at least one little flower there to help build up a mountain of appreciation for our boys."

The Cottage Gardens Co., Inc., Queens, L. I., has closed its Carnation houses for the duration of the war. This action has been taken not only on account of the coal shortage but also because of the lack of labor for the operation of the Carnation range. Lieut. David Ward, after being 11 months in France, has been recalled by the Government, and made an instructor in anti-air craft heavy artillery at Fort Hamilton, N. Y.

Exhibits for Next Club Meeting

The exhibition committee of the New York Florists' Club, Charles W. Knight, chairman, announces that the committee desires at the next meeting of the club, which will be held on Sept. 9, to make a comprehensive display of Gladioli and asks that growers, both commercial and private, kindly send or bring in their best products of varieties of special merit that may be in bloom at that time; also any other flowers suitable for cut flower work, such as perennials, Asters, early 'Mums, etc. Flowers may be shipped by parcel post or express and addressed H. C. Riedel, 49 W. 28th st., New York, but must reach him before 6 p.m., Monday, Sept. 9. Mr. Riedel will see that all consignments received by him will be taken to the club rooms and properly staged by the committee. This will be an important meeting and will be largely attended, so bring along your flowers, both for your own and the members' benefit.

Mrs. Anna Millang, 86 years old, widow of Frank Millang, died on Aug. 17, at her home at Bayside, L. I. Her husband was one of the pioneer florists of Long Island. She is survived by four sons: Frank, Joseph, Charles and August Millang, all of whom are prominently connected with the florist's business; and by three daughters, Mrs. Bowenque, Mrs. Kelly and Mrs. Brener, and by 20 grandchildren.

Paul Rigo, manager of the Henshaw Floral Co., 127 W. 28th st., has just returned from a two weeks' vacation in Maine. Mr. Rigo recently received letters, dated Aug. 3 and 4, from his brother Alphonse Rigo, of Rigo Bros., Madison ave. florists, who is now with the Allies at the front. He writes enthusiastically of the many courtesies which the American soldiers receive from the other Allies at all times, and of an outlook for a comparatively early complete victory over the Central Powers.

Northern New York Notes

W. E. Kirchhoff, Jr., the Gladiolus grower at Pembroke, N. Y., has left his business in the management of his father, William E. Kirchhoff, Sr., and is now at the Mechanics' Institute, Rochester, N. Y., learning the blacksmith's trade under the instruction of the Government. He has been there for the last five weeks and in about three weeks more he expects to finish the course. He says that he enjoys the new life.

Irving LeRoy Bates, who is interested in the florist's business with his father James J. Bates, at Oakfield, is one of the young men of Genesee County who registered on Aug. 24 as being eligible for service, having passed his 21st anniversary on the 4th of July.

Miss Ruth M. Keeney, daughter of Calvin N. Keeney, the famous Bean grower, has gone to New York City where she will be engaged in Y. W. C. A. work for the next three months. Miss Keeney was connected with the Y. W. C. A. in Washington, D. C., for three years, and has been spending the last two months in her home at Batavia. Her new position places her in charge of the speakers' bureau of the Eastern division of the National War Work Council in connection with the Y. W. C. A.

ARTHUR A. KIRCHHOFF.

Syracuse, N. Y.

Annual Outing

On Aug. 15 the Syracuse Florists' Club held its annual outing. Thirty-five of the members left the city in autos for Three River Point, where a very delightful day was spent. The entertainment committee arranged athletic events for the afternoon, which developed a spirited rivalry among the contestants. Tom Quigley showed the boys some speed in the 100-yard dash, which he won very easily. Werner Bultman carried off the honors in the high kick event. Mat Kay and Louis Renz lead the boys in the broad jump. Dick Cirvoli made a good showing in the hop, skip and jump. After these events there was a ball game between the growers and retail men, in which Albert Davis and Quigley did clever work at the bat.

After the games were run off supper was served at Barnum's hotel. Several other members had arrived by this time, and in all 46 members were treated to fish, frogs and chicken.

After supper was served an informal meeting was held, and the arrangement committee laid before the members the program which it is intended to carry out at the State Fair floral exhibit. Every effort is being made to arrange three large groups of plants and cut flowers which will surpass anything that the club has heretofore undertaken.

Secretary L. J. Mulhauser read a letter which he received from the Department of Agriculture relative to the census of greenhouses which the Government is taking, and if any of the members have not sent in the information requested direct to Washington, they should send the data to the secretary who will forward it.

M.

You cannot find a better market fo your flowers tha the New Yor market.

Neither will you find anyon who will handle your shipment in a more satisfactory manner an give you more prompt returns.

Special opportunity for a coupl of Good Rose Growers who ar looking for best returns. Ou present demand is greater tha our supply.

United Cut Flower Co. Inc

111 WEST 28th STREET, NEW YORK CIT

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Lancaster, Pa.

In a trip around the stores I note that customers seemed to be a rarity jus at the time of my visit, although ther was some trade during the day. Ther is no denying the fact, however, that th Summer dullness is with us; it is little late in coming so it will be of shor duration.

The Habermehls of Philadelphia ha the decorations for Major Keiper's bi dinner, with money no object, and the spread themselves accordingly.

The drought here is getting serious although locally the stronger vegetatio has not suffered as yet. Among the flow ers Dahlias have literally gone to pieces and other stock where it cannot b watered is poor. Much of the bedding i showing up badly where it does not hav attention; where it does have attentio the contrast is wonderful. Single Petunia and Portulaca seem to be in their ele ment and never were better. Thes single Petunias are not bad as a cut flower, I decorated my porch with them cut in sprays from 12in. to 20in. and they work up finely in baskets and vases and last long enough to satisfy almost any one.

W. B. Girvin is sending some exceptionally fine Asters to the city stores; these with Zinnias and Gladioli make the principal display in the shops.

ALBERT M. HERR.

Publication Received

Foreign

Journal of the Royal Hort. Society, Vol. XLIII Part I, published at Vincent sq., London., containing interesting notes on vegetable and flowe growing, including articles on Violets, Snowdrops Delphiniums, hardy border Carnations and Narcissi; 338 pages, illustrated.

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The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignment solicited.
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THE HIGHEST GRADE OF VALLEY ALWAYS ON HAND
GARDENIAS, DAISIES, ROSES, CARNATIONS
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ROSES in all the leading varieties CARNATIONS of high quality
Longiflorum and Rubrum LILIES throughout the year
LILY OF THE VALLEY. All Other Flowers in their season
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THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, and WARD ROSES
VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON

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New York Cut Flower Market
Up to Tuesday, Aug. 27, 1918

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	6.00 to 30.00	Adiantum Cuneatum	.20 to .25
" Fancy	5.00 to 15.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 8.00	Antirrhinum, per bunch	.05 to .10
" No. 1	3.00 to 6.00	Asters	.25 to 2.00
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	.50 to 1.00
Killarney	.25 to 3.00	Ordinary	.25 to .50
Killarney Brilliant	.25 to 3.00	Delphinium, per bunch	.10 to .20
White Killarney	.50 to 5.00	Ferns, per 1000	1.75 to 2.00
White Killarney, Double	1.00 to 5.00	Galax, green and bronze, 1000	..... to 1.00
My Maryland	.25 to 3.00	Leucothoe, per 1000	4.50 to 7.00
Columbia	1.00 to 10.00	Gladiolus	1.00 to 2.00
Hadley	.50 to 8.00	Lilies, Longiflorum	3.00 to 5.00
Hoosier Beauty	.25 to 3.00	" Rubrum	1.00 to 3.00
Key	15.00 to 30.00	Lily of the Valley	2.00 to 6.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Mignonette, per doz	..... to .....
Mme. Pl. Euler (Prima Donna)	.50 to 5.00	Orchids, Cattleyas	60.00 to150.00
Mrs. George Shawyer	.50 to 6.00	Smilax, per doz., strings	.75 to 1.00
Sunburst	.50 to 6.00	Sweet Peas, Spencers	..... to .....
Mrs. Aaron Ward	.25 to 5.00		..... to .....
Lady Alice Stanley	.50 to 4.00		..... to .....
Ophelia	.25 to 6.00		..... to .....
J. J. L. Mock	.50 to 6.00		..... to .....
Mrs. Charles Russell	1.50 to 10.00		..... to .....

All the New and Standard ROSES
Fine Grade CARNATIONS
and all Seasonable CUT FLOWERS
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Carnations, Orchids, Lilies, Roses
Valley and a Complete Line of Summer Flowers

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Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
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Alfred H. Langjahr
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Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo, Aug. 26, 1918	Cincinnati Aug. 26, 1918	NAMES AND VARIETIES	Boston Aug. 27, 1918	Pittsburgh Aug. 26, 1918
20.00 to 30.00	.... to	Roses—American Beauty	4.00 to 25.00	2.00 to 15.00
2.00 to 6.00	.... to	Hadley	1.00 to 10.00	.... to .....
2.00 to 6.00	3.00 to 8.00	Hoosier Beauty	1.00 to 8.00	2.00 to 8.00
.... to	.... to	Kaiserin Augusta Victoria	1.00 to 8.00	.... to .....
2.00 to 4.00	2.00 to 6.00	Killarney	1.00 to 4.00	.... to ....
3.00 to 6.00	2.00 to 6.00	White Killarney	1.00 to 4.00	2.00 to 8.00
3.00 to 6.00	.... to	Killarney Queen	.50 to 6.00	.... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	.... to	2.00 to 6.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 12.00	2.00 to 12.00
.... to	.... to	Francis Scott Key	2.00 to 8.00	.... to ....
3.00 to 6.00	.... to	Mrs. George Shawyer	.... to	2.00 to 8.00
3.00 to 6.00	.... to	My Maryland	.... to	2.00 to 6.00
.... to	.... to	Prima Donna	.... to	2.00 to 8.00
3.00 to 6.00	3.00 to 8.00	Ophelia	1.00 to 8.00	2.00 to 8.00
2.00 to 5.00	2.00 to 8.00	Richmond	.50 to 4.00	2.00 to 6.00
3.00 to 8.00	2.00 to 8.00	Sunburst	2.00 to 8.00	2.00 to 6.00
3.00 to 6.00	.... to	Killarney Brilliant	1.00 to 6.00	.... to ....
.... to	.... to	J. J. L. Mock	.... to	.... to ....
2.00 to 3.00	.... to	Cecile Brunner	.... to	.... to ....
1.00 to 1.25	.... to 1.00	Adiantum, ordinary	.... to 1.00	1.00 to 1.25
.... to	.50 to 1.50	Antirrhinums, per bunch	.... to	.... to ....
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	.35 to .50
.50 to 2.00	.... to	Asters	.50 to 2.00	1.00 to 3.00
1.00 to 2.50	.... to	Calendula	50 to 1.00	.... to ....
.50 to 1.50	.... to	Carnations, Select	.... to 1.00	.... to ....
1.00 to 2.50	1.00 to 1.50	Ordinary	.... to .50	1.00 to 2.00
.50 to 1.00	.... to	Coreopsis	.... to	.... to ....
.... to	.... to	Daisies	.50 to 1.00	.... to ....
.... tc	.... to	Delphinium, per doz	.... to	.... to ....
.... to	.... to .15	Ferns, Hardy	.... to	.... to .20
.... to	.... to	Gaillardias	.... to	.... to ....
.... to .15	.... to .12½	Galax Leaves	.... to	.... to .12¼
2.00 to 3.00	3.00 to 8.00	Gladioli	1.00 to 4.00	2.00 to 4.00
.75 to 1.00	.... to	Leucothoe	.... to	.... to ....
8.00 to 10.00	.... to	Lilium Formosum	.... to	.... to ....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	4.00 to 8.00	8.00 to 12.00
3.00 to 5.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	.... to ....
6.00 to 8.00	.... to	Lily of the Valley	8.00 to 10.00	.... to ....
.... to	.... to	Mignonette, Per 100	.... to	.... to ....
.... to	.... to	Orchids—Cattleyas	.... to	40.00 to 50.00
.... to	.... to	Phlox	.... to	.... to ....
1.80 to 2.40	.... to 1.80	Smilax, per doz. strings	.... to	.... to 2.00
.25 to .60	.... to	Sweet Peas	.50 to 1.00	.... to ....
.... to	.... to		.... to	.... to ....
.... to	.... to		.... to	.... to ....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.
When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street — BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.
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Boston

The Market

Aug. 27 -The supply of flowers at the wholesale flower market is not large but there is a slight increase over last week's supply. Demand for flowers has not increased much over last week, so that the supply is sufficient for all demands.

There is a slight shortage of Roses but the growers say that there will be a plentiful crop soon. The supply of American Beauties is rather meagre and there is a fair demand at 4c. to 25c. each. Hybrid Tea Roses are still scarce and prices are quite high. There are few Russells and Hadleys and the supply of Ophelia is light; prices on these are from 3c. to 12c. Other varieties are slightly more plentiful and are selling at from 2c. to 8c. each.

There are few Carnations offered; a few of the new crop are being sent in, but they are short stemmed and are selling at about $1 per 100.

The supply of Cattleya orchids is very small and the few that reach the market run in price from 50c. to $1 each. Lilies are not overabundant but the call for them is small. There is still a plentiful supply of Lilium auratum.

There is a plentiful supply of Asters of fairly good quality and these are useful, taking the place of other flowers which are short in supply. Prices for average flowers run about $1 per 100, while a few choice flowers in small lots realize $2 per 100. Gladioli are plentiful and of good quality; they meet with a good demand, from $1 to $4 per 100.

The supply of miscellaneous flowers is quite light; the plants offered are Crotons, ferns and Dracæna Massangeana. There is a good supply of both kinds of Asparagus and Adiantum is of good quality.

Club Meeting

The first meeting of the Gardeners and Florists' Club will be held at Horticultural Hall on the evening of Sept. 17. There will be many important matters to be brought up so it is important that the attendance be large.

One of the prettiest and daintiest flowers coming to the market at this time is Bouvardia Humboldtii. John W. Foot of Reading is the grower.

Children's Show

From the present outlook there will be a big exhibition of children's products of their gardens at Horticultural Hall next Saturday and Sunday, Aug. 31 and Sept. 1. The war gardens and children's gardens in Massachusetts will compare favorably with any in the country and the exhibition will be well worth attending. R. C.

"WORTH WHILE" QUALITY
Seeds · Bulbs · Plants For Florists Seedsmen Nurserymen
Florists' Flower Seeds a Specialty — Seasonable Price Lists Mailed Upon Request
Winterson's Seed Store, 166 North Wabash Avenue, Chicago
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The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
When ordering, please mention The Exchange

Chicago and the West

Better Market

Aug. 26.—There has been an improvement in the market since last report. Cooler weather has helped conditions. Flowers are of slightly better quality and there is not so much poor stock; prices are about as good as they ever are at this time of year. There is no surplus of any stock that is of good quality but at this season there are always job lots of outdoor stock of mediocre quality that have to be sold for whatever they will bring. The shipping trade, which is the mainstay of the market, remains normal. The local trade cannot safely be counted on to keep moving half the stock that reaches the market. An occasional important funeral, such as that of Chief of Police Herman F. Scheuttler helps greatly to clean up the market. With the passing of the heat wave and a gradual improvement in the conditions of stock the prospects for a good market for the remainder of the Summer seem fairly well assured.

Roses are coming into the market in considerably better condition than they have been, so that in some varieties some really good stock for this season is to be had. There are American Beauty offered but not in any large volume; all these Roses sell at satisfactory prices. Columbia and Mrs. Russell seem to be nip and tuck for the lead in fancy stock. While the former has made many new friends there are many old-timers who pin their faith to Russell as a money maker, both in Winter as well as in Summer.

Carnations are getting to be slightly more plentiful; there is also an improvement in quality in the cut from the new crop plants; prices range from $1 to $3 per 100.

Gladioli are the most prominent feature of the market and they are the principal stock in trade of the dealers. Their season appears to be at its height and so many different varieties are offered that a list of them would make a respectable sized catalog. At present Pendleton and Autumn Queen appear to be favorites. Gladioli are coming into this market from many sections of the country, both far and near; one firm is receiving shipments twice a week from a grower in New Hampshire. Prices range from 50c. to $6 per 100.

Asters are in good supply; the stock coming in covers a wide range in quality, some can be bought for 50c. per 100, and others sell readily for $4.

There are enough Easter Lilies and the supply also of rubrum and auratum is good, all of which move freely. Valley is on the short side, as well as orchids; the demand, however, is weak and with a little trouble enough can be picked up from day to day for all requirements.

Golden Glow Chrysanthemums are coming in freely and so far they have met with a ready sale, chiefly from the leading retailers, who want to keep up-to-date displays in their windows.

In outdoor Summer flowers Hydrangea paniculata grandiflora is a leader and is selling at from $4 to $6 per 100. Liatris elegans, better known as "Blazing Star," is seen frequently on the market; its tall cylindrical purple blooms are generally admired.

Everybody on the market is talking convention, each one telling some funny experience while away.

The fern supply is ample on some days; on others it is noticeably short.

Chicago, Aug. 27, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.		
Specials	per doz.	4.00 to 5.00
36-inch stems	"	3.00 to 4.00
30-inch stems	"	2.00 to 3.00
24-inch stems	"	1.50 to 2.00
18 to 20-inch stems	"	1.00 to 1.50
Columbia		4.00 to 20.00
White and Pink Killarney		2.00 to 6.00
Killarney Brilliant		2.00 to 8.00
Milady		2.00 to 8.00
Mrs. Aaron Ward		2.00 to 6.00
Mrs. Chas. Russell		4.00 to 20.00
Richmond		2.00 to 6.00
Sunburst		2.00 to 8.00
Ophelia		2.00 to 8.00
Carnations, Select		3.00 to 4.00
" Ordinary		1.00 to 2.00
Asparagus plumosus, per bunch		.35 to .50
" Sprengeri, per bunch		.25 to .50
" plumosus, strings		40.00 to 50.00
Asters, Common		.50 to 1.50
" Fancy		2.00 to 4.00
Adiantum		1.00 to 1.50
Calendulas		2.00 to 3.00
Candytuft, per bunch		.35 to .50
Coreopsis		.50 to .75
Cornflowers		.50 to 1.00
Daisies		1.50 to 2.00
Delphiniums, per bunch		.35 to .50
Ferns, Hardy, per 1000		2.00 to 2.50
Feverfew, per bunch		.25 to .35
Galax Leaves, per 1000		.... to 1.25
Gaillardias		1.00 to 1.50
Gardenias, per doz		1.50 to 2.00
Gladioli, Fancy		4.00 to 6.00
" Common		1.00 to 3.00
Leucothoe Sprays		1.00 to 2.00
Lilium Auratum		10.00 to 12.50
Lilium Longiflorum		6.00 to 8.00
Lilium Rubrum		3.00 to 4.00
Lily of the Valley		5.00 to 6.00
Mexican Ivy, per 1000		.... to 6.00
Mignonette		3.00 to 4.00
Orchids—Cattleyas, per doz		7.50 to 9.00
Pansies, per bunch		.10 to .15
Shasta Daisies		1.00 to 1.50
Smilax, per doz		2.50 to 3.00
Snapdragons, per doz		.75 to 1.00
Sweet Peas		.50 to .75
Water Lilies		2.00 to 4.00
" Fancy		6.00 to 8.00

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
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GLADIOLUS. Our stock includes many of the new introductions and all of the best commercial varieties. We believe that the quality of our Gladiolus is better than we have had for several years.

LILIES. There is nothing on the market that offers better value. If you do any business at all during the summer months you ought to carry Lilies in stock all the time.

LILIUM RUBRUM. We offer them in quantity, both long and short stems. The short LILIES are particularly desirable for design work. You will notice they are inexpensive. $4 00 to $5.00 per 100.

ASTERS. There are a few ASTERS coming in that are exceptional as far as quality is concerned, but most of them grade as Good and Medium. We will have plenty of ASTERS until the end of the season.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Asters
Gladioli
nd a full line of
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Plumosa
Smilax
Adiantum
and a full line
of all other
Greens

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WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA
Seasonable Flowers

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's is all a matter of transportation. ch is uncertain. As no stock has ne into storage so far, if there is any -up in the supply coming in by rail, shortage is soon felt on the market.

neral of Chief of Police

Herman F. Schuettler, Chief of ice, died on Aug. 23. The funeral s held on Monday. The extraordinary mber and richness of the floral tributes wed the high esteem in which he was d. The house was laden with flowers d there was no room for more; some the pieces were so large they would t go through the door. Florists' delery autos and mesenger boys carrying wers came in a steady stream all the ning. There was hardly a design the entire list of funeral pieces that s not represented in the offerings. They me from the rich and poor, from city cials from the mayor down, from varis police precincts throughout the city. m captains and traffic squads clubs, ternal societies, protective, social and ette associations. There were also utes from veterans of the Haymarket t and one particular piece that the al press made special mention of bore e inscription, "From the Mother of arvey Van Dine." Herman Schuettler, ding a platoon of police, trapped Van ine, with others of the "car barn ndits" in a house in the Indiana prairs. It was the work of Schuettler that rt the car barn bandits to their death. ring the trial Mrs. Van Dine came to w the big policeman and when he d buried the flowers from her were on his grave. It took several truck ds to move all the flowers from the me to the burial lot in Rose Hill Cemery. The late Chief of Police was well own to the florists of the city, as up about three years ago he was proprieof an extensive range of greenhouses Wilmette, known then as "The Star ral Co.," which was conducted by his other-in-law John J. Flint. The lat- is still connected with the trade in ilmette. The chief finally disposed of greenhouse property to Pyfer & Ocsem whose business troubles have been mentioned previously in THE EXCHANGE and in which the estate of the deceased is still interested.

Chas. H. Totty and W. A. Manda of New Jersey are spending a few days in the city, having stopped off here from St. Louis.

Lawrence Mathes, who several years ago began his career as a florist with the Weiland & Risch Co., has returned from the West and taken a position in the store.

Victor Young, who recently joined the Army and left his retail store at 1239 N. Clark st., has filed a petition in bankruptcy. The liabilities are $3444.37, no assets.

The report from Washington, D. C., in which the employees of florists are listed with those of other industries as being connected with non-essential work is disturbing the trade.

Local florist's supply houses have had a good business from convention visitors; a number from points north of here stopped off on their way to St. Louis and made many purchases. Others south and west of St. Louis came here after the convention.

Kansas City, Mo.

There has been no change in prices in this market for more than a week. All outdoor stock is about burned up and there is little variety in the flower line. Kansas City is not alone in this respect, however. The complaint of dry weather comes from different parts of the country, and florists generally will be glad to see the end of the very warm weather that has prevailed for weeks past.

Among Kansas City florists who attended the St. Louis convention were Mr. and Mrs. T. J. Noll, H. Kusik, W. L. Rock and W. J. Barnes.

Recent visitors in the city included Miss M. A. Tierney, Davenport, Ia.; R. C. Kerr, Houston, Tex., and Mr. Lang, Dallas, Tex. B. S. B.

Easter Lilies
A Good Summer Flower. A flower that will last and give satisfaction.
$10.00 to $12.50 per 100.

DAHLIAS
Dahlias now arriving. Try a sample order. Quality very good. $2.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

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Philadelphia 1608-1620 Ludlow Street
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Philadelphia

Fairly Active Market

Aug. 28 -The market has been fairly active. There is a noticeable improvement in the quality of the receipts. Asters are at their best, with the arrival of the improved and plumed varieties. Gladioli are also showing up better with a fair demand. There are not many Roses, but the market does not lack for variety. There are a few new crop blooms to be had, but they are rather short of stem. Easter Lilies,continue active, with an excellent supply. Rubrums are also plentiful and are taking well. There are no orchids to speak of. A few Dahlias were noted; the bulk of them will soon be in. The first of the Golden Glow 'Mums have made their appearance.

The death of Albert Roney of West Grove is reported as having occurred about two weeks ago. Mr. Roney was engaged in the florist's business at West Grove for years and did business under the name of Roney Bros. The deceased retired from active business about two years ago.

N. Leon Wintzer of West Grove has gone into the growing of Gladioli on a considerable scale. He has 25 acres of the best of the standard and newer sorts. Mr. Wintzer grows principally to supply the market with bulbs but ships a large number of blooms to the Philadelphia and Baltimore markets.

The tragic death of E. A. Seidewitz of Baltimore was a considerable shock to his many friends here in this city.

Edward F. Riley of Wm. J. Baker's departed for Camp Lee on August 26.

Leo Niessen reports the arrival of the first 'Mums; the variety was Golden Glow.

Club Meeting

The September meeting of the Florists' Club will be held in the Grand Fraternity building, 1620 Arch st., Tuesday evening, Sept. 3, The essay committee promises a surprise for the evening. Nomination of officers to serve for the following year will be in order. Refreshments will be served after the meeting. A large turnout is to be expected.

What if the Railroads are Congested?

AN answer to the transportation difficulties, which the trade has labored under, was to be expected. It consists in a greater use of the auto!

This service to customers, assuring early delivery of dependable stock, contains the excellent opportunity to create a volume of business from customers, even as far away as 100 miles, and advertisers in a position to offer this facility should mention the fact in their ads. in

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Komada Brothers
Manufacturers of all kinds of WIRE DESIGNS
FLORISTS' SUPPLIES
Any Wire Design at short notice
1008 Vine Street PHILADELPHIA Pa.
When ordering, please mention The Exchange

Philadelphia, Aug. 20, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	4.00 to 25.00
Kaiserin Aug. Vic.	2.00 to 10.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6 00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	2.00 to 3.00
" Ordinary	1.00 to 2.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Lily of the Valley	4.00 to 8.00
Orchids —Cattleyas	50.00 to 75.00

The Albert Woltemate establishment is closed and the greenhouses have been dismantled.

Chas. E. Meehan has completed the erection of his new boiler at his place at Churchville

Wm. J. Baker is showing a fine line of Gladioli in large variety.

C. U. Liggit reports August as being a very satisfactory month for him from a business standpoint.

The S. S. Pennock Co. is distributing very fine Easter Lilies.

The Henry F. Michell Co. is making considerable improvements to the front of its store and building.

Charles Grakelow is in great demand as a speaker for the departing draftees that leave from North Philadelphia.

James W. Heacock succeeds his father, the late Joseph Heacock as treasurer of the Florists' Hail Ass'n.

Pot Plants from Seed for Greenhouse

I have a bench that is only fit to grow pot plants in. Will you please name a few that can be grown from seed and bloom throughout the Winter, for selling in the store. I have a nice lot of Begonias and Primroses in 3in. and 4in. pots started now, but would like more of a variety.—G. A. R., N. Y.

—The following plants raised from seeds may be grown on the greenhouse bench which the inquirer mentions: Calendula Orange King, Browallia, Candytuft, Celosia plumosa, annual Gaillardias, Scabiosa, Stocks and Wallflowers. J. H. S.

ROSE GROWERS BONE

Good Bone like coal is scarce and will be hard to get, so florists would do well to secure their stock now and have it on hand when they need it, avoiding freight delays and other troubles—our **ROSE GROWERS BONE.**

Analyzes—4½% Ammonia, 3.71 Nitrogen, 50% Bone Phosphate of Lime, 12½% Phosphoric acid, and runs from flour to coarse so that it is immediately available and continuous through the whole growing season.

PRICE

Per ton	$48.00	¼ ton	$12.50
½ ton	24.50	100 lbs	2.75

F. O. B. New York. Immediate delivery.

Remember—When comparing price, compare the Analysis too.

Write for special florist price list upon other fertilizers

HORTICULTURAL DEPT., Harry A. Bunyard, Mgr.

NITRATE AGENCIES COMPANY

85 Water Street NEW YORK CITY 'Phone: 5570 Broad

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Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black white fly, thrips and soft scale

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affecting flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

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For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

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Aphine Manufacturing Co., MADISON N. J.

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USE WIZARD BRAND

CONCENTRATED PULVERIZED

MANURE

Pulverized or Shredded

Cattle Manure

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The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
34 Union Stock Yards. CHICAGO

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You'll Demand

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When Ordering Fertilizer of Your Supply House

Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, 4c. lb. in 100 lb. sacks

TOBACCO DUST, 2c. lb. in 100 lb. sacks

TOBACCO STEMS, $1.50 in 100 lb. bales

Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

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NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN

For Spraying

APHIS PUNK

For Fumigating

Ask your dealer for it

Nicotine Mfg. Co.
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F. E.—Best Advertising Medium

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN BAG & SACK BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

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CAST IRON

BOILERS

THAT LET THE FLORIST SLEEP

GIBLIN & CO. 107 Broad St. **UTICA, N. Y.**

When ordering, please mention The Exchange

Indianapolis, Ind.

A general shortage of flowers has characterized the market for the past ten days. Warm, dry weather has caused a decided curtailment of Gladioli, Dahlias and other field grown flowers. The drought has not been so severe as in the Western part of the State but the quality of stock received in this section is far from what it should be.

Fairly good Gladioli wholesale at $2 to $3 per 100 and fancies bring as high as $4 per 100. Giganteum Lilies are fairly plentiful at $10 to $15 per 100, rubrums at $5 to $8 per 100 and albums $6 to $10 per 100. The best Roses are being shipped in from the Lake region at $8 to $15 per 100. Local short stock brings $3 to $6 per 100.

The first Carnations of the season are being offered at $1 to $2 per 100. A few Dahlias may be had at $1 to $3 per 100, but the real season will not start in this section until Sept. 5. Quantities of Hydrangea paniculata find a ready market because of the general shortage, at $3 to $4 per 100. Some good Tritoma Pfitzeri are available at $3 to $5 per 100. Second crop Larkspur is a most welcome addition, at $3 to $8 per 100 sprays.

While there has been a dearth of general counter business, there has been a noticeable improvement in the call of flowers for hospitals and for the sick room. Funeral work keeps right on coming and of course constitutes at least 80 per cent of the business transacted.

The new order of the Government in regard to florist's labor has caused much consternation in local circles and will no doubt result in a still further decrease in the quantity of flowers available during the coming season.

Full houses will be the slogan in this vicinity the coming season, as the shortened coal allotment will permit any local florist to get rid of surplus stock at good prices.

The Convention

A. F. J. Baur and Irwin Bertermann have returned from St. Louis. They say that the convention was fully up to other years in point of business transacted and on some of the vital points was far ahead of previous years. The talk given by Dr. Garfield's representative was certainly a good one and was an encouragement in itself in that it tended to show that the Government desired to aid the florists instead of discouraging the flower business. The meetings of the F. T. D. and The Florists' Hail Ass'n. were the best in point of attendance on record. Too much praise cannot be bestowed upon the hospitality of the St. Louis florists and the interest they took in the individual visitors as well as in the convention.

Louis R. Finnermann of Chicago, Geo. C. Shafer of Washington, D. C., E. C. Roberts of Zanesville, O., J. A. Ernsberger of Celina, O., Alfred Warner of Duluth, Minn. and Richard Kootz of Washington, D. C. were recent visitors.

The Smith & Young Co. and the Bertermann Bros. Co. are installing new grate devices under their boilers at the greenhouses.

W. W. Coles of Kokomo stopped over for a few hours en route from the convention at his home.

Mr. Leckas, the S. Ill. st. florist has given up his business and joined the Army.

Otto Lawrenz, who has been ill for a few days, is able to be out.

Several of the local growers are much relieved by the news that French bulbs have been shipped. This will give much needed relief after the 'Mum season.

Edward McDuff of Bertermann's store force is up at the Indiana lakes for a vacation. I. B.

San Francisco, Cal.

Chas. Stappenbach, who conducts the American Florist Shop, at 1217 Polk st., received word last week that Attilo Dagnino, who had been a member of his sales force for several years, up to Oct. 7, 1917, when he joined the Colors, was killed in action on the French front, on July 19.

Visitors in town this week included Chas. Alt of the Huddart Floral Co., of Salt Lake City, Utah, and Wm. Sorenson, also of Salt Lake City.

J. R. W.

Portland, Ore.

Business has been somewhat duller than previously this Summer. Stock of all kinds is to be had at all times to take care of the call. Gladioli are in oversupply and will soon be sold at last year's retail prices the writer is sorry to say. Good Gladioli, however, will continue to bring the top notch price. Carnations are still scarce but the new stock is giving us its first flowers, so that we will soon be in the regular Carnation swing again. Roses are good but not overplentiful. Sweet Peas have suffered from the damp weather and their keeping qualities are not what could be wished for. Asters are good, and plentiful, in both fancy and other grades. Zinnias and Gaillardias are to be had in quantity, in excellent colors. Some good Dahlias of the var. Minnie Burgle are also offered and when this sort is not overdone it makes a profitable cut Dahlia to handle at retail.

Funeral work has been fairly plentiful. The G. A. R. Convention did not call for a great many flowers.

Club Meeting

The August meeting of the Portland Floral Society was well attended. The secretary laid stress once more on the necessity of members reporting poor payers, as the last year has seen but one report. This is directly in line with the article, "The Wholesale House of the Future" which appeared in THE EXCHANGE of Aug. 17 and should be taken more seriously by all growers, as all loss by bad accounts raises the overhead account. It was therefore voted that reports be read and asked for at each meeting. Secretary, F. A. Van Kirk also drew the members' attention to the fact that society expenses for meetings had also been affected by the war and that economy must be practiced. A revival of the campaign for 100 members was also given the "once over." Some members who have pledged themselves to bring in one member are still dodging their pledge.

Mr. Scott of Moscow, Idaho, was a visitor. He says that the recently organized club at Spokane is very popular and is proving beneficial to all. J. L. Seabold an amateur grower of Gladioli showed a few of his finer varieties. Mr. Seabold was nominated for membership. W. Hennings of Courtney Station was elected a member. A discussion of a subject of vital interest to the trade, namely higher prices, was started by D. Tonseth, but this entire matter is affected by the fact that we are not yet hard enough "up against it" to be really willing to consider many things suggested. No doubt the Winter will see a great many of us more willing to discuss things of financial benefit to ourselves and the trade at large. Such is the trend of trade discussions generally.

H. NIKLAS.

Foreign Trade Opportunities

The Dept. of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C. reports as follows:

27356.—A firm in Denmark wishes to secure agencies from American manufacturers who are not now represented in Scandinavia, for agricultural implements, such as spades, shovels, rakes, and hand cultivators. Prices, terms, time of delivery and a sample of a hand cultivator are requested. Reference.

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid, in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situation Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { New York: Box 100 Times Square Station. Chicago:—66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By a general green house man. Middle age; single; German; neat and thoroughly reliable. Life experience on private and commercial places. Understands Carnations, Chrysanthemums, Sweet Peas and general stock. First-class references. A well kept place, where good help is appreciated, preferred. Give particulars and wages in first letter. Address A.B. care Mr.Wolff, 305 W. 125th St., New York.

SITUATION WANTED—As foreman, or charge of greenhouses, by first-class grower of Christmas and Easter stock, Orchids, 'Mums, Carnations and general cut flowers; Cyclamen a specialty; good propagator. Can handle help. Excellent references; 20 years' experience. Single. Address C. F. care The Florists' Exchange.

SITUATION WANTED—As head working gardener on private estate. German-American; married; 36; 1 child. 22 years' experience in greenhouse, vegetable and landscape work; 6 years in last position. State wages and particulars in first letter. Address D. A. care The Florists' Exchange.

SITUATION WANTED—By a florist gardener with a private family with greenhouse. 51 years; single; German; steady; sober; industrious. Life experience in cut flowers, pot plants; good grower of Cyclamen, fruits and vegetables, under glass and outdoors. A Worize, care H. Hartman, 6308 Station st., Pittsburgh, Pa.

SITUATION WANTED—By a thoroughly good all round grower, on a commercial or private place. Life experience. English; draft exempt. Please state wages offered, with or without board. Address, with particulars, D. B. care The Florists' Exchange.

SITUATION WANTED—As head gardener or foreman; first-class grower of flowers, vegetables and fruits, under glass and outdoors; landscape expert; also take care of live stock. Married; small family; 37 years of age; best references. Address C. A. care The Florists' Exchange.

SITUATION WANTED—By experience propagator and grower of Orchids and general line of pot plants, Roses, Carnations, 'Mums, etc. Good executive abilities. Scotsman; age 48; single; reliable. State wages you offer. Address Hortus, Idlewild, Millerton, N. Y.

SITUATION WANTED—As head gardener, by a first-class Swedish gardener, on private estate. Experienced in all branches of gardening; eight years in present place. Best of references; age 46; married; small family. Please state salary. Address C. M., care The Florists' Exchange.

SITUATION WANTED—By an experienced grower of Mushrooms, Tomatoes and Cucumbers. Near New York or Philadelphia preferred. Middle aged. Address A., 153 Spring st., Medford, Mass.

SITUATION WANTED—By Englishman, age 32, married, 2 children, on private place, in or near Hartford, Conn. Experience in all branches, under glass and outdoor. Address Gardener, care The Florists' Exchange.

SITUATION WANTED—As storeman, decorator or buyer. Life long experience in every branch of the trade. Open for engagement now or later. State salary in first letter. Address C. G. care The Florists' Exchange.

HELP WANTED

WANTED

ROSE GROWER to take care of section. Good wages and good opportunity.

The McCallum Co., Evans City, Pa.

WANTED—Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties.
T. Malbranc, Johnstown, Pa.

WANTED—STOREWOMAN

My bookkeeper just drafted. He kept the books and ran the store generally. I want a steady, reliable woman, preferably married, to take his place. Store open Sundays, 8:30 to 12 noon; daily, 8:30 to 6. Located 9 miles out on Long Island R. R. Address D. D., care The Florists' Exchange.

We are looking for a man to take entire charge of landscape work and outside planting for small commercial nursery. Neat appearance and good selling ability essential. Kindly state age and nature of experience. Good wages to the right party. Brainard Nursery & Seed Co., Thompsonville, Conn.

WANTED—Gardener, assistant, small country home near New York; position all year round. Write, stating experience, reference, nationality and salary expected. Address C. B. care The Florists' Exchange.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the goodwill of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

MAN WANTED—Salary no object. Elderly preferred. Capable and good executive ability for a busy and medium priced trade. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—A competent gardener to take care of gentleman's place and small greenhouse. Permanent position. Inquire of Fedor Schmidt, 443 4th av., N. Y. City, or 117 Daniell Low Terrace, New Brighton, S. I.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

MEN OR WOMEN—Part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit. Weeks Nursery Co., Newark, New York State.

WANTED—Young woman, assistant for greenhouse and garden work, by woman owner. Board and wages paid while learning. Thirty-five miles from Philadelphia.
Linfield Gardens, Quinton, N. J.

WANTED—Florist for general greenhouse work. Wages, $20 per week. Peter Wagner, 575 Midwood st., bet. Albany and Troy aves., Brooklyn, N. Y.

WANTED—A night fireman for 3 hot water boilers. Must be experienced. Wages, $4.00 per night Give reference. Address Connecticut, care The Florists' Exchange.

WANTED—Assistant in Rose plant. Good wages. Swede preferred. House furnished, if married. Address C. K., care The Florists' Exchange.

WANTED—Seedsman; capable and experienced; real opportunity; permanent position. State experience and salary wanted.
Schults' Seed Store, Washington, D. C.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—Working foreman, at once; retail. Two miles from Boston. Permanent position. State wages expected.
J. W. Howard, 328 Broadway, Winter Hill, Mass.

WANTED—Storeman and designer, for steady work. References required. State salary desired. Address B. B. care The Florists' Exchange.

WANTED—Experienced man for pot Roses, Cyclamen, 'Mums and bedding stuff. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

WANTED—Married man, as Rose and Carnation grower and general greenhouse stock.
Idle Hour Nurseries, Macon, Ga.

WANTED—Young woman for retail florist store. Hours 8 to 5. Address D. C. care The Florists' Exchange.

WANTED—Good greenhouse man for Carnations, 'Mums and general pot plants.
Chas. L. Stanley, Plainfield, N. J.

WANTED—Middle aged man, who understands growing Carnations, 'Mums and general stock. $15.00 per week, room and board.
Saxe Floto, 29 E. Main St., Waterbury, Conn

WANTED—Good maker-up and window dresser, man or woman; steady position.
M. B. Golden, 59 Lafayette Ave., Brooklyn, N. Y.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
Seedlings		$9.00
2½-in., extra heavy	$4.00	35.00
2½-in., lighter grade	3.50	30.00
3-in., heavy	7.00	60.00
4-in., heavy	12.00	

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS PLUMOSUS—Spray. $2.50 per doz. bunches. Cash.
Henry V. Shaw, Red Hook, N. Y.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00 .Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

ASPARAGUS SPRENGERI—2½-in. 3c.,
W. C. Ehmann, Corfu, N. Y.

BEGONIAS

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnati and Lorraine, 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. Chatelaine, 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

	Per 100
Melior. Best of winter-flowering Begonias.	
Strong, young plants	$20.00
Strong, 3-in. plants	30.00
Mrs. J. A. Peterson. 3-in. plants	35.00

J. A. Peterson & Sons, Westwood, Cincinnati, O.

CALCEOLARIAS

CALCEOLARIAS—Stewardii, 2¼-in., $8.00 per 100; Golden Gem, 2¼-in., $8.00 per 100; Golden Bedder, 2¼-in., $8.00 per 100; Hybrida, 4½-in., $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

CALENDULAS

CALENDULAS—2½-in., $2.50 per 100. Grown from select seed.
W. C. Ehmann, Corfu, N. Y.

CALLAS

CALLAS—Bulbs, clean and healthy. See display ad., page 327.
Roman J. Irwin, 108 West 28th st., New York

Continued on Next Column

STOCK FOR SALE

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

CALLA ÆTHEOPICA
Dormant mammoth bulbs, New Jersey-grown, 7 to 9, $3.00 per doz., $20.00 per 100
CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CARNATIONS

Extra good, field grown plants

	100	1000
10000 Alice	$6.00	$50.00
12000 Mrs. C. W. Ward	6.00	55.00
5000 Miss Theo	6.00	50.00
5000 Pink Enchantress	6.00	55.00
1500 Enchantress Supreme	8.00	75.00
2000 Cottage Maid	7.00	60.00
1000 Dorothy Gordon	6.00	55.00
12000 Matchless	6.00	55.00
1000 White Enchantress	7.50	65.00
2000 White Perfection	6.00	55.00
1000 Alma Ward	6.00	55.00
1000 Belle Washburn	8.00	75.00
1000 Merry Christmas	8.00	75.00
1000 Benora	8.00	75.00
500 Old Gold	8.00	75.00

Boxes and packing extra at cost. Special quotations on large quantities.
Terms: cash or satisfactory reference.
C. U. Liggit, Wholesale Plantsman,
325 Bulletin Bldg., Philadelphia, Pa.

Exceptionally strong, well grown field plants.

	100	1000
WHITE		
Matchless	$7.00	$60.00
PINK		
Alice	6.00	40.00
Mrs. Ward	7.50	65.00
Miss Theo	7.00	60.00
RED		
Victory	7.50	65.00
Belle Washburn	7.50	65.00

Boxes and packing charges to be added.
S. S. PENNOCK COMPANY,
1608-20 Ludlow street, Philadelphia, Pa.

FIELD-GROWN
CARNATION
PLANTS
Matchless, Alma Ward
C. W. Ward, Alice, A. Roper
$7.00 per 100
$60.00 per 1000
250 at the 1000 rate
Plants are very scarce, but we still have unsold a large quantity of the above varieties. Extra fine plants, free from disease and you will be pleased with them.
The Leo Niessen Co.
Philadelphia Pa.

FIELD-GROWN CARNATIONS

	100	1000
3000 Cottage Maid	$8.00	$75.00
2000 Matchless	7.00	60.00
2000 White Wonder	7.00	60.00
1000 Aviator	8.00	75.00
1000 Belle Washburne	8.00	75.00
2000 Benora	8.00	75.00
800 Alice	7.00	
300 Nancy	7.00	

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

FIELD GROWN CARNATION PLANTS

	100	1000
Enchantress Supreme	$7.50	$65.00
White Enchantress	7.50	65.00
Matchless	7.50	65.00
White Perfection	7.50	65.00
Good Cheer	7.50	65.00
Winsor	7.50	65.00

250 plants at the 1000 rate. Good fine plants.
BRANT BROS. INC., Utica, N. Y.

CARNATION PLANTS
Field-grown
We can supply excellent stock of White Enchantress, Enchantress and Matchless. Send your orders to us to be assured of satisfaction. Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from parties not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

FIELD GROWN CARNATION PLANTS

	Per 100	Per 1000
Excellent plants		
5000 Matchless	$6.00	$45.00

FRANK P. PUTNAM
P. O. Box 12 Lowell, Mass

CARNATIONS—Field-grown. White Enchantress, White Wonder, Matchless, Perfection, Enchantress, Enchantress Supreme, Mrs. C. W. Ward, Beacon. $7.00 per 100. Prices on other varieties on application.
Roman J. Irwin, 108 West 28th st., New York,

Continued on Next Page

STOCK FOR SALE

CARNATIONS

CARNATIONS—Field-grown, clean, healthy plants: 900 White Enchantress, 150 H. Fenn, 1st size plants, $7.00 per 100, 500Matchless, $4.50 per 100, 1650 White Enchantress; 400 Supreme, 150 Ward, 2nd size, $3.00 per 100. Cash with order. The Chatham Floral Co., Chatham, N. Y.

CARNATIONS—C. W. Ward, Enchantress, Enchantress Supreme, Yellow Prince, White perfection, White Enchantress; a few of a dark red seedling. These plants are clean and of good size. Will sell cheap to clean up field. Le Cluse & Le Cluse, Blue Point, L. I., N. Y.

CARNATIONS—1000 White Enchantress, first size, $6.00 per 100; second size, $3.50 per 100. Cash with order, please. Sample on request. John E. Hand & Son, Florists, Center Moriches, N. Y.

Extra heavy field-grown Carnation plants. 500 Matchless, 4000 Enchantress, 500 Philadelphia, 500 White Wonder, $7.00 per 100, $60.00 per 1000. Cash with order, please. Packed lightly and carefully. Dobbs & Son, Auburn, N. Y.

FIELD-GROWN CARNATIONS. Fine, bushy plants: 200 Matchless, 200 Alice, 100 Belle Washburn, $6.00 per 100, $25.00 the lot
Linn A. Smith, Greene, N. Y.

CARNATIONS—Field-grown. Matchless, Enchantress, Beacon, $5.00 per 100. Cash with order, please
G. A. Brunger, Rockville Centre, L. I., N. Y.

CARNATION PLANTS—Extra large field grown; 1200 White Enchantress, 600 Pink Delight, 750 Benora. $7.00 per 100, $60.00 per 1000. Cash.
P. & W. O. Jahn, East Bridgewater, Mass.

CARNATIONS—3000 very sturdy field-grown; White Enchantress, Matchless, Enchantress Supreme, Ward. $55.00 per 1000. Cash with order. Winkler Bros., Hackensack, N. J.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless. $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—From the field, fine plants. White Wonder, Beacon, Enchantress, Good Cheer. $6.50 per 100, $60.00 per 1000.
Quidnick Greenhouses, Inc., Anthony, R. I.

CARNATION PLANTS—Matchless, White Enchantress, White Wonder, Fenn, Winsor, Philadelphia. $6.00 per 100. Cash.
Chas. H. Green, Spencer, Mass.

CARNATION PLANTS—250 Beacon, 100 Victory, $6.00 per 100.
W. C. Ehmann, Corfu, N. Y.

CARNATIONS—Field-grown Pink Enchantress. $5.00 per 100, $40.00 per 1000.
Philip Haas, College Point, L. I.

1000 MATCHLESS, fine plants, $50.00 per 1000.
Tripp Floral Co., Walton, N. Y.

CHRYSANTHEMUMS

CHRYSANTHEMUMS—Large [illegible] flowering: Pompoms, Anemones and singles. We have at this writing many thousand nice, young plants, in 2¼-in. pots, in best varieties only and plants that can still make good. While they last, $2.50 per 100, $25.00 per 1000. R. C. at half price.
Stafford Conservatories, Stafford Springs, Conn.

CHRYSANTHEMUMS—Strong, 2¼-in. Not stunted. $2.50 per 100. Cash. 300 Smiths Advance, 200 Source d'Or, 450 Enguehard, 1515 Oconto, 1000 Seidwitz, 300 Razer, 400 Early Snow, 160 White Eaton, 125 Ramapo.
Fancher's Greenhouse, Binghamton, N. Y.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready for August delivery. $5.00 per 100
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

CINERARIAS—Dreer's Prize Dwarf. Finest mixed. From 2¼-in. pots, $5.00 per 100; from 3-in. pots, $8.00 per 100.
Wettlin Floral Co., Hornell, N. Y.

CINERARIAS—2¼-in. See display, page 327.
Roman J Irwin, 108 West 28th st., New York

CYCLAMEN

CYCLAMEN SEED
Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavander, No better strain anywhere.
Daybreak. Harvested April and May, 1918.
$12.00 per 1000 seeds, net.
J. A. Peterson & Sons, Westwood, Cincinnati, Ohio

CYCLAMEN—Fine, large plants, mixed colors, ready to shift. 3-in., $10.00 per 100; 4-in., $18.00 per 100; 5-in., $30 00 per 100. Edward Whitton, City and Green sts., Utica, N. Y.

CYCLAMEN—See display ad. page 327.
Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

Continued on Next Column

STOCK FOR SALE

DRACÆNAS

DRACAENAS—Fine, clean plants, 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

DRACÆNA INDIVISA—Seedlings, transplanted, $1.50 per 100, prepaid.
W. C. Ehmann, Corfu, N. Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat. Bird's Nest Ferns Asplenium, 200 in flat, $7.50 per flat. Bird's Nest Ferns, 2¼-in., $12.50 per 100; 3-in. 25c. each; 4-in. 50c., each; 5-in. 75c. each; 6-in. $1.00 each; 7-in. $1.50 each. Ferns for Fern Dishes: well established, in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100, 5-in. of above, 50c. each. Boston, 2¼-in., $5.00 per 100, $45.00 per 1000; Roosevelt, $5.00 per 100, $45.00 per 1000 Teddy Jr., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per100, $50.00 per 1000; bench-grown, 5-in., fine plants, $5.00 per doz, $45.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS. Good, heavy plants.	100	1000
Scottii, Teddy Jr., 2½-in.	$6.00	$55.00
Boston, 2½-in.	6.00	50.00
Scottii, Harrisi, 3-in.	12.00	110.00
Norwood, 2½-in.	8.00	75.00

Scottii, Teddy Jr. and Boston, 3½-in. 18.00
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building Philadelphia, Pa.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 3½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000 Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

CUT DAGGER FERNS—Perfect, long, selected stock. $1.00 per 1000 in 5000 lots; express paid. Larger lots, special rates. Can book orders now for Sept., Oct., Nov. delivery, or ship now. Box 472, Brattleboro, Vt.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 333.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in.	$0.60	$3.50
½-in.	1.00	6.00
⅝-in.	1.50	10.00
¾-in.	2.50	18.00
⅞-in.	3.00	25.00

PAPER WHITES

12 cm.	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

FREESIA PURITY—for high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
⅜ to ½-inch	$3.00
½ to ⅝-inch	6.00
⅝ to ¾-inch	9.00
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

Continued on Next Column

STOCK FOR SALE

FREESIAS

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed

	1000
⅜ to ½-in	$4.00
½-in. plump	6.00
½ to ⅝-in.	7.50
⅝ to ¾-in.	12.00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

GREENHOUSE GROWN FREESIA PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in.	$12.00
½-in. to ⅝-in.	15.00
⅝-in. to ¾-in.	18.00
Bulblets, flowering size	4.00
Bulblets, small	2.00

Cash with order, please,
George E. Lasher, Great Neck, L. I.

FREESIA PURITY
Selected bulbs

½-inch	$9.00 per 1000
½ to ⅝ inch	$14.00 per 1000

Ready now.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

FUCHSIAS

FUCHSIA—Xmas red, set with buds and flowers all Winter. 3-in. $10.00 per 100; 4-in. $16.00 per 100; 5 and 6-in. $35.00 per 100; 7-in. standard, 42-in. high, $15.00 per doz.; made plants, 7 and 8-in., $3.00 to $5.00 each. Cash.
Heid & Co., Flushing, L. I., N.Y.

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. Joh C. Daly, 1510 Hack. Plank Road, North Bergen, N. J.

GARDENIAS

GARDENIA Veitchii—Only 1000 left; guaranteed free from disease. Extra large plants, in 2½-in. pots, as good as 3-in., $10.00 per 100, $90.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

GENISTA

GENISTA—3½-in., $15.00 per 100. Strong, 5-in. $4.00 per doz., $30.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today.
S. A. Nutt, Buchner, Poitevine, Doyle, La Favorite, Castellane, Perkins, Rooted Cuttings, $3.00 the 100, $20.00 the 1000; Ricard, Helen Michell, Tiffin, De Presilly, Improved Poitevine, Duc de Montmort, Rooted Cuttings, $3.50 the 100, $25.00 the 1000.
Cash, or satisfactory reference from parties not having an account with us.
Ready for September delivery.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct' 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order. No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, 2¼-in. Cash. $3.00 per hundred. John C. Daly, 1510 Hackensack Plank Road, North Bergen, N. J.

HARDY PERENNIALS

PHLOX—Heavy clumps, white, pink and red, $15.00 per 100. Iris, 4 best varieties: blue, purple, white and spotted; very heavy, $9.00 per 100. Cash Heid & Co., Flushing, L. I., N. Y.

HYDRANGEAS

Nicel arge plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouillere, Mme. Maurice Hamar La Lorraine, Gen. DeVibraye, Souvenir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35.00
4	30.00
3	20.00
2, 4½-inch	15.00

Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FRENCH HYDRANGEAS—5-in. and 5½-in 6 to 10 flowering shoots, 3 plants in a pot $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

STOCK FOR SALE

IRIS

IRISES—Plant now to have strong divisions of the following varieties:
At $5.00 per 100: Albert Victor, Catarina, Florentina alba, Her Majesty, Nuebelengen, Madame Chereau.
At $8.00 per 100: Mrs. Neubronner, Rhein Nize, Queen of May, Ingeborg, Lohengrin, Princess Victoria Louise.
At $10.00 per 100: King of Iris, Pallida dalmatica, Maori King, Junita, Walhalla, Princess Royal.
Japanese Iris, our Royal collection, at $10.00 per 100.
Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

IRIS—Fine. Cherion, Honorabilis, Tendresse, Plumerii, Speciosa, Spectabilis, $2.25 per 100. Parcel Post prepaid. Nibalungen, $5.50 per 100. Parcel Post prepaid.
John F. Rupp, Shiremanstown, Pa.

IVY

IVY—English, out of 2-in. pots, 3 to a pot, from 10 to 15 in. long, fine stuff. $3.00 per 100. Cash. Frederick Holtke, Cor. 5th & Broad sts., Carlstadt, N. J.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—The two best varieties to grow for Christmas are Cleveland and Orange Queen. We offer the stock of a specialist who has won great renown in developing this plant to perfection.
3-in., $10.00 the 100
4-in., $15.00 the 100
Add 50c. to each $10.00 value for packing charge.
Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

JERUSALEM CHERRIES

Per 100		Per 100	
3-in.	$9.00	4-in.	$14.00
5-in.	25.00	5½ and 6-in.	40.00

Full of berries. Bird's Eye Peppers, 3-in. $15.00 per 100. Cash
Heid & Co., Flushing, L. I., N. Y.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each month.

6-8-in., 400 bulbs to case	$21.00
(1000 for $45.00)	
7-9-in., 300 to case	21.00
Baby cases, 100 bulbs	7.50

LILIUM RUBRUM

	100	1000
8- 9-in., 200 to case	$7.00	$65.00
9-11-in., 140 to case	10.00	95.00

LILIUM AURATUM

9-11-in., 100 to case	9.50	90.00

Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.

Single nose	$20.00 per 1000
Double nose	30.00 per 1000

JOHN R. WALSH, 502 California st., San Francisco, Cal.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

LILY OF THE VALLEY STORAGE

LILY OF THE VALLEY—250, $8.00; 500, $15.00; 1000, $30.00. Vaughan's Seed Store, New York.

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

AMERICAN GROWN OR IMPORTED—For florist or nurseryman, landscaping or forcing, decorative or ornamental. Let us appraise your wants. A. Rolker & Sons, 51 Barclay st., New York City.

ORCHIDS

450 Cattleya Orchids at $1.50 and $2.00 each; big bargain. Cash.
Edward Leith, P. O. Box 301, Edgewood, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in. pots	8.00
Pandanus Veitchii, from open, for 6 in. pots	12.00

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

The Prices Advertised in the Florists' Exchange are for THE TRADE ONLY.

STOCK FOR SALE

PELARGONIUMS

PELARGONIUMS—300 4-in. Easter Greetings, 70 5-in. 2 and 3 plants to the pot, at 10c. per pot. We need their room. Will clear the lot for $30.00. Cash. Fancher's Greenhouse, Binghamton, N. Y.

PELARGONIUMS—See page 327.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, mid-season, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.
Harmel Peony Company, Berlin, Md.

PAEONIAS—Strong, field-grown plants, $2.50 per 10, $20.00 per 100. Festiva maxima, Golden Harvest, Queen Victoria. Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

PEPPERS

PEPPERS—Bird's Eye or Xmas Joy. 3 plants in a pot; bushy. $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

POINSETTIAS

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000. Strafford Flower Farm, Strafford, Pa.

POINSETTIAS—See page 327.
Roman J. Irwin, 108 W. 28th st., New York.

POINSETTIAS—Fine plants, 2-in., $6.00 per 100. Cash. Fisher Bros., Chambersburg, Pa.

PRIMULAS

Primulas with a reputation,
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermensina.
Other varieties later.
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and Cærulea.
From 2¼-in. pots,
$4.00 per 100, $37.50 per 1000.
HENRY SCHMIDT,
673 Church Lane, North Bergen, N. J.

PRIMULA—Obconica gigantea mixed, 3-in., $7.00 per 100. 2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; Malacoides Townsendii, giant flowering, 2¼-in., $6.00 per 100, $55.00 per 1000; Kewensis, yellow, 2¼-in., $5.00 per 100.
Roman J. Irwin, 108 West 28th st., New York

PRIMULA MALACOIDES
Good, strong stock, from 2¼-in. pots, $3.50 per 100; extra strong 3-in. plants, $7.50 per 100. Immediate delivery.
Humm-Wainwright Co.
Oberlin Ohio

PRIMULAS—Have ready for immediate shipment, 10,000 fine, heavy 2¼-in. Obconica Primroses, mostly Gigantea, colors being Kermesina, Rosea, Lilacina, Violetcina, Apple Blossom mixed, with or without white. All shipments packed in moss to insure moisture in the event of express delay. Best selection, $5.00 per 100, $45.00 per 1000; Malacoides (for Xmas), ready Aug. 25th to Sept. 15th, 2¼-in., $4.00 per 100. Cash with order. Jos. H. Cunningham, The Primrose Man, Delaware, Ohio.

PRIMULA 2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Chinensis	5.00	45.00
Malacoides, common strain	5.00	45.00
Malacoides, Rohrer strain (new)	6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50; 3-in., $6.00 per 100. Malacoides, 2-in., $3.50 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—Fine plants, now. 3-in. $7.00 per 100; 4 in., $15.00 per 100. Cash. Heid & Co., Flushing, L. I., N. Y.

PRIMULA MALACOIDES—2½-in. Ready end of August. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA—2¼-in. at $4.00 per 100. Henry Smith, Grand Rapids, Mich.

Continued on Next Column

STOCK FOR SALE

ROSES

ROSES—OWN ROOT

	100	1000
Sunburst, 3-in	$12.00	$100.00
3½-in	18.00	150.00
American Beauty, 3-in	12.00	100.00
Double W. Killarney, 3½-in	18.00	150.00
Hoosier Beauty, 3½-in	18.00	150.00
Ophelia, 2½-in	7.00	60.00
3-in	12.00	100.00
3½-in	15.00	
White Killarney, 3½-in	15.00	
Rosalind, 3½-in	25.00	
Columbia	30.00	250.00
Mrs. Geo. Shawyer, 3-in	12.00	100.00

C. U. LIGGIT
Office: 325 Bulletin Bldg., Philadelphia, Pa.

ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00
Sunburst	12.00	
Madam Collette Martinette	12.00	
Columbia, own root	30.00	
Ophelia Supreme, grafted	30.00	
My Maryland, 4-in	12.00	100.00
Mrs. George Shawyer	12.00	100.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochetа, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

See ad. Aug. 24, or send for complete stock list. Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SANSEVIERA

SANSEVIERA—2¼-in., $12.00 per 100; 3½-in. $20.00 per 100; 4-in., $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
Northern Greenhouse Grown

Per 1,000 seeds	$3.50 per 1000
Per 10,000 seeds	3.00 per 1000
Per 25,000 seeds	2.75 per 1000

ASPARAGUS SPRENGERI SEED

Per 1,000 seeds	$1.50 per 1000
Per 10,000 seeds	1.25 per 1000

S. S. PENNOCK COMPANY
1608–20 Ludlow street, Philadelphia, Pa.

SWEET PEA SEED
We offer a complete list of the best standard varieties, also the latest tested novelties. Seeds ready for immediate delivery.
Send for our complete list.
S. S. PENNOCK COMPANY,
1608-1620 Ludlow st. Philadelphia, Pa.

SWEET PEA SEED
All the standard varieties and novelties in Winter-Orchid Flowering and Spencers.
Send for descriptive list with prices.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

Colored Freesia seeds, greenhouse saved, easily grown and bloomed first season. $1.00 per 100 seeds, $8.50 per 1000.
O. Fehrlin, Citronelle, Ala.

SMILAX

SMILAX PLANTS—2½-in. $3.00 per 100; $25.00 per 1000; 2¼-in. $2.50 per 100, $22.50 per 1000; 2-in. $2.25 per 100, $20.00 per 1000; 250 plants at the 1000 rate.
BRANT BROS., INC., Utica, N. Y.

SMILAX—2½-in. pots, extra good plants, $35.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SMILAX—2½-in., fine plants $3.00 per 100. Henry Smith, Grand Rapids, Mich.

SNAPDRAGONS

2½-inch	100	1000
Enchantress, one of the best	$5.00	$40.00
Bronze Beauty	5.00	40.00
Phelps' White	5.00	40.00
Phelps' Yellow	5.00	40.00
Nelrose	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

SNAPDRAGON—New Enchantress, Bronze Beauty, Ramsburg's S. P. Nelrose, Giant White and Yellow. 2¼-in., $3.50 per 100, $30.00 per 1000. Seedlings, from flats, $1.00 per 100; transplanted and branching, $2.00 per 100. Mr. Smith, salesman for Michell's Seed House, says our plants cannot be beaten.
Carter & Son, Mt. Holly, N. J.

Continued on Next Column

What if the Railroads are Congested?

AN answer to the transportation difficulties, which the trade has labored under, was to be expected. It consists in a greater use of the auto!

This service to customers, assuring early delivery of dependable stock, contains the excellent opportunity to create a volume of business from customers, even as far away as 100 miles, and advertisers in a position to offer this facility should mention the fact in their ads. in

THE EXCHANGE

STOCK FOR SALE

SNAPDRAGONS

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and New Enchantress Pink, Bronze Beauty, 2¼-in., $5.00 per 100, $40.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York.

SNAPDRAGONS—2¼-in. strong plants, carefully packed, as follows: Ramsburg's and Buxton's Nelrose, Giant White, Yellow and Garnet. $4.00 per 100, $35.00 per 1000. Cash.
Hopkins The Florist, Brattleboro, Vt.

STEVIA

STEVIA (double)—Exceptionally fine strain 2½-in., $4.00 per 100, $35.00 per 1000. C. U Liggit, Wholesale Plantsman, 325 Bulletin Bldg Philadelphia, Pa.

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 327.
Roman J. Irwin, 108 West 28th st., New York.

VIOLETS

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and Gov. Herrick. $6.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

MISCELLANEOUS STOCK

Pot and tub Vines, Climbing Roses, Specimen lvies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

50,000 IRIS—Large flowering, 4 best varieties: purple, blue, yellow and white. $12.00 per 1000, $7.00 per 500 shoots. Day Lilies, $2.00 per 100. Cash.
Albert Fuchs, 803 Sheridan Road, Chicago, Ill.

VEGETABLE PLANTS

SWEET POTATO PLANTS of all the leading varieties delivered by parcel post. 25 plants, 20c.; 50 plants, 35c.; 100 plants, 50c.; 500 or more, 30c. per 100. By express, charges collect, 1000 plants, $1.75; 5000 or more, $1.50 per 1000. H. Austin, Felton, Del.

FRUITS

STRAWBERRY PLANTS—For August and Fall planting. Pot-grown and runner plants that will bear fruit next summer. Leading varieties Raspberry, Blackberry, Gooseberry, Currant, Grape plants, Fruit Trees, Shrubs for Fall planting Catalog free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

FOR SALE OR RENT

ESTABLISHED RETAIL STORE
FOR SALE
Doing $10,000 to $12,000 business per year, for sale at invoice. Owner called for the September draft. City of 75,000 population.
A. T. POLLARD
323 Market Ave. Canton, Ohio

Continued on Next Column

FOR SALE OR RENT

TO LEASE—At Rosedale, L. I., 7½ acres, with small house, no improvements; on trolley and L. I. R. R. Splendid opportunity to advertise by means of signs. Farm is near Merrick Road and just over N.Y. City boundary; ½ hour from Herald Square. Admirably suited for growing flowers or garden truck. Would give long lease to responsible party. $30 per month. A Cochran, (owner) 1336 Clove Road, Staten Island.

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked. Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling. Geo. W. Watkin, Camden, N. Y.

FOR SALE—534-ft. of greenhouse with heating plant. Formerly occupied by H. L. Murdock. For information, write the John A. Dunn Co., Gardener, Mass.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York. Jacob Hauck, 49 Montgomery st., Bloomfield, N. J.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

FOR SALE—An old established Cemetery business. Splendid opportunity. Apply to A. D. Mellis, 3421 Snyder ave., Flatbush, Brooklyn, N. Y.

SUNDRIES FOR SALE

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$3.25	$14.00	$27.50
Bone Meal Rose Grower, "Vaughan's Special"	4.00	19.00	36.00
Bone Meal, Regular	3.25	14.00	27.50
Dried Blood	10.00	49.00	96.00
Nitrate of Soda	7.50	35.00	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

FOR SALE—All material from 13 greenhouses, cor. Ditmars and 2d av., Astoria, L. I. City: over 2000 ft. of 4-in. cast iron pipe, 1500 ft. 4-in. tubing, 100 ft. 2-in. pipe, ventilating pipe and fixtures, great quantity of glass, sashes, bars, pipe fittings, 2 large tubular boilers, breeding new tubes. Will sell the lot cheap.
W. B. Leach, Hollis, L. I., N. Y.

FOR SALE—Good second-hand pipes with couplings, used for greenhouse heating: 1 in. at 4c. ft.; 1¼ in. at 6c.; 1½ at 8c.; 2 in. at 10c.; 3 in. at 15c.; also small quantity of 4 in. and 5 in. Valves and fittings of all sizes. Greenhouse glass, used: single, 8x10 in. and 10x12 in. at $2.50 per box; double, 10x14 in. at $3.00 per box. F. Hahman, Harrowgate Lane, Frankford, Phila., Pa.

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6c. ft.; 1¼-in. 8c. ft.; 1½-in. 9½c. ft.; 2-in. 13c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—3 greenhouses, 125x24. Will sell pipe or glass separate. 16x24 glass and 2-in. pipe also for sale. Inquire of Ulrich Bros., Pennsylvania & Cozine avs., Brooklyn, N. Y.

FOR SALE—Five greenhouses, size 20x100 to 20x300; 4 Hitching's heaters; 2-in. pipe; 16x24 double thick glass. Apply Flushing Rose Gardens, 69 Colden Ave., Flushing, L. I.

FOR SALE—Bargain; 3000 ft., of 2nd-hand pipe, almost new, from 1½ to 2½-in.; 20 boxes of glass, 20x14, double. John McNenamin, Florist, 212 Merrimack, Lowell, Mass.

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

SPHAGNUM MOSS—10-bbl. bale, $2.85; 5 5-bbl. bales, $7.00. Orchid Peat, $1.00. Bag burlap, 35c. extra; cash, 5c. less. Jos. H. Paul, Manahawkin, N. J., Box. 156.

Several shares of stock of the Cottage Garden Nurseries, Inc., at less than par. This stock is paying 20% dividends. Address Dixie, care The Florists' Exchange.

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

GLASS—D. S. B. 16x24, 10x15. Special price for immediate sale. Ira G. Marvin, 23 So. Franklin st., Wilkes-Barre, Pa.

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill

LABELS FOR NURSERYMEN AND FLORIST
Benjamin Chase Co., Derry Village, N. H.

MISCELLANEOUS WANTS

WANTED—Large, round hot water boiler; good make. J. Dauphin & Son, Queens, N. Y.

The Florists' Exchange
Best Advertising Medium

New England States

Worcester, Mass.

The local supply of flowers has been much less than previously and as business has been good there has been little chance of a glut in the market. The flower shops, with a fair supply of cut flowers in good variety, and a good stock of ferns and palms, which are of unusually good quality, are kept attractive and every effort is being made to keep the business going.

The weekly exhibit of the Worcester County Hort. Society was held on Thursday the 22d and was in charge of Leonard C. Midgeley. Asters predominated, variety and quality being excellent. Iristhorpe, the summer home of Dr. Gage was awarded the silver medal for best collection of Gladioli.

Horticultural Hall was also the gathering place on Saturday, Aug. 24 of the little gardeners and farmers of Worcester under the direction of the society and several hundred prizes were awarded. Although there were several good exhibits of flowers they were pushed to the wall as compared with the vegetable exhibits.

News of the Soldiers

Several of the Worcester boys in the service have been heard from recently. John Gibbons formerly of Randall's and later in the florists' business for himself, has been appointed a sergeant and is located at Charleston, S. C. Hermann F. Lange, son of Albert H. Lange, has been assigned to a submarine which will see active service. He will be a first-class gunner's mate. He enlisted in the Naval Reserve in May, 1917 Ragnar Swenson, formerly an errand boy for Littlefield the Florist, until his enlistment, is reported as severely wounded in France.

Peter Dorey and Jack McCullough, formerly of Lange's force and George Moore of Randall's are also in the service. Peter Dorey is located at Camp Devens in Ayer, Mass., while Private Moore is with the cavalry in Texas. Interesting letters have been received from William Higgins formerly of Randall's, who enlisted in the Aviation Corps.

The local Sweet Pea crop is pretty well cleaned up and Asters have shortened somewhat.

Roses brought from $1 to $8; Asters, 50c. to $2.50; Gladioli $1 to $3, and various outdoor blooms from 25c. to $2 per 100. T.L.M.

New Haven, Conn.

The best we can say about business conditions in the florists' line in New Haven is that we are experiencing the usual Summer dullness. Ours is a city of flower gardens in Summer and consequently the demand for cut flowers at the stores is reduced to almost nothing. Funeral work constitutes about all the business we are getting.

Asters and Gladioli, with a few Roses are about the only flowers the florists are using. Although they are asking for Dahlias, no good stock of the latter has come in as yet. Local Asters are poor but some very fine ones have been received from the Western part of the State, the price being $2.50 per 100. Local Asters are selling at $1.50 to $2.00; Gladioli at $3.00 to $5.00.

J. J. McQuiggan has made extensive improvements in his store, the entire interior being finished in white.

Myer Wilson of Congress av. has enlarged his store and is putting in a new show window which will greatly add to the attractiveness of the place. The interior will be finished in white.

Flower and Vegetable Show

The New Haven County Hort. Society has about completed arrangements for the big flower and vegetable show at the public Library. Among the features will be an illustrated lecture on Dahlias and their culture by Richard Vincent, Jr. Many prominent growers of flowers will attend the show this year as it precedes the Boston show and they can stop over on the way.

WM. J. BATHGEBER.

Newport, R. I..

August Show

The August show of the Newport Hort. Society was held on Tuesday the 27th. The Gladiolus took the lead over other seasonable flowers displayed. C. W. Brown & Son, Ashland, Mass., made a good staging of tested varieties; also of novelties, and took first prize for a vase of white, with Europa; first for a vase of pink with William Falconer, and first for vase of yellow with Mongolian.

Fred P. Webber scored first in the class for vase of any other color with Herada and first for a vase of seedlings of Primulinus hybrids. Many of them showed great improvement over existing named varieties, and will prove a great acquisition to the trade, being a more refined flower than the common type. Certificates of Merit were granted to C. W. Brown & Son, for seedling named Goldfinch, a good variety, and to C. M. Bugholt for a seedling, which is good as a garden variety but not commercially, consequently I shall not attempt to describe it.

The children were out as never before, from home and school gardens with displays of vegetables but no flowers, premiums being awarded to about everything staged. This branch of the show created great interest. ALEXANDER MACLELLAN.

The Civic League has taken over the place of business of Thomas W. Gibson at 36 Washington sq., but he will continue business at the greenhouses on Bliss rd.

E. Kempenaar is doing his bit, having arranged to take charge of one of the threshing machines run in conjunction with a tractor furnished by the State, through the officers of the Farm Bureau. Besides conducting their business as usual Kempenaar & Christensen find time to operate the Bailey farm in Middletown successfully.

William C. Hass, son of florist Henry J. Hass, who has been accepted by the recruiting officer of the U. S. Marine Corps at New York has gone there to enlist.

Marguerite Ritchie, youngest daughter of Stewart Ritchie, is about to enter the Army Nursing School.

Newport Garden Club's Election

The annual meeting of the Newport Garden Club for election of officers was held on Aug. 8, and resulted in the reelection of all the officers, who are: Pres., Mrs. Charles Hoffman; Vice-Pres., Mrs. Thomas J. Emery; Sec'y., Mrs. Frederic Pearson; Treas. Mrs. John J. Wysong. Honorary members of governing board: Governor and Mrs. R. Livingston Beekman. On the governing board of thirteen members Mrs. Lewis Cass Ledyard was elected to fill the vacancy caused by the death of Mrs. Wm. G. Weld.

Following the election Norman Taylor of the Brooklyn Botanic Garden gave a lecture on "Wild Flowers of the Eastern United States." ALEX MAC LELLAN.

Providence, R. I.

Business has been below normal; aside from funeral work there is little doing in any line. Outside stock is plentiful and prices are low.

The writer regrets to record the death on Aug. 15 of Richard Higgins, whose obituary will be found on another page.

J. C. L.

Hartford, Conn.

Gladioli, Asters, Carnations and other stock are at last coming in well and the Rose situation is improving. Prices are all right when there is any business, although things are quiet, as they usually are at this time of the year.

J. Albert Brodrib of Main st., will not operate his greenhouses this coming season.

Peter A. Troiano, of Geo. McClunie's of Main st., has gone to Newport, R. I.; he enlisted in the Naval Reserve about six weeks ago. If he is as good a sailor as he was a florist, we may expect great things from him. GEO. G. MCCLUNIE.

An All Summer Blooming Heliotrope

I need a low growing blue plant in a formal garden. Heliotrope centefleur is not fragrant but a compact bloomer; is there any other all Summer blooming variety?—A. M., N. Y.

—Any of the several varieties of Heliotrope under good culture should bloom freely all Summer. The variety Chieftain which bears large lilac-colored trusses, is very fragrant. Any of the leading growers of pot and bedding plants will be able to furnish you with a fragrant, everblooming variety of Heliotrope. J. H. S.

Disbudding 'Mum Robert Halliday

Please let me know which bud is best to take and the best bud to take for 'Mum Robert Holliday.—A. F. S., N. C.

—The best time to take the bud of Chrysanthemum Robert Halliday is between Sept. 1 and 10, at which time almost any bud will come satisfactorily. The terminal bud is, however, the one favored by many growers. W.

St. Paul, Minn.

During the past month the usual Summer slackness has prevailed, with only moderate funeral work and few weddings; notwithstanding this country orders have been, if anything, above normal. There has been a great shortage in Roses, especialy Russell, and any local stock is quickly disposed of in preference to the shipped in stock. The last of the Carnations finished up poorly and in a week or 10 days new stock will be running. Gladioli sold as low as $1 per 100 but have been a good filler in for sprays, etc. The remaining local stock of Asters are only culls.

All classes of outside stock, while of fairly good quality, especially Sweet Peas, have hardly paid for the cutting. The retail stores have complained of a greater drop in price than usual this year; this is due probably to an excess of garden flowers. Easter Lilies have been on the market during the past month and while not in excessive demand they have moved fairly at a good price.

P. J. Hermes has completed planting his large house of 25,000 Carnations. He has only two men left on his staff, the others having been called into the service. However, his four boys are working hard early and late.

There is a big call for field grown Carnations, especially from Iowa, owing to the June floods demolishing practically all the stock there of that kind. Mr. Schultze from Sioux City was in town looking for stock.

State Fair

The State Fair grounds have never before been in such excellent condition. The various beds are a blaze of color and the new greenhouse that was completed a year ago is planted with a fine batch of Golden Glow, which will be in full bloom for fair week. The horticultural program will be about as usual, but it is questionable whether there will be much competition as weather conditions have been, as a rule, unfavorable; there have been excessive rains and hot, sultry days with little sunshine.

Pleasant Outing

On Aug. 15 Minnesota State Florists' Ass'n had their annual outing. They left the Armory, Minneapolis, in autos at 9 a.m., and after visiting several florists' establishments had a basket luncheon at A. Swanson's. The outing also included a trip around Big Island and a visit to the game reserve. A ride on lower Lake Minnetonka completed a very enjoyable day. E. C. T.

Columbus, O.

The unusuallly hot weather continues and is bringing to a quick end many outdoor flowers. Gladioli, which recently have been very plentiful, at the present writing are scarce. Some fine Asters are being received from amateur growers. Most florists in recent years have discontinued trying to grow them, on account of the disease and insects. Some fine Roses from the new crop are on the market. Carnations from young stock are rather short and small but find ready sale at 2½c. wholesale.

Most of the florists report that their business this month has been well up to that for the same month last year. Funeral work at times was rather heavy, with some wedding orders and the usual flowers for the sick. Most of the growers have made their plans to get along with the 50 per cent. coal allowance. Many of them have part of their coal supply and some their full supply of coal laid in.

Few of the florists are taking a vacation this Summer as all are short of help.

Notes

The Livingston Seed Co., which last Summer gave up its flower store but grew flowers in its greenhouses for wholesale, will discontinue entirely the growing of flowers and will close its entire range for the Winter; in the Spring the firm will grow vegetables.

The Frank Krouse Floral Co. has closed its store on Mt. Vernon ave.

Mr. and Mrs. S. Stephens have received a telegram announcing the safe arrival overseas of their son Walter J., formerly manager of Stephens & Son.

The Munk Floral Co. has added two more stars to its service flag. W. Walker joined the Navy and Ed Mackin the Army. The latter is at Camp Sherman.

Prof. Alfred C. Hottes, E. A. Munk and E. Helm motored to Dayton to visit some of the florists there.

Mr. De La Mare of THE FLORISTS' EXCHANGE stopped in this city on his way back to New York from the S. A. F. convention. He reported a very successful and enthusiastic meeting.

WALTER J. ENGEL.

Kalamazoo, Mich.

Extremely hot and dry weather has taken all the life out of business the present month so that things are very quiet at the stores. The old standby, funeral work, also dropped off, while shipping trade is practically *nil*. At the greenhouses, however, a different story prevails, as the great shortage of labor is severely felt and everyone is on the jump (that is, when the weather allows it), for believe me, a temperature of 103 deg. and 105 deg. in the shade is not much calculated to make a man hustle. Still the work must be got on with, for the season is advancing and soon the busy season will be upon us.

The florist trade here has not been drawn on very heavily in the previous draft registration, most in the trade being exempt on account of age or dependents, but how the present draft will affect us remains to be seen; I imagine, however, the labor question will soon be as interesting as the fuel proposition, and together will make such a combination that it will make many in our business "sit up and take notice," especially of the cost price mark. S. B.

Cincinnati, O.

Roses are fairly plentiful and insofar as the good ones are concerned, cleaned up fairly well. Asters are again plentiful and move well. They consist of stock from out-of-town and are generally of a high quality. Easter Lilies continue to meet with a good demand. Rubrums are rather scarce. Gladioli are not as plentiful as they were nor on the whole are they of the same high quality, although many good ones may be had. Other offerings include outdoor Carnations and early Dahlias.

Joseph Durban and Ray Eck will both leave for camp this week.

Will Shafer who has been with the Hoffmeister Floral Co. for eighteen years at its greenhouses in Lick Run is now operating the greenhouses. Mr. Shafer is a hustler, is capable and will make good in his venture.

Louis R. Finnerman, representing Grosberg, Tyler Finnerman & Co., Chicago, Ill., called on the trade. Other visitors were Mrs. J. E. Young and Olive A. Ritter, Dayton, O. TEDDY.

Pittsburgh, Pa.

The week ending Aug. 24 was the dullest the flower business has experienced here this Summer. There were not many good flowers to be had, and it was just as well, as there was no business worth mentioning. Gladioli are still flooding the market but the quality and varieties are very poor. A few good specimens of America are to be had but have little demand. Roses have been poor all week. Beauties are arriving in larger quantities but are moved only at low prices.

Good Asters are now coming in in larger numbers but on account of business being poor did not move well. There will be a steady cut of good Asters from now on. The early crop of Gladioli is almost over and the late cut has indications of being much better. The growers have had a very poor season, partly on account of the dry weather and partly on account of the varieties grown. There has been a heavy crop of Lilies recently but very little demand for them. Greens of all kinds have been flooding the market.

B. L. Elliott left for Portland, Ore. to visit his father-in-law, John Bader, and accompany Mrs. Elliott home. She has been at Portland since last June.

Joe Fineberg who was discharged from military service is now working in the shell department of the Westinghouse Co. He formerly conducted a retail flower store on Liberty ave.

Sam Giddias, who was with the Alpha Floral Co. of Penn. ave. was home for a few days before embarking for overseas. N. McC.

GARDNER, MASS. — The greenhouse property purchased some time ago from Fred Murdock, Pine st., by the John A. Dunn Co., will be sold by the latter concern, to be removed during the next month.

What Goes Up Must Come Down

That's why florists using the Caldwell Tubular Tower, delivering water by the force of gravity, can depend on a plentiful water supply every day in the year. Any mechanic can erect it. Strong, durable, inexpensive.

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When it comes to Greenhouses come to Hitchings & Co.

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For Greenhouses

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The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 75c. postpaid. Samples free.
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DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
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x 8 to 16 x 24. Single or Double, at lowest possible prices.
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WHOLESALE WINDOW GLASS

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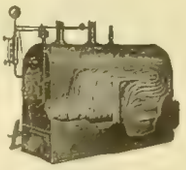
E. Ads Give Good Results

Dependable Greenhouse Heating

You can positively rely on **Kroeschell Boilers** to produce an even and steady supply of heat, insuring the most perfect growing conditions at all times. Easily installed—burns any kind of fuel.

Kroeschell Boilers have a larger proportion of direct fire surface than any other boiler, and are known as the quickest hot water heaters and fastest steamers ever designed.



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(Scollay's)
for Liquid Putty

The best tool for glazing and repairing greenhouse roofs.

Note the Improved Spout

For sale by your supply house or sent postpaid for $1.00

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INCORPORATED
74-76 Myrtle Ave.,
BROOKLYN, N. Y.

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FOLLOWING is an extract from a letter from Hull Brothers of Waymart, Pa.:

"Perhaps we feel the value of the system of Irrigation most while setting the plants as we can get the soil in the very best shape for quick, thorough setting, then water them gently afterwards, and they start off nicely."

SKINNER SYSTEM OF IRRIGATION

The Skinner Irrigation Co.
225 Water St., Troy, Ohio

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FLORISTS' SPECIALTIES
New Brand New Style
"RIVERTON" HOSE

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST
¾-inch, per ft. . . . . 19c.
Reel of 500 ft. . . . 18½c.
2 reels, 1000 ft. . . . 18c.
½-inch, per ft. . . . . 16c.
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Couplings furnished without charge

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Greenhouse Glass

Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices

Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

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The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA
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THE PETERS & REED POTTERY CO.

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RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

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SYRACUSE Standard Red Pots

STRONG—LIGHT—POROUS
Write for Catalogue and Prices

Syracuse Pottery
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Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

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Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

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All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up

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"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.50 per gallon in 10 gallon lots.
$1.60 per single gallon.

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HOSE VALVE 93c

All brass except the hand wheel. Has a removable leather disk, which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.

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Peirce Paper Flower Pot

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Use It and Save Time
Our Stock and Material Index Page 319

GREENHOUSES

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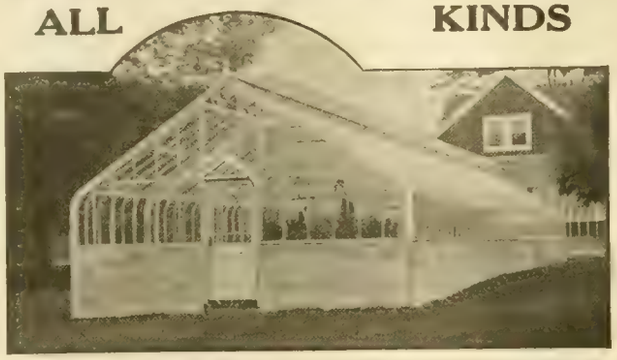

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and burn the waste product of your coal yards, which can be bought no doubt for a very low price and will give you better results than you have ever obtained with other grades of cheap fuels.

No doubt, in your vicinity, there are big piles of coal screenings, which in most places are either used on their roads or taken to the dump.

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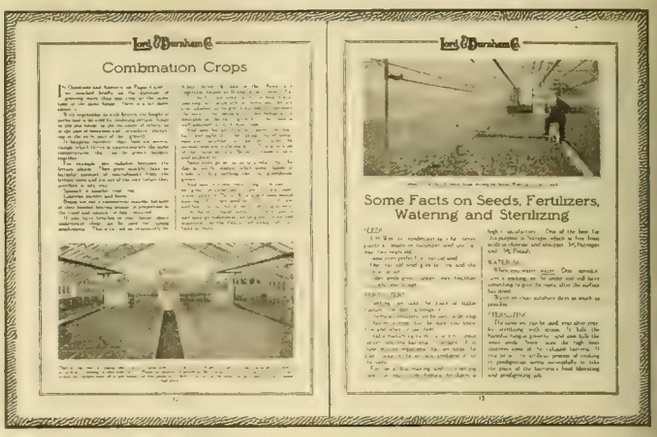

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HE has a way of growing them with but little coal. Between crops he plants an intercrop that you would say could not pay for the labor alone. Still, as well as the cucumbers pay, that intercrop pays better.

This is the first time that he has allowed the facts to be published

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A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

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BOSTON FERNS. 5-in. 40c., 6-in. 60c., 7-in. $1.00, 8-in. $1.50 to $2.00.
SCHOLZELII FERNS. 5-in. 40c. each.
BIRD'S NEST FERNS. 5-in. 60c., 6-in. $1.00 each.
DRACÆNA Terminalis and **Lord Wolseley.** Fine, well colored plants, 4-in. 50c., 5-in. 75c., and $1.00; 6-in. $1.50 each.
COCOS Weddelliana. Strong, 3-in. $2.50 per doz., $20.00 per 100.
KENTIA Belmoreana and **Forsteriana.** 2¼-in. $15.00 per 100, 3-in. $25.00 per 100, 4-in. $5.00 per doz., 5-in. $1.00 each.
KENTIA Forsteriana. 6-in. $1.50, 7-in. $2.00 each. Made-up, $3.00 to $6.00 each.
ARECA Lutescens. Extra heavy stock, 7-in. $2.50 to $3.00 each.
LATANIA Borbonica. 5-in. 75c., 6-in. $1.00. 7-in. $2.00, 8-in. $3.00 each.
PHOENIX Roebelenii. Nicely shaped, 7-in. $2.00 to $2.50 each, 8-in. $3.00 $3.50 each.
ADIANTUM Croweanum. 2-in. $6.00 per 100, $50.00 per 1000, 3-in. $15.00 per 100, 4-in. $25.00 per 100, 5-in. 50c. each, 6-in. 75c. each.

For Growing On

POINSETTIA. Strong, 2¼-in. $8.00 per 100, $75.00 per 1000.
EUPHORBIA Jacquiniæflora. 2¼-in. $10.00 per 100.
GARDENIA Veitchii. 2¼-in. $8.00 per 100, $75.00 per 1000; 3-in. $15.00 per 100, $140.00 per 1000.

Send for our complete list of plants.

A. N. PIERSON, INC.
CROMWELL, CONN.

IN THIS ISSUE

The U. S. Fuel Administration and the Florists

The Retail Florist and the Undertaker

National Credits and Collections

Intricacies of the Seed Trade

PRIMULA Obconica

2¼-in. $5.00 per 100, $45.00 per 1000

BEGONIAS Xmas Red Prima Donna

2¼-in. $5.00 per 100, $45.00 per 1000
250 at 1000 rate

JERUSALEM CHERRIES (CLEVELAND)

3-inch, fine stock, $10.00 per 100

FRENCH HYDRANGEAS, best colors, fine stock.

4 to 5 branches.....$20.00 per 100
5 to 7 branches..... 25.00 per 100

FIELD-GROWN CARNATION PLANTS NOW READY

MRS. C. W. WARD	$7.00 per 100;	$60.00 per 1000
WHITE WONDER	7.00 per 100;	60.00 per 1000
BEACON	7.00 per 100;	60.00 per 1000
ENCHANTRESS SUPREME	7.00 per 100;	60.00 per 1000

LILY BULBS

GIGANTEUM—7-9, 100 to the case	Write for Prices
7-9, 300 to the case	
8-10, 225 to the case	
9-10, 200 to the case	
MAGNIFICUM—8-9, 200 to the case	

FREESIA PURITY ½ to ⅝-in., $1.25 per 100, $8.50 per 1000
⅝ to ¾-in., 1.75 per 100, 14.00 per 1000

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.

FERNS

While we have a splendid lot of Geraniums on hand, we thought we would change the heading of our advertisement and call your attention to our large stock of

Boston and Scottii Ferns

in 5-inch pots, at $3.00 per doz., $25.00 per 100; 4-inch pots, $15.00 per 100.

Then, we have some good KENTIA Belmoreana, 6-inch size, at $1.00 each; 5-inch, 75c. each. Good value for the money.

Ferns and Palms shipped without pots, therefore at second-class rate.

Salvia Splendens, Heliotrope, Hardy English Ivy, Coleus, Begonias, Vernon, Swainsona

3-inch, $3.00 per 100; 2-inch, $2.00 per 100

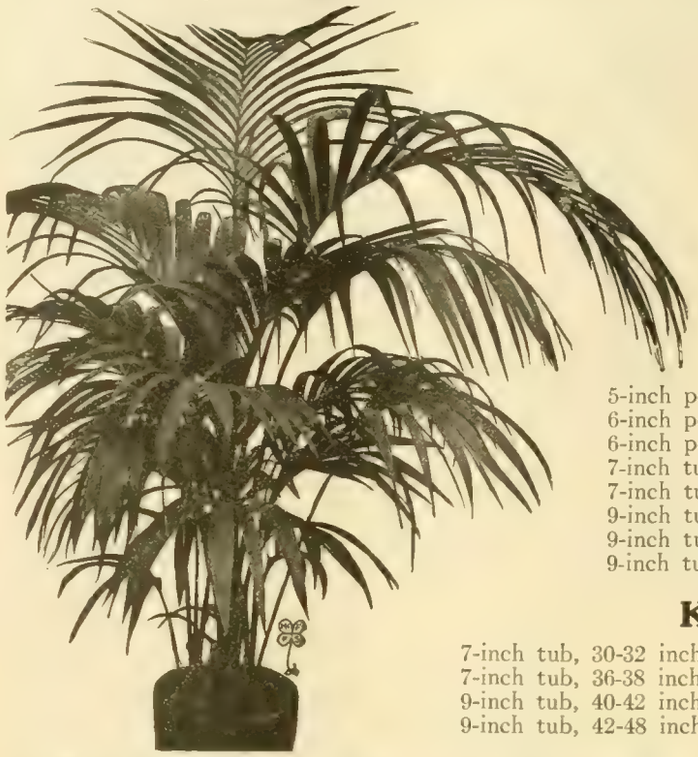
BRILLIANCY COLEUS

Sometimes called Christmas Gem, 2-inch, $3.00 per 100; 3-inch, $4 00 per 100

Send for Catalog Cash with orders

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

Our exhibit of **KENTIAS** at the St. Louis Convention was the largest and best group of Palms shown. There is no scarcity with us of this indispensable plant. Order early and we will reserve plants for you for September and October delivery.



ARECA Lutescens

6-inch pot ..... $1.00, $1.50, $2.00 each

CIBOTIUM Scheidei

(Ready in September)

9-inch tubs..... $5.00 each

PHOENIX Roebelenii

7-inch tubs..... $3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high (September delivery)	8.00 each
9-inch tub, 4-4½ feet high (September delivery)	10.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½-6½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

TO THE RETAIL FLORISTS

Our stock of **KENTIA Belmoreana** and **Forsteriana PALMS, Home-Grown,** in all sizes, is undoubtedly the largest in this country, and of a **quality which is unsurpassed.**

We have a very large stock of **PHŒNIX canariensis** and **Roebelenii, ARECA lutescens,** and **LATANIA borbonica PALMS;** also **DRACÆNA Massangeana, Lindeni, Lord Wolseley, Terminalis, Kelleriana, Sanderiana,** etc., in all sizes.

PANDANUS Veitchii and **utilis** in from 6-inch pots to 16-inch tubs.

A large stock of **CROTONS** and of **FICUS elastica,** single and branched plants, and of **FICUS pandurata** and **utilis.**

BOSTON FERNS in variety.

CIBOTIUM Schiedei Ferns, etc.

PERSONAL INSPECTION INVITED *STRICTLY WHOLESALE*

DIRECTIONS TO REACH OUR NURSERIES

Take Hudson Tunnel or Christopher or 23d Street Ferry to Hoboken, and then take Passaic Car, which passes our door; or transfer at the Transfer Station to the Passaic Cars

SECAUCUS EXOTIC NURSERY

SECAUCUS **MARIUS MUTILLOD, Proprietor** **NEW JERSEY**

To have your name in this List of Advertisers is the most direct way of becoming known to all the trade.

List of Advertisers

These advertisers are catching the eye weekly of the most active buyers there are in the world for your goods.

ert & Davidson, ne.....403
en, J. K.....395
erican Bulb Co...372
derson, J. F.....378
derson, S. A.....386
bine Mfg. Co.....398
hmann Bros.....378
hmann, Godfrey.378
ley, Ernest.....386
dubon Nurs.....380
enue Floral Co....388
ker Bros.....387
ker, Wm. J.....397
nhart, P. D.....378
rr, B. F. & Co.....380
rrows, Henry H....378
umer, A. R.....388
ur & Steinkamp...377
yersdorfer & Co. .393
y State Nurs., The.380
ayen, E. A.....392
ckers' Cons.....386
ckets' Seed Store..372
gerow Floral Co. ..388
mb Floral Co., L...387
nnett, C. A.....380
rtermann Bros., Co.387
ddington Co., Inc..374
lgiano & Son, J....374
nnet & Blake.....395
ston Floral Supply Co.....392
owe, M. A.....388
aun, J. B.....373
eitmeyer's Sons, J..387
rown, Peter.....376
rown Bag Filling Mach. Co., The...372
van, Alonzo J.....378
ckbee, H. W.....389
nyard, A. T.....388
rnett Bros.....376
rpee, W. A. & Co... 370-376
tler & Ullman....388
ver Bros.....376
Caldwell the Woodsman Co.....392
Campbell Bros.....378
Caplan, Florist.....386
Carbone, Florist.....386
Carnation Support Co377
Champion & Co., John N.....388
Chicago Feed & Fertilizer Co.....398
Chicago Flower Growers' Ass'n, The.....396
Childs, John Lewis...374
Chinnick, W. J.....377
Christensen, Thos. P..378
Clarke's Sons, D.....388
Clay & Son.....398
Cockburn & Sons, Sam'l.....378
Colonial Flower Shop.386
Combusto Devices Corp.....368
Conard & Jones Co..379
Cook & Son, David..378
Coombs, Florist.....387
Cowee, W. J.....393
Gowen's Sons, N.....403
Craig Co., Robt.....378
Crouch, Mrs. J. W...386
Crowl Fern Co.....392
Cut Flower Exch.....395
Danker, Florist.....386
Dards.....388
Day Co., W. E.....390
DeBuck, John.....377
Dietsch Co. A.....403
Donaghue, Alfred....388
Dorner & Sons Co....377
Dreer, H. A.....399
Drumm Seed & Floral Co.....387
Eagle Wire Works....392
Eble, Chas.....388
Edlefsen-Leidiger Co.388
Edwards' Folding Box Co.....392
Emmans, G. M.....376
Eskesen, Frank N....378
Fallon, Florist.....389
Fenrich, Joseph S....394
Fetters, Florist.....387
Fillow Flower Co.....377
Florists Hail Ass'n 392
Foley Greenhouse Mfg Co.....399
Ford, M. C.....394
Ford, Wm. P.....395
Fottler, Fiske, Rawson Co.....372
Friedman, Florist.....386
Friedman, J. J.....398
Froment, H. E.....395
Frost, Chas.....376
Galvin, Thos. E.....388
Gasser Co., J. M.....386
Giblin & Co.....399
Girvin, Willis B.....377
Gnatt Co., The Ove..393
Goldstein & Futterman.....395
Gove, The Florist....386
Graham & Son, A....386
Grakelow, Florist.....389
Grandy, The Florist..388
Gude Bros. Co.....390
Gunther Bros.....395
Habermehl's Sons ...389
Hahn, Florist.....386
Halleran Agency 376
Hanford, R. G....377
Hardesty & Co.....386
Hart & Vick.....378
Hart, George B.....392
Heacock Co., Jos.....366
Heiss Co.....387
Henshaw Floral Co...394
Hentz & Nash, Inc...395
Herr, A. M.....376
Hess & Swoboda ..389
Hession.....388
Hews & Co., A. H....399
Highland Pk. Gnhs..387
Hill Co., E. G.....396
Hill Floral Co., E. G..386
Hill Nurs. Co., D.....380
Hitchings & Co.....404
Hollywood Gardens..390
Holm & Olsen.....389
Horan, E. C.....395
Horn & Co., J. F....386
Hunt & Co., Wm. M..372
Irwin, R. J.....575
Jackson & Perkins....380
Jennings, E. B ..372
Johnston Bros.....389
Johnston & Co., T. J..389
Joseph's Florist.....389
Joy Floral Co.....388
Kasting, Wm. F. Co..365
Keller, John A.....388
Keller Pottery Co....399
Keller Sons, J. B.....389
Kelway & Sons.....376
Kentucky Tobacco Product Co.....398
Kerr, The Florist.....387
Kervan Co., The.....393
Kessler, Wm.....395
Knoble Bros.....386
Komada Bros.....397
Kooyman Co., Inc.C..372
Kottmiller, Florist...388
Kroeschell Bros. Co...403
Kuebler, Wm. H.....395
Lager & Hurrell.....377
Lang Floral & Nurs. Co.....387
Lange, A.....386
Lange, H. F. A.....390
Langjahr, A. H.....395
Leahy's.....387
Leith, Edward.....377
Leonard Seed Co.....372
Liggit, C. U.....377
Littlefield & Wyman.380
Lockland Lumber Co.403
London Flower Shop..389
Lord & Burnham Co 380
Lovett, Lester C.....380
Lovett, Inc., J. T.....380
Ludwig Floral Co., E. C.....389
Mackie, W.....395
Macnair, Florist.....389
Mader, Paul.....376
Malandre Bros.....388
Marshall & Co., W. E.376
McCallum Co.....392
McCarron, Miss.....388
McClunie, Geo G....387
McConnell, Alex....388
McCullough Seed Co., J. Chas.....374
McHutchison & Co..372-373
McManus, James.....395
Meehan, C. E.....397
Metarie Ridge Nursery Co., Ltd.....388
Metropolitan Material Co.....399-403
Meyer, Adolph.....388
Michell Co., Henry F.372
Michigan Cut Flower Exchange.....393
Michler Bros. Co.....388
Miller, A. L.....376-78
Mills, the Florist.....387
Mountain View Floral Co.....380
Mullanphy, Florist...389
Munk Floral Co.....386
Murray, Samuel.....387
Murray, Florist.....388
National Florists' Board of Trade....376
National Nurserymen Publishing Co., Inc 380
Neidinger Co., J. G...393
New England Florist Supply Co., Inc....396
Nicotine Mfg. Co.....398
Niessen Co., Leo.....397
Noe, L. M. 395
Ouwerkerk, P.....380
Palmer, F. E.....386
Palmer & Son, W. J..386
Papworth, Harry....388
Park Floral Co., The.387
Park Floral C.....390
Parshelsky Bros., Inc.403
Peacock Dahlia Farms.....378
Peirce, E. Allen.....399
Penn, The Florist....386
Pennock Co., S. S....397
Peters & Reed Pottery Co.....399
Peters & Sons, Geo...377
Pfaff & Kendall.....399
Philips Bros.....388
Pierce Co., F. O.....399
Pierson, Inc., A. N..365
Pierson Co., F. R. ..365
Pikes Peak Floral Co.386
Pillsbury, I. L.....387
Pittsburgh Cut Flower Co.....392
Polykranas, G. J.....395
Pulverized Manure Co., The.....398
Purdie & Co., D. S...388
Ramsburg, G. S..372-39
Randall's Flower Shop 390
Randolph & McClements 389
Reck, John & Son....386
Reed & Keller.....392
Reinberg, Peter.....396
Rice Co., M.....392
Riedel & Meyer, Inc..395
Ritchy, F. W.....376
Robinson Co., H. M..395
Robinson & Co., Inc., H. H 392
Rock Flower Co., W..388
Rodgers Floral Co....386
Roehrs Co., Julius...380
Rosemont Gardens...388
Rosary Flower Shop..386
Royal Glass Works..403
Rumbley Co., The...392
Rupp, John F.....373
Salter Bros.....389
Sauter, A.....395
Sceery, Ed.....389
Schling, Inc., Max., Seeds.....372
Schling, Inc., Max, Flowers.....388
Schmidt, J. C.....376
Scholtz, the Florist, Inc.....386
Schramm Bros.....390
Schulz Co., Jacob....388
Schwacke & Co., C...372
Scottwood Gnhs.....390
Scott, Florist.....386
Secaucus Exotic Nursery.....366
Serphos, Norman.....373
Sheridan, Walter F...395
Siebrecht, Geo. C....395
Sixth City Wire Wks.392
Skidelsky & Co., S.S.370-372
Skinner Irrigation Co.393
Smith & Fetters Co...386
Smith & Hemenway Co., Inc.....403
Smith, Henry.....387
Smith, P. J.....395
Smith Co., W. & T...380
Smith & Co., Elmer D 377
Smith, the florist.....387
Snyder Co., B. A.....396
Solomon & Son, L....403
Southern Evergreen Co.....392
Spear & McManus...387
Stearns Lumber Co., A. T.....403
Steele's Pansy Gardens.....370
Storrs & Harrison Co 376
Strompf Co., H.....392
Stumpp, Geo. E. M. 388
Stumpp & Walter Co.373
Swayne, Edw 380
Syracuse Pottery Co.399
Taepke Co., G. H...387
Taylor, Edw. J.....377
Thompson & Co., C.B.388
Thorburn & Co., J.M.372
Tomlinson Key Floral Co 387
Traendly & Schenck.395
United Cut Flower Co., Inc.....394
Vaughan's Seed Store370-375
Vick's Sons, James...376
Vincent, Jr., & Sons.365
Walker Co., The F...388
Watkins & Simpson.374
Wax Bros 380
Weber, F. H.....389
Weeks Nursery Co., Inc., C. H.....380
Weir, Inc., James..386
Welch Bros. Co.....396
Welch, The Florist...387
Wenk, Peter.....378
Westbury Nursery Co.....380
Westman & Getz 380
Whilldin Pottery Co.399
Wilk, John.....374
Wilson, H. E.....389
Wilson, R. G.....386
Winterson's Seed Store.....396
Wolfinger, Florist.....388
Wood Bros.....377
Woodruff & Sons, S.D.372
Young & Co., A. L...395
Young & Co., John...395
Young & Nugent.....388
Young & Sons Co., C.389
Zech & Mann.....396
Zvolanek, Ant. C.....372

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

delia 379
ntum 365-75-78
hea 379
lyssum 378
delisia 378
reca 365-66
sparagus...372-75-76-77-378
splenium....365-78
zaleas 380
gonias 365-75-76-77-78
ellis....372-73-75
rberis 380
rberry 380
eding Heart 380
ugainvilleas....375-76
uddleia 379
lbs 365-70-72-77
alceolaria....372-75
alendula...372-75-76-77
allas....372-74-75-77
arnations....375-77
hrysanthemums.... 377
butilon 366-78
inerarias...372-73-75-77
matis 379-80
ters 365-78
eus 365
olumbine....376
reopsis 376
reotes 366
at Flowers 394-95-96-97
yclamen. 370-72-73-74-375-77-78
Dahlias 378
Daffodils 375
Daisies 372-73-75-76
corative Plants 365-78
Delphinium....376
Deutzia 379
Dracbns 376
Dracaena....365-66-75-78
Elms....380
Euonymus 378-79
Euphorbia 375
Evergreens....380
Farm Seed 376
Ferns 365-66-76-78
Ficus 365-66-75-76-78
Forcemeats 373-77
Forsythia....379
Foxgloves 376
Freesia...370-72-74-75-65
Fruit Trees....380
Fuchsias 376-78
Gaillardias 376
Genista....375-76
Geraniums....375-76-78
Grass....379
Gypsophila....372-75
Heather 376
Heliotrope....365-76-78
Hemerocallis....379
Hollyhocks....376
Honeysuckle....378-79
Hunnemannia....375
Hydrangeas..365-76-79-80
Iris....374-80
Ivy....365-75-78-79
Japonica....379
Jerusalem Cherries...365-375-78-80
Kentias. 365-66-73-76-78
Lantanas....378
Latania 365-66
Ligustrum 380
Lilac....380
Lilies. 365-70-72-74-75-80
Lily of the Valley... 372
Lindens....380
Matrimony Vine....379
Mignonette. 370-72-75-77
Mock Orange....379
Myosotis....372-77
Myrtle....375
Narcissus....370
Norway Maple 380
Nursery Stock....380
Oaks....380
Onion Sets....372-74
Orchids....377-80
Palms 366-78-80
Pandanus....366
Pansies..370-72-73-74-75-376-77-78
Pelargoniums....375
Peonies 374-80
Perennials....375-76-80
Phlox 376-80
Phoenix 365-66
Pinks....376
Poinsettias....375-77-78
Primulas 365-73-75-76-77-378
Primroses....373
Privet....379-80
Rhododendrons....380
Roses....365-75-77-79-80
Salvia....365
Seeds..370-72-73-74-75-76-377
Shasta Daisy....376
Shrubs....379-80
Smilax....375-76-78
Snapdragon....372-75-77
Snowballs....379
Snowberry....379
Solanum....378
Spiræa....379-80
Stevia....375-78
Stocks....374-75
Swainsona....365
Sweet Peas .370-72-74-75-377
Sweet William. 372-73-76
Trees....380
Tsuga....380
Vegetable Plants....376
Vegetable Seeds . 372-73-374-76
Vincas....376
Vines....379
Violets....375-77
Vines....379
Weigela 379
Woodbine 379

Editorial Contents

American Rose Society....379
Ants in Pie Tins, Catching 385
Begonias for Winter Blooming 379
Bituminous Coal, Limitations Upon Storage of....382
Calendula and Wallflower 371
Coal for Private Growers 382
Conserve Ice 384
Cooperative Delivery Service 378
Cooperative Growing 382
Exhibitions and Meetings, Coming 394
Florist Soldiers, Our 391
Foreign Trade Opportunities 394
Fuel Value of Wood 383
Gladioli in Mixed Bed, Do They Affect Each Other?.... 371
Heroes' Day at Prospect Park (Illus.) 385
Higher Than the Law... 382
Hodge Podge 383
Jewish Welfare League 394
Labeling Trees, New Method of 384
Labor Saving Devices (Illus.) 385
Labor Situation, The 382
Mail for Soldiers 391
Meetings and Exhibitions, Coming 394
Middle Atlantic States 392
Middle West 398
National Association of Gardeners 384
National Credits and Collections ... 382
Nursery Dept. (Illus.)..... 381
Officers' Credit, Extending 382
Overland Trip Through East Texas.. 384
Peterson, Mrs. J. A. Portrait 383
Plumbago capensis 397
Question Box. . 397
Retail Dept. (Illus.):
The Retail Florist and the Undertaker, How to "Say It;" The Undertaker and the Florist; The Boutonniere Idea.....387-390
Roses, Pruning. . 371
Seed Beans, Preserving from Weevils. 374
Seed Trade..... 373
Seed Trade, Intricacies of the 373
S. A. F. and O. H..... 385
Southern States 377
Sweet Peas Under Glass, Height of 374
Trade Notes:

Boston	394	Lancaster	393
Chicago	396	Louisville	378
Cincinnati	399	New York	391
Cleveland	398	Philadelphia	397
Fargo	397	Pittsburgh	392
Fort Wayne	398	Rochester	392
Houston	377	St. Louis	399
Indianapolis	398	Washington	378

Trafalgar Square, London Flower Show 394
Tree Stumps, Removing 379
Truck Owners' Conference on Coast to Coast Tour..... 384
U. S. Fuel Administration and the Florists. . 369
Vegetable Crops under Glass and in the Open..... 375
War Time Thrift, Just What is 385
Week's Work, The (Illus):
Ericas for Christmas; Primula malacoides; Ferns for Dishes; The Propagating Bench; Stevias; Solanums; In the Carnation House; Primula obconica..... 371

MISCELLANEOUS

Aphine....375-98
Aphis Punk....375-98
Artificial Flowers....392
Bamboo....372
Baskets....392
Boilers....399-403
Boxes....392
Boxwood....392
Chiffon....393
Combusto Devices...368
Cycas Leaves....392-93
Cypress....403
Dagger Ferns....392-93
Directory of Reliable Retail Houses 386-87-388-89-90
Evergreens....392-93
Ferns, Fancy....392-93
Fertilizers....398
Fittings....403
Florists' Accounts Insured....376
Florists' Supplies..392-93
Fungine....398
Galax Leaves....392
Glass....376-403
Glass Cutters....403
Glazing Points....399
Greenhouse Construction....399-403-04
Greenhouse Material.399-403
Ground Bone....392
Gutters....403
Hail Insurance....392
Heating....399-403-04
Hose....403
Insecticides....398
Irrigation....399
Laurel....392
Laurel Festooning....392
Lemon Oil....375
Lumber....403
Lycopodium....393
Magnolia Leaves 392-93
Manure....398
Mastica....399
Moss....392
Nico-Fume....375-98
Nicotiride....375
Nikoteen....375-98
Oak Leaves....393
Paper Pots....399
Pecky Cypress....403
Pipe....376-99-403
Pipe Fittings....403
Plant Food....398
Posts....403
Pots....399
Princess Pine....393
Putty....403
Putty Machines....403
Ruscus....393
Sash....403
Sea Moss....392
Seed Packets....372
Smilax....392
Sphagnum Moss....392
Stakes....372-77
Supports....377
Tobacco Products....398
Toothpicks....393
Tubes....403
Tubs....399
Valves....403
Vermine....398
Wants....400-01-02
Wheat Sheaves....393
Wholesale Florists...394-395-96-97
Wire....392
Wire Designs....392
Wreaths....392-93

PROBLEM—

Make 50% Coal Supply Equal 100% Heat Requirement

COMBUSTO DRAFT SYSTEM

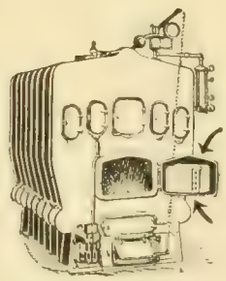
BASED ON NATURAL LAWS

SAVES COAL

COMBUSTO DRAFT SYSTEM has made good from Coast to Coast. Over Twenty-Five Thousand **COMBUSTO** installations are proving that the efficiency of practically every type of furnace, steam or hot water heater can be increased from 10% to 30% through the use of **COMBUSTO DRAFT SYSTEM.**

COMBUSTO DRAFT SYSTEM pays for itself in a few months and besides **Saving Coal,** it saves **20%** to **50%** in labor. Your fire lasts much longer, requiring less frequent attention—gives more even heat —fewer clinkers—no carbon left in ash.

Users of **COMBUSTO DRAFT SYSTEM** include the U. S. Government, Hotels, Hospitals, Churches Clubs, Banks, Office Buildings, Apartment Houses and thousands of homes. Capt. J. R. De Lamar's estate at Glen Cove, L. I., is completely equipped with **COMBUSTO,** including his large Winter garden. "Greystone" on the Hudson is completely equipped. Note list of Greenhouse users in one city.



EASILY INSTALLED
INDESTRUCTIBLE
FIRST COST IS FINAL COST

What Combusto Draft System is:

COMBUSTO DRAFT SYSTEM is the result of months of technical research and exhaustive engineering tests in application and utilization of well-known laws in the field of combustion, and as applied to boilers and furnaces used for heating purposes, consists of Devices (supplementary air channels) made of cast iron, attached to the inside of the feed doors in such manner that they cover the slides or air vents in the doors. The System is indestructible under proper usage—has no mechanism —requires absolutely no attention—adapts itself to all draft conditions that may be necessary to meet **load** changes, and is as constant as the sun in performing the function for which it is designed and intended.

Economical combustion of coal is dependent primarily upon the maintenance of a fuel bed of standard thickness for the kind of coal used, and upon proper air supply—both through the fuel bed and **OVER THE FIRE.** Under such standard conditions (and coal cannot be burned economically otherwise) the air introduced over the fuel bed must suit the requirements of the furnace. In **COMBUSTO DRAFT SYSTEM** the supplementary air channels vary in size and combined length according to size and air requirements of furnace, **thereby introducing, under control, the proper volume of air to meet the requirements of combustion under varying draft conditions.**

COMBUSTO DRAFT SYSTEM WILL HELP YOU

OUR PROPOSAL Mail us the information regarding your heaters indicated on form, and receive our estimate of cost; then ship to us (or our nearest agent, as we direct) the feed door of your boiler. We will make the installation without additional cost and return by express prepaid within 24 hours.

OUR GUARANTEE If you are not entirely satisfied with the operation of the System, we will refund the full purchase price at any time prior to December 1st, 1918, upon due notice and return of the device. The removal of the device simply requires taking out four bolts.

OUR REFERENCE **Gotham National Bank,** Columbus Circle, NEW YORK

Information Form

Total Number of Boilers . . .

Kind of Coal Used . . .

Boilers made by

Size of Grate

Width . . .

Depth . . .

No. of Feed Doors . . . . . .

Width of Feed Door Opening

Height of Feed Door Opening . . . . . .
(Repeat for Different Styles)

PHILADELPHIA GREENHOUSE USERS

Alfred Burton, Willow Grove Ave., Wyndmoor. 6
Geo. Burton, Willow Grove Ave., Wyndmoor. 7
H. H. Battles, Newtown Square & 112 South 12th St. 7
Geo. W. Uber, 5401 Grays Ave 2
J. Wm. Goldflesh Sons, 53rd & Woodland. . . 2
C. F. Lieker, Lansdowne 2
Wm. Berger, 5522 Germantown Ave 1
Wm Munroe, Garretford 2
Clarence Alvine, Alden 1
Philip Marot, Swarthmore 2
Highland Rose Co., Morton 6
Campbell Bros., Pennlyn 3
John Kuhn, Olny 4
Edwin Krantheimer Est., 54th & Westminster Ave 1
Wm. K. Harris, 55th & Springfield Ave 2
Harry Betz, D & Wyoming Ave 2
J. J. Habermehl, 22nd & Diamond 3
Thos. Lees, Bridge & Walker, Frankford 1
Thos Meehan & Sons, Chew & Phil-Ellena. 2
William Didden, Cemetery Lane, 62nd & Woodland Ave 2
William Wunder, Haines & Ogontz Ave 2
Jos. Beavies & Son, Limekiln Pike 4
Chas. Gracklow, Broad & Cumberland 1
Mrs. W. J. Smith, 4733 Maple Ave 1
G. A. Thiele, 4613 Asylum Pike 1
Wm. Keaton, Andalusia 1
Thos. Tansey, 5701 Rising Sun Lane 1
Ernst Ebinger, Erie Ave. & L. St. 1
R Umfried, 1307 N. Broad St 2
Mrs. M. Ferguson, 1210 Spring Garden 1
Harry Crawford, Secane, Del. Co 4

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Agencies in over 200 Towns and Cities

The U. S. Fuel Administration and the Florists

At St. Louis on Thursday afternoon, August 22, a special hour was set apart to listen to an address by Henry G. Martin, Associate Administrative Engineer of the U. S. Fuel Administration of Missouri. In previous issues we have alluded to Mr. Martin's presence at the S. A. F. convention, and today we are in a position to give a full synopsis of his talk, and for those florists who are interested in the coal question—and how many are not?—the material which follows should prove highly informative.

Is There a Real Fuel Shortage?

Opening his subject, Mr. Martin stated: One question that is constantly asked all over this country, particularly of those of us who are connected with the Fuel Administration is, "Is there a real fuel shortage? If there is, can it be overcome? Is it anybody's fault? Is it our fault? Whose fault is it? Can we get after it and eliminate the shortage? How much is the shortage? How are we going to eliminate it?" These are the questions that are constantly brought before us. In the first place, there is a tragic shortage. I say "tragic" because it is requiring small sacrifices from everybody but is being met not in a tragic spirit, but simply met in a glorious patriotic spirit; the people are denying themselves things that they need just as they denied themselves Wheat when Wheat was needed in Europe.

When the Fuel Administration EngineeringDepartment was inaugurated last year about the first of July, as representatives of the Conservation Division of the Fuel Administration when it was organized for the purpose of conserving fuel and avoiding a shortage, it was known to us that we would have to find the means of saving from the normal consumption of this country fifty million tons a year for the season April 1, 1918 to April 1, 1919. Those figures were rather strong and made us stand aghast. I have been in engineering work of all kinds and have seen many great crises, but I never thought we would have to face a shortage of fifty million tons of coal. Big corporations have asked for coal economies in the past, running into hundreds of thousands, but we are dealing to-day with the corporation of the nation, and not only with one nation, but with her allies. The shortage has run up from thousands of tons first, into hundreds of thousands of tons and now up into the millions; but when the word came that we must save fifty million tons a year of coal the Department of Engineers immediately set to work, and we soon saw our way clear to save fifty million tons a year.

Overcoming the Shortage

On the other hand, the Department of Production thought that they saw their way clear to overcome part of the shortage by increasing the production several million tons in the year. After we had been at work three or four weeks but had not yet put our plan into active operation, a new order was sent down the line that we must save one hundred and one million tons. That was a big problem. We asked ourselves, "Will the people do it? Can we force them to do it?" And I want to answer that by saying that the people will do it and that we did not have to force them to do it. Let me say right here, in connection with our organization, that among the people merely as a matter of curiosity, the inquiry arose, "What is the status of the Fuel Administration?"

Mr. Martin then went on to say that while the strength and standing of the Fuel Administration were established by law with a penalty attached, the real power of its enforcement lies in the people themselves. The State and local administrators are practically forbidden from making threats under the law. Dr. Garfield has the power of enforcement, but the endeavor has been not to exert that law because it would be like whipping a horse that was already pulling hard. A greater power than the law was in the people themselves.

The greatest care is used in making rulings that may be damaging to some industries as in the case of the florist and others who are making similar curtailments or losing incomes while other industries are going ahead and making money out of war necessities. The fairness of these rulings has not been questioned. The people seem to be willing to go further than the Fuel Administration directs.

The Cause of the Shortage

Now as to the need of coal and why the shortage? Mr. Martin pointed out that it came in part through the enormous number of ships under construction—production of these ships alone has eaten a big hole in the increased coal production in this country, and it is going to require still more coal during the year to come. When these ships get into the water they will use still more fuel to carry our men to Europe: they will consume an enormous amount running into thousands of tons. The navy takes millions of tons of coal a year: our boys can neither be transported across the ocean nor safeguarded without this consumption of coal.

Mr. Martin then spoke of the manner in which men working for wages were saving to lay in their domestic coal supply now. Pointing to a gratifying increase of coal shipped into St. Louis to the home consumer (a movement which is widespread throughout the entire country) he added.

There is a constant need on the part of the industries for coal to speed up the war program. Each day we look forward to sending more and more men to Europe and more materials to supply them, much more than we sent in the early days of the war so that our blow may be the cleaner-cut and more forcible and the end of the war will be brought that much nearer. If we want to save lives we have to make sacrifices to do it; and the American people are doing that all the way through.

I want to state this, that not once have I met a real objector. Sometimes people come to us saying that a ruling seems unduly harsh to this or that community, or to this or that industry, and that they do not think that the saving for the Fuel Administration means as much as their sacrifices would indicate. We want to hear those things. We want to make adjustments; and modifications are constantly coming forth of these orders to which there have been any real objections. If we find a man violating an order of the Fuel Administration we go into his store or place of business and tell him that he is violating—not an order, but he is violating the law, perhaps he does not know the law, and in every case we never find it necessary to do more than throw our coat back and show our badge, our authority, and if he is burning unnecessary lights he will put them out at once; he will do anything to prove he wants to obey the law. We find a welcome everywhere we go. We do not find it necessary to use our authority unduly like a new policeman who uses the club too much. We do not have to do that. When we enter a man's office and say that we are representing the U. S. Fuel Administration, he welcomes us and invites us in. He asks for advice, he is not afraid of us. I consider that one of the greatest indications of the cooperation of the people because where they are nervous and afraid it is proof that somebody has exercised authority too harshly and has not been reasonable with them, so that they are objecting. We have found practically no objectors.

How the Saving is to be Effected

The question is, how are we going to save this coal? One of the first things that occurred to us before the 101,000,000 tons was sprung upon us, when the shortage was only fifty million tons, was to carry out our own part of it as engineers and look after that part that applies to economy of coal consumption in the industries. We know that in the past in designing power plants if we could put in a feed water heater at an initial coast of $700 or $1000, the manufacturer was glad to do it provided that we could show him a saving on the credit side of his books by the installation of the feed-water heater; that has been done in a good many plants. One of the first details that we started on, and which has been put in practice in most of the cities, and has proven to be a great saving as well as a success from the fuel standpoint, is the skip-stop for street-cars in the large cities. It has been carefully estimated, based upon experience in Boston, Washington and other large cities of 50,000 inhabitants and over throughout the country where they have inaugurated a skip-stop program that if the citizens will walk another block to get on a car we will in that way save 1,000,000 tons of coal a year. That is one per cent. of our present shortage, and it represents two per cent. of our original shortage. You can figure very quickly how many families a million tons of coal a year will supply, at ten tons each. You can divide one million by ten and see how many families would be kept warm in this country or in Europe through that saving. In some cases it is apparently a hardship to have to walk an extra block but it has effected a real economy. . . . The National Fuel Administration has as its policy not to wreck any institution, whether it be an association or a private institution or any other institution in this country, but only to so regulate them that the industries may contribute their bit to remedy this fuel shortage.

The Spirit Governing Modifications

Mr. Martin then proceeded to point out how when the first direction for curtailment went out there came back immediately a request for modification, and that since, as special sacrifices or losses are brought to the attention of the Fuel Administration at Washington, through the local offices, full consideration is given to all the conditions and a modification order may go out to set aside some of the unnecessary sacrifices. He pointed out also the fact that the shortage was not evenly distributed over the country, but existed in central points.

In the saving of coal there are some one hundred non-essential industries to curtail from, and with savings of more or less in each one this should save one hundred million tons. The car skip-stop will save one million tons. The curtailment in the clay production industry will save two million tons, and so on.

Coming Direct to the Florist Industry

Coming down to the point of greatest interest to the trade, Mr. Martin then said:

Then comes your industry. **It was never said nor thought, nor can anybody ever say of them that the florist industry is an unnecessary industry; nor can anyone ever say it is a strictly non-essential industry from the standpoint of ordinary life; but when the term "non-essential" is used we mean that it is not essential for the immediate prosecution of this war, the intensive prosecution of this war.** Food is. But the florist realizes that while we love flowers and want them, and the Administration is not going to do anything that will permanently cripple the industry if we can help it, but in a crisis we are compelled to cut down their fuel fifty per cent. and in that way they will do their part. They have made numerous suggestions individually here and there, and following some of these suggestions there have come modification orders. One of the first modification orders was that allowing you the use of wood and peat wherever it can be transported otherwise than by rail. Other orders have eliminated some of the unnecessary hardships to people who were locally fortunate enough to have that class of fuel that could not be transported beyond the local boundaries.

The next modification came through the allowing all of the smaller greenhouses using forty tons a year or less to go unrestricted on the basis that a curtailment of an establishment of that type would be making more sacrifices than justified by the saving they would make, and it would be better to put part of that burden on some other industry.

Use of Screenings and Standard Mine Run Coal

The next modification, which came through a few days ago, allows the use of screenings until Sept. 10, without restriction. We interpreted that order as meaning that you can store screenings; and this is the reason of it—in the coal mining industry a large percentage of the coal brought up from the mine is foul, it contains dirt and slate which has to be taken out before it is shipped. That in itself is a big loss and materially hinders the production of coal. That is a problem in itself. Some special industries have to use slack. What was commonly called slack is now being called "screenings" because the coal is run over screens that take out quarter inch pieces, half inch pieces, and so forth. Getting rid of these screenings is a great problem with the operator and if we can remedy that difficulty we are going to increase his production; so that the order has been temporarily lifted referring to the use of screenings; they are to be allowed to be used and stored without restriction. Those who are located in this vicinity in the State of Missouri will be interested to know that Governor Crossley yesterday extended that order as to screenings in the state of Missouri to include standard mine run coal.

This is going to let out a large number of Missouri florists who can very easily use mine run coal, which means coal that is brought up and cleaned from the slate, but which contains slack. It is very readily used if used intelligently, and information will be furnished by the U. S. Government as to how to use poor grades of fuel.

Incidentally we hope that the Shaw's Garden officials will be able to see their way clear to obtain a supply of mine run standard coal for the Winter. If they can do that, we will pull Shaw's Garden out of a pretty bad hole and prevent any setback to the plants there.

Directions in re Storing Coal

Now it might be well to give you a little further information about the storing of coal for your power plants or small heating plants. There is a direct danger of fire in the storing of fuel, and you are apt to ruin your fuel if you do not store it properly. Do not attempt to store coal unless you understand the business thoroughly. In storing screenings the pile should not be over three feet high, and a pipe should be run down into the pile by means of which you can put a thermometer down in that pipe and take the temperature. Do not wet your coal no matter how dusty it may be when put in. If you wet the coal you will start chemical action, because the water combines with the coal physically, there is oxygen in the water, and while that combination is

(*Continued on page* 384)

Burpee's Sweet Peas

NEW Winter-Flowering SPENCERS

THE coal problem is one of great concern to the commercial florist, and there appears to be no alternative except to produce such crops as can be grown with the smallest amount of heat. Sweet Peas can be successfully grown under conditions that would not allow production of other popular flowers. We recommend to our florist friends that they sow Sweet Peas under glass for a commercial Winter crop. Sweet Peas are the logical paying crop for the coming Winter. They may be grown with *very little heat.*

Lavender King

WHITE

3395 Burpee's Early Sankey A magnificent white. Black seeded. ⅛ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3396 Burpee's Early Snowstorm The best of the white-seeded, early-flowering Spencer yet introduced. The flowers are of great size and substance, beautifully waved, and are borne in great profusion. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

CREAM

3381 Burpee's Early Canary Bird This is a splendid, rich, deep cream or primrose colored self. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

3391 Burpee's Primrose Beauty An attractive and pleasing shade of deep primrose, flushed with rose. ½ oz. 75c., oz. $1.25, ¼ lb. $4.50, lb. $15.00.

LIGHT PINK

3385 Burpee's Early Loveliness The color is white, the entire flower being suffused soft pink until it reaches the edges, which are distinctly picoteed with rose-pink. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3397 Burpee's Early Sweet Briar Color a lovely shade of pink throughout, but with a soft salmon or amber suffusion, this being more accentuated in the younger flowers and buds. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

DEEP PINK

3384 Burpee's Early Enchantress A bright rose-pink, becoming deeper toward the edges of standard and wings, gradually softening in tone toward the center of the flower. ½ oz. 75c., oz. $1.25 ¼ lb. $3.75, lb. $12.50.

3390 Burpee's Early Pink Beauty A soft rose-pink on white ground, richer toward the edges, gradually softening in color as it reaches the center of standard and wings. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

ROSE PINK

3383 Burpee's Early Empress This is a magnificent flower of largest size. A most distinct and glorious shade of bright deep rose-pink. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

CREAM PINK

3382 Burpee's Early Daybreak The color is a pleasing shade of rich rose-pink on cream ground, the color becoming deeper toward the edge of standard and wings. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

3396a Burpee's Early Sunburst A pleasing shade of rich pink, becoming lighter toward the base of standard and wings. The entire flower is suffused with soft amber and salmon. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

ROSE

3393 Fordhook Rose This lovely variety is a charming shade of rosy carmine. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

CRIMSON AND SCARLET

3386 Burpee's Early King A glowing, rich, bright crimson. ½ oz. 75c., oz. $1.25, ¼ lb. $3.75, lb. $12.50.

3394 Burpee's Rosy Morn The color is a pleasing shade of rose with crimson-scarlet standard, immense flowers. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

LAVENDER

3380 Fordhook Pink A distinct shade of pink suffused with lavender throughout. Under artificial light it is particularly pleasing. ½ oz. 50c., oz. 85c., ¼ lb. $2.50, lb. $8.00.

3391a Burpee's Early Princess Color, a lovely shade of soft lavender suffused mauve. A color in great demand. The flowers are most attractively fluted or waved. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00.

3399 Burpee's Early Zephyr ¼ oz., 75c., ½ oz. $1.25, oz. $2.00, ¼ lb. $6.00.

3392 Burpee's Early Lavender King A first-class lavender has been much wanted in this type, therefore we have great pleasure in offering the new Lavender King. This glorious new variety is a rich, true, deep lavender throughout. ½ oz. $1.00, oz. $1.75, ¼ lb. $6.00, lb. $20.00

BLUE

3380 Burpee's Early Blue-Bird This is a charming shade of blue. Somewhat similar to Wedgwood. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

MAUVE

3388 Burpee's Early Mauve Beauty Color is a pleasing shade of rosy mauve. Charming under artificial light. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

BICOLOR

3398 Yarrawa The color is a bright rose-pink with a clear, creamy base. Floradale-Grown Seed exclusively. Oz. 75c., ¼ lb. $2.40, lb. $8.00.

3387 Fordhook Pink and White This is the most popular color in early-flowering Sweet Peas. Having a bright, rosy-pink. standard with creamy white wings, lightly suffused rose. Oz. $1.00, ¼ lb. $3.75, lb. $12.50.

PICOTEE EDGED

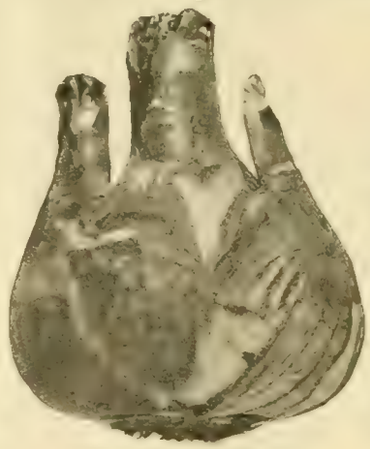
3384a Burpee's Early Exquisite The ground color is a soft shade of primrose, the edge of the standard and wings being beautifully "picoteed" with deep rose-pink. ¼ oz. 75c., ½ oz. $1.25, oz. $2.00.

Early Snowstorm

W. ATLEE BURPEE CO. *Seed Growers* PHILADELPHIA

Early Fall Bulbs

Now Ready for Early Forcing and Counter Sales



NARCISSUS—EMPEROR Mammoth Bulb

NARCISSUS

	100	1000
EMPEROR, Mammoth	$3.00	$27.50
EMPEROR, 100% Bloomers, all large, round bulbs	2.75	23.00
Bicolor Grandis (Grandee)	2.25	20.00
Obvallaris (Tenby Daffodil) f'cy	2.00	18.00
Sir Watkin, fancy grade	3.00	27.00
Barri Conspicuus, fancy grade	1.50	12.50
Jonquilla Rugulosus	1.25	11.00
Poeticus (Pheasant Eye) fancy	1.00	9.50
Poeticus Ornatus, fancy grade	1.25	11.00

FREESIAS IMPROVED PURITY

Size	Per 1000
Jumbo, ¾ in. and up	$17.00
⅝ to ¾ in., extra fine	12.00
½ to ⅝ in., good grade	7.50
½ in., plump bulbs	6.25
⅜ to ½ in., regular grade	4.00

LILY BULBS FROM STORAGE

GIGANTEUM

	Per Case
7 to 9 in. (300 to case)	$20.00
10 to 11 in. (180 to case)	27.00

SPECIOSUM ALBUM

	Per Case
8 to 9 in. (200 to case)	$18.00
9 to 11 in. (140 to case)	16.50

SPECIOSUM RUBRUM

	Per Case
9 to 11 in. (140 to case)	$14.00
10 to 11 in. (125 to case)	15.00
11 to 13 in. (90 to case)	15.00

AURATUM Per Case

8 to 9 in. (160 to case)	$11.00
11 to 13 in. (75 to case)	13.00

PAPER WHITES

A small, early lot has reached us. Greater bulk now afloat.

Write for prices

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When ordering, please mention The Exchange

Mastodon Pansies

Because of their immense size and wonderful range and beauty of colors, have won the regular patronage of many of the most famous botanical gardens, universities, parks and cemeteries of the Western World. We are proud to serve them and we shall be happy to supply you.

This basket of Mastodon Pansies sold at recent auction for $65.00

	1/16 oz.	⅛ oz.	¼ oz.	½ oz.	1 oz.
STEELE'S IMPROVED VULCANO—New. A rich velvety Burgundy red. $1.25, ¼ oz. $2.50, ½ oz. $5.00, oz. $10.00.					
BLACK MASTODON	$0.65	$1.00	$2.00	$3.75	$7.00
BRONZE MASTODON	.65	1.00	2.00	3.75	7.00
PANAMA-PACIFIC YELLOW	.65	1.00	2.00	3.75	7.00
PRINCE HENRY, dark blue	.65	1.00	2.00	3.75	7.00
MADAME PERRETT, rose and red shades	.65	1.00	2.00	3.75	7.00
MADAME STEELE, Elk's purple	.65	1.00	2.00	3.75	7.00
PARISIAN YELLOW, a pure yellow	.65	1.00	2.00	3.75	7.00
METEOR, wine red	.65	1.00	2.00	3.75	7.00
GRAND DUKE MICHEL, all white	.65	1.00	2.00	3.75	7.00
WHITE MASTODON, dark center, Adonis, light blue	.65	1.00	2.00	3.75	7.00

STEELE'S PANSY GARDENS, PORTLAND, OREGON

When ordering, please mention The Exchange

READY NOW

CYCLAMEN SEED (Giant Strain)

Pure White, White with eye, Bright Pink, Delicate Pink, Bright Red, Salmon King. $9.00 per 1000

Superb Red, Delicate Salmon (Medal winners, best of their kind) $17.50 per 1000

Grow **CYCLAMEN.** There will be no Lilies and no Azaleas

PANSY SEED. Florists' Prize Mixture, giant strain and extra fine. $6.00 per oz.

MIGNONETTE SEED. Giant Greenhouse grown. $7.00 per oz.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Ericas for Christmas

Gradually we are all getting well acquainted with those beautiful flowering plants the Ericas or Heaths, and that means our customers also will know them in time. There isn't any good reason why Ericas shouldn't be every bit as well known and as popular as the Cyclamen. With the many wonderful sorts the day will surely come when we will see a steady supply of them in the store or show house of every up-to-date florist. The most popular, best known and ideal Christmas sort today is Erica melanthera —a plant in full bloom whether in a 3in. or 10in. pot—with just a touch of Holly ribbon and a suitable pot cover or basket, makes as desirable a gift as any plant you might mention. The question is will you have a supply on hand this year? If you don't grow your own stock the present is the time to get busy; the plants have made their growth pretty well now and anyone with a cold house can handle them nicely from this time until they are in flower by the middle of December; so the sooner you get what you want the better. Don't wait for anything; there is going to be a good Christmas business this year if we have the stock to do it with. There will be a shortage on certain things, to be sure, so why put things off? We have never tried to grow Ericas here but a few left over plants, which were put out in some nice soil and had several drinks this Summer, are in the very best of shape now and promise to be as good as any.

Primula malacoides

Nothing finer for the cold house during the Winter months, no end of flowers when once they start—and there isn't a florist who can't make the very best use of them. While the obconicas want a little more than a Carnation house temperature this would mean damping off for the malacoides, while in a house of 48 deg. they will do finely. Small stock now out of 2in. shifted into a 4in. wont give you much bother for the next three months. For the present they can be placed with the obconicas or the Chinese Primulas, but as soon as forcing begins watch out so they get a cool place.

Ferns for Dishes

How about the little ferns for dishes next Winter? You will need them later and if not in your own establishment you may have to have them shipped a long distance—not a very pleasant thought under present conditions. You can purchase nice transplanted stock in flats from the specialist at a most reasonable price; in fact cheaper than you can grow them on yourself. These plants given a 2½in. pot now and placed on a shady bench will, in a few weeks, grow into large enough stock for dishes. At the present time it takes fully a week to get the average express shipment through from New York to Chicago. Take a hint before it starts to go down below the freezing point—in other words, avoid disappointment.

The Propagating Bench

Get things ready in the propagating house; the sand in the benches a few days before needed doesn't do any harm and it is better than running around at the last minute, with a batch of cuttings ready to go in, looking for it. Nowhere else is cleanliness more necessary than here; get at the corners and cracks; clean thoroughly and keep things clean. Make use of a strong spray below the benches; if wood is made use of, a good dose of hot whitewash before the sand goes in is a fine thing for the benches. With each day we are drawing nearer Winter and delay in taking certain soft wooded cuttings is a risky thing for any of us. In most Eastern and Middle Western localities around the 15th of Sept., a frost hard enough to kill many tender plants outdoors, is nothing uncommon. Most likely the propagating bench will be occupied from now until late next Spring and the only chance for a real good cleaning is right now before you start putting anything into it. We all realize what it means to try to do something with diseased stock and what a job it is to get certain plants, once sickly, into shape again. The propagating bench oftentimes is the beginning of a lot of trouble and a good deal of it could be avoided if things were kept clean.

Erica melanthera

Stevias

It is time the Stevias were brought indoors if they are still out in the field. Usually they make a short, hard growth when outdoors, not the best kind for flowering, but a few weeks indoors changes that. When once indoors and given plenty of water they soon make up for lost time and if planted out on a bench proper supports should be given to obtain best results. The least frost hurts Stevias, but anything above 35 deg. will do for the plants to be used for late flowering. Plants from the field can also be potted up now. In that way they are easier handled, but the best stems and flowers usually come from benched stock.

Solanums

The plants which were grown in pots outdoors, plunged up to the rim in soil, and had just the least kind of care are in splendid shape now. In fact with many the plants are not only full of berries but are unusually early this year in coloring. Keep them outdoors yet for awhile, but don't get caught by frost. Stock in the field should be potted at once; pinch back straggly, long growth; you don't want leaves and long branches but shapely plants and all the berries possible. Take three to five small plants and make up a few attractive pans.

In the Carnation House

The Importance of Proper Watering

You can't pay too much attention to the newly housed plants from now until firing begins. It is now that you lay the foundation for the plants which are to give you flowers during the Winter months. Bear in mind that though it didn't matter much whether it rained or not while the plants were in the field, once well established you must not let them suffer now for the want of water. The man who will arrange things so that the soil in the benches is kept evenly moist right along will have the best results. That doesn't say to keep the soil soaked by any means for that would soon finish the best plants in a short time. Go over the benches each day; it takes just a few minutes to find out the exact condition of the soil; if it feels dry in spots don't water the whole bench but just where water is needed. By going over newly planted benches a few times that way one can get them just right and after awhile the whole bench can be watered alike. Whenever the soil is wet never apply water no matter what the day or the hour; a little bit on the dry side is far better than a little too wet, but a Carnation plant once indoors and started into new growth due to indoor conditions will be set back if permitted to suffer only a day or so on account of a dry soil. The best way by far is to keep the plants going right along. A fairly moist soil, plenty of cultivation, open doors and ventilators and not a sign of aphis or greenfly—that means healthy stock and good flowers later on.

Primula obconica

Benching the Plants

Have you had trouble with your obconica Prim. Roses? They are subject to a number of diseases and frequently we find good gardeners who have or are about ready to give them up for a bad job and won't be bothered any longer with them. There is one way, and a good one, to grow this beautiful Primula with the least trouble and it is well worth trying for those who are having trouble at present. Instead of growing the plant on in pots just plant them out on a bench 2½in. stock at this time will do nicely—allow about 12in. of space between the plants and arrange it so that they will get a 53 deg. to 55 deg. house by November, and a little shade. When planted out it seems that the plants make a far better growth which enables them to overcome, or not mind, a dose of red spider, thrip or leaf rot. You will be able to cut flowers from these plants from December on and whenever you want a plant in a pot there is no trouble in lifting it. If kept a couple of days shaded and watered it will go right ahead and won't show the least bad effect of having been disturbed.

Pruning Roses

Will you please tell me whether it is desirable or necessary, in pruning Roses, to cut above a perfect leaf to prevent blind wood?—F. E. S., Cal.

—It is very desirable, to prevent blind wood, to cut above a perfect leaf. In the case of a strong growing plant it is sufficient to cut above one leaf, but where the plant is of weaker growth we recommend that the cut be made above at least two perfect leaves. J. H. S.

Calendula and Wallflower

Please tell me if Calendulas and Wallflowers will flower in December if seed is sown Aug. 1. What distance apart should they be planted on the benches and which is the right temperature?—J. W., N. J.

—Calendula and Wallflower seeds planted at the date mentioned by the inquirer will probably flower in December, if the young plants are given good attention from the first and allowed to receive no check in their growth. J. H. S.

Do Gladioli in Mixed Bed Affect Each Other?

I am inclined to believe that in a mixed bed of Gladioli containing red and dark purple there is a tendency for the entire lot to become dark colored. If the dark colored ones were cut off as they appeared would that eliminate the trouble? These Gladioli are Groff's hybrids, mixed, so that I cannot separate them before planting, but I thought that by cutting off the dark flowers as they came into bloom it would prevent the pollen from mixing, and the lighter flowers would not be affected.—M. E., Iowa.

—I do not think it possible for red varieties of Gladioli to affect light varieties because of their being planted together or near each other, and I have never heard of such a thing. What happens is that dark colored sorts are apt to be stronger growers than the light colored kinds and if these two colors are in a mixture the dark colors will predominate in a few years, simply because they multiply much faster and perhaps some of the light colored plants die out or are very shy producers, and it would seem that the light colored ones have turned dark, whereas the latter have simply disappeared altogether or have simply held their own while the dark ones multiplied and thus predominated the mixture. I. S. H.

MICHELL'S NEW CROP FLOWER SEEDS

Pansy Seed

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt. 30c.; 50c. per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz.

Giant Sorts in Separate Colors

	Tr.pkt.	Oz.
Azure Blue	$0.40	$2.75
Black Blue	.40	2.75
Emperor William, blue	.40	2.75
Hortensia Red	.40	2.75
King of the Blacks	.40	2.75
Lord Beaconsfield, purple violet	.40	2.75
Peacock, blue, claret and white	.40	2.75
Snow Queen, pure white	.40	2.75
Striped and mottled	.40	2.75
White with Eye	.40	2.75
Pure Yellow	.40	2.75
Yellow with Eye	.40	2.75

Myosotis

Alpestris Victoria	.25	1.00
Eliza Fonrobert	.25	1.00

Cyclamen Seed
Distinctive Giant Strain

	100 Seeds	1000 Seeds
Duke of Connaught. Crimson	$1.25	$10.00
Excelsior. White with red base	1.25	10.00
Grandiflora Alba. White	1.25	10.00
Princess of Wales. Pink	1.25	10.00
Salmon Queen. Salmon pink	1.50	12.00
St. George. Delicate salmon, foliage marbled	1.50	12.00
Mixed Colors	1.00	9.00

Daisy, Double English

	Tr.pkt.	Oz.
Monstrosa Pink. ¼ oz. $1.50	$0.50	
Monstrosa White ¼ oz. 1.50	.50	
Monstrosa Mixed ¼ oz. 1.00		
Longfellow Pink	.30	1.75
Snowball White	.30	1.75
Mixed	.30	1.50

Asparagus Plumosus Nanus Seed Greenhouse Grown
1000 Seeds .$3.00 10,000 Seeds.$25.00
5000 Seeds. 13.75 25,000 Seeds. 56.25

Also all other seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Price List.

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9|10 (200) $25.00 per case
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Secure your stock for Easter planting, since is CERTAIN that no fresh bulbs from Japan wi be procurable this season.

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We have added some new ones. Note t following list: Seed of our famous **Silver Pin** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed our new **Hybrid Pink,** and of our new **Golde Pink Queen,** same price. Seed of **Keyston Nelrose, Garnet, White, Yellow, Light Pin Buxton** and **Fancy Mixed,** 35c. per pkt.; 3 f $1.00. Free cultural directions. All orders cas

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Australian Varieties, Direct from the Originator

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Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

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Giant Superb Pansy Seed and Finest Mixture
Pkt., 5000 seeds, $1.00; ½ pkt., 50c.; oz., $5.00
Cash with order

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BEET, CARROT, PARSNIP, RADISH an GARDEN PEA SEED in variety; also other iten of the short crop of this past season, as well as full line of Garden Seeds, will be quoted you upo application to

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Natural,	6 ft.	2000	$21.00
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Mammoth Size, also ⅝-in. and up
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SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
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Lily of the Valley
XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

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Sweet Pea

YARRAWA
Original Stock **Australian Grown**
Oz., $1.75; ¼ lb., $6.50

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European Notes

August thus far has not quite fulfilled the promise of its beginnings, but it "tearfully" aids in the development of our crops, and as it at the same time helps our newly transplanted plants for the 1919 harvest to get comfortably settled in their new homes we have little reason to complain. Stock seeds for Rutabagas, Turnips, Beets and Mangels have been sown under promising conditions and the plants should be ready for transplanting much earlier than for several years past. As the prices which are being paid for these articles are likely to be very remunerative to the growers, we may rest assured that every effort will be made to secure a bumper crop.

Regarding the present season's crops, Spinach is now nearly ready for delivery, and although the Dutch crop is still held up, there should be enough to go round from other countries. On the whole the growers have fairly good reasons to be satisfied. A shortage of the New Zealand variety appears to be inevitable this year. The crop is a late one and troublesome to harvest, and the price is always too low.

The more important varieties of herbs will be difficult to secure as in many cases the land has been devoted to the culture of foodstuffs or other more important crops. In the case of the seeds of herbs, for which we have to depend upon collectors, the absence of the collectors, who are engaged in more vital occupations, satisfactorily accounts for the non-appearance of the seed.

Carrot is making a good stand and is one of our most promising crops, and Parsnip appears to be a good second. Onion leaves much to be desired, although there are a few exceptionally good pieces to be seen. Leek looks very healthy but there will not be any surplus.

Lewis McKenzie Judkins of T. W. Wood & Sons, Richmond, Va., was a recent caller. He was on his way to take up Y. M. C. A. duties with the A. E. F. in France. European Seeds.

New York Seed Trade

Up to this time (Tuesday), no French or Dutch bulbs have arrived in this city, except the 500 cases of the former and 100 of the latter previously reported.

A steamship supposed to have on board French bulbs is expected to arrive at an Atlantic port soon, and more Dutch bulbs are reported to be on the way via London.

There is beginning to be a considerable demand in the several seed stores for lawn grass seeds for large estates, and for meadow grass, Winter Wheat and Rye seed, and also for Mushroom spawn.

J. C. Vaughan, who has been spending several weeks in New York and vicinity, returned to Chicago on Thursday of last week.

Sergt. Thomas Carr, formerly with David D. Howells, Oyster Bay, L. I., in a letter to Harry Goldberg, of Wm. M. Hunt & Co., says that he is now with the Canadian Engineers at Brockville, Canada, and that he likes the life of a soldier, and expects to go across soon.

William M. Hunt & Co. have recently received advice by cable that their Dutch bulbs are on the way via England.

Max Schling, 22 W. 59th st., reports an extremely large sale of motor lawn mowers, and that grains and Spinach for September planting are moving well.

Chicago Seed Trade

A. M. Goodwin of the W. W. Barnard Seed Co., and his wife, returned home from a vacation spent in New Hampshire. They reached Chicago Monday, Aug. 26, in time to get tagged for the Belgian babies. Both Mr. and Mrs. Goodwin feel much improved in health.

J. C. Vaughan reached home Saturday after spending several weeks in New York and other points in the East.

The new draft will seriously effect the seed trade of the city. There is not a seed house in the city which will not lose some of its most important employees and the heads of two progressive firms are also within the draft limit.

Winterson's Seed Store has received advices that its French bulbs are in transit. The indications are, however, that the supply will be limited. No advice has been received about Dutch bulbs so far. A. L. Schaefer, for several years bookkeeper at this establishment, has resigned his position to take a similar one with a large coal company.

Vaughan's Seed Store continues to keep up its Gladioli display and it is proving of great interest to visitors. Bermuda Lilies, Dutch Hyacinths and Tulips are shown on the retail counters.

Wm. Langhout, a well-known Dutch bulb salesman who figured prominently in the purchase of the Anton Then greenhouse property a couple of months ago, has been forced into involuntary bankruptcy by the agent of Van Zonneveld Bros. & Philippo, Sassenheim, Holland, whose claim, given as $21,703.20, is stated to be the result of a purchase of Lily of the Valley pips. There was a hearing before Judge Landis on Aug. 27 which was deferred until Sept. 3. There is much local interest in the outcome of the case.

Intricacies of the Seed Trade

This article was written several months ago and was reproduced in the Horticultural Trade Journal of England. Naturally, it deals with conditions as they were ruling in that country at the time in which the article was written.

Today, perhaps more than ever, we see tradesmen and dealers of all descriptions dabbling in garden seeds, and the idea seems to be pretty general that the seed trade is a business which can well be handled by the corn chandler, the grocer, general stores dealer, or even the draper. Even in the legitimate trade itself we are familiar with youngsters who imagine that a couple or three seasons behind the counter of a retail seed shop has enabled them to grasp the business and justifies their application for a post as fully qualified seedsmen. And yet I am constrained to opine that of all branches of horticulture none is so deluged in intricacies as the seed trade, and the men who have the widest experience and have studied most assiduously will most readily admit the vast extent of that which still remains beyond their ken.

One may handle seeds until there are few he cannot name at sight. He may be keen enough to tell from a sample in his hand whether it has the weight demanded of a good stock. The presence of "foreign" seeds or weeds may never escape his eagle eye, and he may know at a glance an old or a badly harvested sample, still there may be much of great and far-reaching importance he does not know and, I sometimes think, does not seek to learn.

A well-known seedsman recently remarked to me that no trade exists to which goodwill is of such vital importance as the seed trade. I heartily agree, for the seedsman is every bit as dependant upon his reputation for vending good seeds as the K. C. is upon his successful handling of great cases in the courts of justice.

It was maintained and, so far at any rate as reputable houses are concerned, with truth, that seedsmen habitually do for their own safeguarding all that the recent Government order insists upon in regard to seed testing. No good seedsman would risk his reputation by sending out seeds of bad germinating capability, but I fear that both the Government and a large proportion of seedsmen are disposed to overestimate the real worth and importance of simple germination tests.

A high percentage of germination does not always indicate value; indeed, I venture to say it is not infrequently a very misleading estimate of the actual worth of the seed.

S. & W. Co.'s American-Grown

CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

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Beet Beans Turnip Parsley
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METTE MIXED STRAIN of Pansy plants has been approved for in and out door planting.

I have testimonials from the North, East, South and West. Conditions do not permit more particulars. Write for private information.

If you want an early cut for November and Thanksgiving, plant your beds now. Plants are just perfect. $4.00 per 1000; seeds, $4.00 per oz.

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PRIMULA KEWENSIS, new dwarf yellow, 25c.
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DAISY (Bellis). New, monstrous, mixed, great, 25c
SWEET WILLIAM, Midnight. Darkest maroon grown; sure to attract attention, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.

There will be a demand for good Pansies next Spring

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Spencer Sweet Peas

NOW READY FOR DELIVERY

Australian Winter-Flowering Spencer Sweet Peas (We advise every florist to try a few)

BLUE FLAKES.
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CONCORD EXQUISITE.
CONCORD PURPLE.
CONCORD RADIANCE.
RUBY.
SALMONEA.
YARRAWA.

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except Yarrawa, as noted above.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.60	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.15	.50	1.50	5.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.15	.50	1.50	5.00

	¼ oz	Oz	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush / **Red Orchid.** Bright cherry red	.15	.50	1.75	5.00
Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
Fordhook Rose	.20	75	2.50	10.00
Rose Queen. A variety of sterling merit and one of the most popular ½ oz. 75c.			1.00	3.00	12.00
BLUE				
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50	12.00

Mixed Winter-Flowering Spencers
Containing many of the best and most expensive sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

PANSY, CYCLAMEN AND FLORISTS' FLOWER SEEDS. Send for complete catalog

FREESIA PURITY ½-inch, $5.00 per 1000; ⅝ ¾-inch, $12.00 per 1000 Mammoth (Selected), $17.50 per 1000

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WINTER OR PERENNIAL

TOP ONION SETS

FOR IMMEDIATE SHIPMENT

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GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pink
LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

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CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

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Let us bear in mind that, whether of vegetables or flowers, our finest and best varieties are the result of high breeding and constant reselection, and the higher the standard of perfection the weaker, in most cases, the vitality. Once allow a high-class strain or choice variety to deteriorate, or fall into reversion, and rude vitality returns, with the result that the seed will germinate to practically 100 per cent., but if the quality is gone of what advantage is the quantity?

As an illustration, let us take Ailsa Craig Onion. A home-grown stock of what I will call the bluest of blue blood will probably show to great disadvantage in a germination test beside a sample of rough-grown Californian stock, but grown to maturity the former would produce grand bulbs of rich and even quality, true in all respects, and give capital weight for area. The latter would likely enough have lost character almost to the point of baffling identification. Is it not infinitely more satisfactory to the customer and creditable to the seedsman to handle seed as low as even 50 per cent. germination, but right in quality, than a 98 per cent. stock that produces an inferior crop?

Let it not for a moment be thought that I am straining after an excuse for sending out seeds that grow badly, nor belittling the importance of properly conducted tests, but what I am anxious to impress is the need for even seedsmen to more fully realize the need for studying points other than simple germination.

We know that certain seeds come from certain countries, but it is frequently apparent that a seedsman fails to place sufficient importance upon the precise source of his seeds. I believe it is far less realized than it should be that seeds of a vegetable grown in one country produce vastly different crops than seed of similar stock grown in another country. Has it ever occurred to the reader that Italian Cauliflower seed, although of pleasing appearance and weight, will frequently throw an inordinate proportion of "blind" plants, while Danish seed, much less attractive, will scarcely produce an abortive plant?

Californian Celery will germinate much more than French, but the quality is decidedly on the side of the latter. We have in the country at the present time various stocks of Canadian Wonder Beans. Already, in the germination tests, a wide disparity in germinating power has been revealed. We cannot, this season, attribute this to a great amount of old seed, for the demand of the past year or two has surely absorbed that which was becoming ancient. The real secret is to be looked for in the country of production.

I wish to refrain from making mere dogmatic assertions, but would invite any interested seedsman to grow for test side by side, home-grown, Continental and American grown Beans, and just watch, first the germination and ultimately the cropping of each. I fancy the results will correspond with the order in which I have named the three stocks. When such points as these are considered, we are drawn to the conclusion that the man who studies the intricacies of the seed business with greatest zeal may place himself in a position of advantage over the competitor whose principal guide in buying is the relative price of different samples.

It should be one of our greatest concerns to avoid handling any seeds that are tainted with disease. It has been established that certain plant diseases can be, and are transmitted through the seed from one generation to another. Tomato seed is particularly susceptible to hereditary disease. Celery, too, carries the germs of the disease that has wrought havoc with many crops of recent years. Bean beetles, we know, secrete themselves in the seeds and emerge to carry on their work of destruction in the succeeding crop.

Do we investigate as thoroughly as we ought to do the extent to which infection may be carried through other families? It is possible, at any rate in the case of many fungoid diseases, to trace them in the seed by the aid of scientific apparatus. In the case of seed Corn exported to some countries it is compulsory to secure certificates of freedom from certain diseases. We are wont to resent and protest against every regulation of this kind, but does not careful consideration convince us that despite the additional irksomeness, it would in the long run be of immeasurable benefit if every possible precaution were taken to ensure that all the seed coming into this country from abroad should be healthy and free from the taint of disease? And now that we have compulsory testing shall we not reap the full advantage by making the test comprehensive enough to cover these points as well as mere germinating power? It all makes for the raising of the standard of the seed trade and for the greater production of essential food crops, and surely that is an end worthy of endeavor

UTILE DULCE.

Preserving Seed Beans from Weevils

Beans being kept for seed may be freed from the attacks of the Bean "weevil," says the Ohio Agri. Exp. Sta., by adding two tablespoons of hydrated or air-slaked lime to each quart of Beans when stored away. The weevils enter the Beans while in the pod, emerge after hulling and continue to multiply, feeding on the stored Beans until their germs are destroyed.

Height of Sweet Peas Under Glass

Sweet Peas, T. A. Weston (Eng.) says, have apparently no limit to growth under glass. They simply never leave off growing all Summer.

Mr. Ireland, of Dobbie & Co., Edinburgh, when pulling out his plants has found them to run anything from 19ft. on. At Dobbies the houses are not high enough to allow continuous growth upward, so when they reach the roof they are united and bent in the shape of the general appearance of the letter "S", the plants during the season being thus brought down two or three times.

War Gardens in Sweden

Sweden has been carrying on a campaign by means of the press and of bills posted throughout the cities to urge people to grow war gardens. In the city of Gothenburg some 5000 plats of ground, each about 2000 sq. ft. in size, have been rented from the city, and the number under cultivation this year will be probably six or seven thousand.

These plats are owned by the city and are disposed of by the city real estate office. The municipality owns a great deal of real estate, some of which is improved, but a great deal of which can be put at the disposal of people who wish to have war gardens. The garden plats are leased out for one year at a time only. For the 5000 first taken there is an annual rental of 80 cents each. Because of the heavy demand new lots are being staked out, and as these are of unbroken ground and involve additional work in cultivating they are rented for 26c. a year.

A model Potato and vegetable garden has been prepared in one of the large city parks. Here are given lectures on the subject of vegetable growing. The city has been divided into five districts and has employed a professional gardener to give free advice and instructions in each district. The gardeners must furnish their own seeds, but the city victualing board supplies at a fixed price the seed Potatoes. The long northern daylight makes it easy for working people to do their gardening after the evening meal.

Sweet Peas, Pansies, Cyclamen

WINTER-FLOWERING SPENCER SWEET PEAS

Trade Packets contain ¼ oz.

	Tr. pkt.	Oz.	Lb.
Asta Ohn. Identical in color and size of blossom to the popular late flowering Asta Ohn. This is sure to be the most popular lavender	$0.30	$1.00	$14.00
Bohemian Girl. Deep pink, standard orange blush	.20	.65	8.00
Cream. Identical in color and size of blossom to Dobbie's Cream. It has immense blossoms very frilled and duplex	.30	1.00	
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Wehrmann and is much better than that variety	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink	.30	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer, but later	.30	.90	12.00
Lavender Pink. Large flowers	.20	.65	8.00
Melody. This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer"	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings. Under glass it is magnificent	.20	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink. Sow in late fall and winter for spring blooming	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white	.20	.65	8.00
Mrs. J. Manda. Light shell pink	.20	.65	8.00
Mrs. William Sim. Apricot pink	.20	.65	8.00
Mrs. Woodrow Wilson. Appleblossom pink	.30	1.00	
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose	.20	.65	8.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.30	.90	12.00
Song Bird. The flower is the same color as "Florence Morse Spencer" and a bit lighter than "Elfrida Pearson"	.30	.90	12.00
Spring Maid. Light pink on a cream ground. It is a most effective flower and carries a great wealth of blossoms borne in fours on long stems	.20	.65	8.00
Venus. Standard white, slightly blushed pink wings	.20	.65	8.00
White Orchid. White flowers of good substance	.20	.65	8.00
Yarrawa. The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff with blush wings	.20	.65	8.00

CYCLAMEN, Giant English

	100 Seeds	1000 Seeds
Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. Best of all the red Giants	$1.20	$10.00
CRIMSON ST. GEORGE. New	1.80	15.00
Mrs. L. M. Graves. The flowers are carried well above the foliage. The color is an intense and brilliant salmon scarlet	1.80	15.00
Brilliant Giganteum. Fiery crimson	1.60	14.00
Queen Mary. Salmon with claret base	1.40	12.00
Rosy Morn. Delicate rose color. Claret base	1.10	
Grandiflora Alba. The largest giant white	1.10	9.00
Excelsior. White with red base. Extra large flowers	1.10	9.00
Princess May. Pale pink	1.10	9.00
Mauve Queen. Mauve	1.10	9.00
Duke of Fife. Dark rose	1.10	9.00
Princess of Wales. Deep pink	1.10	9.00
Dark Rose	1.10	9.00
Many Colors Mixed	1.10	9.00

CALENDULA, Orange King. Lb., $2.40; oz., 25c.; trade pkt., 10c.

GYPSOPHILA elegans grandiflora alba. Lb., 80c.; oz., 10c.; trade pkt., 5c.

HUNNEMANNIA Fumariaefolia (Bush Escholtzia). Oz., 40c.; trade pkt., 10c.

MIGNONETTE, New York Market. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse-grown, and produces flower spikes up to 20 inches. Tr. pkt. (1000 seeds), 50c.; ⅛ oz., $1.00.

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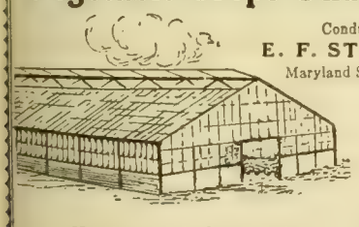
Vegetable Crops Under Glass and in the Open



Conducted by
E. F. STODDARD
Maryland State College

Herein practical suggestions are given for the growing of two excellent cool greenhouse crops.

Methods of Planting Greenhouse Lettuce

The method the florist will use in planting his Fall crop of greenhouse Lettuce, will depend upon the kind of beds or benches used. No doubt many florists have a method for planting small plants which can be used in this case with some modification. Where benches or beds are of such a width that planting distances have to be changed a little, the method of planting will be changed also. Many growers of vegetables under glass do not have benches or beds, but plant their crops down on the ground level. This does away with the expense of maintaining benches, as well as of other greenhouse operations such as the application of manure, soil preparation, soil sterilization; and the crops may be handled with less trouble, time and expense. The main thing at present, in this case with the Lettuce, is to use the space economically and to employ a method of planting by which the work may be done well and in as short a time as possible. A few suggestions will be offered here which growers may use or modify to suit their conditions.

The soil should be in fine condition, and raked level on the surface of the beds. Water the soil the day before planting.

On raised benches and beds, a straight stick may be used on which is marked one of the planting distances. Place the stick across the bench and punch a small hole in the soil at each mark. Then move the stick along parallel to the first line as many inches as the other planting distance and punch holes again across the bed at each mark on the stick. Continue this until the whole bed is marked.

Another scheme on benches is to mark lines across the bed with a stick pressing slightly into the soil, as far apart as one

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ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00. ¼ ½ ¼ 1 Oz.

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CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

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JERUSALEM CHERRIES (New) **Cleveland.** 2¼ in., $8.00 per 100.
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Ricard and **Poitevine**..... 15.00 per 1000

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Notes on Vegetable Crops—Continued

planting distance. Then with a longer straight stick, mark lines running lengthwise the bed, as far apart as the other planting distance. The plants are set at the intersections of these lines.

Another scheme combines some of these ideas. Some growers make a board 2ft. to 3ft. wide by fastening two or three 12in. boards together with cross strips. On the bottom of this board they have nailed narrow strips in both directions at the proper distances apart for planting. Thus when the board is placed on the soil and pressed slightly, several lines are marked at one time and the whole bed may be marked for planting in less time. If the beds are 5ft. wide, the board could be made 3ft. x 5ft., 6ft. x 5ft. or longer if desired. A large board will be heavy and two men will be required to do the marking, but the work may be accomplished with considerable speed. The bed must be level in order to use a long board satisfactorily.

When Lettuce is planted on the ground level the ground may be marked in both ways with a straight stick. Here the Lettuce is planted in blocks that are considerably wider than raised beds or benches and practically all the greenhouse space is planted. Since the men must step on the soil to mark it off and to plant, it may become somewhat packed in places. While this may be overcome partially by cultivation, many growers prefer to use another method.

A board 3ft. wide and as long as desired may be made as suggested above with the strips for marking on the bottom. Beginning at one end of the house, the board is placed to mark the soil and then moved along to mark the soil next to this plot. The men doing the planting may stand on the board and do the work with ease, while the soil will not be packed. When the marked section is planted, the board is lifted along again, and the planting may continue. The planters usually remain with the board, and someone else keeps them supplied with plants.

A modification of this board device is to fasten small blocks of wood, about 2in. square and 2in. deep, on the bottom of the board at the regular planting distances. This makes a hole large enough to set a plant with plenty of soil attached.

When the plants are being set it is important not to set them too deeply. The central bud of the plant should be at the surface of the soil. The soil should be pulled up to the plant from both sides and firmed evenly. A plant which is twisted or bent when it is planted will not grow as rapidly or as large.

Swiss Chard as a Greenhouse Crop

Swiss Chard will offer good opportunities as a greenhouse crop for many growers this year. It is an excellent crop for greens and should meet with ready sale this Fall and Winter. Many people enjoy Swiss Chard as well as they do Spinach. The white stems may be boiled and creamed like Asparagus. The greenhouse product will be tender and delicious.

The crop may be started from seed right where the crop will grow. If the ground is occupied with another crop, the plants may be started and handled in a manner similar to Lettuce. While Swiss Chard is a member of the Beet family, only the tops are used, and the roots may become branched.

The crop will remain where it is planted all Winter. The leaves may be removed for marketing when they are of proper size, and care should be taken not to injure the heart or central bud. Lucullus is the best variety for greenhouse use. The soil should be rich and kept moist to develop the best product.

FOR SALE At WHITESTONE, N. Y.

On account of death of husband, must sell 4 acres of the finest black soil procurable, with 5 greenhouses containing 8500 sq. ft. of glass, with 7 room dwelling. Property must be sacrificed.

HALLERAN AGENCY
63 Broadway, FLUSHING, N. Y.

HALF PRICE

20,000 **DRACÆNA Indivisa,** well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

Pansy Plants

Of our well-known strain, none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; **GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOX-GLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS.** Strong seedlings, 50c. per 100, $3.00 per 1000.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and **Grand Rapids.** Strong, $1.00 per 1000, $8.50 for 10,000.

Celery Plants

[Best varieties, $1.25 per 1000.

J. C. SCHMIDT

BRISTOL, PA.

When ordering, please mention The Exchange

PRIMULA

Obconica Giant and **Grandiflora.** 2-in. $4.00 per 100; fine plants.
Malacoides. Fine, 2¼-in. $2.50 per 100.

DAISY. Mrs. Sanders, 2-in. $2.50 per 100.
GENISTA. 2-in. $3.00 per 100.
SMILAX. 2-in. $2.00 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.
PANSIES and **DAISIES.** Ready Sept. 16th. Cash.

Byer Brothers
Chambersburg - - Pa.

When ordering, please mention The Exchange

If interested in

Christmas Heather

It will be to your advantage to communicate with

Yours truly,

A. L. MILLER

JAMAICA, N. Y.

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

ORCHIDS

8000
Specimen Cattleyas
in Sheath

FOR PARTICULARS APPLY

EDWARD LEITH, P. O. Box 51, Edgewood, R. I.

When ordering, please mention The Exchange

Rose Stakes

IN STOCK
SELF-TYING or STRAIGHT

EXTRA STIFF
No. 9
GALV. WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16.00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING
$22.00 per 1000 Plants
Three Rings to a Plant

The Carnation Support Co.
CONNERSVILLE, IND.

When ordering, please mention The Exchange

GODFREY CALLA
Fine plants, in 4-inch pots, ready to shift into flowering size. $12.00 per 100.

CHATELAINE BEGONIA
From 4-inch pots.....$12.00 per 100
From 3-inch pots..... 8.00 per 100

CARNATION PLANTS
White Wonder, White Enchantress, Matchless, Enchantress, Enchantress Supreme, Cottage Maid, Mrs. Ward, Beacon, Belle Washburn, Mrs. Thos. W. Lawson. $7.00 per 100, $60.00 per 1000.

BAUR & STEINKAMP
CARNATION BREEDERS
INDIANAPOLIS - - INDIANA

When ordering, please mention The Exchange

Carnations

F. Dorner & Sons Co
LA FAYETTE, IND.

When ordering, please mention The Exchange

Carnation Plants

Doris, S. J. Goddard's new crimson, 7c.; **Matchless**, white and **Alice**, pink, 6c. Clean, healthy plants, absolutely no neck rot in stock.

ASPARAGUS plumosus, 3½-in., 5c. **Sprengeri**, 3½-in., fine stock, 6c.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

Chrysanthemum Specialists

ELMER D. SMITH & CO. ADRIAN, MICH.

When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100
Cash with order

W. J. CHINNICK
TRENTON NEW JERSEY

When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.
We are now collecting all of the standard kinds for cut flower growing.
Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

Southern States

Houston, Texas

Optimistic

R. C. Kerr has returned from the St. Louis convention very hopeful as to the outlook for the coming season. He says that it was just a business meeting and that much good was accomplished, the most interesting matters brought up being the reports of the committee on publicity and the committee on trade and collections. He said it was one of the most instructive and interesting meetings he had ever attended. He says he found that all the florists, despite the labor and fuel questions, anticipate the greatest Winter they have yet had, as they believe they will be able to overcome the labor and fuel shortage by the advance precautions they have taken. The R. C. Kerr Co. is getting along finely. Four of the houses are already completed and four are in process of construction. Everything is expected to be finished by Oct. 15. Mr. Kerr states that excellent Roses are already being cut. Mr. Koehle, manager of the company, has gone to Sherman to get his family.

Wm. A. Reynaud, of O. P. Jackson & Co., has returned from his wedding trip, which he made in his auto to Galveston and environs. On his return he found that the last heavy rain had started the seed business with a rush. He says that indications point to a brisk business this season.

C. L. B.

SAVE COAL!

Grow the New Improved Primula Malacoides

Of all the many varieties and strains of Primula on the market now there is not one of them compares, even favorably, with the **Rohrer Primula Malacoides.** Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink, Light Lavender and Snow White. A cool temperature, 40 to 45 degrees, produces the best results. For September and October delivery:

	100	1000
Pink and Lavender, 2½-in. pots	$6.00	$55.00
Pure White	8.00	75.00

Shipped Parcel Post, Special Delivery, anywhere in the U. S.

Selected Seeds and Bulbs for Florists

	1000	5000
ASPARAGUS Plumosa. Greenhouse Grown Seed	$3.00	$13.50
ASPARAGUS Sprengeri	1.00	4.00

CALENDULA. Orange King. Selected, ¼ oz. 75c., 1 oz. $2.00

CINERARIA. Semi Dwarf, finest mixed. Tr. Pkt. $1.00

CYCLAMEN Seed. Selected and guaranteed true to name

	1000
Blood Red	$12.00
Brilliant Red	12.00
Rose Pink	12.00
Glory of Wandsbek (Light Salmon)	12.00
Daybreak (Salmon Pink)	12.00
Pure White	12.00
White with Eye	12.00

Other varieties also.
If all Salmon is ordered, the price is $14.00 per 1000.

SNAPDRAGON SEED	Tr. Pkt.
Keystone	$1.00
Nelrose	1.00
Phelp's White	.75
Phelp's Yellow	.75
Enchantress	.75
Peachblow	.75
Giant Yellow	.50

FISHER'S FREESIA PURITY
True strain, California-Grown Selected bulbs.

	1000
Size, ½-in	$9.00
Size, ⅝-in. up	12.00

PRIMULA Obconica. A splendid free-flowering type; the newer improved forms have flowers as large as the Chinese sorts.

	Oz.
Grandiflora Kermesina. Crimson.	$0.50
Grandiflora Rosea. Clear rose	.50
Gigantea Kermesina. Rich crimson	.50
Gigantea Rosea. Fine rose	.50
Gigantea Choicest Mixed. $2.00 per 1-16 oz.	

SWEET PEA SEED. All the best commercial varieties in Orchid, Spencer and Grandiflora types. Send for descriptive list and prices.

GODFREY CALLAS. 1½ to 2-in. roots, $18.00 per 100, $150.00 per 1000. Now is the time to plant, if you want a good Easter crop.

CALLA ÆTHIOPICA.	100	1000
Up to 1½-in	$6.00	$55.00
Up to 1¾-in	9.00	80.00
Home-Grown 1¾ to 2 in.	$14.00	$120.00
2 to 2½-in.	15.00	135.00

MIGNONETTE. For florists' use we especially recommend the **Defiance, Goliath** and **Machet.** But all of the varieties offered are good and strictly select stocks.

	Oz.
Defiance. Very large spikes, ¼ lb., $1.75	$0.60
Goliath. Giant spikes, extra fine	.60
Golden Machet. Fine	.40
Improved Red Victoria	.40
Machet. True select stock of this fine sort, ¼ lb., $1.25	.40

MYOSOTIS (Forget-me-not)	Oz.
Alpestris Victoria. Blue; very fine	1.00
Alpestris Robusta Grandiflora. Blue, large flowering	1.00
Alpestris Stricta Grandiflora. Upright grower, blue	1.50
Alpestris Victoria. Blue; very fine	1.00
Alpestris Mixed. Various colors	.75
Dissitiflora. Clear blue. Early flowering	1.50
Palustris Semperflorens. Everblooming	1.50

PANSY SEED. Giant Exhibition varieties. 10 separate colors, Tr. Pkt. 60c., oz. $3.50. Extra select Giant Strain Mixed, Tr. Pkt., 75c., oz. $5.50.

C. U. LIGGIT, Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

60,000 Carnation Plants

Large, bushy plants

Enchantress
Enchantress Supreme
White Perfection
} $6.00 per 100, $50.00 per 1000

GEORGE PETERS & SONS, Franklin St., HEMPSTEAD, N. Y.

When ordering, please mention The Exchange

Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

When ordering, please mention The Exchange

Field-Grown

Carnation Plants

Very fine and stocky

Perfection, Enchantress

Red Wing, Matchless
$7.00 per 100, $60.00 per 1000
Cash with order

The Fillow Flower Co.
WESTPORT, CONN.

Carnations

8000 **Matchless.** Field-grown plants. Good, strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

W. B. GIRVIN :: Leola, Pa.

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia** and **Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN

Benora, Enchantress Supreme, $8.00 per 100, $70.00 per 1000. **British Triumph, Enchantress, Matchless, Philadelphia,** $7.00 per 100, $60.00 per 1000. **Lady Bountiful, Winsor,** $6.00 per 100, $55.00 per 1000.

Wood Brothers

Fishkill, N. Y.

When ordering, please mention The Exchange

Ferns for Fall and Winter

Stock up your houses now with good saleable stock and be prepared to fill your customer's wants with **plants**, as there will be a shortage this Winter on cut flowers. Don't let your customer walk out, a choice Fern in a fine basket makes a pretty gift, so be prepared. Send us your order at once.

NEPHROLEPIS Scottii and Teddy Jr. 4-in. pots, $3.00 doz., $22.00 per 100. 6-in. pots, $7.20 per doz. 7-in. pots, $12.00 per doz. 8-in. pots, $1.25 and $1.50 each. Scottii, 2½-in. $6.00 per 100.

NEPHROLEPIS Norwood. 4-in. pots, $3.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 per doz. and $9.00 doz. 7-in. pots $12.00 doz.

DRACÆNA Terminalis. 6-in. pots, very heavy, $15.00 doz.

HARDY IVIES. 6-in. pots, fine plants, $6.00 doz.

PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.

Cash with order.

All plants travel at purchaser's risk

ASCHMANN BROS.

Second and Bristol Streets PHILADELPHIA, PA.

Adiantum Croweanum

Fine Plants, with Extra Large Crowns, from the Bench

Price, $20.00 per 100 Cash with order

David Cook & Son 32 Davies Avenue BEACON, N. Y.

When ordering, please mention The Exchange

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

FERNS MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima and **Dreyerii.** Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.

FERN SPECIALIST

When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: Bostons. Roosevelts, Whitmanii and Teddy Jr.

HENRY H. BARROWS

WHITMAN, MASS.

When ordering, please mention The Exchange

Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¾-in pots, $8.00 per 100.

Ready now. **FERNS** in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

Some Excellent Stock

Inch		100	1000
2½	ALYSSUM. Double	$4.00	$35.00
2½	ASPARAGUS Sprengeri	2.75	25.00
4	ASPARAGUS Sprengeri	7.00	65.00
4	ASPARAGUS Plumosus	7.50	70.00
4	BEGONIA Chatelaine	20.00	
2¼	CYCLAMEN. 8 varieties	5.50	
3	CYCLAMEN (fine plants)	8.00	75.00
	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
5	DRACÆNA Indivisa	25.00	
3½	STEVIA. Dwarf or tall	6.50	60.00
2½	SMILAX. Large plants	3.50	30.00
2	SMILAX	2.75	25.00

For GERANIUMS, FUCHSIAS, HELIOTROPE, LANTANAS, etc., write for prices. Liberal extras for early orders

ALONZO J. BRYAN, Wholesale Florist

WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots, 25c., 6-in. pots, 50c.

KENTIA Belmoreana. Strong, 4-in., 40c.

DRACÆNA Terminalis. 4-in. pots, 35c.

BIRDS' NEST FERNS. 3-in. pots, 25c.

SOLANUM or Jerusalem Cherries. 2½-in. pots, $5.00 per 100.

GODFREY ASCHMANN

1012 W. Ontario St., Philadelphia, Pa.

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.

4900 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

Pansy Plants

500,000 strong, stocky plants, $4.00 per 1000. Special price on 5,000 or over. Cash with order.

SAMUEL COCKBURN & SONS

233rd St. & Vireo Ave., Woodlawn, New York City (Bronx)

When ordering, please mention The Exchange

SOUTHERN STATES
Continued

Louisville, Ky.

Business has been fairly good, comprising mostly funeral work. The funeral of Senator Ollie James, senior Senator for Kentucky, was held at his home in Marion, Ky., on Aug. 29, and the Louisville florists had a number of orders for this from his many friends in this city.

The growers in this part of the country report plants in excellent shape, with indications of the best supply of flowers for this Fall and Winter they have had for many years.

Asters have been unusually good this Summer and Carnations promise to be above the average.

State Fair

The Kentucky State Fair, to be held in Louisville, during the week beginning Sept. 9, according to plans that are being pushed, will no doubt be the best ever held in the State. The entire office force of Secretary Fount T. Kremer has been moved to the fair grounds and is being kept busy making final arrangements for the opening. Premiums totaling $78,000 have been offered this year and some attractive exhibits are looked for.

The Jefferson County Bee Keepers' Ass'n, recently organized, held a meeting at the residence of Dr. J. B. Jordon, at Middletown, Ky., and H. R. Niswenger, bee specialist with the extension department of the College of Agriculture, Lexington, made an address.

Lee Pontrich, son of Simon Pontrich, florist, and connected with his father in his business, has been laid up for several days with rheumatism.

Anders Rasmussen, New Albany, Ind., has been appointed on an advisory committee of the War Industrial Ass'n, recently organized in that city by the Chamber of Commerce. Each industry is represented. O. V. N. S.

Washington, D. C.

No Foundation for "Labor Press" Story

In our issue of Aug. 31, under the Washington newsletter, we published an item for which we had full warrant, to the effect that the florists of that city had been called upon voluntarily to release their unskilled labor and transfer these men to war work without further and formal notice from the U. S. officials. This statement was published by the Washington papers and copied broadly throughout the country, with the information that this same action was likely immediately to be followed in all the States. However, we confined our statement to the exact facts as conveyed to us.

It is now understood that the order referred to was sent out erroneously, and that it was definitely stated to Wm. F. Gude, Washington representative of the S. A. F. and O. H., by an official of the Labor Administrator's office, that in point of fact there were no "official" non-essentials.

In commenting further on this matter, Mr. Gude states that the Community Labor Board simply wants the cooperation of the so-called non-essential interests.

Secretary Columbus of the Merchants and Manufacturers' Association of Washington, after investigation, made the statement that the Community Labor Board of the District of Columbia had no authority to issue such an order or ruling as was published. In making his investigation Mr. Columbus went to the highest sources of authority in various Government branches, but to a man all disclaimed any such intention as was contemplated in the published announcement. Mr. Columbus added: "The circumstance was most unfortunate and should be a warning to all concerned to wait until they know they are right before they go ahead. Washington business interests have nothing to fear, and the matter should be dismissed."

Although Washington newspapers at once published official disclaimers, the original announcement had a serious effect on the employees of so-called non-essential businesses, particularly on that of the florist. In one of the Gude Bros. Co. plants five men quit on the Saturday night, and all would have gone out by Monday unless they heard something definite and reassuring to the contrary.

Fortunately the fact that the order was non-official was discovered in time and all three plants are now running on a fairly normal basis, with everything in good shape.

Reliable Information Concerning California

AFTER twenty-one years' residence and experience cultivating the soil and extensive travel over the State I am prepared to give intelligent information to prospective immigrants who would make a home with us; either for pleasure or for profit.

Minimum charge for reply, Five dollars

Address: **P. D. BARNHART**

SAWTELLE, CAL.

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK

Oxford Ave., OZONE PARK, N. Y.

When ordering, please mention The Exchange

PRIMULA

Malacoides (Townsendi)

Improved Type Transplanted Seedlings

$3.00 per 100, $25.00 per 1000

PRIMULA

Obconica Grandiflora

$3.00 per 100, $25.00 per 1000

HART & VICK, Inc.

Chas. H. Vick, *Pres.*
Geo. B. Hart, *Sec. and Treas.*

55 Stone Street, Rochester, N. Y.

When ordering, please mention The Exchange

POINSETTIAS

From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ASPARAGUS Plumosus Nanus Seedlings $1.00 per 100, $8.00 per 1000.

Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

EUONYMUS RADICANS VARIEGATED

Pot-grown, very bushy, 4-in., $15.00 per 100

HONEYSUCKLE

Pot-grown, 6-in., $25.00 per 100

A. L. MILLER - Jamaica, N. Y.

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS

BERLIN, N. J.

When ordering, please mention The Exchange

The Florists' Exchange
Best Advertising Medium

Wm. F. Gude, Mrs. Gude and son enjoyed their stay at the St. Louis convention, and Mr. Gude was highly gratified with the progress made. He speaks particularly of Mr. Martin's talk on the fuel situation; this is published in another column. The family had a delightful trip home, with four hours layover in Pittsburgh, which was spent in driving around the most beautiful parts of that city. Mrs. Gude said she had never enjoyed herself more at any convention previously attended.

Robert Hilton Lacey, son of R. J. Lacey, a grower located on Morris rd., Anacostia, D. C., today carries a Hun-made scar as a result of having been in action "over there." In a letter to his mother, written on July 11, young Lacey tells of his experience. "I have been slightly wounded," he said. "My helmet saved my life, but I will bring home a scar to show that I have met a Hun bullet. I am in a French hospital, but will soon be able to be back on the firing line. You would be proud that you have a boy over here, after seeing some of the things I have. The boys realize what they have before them and go to their task without a murmur."

Young Lacey enlisted in the Army in June, 1917, and was stationed at Fort Myer, Va., just across the river from this city. He was later transferred to Camp Greene, N. C., and went to France last May.

Another youngster known to the florist trade is J. E. Baker, formerly employed by Gude Bros. Co., writes interestingly of the war. He told of seeing an English Tommy on the Belgian frontier looking at the illustrated sections of a Washington Sunday newspaper which contained an advertisement of the Gude firm telling of their beautiful Sweet Peas. "The florist business here isn't anything compared to what I saw at your store," he said. "All funeral wreaths and designs are made of wax and other artificial material. One never sees funeral designs made of fresh flowers. They have a large Rose that looks something like an Am. Beauty, while the Lily of the Valley here is as common as Daisies back home."

In telling of how our boys are bending to their tasks of making the world safe for democracy, he says, "I sincerely hope that it won't be many months before we will come home victorious, which I know we will."

A conflagration in the basement of the store of the American Florists' Co., at 53 Fourteenth st., N. W., caused a little flurry in that section last week. Little damage was done as the blaze was confined to a pile of trash that had started the mischief.

Explaining an Order Which Was Unwarranted

The published announcement of the proposal of the District of Columbia Community Labor Board of the U. S. Employment Service to denude of labor certain industries which it had declared "non-essential," created consternation in the florist trade last week. The Board proposed to take unskilled laborers out of this business. It developed, however, that there is a great deal of uncertainty as to its jurisdiction over labor and also that it was overzealous in its activities. The Board is charged with the work of recruiting for war work men from industries which are not directly connected with the prosecution of the war. In an explanation the U. S. Employment Service says it is not purposing to use any form of compulsion in such recruiting other than an appeal to the patriotism of the worker and employer. The power to determine priority among industries, and to close up non-essential industries by shutting off supplies, rests with the War Industries Board. E. A. D.

Begonias for Winter Blooming

Please inform me if the following three Begonias are good Winter bloomers and do they make good pot plants; Luminosa, Prima Donna, Erfordia.—G. A. R., N. Y.

—The Begonias which the inquirer names are highly recommended, both for bedding purposes and for Winter flowering pot plants. We suggest that the inquirer buy of some plant grower who makes a specialty of Begonias several of the leading varieties of fibrous rooted Begonias; also such as Haageana, Metallica, Rubra, Pres. Carnot, etc. He can easily propagate these from cuttings and in time they will make good Winter flowering pot plants. J. H. S.

Oak Brand Shrubs and ★ Roses

	per 10	per 100
ABELIA Grandiflora Rupestris. Very small. Well rooted	$1.25	$10.
ALTHÆA, Hibiscus (Rose of Sharon), Banner, single, 1½ to 2 ft	1.50	12.
" **Bicolor, double,** 1½ to 2 ft.	1.50	12.
" **Jeanne d'Arc, double,** 1 to 1½ ft.	1.25	10.
BUDDLEIA, variabilis magnifica, 2½ to 3 ft	1.50	12.
3 to 4 ft	2.00	15.
DEUTZIA, Crenata, 2½ to 3 ft.	1.25	10.
3 to 4 ft	1.50	12.
4 to 5 ft.	1.75	15.
" **Gracilis,** 1 to 1½ ft	1.25	10.
" **Gracilis Rosea,** 1½ to 2 ft.	1.50	12.
" **Lemoinei,** 1½ to 2 ft	1.25	10.
2 to 2½ ft.	1.50	12.
" **Pride of Rochester,** 1½ to 2 ft	1.00	8.
2½ to 3 ft	1.25	10.
3 to 4 ft	1.50	12.
4 to 5 ft	1.75	15.
EUONYMUS, Japonica, 6 to 8 in.	1.25	10.
8 to 12 in	1.50	12.
FORSYTHIA, Suspensa Fortunei, 1 to 1½ ft	1.00	8.
2 to 2½ ft	1.25	10.
" **Viridissima,** 2 to 3 ft.	1.25	10.
3 to 4 ft.	1.50	12.
4 to 5 ft.	2.00	15.
HYDRANGEA, Arborescens Grandiflora Alba. 1½ to 2 ft.	1.50	12.
2½ to 3 ft	1.75	15.
3 to 4 ft	2.00	18.
4 to 5 ft.	2.25	20.
" **Paniculata Grandiflora,** 2 to 2½ ft.	1.25	10.
2½ to 3 ft	1.50	12.
3 to 4 ft.	1.75	15.
4 to 5 ft	2.00	18.
HONEYSUCKLE, Lonicera Tatarica (Bush), 3 to 4 ft	1.50	12.
4 to 5 ft.	2.00	15.
MOCK ORANGE, Philadelphus. Avalanche, 2½ to 3 ft.	1.50	12.
Bouquet Blanc, 2 to 2½ ft.	1.75	15.
Grand., single, not fragrant. 1½ to 2 ft	.90	7.
2½ to 3 ft	1.10	9.
3 to 4 ft	1.50	12.
4 to 5 ft.	2.00	15.
PRIVET, California (Ligustrum Ovalifolium), 1 to 1½ ft		3.
3 to 4 ft.		6.
SPIRÆA, Anthony Waterer, 8 to 12 in	1.25	10.
1 to 1½ ft.	1.50	12.
1½ to 2 ft	1.75	15.
2½ to 3 ft	2.10	18.
" **Frobelii,** 3 to 4 ft.	1.50	12.
" **Bridal Wreath, Prunifolia,** 2 to 2½ ft.	1.50	12.
" **Van Houttei,** Van Houtte's Bridal Wreath, 2½ to 3 ft.	1.10	9.
3 to 4 ft.	1.50	12.
4 to 5 ft.	1.75	15.
SNOWBERRY, White (Symphoricarpos, Racemosus, 2½ to 3 ft	1.50	12.
3 to 4 ft.	1.75	15.
JAPAN SNOWBALL, (Viburnum Tomentosum Plicatum Strong rooted 3-in. pot plants	.75	6.
1 yr. field plants, 9 to 12 in.	1.25	10.
2 yr. field plants, 2 to 2½ ft.	1.75	15.
3 yr. field plants, 4 to 5 ft.	2.25	25.
COMMON SNOWBALL, Viburnum Opulus Sterile., 1½ to 2 ft	1.25	10.
WEIGELA, Diervilla Candida, 2½ to 3 ft	1.50	12.
" " **Eva Rathke,** 1 to 1½ ft	1.00	8.
1½ to 2 ft.	1.25	10.
" " **Rosea,** 1½ to 2 ft.	1.25	10.
3 to 4 ft.	1.60	14.
4 to 5 ft.	1.80	16.
" " **Variegated,** 2 to 2½ ft	1.50	12.
3 to 4	1.75	15.

Hardy Ornamental Grass
(Eulalia Gracillima)

Grows 6 to 8 ft. Graceful narrow green foliage. Field clumps 10 for $1; 100 for $7.

Hemerocallis
(Golden Double Crown Lily)

Color golden yellow with carmine marking. Field clumps 10 for 75 cts., 100 for 15.

HARDY CLIMBING ROSES

	Price per 100. 1 yr.	2 yr.	3 yr.
AMERICA, (Multiflora). Pink			$15.
American Pillar, Multiflora. Pink	$15.	$18.	20.
Baby-Rambler (Polyantha). White	20.		
Blue Rose, Veilchenblau, (Multiflora). Blue		15.	
Cecile Brunner, Climbing, (Climbing Polyantha). Rose pink			20.
Clothilde Soupert, Climbing, (Climbing Polyantha Tea). White		18.	
Count Zeppelin, (Multiflora). Pink		15.	
Daybreak, (Hybrid Wichuraiana). Yellowish-Pink			20.
Dr. W. Van Fleet, (Hybrid Wichuraiana). Flesh color	20.	25.	
Dorothy Dennison, (Hybrid Wichuraiana). Pink		12.	15.
Dorothy Perkins, (Hybrid Wichuraiana)		15.	
Dorothy Perkins, White, (Hybrid Wichuraiana)		12.	
Evangeline, (Wichuraiana). Pure white		15.	
Excelsa (Red Dorothy Perkins) (Hybrid Wichuraiana)		12.	15.
Frau Karl Druschki (H. P.)		25.	
Gardenia, (Hybrid Wichuraiana. Yellow		20.	
Hiawatha, (Hybrid Wichuraiana). Scarlet	10.	12.	
Marie Pavis, (Polyantha). White		25.	
May Queen, (Hybrid Wichuraiana). Pink		12.	
Minnehaha, (Hybrid Wichuraiana). Pink		12.	
Miss Messman, Everblooming Crimson Rambler, (Multiflora). Crimson		12.	15.
Orleans, (Polyantha)		25.	
Orleans-Climbing (New) (Climbing Polyantha)		30.	
Philadelphia (Improved Crimson Rambler), (Multiflora). Vivid Crimson	12.		
Ruby Queen, (Hybrid Wichuraiana). Red		12.	15.
Sir Thomas Lipton (Hybrid Rugosa). White		15.	
Universal Favorite, (Hybrid Wichuraiana)			15.
Wartburg, (Multiflora). Carmine			20.
Wichmoss, (Climbing Moss). Pink			20.

VINES AND IVIES

HONEYSUCKLE (Lonicera) 5 choice kinds	Per 10	Per 100
H. CHINESE (Woodbine) 2 to 3 ft. 2 year	$1.25	$10.
3 to 4 ft. 3 year	2.00	14.
H. JAPONICA AUREA RETICULATA 2 to 3 ft. 2 year	1.25	10.
3 to 4 ft. 3 year	2.00	14.
H. JAPONICA HALLIANA. 2 to 3 ft. 2 year	1.25	10.
3 to 4 ft. 3 year	1.50	12.
4 to 5 ft. 4 year	2.00	15.
H. HENDERSONII. 2 to 3 ft. 2 year	1.10	9.
3 to 4 ft. 3 year	1.25	10.
H. HECKROTTII. 2 to 3 ft. 2 year	1.25	10.
3 to 4 ft. 3 year	1.50	12.
MATRIMONY VINE, CHINESE (Lycium Barbarum) 3 to 4 ft.	1.50	12.
WISTARIA MAGNIFICA 1 to 2 ft. 2 year	1.25	10.
3 to 4 ft. 3 year	2.00	15.
CLEMATIS PANICULATA. Field grown, 1 year	1.00	7.
Field grown, 2 year, No 1	1.20	9.
Field grown, 2 year, No 1	1.50	12.
ENGLISH IVY (Hedera Helix) 3 inch pot plants, 2 to 3 ft.	.75	5.
4 inch pot pants, 2 to 3 ft	1.25	10.
EUONYMUS RADICANS. Fine pot plants	.75	5.
1 year field plants	1.00	7.
EUONYMUS RADICANS VARIEGATA Fine pot plants	.75	5.
1 year field plants	1.50	12.
3 year extra field plants	2.50	20.

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All goods travel at buyer's risk.
Orders from unknown buyers require satisfactory reference with time to investigate, or cash with the order.
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Orders for 50 or more at 10 rates. Orders for 25 or more at 100 rates. Orders for 250 or more at 1000 rates.

THE CONARD & JONES CO. ★ WEST GROVE PENNA.

ROBERT PYLE, President — ANTOINE WINTZER, Vice-President

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Removing Tree Stumps

Please advise if there is any other way of getting rid of tree stumps other than the pulling method. The trees in question are sound but have to be removed entirely in order to use the ground for burial purposes.—R. V., N. J.

—Tree stumps may be removed by the use of dynamite. Write to the Dupont Chemical Works, 120 Broadway, New York City. We believe that they issue a pamphlet on the uses of dynamite in agricultural operations such as removing tree stumps, draining land and making holes for tree planting. J.H.S.

YONKERS, N. Y.—Alexander Douglas, for the past 3½ years outside foreman for Samuel Untermeyer at Greystone, has accepted a position as instructor in horticulture and agriculture at the Mount Berry (Ga.) School of Agriculture. A social evening was held on Saturday, Aug. 17, and Mr. Douglas was presented with a beautiful clock from the employees of the estate. Mr. Douglas assumed his new duties on Aug. 26.

American Rose Society

Rose Registration

The following request for registration submitted by Clarke Bros., Portland, Ore., has been approved by the Rose registration committee. Unless objections are received within three weeks from the date of this publication, the registration will be permanently accepted:

Name, Mrs. J. C. Ainsworth; class, hybrid tea. Parentage of Rose, sport of Mrs. Charles Russell. Description: habit of plant, upright and vigorous; character of foliage, light green, leathery; freedom of growth and hardiness, free grower; flower, large; color, light rose pink; form, high built centre, fairly full; fragrance and bud, finely fragrant; petalage, 45 to 50 petals; freedom of bloom and lasting quality, remarkably free and most noticeable for keeping qualities, absolutely fadeless. The Rose is similar to Mrs. Bayard Thayer, but is different in size, form, growth and color, and superior for the following reasons: Its fine form, opening freely and evenly; its excellent one shade of color. More vigorous and more easily propagated than Mrs. Charles Russell.

E. A. WHITE, Secretary.

Hydrangeas

On account of the European and Japan productions being shut out, blooming plants will be extremely scarce the coming Easter and Memorial.

French Hydrangeas will help to fill the gap. Are you prepared? If not, the following offer should interest you.

		Per 100
Plants with 10 to 12	flowering shoots,	$50.00
" " 7 to 10	" "	40.00
" " 5 to 6	" "	30.00
" " 4	" "	20.00

Varieties: **Baby Bimbinette, Souv. de Mme Chautard, La Lorraine, Gen'l de Vibraye, Mme Emil Mouilliere, Lilly Mouilliere, Mme Maurice Hamar, Radiant** and **Otaksa.**

Satisfaction in the quality guaranteed. They are unquestionably the best lot we ever grew. Have been grown in the open, plunged and are well ripened. Ready September 15th to 20th, or can be held until wanted.

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TREES
Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

The Bay State Nurseries
North Abington Mass.

SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

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ROSES—PORTLAND—ROSES

Superior Quality—Choice Varieties—Sell better—Grow better
Ask for price lists. ORDER NOW

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The oldest and best established journal for nurserymen. Circulation among the trade only. Published monthly.

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Sample copy free upon application from those enclosing their business card.

THE NATIONAL NURSERYMAN PUBLISHING COMPANY, Inc.
Hatboro, Pa.

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HEADQUARTERS
for **California Privet** *and*
Berberis Thunbergii
Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery
J. T. LOVETT, Inc., Little Silver, N. J.

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For 1918

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Order TODAY

Barr's Choicest Trees

AMERICAN LINDEN	1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE	1½-3-in. Cal., 12-15-ft.
AMERICAN ELM	1½-3-in. Cal., 12-15-ft.
PIN OAK	1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

B. F. BARR & CO.
KEYSTONE NURSERIES LANCASTER, PA.

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FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

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70 Years 1000 Acres

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Tsuga Canadensis

IN ALL SIZES. 6 to 7 feet, $3.85 each. 5 to 6 feet, $2.20 each. Smaller sizes in proportion.

"ABINGTON QUALITY" nursery stock is to be found at:

LITTLEFIELD WYMAN NURSERIES
No. Abington, Mass.

When ordering, please mention The Exchange

HYDRANGEA, Pan-grown, 3 to 4 ft., 4 branches and up, $12.00 per 100.
SPIRÆA, Anth. Waterer, 24 to 30 in. $15.00 per 100.
SPIRÆA, Anth. Waterer, 18 to 24 in., $1.00 per 100.
LIGUSTRUM Ibota, 4 to 5 ft., $6.00 per 100; 3 to 4 ft., $4.00 per 100.

Audubon Nursery
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LARGE STOCK FOR FALL

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Complete assortment in large and small sizes. Price list now ready.

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Evergreen Specialists
Largest Growers in America

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There are hundreds of nursery orders from nearby home owners

that you can take if you will. Let us suggest a simple way of adding a profitable nursery business to your florist business. Write us today.

C. H. WEEKS NURSERY CO., Inc.
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Julius Roehrs Co.

RUTHERFORD, N. J.

ORCHIDS PALMS
and Plants of Every Variety

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PEONIES

	100	1000
Festiva Maxima	$12.00	$110.00
M. Dupont	30.00	250.00
Louise d'Estress	12.00	110.00
Edulis Superba	8.00	75.00
Princess N. Bibesco	12.00	100.00
Jules Elie	37.50	350.00
Delicatissima	15.00	125.00
La Tulipe	8.00	75.00
Perfection	8.00	75.00
Pottsii alba	15.00	125.00
L'Ebouissant	10.00	90.00
Solfaterre	12.00	110.00

Special discount on lots of 5000 or more. Unnamed varieties in White, Pink and Crimson, $60.00 per 1000.

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JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Spiraeas, Japonica, Lilium Speciosum, Peonies, Bleeding Heart, Pot-Grown Liliacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

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The Largest Stock in the World

BERBERIS Thunbergii
in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

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"It's a Great Help,"
Say Our Subscribers
Our Stock and Material Index
Page 367

NURSERY DEPARTMENT

American Association of Nurserymen—President, J. R. Mayhew, Waxahachie, Texas; Vice-President, J. Edward Moon, Morrisville, Pa.; Treasurer, J. W. Hill, Des Moines, Iowa; Secretary, Curtis Nye Smith, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Trees for a Nursery Show Grounds

Herein Samuel Newman Baxter gives practical recommendations to the florist-grower who is intending to start a nursery show grounds. The writer suggests desirable sorts and specifies the merits of each

Despite the many shortcomings of the Carolina Poplar and the ill repute in which it is generally held, there is no gainsaying that it has been the means of educating the planter to buy more and better trees. Its ease of propagation, quick growth, and resultant cheap selling price, made many a sale for the tree agent which would not have been made with a more expensive tree. Then as the buyer's love for trees grew and his knowledge increased his taste led to additional purchases of better sorts—like the youngster broken in on an old or cheap piano seeks a better instrument with advancing appreciation of music.

Just as the Poplar may have served as the entering wedge for the sale of more and better trees, so also may the florist-grower boom the nursery business, and help himself by either acting as agent for a nursery, or growing a little stock on his own account. To him this article is intended to prove helpful in making a selection. It is based upon a knowledge of the "best sellers" from the nurserymen's experiences, not forgetting such merits as may be especially applicable to the florist's trade.

The florist with no knowledge of the nursery business might easily, in making a selection, be carried away by some plant which appeared very attractive or apparently uncommon, but which the nurserymen regarded as a poor seller. Why, therefore, stock up with this unless the florist be an advertising genius? Granting his ability to create a demand, it might jeopardize his established trade to push as a novelty something that is as old as the hills or—as was found to be the case with the "blue" Rose a few years ago—failed to make good.

Personal preferences or taste, therefore, should be subordinated to those of the buying public, for after all it is the demand or commercial end for which we are all in business and looking for the profits with which to meet old "Hi Costoliving."

To the grower who has less than one-half acre of ground available, the growing of shade trees is inadvisable, particularly if there is a nurseryman nearby. Compared with other nursery lines, trees require more labor to handle; occupy more ground; are longer coming into salable size; and in addition necessitate careful digging and suitable conveyances for delivery. They should be transplanted or root pruned if not sold after reaching a certain stage, otherwise, they will possess fiberless roots and fail to transplant for the customer. If the florist-grower is prepared to meet these requirements, and local conditions suggest a market for shade trees the following are recommended as the most worthy:

Maples.—Norway, Sugar and possibly Red. Plane.—Oriental. Oak.—Pin, Red and possibly Scarlet. Elm.—American. Maidenhair Tree. Linden.—Silver Leaf.

If a vote were taken on the best all-round tree the Norway Maple (Acer platanoides) would be a strong contender for first honors. The Sugar Maple (A saccharum) is splendid for the country but is disappointing under city conditions, and is heir to many ailments. The Red or swamp Maple (A. rubrum) have more merits than their limited use would indicate but their scarcity in the trade may be accounted for in that they are difficult to raise with straight stems unless trained constantly. To overcome this and their rather slow growth they are sometimes worked on the fast-growing Silver Maple (A. saccharinum syn. dasycarpum)—don't stock up with it!— but own root trees are to be preferred.

Planes (Platanus orientalis) will come into salable size quicker than any of this list. Two or three years from the cutting, in good soil, is not unusual for it to make a tree of fair size.

Oaks.—Pin (Quercus palustris) is the most popular; Red (Q. rubra) is faster growing and better. Scarlet (Q. coccinea) is more adaptable for dry ground, is a good seller but scarce at the present time.

Elm.—American (Ulmus americana) is most popular.

Maidenhair Tree (Ginkgo biloba syn. Saliburia adiantifolia) is a coming tree. Practically immune from insect attack but of rather slow growth. The pyramidal type should displace the Lombardy Poplar.

Lindens may be called for. Our native sort is less desirable than the European, and of the latter the writer's observation gives the palm to the silver-leaved variety (Tilia argentea). It withstands unfavorable conditions best of all; holds the foliage later and is invariably of faultless symmetry. This latter may be an objection for informal landscaping.

Except for Silver Linden, which is budded, all may be grown from seed though the Plane is mostly grown from cuttings. Much time is saved by getting small trees—say 6ft. to 8ft.—from nurserymen. These require three to five years' growing on to become of salable size.

Such are the facts as they relate to the growing of shade trees. If the florist-grower has less than one-half acre available and wishes trees marketable without waiting, a selection of small growing trees noted for their flower, form or foliage may be more desirable, and for this purpose the following are recommended:

Japanese Maples.—These are always popular and may be obtained in purple, green and variegated foliage; also various leaf forms, a description of which appeared in The Exchange of July 20. Two varieties, however, should suffice to meet the florists' trade. They are the Blood leaf (Acer polymorphum atropurpureum) which grows eventually to the height of a peach tree, unless pruned, and the Purple Cutleaf (Acer polymorphum dissectum atropurpureum) which grows only about 4ft. high but spreads considerably, forming an umbrella outline. The latter is a less vivid purple than the former but is often preferred on account of its more compact growth. The purple leaf forms are suggested as they are more in demand than the green sorts. These trees are also suitable for growing in tubs. Try a pair of blood-leaved sort for your entrance, as specimen plants by which to book orders.

Catalpa Bungei or Umbrella Catalpa is popular with those who desire a formal, Bay tree effect. They are grafted on stems 6ft. to 8ft. high. Buy a few trees with one or two-year-old heads.

Japanese Weeping Pink Flowering Cherry (Prunus japonica rosea pendula) is another tree grafted on stems 6ft. or 8ft. high and may be purchased as one or two-year-old heads from nurserymen. It is a magnificent sight when in bloom (pink) and is well worth a place on the show ground.

Cutleaf Weeping Birch (Betula alba laciniata pendula) is popular for its white bark and drooping branches of cut foliage. Very ornamental and a good seller.

Dogwoods—pink and white flowering—(Cornus florida and florida rubra) are well entitled to rank as our most popular native flowering trees. Some planters object to the pink flowering but the fact that nurserymen seldom have enough of it—it is budded on the white—gives assurance that it sells well and is the better of the two to handle.

Mountain Ash or Rowan Tree (Sorbus aucuparia) is an ornamental, small tree de-desirable especially for the clusters or orange berries which follow the corymbs of white flowers.

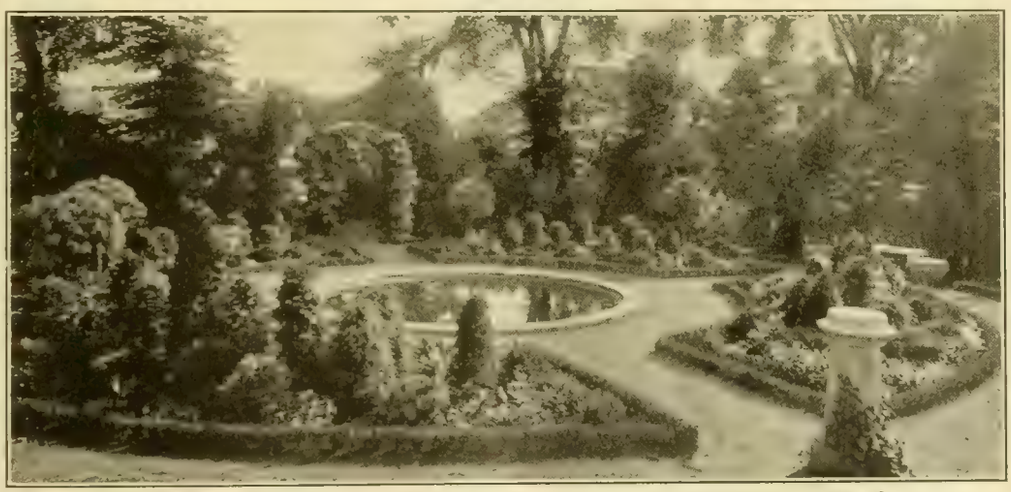
Magnolias (Magnolia Halleana or stellata). The Star Magnolia is a dwarf white flowered sort, the earliest to bloom, and forms such a compact bush that with a little pruning it may be used in formal positions. M. conspicua or Yulan is the large growing sort with fragrant white flowers. M. Lennei is the dark purple and M. speciosa and Soulangeana are the pink forms. Others could be mentioned for a collection but these are the best and suffice for a limited area.

Flowering Apples (Malus ioensis) is the well-known Bechtel's double flowering Crab Apple, the individual pink flowers of which could easily be mistaken for Rose buds. Malus coronaria is the native sweet scented Crab having bright pink blossoms. Many others are admired as flowering trees and ornamental when in fruit.

Flowering Peach.—Amygdalus Persica rubra or crimson flowering Peach is striking for its vivid bloom. The pink and white flowering sorts are also attractive though ordinary. The flowering Apple and Peach must be seen in bloom to be appreciated. For this reason they may be regarded more as an ornament to the show ground, for when not in bloom they resemble an ordinary Apple or Peach tree and as such not likely to attract attention as being unusual. A possible exception to this statement might be when the Crab-apples are in fruit.

Pussy Willow (Salix Caprea) is a good plant to grow. The "pussies" may be used if plants are not sold and their removal serve as a pruning to make plants more bushy.

In conclusion our suggested selection by no means includes all the good things to be found in the nurserymen's stock, but is purposely limited and intended as a beginning for the florist with a half acre or so of ground. The florist-grower who has more than one-half acre available to plant in trees should have no difficulty in obtaining an assortment, for whether it be shade trees, flowering trees, trees of special bark, foliage or fruit, the catalogs of the nurserymen who advertise in The Exchange are replete with illustrations and descriptions of plants which would appeal to the florist's trade. Write for these *descriptive* catalogs, a perusal of which will make you feel like buying the whole assortment. The growth of trees is not dependent upon your coal allotment. Write now for the catalogs and be ready in October to plant your purchases.



New Dwarf Berberis used as a hedge plant

This charming illustration shows the use of the new Dwarf Box Barberry, (Dwarf Berberis Thunbergii,) now being introduced by the Elm City Nursery Co., New Haven, Conn., to whom we are indebted for this illustration

NEXT WEEK—THE GROWING OF BOXWOOD—By MARINUS VAN KLEEF

FOUNDED IN 1888

THE FLORISTS EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Coal for Private Growers

Private growers and gardeners in the States of New York and Connecticut having brought to the attention of John Scheepers of the firm of John Scheepers, Inc., New York, the fact that they were having considerable difficulty in obtaining their 50 per cent. allowance of coal and, in fact, several of them having, it is claimed, been told by their local fuel administrator that they had been ruled out of coal entirely, Mr. Scheepers wrote directly to the United States Fuel Administration at Washington from whom he received confirmation of the facts we have repeatedly published in these columns to the effect that a private grower is entitled to an allowance of 50 per cent of his average annual fuel consumption for the years 1915, 1916 and 1917, with the exception, of course, that in congested districts where the coal supply is short, there must be enough fuel to take care of the essentials and private dwellings with a surplus left for general distribution in which case private growers would have to suffer along with other less essentials so that the carrying on of the war to its successful termination may not be retarded. He was advised that there was no intention, however, on the part of the Fuel Administration to discriminate against greenhouses to any greater extent than as above given.

In addition, the Fuel Administration reported that it was calling to the attention of the State fuel administrators, both in New York and Connecticut, the facts presented by Mr. Scheepers accompanied by a request that they advise that gentleman more fully as to the stand they were taking on greenhouse requirements.

Limitations Upon Storage of Bituminous Coal

Referring to the item under above caption published on page 337, issue of Aug. 31, there was very little time remaining for us in which to obtain additional information direct from headquarters. The circular we published, as will be noted, was an official one issued by the U. S. Fuel Administration, and the essence or intent of the order, so far as the florists are concerned, was given by Mr. Gude in his brief telegram.

Since then Mr. Gude has had an interview with a representative of the Fuel Administration, who said that that bureau had no more idea today than they ever had had of closing up florists' establishments, but that the order had gone out limiting storage of fuel by the non-essential industries. Mr. Gude called the representative's attention to the fact that the order, so far as the florists were concerned, should be more elastic, because, due to the nature of their work, they will burn all their coal in eight months instead of twelve. The representative's reply to this was that it would be all right and that allowance would be made. Asked as to what about the man with his 50 per cent. of coal on the ground, the representative said that man was surely all right, as because of the fact that he had his 50 per cent. on the ground, that was just so much relief from now on to the prevailing freight congestion.

Mr. Gude writes: This vindicates and bears out my statement ever since last April, and my answer to hundreds of letters and telegrams:

Get Your Coal Physically on the Ground
Pay No Attention to Contracts or Promises

Many florists to date have paid little, if any, attention to this advice, trusting to luck to get more coal when they ran short, or perhaps, thinking that the war might be over before the Winter comes on with all its severity, and that they would then be enabled to get all the coal required.

Mr. Gude further obtained assurance from the Fuel Administrator's office that it was not the intention that any business should be closed up, owing to lack of its proportionate share of fuel, and that if any florist should find himself in such a predicament he should at once notify the headquarters of the Fuel Administration in Washington who would see to it that he would be amply helped out.

Higher Than the Law

Speaking for New York and vicinity, the practical disappearance of the gas driven pleasure machine from our streets and all the avenues of travel frequented on a pleasant Sunday by tens of thousands who take their enjoyment on that day by means of motor trips here, there and everywhere around, has given assurance in the most striking manner of the oft repeated saying in recent years "Leave it to the people; let them be the arbiters."

So far as we understand it, no edict was issued restricting the use of gasoline on Sunday; it was simply a request from headquarters for abstention from its use on that day, due to the necessity of conserving our stocks of oil.

And how willingly and entirely this request was observed is known to all in the parts of this country affected, extending from the Eastern seaboard to east of the Mississippi. This Sunday abstention is to continue until the close of October, thus cutting off the most pleasurable season of the year. However, there is no doubt that the remaining Sundays during that period will be equally well observed.

National Credits and Collections

Last week we published in full the address delivered before the S. A. F. at St. Louis by F. S. Webb, for the reason that we wanted every subscriber to read this article with attention, because from now on credits and collections are going to form a more essential feature of the florists' business than they ever have in the past.

Owing to the conditions which surround every avenue of trade, florists must look more carefully into the credits they give, and likewise to their collections. This for their own self preservation in order that they may be able to meet their bills with due promptness through the collections which they have made with equal timeliness.

Mr. Webb was correct when he said that "there is nothing wrong with the florists' business, but there is something decidedly and radically wrong with some of the methods employed in the transaction of the business, and this applies to the wholesaler, the retailer and the grower." If such a statement had been made by an ordinary collection agency, we would not give it this prominence, but Mr. Webb, through his connection with the Wholesale Florists' Credit Association of Chicago, having come into close touch with the florists of Illinois and surrounding states, must be accredited with knowing whereof he speaks.

The Committee on Credits and Collections made their report immediately after Mr. Webb's talk. It was decided to accept Mr. Webb's proposals of cooperation with the S. A. F., and a committee of three from that body is to be appointed to work with him and settle final details for a bureau which will be independent of but officially recognized by the S. A. F., as, owing to its constitution, the latter cannot legally adopt this bureau as part and portion of its own organization.

Carefully worked out, this bureau should result in much good for the members of the S. A. F., not alone in point of service rendered, but because the subscribers to the bureau, if members of the S. A. F., will benefit from a greatly reduced fee. For instance, the membership fee is $75 a year, but this will be reduced to $35 a year when there are 400 subscribers to the bureau who are also members of the Society. This should easily bring about an addition of several hundred members to the parent society. The service at $35 per annum will be far more effective than would be the service at $100 a year which many are now paying to one or other of the national mercantile agencies; it will be more effective because it will be confined exclusively to the florists and allied industries.

Cost and Overhead

Following President Totty's paper on "Present Day Cost of Production," a committee is to be appointed to investigate Cost and Overhead, and present the result of its work at the next convention. This is another feature of modern business which the florists and allied trades cannot further neglect. With as simple a system as can be devised for getting out these figures, the grower will be fully informed as to which crops pay him the best, and therefore he will know what to continue to grow and what it will be advisable for him to discard. The retail stores in like manner will learn which auxiliary stocks it is best for them to handle and which it will be advisable for them to discontinue. Further, they may learn, through reference to their tabulated statements, the advisability of raising or lowering prices on cut flowers and design work at certion seasons of the year. The keeping of cost and overhead figures, after they have been properly introduced in an establishment can, as a rule, be attended to by one of the employees without extra expense to the house, and will certainly be worth all and more than any expense which may attend its installation.

Cooperative Delivery Service

In these days of shortage of labor, how many retailers in towns and cities to date have formed an agreement whereby one or two of the delivery wagons will do the work hitherto performed individually? In a town that has been running five or six delivery wagons, each retailer for himself, is it not possible for these men to come together and use one or at most two wagons which will perform all the needful service for them?

Retailers cooperating could plan so that their individuality, or the advertising given them by their wagons moving through the streets, need not be lost. The car or wagon could have in bold letters the designation "Cooperative Florists' Delivery," with the names on its sides of all in the agreement.

Consideration of this cooperation service is eminently proper just now, and would prove fully as satisfactory to the customers themselves as would the financial saving effected prove to the retailers.

We will welcome reports of such moves, as we reported were being made in the city of Louisville, Ky., in our issue of Aug. 31.

Cooperative Growing

The same cooperative idea holds good for the growers, where one, two or three, each one using over forty tons of coal per annum but restricted to fifty per cent. of that consumption, could come together and grow all their material under the one range. There could be sufficient output to probably recompense each one of the trio, as with a diminished labor payroll, coal consumption, and a unified effort on the part of all to each one grow that which he understood best, this should enable all three to keep their heads well above water, and be a great step forward toward that cooperation which has become absolutely essential, especially among the so-called non-essential industries.

Running Full Until Christmas

From a great number of sources we learn that a prevalent idea is to run greenhouses full until December, and then put the use of the coal remaining to keep the houses sufficiently warm to tide the stock over until the open season.

There may be those who believe that by Christmas conditions will be such that coal will be released, and that they will thus be enabled to obtain additional supplies. This idea may not be a fallacious one, but it certainly is not the part of wisdom.

It is quite a nice question, if this movement of running full until Christmas is generally adopted, as to what Roses, Carnations, and the like of commercial cut flowers, are going to be on the market in January, February and March. There most decidedly would not be a glut, but a remarkable shortage, which would redound to the profit of those who have decided to run fifty to sixty per cent. of their glass area in full throughout the entire Winter.

The first frosts are not far off in this latitude, and it would be well for growers to make up their minds without delay as to just what course of action they are going to pursue this coming Winter, planning on the basis that fifty per cent. of the average of their coal consumption of the past three years is absolutely all they will be able to obtain for the purpose of heating their houses.

Extending Officers' Credit

In our Indianapolis letter the question is raised as to the advisability of extending credit on officers' accounts held by the flower shops, our correspondent putting it that "seemingly many of these men when taken into the army forget all their business responsibilities."

The question is raised here which must be decided by the proprietors themselves, judging each individual case on its own merits. It can be safely assumed as a business axiom that a customer who has always paid his bills will continue to do so, whether he is a subject for the next draft, or actually in the army. In view of all the conditions surrounding the army officer, the uncertainty of his movements, and in many cases the limitations of his pay, the latter often being lower than that which he had previously been earning, would it not be advisable, where credit is given, to ask for a note of hand acknowledging the indebtedness; possession of this acknowledgment of the debt would, in the majority of cases, enable the florist to collect in due course.

The Labor Situation

The latest bulletin of the U. S. Employment Service, dated Aug. 27, 1918, states that at a conference of ex-

aminers who are recruiting skilled labor for war industries the examiners were told that skilled workers for war work must be found at any cost. Assistant Director General Densmore of the Employment Service is quoted as saying that "There must be a curtailment of non-essential production to release skilled men for war work; the country must adapt itself to a 100 per cent war basis right away. There is no time for further fiddling on the tune of 'Business as usual.'"

In regard to the common labor situation the prediction is made that all able bodied men in the country will soon have to find work in some essential industry. It is stated that there is an acute shortage of unskilled labor, totaling 1,000,000, and the State directors of the Employment Service have been instructed that drafts must be made upon the non-essential industries, which must be prepared to give up their workers. It is expected that the workers will enter the war industries voluntarily, being moved by the force of public sentiment.

When is a ton of coal not a ton of coal? When it's ablaze.

The Silent Farmyard. It required a war in France to develop the practice of debraying mules. Roosters had already been made mute. In time, the farm will be made as silent as the ocean.—St. Louis Globe Democrat.

Juvenile Strategy. "Do you want the leaves raked off your grass?" asked the inexperienced captain of industry, aged 10, as he stood at the door of a house.

"Why, we haven't any," replied the woman. "We haven't a single shade tree in front."

"Oh, but you've got four big baskets of leaves out here," protested the boy. "Me and 'nother boy dumped 'em here early this morning, and I'll carry 'em away for a nickel."—Argonaut.

His Own Affair. "Darn a cutworm!" ejaculates an exchange. Let the cutworm mend his own ways, say we.—Boston Transcript.

One Thing Against Fish. Much of the human attitude toward things in general was expressed by a North Side matron who said she would like to oblige the Government and eat more fish except for the fact that "fish tastes so economical!"—Chicago News.

Pills or Peas. The worthy couple sat side by side on the broad doorsteps, looking as miserable as two lost geese in a hard hailstorm. We asked why they were so sad in view of the fact that the sun shone brilliantly and the birds swayed on the adjacent boughs?

"Alas!" they answered. "We have been making garden. Both of us are somewhat absent minded, and after thinking it over we fear that Samuella has planted the liver pills and Horace has taken the Sweet Peas. However, we are not absolutely sure about it, and it is the uncertainty that hurts."—Kansas City Star.

Apropos Sugar Conservation. That the restaurants in mining districts are aiding the sugar conservation program is illustrated by a sign which appears in a restaurant near Tonopah, Nev. This sign reads: "Use only one level teaspoonful in your coffee. Don't be a U-boat—so stir like all possessed, for we don't mind the noise."

"And what is his name to be?" asked the minister at the baptizing, as he took the young babe from his mother's arms, the father being absent on duty in France. "We've decided," said she tremulously, "on John Woodrow Pershing Wilson Wood." "Dear me," said the officiating divine, and stammering on further,—"Well, well, then have the sexton supply us with a little more water." *

The City of Richmond, Va., has a clergyman who is well versed in flowers and horticulture, and practices his knowledge in maintaining a beautiful landscape and flower garden. On a certain Sunday he said in his pulpit: "In each blade of grass there is a sermon." The following Monday one of his flock discovered the good man pushing his lawn mower, and paused to say: "Well Parson, I'm glad to see you cutting your sermons short, weekdays, but why not do it as well on Sundays?" *

The Fuel Value of Wood

Persons who plan to relieve the coal shortage by burning wood can figure, roughly speaking, that two pounds of seasoned wood have a fuel value equal to one pound of coal, according to experts of the Forest Service. While different kinds of wood have different fuel values, the foresters say that in general the greater the dry weight of a non-resinous wood, the more heat it will give out when burned. For such species as Hickory, Oak, Beech, Birch, hard Maple, Ash, Locust, Longleaf Pine or Cherry, which have comparatively high fuel values, one cord, weighing about 4,000 pounds, is required to equal one ton of coal.

It takes a cord and a half of Shortleaf Pine, Hemlock, Red Gum, Douglas Fir, Sycamore, or soft Maple, which weighs about 3,000 pounds a cord, to equal a ton of coal, while for Cedar, Redwood, Poplar, Catalpa, Norway pine, Cypress, Basswood, Spruce, and White Pine, two cords, weighing about 2,000 pounds each, are required.

Weight for weight, however, there is very little difference between various species. Resin affords about twice as much heat as wood, so that resinous woods have a greater heat value per pound than non-resinous woods, and this increased value varies, of course, with the resin content.

The available heat value of a cord of wood depends also on the amount of moisture present. When the wood is green part of the heat which it is capable of yielding is taken up in evaporating the water. The greater amount of water in the wood the more heat is lost. Furthermore, cords vary as to the amount of solid wood they contain, even when they are of the standard dimension and occupy 128 cubic feet of space. A certain proportion of this space is made up of air spaces between the sticks, and this air space may be considerable in a cord of twisted, crooked, and knotty sticks. Out of the 128 cubic feet, a fair average of solid wood is about 80 cubic feet.

This, however, applies to the standard cord, in which the sticks are cut to 4 ft. lengths and piled 4 ft. high and 8 ft. long. Instead of buying the 4-ft. lengths, however, most people nowadays have the sticks cut into 2-ft. lengths. This results in a saving of both time and labor. The purchaser should, however, take care to see that he gets full measurement when wood is bought in this way. In parts of New England a stack of 16-in. wood 4 ft. high and 8 ft. long is commonly sold as a "run," but contains only one-third of a cord.

Mrs. J. A. Peterson, President-Elect Ladies S. A. F.

Where wood is to be burned in a stove or furnace intended for coal, it will be found desirable, the foresters say, to cover the grate partly with sheet iron or fire brick, in order to reduce the draught. If this is not done the wood is wasted by being consumed too fast, and makes a very hot fire, which in a furnace may damage the fire box.

Report of the Committee on Nomenclature

(Before the S. A. F. and O. H. At St Louis)

The work of your committee for the past year has been merged with the activities of the American joint committee on horticultural nomenclature, representing the American Ass'n of Nurserymen, Ornamental Growers' Ass'n, American Society of Landscape Architects, American Pharmaceutical Ass'n, American Ass'n of Park Superintendents and the S. A. F. and O. H. From time to time the chairman has received reports of the meetings of the sub-committee, consisting of J. Horace McFarland, chairman, Harlan P. Kelsey sec'y, Frederick Law Olmsted and Frederick V. Coville.

At the annual convention of the S. A. F. and O. H. in New York in 1917 this organization voted to become an active participant in the work of the American joint committee on horticultural nomenclature and voted an appropriation of $300 for the work of the committee for 1917. Previous to this action the 1917 Official Code had been published, copies of which were sent to all members of the affiliated organizations. Because of the delayed action of the S. A. F. and O. H. in participating in the activities of the joint committee, but 100 copies of the Official Code were available for its members. These were mailed in January to those members of the society to whom it was thought they would be most useful. If other members desire the code and will write the chairman of this committee, an effort will be made to obtain them. The code has been generally accepted as authoritative for commercial scientific nomenclature in the horticultural trade.

In reporting the activities of the committee on horticultural nomenclature, I cannot do better than to quote from the report of the secretary of the sub-committee, J. Horace McFarland:

"The 1917 Official Code related wholly to scientific names. It was necessary to arrive at a determination on these names before the work, which your committee considers of vast importance, of providing uniform common names, could be undertaken. That work has now been considerably advanced. Information, lists and authorities on common names the world over have been consulted and are being codified. The energetic sub-committee, consisting of Frederick Law Olmsted, the great landscape architect, F. V. Coville, the United States Botanist, and Harlan P. Kelsey, our own indefatigable secretary, met first in Washington, Jan. 5, 1918, and are now continuing the work so that the forthcoming edition of the code shall include usable common names for the plants in commerce.

"We are glad to report that the Bureau of Plant Industry of the Dept. of Agri., through Mr. Coville, has been able to assist by putting several of its experts to work in verifying and connecting botanical and common names, so that the sub-committee may more readily have at hand the material for its expert labor. It is the fervent hope of the committee that the new edition of the code, including the common names, may be in shape for publication not latter than Jan. 1, 1919. When this shall have been accomplished more will have been done toward the aim back of the founding of this committee, which was and is to make buying easier, than it would have deemed possible five years ago.

"It is incidentally noted that the committee has adopted a plan of page and printing which will be more easily read than the 1917 Official Code, which was reprinted for the most part from the plates of Bailey's Standard Cyclopedia of Horticulture kindly loaned us by consent of Dr. Bailey and the publishers, the MacMillan Co. Both the editor of this great work and its publishers have been in hearty sympathy with the work and the purposes of the American joint committee and this has been evidenced in the supplying to that committee, without charge, of a complete set of the Standard Cyclopedia as by consent above noted. Moreover, Dr. Bailey is continuing his help and has under consideration the material adoption of the determined names which will be published by this committee in another great work he has now in prospect."

The work of the American joint committee is far-reaching in its effects and promises to be of increasing value. Your committee feels that the S. A. F. and O. H. should give the work of the committee its hearty support and it, therefore, recommends:

First: That the S. A. F. and O. H. hereby formally adopt the 1917 Official Code published by the American joint committee, as its recommended standard and that it urge all its members to use this standard in catalogs, trade lists, nursery labels, check lists and all other relations with the plants and trees involved, making exceptions by cross-indexing, but not altering from the determined and accepted Code.

Second: That the society continue the appropriation of $300 to provide for the publication of the Official Code, including common names as soon as it is ready, it being understood that the funds so voted be paid over to the treasurer of the American joint committee for use in common with the funds of the other constituent organizations.

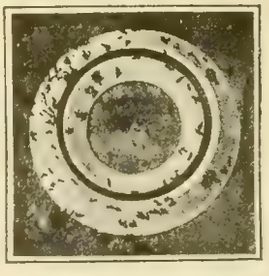
E. A. WHITE, Chairman.

[The above recommendations were adopted.]

Catchings Ants in Pie Tins

In the Western States there is a large red ant whose bite is very painful and lasting in its effect. When a nest of these ants becomes established it can only be eradicated by persistent and continued application of a strong poison in the form of powder sprinkled around the hole. No amount of water will drown them out. As the poison method is slow and somewhat dangerous, the writer devised a trap which is very effective, and if kept in place long enough will eliminate the whole tribe.

The base consists of an annular disk of tin about 8 or 9 in. in diameter. On this are mounted two rings made by cutting out the bottoms of two pie plates, one large and one small. When the three parts are assembled the result is a circular track with two sloping walls, separated by a space ⅜ in. wide at top. The outer walls should be coated with paint so that the ants can easily run up. The trap is then placed over the nest with the hole in the center. Now, ants are always either coming or going, so that in the course of a few minutes almost every ant must run either up the outer or inner wall. This they do with great speed, as the entire nest becomes excited. The result is that they tumble in by the hundreds, and are unable to escape, as they cannot climb up the shiny interior surface when they are upside down. In the hot sun the inside of the trap becomes very warm. The heat soon kills the ants.—JOHN D. ADAMS, *Popular Science Monthly*



The upper view shows a cross section of pie plates placed over the ant holes to trap the ants. The lower view shows the ants being trapped

[While the ant trap just described is intended for the large red ant of the West there seems no reason why it should not prove effective with ants of other sorts, which often prove very troublesome. Ed.]

U. S. Fuel Administration and the Florists

(*Continued from page* 369)

going on a certain amount of the oxygen will combine and heat will develop. You will not notice it at first but it will finally start smoking. Watch your coal piles and keep them cool.

On the Benefits of Cooperation

The suggestion has gone out in this country from this Department that where hardships ensue from curtailments they are trying to recommend that the different industries or different concerns in the different industries combine their plants if they can. In time of peace a good many people combine their plants and save money by it. A good many people, of course, stand off from jealousy, and refuse to combine with the other fellow because they say he would get the best of the business; that is true, he would. But now, during this war, if you are short of fuel under curtailment you can produce your plants next Spring ahead of time by combining and getting together. That is one of the things that is going to be brought forth in all the industries. The National Association of Laundrymen and owners have carried out this matter to quite a fine degree. They have a national organization similar to yours, but of course their industry involves a far greater use of power than yours does, and they are greater consumers of coal. They have an engineering department, and their national engineer, Mr. Baer, has finished a survey or inspection of every laundry plant in St. Louis that is a member of that association, and wherever their equipment is not modern they have been advised to make it so in order to help along conservation of fuel.

Recommends Florist Committee to Confer with Fuel Administration

They have stopped all leaks; they have stopped steam from leaking through the apparatus and make the most of every bit of their heat. Mr. Baer completed the survey yesterday; and as a result of the campaign that has been carried on by them for the last six months the laundry plants in St. Louis have brought themselves up, we think, to a point where they are making a good record on conserving fuel. It would be beneficial to your industry if your organization would appoint a committee to confer with the national Fuel Administration as to conditions existing in the floral industry where unnecessary hardships are being enforced, or where greater economies could be had. The national Fuel Administration is welcoming such committees from the different industries and ruling on their complaints.

A Questionnaire to Owners of Steam Power Plants

I do not know how many of your plants are going to come under another plan that we have for the conservation of fuel. I am sure that some of you are large enough steam users to come under it. We are sending out to all the steam power plants in the United States another questionnaire. This is a general questionnaire which will be sent to every industry and will go into every detail of power plant equipment systems. The plants will be graded and classified according to the efficiency of their plants for producing certain fuel which is called essential because it is food; also as to their equipment for saving fuel or making the coal produce the greatest quantity of food in the plants producing food products. In the case of a power system that shows up badly, pressure will be brought to bear upon that plant and if the trouble is not corrected it will have slight consideration with regard to future contracts.

Increasing Efficiency

I do not want to state this as being authority from Washington, but that is going to be the policy. We are going to put pressure upon them. Take as an illustration two plants in a different line of industry from yours, producing something that is sold by them and not keeping within the lines of necessary curtailment. One of them is saving the exhaust steam and using it to run a little auxiliary that heats his glue-pots and so forth; another factory is saving live steam by using exhaust steam for heating. That might be done in the case of greenhouses and the cost of fuel reduced that way. No means should be overlooked that will tend to increase efficiency. We are going to give consideration to the man who is trying to save fuel. One of the ways to produce efficiency is to weigh your fuel. The plant that has a system for weighing the coal fired in their furnaces will be more efficient than the one that has no such system. Human nature is such that the fireman is going to reduce his fuel if he feels that there is a record being kept against him. Here Mr. Martin suggested that if need be the florist could keep track of coal used in each watch by chalking up the number of wheelbarrow loads used.

The Careless Consumer will be Curtailed

If a real crisis arises where one man can turn out two pounds against another man's one we are going to curtail the man who is unable to turn out the larger quantity. In general we want improvement in the financial condition of the firm. We do not ask the florists to put in some modern so-called fuel saving device that will run the whole plant on fifty per cent. of the fuel; but whenever we can help we will do so and will send the Administration inspector to check him up and see where he can make a saving.

The question has come up, "Will it pay me to cover my small steam boiler to prevent the radiation of heat with an asbestos cover?" Yes, it will pay you to make that investment. Do it if you can.

I have tried to cover some of the different points that we have found come up in our work. I want to leave this one message with you, that there is a real shortage of fuel; secondly, the necessity for conservation. The Fuel Administration has a great task upon its shoulders. It is not the fault of the miners and operators in not getting out coal. The miners increased their output thirty thousand cars last week over the corresponding week in the middle of July last year—thirty thousand cars increased production in one week (applause) that is over fifty tons of coal to the car. The coal miners are doing their part, the coal miners are not objecting to any conditions that the national administration are making. There are today a large number of foreigners in the mines but the American miners have responded to all calls made upon them.

There has been another department paralleling the Conservation Division and that is the Division of Production. There are men in every coal district who are making sacrifices. **Let me leave this request with you: that you get together in your respective districts and form committees locally in your own districts, and nationally, and get in touch with the Fuel Administration and help us to keep from placing unnecessary hardships on you. We will not hesitate to ask you to make necessary sacrifices because I know you will respond.**

I thank you. (Applause).

The Gardeners' Convention

The annual convention of the National Ass'n of Gardeners will occur at Cleveland, O., on Tuesday, Wednesday and Thursday, Sept. 24 to 26. The local convention committee, consisting of Herman Knoble, Walter E. Cook, Frank A. Friedley, M. A. Vinson, R. P. Bryden, Luther Wells and H. P. Rapley have left nothing undone to make the event a memorable one and it is looking forward to a large attendance, both from distant and nearby points. Business is to be the keynote of this convention and the subjects selected for discussion, will furnish material for thorough consideration of the gardeners' relation to the war and the conditions to be met during the reconstruction period.

The program follows:

Tuesday, Sept. 24

Morning: Registration of members; executive meeting.

Afternoon: Opening of the convention by chariman, Herman Knoble; address of welcome by Mayor Davis of Cleveland; reply by M. C. Ebel; President Weeks' address; routine business and committee reports; consideration of 1919 meeting place; nomination of officers.

Evening: Illustrated lecture by J. Otto Thilow, Philadelphia, on the "Flora of Hawaii", to which the members of the Cleveland Garden Club and Florists' Club are invited.

Wednesday, Sept. 25

Morning: Election of officers; unfinished business; paper by Edwin Jenkins, Lenox, Mass., on "The Gardener and the War"; discussion.

Afternoon: Visit to Cleveland's private estates and public park system.

Evening: Banquet.

Thursday, Sept. 26

Morning: Unfinished business; paper by M. C. Ebel, Madison, N. J., on "The Gardener's Opportunity after the War"; discussion.

Afternoon: Bowling contest.

The Hotel Hollenden has been selected as the headquarters of the association, where the business sessions, lecture, and banquet will take place. Members traveling from a distance should provide for their railroad transportation at an early date to avoid disappointment with last minute arrangements. A party will leave by way of New York City on the evening of Sept. 22. Eastern members desiring to join this party should communicate with the secretary of the association, M. C. Ebel, Madison, N. J. Members desiring to join the Chicago party should get in touch with Ex-president Thomas W. Head, Lake Forest, Ill.

"Close-Ups"

Two greenhouse proprietors can legally combine, abandoning one plant and operating the other, but both must keep on the job.

Engineers will shortly report on efficiency boilers in all establishments, which will include those of the florist.

The man with least efficiency is likely to be the first curtailed.

Keep track of your coal consumption. Weigh it before firing. If you have no weighing machine, keep track of the wheelbarrow lots used by each watch, and chalk this up on the wall until a record is taken down on paper.

A keen observer, one who apparently is on the constant hunt for facts, reported that he had not discovered in St. Louis a single bug of any description whatsoever, fly or mosquito. There was no carnage of insects under the electric lights as noted in some other cities. The question has been raised, was the successful outcome of the convention due to the absence of bugs?

Is the world moving? I guess yes!

Conserve Ice

The U. S. Fuel Administration at Washington has sent out an urgent appeal to all to conserve ice. This is to save fuel, as it takes 500 lbs. of coal to make a ton of ice. The Administration states that the large users of ice waste the most and it urges all to use no more ice than is absolutely necessary. The following suggestions are made:

"The principle of ice conservation is to keep warm air away from the ice. See that ice is put into the refrigerator as soon as it is delivered. Keep refrigerator in a cool place. Open refrigerator doors less often, be quick about puttings things in and taking them out and close doors tight as soon as possible. Keep the refrigerator thoroughly clean. See to it that the trap on the bottom of the ice box is in working condition. The meltage of ice passes through this trap and when working properly is full of water, keeping warm air on the outside from entering the box."

New Method of Labeling Trees

Linen cloth is now being used in some of the experimental work of the U. S. Dept. of Agri. in tagging trees and has been found to be very successful. Writing on wooden tags, which were formerly used, soon becomes illegible, while copper tags are not only expensive but are not large enough for sufficient data. The linen tags are first soaked several days in water to remove the sizings and then dried and smoothed with a hot flat iron. Data are written with India ink using a round-pointed pen. The ink soaks in but does not run. Such tags will last a year or longer. When they are to be used for longer periods or under conditions where the tags come in contact with the ground, they are coated with paraffin after labeling. One method is to dip them in a mixture of gasoline and paraffin (proportion 1 quart of gasoline to ½ lb. paraffin). The gasoline evaporates leaving a film of paraffin. If the tags become coated with mud they can easily be washed and the ink shows up clearly. Such tags may be used in a variety of ways, for when treated in this manner they last exceptionally well.

An Overland Trip Through East Texas

The writer has just returned from an overland trip through East Texas, visiting a number of the larger nurseries.

Everywhere the spirit of patriotism was paramount among the growers, and prospects for the coming season's business were encouraging. Seasonable rains have stimulated a strong growth and stock looks unusually fine.

At one of the Griffing Nurseries, large blocks of field-grown Roses were a feast for the eyes and were even at this time averaging well into the heavier grades of plants.

In some sections of the South both Peaches and Plums succeed best on Plum roots, and are being grown successfully in commercial plantings where they are a complete failure on Peach stocks. On Plum roots they are long lived and productive. Larger blocks of Peach and Plum grown in this manner, together with hundreds of thousands of vigorous Plum stocks of budding size were seen, which should in due time help to supply the homes of the South with more abundant fruit, as well as supply distant markets with the early products of the South where our mild climate and rich soil produce fruit of great excellence.

EDWARD TEAS.

Houston, Texas, Aug. 28.

Staff of Truck Owners' Conference on Coast to Coast Educational Tour

This league, or whatever it may be styled, has obligated itself to arrange for conferences in nineteen cities. These will be open without charge to all truck owners and proprietors of these cities and the surrounding territory. The first conference will open in Detroit, Sept. 19, and hold over through the next day. The idea is to develop helpful facts and valuable data on truck operation.

Harold P. Gould, Chairman of the Truck Owners' Conference, Inc., summarized its motives when he said: "At this time when freight cars are at a premium the development of more efficient ideas for motor truck transportation is a vital factor. Every foot of space so saved represents one more shell to harass the Hun, or another bit of flour for our Allies. Thus the conference is a patriotic movement toward helping to win the war."

From what we gather of the intent underlying these conferences, florists operating large trucks will receive benefit through attendance as they will hear many ideas applicable to their own particular business, ideas that may save them hundreds of dollars; for instance, there will be an explanation of how a complete routing and dispatching plan saved one concern $100,000 in truck expense; how another firm saved $1200 in gasoline every month by paying its drivers bonuses amounting to $300 per month, and many other practical plans and money saving ideas.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary
1170 Broadway, New York

National Publicity Campaign

The cordiality with which our slogan "Say it with Flowers" has been accepted by the general public is, to say the least, most remarkable. The 20,000 paper signs embodying the slogan which our Promotion Bureau supplied to the National League for Woman's Service were speedily exhausted through its seven hundred or more branches throughout the country, and, like Oliver Twist, the League is back for more. Chapter houses of the League which received a quota of twenty-five signs complain that the "ration" was too small to meet the opportunities for local publicity, and their motor cars have been obliged to operate with "just one sign." The Promotion Bureau, therefore, is arranging for another large output of these signs, not only for purposes of the League, but to supply a great demand coming from other organizations engaged in similar work. Does anyone give a thought to the vast amount of direct publicity for flowers which is accomplished in this direction—and it is only a single feature of our campaign, maturing because we are organized sufficiently to be able to influence it?

There are many ways of obtaining publicity other than those for which our campaign fund was more particularly expected to provide; and it is the object of our Promotion Bureau to embrace all opportunities presented. But, we must not forget that such opportunities become apparent only because of the expenditures made according to our program. Consequently, if we do not progress on the lines laid out, and which entail the expenditure of the major part of our resources, the auxiliary publicity which costs practically nothing is hardly possible of accomplishment.

All this is said because it is imperative that there should be no let-up in the influx of subscriptions to the fund. We are nearing the attainment of our object. The committee has asked for the subscription of $50,000 per year to meet the expense required by its efforts to obtain all this publicity for flowers, and are but a matter of $6000 short of its aim. There are enough florists in the country who have not yet subscribed a cent to the fund to cover this shortage many, many times over, even with an aggregate of small contributions. Will they wake up to the necessity of performing the small part asked of them? The committee think they will. There is every reason to believe that a sense of loyalty to the trade of which they are members, and from which they make their living, will prompt them to make a contribution to our fund in proportion to their means. This done, the plans for the completion of the 1918 program may be at once put into effect and a continuation of the good results already obtained assured.

The Promotion Bureau has in contemplation the issue very shortly of a new line of dealers' helps toward direct publicity. As these aids are provided at actual cost they will only be sent upon a cash order basis. This opportunity is taken to remind the few to whom shipments were made last season on faith of their individual responsibility and who have not yet discharged their obligations, that remittances are expected forthwith, as these transactions were not of an ordinary commercial character and advantage should not be taken of a courtesy.

Through the miscarriage of a communication, a seeming neglect on the part of the secretary to note, during his recent trip in the interests of the campaign, his visit to Denver, Col., leads him now to acknowledge with gratitude the many courtesies extended to him in that city, and particularly the kind assistance and support given him by Messrs. N. A. Benson, Sam Lundy and Ben Boldt, through whom he was enabled to take the best advantage of the limited time at his disposal.

The following additional subscriptions have been recorded:

	Annualy for four years	
H. Kusik & Co., Kansas City, Mo.		$10.00
John R. Walsh, San Francisco, Cal.	(1 year)	10.00
Newton Rose Conservatories, Newton, Mass.	(1 year)	5.00
Queen City Floral Co., Seattle, Wash.		20.00
South Shore Floral Co., Speonk, L. I., N. Y.		10.00
Andrew J. Dean, Gladstone, Minn.		10.00
Mrs. R. E. Darbee, San Francisco, Cal.	(2d subs.)	25.00
Rudolph Fischer, San Gabriel, Cal.		10.00
Fleischman Floral Co., Chicago, Ill.	(1 year)	50.00
George Schlegel, Brooklyn, N. Y.		50.00
Fred. G. Henil, Terre Haute, Ind.		10.00
Gullett & Sons, Lincoln, Ill.		50.00
Henry F. W. Aue, St Louis, Mo.		5.00
H. Johann & Son, Collinsville, Ill.		10.00
Wm. L. Rock Flowers, Kansas City, Mo.		100.00
Gude Bros. Co., Washington, D. C.	(2d subs.)	100.00
P. F. O'Keefe, Boston, Mass.		100.00
Baur & Steinkamp, Indianapolis, Ind.		50.00
Wendland & Keimel Co., Elmhurst, Ill.		50.00
Koenig Floral Co., St. Louis, Mo.		25.00
Chas. P. Mueller, Wichita, Kans.	(2d subs.)	25.00
Baum's Home of Flowers, Knoxville, Tenn.		25.00
Robt. Weeks, Cleveland, O.		25.00
A. C. Brown, Springfield, Ill.		25.00
Herman Franks, Cohen & Hiller, N. Y.	(2d subs.)	25.00
R. J. Windler, Chicago, Ill.	(1 year)	25.00
Kerr The Florist, Houston, Texas.	(2d subs.)	25.00
Robt. C. Kerr, Inc., Houston, Texas.		25.00
Hilligers for Flowers, Austin, Texas.		25.00
John Astelfrich, Paris, Ill.		15.00
Summerfield Floral Co., Springfield, Mo.		10.00
Morgan Floral Co., Henderson, Ky.		10.00
Geo. Madsen, Alton, Ill.		10.00
Robert Winkler, Wellston, Mo.		10.00
C. Winterich, Defiance, Ohio.		10.00
Davis Floral Co., Pine Bluff, Ark.		10.00
W. J. Edwards, Kirkwood, Mo.		10.00
Alfred C. Humfeld, Clay Center, Kans.		10.00
Frank S. Morris, Bloomington, Ind.		10.00
Fred Schramm, Park Ridge, Ill.	(1 year)	5.00
W. F. Barkham, Ridgewood, N. J.	(1 year)	5.00
Edward Green, San Antonio, Texas.		5.00
Theo. Browne, St. Louis, Mo.		5.00
		$1,050.00
Previously reported from all sources.		43,022.25
TOTAL.		$44,072.25

Just What is War Time Thrift

Under this heading, in the *Ladies' Home Journal* of September, Bernard M. Baruch, chairman of the War Industries Board, asks the women to use as little man power as possible, which means to use as few things as possible, for the consumption of any thing, whether it be clothes, shoes, personal adornment, etc., consumes man power. While Mr. Baruch says in a general way that man power suitable for war work is being consumed in many directions otherwise than that having to do with the progress of the war he hits on the florist as a shining example of what he looks upon as a waste of man power, as follows:

"I can illustrate by a comparatively small industry which is almost wholly in the field of luxury. We have in the United States about twenty thousand men who work in greenhouses. These twenty thousand men are almost all engaged in raising hothouse flowers. (A few are engaged in raising early hothouse vegetables.) Now if we go on consuming hothouse flowers, this twenty thousand of man power will not be available for war work. But if we will put intelligence and the spirit of patriotism into thought on the subject, we shall stop using these luxuries which we can get along without, and this twenty thousand man power will be released to go out on the farms and raise Wheat for our soldiers, or to go into the factories and make shells, guns, airplanes, and the like."

With all due respect to Mr. Baruch and his position, we take issue against his statement as to the waste of man power in growing flowers. In the past few months it has been proved over and over again that flowers are the one thing which our wounded soldiers crave for. We feel confident in maintaining that flowers are really among the essentials necessary to win this war for, were it not for their cheering influence in every direction, their solace to the afflicted, and the brightness with which they illumine the gloom brought about by the war's tragic events, the morale, not only of the army, but as well of our citizens at large, would be considerably affected. Flowers are playing a large part in this war. In proof one has only to read the daily papers.

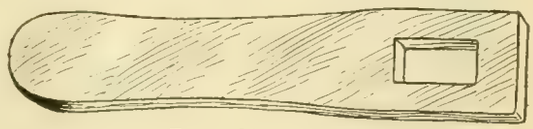
Deprive the people of America of flowers and what is left for them in the way of visible tokens of the happier days to come?

By all means, we say, take every man that can be utilized, but let the greenhouses run as best they can under their reduced elderly man (much of it these days, woman and child) power. That the government itself does not look upon the florist as unnecessary at this time is evidenced by the fact that it is giving him sufficient coal to run at 50 to 60 per cent. efficiency.

Labor Saving Devices

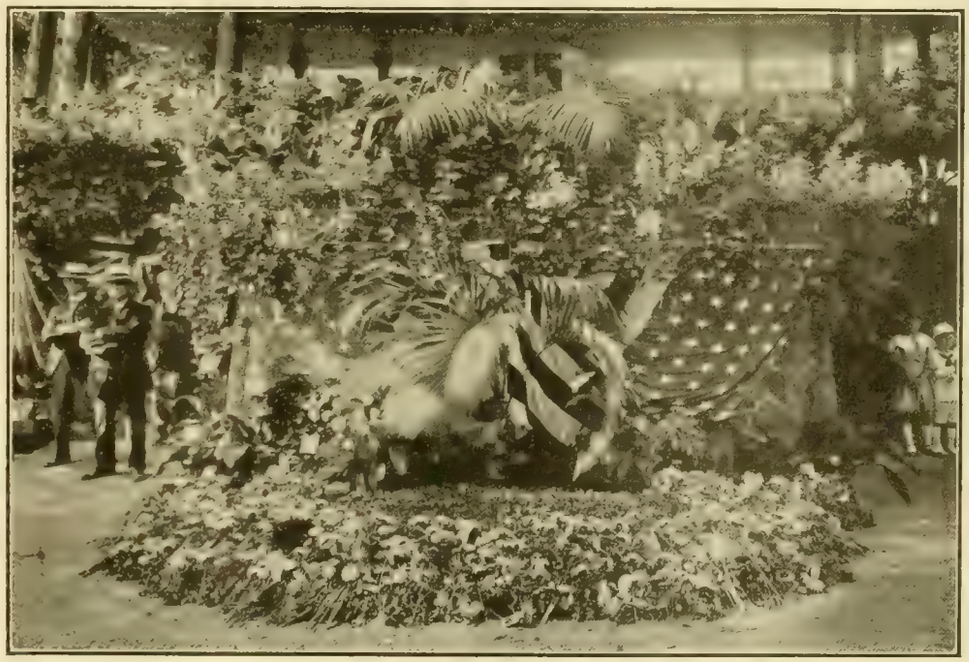
Take Profit out of These and Send us More

Most florists use a piece of rubber hose fitting on the thumb when taking cuttings. I have found this in the way, and instead use the leather device which is illustrated herewith. This fits over the knife, the curve following the line of the thumb. Having used this on all



For making cuttings

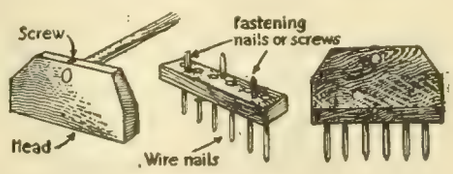
kinds of cuttings I find that by its use one gets a good, clean cut, and the leather guard is not in the way when stripping the leaves. I have found it a great help.—CHARLES O. BARKE, with Stevens the Florist, Plymouth, Mass.



Heroes' Day at Prospect Park, Brooklyn, N. Y. See New York Newsletter

Handy Adjustable Rake

Finding the ordinary garden rake too coarse to use among the plants just appearing, I made a rake and used it where I could not handle a larger rake. The illustration clearly shows the whole construction. Wire



Adjustable garden rake, in which wire nails are used for teeth

nails placed as far apart as suitable. The tooth-holding section should have the tooth-holes bored out to prevent splitting when the teeth are driven in. By having tooth-holders equipped with teeth of different sizes and set at various distances apart a combination rake is obtained.—JAMES M. KANE, *Popular Science Monthly.*

When remitting for subscriptions or advertising kindly make cheques or money orders payable to THE FLORISTS EXCHANGE.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST
Albany, N. Y.
The best service
Our business is growing

The Rosery FLOWER SHOP
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FLORIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
- Greenhouses: RITTERSVILLE, PA.

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
BOSTON
All orders will be reciprocated

Carbone
BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers
BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop. Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.
Established 1886

BROOKLYN, N. Y. *ESTABLISHED 1869*
James Weir, INC.
324 Fulton Street, Our only store

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us

BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

Wilson FLORIST
Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

Scott the Florist
Buffalo, New York

Grove the Florist
Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
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National Florist
Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Schultz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch
CHATTANOOGA, TENN.
Office, 807 Market St.
The Leading Florist
100,000 feet of glass

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Congress Hotel
Courtesies Extended to all Florists

A. Lange
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150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

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CINCINNATI, OHIO
E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists CLEVELAND, OHIO
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Westman & Getz
Flowers and Service
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CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

RETAIL DEPARTMENT

The Retail Florist and the Undertaker

Do We Owe the Undertaker a Commission on the Orders he brings in, or not? W. Cleaver Harry in this article expresses himself strongly on the subject and undoubtedly many of our readers will agree with him in his conclusions. The remedy he offers is worthy of careful consideration. This subject might well be taken up by the S. A. F. and O. H., as Mr. Harry suggests, for consideration by the proper committee.

MANY retail florists allow a commission, running from 15 per cent. to 33 1/3 per cent., on all orders received directly or indirectly through undertakers. These florists, I can safely say, represent the majority of the craft. Why should they pay tribute on business that rightly belongs to them, not in part but wholly? Is it good business to continue to do so? And why? Please give reasons. The metropolitan stores, as far as my observation and experience go, give no commissions or discounts on this kind of business. The average florist bids against himself when he caters to the undertaker, instead of doing business directly with the customer. Anyhow it seems pretty "soft" for the undertaker.

When I was a boy in the old home town, my school teacher boarded with the undertaker. I remember quite distinctly hearing her pass the remark that she could always tell when Mr. Shroud had a funeral because they had flowers on the table and ice on the butter. Personally, I have very little use for the undertakers, but it must be perfectly understood that personal feelings must not enter into or influence the discussion of this important question.

If I owe this gentleman in the well-worn Prince Albert a portion of my earnings on my mortality business, I want to pay him; although, just why I am in his debt is not quite clear to me. Once I worked for a good firm that catered almost exclusively to the undertaker business. The firm advertised persistently to undertakers, both in town and out, by mail and by personal solicitation. The commission given was 25 per cent. on all orders they influenced. The object was to get all of the undertakers lined up to do a business of great volume. The designs we sent out were conscientiously executed, with the idea of encouraging the funeral man to work harder, by pleasing his customers. The store was busy always with this work. At the end of one of the busiest years, an auditor was called to balance the books and it was found that the store had lost just $770 that year, in spite of an ever-increasing business. But the undertakers got their "velvet" and those who forgot to pay their bills got more.

I never met a retail florist who was entirely satisfied with the arrangement of allowing the undertaker a commission. Some express partial satisfaction; others tolerance only, and others nothing but disgust. One retailer and small grower in an industrial town where there was a large foreign population found an ally in an undertaker who collected the bill for flowers along with his own and immediately turned it over minus his commission.

Fair and Unfair Competition

This commission basis has often led unscrupulous retailers to take unfair advantage of their "brothers in arms," by offering a higher commission than the rest were paying, with the intent of getting a controlling interest in this business; but he does it in every case at his own expense. By taking chances, he decides to take the extra out of the orders, but fails to figure that when stock is scarcest and highest is the fateful time when his undertaker will send in the most aggravating orders. But the orders are taken and must be filled in spite of what you told him over the 'phone about Lily of the Valley. There is nothing to do but go on with the hope that you can get back at him in the Spring or next Summer.

With the undertaker this business is a side line, a by-product as it were; it is just like finding money, with no trouble and no responsibility; for he sees to it that the florist shoulders that. Strike a balance some day, like the store I mentioned in a previous paragraph, and see how much profit there is in allowing someone else to do your business for you and get the credit for it.

The florist who caters to the undertakers loses his own individuality. He plays into the hands of his agent. In this way he is ultimately working against his own best interests. If it were not for the commission, no undertaker would offer to take care of the flower orders, and the customers of the florist would do business with him direct, choosing their florist as they choose their undertaker.

A Problem for the S. A. F.

If this business is to be placed on a commission basis why not have the national society take it up and union-

DALLAS, TEXAS
ANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
1643 Broadway
DENVER, COLO.
B. E. Gillis, Prest.
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Colorado, Utah, Western Nebraska and Wyoming
oints reached by express. Orders promptly filled. Usual discounts

The Bemb Floral Co.
ALBERT POCHELON,
159-156 BATES St.
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency
Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
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FETTERS FLOWERS
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VALTER G. TAEPKE
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SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also
llen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Baker Bros.
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FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
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GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, THE FLORIST
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MICHIGAN BUSINESS SOLICITED

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LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
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HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, Florists
242 ASYLUM STREET
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THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co
INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS The Florist, Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

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Why not get acquainted with the money-making Floral Design Books issued by The Florists' Exchange? A post card request will bring you complete descriptive circular about them.

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Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL
SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED 1875
550 FOURTH AVENUE — LOUISVILLE
Member Florists' Telegraph Delivery Association

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THE F. WALKER CO.
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Auto and Express Service to All Points in Virginia
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EDLEFSEN-LEIDIGER CO.
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MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
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Joy's Nashville, Tennessee
200,000 Feet of Glass

Begerow's
NEWARK, N. J.
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

New York

NEWARK, N. J.
PHILIPS BROS.
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Wolfinger 883 Broad St.
NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Melrose Ridge Nursery Co. Ltd.
STORE 135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus
ESTABLISHED 1849

MAX SCHLING
Phone, 7241 Plaza
785 FIFTH AVENUE

DARDS 341 Madison Avenue New York
ESTABLISHED 18
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th
NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, '13
Grand Central Palace
Out-of-town Orders Solicited. Location Central
Personal Attention.

Alex. McConnell NEW YORK
611 Fifth Avenue
Reference or Cash must accompany all orders from unknown correspondents

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPF
761 Fifth Avenue NEW YORK

Gowingwong 42 West 28th St
NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

NORFOLK, VA.
Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

BUTLER & ULLMAN
Successors to H. W. FIELD SMITH COLLEGE FLORISTS
NORTHAMPTON, MASS.

OMAHA, NEB.
Alfred Donaghue
1622 Harney Street Established 186

· Directory of Reliable Retail Houses ·

Omaha, Neb.
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

J. J. Habermehl's Sons
PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade E. C. Ludwig Floral Co. Mark
Pittsburgh, Pa.
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
"We Serve You Better" Store open Day and Night

PITTSBURGH, PA.
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons
ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

Salter Bros. ROCHESTER N. Y.
FLORISTS 39 Main St., West

For Safety's Sake: In all your Telegraphic Business, consult The Exchange's Reliable Directory of Retailers.

ize the tariff with fines and penalties for those who try to exploit it? There is absolutely no parallel between the F. T. D. commission arrangement and the one in question. The former is a trade arrangement where the one who gets the order is not an agent for the one who fills it, but a partner in the sale.

The undertaker proposition is legally right as far as that goes, but the question on the table is: Why is it necessary to employ agents with all the risk, bad debts, trouble over commissions and loss of prestige, when we are paying a main street rent, advertising locally and nationally? There is no need for a fine store in a fine location, where agents get the work and collect for it. A back room or a good basement on an unknown street at a nominal rent will cover all.

Times Have Changed

Business is going through a process of realignment. "The old grey mare isn't what she used to be." We can no longer give something for nothing. At one time we thought it really didn't matter, but now we frankly admit it matters considerably. The selling cost has got to come out of the goods. Long credits are impossible on both sides of the transaction. Neither the wholesaler nor the retailer can wait beyond the 30 day limit for the money.

No florist ever dabbled in the undertaker commission business who did not have to wait for his money, and often wait in vain. Therefore, the retailer will either have to take it out of the goods he delivers through his agent or face annihilation for his stupidity. Even the man who has but small respect for his business shudders at the thought of sending out a double grade of work: One for the customers who buy directly and another of much inferior quality for those who order through the agent. To sum up the situation, the commission given to undertakers is just plain "graft."

The Remedy

The solution of the problem, to the man who is aroused to the question, why continue? is to advertise direct. Discontinue all commissions and thereby do away with the undertaker competition which has been established by ourselves against our business and our whole trade generally. If you follow this suggestion it will not be long before we are in control of the situation.

Direct advertising will change conditions so that customers will not even think of asking an undertaker to get flowers for them. "The problem of business today is the problem of markets. Advertising creates and insures markets. Therefore, advertising is the safeguard of business," says *Associated Advertising*, in the August number. I know an advertiser, a retail florist with three stores in a large city. His business is such that he must do plenty of funeral

ROCHESTER, N. Y.
H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee
FOREST CITY GREENHOUSES
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

Long Distance Phones Bell, Tyler 1104 Kin., Central 413
Mullanphy Florist
SAINT LOUIS, MO.
8th & Locust Sts.
All orders by Telegraph or Telephone most carefully executed at once. Floral designs a specialty.

St. Louis, Mo.
Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson
St. Paul. Minn.
20-22-24 West Fifth Street
National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.
Joseph's, Florists

The Retail Advertisers in these columns are the men you will find it to your interest todeal with.

Handsome decorated box of single Dahlias, pink

Directory of Reliable Retail Houses

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
1534 Second Ave.

Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
1315 Cherry Street

R. ABBOTT Both Telephones
Park Floral Company
FLORISTS TRENTON, N. J.
Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

WASHINGTON, D. C.
Gude Bros. Co.
Florists 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

work. Yet he employs no agents; gives no commissions. He creates his own market by the only legitimate method, advertising. He uses a stock booklet illustrating the work and conveying a direct solicitation in a dignified manner. These booklets are mailed every morning to people who are likely to need this work, information being obtained from the death notices in the newspapers. He says: "I know I get returns. We are always busy with funeral work and frequently the customers come into the store bringing my catalog. Furthermore, this is nearly all cash business and I know exactly where I stand."

How to "Say It"

It was not at all a remarkable nor an uneducated man who told Max Schling he wanted to "Say it with Flowers," but didn't know how.

Both the idea and the slogan "Say It With Flowers," is in its infancy, so to speak, and we have repeatedly called attention to the fact that comparatively few of the public up to today know of the facilities ready to their hand wherewith to do the saying.

To educate the masses calls for publicity and more publicity. A million dollar fund spent for advertising in leading publications would have its due weight, but even that expenditure would serve to educate a far less number of people than one not a close observer of advertising results might be apt to give them credit for.

It should be the effort of every retailer to cooperate to the full with the National Publicity Campaign through the dissemination of his own literature—always more literature.

The Undertaker and the Florist

Editor The Florists' Exchange:

In THE EXCHANGE of Aug. 17 I noted a letter in regard to giving undertakers a commission. Now I do not know what kind of a florist our friend is, but I never saw an undertaker who wouldn't "come across" with a "five spot" for a good tip. As far as giving 25 per cent. to 33 per cent. is concerned, 20 per cent. ought to be enough, the same as the florist gets, but if our friend thinks that the florist can cut out the undertaker he has another think coming, for it cannot be done. I know it comes hard sometimes to part with $1.25 on a $5 order, or take a $50 order and give the undertaker $12.50 out of it, but the chances are that you would not have got the order if it hadn't been for the undertaker.

"Have him keep in his own back yard," this florist says. Do we always keep in ours? Does the undertaker get so much? Well, I know a lot of them, and if I had as much on my books as they have I'd be a fit subject for "Middletown, Conn., on the hill." I do not think that we can cut out the undertaker, and if some of them want you to give them a commission, why "cough up," and thank heaven you got the job.

We florists are all honest and would not stick together even if we did agree to cut out the undertaker. You will have to go to him anway some time; he is bound to get you in the end. The answer is "Why is Ann?" I do not think it can be done. We all hate to give the other fellow a "rake off," but as some of the prominent florists all over this glorious old U. S. A. do the same I could name a few but THE EXCHANGE would not print their names—why fill the paper with something that "cannot be did." Give us a tip, Brother T. S. of N. J., as to how to get business without parting with some good coin.

You say that you could not make a $10 pillow with the words "Mary Ann" on it, give the undertaker his commission, and make a fair profit. Well, I've seen it done at a place where they make a pillow and put in flowers that I could not buy at wholesale for less than a "ten spot" and still give the "comm." to the undertaker; not 25 per cent. but 33 per cent.; and do it every day; not certain seasons of the year, but all the time. So, my brother from New Jersey, I think that we will have to let this matter stand for the present.

G. G. MCCLUNIE.

The Boutonnière Idea

The statement was made by Richard Vincent, Jr. on the floor of the S. A. F. convention that if a fair proportion of the business men and women (and we might add the "shopping" women) could be educated into the wearing of boutonnières and modest corsages, this one factor alone would consume more commercial flowers than we raise.

To this we add our own suggestion that if the florists generally would make up and expose for sale on a table outside their doors these boutonnières and small corsages, in tasty assortment, offering them at reasonable prices, the resultant sales would be gratifying and show in most cases a constant increase. If placed in full view it would be so handy to pick up a boutonnière and drop ten cents or a quarter on the table as to be irresistable to many. Eventually it would become a habit.

Why not try it, some of you readers? See that your boutonnières are stylish and made of absolutely fresh flowers that are not going to wither in an hour or two.

Abandon the idea, too, that exposing flowers for sale in this manner would be "cheapening" the store.

Messages of Flowers
By GEORGE H. O'NEILL

Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners. Send for a copy.

Paper cover 25c. Cloth cover $1.00.

A. T. DE LA MARE CO. Inc.
438 to 448 West 37th Street, NEW YORK

Albany, N. Y. WILLIAM C. GLOECKNER Leading Flo Member F. T. D.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Deliv.

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mt

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER PLANT CO. 40,000 ft. of gl Members F. T. D. We reach all Southern and Western West Va

Charleston, W. Va. WINTER FLORAL CO. We give best of service, Nat'l Florist & F. T.

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenho and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Deliver

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Horn Corning and other points.

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Floris Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. Natio and Florists' Telegraph Deliv

Johnstown, N. Y. WOLLAGER BROS. Est. 1897 Ord promptly delivered for Johnstown and vicin

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Deliv

Kansas City, Mo. *W. J. Barnes* FLORIST, KCMo. Kansas and West Missouri Up-to-date Servi F. T. D. Est. 1

Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient serv

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled w promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T.

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Pawtucket, R. I. LAPHAM FLORAL CO. Covers Rhode Island

Peoria, Ill. C. LOVERIDGE. Orders filled promptly Central Illinois. Member F. T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad S

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T.

Richmond, Ind. FRED H. LEMON & CO. Florists an Decorators Send us your orders.

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Mic igan. 160,000 feet of glass. Two stores. F. T.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railroa Reach all points. Wires received any hour.

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Floris

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J Princeton Aviation Fields, Freehold and N. Shore towns. Carry and grow large stock Cut Flowers. MARTIN C. RIBSAM F. T. I

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D. Deliveries to Plainfield, Cranford, Rahwa and Elizabeth

Yonkers, N. Y. R. T. BRODERICK, Phone: 4681 Prompt delivery and orders filled satisfactorily

York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhou

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Saved Freight—Saved Delay—Got Fresh Plants

Editor Florists' Exchange:

In a recent issue you told of several florists in the Pittsburgh region making an extended auto trip for their plants, but previous to reading that article we had determined that it would be necessary to procure our Carnation plants from some source where we could effect the delivery through the medium of our automobile.

Therefore, on Sunday, Aug. 25, we journeyed to Hightstown, N. J., to the establishment of Jas. H. Black, Son & Co., a round trip distance of 110 miles, for our Carnation plants; secured them in first-class condition, and reached home without a mishap (which goes without saying, our "automobile" being a Ford).

Aside from being a pleasure trip, we accomplished something that will more than repay us—as we secured stock that had not suffered by delayed transportation, and we further assisted somewhat in relieving congested traffic conditions.

I feel sure that if your paper would place before its readers the benefit derived from procuring stock that has not suffered through being in transit too long, wilting and heating, more florists would avail themselves of the convenience of their auto service for such purposes; but it is only through continued publicity on these subjects that these innovations are proven to be practical. It is my belief that the running cost on such trips will be more than saved if better stock is finally delivered at destination by the adoption of such methods.

Regarding THE EXCHANGE, I am a subscriber and a reader, and I fail to understand why all subscribers are not readers, as THE EXCHANGE always contains articles of value to the trade from all angles.

ALBERT C. STACK, Hillcrest Greenhouses.

Laurel Springs, N. J., Aug. 27, 1918.

What if the Railroads are Congested?

BIG opportunity for Growers to secure much business as far away as 100 miles, by undertaking to deliver by auto.

Advertise this service NOW in THE EXCHANGE

to meet the present active buying period.

THE FLORISTS' EXCHANGE
Box 100 Times Square Station
NEW YORK

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Arthur K. Rupp, whose portrait is shown herewith, and who is now at Camp Lee, Va., is the son of John F. Rupp, the well-known grower of Shiremanstown, Pa. Young Rupp was graduated from Oberlin (O.) College in 1914, and after graduation assisted at the Rupp greenhouses at "Ruparka." For the past two years he was engaged in munitions work and when called to the Colors was on the office force of the Bethlehem Steel Co., at Steelton, Pa.

Russell Kober of the Chalfonte Cut Flower Co., Philadelphia, Pa., is now in the Army.

Eman Frana, till recently employed on the Capt. John S. Phipps estate at Westbury, L. I., N. Y., has volunteered in the Bohemian Corps and is in training "somewhere in France."

Lloyd and Floyd Holmes of Westboro, Mass., have been accepted for special war service and are being trained as auto mechanics.

Burt Huttinger of Pittsburgh, Pa., who enlisted in the Navy last May was assigned to an ocean-going tug in convoy work, and has made two trips across.

Harry Langhans of the Empire Flower Shop, Pittsburgh, Pa., has been sent for military service to Camp Forest, Lytle, Ga.

Andrew G. Bisset, son of Peter Bisset, has been made Senior Lieutenant in the Navy. He is stationed at New London, Conn. Another son, Peter Bisset, Jr., is Corporal in the 23d Engineers, now overseas.

Charles Conley, for many years in the employ of Welch Bros. Co., has also joined the Colors.

Martin Strumph, salesman with Henry M. Robinson & Co., Inc., Boston, Mass., is now with the Colors. This makes the eighth star on the Robinson flag.

We are glad to learn that Lieut. Robert Holmes, son of Eber Holmes, of Madbury, N. H., who was severely wounded in France, is now on the road to recovery. Eber Holmes is well known to our readers for his articles on Rose culture which have appeared in THE EXCHANGE.

Mail for Soldiers

The Post Office Dept. invites the special attention of the public to the ruling that soldiers' mail, including letters as well as parcels *must* be specifically addressed to military units in order to reach the addressee for whom they are intended. Soldiers letters and parcels not specifically addressed to company and regiment or other military unit will be withheld from despatch in the mails.

Arthur K. Rupp

Classified Advts.

Continued from page 402

FOR SALE OR RENT

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked. Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling. Geo. W. Watkin, Camden, N. Y.

FOR SALE On account of retiring from the retail business on October 1st, next, the fixtures of the retail store, 541 5th av., all or in part are offered Thomas Young, 541 5th av., N. Y. City

FOR SALE OR LEASE—Fully equipped florist store in residential section, best trade; owing going to war. A bargain
K. Box 106, Norfolk, Va.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York. Jacob Hauck, 49 Montgomery st., Bloomfield, N. J.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

FOR SALE—An old established Cemetery business. Splendid opportunity. Apply to A. D. Mellis, 3421 Snyder ave., Flatbush, Brooklyn, N. Y.

SUNDRIES FOR SALE

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$3.25	$14.00	$27.50
Bone Meal Rose Grower, "Vaughan's Special"	4.00	19.00	36.00
Bone Meal, Regular	3.25	14.00	27.50
Dried Blood	10.00	49.00	96.00
Nitrate of Soda	7.50	35.00	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

FOR SALE—Good second-hand pipes with couplings, used for greenhouse heating: 1 in. at 4c. ft.; 1¼ in. at 6c.; 1½ at 8c.; 2 in. at 10c.; 3 in. at 15c.; also small quantity of 4 in. and 5 in. Valves and fittings of all sizes. Greenhouse glass, used: single, 8x10 in. and 10x12 in. at $2.50 per box; double, 10x14 in. at $3.00 per box. F. Hahman, Harrowgate Lane, Frankford, Phila., Pa.

SUNDRIES FOR SALE

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c. ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—Five greenhouses, size 20x100 to 20x300; 4 Hitching's heaters; 2-in. pipe; 16x24 double thick glass. Apply Flushing Rose Gardens, 69 Colden Ave., Flushing, L. I.

FOR SALE—Bargain; 3000 ft., of 2nd-hand pipe, almost new, from 1½ to 2½-in.; 20 boxes of glass, 20x14, double. John McNenamin, Florist, 212 Merrimack, Lowell, Mass.

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

SPHAGNUM MOSS—10-bbl. bale, $2.85; 5 5-bbl. bales, $7.00. Orchid Peat, $1.00. Bag burlap, 35c. extra; cash, 5c. less. Jos. H. Paul, Manahawkin, N. J., Box. 156.

Several shares of stock of the Cottage Garden Nurseries, Inc., at less than par. This stock is paying 20% dividends. Address Dixie, care The Florists' Exchange.

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill

LABELS FOR NURSERYMEN AND FLORIST
Benjamin Chase Co., Derry Village, N. H.

MISCELLANEOUS WANTS

WANTED—Experienced growers to purchase, or to grow for a percentage, a large lot of Lahum Candium Bulb Scales.
M. L. McClave, Benton Harbor, Mich.

Fruits & Vegetables Under Glass

WILLIAM TURNER

Reduced to $3.65 postpaid

A. T. DE LA MARE CO., INC., NEW YORK
438 to 448 West 37th Street, N. Y.

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	11.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

Per 100
16 x 6 x 7 ..... $9.70

Bouquet Boxes

Per 100
19 x 9 x 8 .... $10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY

$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

HENRY M. ROBINSON & CO., Inc.,

WHOLESALE FLORISTS
2 WINTHROP SQUARE
32 OTIS STREET
Boston, Mass.

Telephones
Main 2439-2616-2617-2618-52144

MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
HARDY CUT EVERGREENS

Unknown customers please give reference, or cash with order

When ordering, please mention The Exchange

DAGGER and FANCY FERNS.

New Crop, Now Ready. $1.00 per 1000
All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.
BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.
SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c. per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted.
Samples sent if desired.
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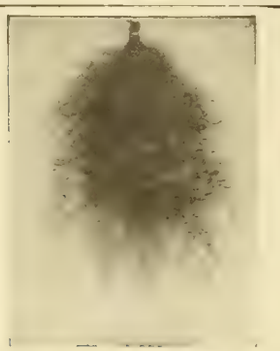

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$3.50 per bag of 100 sq. ft.
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Rate of insurance from Nov. 1, 1917, to Nov. 1, 1918, will be twenty cents per hundred sq ft. of single thick glass, and eight cents per hundred sq ft. of double thick glass. For particulars address JOHN G. ESLER - SADDLE RIVER, N. J.

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Middle Atlantic States

Pittsburgh, Pa.

The ending of August was very welcome in this section as it was the poorest month the cut flower business has experienced for some time. Business has been dull all through the month, making things discouraging to growers of outdoor flowers. There have not been any really good flowers all month and prices were extremely low, especially for Gladioli. There have been large quantities of these on the market but all of inferior quality. There is a good demand for good Gladioli but few are to be had. Some excellent Asters are reaching this market and have a good demand at fair prices. If good stock can be had the writer feels there would be a fair amount of business. Roses are plentiful again but meet with little call, on account of their poor quality. They are most short stemmed. Ophelia is the best variety being received. American Beauty Roses are slow in moving, especially the longer stemmed stock. They have to be sold on the day received as they open rapidly. Lilies are in heavy supply.

In the Service

Bert Huttinger enjoyed a five days' furlough with his friends recently. He enlisted in the Navy last May and has been assigned to an ocean-going tug in convoy work. He has made two trips across. Before enlisting he was employed by G. P. Weaklen & Co. of the East End.

Harry Langhans of the Empire Flower Shop has been sent to Camp Forest, Lytle, Ga., for military service.

The employees of the McCallum Co. had a very pleasant outing on Labor Day, at the home of Edw. Niggel, Wildwood, Pa. The feature of the day was a Corn roast and a dance in the evening.

N. McC.

Rochester, N. Y.

Market conditions have shown a slight improvement. Demands for stock are a little more active and the general tone of the business seems to have a little more snap to it. Whether this is just a temporary spurt or not time alone will tell, but judging from the past few months' business it does not seem that the business, insofar as the war is concerned, has suffered much to date. The market here is abundantly supplied with all the flowers that are needed. Asters show a

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falling off in supply and it will be no surprise if late Asters are scarce; at least from present indications that will be the condition. Roses are fairly plentiful, with demand just about equal to the supply. Gladioli, which have been a glut on the market all season, are shortening up and there is a fair demand for them, but at very moderate prices, as they have been selling at extremely low prices all season.

Industrial Exposition

A number of florists and growers are planning for a display at the Rochester Industrial Exposition, but owing to the conditions caused by the war there will not be as much done as in other years. However, a very creditable display is promised.

Mr. Vick, of Hart & Vick, Inc., reports excellent prospects for the coming season. Alterations are contemplated which, when complete, will provide Rochester with one of the finest seed stores to be found anywhere.

Stephen Green of H. Bayersdorfer & Co., Philadelphia, was a recent caller, reporting very satisfactory trade conditions existing along the line. W. F. Bultmann and Mrs. Bultmann, of Syracuse, were also visitors. H. B. S.

Lancaster, Pa.

No news is usually considered good news and this will aply to Lancaster for the past week. There has been nothing startling and yet trade has been good, being pretty evenly divided among the various stores.

The growers are all busy getting into shape for the Winter, and this means a little more work than usual, as many little cracks and crevices that are ordinarily left open in the rush of Fall work are being carefully closed up.

Lancaster is getting to be a noteworthy source of supply for florists in other sections. We have for a long time been larger distributors of Geraniums in the form of rooted cuttings than any other one city in the United States, and now come the Rohrers with their improved strains of Primula and Myosotis, sold through a middleman, it is true, but a Lancaster product all the same.

Express Service

Express service from here is good. There is no delay in getting goods away from the city, but it seems that when they reach the larger cities, either for transfer or delivery, they get lost just long enough to have the stock ruined. It is a gamble all the way through. One shipment will get through all right; five others for the sames place will be held up somewhere in transit and be ruined. Parcel post seems a bit expensive when shipments go beyond the third zone, but they seem to get there and that is the most important point.

T. J. Nolan made a sort of a farewell visit to Lancaster the past week. He expects to be called off the road for the duration of the war, but we hope his expectations wil not be realized, as he is always a welcome visitor to our club affairs.

The drought has been broken by a good heavy rain and the weather cooled almost beyond comfort; the change came as a welcome relief from what August had given us. ALBERT M. HERR.

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"Queen Quality"

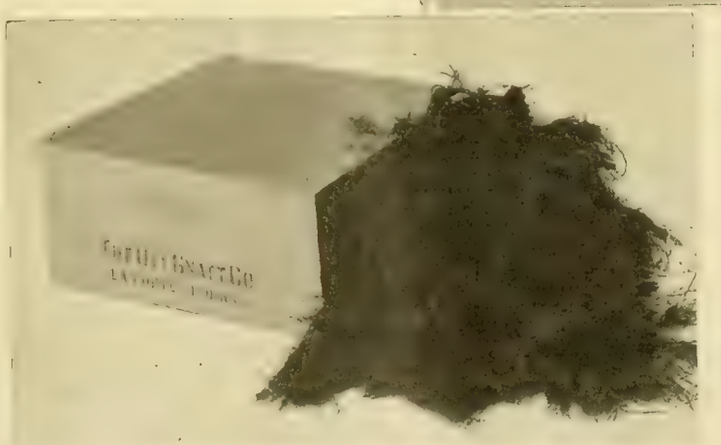
Magnolia Leaves

They will not mold. Packed from selected leaves. Uniform size.

BROWN—GREEN—PURPLE

10 Carton Lots, per carton...$1.35

Single Cartons, per carton.... 1.50



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Keeps fresh and green all the year.

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Samples Free. **For Sale by Dealers.**

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New York City

New York Florists' Club meeting, Monday eve., Sept. 9, at the club's rooms, Grand Opera House bldg., 23d st. and 8th ave.

The Market

Sept. 3. The pronounced features of the wholesale cut flower market this week are seasonably large arrivals of most items of stock, and a weak demand.

On Saturday of last week, according to general report of the wholesalers, there was no perceptible increase of sales of flowers for use on Sunday, "Heroes' Day," on the "Heroes' Flower Mounds" in the city parks. However, Mayor Hylan's request in his recent proclamation that flowers should be used in that way is highly commended, since it inaugurates a custom which may become permanent.

American Beauty and hybrid tea Roses, mostly of indifferent quality, as is usual at this season of the year, and largely in the shorter grades, are all moving slowly, No. 3 and No. 2 grades at 25c. to $1 per 100, and the best grades at from $2 to $6 per 100, with a few choice selections of preferred varieties selling at higher figures.

There is an increasing supply of Carnations, but about the same demand as previously. Prices of those sold range from 25c. to $1 per 100, but many cannot be disposed of at any price.

Cattleya orchids are still in short supply and the best command a price above the $1 mark. There is a fair supply of white and pink Lilies, the former moving slowly at $5 and $6 per 100 and the latter at from $1 to $3. The best of the moderate supply of Lily of the Valley is selling at from $6 to $8 per 100.

Asters, Gladioli and other Summer flowers and greens are in abundant supply, and are meeting with a weak demand at quoted prices.

Heroes' Day

Sunday, Sept. 1, designated by Mayor Hylan in a proclamation as Heroes' Day, was observed throughout New York City, which on that day bowed its head in reverence for its sons who laid down their lives on the battlefields of France. In virtually every church and park and in many of the principal meeting halls throngs gathered to pay tribute to the heroes in whose honor Mayor Hylan had appointed the day as a special memorial day.

In the parks men, women and children heaped flowers on the mounds raised for that purpose in accordance with Mayor Hylan's special request in his proclamation. From airplanes circling overhead were also dropped bouquets of Roses and other flowers. There were patriotic speeches and music in all the parks and other meeting places, especially in Central Park, Battery Park, Hamilton Fish Park, Mount Morris Park, Van Cortlandt Park; Highland Park, Queens; Curtis Field, Richmond; Poe Park in the Bronx; at the Soldiers' and Sailors' Monument, at 180th st. and Boston rd., and in McKinley Square, but the largest turnout was in Prospect Park, Brooklyn, where it is estimated 75,000 people gathered.

While the park ceremonies were in progress "taps" were sounded at 3:59 p.m., and traffic stopped at the same time in all of the streets, and pedestrians stood with uncovered heads in silent prayer for our soldier dead.

The observance of this day was closed by a monster memorial meeting at 8 o'clock in the evening at the Hippodrome. Mayor Hylan and his guests occupied a box at the right of the stage, and official representatives of Italy, France, Belgium, Great Britain, Cuba, Japan, Argentina, Serbia and Spain occupied boxes draped with their national colors. There was a storm of applause as a group of wounded soldiers, sailors and marines passed down the aisle. There were present 1000 seamen in white uniforms flanked by American veterans from France. Music by the Naval Band from Pelham Bay Training Camp, singing by John McCormack, and a recitation by Ethel Barrymore were features of the occasion. Mayor Hylan pinned medals on 75 women who had lost sons in action and spoke of the city's and nation's pride felt in their service.

There was noted at the flower mounds in the several parks a close mingling of the people of all classes and walks in life, the rich throwing on the mounds elaborate bouquets, and the poor casting their simple sprays of flowers and green foliage. Many of these had evidently suffered, as their tear-stained faces showed, the loss of one dear to them.

Eman Frana, formerly gardener on the estate of Capt. John S. Phipps, Westbury, L. I., N. Y., has volunteered in the Bohemian Corps and is in France.

Club Meeting

The attention of the members of the New York Florists' Club is called to the fact that, as stated with some details in our last issue, the first meeting of the club for the season will be held on Monday evening, Sept. 9, at the club's rooms.

Foreign Trade Opportunities

The Dept. of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C., reports as follows:

27212.—A banker in Bolivia desires to represent American manufacturers of modern farm tools and machines for farming, also producers of seeds and other materials for agricultural purposes.

27309.—Supplementing foreign-trade opportunity No. 26774, a Belgian temporarily in the Netherlands, desired to secure an agency for the sale of fertilizers in Belgium, Holland, and northern France. Only agencies are desired.

Coming Meetings and Exhibitions

Boston, Mass.—Joint exhibition of the Mass. Hort. Society and the Amer. Dahlia Society, Sept. 14 and 15. Wm. P. Rich, Sec'y., Horticultural Hall, 300 Mass. ave.

Cleveland, O.—F. T. D. annual meeting, beginning Oct. 8. Sec'y. Albert Pochelon, 153 Bates st., Detroit, Mich.

Cleveland, O.—Nat. Ass'n of Gardeners, Sept. 24 to 26. Sec'y, Martin C. Ebel, Madison, N. J.

Denison, Texas.—Southwestern Nurserymen's Ass'n meeting, Sept. 17. H. C. Tackett, Fort Worth, Texas, Sec'y.

New York City.—American Institute and Amer. Dahlia Soc., exhibition of Dahlias, Sept. 24 to 26; Amer. Inst. and Amer. Chrysanthemum Soc., 'Mums, Nov. 6 to 8. W. A. Eagleson, Sec'y, 324 W. 23d st.

Syracuse, N. Y.—New York Federation of Hort. Societies and Floral Club, annual meeting, Sept. 11. Sec'y Prof. E. A. White, Cornell University, Ithaca, N. Y.

Jewish Welfare League

The Jewish Welfare Board of the U. S. Army and Navy is sending out a call for workers in its organization for home and overseas service. Big men, between the ages of 36 and 55, men with personality, "pep," and executive ability and ideas, possessing the gift of leading and inspiring youth are wanted. The national headquarters of the board are located at 149 Fifth ave., New York City, where all those who are eligible are urged to apply. The board states that "no man is too big for this job."

Trafalgar Square London Flower Show

Giving further details of this most successful enterprise, our correspondent, T. A. Weston, writes us that the National Sweet Pea Society, the British Carnation Society, and the National Rose Society, cooperated under the leadership of the Royal Horticultural Society, and that this latter really organized the show for the benefit of the British Ambulance Committee, a body of philanthropists which devotes its time to helping the French Red Cross. The British Red Cross looks after its own men, but the British Ambulance Committee is an independent institution presumably being formed to aid the French who were not too well served with cars.

The total of the week's sale of flowers was in the neighborhood of $25,000, the Carnation Society itself taking in $1100.

Business Difficulties

Alex. McConnell, 611 Fifth ave., New York City, has filed a petition in bankruptcy with liabilities at $82,419. The assets in real estate stock in trade, etc., are given as $99,080. The accounts scheduled as due him show money in comparatively small amounts from many prominent New Yorkers. Mr. McConnell has nurseries at New Rochelle, N. Y., which he values at $33,000. He also owns No. 265 West 54th st., which he puts in at $22,000; also 61 West 49th st., valued at $22,000. The largest unsecured creditor is George Kemp, real estate, $10,116. The secured creditors' claims are $54,076. He also owes for taxes $5365.

That your shipments of flowers are consigned to us, and we will see to it that you get prompt and satisfactory returns

We keep in close touch with the best buyers, post shippers on market conditions; in fact, we leave nothing undone that makes for a satisfactory service.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

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Boston

Market Report

Sept. 3.—Conditions at the wholesale flower market are not any too bright. There is an oversupply of a number of varieties, with no sign of increase in the demand. After the spell of hot weather the nights have turned decidedly cooler and flowers are of much better quality.

The supply of American Beauty Roses is unusually large for this time of year, and those offered have 3ft. and 4ft stems. The demand is rather meagre for such fine stock and they are selling for from 4c. to 20c. apiece.

About two weeks ago there was a dearth of hybrid tea Roses but conditions have changed; there is now a heavy oversupply and prices have slumped; they are ranging from 50c. to $6 per 100 for well grown stock.

The supply of Carnations has increased but the stems are short and they have very little call, as there is so much other material that can be used as a good substitute. The price is from 50c. to $1 per 100, although few reach the latter figure.

Cattleya orchids are extremely scarce but have little call.

The supply of Asters is large; they are of good quality and sell fairly well, although the price is not high, ranging from 50c. to $1 per 100. Lilium longiflorum is not abundant; prices are from 8c. to 12c. apiece.

Gladioli dominate the market. They are of good quality; the price is from $1 to $3 per 100. A full supply of Cosmos sells well. Dahlias are abundant, but meet with little call. A number of miscellaneous flowers are offered but these are moving sluggishly. Chrysanthemum Golden Glow is being sent in by a few growers and they sell nicely. There is an ample supply of greens, but the demand is light.

(*Concluded on page* 396)

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Bonnet & Blake

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ORCHIDS A SPECIALTY

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ROSES in all the leading varieties CARNATIONS of high quality

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New York Cut Flower Market

Up to Tuesday, Sept. 3, 1918

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	6.00 to 25.00	Adiantum Cuneatum	.20 to .25
" Fancy	5.00 to 12.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 8.00	Antirrhinum, per bunch	.05 to .10
" No. 1	3.00 to 6.00	Asters	.25 to 1.50
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	.50 to 1.00
Killarney	.25 to 2.00	Ordinary	.25 to .50
Killarney Brilliant	.25 to 2.00	Delphinium, per bunch	.10 to .20
White Killarney	.25 to 3.00	Ferns, per 1000	1.75 to 2.00
White Killarney, Double	.50 to 4.00	Galax, green and bronze, 1000	..... to 1.00
My Maryland	.25 to 3.00	Leucothoe, per 1000	4.50 to 7.00
Columbia	.50 to 8.00	Gladiolus	1.00 to 2.00
Hadley	.50 to 6.00	Lilies, Longiflorum	5.00 to 6.00
Hoosier Beauty	.25 to 3.00	" Rubrum	1.00 to 3.00
Key	10.00 to 25.00	Lily of the Valley	2.00 to 8.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Mignonette, per doz	..... to .....
Mme Pl. Euler (Prima Donna)	.50 to 5.00	Orchids, Cattleyas	60.00 to150.00
Mrs. George Shawyer	.50 to 4.00	Smilax, per doz., strings	.75 to 1.00
Sunburst	.50 to 4.00	Sweet Peas, Spencers	..... to .....
Mrs. Aaron Ward	.25 to 4.00	.....	..... to .....
Lady Alice Stanley	.50 to 4.00	.....	..... to .....
Ophelia	.25 to 6.00	.....	..... to .....
J. J. L. Mock	.25 to 5.00	.....	..... to .....
Mrs. Charles Russell	1.00 to 12.00	.....	..... to .....

All the New and Standard **ROSES**

Fine Grade **CARNATIONS**

and all Seasonable **CUT FLOWERS**

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Consignments Solicited

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When ordering, please mention The Exchange

Alfred H. Langjahr

Wholesale Florist

55 WEST 26th STREET

NEW YORK

Telephone, FARRAGUT 4559

When ordering, please mention The Exchange

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B. A. SNYDER CO. *Wholesale Florists..*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Sept. 2, 1918	Cincinnati Sept. 2, 1918	NAMES AND VARIETIES	Boston Sept. 3, 1918		Pittsburgh Sept. 2, 1918
20.00 to 30.00	..... to	Roses—American Beauty	4.00 to 20.00	..... to	2.00 to 15.00
2.00 to 6.00	..... to	Hadley	1.00 to 6.00	..... to	..... to .....
2.00 to 6.00	3.00 to 8.00	Hoosier Beauty	1.00 to 8.00	..... to	2.00 to 8.00
..... to	..... to	Kaiserin Augusta Victoria	1.00 to 8.00	..... to	..... to .....
2.00 to 4.00	2.00 to 6.00	Killarney	1.00 to 4.00	..... to	..... to .....
3.00 to 6.00	2.00 to 6.00	White Killarney	1.00 to 4.00	..... to	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Queen	.50 to 6.00	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	..... to	2.00 to 6.00
4.00 to 8.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 12.00	..... to	2.00 to 12.00
..... to	..... to	Francis Scott Key	2.00 to 8.00	..... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	..... to	2.00 to 8.00
3.00 to 6.00	..... to	My Maryland	..... to	..... to	2.00 to 6.00
..... to	..... to	Prima Donna	..... to	..... to	2.00 to 8.00
3.00 to 6.00	3.00 to 8.00	Ophelia	1.00 to 6.00	..... to	2.00 to 8.00
2.00 to 5.00	2.00 to 8.00	Richmond	.50 to 4.00	..... to	2.00 to 6.00
3.00 to 8.00	2.00 to 8.00	Sunburst	2.00 to 8.00	..... to	2.00 to 6.00
3.00 to 5.00	..... to	Killarney Brilliant	1.00 to 6.00	..... to	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to	..... to .....
..... to	..... to	Bon Silene	..... to	..... to	..... to 2.00
2.00 to 3.00	..... to	Cecile Brunner	..... to	..... to	..... to .....
..... to	..... to 1.00	Adiantum, ordinary	..... to 1.00	..... to	1.00 to 1.25
..... to	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	..... to	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	..... to	.35 to .50
.50 to 2.50	2.00 to 4.00	Asters	.50 to 2.00	..... to	1.00 to 3.00
1.00 to 2.00	..... to	Calendula	.50 to 1.00	..... to	..... to .....
.50 to 1.50	..... to	Carnations, Select	..... to 1.00	..... to	..... to .....
1.00 to 2.50	1.00 to 1.50	Ordinary	..... to .50	..... to	1.00 to 2.00
.50 to 1.00	..... to	Coreopsis	..... to	..... to	..... to .....
..... to	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... to	..... to	Delphinium, per doz	..... to	..... to	..... to .....
..... to	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .12½
1.00 to 3.00	3.00 to 8.00	Gladioli	1.00 to 3.00	..... to	2.00 to 6.00
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
8.00 to 10.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	8.00 to 12.00	..... to	8.00 to 10.00
3.00 to 5.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to	..... to .....
..... to	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 100.00	..... to	40.00 to 50.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, per doz. strings	..... to	..... to	..... to 2.00
.25 to .60	..... to	Sweet Peas	.50 to 1.00	..... to	..... to .....
..... to	..... to		..... to	..... to	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.
When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street — BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.
When ordering, please mention The Exchange

Boston—Continued from page 394

Children's Exhibit

The Mass. Hort. Society's exhibition of products of children's gardens, on Aug. 31 and Sept. 1, was a great success. The three halls were well filled and the vegetables and flowers were of excellent quality and the competition was keen. A remarkable improvement has taken place in the exhibits in the past two years and undoubtedly the next generation will know a great deal more about the production of food than the present generation does.

The first meeting of the Horticultural Club of Boston will be held at the Parker House on Wednesday evening, Sept. 4.

Joseph E. O'Donnell, assistant salesman for Thomas Roland at the Cooperative Market, was married on Aug. 17 to Miss Olive M. Rice of Medford. They have been spending their honeymoon in Maine. The young couple have the well wishes of their numerous friends.

With the Colors

John Elliott, son of William H. Elliott of Brighton, has been promoted to captain and is in charge of an aviation squadron in Florida. George T. Elliott, Mr. Elliott's eldest son, has been in active service in France for some time.

Martin Stumph, a salesman with Henry M. Robinson & Co., Inc., has joined the Colors. This makes the eighth star on the Robinson flag. Chas. Robioson has returned from Millington, Mass., where he spent a month with his family.

Frank Connely, who has been in the employ of Welch Bros. Co. for many years, has joined the Colors.

The writer is glad to learn that Lieut. Robert Holmes, son of Eben Holmes, who was severely wounded in France, is now convalescing nicely. R. C.

Society of American Florists and Ornamental Horticulturists

Department of Plant Registration

Public notice is hereby given that, as no objections have been filed, the following plant registrations become complete: Roses Premier, Victor, Golden Rule and Mme. Butterfly, by the E. G. Hill Co., Richmond, Ind.

Pyrethrums Rutherford, President Wilson, Sylvia, Pink Beauty, Rosy Morn; Cactus, Dainty, Favorite, Columbia, Delight, Rose Pearl and Purity, by Bobbink & Atkins, Rutherford, N. J.

JOHN YOUNG, Sec'y.
1170 Broadway, New York, Sept. 3, 1918.

"WORTH WHILE" QUALITY
Seeds · Bulbs · Plants For Florists Seedsmen Nurserymen
Florists' Flower Seeds a Specialty — Seasonable Price Lists Mailed Upon Request
Winterson's Seed Store, 166 North Wabash Avenue, Chicago
When ordering, please mention The Exchange

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
When ordering, please mention The Exchange

Chicago and the West

Continued Improvement

Sept. 3—There is a general trend towards better market conditions; each week sees an improvement over the former one. Cooler weather has in a general way improved the condition of stock, especially Roses. The shipping trade is good and well up to the normal of past seasons. City trade is slow, funeral work proves so far to be the main outlet for the retailers' stock.

American Beauty Roses are having a good call and the limited stock that now comes to this market sell freely at good Summer prices. In other varieties there is a good supply, mostly of short stock, which is sold cheaply. Dealers have some trouble in getting remunerative prices for good stock the buyer wanting good stock at short stock prices. The supply of Carnations is greatly improved; they are coming in of better quality. The stock so far consists of the cutting from field-grown plants as well as some stock from early planting in the greenhouses.

The supply of Gladioli is large and only the fancy is bringing anything like satisfactory prices. Some of the poorer grades are difficult to move at any price. Fancy stock like Mrs. Pendleton is selling at from $5 to $6 per 100, the lower grades sell at from $1 to $3.

Good Asters are scarce; at least more could be sold than are coming in, but poor stock is in oversupply and is hard to move, even at low prices. They are to be had in all colors. Fancy stock brings as high as $4 per 100. Valley is scarce, at from $5 to $6 per 100. Orchids are also on the short side, but there is no strong demand for either. Easter Lilies are in good demand, with a liberal supply and their presence in all funeral work is noticeable. In auratum and rubrum Lilies there is also a good supply.

'Mums are fast assuming a prominent place on the market and the variety is increasing; besides Golden Glow there are good whites, chiefly October Frost and Smith's Advance.

There is a rapid falling off in the supply of outdoor stock; Tuberoses, Cosmos, and Gypsophila, are the principal offerings in miscellaneous stock. There is plenty of everything in greens; the new crop of fancy ferns are selling at from $2 to $2.50 per 1000.

All the wholesale houses closed on Labor Day, a few keeping open a short time in the morning to accommodate customers. The express company did not pick up or deliver any stock that day. The Victory Parade of 250,000 city workers started promptly at 9 a.m. and took nearly four hours to pass a given point, which blocked all the traffic in the loop district for the time being. It was estimated that there were a million spectators along the line of march.

Chicago observed its first gasless Sunday yesterday. It is estimated that 350,000 gallons of gasoline were saved for war use. No one was killed in an auto accident, an unusual condition for a Sunday. The stopping of auto traffic made but little difference to the trade, as Sunday funerals have been abolished. Such deliveries as had to be made were taken care of by messenger boys on the street cars. The absence of all automobiles from the boulevards, parks and streets of the city was a marvelous demonstration of Chicago's patriotism.

Flowers were freely used in the Labor Day parade on Monday. Many of the members of labor organizations wore Roses in connection with their badges while on parade. One float scattered flowers to the spectators along the line of march.

With the Soldiers

Jack Jacobs and Art McGruge of the E. C. Amling store force left last week for Camp Wadsworth, S. C., having joined the Colors.

Chicago, Sept. 3, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials, per doz.	4.00 to 5.00
36-inch stems "	3.00 to 4.00
30-inch stems "	2.00 to 3.00
24-inch stems "	1.50 to 2.00
18 to 20-inch stems "	1.00 to 1.50
Columbia	4.00 to 15.00
White and Pink Killarney	2.00 to 8.00
Killarney Brilliant	2.00 to 8.00
Milady	3.00 to 10.00
Mrs. Aaron Ward	2.00 to 8.00
Mrs. Chas. Russell	4.00 to 15.00
Richmond	3.00 to 6.00
Sunburst	3.00 to 8.00
Ophelia	3.00 to 8.00
Carnations, Select	2.00 to 3.00
" Ordinary	1.00 to 2.00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
" plumosus, strings	40.00 to 50.00
Asters, Common	.50 to 1.50
" Fancy	2.00 to 4.00
Adiantum	1.00 to 1.50
Calendulas	2.00 to 3.00
Candytuft, per bunch	.35 to .50
Chrysanthemums, Golden Glow	2.00 to 2.50
" October Frost	1.50 to 2.00
Coreopsis	.50 to .75
Cornflowers	.50 to 1.00
Daisies	1.50 to 2.00
Ferns, Hardy, per 1000	2.00 to 2.50
Feverfew, per bunch	.25 to .35
Galax Leaves, per 1000	..... to 1.25
Gaillardias	1.00 to 1.50
Gardenias, per doz	1.50 to 2.00
Gladioli, Fancy	4.00 to 5.00
" Common	1.00 to 2.00
Leucothoe Sprays	1.00 to 2.00
Lilium Auratum	10.00 to 12.50
Lilium Longiflorum	8.00 to 10.00
Lilium Rubrum	3.00 to 4.00
Lily of the Valley	5.00 to 6.00
Mexican Ivy, per 1000	..... to 6.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas, per doz	6.00 to 9.00
Shasta Daisies	1.00 to 1.50
Smilax, per doz	2.50 to 3.00
Snapdragons, per doz	.75 to 1.00
Sweet Peas	.50 to .75
Water Lilies	2.00 to 4.00
" " Fancy	6.00 to 8.00

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchange

FIELD-GROWN

CARNATION PLANTS

We still have a quantity of dark and light pink, white and red CARNATION PLANTS. Look for our classified advertisement.

THE FINEST ASTERS

of the season are coming in now. In and outdoor grown stock; flowers of an exceptionally good quality. Plenty of all colors and all grades. $2.50 to $5.00 per 100.

BEAUTIES

$2.50 to $4.00 per dozen. The cut is increasing, but order in advance whenever possible.

ROSES

RUSSELL, PRIMA DONNA, OPHELIA and SUNBURST are the varieties that show the best quality. The supply is getting larger and the flowers show an improvement. We can fill your order for ROSES in a satisfactory way.

THE LEO NIESSEN CO.

Wholesale Florists

BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses Asters Gladioli and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa Smilax Adiantum and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA

Seasonable Flowers

When ordering, please mention The Exchange

Albert LeRock of the flower seed department of Vaughan's Seed Store left Saturday for one of the training camps.

The greenhouses at National Grove near Harlem ave. were closed a month ago. For the past three years they were operated by Martin Radtke, who, with the termination of his lease, abandoned them, owing to coal and labor troubles.

Meyers & Wagner, who have been operating a modern range of about 20,000ft. of glass at Lyons, are putting in a partition in their greenhouse, preparatory to the closing of half their glass area. Valves are also being put in the steam pipes. Mr. Wagner states that it is impossible to get help and Mr. Meyers and himself could not take care of the entire range for the Winter.

The Chicago Florists' Club will meet at the Hotel Randolph on Thursday evening, Sept. 5. This is to be retailers' night and a number of prominent retailers have promised to read papers giving their views of trade conditions from a retailer's standpoint.

Allie Zech of Zech & Mann has not yet returned from the convention at St. Louis. He is calling on his customers in various cities in Western Missouri, and reports an enjoyable time.

'Mums Under Canvas

H. C. Rojahn, head gardener at Forest Home Cemetery, has made a noteworthy success this season in raising a large crop of early-flowering 'Mums outdoors under a canvas shading. The varieties are Golden Glow and October Frost.

At a meeting of the Illinois State Florists' Ass'n, held in St. Louis during convention week, it was considered best not to hold the customary trade exhibit and display in connection with the meeting to be held this year in Springfield.

The J. D. Thompson Carnation Co. of Joliet, Ill., recently filed a petition in bankruptcy in the District Court of the United States. A special meeting of creditors was held on Saturday, Aug. 31, at 10:30 a.m., at the office of the referee, Oscar R. Laraway, Room 203 Clement Building, Joliet. An offer of $8000 which has been bid for all the greenhouses and their equipment and the leasehold interest in and to the real estate was considered.

Personal

Edwin Matthews, who has of late written many articles of value for the nursery columns of THE FLORISTS' EXCHANGE, advises us that he has become a member of the Outdoor Arts Co., Inc., with offices at 8438 Germantown ave., Chestnut Hill, Pa., also at 547 Drexel bldg., Philadelphia. This new enterprise will undertake a regular line of landscape gardening, town planning and all work along that line. Mr. Matthews has associated himself with Louis U. Strassburger, C. E., architectural engineer, and Ernest Hemming, a widely known horticulturist. The company reports quite a line of business on hand, although it is not yet a month old.

Mr. Matthews writes: "It takes considerable courage to start such a project in these precarious days when rapid changes occur which upset the best laid plans. However, we are taking these chances, for along with courage we must also have a vision, and I have a 'hunch' that with the end of the war will come a time of planting and beautifying as has never before been experienced."

We believe you do possess a clear vision, Mr. Matthews.

Plumbago capensis

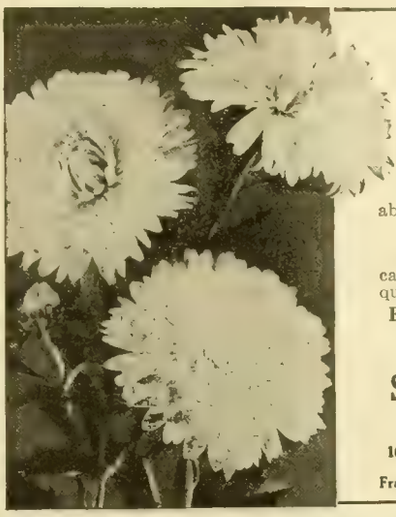
If the man who wants Plumbago capensis and whose inquiry appeared in THE EXCHANGE of Aug. 3, p. 170, will get in touch with nurserymen in this neighborhood (Sawtelle, Cal.) he will have his wants supplied, and, I suspect, at low cost. It is easily rooted, and wood for cuttings may be had in any quantity. It luxuriates in our dry climate, but it must have water applied to the roots during the dry season. P. D. B.

SWEET PEAS FOR PROFIT

J. HARRISON DICK

$1.50

A. T. DE LA MARE CO., INC., NEW YORK
438 W. 37th St., New York



ASTERS

As the season advances these continue to improve, and the midseason sorts are being supplemented by the choice later varieties, adding to the assortment as well as to the quality, size and perfection of form and substance of this indispensable September leader.

$2.00, $3.00 and $4.00 per 100.

DAHLIAS are now a feature, and we can supply in quantity and unusually fine quality. **$2.00 per 100.**

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

Business Hours: 7 A. M. to 4 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florist of Philadelphia

Philadelphia, 1608-1620 Ludlow Street
New York, 117 West 27th Street
Baltimore, Franklin and St. Paul Streets
Washington, 1216 H St. N. W.

When ordering, please mention The Exchange

Philadelphia

The Market Improves

Sept. 3—Business for the past week shows improvement, with the market at its best on Friday and Saturday. There is a liberal supply of all flowers now in season, with Asters and Gladioli much to the fore. Dahlias are now coming in with an increasing supply, but are not meeting with much success. Ruling prices are $1. to $2. per 100.

There is a fine supply of Asters, some of the late varieties coming in in superb form. They are taking well. Gladioli is moving nicely, with a free supply. There is a fair supply of Roses, with short grade stock too much in evidence. Long grades are taking freely. New crop Carnations are to be had but are vey short stemmed. Orchids are few and far between. Lillies are in full supply and meet with an excellent demand. The 'Mum season has started with Golden Glow and Smiths Advance.

Notes

Russell Kober of the Chalfonte Cut Flower Co. has joined Uncle Sam's great army.

Most of the stores and wholesalers observed Labor Day and there was little business to speak of.

Recent visitors include Will Rehder, Wilmington, N. C., Robert Pyle, West Grove, Pa., Mr. Johnson of Sawyer & Johnson, Bethlehem, Pa., John R. Andre, Doylestown, Pa., M. W. Rosen and W. H. Fox of Parker Ford, Pa.

Pennock Bros. have had an exceptionally busy week with an extensive line of funeral work.

Leo Niessen comments on the excellent Asters his house is receiving in indoor and outdoor stock, stating that they were the finest he has ever seen.

Dennis Conner is installing a new heating apparatus for John Wescott; several of the houses will be discontinued.

Alvah R. Jones of the S. S. Pennock Co. states that business was better with them this July and August than for the same period last year.

Samuel F. Lilley has been sending in good new crop Carnations to Chas E. Meehan.

Club Meeting

The September meeting of the Florists' Club was principally confined to the nominations of officers to serve for the ensuing year. The nominees are as follows: President, Mark P. Mills and Chas H. Grakelow; vice-pres., Edmund A. Harvey; sec'y, Robt. Kift; treas., George Craig. Refreshments followed a brief business session.

Not Afraid to Raise Prices

The Autumn, 1918, list of trees, evergreens, shrubs, Roses and other stock of the Elm City Nursery Co., New Haven, Conn., a copy of which has just come to hand, shows an increase in prices on many items. The firm writes as follows concerning this catalog "Many say 'raise prices.' We believe in doing it as well as saying it. It is our opinion that these new prices are none too high if we are to stay in business. It is better to sell less if necessary, and what we do, do at a living margin."

Bell Telephone Keystone Telephone

Komada Brothers

Manufacturers of all kinds of **WIRE DESIGNS**

FLORISTS' SUPPLIES

Any Wire Design at short notice

1008 Vine Street PHILADELPHIA, Pa.

When ordering, please mention The Exchange

Philadelphia, Sept. 3, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	4.00 to 25.00
Kaiserin Aug. Vic.	2.00 to 8.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	2.00 to 3.00
" Ordinary	1.00 to 2.00
Chrysanthemums	15.00 to 20.00
Dahlias	1.00 to 3.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Orchids—Cattleyas	75.00 to 100.00

Fargo, N. D.

The Shotwell Floral Co. and the Smedley Floral Co. were kept very busy recently with orders for the funeral of Miss Leimbacher, a young woman who was a leader in all the war activities of Fargo and who met death by drowning while trying to save the life of another. Miss Leimbach, at the time of her death, was engaged in war camp community service at West Point. The Shotwell Floral Co., among other designs, made a service flag and a 36in. American flag. Red Geranium blossoms and white Asters formed the stripes and the ground for the stars was composed of blue Immortelles. For the service flag the same flowers were used except that Sunburst Rose buds were used for the gold star.

ALEX. GARDINER.

Question Box

Destroying Crickets—Can you advise how to get rid of crickets. M. F. S., N. J.

—Catch them in the evening by the aid of a lamp or lantern, or use a poisoned bait of Paris green, sugar, and Wheat shorts or Bran or Indian meal, placing it where the crickets live or visit.

Flowers for Identification.—I am sending a few flowers for identification. Will you please name them and state whether they are annuals or perennials.—J.D., N. Y.

—The yellow and maroon bloom is a Gaillardia, the other a Centaurea imperialis. Both are annuals.—J. H. S.

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can..	$10.50	288-sheet can	$7.50
4-lb. can..	5.50	144-sheet can	4.00
1-lb. can..	1.50	24-sheet can	.85
¼-lb. can..	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

When ordering please mention The Exchange

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK VERY GENUINE TIN BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering please mention The Exchange

Aphine
The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

ULTIMATELY

You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House
Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yards. CHICAGO

When ordering, please mention The Exchange

FRIEDMAN'S BEST
TOBACCO POWDER, 4c. lb. in 100 lb. sacks
TOBACCO DUST, 2c. lb. in 100 lb. sacks
TOBACCO STEMS, $1.50 in 100 lb. bales
Special prices in Tons and Carload Lots
J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

The Middle West

Cleveland, O.

The month of September has opened with favorable temperature, improved stock and the market in a healthy condition. Late Asters are of much better quality than the midseason stock, and Roses are showing superior substance and color. Trade is brisk, buying being well sustained both by local and out-of-town purchasers. As usual at this time of the year the demand for accessories and supplies is noticeably augmented. Liberal advance orders are being booked for green materials for September store openings, the volume indicating that merchants are anticipating an increased Autumn business. Vacations are over, and although many familiar faces are missing in the line-up of the various establishments, a spirit of optimism is everywhere in evidence throughout the local trade.

August Business

The volume of business transacted in August equals the records of last year, and from some sources gains are reported. Early in the month the unprecedented hot weather operated as a detriment to business; this, however, was offset by the more favorable conditions of the latter part of the month. Much more business is being done on a cash basis than formerly. The new amplified draft measure is causing considerable uncertainty, as it is expected to remove many trained men from trade forces. Collections are normal, in but few instances pressure being found necessary.

J. McL.

The Kraft Paper Situation

According to local jobbers the supply of Kraft paper—so popular with florists for wrapping purposes—has never been so short, due to the tremendous demands made for Government uses. No. 1 Kraft is now selling at 12c. and No. 2 at 11¾c., with reported probabilities of an early advance. Being extremely tough and moisture resisting it is the ideal paper for enclosing bundles and boxes of flowers, and unfortunately there are few, if any substitutes. Manufacture is far below normal at present, on account of the acute scarcity of labor, which makes it difficult to secure the fiber pulp required in its composition.

Notes

Chas. H. Totty, wife and daughter, stopped to call upon Cleveland florists, on Aug. 28, en route home from St. Louis. The party went to Buffalo by night boat, whence the motor trip East was to be resumed.

The Elyria Flower Store executed a mammoth liberty bell design which was borne upon a float in the Labor Day parade in that city. The huge bell was 6ft. high and was made of Asters and Gladioli.

Henry Eichoff, the Woodlnd ave. florist, has added another Ford truck to his equipment.

Cleveland florists again displayed their patriotism by refraining from using their autos on "autoless Sunday," Sept. 1.

Mr. and Mrs. James Salmon, of Akron, Ohio, spent Aug. 30 and 31 visiting Cleveland friends in the trade. Other recent visitors were E. F. Fetters, Detroit, Mich.; C. C. Beingesser, Lorain, Ohio; Mrs. Nellie Ziegler, Bellevue, Ohio, and Mrs. H. B. Fearn, Elyria, Ohio.

J. McL.

Indianapolis, Ind.

General flower conditions have been quiet, there being little business aside from funeral orders. Heavy rains in this section of the country have caused all kinds of garden flowers to be much more plentiful. This is particularly true of Gladioli at $2 to $3 per 100; Tritomas at $3 to $4; Larkspur at $5 to $6, and Physostegia at $3 to $4.

New crop Carnations are coming in in small quantities, at $2 to $3 per 100. Small, short Gladioli bring $1 to $1.50 per 100. Giganteum Lilies at $12.50 to $15 per 100, and rubrums at $5 to $6 are very plentiful. Good Roses are being shipped in from the Lake regions at $8 to $15 per 100. Home grown stock is also improving with colder weather at $3 to $6. A fine Dahlia season is close at hand and the few now received bring $1 to $2 per 100.

Arrangements are being made for an extensive flower show at the State Fair this year, and if stock is fairly plentiful there should be a really good exhibit.

The New Draft

The new draft will undoubtedly affect the flower shops and greenhouses very decidedly. Probably a large number of those included in the draft ages will be in service within the next two month and unless flower business is commensurate with the general order of thing there will be a decided shortage in thi line.

F. H. Hustedt, florist and proprietor c the Midway Greenhouses, Midway, Ind is visiting the growers in this section.

An auto party, consisting of John Ri man, Oliver Steinkamp and Smith Young, visited the Northern Ohio grow ers this week. They especially went t see the establishment of Rolf Zetlitz, a Lima, Ohio.

Harry Klusmeier, formerly with th Circle Flower Store, is leaving to take similar position with the Fred Lemon Co at Richmond, Ind.

The death of Mr. Hurley, the well known Tomlinson Hall florist, has bee reported. Mr. and Mrs. Hurley had man friends among the trade and his loss wil be deeply regretted.

Elwood H. Kline, with W. H. Culp Co. Wichita, Kan., and J. J. Karins representing Henry A. Dreer, Inc., Phila delphia, were recent visitors.

Some attractive yellow 'Mums from th J. H. Budlong Co. of Chicago are bein received in this section.

The visit of Secretary of the Navy Daniels at Indianapolis on Labor Da called for extensive decorations at Tom linson Hall.

The question of what to do with th many officers' accounts held by the flowe shops and also of those who came withi the draft limits is getting to be a bi question with some of the florists. It i difficult to deny an old reliable patron credit, but seemingly many of these when taken into the Army forget all about thei business responsibilities. It is a questio whether it is wisdom to extend any credi to those eligible for the next draft in view of the past.

The lightless night order strikes some of the Illinois st. florists strongly, as they have show case stores and are unable to operate as usual.

I. B.

Fort Wayne, Ind.

There was a decided improvement in weather conditions during the last week in August, and business was brisk, including funeral work, and a few good sized weddings. Counter trade was also lively. Taking August as a whole, it compared very favorably with August of previous years, and actual receipts were larger than in August of last year.

The scarcity of flowers has been relieved and the quality is vastly better, due to cooler weather. A heavy rain recently broke the prolonged drought of a month and a half. There is a slight improvement in the quality of Roses, and young stock Carnations are arriving in all colors, and are larger. These bring 60c. per doz. retail. Easter Lilies and rubrums are plentiful, and auratums continue to sell well. Dahlias are becoming prominent and Zinnias are making a good showing.

Early 'Mums do not sell especially well, but are used for window decorations. Prices are high on these.

Plants for Summer

Well-flowered Aster plants bring good returns; these and a few Celosias and Begonias are all there are offered in plants. With the excellent demand for flowering plants at this time of the year, it would seem to the writer that some enterprising grower would produce seasonable plants for Summer sale. There certainly is a rich field in this line, and as far as the writer can see, no competition. Boston ferns and other fancy varieties have sold exceptionally well this Summer.

Jottings

The A. J. Lanternier Co. has purchased another large Overland truck. This firm is rebuilding two of its greenhouses completely and will plant them with Winter stock when they are rebuilt.

The Flick Floral Co. is installing a new steam circulating system at its greenhouses, which is operated by an electric vacuum pump, in connection with the boilers, to help reduce the consumption of coal this Winter, by keeping the steam in constant circulation. The expense it is believed will be more than offset by the saving of coal and the reduced cost of running the heating plant. The greenhouses are being renovated.

Robert Greenlaw, representing the S. S. Pennock Co., of New York City, was a trade visitor.

A large number of the growers are planning to raise vegetables and vegetable plants this Winter in their greenhouses.

D. B.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3 25	$37.50	$287.50
20	18 in.	2.75	30 00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest, and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

For Starting Crops In The Spring

FOLLOWING is what Mr J. F. Zimmerman, of Alliance, Ohio, says of our System of Irrigation:

"It is worth alone the price of the System in starting crops in the Spring, and especially in transplanting."

SKINNER SYSTEM OF IRRIGATION.

The Skinner Irrigation Co.

225 Water St., Troy, Ohio

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 75c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION DURABLE AND INEXPENSIVE

WRITE FOR ESTIMATE

THE FOLEY GREENHOUSE MFG. CO.

3075 S. SPAULDING AVE.

CHICAGO

Peirce Paper Flower Pot

Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.

E. ALLAN PEIRCE

40 Oaks Road, Waltham, Mass.

When ordering, please mention The Exchange

CAST IRON BOILERS

THAT LET THE FLORIST SLEEP

GIBLIN & CO. 107 Broad St. UTICA, N. Y.

When ordering, please mention The Exchange

St. Louis, Mo.

The cut flower market remains in good shape, there being no large oversupply on hand at any time, and as business continues good for this season, prices remain firm. Good Roses, including Killarney, Russell, Ophelia, Columbia, Shawyer and Richmond bring from 4c. to 15c. Asters of good quality range from 2c. to 5c., Gladioli from 2c. to 6c. Lilies are in fair demand and supply and find ready sale at 12½c. to 15c. Smilax, Asparagus, ferns and Galax are in good demand, as funeral work has been rather heavy.

Fine weather and the long looked-for rains have arrived at last, filling ponds, cisterns and wells to overflowing, and giving the growers confidence in their Fall crops. Carnations in the fields suffered considerably from the drought and if the rains had not arrived much stock would not have been worth planting. The growers are now getting busy, in view of the change on coal conditions, as screenings are plentiful in this district. No doubt the next bond issue will go over the top again in Missouri, as the coal men and growers will have a few extra dollars to invest.

Our convention guests, who came by automobile, were detained on Saturday, Aug. 24, on account of the heavy rains. President Totty left about an hour before the heaviest rain that has fallen in St. Louis for years. J. A. Peterson and C. E. Critchell were ready to start in their machines but changed their minds. Mr. Peterson and his wife left on Monday, but had got only a short distance when he wired C. E. Critchell: "Roads in bad condition," and Mr. Critchell waited until Tuesday, leaving with J. A. Caomes for Indianapolis.

Labor Day Celebration

Labor Day was celebrated here as never before. A heavy rain started about 6 a.m. and continued all day, but the marchers with their white umbrellas and gaily decorated floats of flowers and bunting paraded as if the sun had been shining.

Joseph Frank, formerly of New York, has been appointed buyer and manager of the floral department of the Stix-Baer & Fuller Dry Goods Co.

The Scruggs-Vandervoort-Barney Dry Goods Co., which has operated a floral department very successfully for the past five years has leased same to Messrs. Schaeffer and Steitz of St. Louis, and it is to be operated on a percentage basis.

George Schriefer, who has been with C. A. Kuehn for the past 18 years, has been appointed manager of the cut flower end of the St. Louis Wholesale Cut Flower Co. He will prove a valuable assistant to the company's president, D. S. Geddis. G.

Cincinnati, O.

Roses are in fair, and Asters in good supply. Excellent blooms are coming into the market from the North and in quantities large enough to satisfy all present demands. Gladioli are still fairly plentiful, but the average quality is hardly as high as it was a fortnight or more ago. Easter Lilies and a few auratum Lilies may be had. Other offerings include Carnations and Dahlias.

Club Meeting

The September meeting of the Cincinnati Florists' Society will be held on Monday evening, Sept. 9.

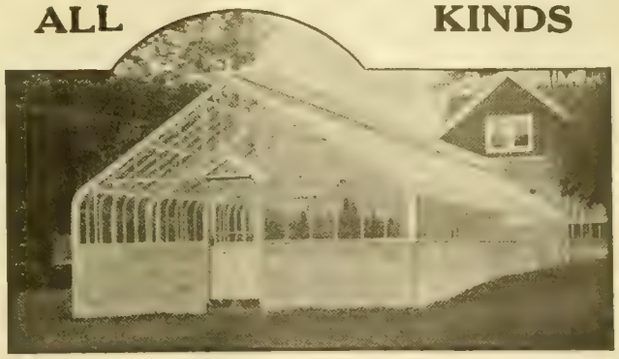
Chas. Windram who has been overseas with the Aviation Section of the Marine Corps has returned for some special technical training.

Raymond Kischner, a former street flower seller of this city, is at Camp Jackson, S. C., and writes that he expects to go overseas shortly.

Mr. and Mrs. C. J. Ohmer and their son, James Ohmer, of West Palm Beach, Fla., are visiting Mr. and Mrs. E. G. Gillett. TEDDY.

GREENHOUSES

ALL KINDS



When contemplating the building of a greenhouse, the wise course is to avoid extravagance and delay by hiring an organization which features speed and economy

PUT YOUR GREENHOUSE PROBLEMS UP TO US

We go anywhere in the United States to submit plans and prices

Metropolitan Material Co PATENTED GREENHOUSES

1335-1339 FLUSHING AVE. BROOKLYN, N. Y.

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA

WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.

SOUTH ZANESVILLE, OHIO

RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

SYRACUSE Standard Red Pots

STRONG—LIGHT—POROUS

Write for Catalogue and Prices

Syracuse Pottery

L. BREITSCHWERTH, Prop.

SYRACUSE, N. Y.

MASTICA

FOR GREENHOUSE GLAZING

USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

F. O. PIERCE CO., 12 W. Broadway, New York

When ordering, please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

The Keller Pottery Co.

213-223 Pearl St., Norristown, Pa.

—PIPE—

Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

Established 1902

Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

When ordering, please mention The Exchange

RAMSBURG'S SQUARE PAPER POT

Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.

G. S. RAMSBURG, Somersworth, N. H.

When ordering, please mention The Exchange

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By a general greenhouse man. Middle age, single; German, neat and thoroughly reliable. Life experience on private and commercial places. Understands Carnations, Chrysanthemums, Sweet Peas and general stock. First-class references. A well kept place, where good help is appreciated, preferred. Give particulars and wages in first letter. Address A.B.care Mr.Wolff, 305 W. 125th st., New York.

SITUATION WANTED—By head gardener. Private or commercial place. Over 25 years, thorough practical experience in greenhouse, hardy perennials, vegetables and outdoor gardening. Propagator of evergreens, azaleas and all nursery stock. Married, no family; strictly sober. Eight years present postion. Address E. B. care Florists' Exchange.

SITUATION WANTED—As foreman, or charge of greenhouses, by first-class grower of Christmas and Easter stock, Orchids, 'Mums, Carnations and general cut flowers; Cyclamen a specialty; good propagator. Can handle help. Excellent references; 20 years' experience. Single. Address C. F. care The Florists' Exchange.

SITUATION WANTED—As head working gardener on private estate. German-American; married; 36; 1 child. 22 years' experience in greenhouse, vegetable and landscape work; 6 years in last position. State wages and particulars in first letter. Address D. A. care The Florists' Exchange.

SITUATION WANTED—As private gardener. First class grower, under glass and outside. Well educated; expert in floriculture and horticulture. At present foreman of a big well known commercial place. Best references. Address E. C. care The Florists' Exchange.

SITUATION WANTED—By florist and landscape gardener, good decorator, salesman, etc. City trade preferred. Married, no children. Age 33. Address E. D. care The Florists' Exchange.

HELP WANTED

WANTED

Rose Grower to take care of section. $4.00 a day to start.
The McCallum Company, Evans City, Pa.

WANTED

Man to call on the florist and nursery trade with line of florists' plants and nursery stock. Experience and ability necessary. State age and experience in first letter. Good proposition for the right man. Address E. A. care The Florists' Exchange.

WANTED—Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties.
T. Malbrane, Johnstown, Pa.

WANTED—Gardener, experienced only, to take care of Palms, etc., in and outside of a hotel; steady position. Apply to our Employment Department, Hotels Biltmore, Commodore, Belmont, Mahattan, Ansonia, Murray Hill. at 635 Sixth av., City.

WANTED—Florist, experienced only; steady position, good salary. Apply with reference, in person or by letter, to our Employment Department, Hotels Biltmore, Commodore, Manhattan, Belmont, Ansonia, Murray Hill, at 635 Sixth av., City.

MAN WANTED—Salary no object. Elderly preferred. Capable and good executive ability for a busy and medium price retail trade. Funeral and design work a specialty. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—Man over 45 years of age, who has worked on private estates, with good all around greenhouse experience; married. Reply with particulars and wages expected. Address E. F. care The Florists' Exchange.

WANTED—Stock clerk for seed store. Must have at least 5 years' experience and furnish good reference. State age and salary expected in first letter. I. N. Simon & Son, 438 Market st., Philadelphia, Pa.

WANTED—A grower, one who is a live wire. Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Good maker-up and window dresser, man or woman; steady position.
M. B. Golden, 59 Lafayette Ave., Brooklyn, N. Y.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

MEN OR WOMEN—Part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit. Weeks Nursery Co., Newark, New York State.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—A night fireman for 3 hot water boilers. Must be experienced. Wages, $4.00 per night. Give reference. Address Connecticut, care The Florists' Exchange.

WANTED—Reliable greenhouse man, single, who is able to help out with decorating. Steady position. Address E. E. care The Florists' Exchange.

WANTED—General all round man as fireman. A good position for the right man and good wages. Apply to Thomas Roland, Nahant, Mass.

WANTED—A man to pot Ferns, Boston and Scottii. Wages, $24.00 per week. Apply F. H. Dressel, 545 Gregory av., Weehawken, N. J.

WANTED—Storeman and designer, for steady work. References required. State salary desired. Address B. B. care The Florists' Exchange.

WANTED—Experienced man for pot Roses, Cyclamen, 'Mums and bedding stuff. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

WANTED—Married man, as Rose and Carnation grower and general greenhouse stock. Idle Hour Nurseries, Macon, Ga.

WANTED—Young woman for retail florist store. Hours, 8 to 5. Address D. C. care The Florists' Exchange.

WANTED—Good greenhouse man for Carnations, 'Mums and general pot plants.
Chas. L. Stanley, Plainfield, N. J.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
Seedlings		$9.00
2½-in., extra heavy	$4.00	35.00
2½-in., lighter grade	3.50	30.00
3-in., heavy	7.00	60.00
4-in., heavy	12.00	

C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2½-in. 3c.,
W. C. Ehmann, Corfu, N. Y.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00. Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

ASPARAGUS SPRENGERI—Surplus stock, 2¼-in., $2.50 per 100. Cash. Fancher's Greenhouses, Binghamton, N. Y.

ASPARAGUS PLUMOSUS—Spray. $2.50 per doz. bunches. Cash. Henry V. Shaw, Red Hook, N.Y.

BARBERRY

BARBERRY THUNBERGII—From cuttings from one original plant. Send for rates.
The Conard & Jones Co., West Grove, Pa.

BEGONIAS

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnati and Lorraine, 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. Chatelaine, 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

	Per 100
Melior. Best of winter-flowering Begonias.	
Strong, young plants	$20.00
Strong, 3-in. plants	30.00
Mrs. J. A. Peterson. 3-in. plants	35.00

J. A. Peterson & Sons, Westwood, Cincinnati, O.

BEGONIA—Gloire de Chatelaine. Strong, 3-in., will make elegant stock for Christmas. $10.00 per 100. Cash.
Henry Schmidt, 673 Church Lane, North Bergen, N. J.

BOUVARDIA

BOUVARDIA

Field-grown	100	1000
Double White and Pink	$15.00	$120.00
Single Pink, Red and Wlite	15.00	120.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CALCEOLARIAS

CALCEOLARIAS—Stewardii, 2¼-in., $8.00 per 100; Golden Gem, 2¼-in., $8.00 per 100; Golden Bedder, 2¼-in., $8.00 per 100; Hybrida, 4½-in., $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

CALENDULAS

CALENDULAS—2½-in., $2.50 per 100. Grown from select seed.
W. C. Ehmann, Corfu, N. Y.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

CALLA ÆTHEOPICA
Dormant mammoth bulbs, New Jersey-grown, 7 to 9, $3.00 per doz., $20.00 per 100
CHARLES H. TOTTY CO.
MADISON NEW JERSEY

Continued on Next Column

STOCK FOR SALE

CALLAS

CALLAS—Bulbs, clean and healthy. See display ad., page 375.
Roman J. Irwin, 108 West 28th st., New York

CARNATIONS

Extra good, field grown plants

	100	1000
10000 Alice	$6.00	$50.00
12000 Mrs. C. W. Ward	6.00	55.00
5000 Miss Theo	7.00	60.00
5000 Pink Enchantress	6.00	55.00
5000 Enchantress Supreme	8.00	70.00
2000 Cottage Maid	7.00	60.00
1000 Dorothy Gordon	6.00	55.00
12000 Matchless	6.00	55.00
3000 White Enchantress	7.50	65.00
2000 White Perfection	6.00	55.00
1000 Alma Ward	6.00	55.00
1000 Belle Washburn	8.00	75.00
1000 Merry Christmas	8.00	75.00
1000 Benora	8.00	75.00
500 Old Gold	8.00	75.00

Boxes and packing extra at cost. Special quotations on large quantities.
Terms: cash or satisfactory reference.
C. U. Liggit, Wholesale Plantsman,
325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS
Exceptionally strong, well grown field plants.

	100	1000
Matchless	$7.00	$60.00
White Enchantress	7.50	65.00
White Wonder	7.00	60.00
White Perfection	7.00	60.00
Alma Ward	7.00	60.00
Pink Enchantress	7.50	65.00
Albert Roper	7.50	65.00
C. W. Ward	7.00	60.00
Alice	6.00	45.00
Miss Theo	7.00	60.00
Victory	7.50	65.00
Belle Washburn	7.50	65.00

Some of the varieties included in this list are in short supply and are offered subject to being unsold on receipt of order.
Boxes and packing charges added.
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

FIELD-GROWN CARNATIONS

	100	1000
3000 Cottage Maid	$8.00	$75.00
2000 Matchless	7.00	60.00
2000 White Wonder	7.00	60.00
1000 Aviator	8.00	75.00
1000 Belle Washburne	8.00	75.00
2000 Benora	8.00	75.00
800 Alice	7.00	
300 Nancy	7.00	

CHARLES H. TOTTY CO.
MADISON . NEW JERSEY

FIELD GROWN CARNATION PLANTS

	100	1000
Enchantress Supreme	$7.50	$65.00
White Enchantress	7.50	65.00
Matchless	7.50	65.00
White Perfection	7.50	65.00
Good Cheer	7.50	65.00
Winsor	7.50	65.00

250 plants at the 1000 rate. Good fine plants
BRANT BROS. INC., Utica, N. Y.

CARNATION PLANTS
Field-grown
We can supply excellent stock of White Enchantress, Enchantress and Matchless. Send your orders to us to be assured of satisfaction
Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from parties not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

FIELD-GROWN CARNATION PLANTS

C. W. Ward, Alice, Enchantress, Albert Roper, Philadelphia — $7.00 per 100 — Matchless, Perfection, Victory, Washburn, Alma Ward

Extra fine plants—Satisfaction guaranteed
The Leo Niessen Co., Philadelphia, Pa.

Field-Grown Carnations
Strong, healthy plants
Pink and White Enchantress
No. 1, $6.00 per 100, $50.00 per 1000; Alice, $5.00 per 100. Good, No. 2, $4.00 per 100, $30.00 per 1000. Packed to carry safely.
Charles Black
Hightstown, New Jersey

CARNATION PLANTS
3500 White Enchantress
2000 Matchless
1000 Ward
400 Enchantress Supreme
300 Beacon
$6.00 per 100, $50.00 per 1000.
Crawford Greenhouses, Montello, Mass.

CARNATIONS—Field-grown. White Enchantress, White Wonder, Matchless, Perfection, Enchantress, Enchantress Supreme, Mrs. C. W. Ward, Beacon. $7.00 per 100. Prices on other varieties on application.
Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Page

STOCK FOR SALE

CARNATIONS

CARNATIONS—Field-grown, clean, healthy plants: 900 White Enchantress, 150 H. Fenn, 1st size plants, $7.00 per 100; 500Matchless, $4.50 per 100; 1050 White Enchantress; 400 Supreme, 150 Ward, 2nd size, $3.00 per 100. Cash with order. The Chatham Floral Co., Chatham, N. Y.

CARNATIONS—White Wonder. Extra heavy plants. Satisfaction guaranteed. $50.00 per 1000, $5.00 per 100. S. Kahn, Signs Road, Bull's Head, Staten Island, N. Y. Telephone, West New Brighton, 131-J.

FIELD-GROWN CARNATIONS—White Wonder, $5.00 per 100 $45.00 per 1000. White Perfection, $5.00 per 100, $45.00 per 1000. Cash with order, please.
John Weston, Valley Stream, L. I., N. Y.

Extra heavy field-grown Carnation plants. 500 Matchless, 4000 Enchantress, 500 Philadelphia, 500 White Wonder, $7.00 per 100, $60.00 per 1000. Cash with order, please. Packed lightly and carefully. Dobbs & Son, Auburn, N. Y.

FIELD-GROWN CARNATIONS. Fine, bushy plants: 200 Matchless, 200 Alice, 100 Belle Washburn, $6.00 per 100, $25.00 the lot
Linn A. Smith, Greene, N. Y.

CARNATIONS—Field-grown. Matchless, Enchantress, Beacon, $5.00 per 100. Cash with order, please
G. A. Brunger, Rockville Centre, L. I., N. Y.

CARNATION PLANTS—Extra large field grown; 1200 White Enchantress, 600 Pink Delight, 750 Benora. $7.00 per 100, $60.00 per 1000. Cash.
P. & W. O. Jahn, East Bridgewater, Mass.

CARNATIONS—3000 very sturdy field-grown; White Enchantress, Matchless, Enchantress Supreme, Ward. $55.00 per 1000. Cash with order. Winkler Bros., Hackensack, N. J.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless. $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

FIELD GROWN PLANTS—1100 Matchless, 250 White Wonder, 150 White Enchantress, 250 Alice, 100 Fenn, 100 Beacon $6.00 per 100. Cash. Chas. H. Green, Spencer, Mass.

CARNATIONS—2000 White Enchantress, 1000 Enchantress 1500 Mrs. Mackay, $60.00 per 1000. All exceptionally fine, healthy plants. Cash with order. A. L. Miller, Jamaica, N. Y.

CARNATION PLANTS—250 Beacon, 100 Victory, $6.00 per 100.
W. C. Ehmann, Corfu, N. Y.

1000 MATCHLESS, fine plants, $50.00 per 1000.
Tripp Floral Co., Walton, N. Y.

CHRYSANTHEMUMS

CHRYSANTHEMUMS—Large flowering: Pompons, Anemones, singles and Caprice varieties. We have at this writing many thousand nice, young plants, in 2¼-in. pots, in the best varieties only and plants that can still make good. While they last, $2.50 per 100, $25.00 per 1000. Stafford Conservatories, Stafford Springs, Conn

CHRYSANTHEMUMS—Strong, 2¼-in. Not stunted. $2.50 per 100. Cash. 300 Smiths Advance, 200 Source d'Or, 450 Enguehard, 1515 Oconto, 1000 Seidwitz, 300 Razer, 400 Early Snow, 160 White Eaton, 125 Ramapo.
Fancher's Greenhouses, Binghamton, N. Y.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready now. 3 in., $8.00 per 100
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Finest dwarf strain, mixed varieties, 2¼-in., $6.00 per 100, $50.00 per 1000.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS—Dreer's Prize Dwarf. Finest mixed. From 2¼-in. pots, $5.00 per 100; from 3-in. pots, $8.00 per 100.
Wettlin Floral Co., Hornell, N. Y.

CINERARIAS—2¼-in. See display, page 375.
Roman J. Irwin, 108 West 28th st., New York

CYCLAMEN

CYCLAMEN SEED
Glory of Wandsbek, dark and light Salmon,
Christmas Cheer (Blood Red),
Brilliant Red (Wine Red),
Pure White,
White-Pink eye,
Rosy Pink,
Lavander, No better strain anywhere.
Daybreak. Harvested April and May, 1918.
$12.00 per 1000 seeds, net.
J. A. Peterson & Sons, Westwood, Cincinnati, Ohio

	100	1000
Special offer to move quickly		
2½-in., all varieties	$6.00	$50.00
2-in., all varieties	5.00	40.00
Will make good 4-in. for Christmas.		
4-in., extra good	25.00	
6-in., extra good, selected	75.00	

Packing and boxes at cost
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa

Continued on Next Column

STOCK FOR SALE

CYCLAMEN

CYCLAMEN—Fine, large plants, mixed colors, ready to shift. 3-in., $10.00 per 100; 4-in., $18.00 per 100; 5-in., $30.00 per 100. Edward Whitton, City and Green sts., Utica, N. Y.

CYCLAMEN BULBS—PLUMP, ready to start for Easter trade. ¾ in. to 1-in., $3.00 per 100. 1-in. to 1½-in., $4.00 per 100. Cash. Fancher's Greenhouses, Binghamton, N. Y.

CYCLAMEN—See display ad. page 375.
Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations. Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

BELLIS—Daisy Monstrosata, white, pink and mixed. These mammoth, large flowers surpass all other strains, exceedingly abundant in double flowers, $2.50 per 1000.
Clark, Florists, Scranton, Pa.

DRACÆNAS

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—3-in. $7.00 per 100; 4-in. $15.00 per 100; extra strong plants. Wettlin Floral Co., Hornell, N. Y.

DRACÆNA INDIVISA—Seedlings, transplanted, $1.50 per 100, prepaid.
W. C. Ehmann, Corfu, N. Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat. Bird's Nest Ferns Asplenium, 200 in flat, $7.50 per flat. Bird's Nest Ferns, 2¼-in., $12.50 per 100; 3-in. 25c. each; 4-in. 50c., each; 5-in. 75c. each; 6-in. $1.00 each; 7-in. $1.50 each. Ferns for Fern Dishes: well established, in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100, 5-in. of above, 50c. each. Boston, 2¼-in., $5.00 per 100, $45.00 per 1000; Roosevelt, $5.00 per 100, $45.00 per 1000 Teddy Jr., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per100, $50.00 per 1000; bench-grown, 5-in., fine plants, $5.00 per doz., $45.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

FERNS. Good, heavy plants.	100	1000
Scottii, Teddy Jr., 2½-in.	$6.00	$50.00
Boston, 2¼-in.	6.00	50.00
Norwood, 2½-in.	8.00	75.00
Scottii, Teddy Jr. and Boston, 3½-in., ready for shipping to larger pots	16.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 3½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000 Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

CUT DAGGER FERNS—Perfect, long, selected stock. $1.00 per 1000 in 5000 lots; express paid. Larger lots, special rates. Can book orders now for Sept., Oct., Nov. delivery, or ship now. Box 472, Brattleboro, Vt.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 378.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

Continued on Next Column

STOCK FOR SALE

FERNS

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

BOSTON FERNS—From bench, 10 to 15 fronds, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100. Cotter-Granger Co., Jamestown, N. Y.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in.	$0.60	$3.50
½-in.	1.00	6.00
⅝-in.	1.50	10.00
¾-in.	2.50	18.00
⅞-in.	3.00	25.00
PAPER WHITES		
12 cm.	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed

	1000
⅜ to ½-in.	$4.00
½-in. plump	6.00
½ to ⅝-in.	7.50
⅝ to ¾-in.	12.00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

FREESIA PURITY—For high class florist trade
The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
⅜ to ½-in.	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

GREENHOUSE GROWN FREESIA PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in.	$12.00
½-in. to ⅝-in.	15.00
⅝-in. to ¾-in.	18.00
Bulblets, flowering size	4.00
Bulblets, small	2.00

Cash with order, please,
George E. Lasher, Great Neck, L. I.

FUCHSIAS

FUCHSIAS—Little Beauty, Black Prince, White Beauty and Tener, fine 2¼-in. $3.00 per hundred. Cash. Joh C. Daly, 1510 Hack. Plank Road North Bergen, N. J.

GENISTA

GENISTA—3½-in., $15.00 per 100. Strong, 5-in. $4.00 per doz., $30.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today.
S. A. Nutt, Buchner, Poitevine, Doyle, La Favorite, Castellane, Perkins, Rooted Cuttings, $2.50 the 100, $15.00 the 1000; Ricard, Helen Michell, Tiffin, De Presilly, Improved Poitevine, Duc de Montmort, Rooted Cuttings, $3.00 the 100, $20.00 the 1000.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order. No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi. 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock. Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, 2¼-in. Cash. $3.00 per hundred. John C. Daly, 1510 Hackensack Plank Road, North Bergen, N. J.

HARDY PLANTS

The best selection of money maker varieties for florists. Strong seedlings at $3.00 per 1000; 40c. per 1000; Wallflower dbl. hardy, Sweet Williams, hardy Pinks, Digitalis, Coreopsis, English Daisies. Delphinium, in varieties, at $5.00 per 1000; Boston Ivy, ready for 3-in. pots, $7.00 per 1000 or 70c. per 100. Satisfaction guaranteed.
J. Dvorak, Nurseryman, Flushing, N. Y.

HERBACEOUS SEEDLINGS

HERBACEOUS SEEDLINGS—Hollyhocks, dbl. mixed or sorted colors, 3c., Dianthus, dbl., Scotch, choice colors; Eyrethrum, Campanula (Canterbury Bells), Gaillardia Grfia, Coreopsis Lanceolata, Aquilgea, assorted; Digitalis or Foxglove; Delphinium formosum and belladonna; 2c. each. Clark, Florist, Scranton, Pa.

Continued on Next Column

STOCK FOR SALE

HYDRANGEAS

Nice large plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouilliere, Mme. Maurice Hamar La Lorraine, Gen, DeVibraye, Souvenir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35.00
4	30.00
3	20.00
2, 4½ inch	15.00

Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FRENCH HYDRANGEAS—5-in. and 5½-in 6 to 10 flowering shoots, 3 plants in a pot $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

IRIS

IRISES—Plant now to have strong divisions of the following varieties:
At $5.00 per 100: Albert Victor, Catarina, Florentina alba, Her Majesty, Nuebelengen, Madame Chereau.
At $8.00 per 100: Mrs. Neubronner, Rhein Nixe, Queen of May, Ingeborg, Lohengrin, Princess Victoria Louise.
At $10.00 per 100: King of Iris, Pallida dalmatica, Maori King, Junita, Walhalla, Princess Royal.
Japanese Iris, our Royal collection, at $10.00 per 100.
Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

IRIS Fine Cherion, Honorabilis, Tendresse Plumerii, Speciosa, Spectabilis, $2.25 per 100. Parcel Post prepaid. Nibelungen, $5.50 per 100. Prepaid John F. Rupp, Shiremanstown, Pa.

IVY

IVY—English, out of 2-in. pots, 3 to a pot, from 10 to 15 in. long, fine stuff. $3.00 per 100. Cash. Frederick Holtke, Cor. 5th & Broad sts., Carlstadt, N. J.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—The two best varieties to grow for Christmas are Cleveland and Orange Queen. We offer the stock of a specialist who has won great renown in developing this plant to perfection.
3-in., $10.00 the 100
4-in., $15.00 the 100
Add 50c. to each $10.00 value for packing charge.
Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each month.

6–8-in., 400 bulbs to case	$21.00
(1000 for $45.00)	
7–9-in., 300 to case	20.00
Baby cases, 100 bulbs	7.50

LILIUM RUBRUM	100	1000
8– 9-in., 200 to case	$7.00	$65.00
9–11-in., 140 to case	10.00	95.00
LILIUM AURATUM		
9–11-in., 100 to case	9.50	90.00

Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.
Single nose $20.00 per 1000
Double nose 30.00 per 1000
JOHN R. WALSH, 502 California st., San Francisco, Cal.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

LILIUM CANDIDUM Small bulbs ½ to 1-in., $1.50 per 100, 1¼ to 1½-in., $3.00, 2 to 2½-in., $5.00. A few large bulbs left, 6 to 10c. Scales, $2.00 per 1000.
M. L. McClave, Benton Harbor, Mich.

LILIUM HENRYI—Good flowering bulbs, $10.00 per 100; Monsters, $15.00 per 100.
F. H. Horsford, Charlotte, Vt.

VALLEY FROM COLD STORAGE

LILY OF THE VALLEY Sound pips, sure bloomers, quick returns 250, $8.00, 500 $15.00; 1000, $30.00.
Vaughan s Seed Store, New York

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

AMERICAN GROWN OR IMPORTED—For florist or nurseryman, landscaping or forcing, decorative or ornamental. Let us appraise your wants. A. Rolker & Sons, 51 Barclay st., New York City

Continued on Next Page

STOCK FOR SALE

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000 Spiræa Van Houtte, 18-24-in., 2-3 ft., 3-4 ft. and 4-5 ft.
50,000 Berberis Thunbergii, 2 and 3-yr., transplanted, 12-18-in., 18-24-in., 2-3 ft.
50,000 Carolina and Lombardy Poplars, 6-8 ft., 8-10 ft., 10-12 ft.
20,000 Elm, American, 6-8 ft., 8-10 ft., 10-12 ft., 12-14 ft.
25,000 Spruce, Norway, 12-18-in., 18-24-in., 2-3 ft. and 3-4 ft.
200,000 Privet, California, Ibota, Polish and Amoor River North 12-18-in., 18-24-in., 2-3 ft.

Also a large and complete line of Fruit trees, Shrubs, Ornamentals, Currants, Gooseberries Raspberries, Blackberries, Roses, etc., for the wholesale trade. Send for prices.
T. W. RICE, GENEVA, N. Y.

ORCHIDS

450 Cattleya Orchids at $1.50 and $2.00 each; big bargain. Cash.
Edward Leith, P. O. Box 301, Edgewood, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	**$6.00**
Pandanus Veitchii, from open, for 4-in. pots	**8.00**
Pandanus Veitchii, from open, for 6 in. pots	**12.00**

Booking orders now for 3-in. pot grown for Spring delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA

PANSIES

PANSIES—Steele's Mastodon Greenhouse. Special seed from originator's. Strong plants, well rooted in Jersey sandy soil. $6.00 per 1000, 75c. per 100. P. P. Prepaid.
Carter Pansy Garden, Mt. Holly, N. J.

PANSY PLANTS—500,000 strong, stocky plants, $4.00 per 1000. Special price on 5000 or over. Cash with order. Samuel Cockburn & Sons, 233rd st., and Vireo av., Woodlawn, N. Y. City. (Bronx).

Brown's Giant Prize Pansy Plants, mixed colors, $3.50 per 1000. Cash with order.
Peter Brown, Lancaster Pa

PANSIES—Fine plants, grown from good strain seed. 50c. per 100, $4.00 per 1000. Cash
Fisher Bros., Chambersburg, Pa.

PELARGONIUMS

PELARGONIUMS—See page 375.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

It requires no coal to grow PEONIES
The following special offer for early order the best commercial cut flower varieties, selected,

Umbellata Rosea. Earliest, light pink	$30.00	
Edulis Superba. Very early, deep pink	15.00	120.00
Madame de Verneville, Early, white	15.00	120.00
Festiva maxima, Early, white	15.00	120.00
Duchess de Nemours. Early, white wonderful bloomer	15.00	120.00
Mons. Jules Elie. Early, pink	35.00	
Floral Treasure. Midseason, pink	15.00	120.00
Venus. Midseason, pink (beautiful)	30.00	
L'Eclantante. Midseason, red (fine)	15.00	
Felix Crouse. Midseason, red	25.00	120.00
Couronne d'Or. Late white	15.00	120.00

Boxes and packing extra at cost
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg. Philadelphia, Pa.

PEONIES—Splendid roots, grown here 2 to 3 3 years, divisions 2 to 5 eyes. Couronne d'Or, white, $20.00; Delachel, dark red, $15.00; Delicatissima, Lilac-rose, $15.00; Duchess de Nemours, white, $12.00; Edulus Superba, pink, $10.00; Felix Crousse, red, $27.50; Festiva Maxima, white, $10.00; Grandiflora, shell-pink, $60.00; Jeanne d'Arc, pink, $15.00; L'Indispensable, lilac-pink, $20.00; La Tulipe, pink, $25.00; Louis Van Houtte, red, $12.00; Mme. de Verneville, white, $10.00; Marie Lemoine, white, $15.00; Meissonier, purple-red, $20.00; Modeste Guerin, red, $25.00; Officinalis Alba, white, $15.00; Officinalis Rosea, pink, $15.00; Officinalis Rubra, crimson, $15.00; Queen Victoria, white, $10.00; Rose d'amour, rose, $12.00; Rubra Superba, crimson, $50.00; Victorie Modeste, lilac-rose, $12.00; all per 100.
The Conard & Jones Co., West Grove, Pa.

PEONIES—I have a surplus of about 30 plants of L. A. Duff, guaranteed absolutely true, of L. A. Duff, guaranteed absolutely true, which I will sell at $8.00 each, for good divisions. Many other fine varieties. Sent for catalogue.
W. L. Gumm, Peony Specialist, Remington, Ind.

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, mid-season, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.
Harmel Peony Company, Berlin, Md.

PAEONIAS—Strong, field-grown plants, $2.50 per 10, $20.00 per 100. Festiva maxima, Golden Harvest, Queen Victoria. Cash with order. Satisfaction guaranteed.
Mountain View Floral Co., Portland, Ore.

Continued on Next Column

STOCK FOR SALE

PEPPERS

BERRIED PLANTS—Christmas or Celestial peppers. 1000 outdoor grown, exceedingly bushy stock, blooming and will be well set with fruit. By Christmas will sell for 25c., price now, 9c. Clark-Florist, Scranton, Pa.

PEPPERS—Bird's Eye or Xmas Joy. 3 plants in a pot; bushy. $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

POINSETTIAS

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2¼-in., $6.00 per 100. Shipped in pots, $1.00 per 100 extra. Cash.
Fancher's Greenhouses, Binghamton, N. Y.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000.
Strafford Flower Farm, Strafford, Pa.

POINSETTIAS—See page 375.
Roman J. Irwin, 108 W. 28th st., New York.

POINSETTIAS—Fine plants, 2-in., $6.00 per 100. Cash. Fisher Bros., Chambersburg, Pa.

PRIMULAS

Primulas with a reputation
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermesina
and other varieties
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and cærulea.
From 2¼-in. pots.
$4.00 per 100, $37.50 per 1000.
Kewensis (yellow) from 2¼-in. pots
$5.00 per 100.
HENRY SCHMIDT
673 Church Lane, North Bergen, N. J.

PRIMULA—Obconica gigantea mixed, 3-in., $7.00 per 100. 2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; Malacoides Townsendii, giant flowering, 2¼-in., $6.00 per 100, $55.00 per 1000; Kewensis, yellow, 2¼-in., $5.00 per 100.
Roman J. Irwin, 108 West 28th st., New York

PRIMULA MALACOIDES
Good, strong stock, from 2¼-in. pots, $3.50 per 100; extra strong 3-in. plants, $7.50 per 100. Immediate delivery.
Humm-Wainwright Co.
Oberlin Ohio

PRIMULA 2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Chinensis	5.00	45.00
Malacoides, common strain	5.00	45.00
Malacoides, Rohrer strain (new)	6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULA OBCONICAS—Fine, large plants, in bud or bloom, with plenty of rose and red 4-in., ready for 5-in., $9.00 per 100; 3-in., $5.00 per 100. Edward Whitton, City and Green sts., Utica, N. Y.

PRIMULA—Obconica, Gigantea and Grandiflora, 2½-in. pots, $4.00 per 100; 75, 3½-in., part in bud and bloom, 10c. each. All nice plants and ready for shift
A. E. Ryan & Son, Cortland, N. Y.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50; 3-in., $6.00 per 100. Malacoides, 2-in., $3.50 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—2½-in. Ready end of August. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA—2¼-in. at $4.00 per 100. Henry Smith, Grand Rapids, Mich.

ROSES

ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00
Sunburst	12.00	
Madam Collette Martinette	12.00	
Columbia, own root	30.00	
Ophelia Supreme, grafted	30.00	
My Maryland, 4-in.	12.00	100.00
Mrs. George Shawyer	12.00	100.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

Continued on Next Column

What if the Railroads are Congested?

AN answer to the transportation difficulties, which the trade has labored under, was to be expected. It consists in a greater use of the auto!

This service to customers, assuring early delivery of dependable stock, contains the excellent opportunity to create a volume of business from customers, even as far away as 100 miles, and advertisers in a position to offer this facility should mention the fact in their ads. in

THE EXCHANGE

STOCK FOR SALE

ROSES

POT ROSES—2½ and 3-inch own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould, and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter ave., Montgomery, Ala.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

ROSES Own root All the best forcing varieties 2½, 3 and 3½-in. Let us quote you.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

ROSES—Sturdy 3-in., Ophelia and Sunburst $7.00 per 100 Cash
Fancher's Greenhouses, Binghamton, N. Y.

See ad. Aug. 24, or send for complete stock list.
Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SANSEVIERA

SANSEVIERA—2¼-in., $12.00 per 100; 3½-in. $20.00 per 100; 4-in., $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

SWEET PEA SEED
We offer a complete list of the best standard varieties, also the latest tested novelties. Seeds ready for immediate delivery.
Send for our complete list.
S. S. PENNOCK COMPANY,
1608-1620 Ludlow st. Philadelphia, Pa.

Colored Freesia seeds, greenhouse saved, easily grown and bloomed first season. $1.00 per 100 seeds, $8.50 per 1000.
O. Fehrlin, Citronelle, Ala.

SHRUBS

SHRUBS—Complete assortment. New price list just out, send for it.
The Conard & Jones Co., West Grove, Pa.

SMILAX

SMILAX PLANTS—2½-in. $3.00 per 100 $25.00 per 1000; 2¼-in. $2.50 per 100, $22.50 per 1000; 2-in. $2.25 per 100, $20.00 per 1000; 250 plants at the 1000 rate.
BRANT BROS., INC., Utica, N. Y.

SMILAX—2½-in. pots, extra good plants, $35.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SMILAX—2¼-in., fine plants $3.00 per 100
Henry Smith, Grand Rapids, Mich.

SNAPDRAGONS

2½-inch	100	1000
Enchantress, one of the best	$5.00	$40.00
Bronze Beauty	5.00	40.00
Phelps' White	5.00	40.00
Phelps' Yellow	5.00	40.00
Nelrose	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa

SNAPDRAGONS—2¼-in. strong plants, carefully packed, as follows: Ramsburg's and Buxton's Nelrose, Giant White, Yellow and Garnet. $4.00 per 100, $35.00 per 1000. Cash.
Hopkins The Florist, Brattleboro, Vt.

Continued on Next Column

STOCK FOR SALE

SNAPDRAGONS

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and New Enchantress Pink, Bronze Beauty, 2¼-in., $5.00 per 100, $40.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

KEYSTONE SNAPDRAGON PLANTS—Out of 2¼-in. pots. Nice, bushy plants. $5.00 per 100, $45.00 per 1,000. Cash.
Bound Brook Greenhouses, Bound Brook, N. J.

SNAPDRAGON—2¼-in., pinched back seedlings, Giant White and Yellow, $3.50 per 100.
Louis Feun & Co., Aububon, N. J.

SNAPDRAGONS—Seedlings. Enchantress and Nelrose, transplanted, $1.00 per 100, prepaid
Carter & Son, Mt. Holly, N. J.

STEVIA

STEVIA (double)—Exceptionally fine strain 2½-in., $4.00 per 100, $35.00 per 1000. C. U Liggit, Wholesale Plantsman, 325 Bulletin Bldg Philadelphia, Pa.

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 375.
Roman J. Irwin, 108 West 28th st., New York.

FIELD-GROWN STEVIA—$10.00 per 100; $80.00 per 1000.
Philip Haas, College Point, L. I., N. Y.

VINES

VINES—Honeysuckles, Clematis, Wistarias, Euonymus, Matrimony Vine. See price list just out.
The Conard & Jones Co., West Grove, Pa.

VIOLETS

FIELD-GROWN VIOLETS

	100	1000
Marie Louise	$7.00	$60.00
Lady Campbell	7.00	60.00
Princess of Wales	7.00	60.00
Marie Louise, 3-in.	6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and Gov. Herrick. $6.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

MISCELLANEOUS STOCK

50,000 IRIS—Large flowering, 4 best varieties: purple, blue, yellow and white. $12.00 per 1000, $7.00 per 500 shoots. Day Lilies, $2.00 per 100. Cash.
Albert Fuchs, 803 Sheridan Road, Chicago, Ill.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

FRUITS & VEGETABLES

STRAWBERRY PLANTS—Pot-grown and runner, for September and Fall planting. Will bear fruit next Summer. Also Raspberry, Blackberry, Gooseberry, Current, Grape, Asparagus, Rhubarb and Parsley Plants, Fruit Trees, Shrubs. Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y

VEGETABLE PLANTS

PARSLEY PLANTS
A No. 1 roots, $4.00 per 1000, parcel post paid; cash.
Zook's Greenhouses, Elizabethtown, Pa.

FOR SALE OR RENT

GOING TO WAR—Must sell quickly my general, ornamental, Rose and Fruit Nursery, established 1904 Doing a splendid catalog and local business, without solicitors, no competition Located on Pacific Highway at Mount Vernon, Washington, in the most prosperous part of the state. Invoice about $10,000, will take $3,000 Will sell or lease 4 acres, and 8 room house, on which the stock is located. Many orders already booked. Digging season begins October 1 and continues till May 1st. Write for further particulars, but act quickly.
Mount Vernon Nursery, Mt. Vernon, Wash

TO LEASE—30,000 sq. ft. modern glass doing cut flower business, near New York Fully stocked for entire season and all crops in excellent condition. Seasons' coal supply on premises. Fully equipped with wagons machine, horse, tools, etc. Large, modern dwelling house and live stock. Present lessee in draft. To quick buyer $6,000, of which must have about $5,000 cash. No further expenses on place for coming season, outside rent and labor; coal and all stock paid for. Fall crop alone will bring ½ buying price. All stock worth 50% more than I ask. Chapman, care L. I. Co., 460 West Broadway, N. Y.

FOR SALE—At Whitestone, N. Y. On account of death of husband, must sell four acres of the finest black soil procurable, with 5 greenhouses containing 8500 sq ft. of glass with 7 room dwelling Property must be sacrificed.
Halleran Agency, 63 Broadway, Flushing, N. Y.

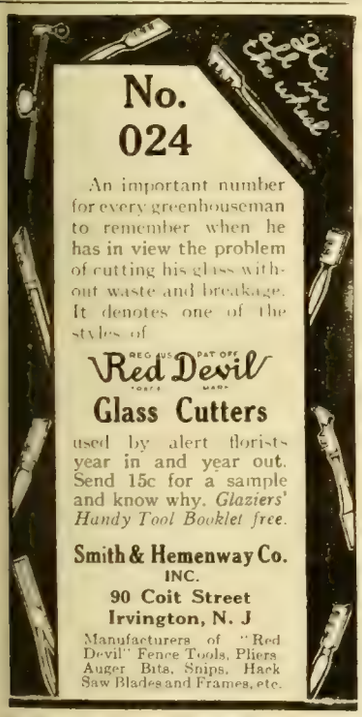
FOR SALE—Greenhouses, 25000 sq. ft. glass. Houses in good condition and partially stocked. 19 miles from Boston. A going concern. Owner wishes to sell on account of age. For price, terms and particulars, apply to
Crawford Greenhouses, Montello, Mass.

Continued on page 391

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE

Will last a lifetime, $1.75 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.50 per gallon in 10 gallon lots
$1.60 per single gallon.
HOSE
Non-Kink Woven
In any length (one piece) with couplings, 14c. per ft. Remnants, 15 to 30 ft., coupled, 9c. per ft. Unequalled at the price.
HOSE VALVE 93c
All brass except the hand wheel. Has a removable leather disk, which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.
Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange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An important number for every greenhouseman to remember when he has in view the problem of cutting his glass without waste and breakage. It denotes one of the styles of
Red Devil
Glass Cutters
used by alert florists year in and year out. Send 15c for a sample and know why. Glaziers' Handy Tool Booklet free.
Smith & Hemenway Co.
INC.
90 Coit Street
Irvington, N. J
Manufacturers of "Red Devil" Fence Tools, Pliers Auger Bits, Snips, Hack Saw Blades and Frames, etc.

When ordering, please mention The Exchange

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?
More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass
Pecky Cypress for Bench Lumber **Cypress Clapboards and Boarding**
ASK FOR CIRCULAR E
The A. T. Stearns Lumber Co.
NEPONSET--BOSTON, MASS.

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Eliminate The Fuel Wasting Factors
A boiler with bulky soot accumulating surfaces causes enormous fuel losses. Faulty coal wasting boilers that cannot be kept clean and which constantly keep you in trouble can no longer be tolerated

Meet the high cost and limited supply of fuel with **Kroeschell Boilers.** These highly effective fuel-saving boilers will make every dollar you spend for fuel do its utmost

Kroeschell Bros. Co,, 468 W. Erie St., Chicago

When ordering, please mention The Exchange

GLASS
FOR GREENHOUSES
Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices
PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y

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GLASS
6 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS

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For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
GLASS
N. COWEN'S SON, 14-16 Wooster St. NEW YORK

When ordering, please mention The Exchange

Greenhouse Material *and* Hot-Bed Sash
of Louisiana Cypress and Washington Red Cedar
Greenhouse Hardware and Posts--Patent V and U Gutters
Our Grade Invariably the best. Our Prices Right.
(Our new catalog should be in the hands of every grower. Write to Dept. C.)
A. DIETSCH CO., 2638 Sheffield Ave., Chicago, Ill.

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1866-1917
Greenhouse Lumber
"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.
Lockland Lumber Co., Lockland, O.

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It will pay you to correspond with us
Wrought Iron Pipe, Tubes and Fittings
NEW AND SECOND HAND
Thoroughly overhauled, with new threads and couplings, in lengths of 16 feet and over. Guaranteed to give satisfaction.
ALBERT & DAVIDSON, Inc., Oakland & Kent Sts., Brooklyn, N. Y.

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LIST OF ADVERTISERS, INDEX TO STOCK and MATERIAL ADVERTISED, NEWS CONTENTS, SEE PAGE 367

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THERE it hangs on its hook. Never says a word. Never does a thing.

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General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON
49 Federal Street

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 11 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) SEPTEMBER 14, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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FERNS

Extra strong, heavy plants, well finished for immediate delivery

	100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima compacta, muscosa and Smithii, 3½-in. pots	.35
Elegantissima, 6-in.	.75
8-in.	1.50
Elegantissima and elegantissima compacta, 10-in.	3.00
12-in.	5.00
Muscosa and Smithii, 5-in.	.75
6-in.	1.00
Harrisii, 8-in.	1.50
Bostoniensis nanus (Dwarf Boston), 3½ in.	.25
6-in.	.50
8-in.	1.00

WINTER-FLOWERING ROSES

	Per 100
Rosalind and Silvia, 3½-in. pots, own root	$25.00

Hoosier Beauty, Richmond, Sunburst, Ophelia, White Killarney and Killarney Brilliant, 3½-in. pots, own-root, $18.00 per 100, $150.00 per 1000.

F. R. PIERSON CO.

Tarrytown, New York

Foliage and Decorative Plants

Our stock is complete of fine well grown **Palms, Ferns,** and **Decorative Plants,** just what you need to brighten up the store and show windows to stimulate Fall sales.

FICUS Elastica (Rubber Plant). 5-in. 50c., 6-in. 75c. each.
BOSTON FERNS. 5-in. 40c., 6-in. 60c., 7-in. $1.00, 8-in. $1.50 to $2.00.
SCHOLZELII FERNS. 5-in. 40c. each.
BIRD'S NEST FERNS. 5-in. 60c., 6-in. $1.00 each.
DRACÆNA Terminalis and **Lord Wolseley.** Fine, well colored plants, 4-in. 50c., 5-in. 75c., and $1.00; 6-in. $1.50 each.
COCOS Weddelliana. Strong, 3-in. $2.50 per doz., $20.00 per 100.
KENTIA Belmoreana and **Forsteriana.** 2¼-in. $15.00 per 100, 3-in. $25.00 per 100, 4-in. $5.00 per doz., 5-in. $1.00 each.
KENTIA Forsteriana. 6-in. $1.50, 7-in. $2.00 each. Made-up, $3.00 to $6.00 each.
ARECA Lutescens. Extra heavy stock, 7-in. $2.50 to $3.00 each.
LATANIA Borbonica. 5-in. 75c., 6-in. $1.00. 7-in. $2.00, 8-in. $3.00 each.
PHOENIX Roebelenii. Nicely shaped, 7-in. $2.00 to $2.50 each, 8-in. $3.00 $3.50 each.
ADIANTUM Croweanum. 2-in. $6.00 per 100, $50.00 per 1000, 3-in. $15.00 per 100, 4-in. $25.00 per 100, 5-in. 50c. each, 6-in. 75c. each.

For Growing On

POINSETTIA. Strong, 2¼-in. $8.00 per 100, $75.00 per 1000.
EUPHORBIA Jacquiniæflora. 2¼-in. $10.00 per 100.
GARDENIA Veitchii. 2¼-in. $8.00 per 100, $75.00 per 1000; 3-in. $15.00 per 100, $140.00 per 1000.

Send for our complete list of plants.

A. N. PIERSON, INC.

CROMWELL, CONN.

IN THIS ISSUE

Our Potash Supply—The Best of News
New Contact Insecticide
With an American Seedsman in France
The Growing of Boxwood
Forcing Radishes in the Greenhouse

PRIMULA Obconica

2¼-in. $5.00 per 100, $45.00 per 1000

BEGONIAS Xmas Red Prima Donna

2¼-in. $5.00 per 100, $45.00 per 1000
250 at 1000 rate

JERUSALEM CHERRIES (CLEVELAND)

3-inch, fine stock, $10.00 per 100

FRENCH HYDRANGEAS, best colors, fine stock.

4 to 5 branches.....$20.00 per 100
5 to 7 branches..... 25.00 per 100

FIELD-GROWN CARNATION PLANTS NOW READY

MRS. C. W. WARD	$7.00 per 100;	$60.00 per 1000
BEACON	7.00 per 100;	60.00 per 1000
ENCHANTRESS SUPREME	7.00 per 100;	60.00 per 1000

LILY BULBS

GIGANTEUM—7-9, 100 to the case
7-9, 300 to the case } Write for Prices

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.

FERNS

While we have a splendid lot of Geraniums on hand, we thought we would change the heading of our advertisement and call your attention to our large stock of

Boston and Scottii Ferns

in 5-inch pots, at $3.00 per doz., $25.00 per 100; 4-inch pots, $15.00 per 100.

Then, we have some good KENTIA Belmoreana, 6-inch size, at $1.00 each; 5-inch, 75c. each. Good value for the money.

Ferns and **Palms** shipped without pots, therefore at second-class rate.

Salvia Splendens, Heliotrope, Hardy English Ivy, Coleus, Begonias, Vernon, Swainsona

3-inch, $3.00 per 100; 2-inch, $2.00 per 100

BRILLIANCY COLEUS

Sometimes called Christmas Gem, 2-inch, $3.00 per 100; 3-inch, $4 00 per 100

Send for Catalog Cash with orders

R. Vincent, Jr. & Sons Co.

WHITE MARSH, MARYLAND

AUCTION SALES

Are Now in Full Swing

PALMS, FERNS, DRACAENAS, RUBBERS, EVERGREENS, Etc.

Sales Each Tuesday and Friday at 11 o'clock a. m.

THE MACNIFF HORTICULTURAL CO., Inc.

52-54 VESEY STREET, NEW YORK, N. Y.

When ordering, please mention The Exchange

Cyclamen Giganteum Seed

For the past eight years we have been improving on the Cyclamen. Only the very best plants are selected for seed. We offer the following varieties:

GLORY OF WANDSBEK. Dark and light shades of salmon.
CHRISTMAS CHEER. Blood red.
BRILLIANT RED. Wine red.
PURE WHITE.
WHITE, PINK EYE.
DAYBREAK. Delicate shade of salmon pink.
LAVENDER. A new and beautiful shade.

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List of Advertisers

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Albert & Davidson, Inc....443
Allen, J. K....433
American Bulb Co....412
Anderson, J. F....420
Anderson, S. A....427
Aphine Mfg. Co....438
Aschmann Bros....419
Aschmann, Godfrey..419
Ashley, Ernest....427
Avenue Floral Co....429
Baker Bros....428
Baker, Wm. J....437
Barnhart, P. D....418
Barr, B. F. & Co....422
Barrows, Henry H....419
Baumer, A. R....429
Baur & Steinkamp....421
Bayersdorfer & Co....433
Bay State Nurs., The..422
Beaven, E. A....433
Beckers' Cons....427
Beckets' Seed Store...412
Begerow Floral Co....429
Bemb Floral Co., L...428
Bennett, C. A....421
Bertermann Bros., Co.428
Boddington Co., Inc..414
Bolgiano & Son, J....418
Bonnet & Blake....435
Boston Floral Supply Co....433
Bowe, M. A....429
Braun, J. B....412-19
Breitmeyer's Sons, J..428
Brown, Peter....419
Brown Bag Filling Mach. Co., The...412
Bryan, Alonzo J....420
Buckbee, H. W....430
Bunyard, A. T....429
Burnett Bros....412
Burpee, W. A. & Co...412
Butler & Ullman....429
Byer Bros....420
Caldwell the Woodsman Co....432
Caldwell, W. E. Co...443
Campbell Bros....419
Caplan, Florist....427
Carbone, Florist....427
Carnation Support Co421
Champion & Co., John N....429
Chicago Feed & Fertilizer Co....438
Chicago Flower Growers' Ass'n, The....476
Childs, John Lewis...418
Chinnick, W. J....420
Christensen, Thos. P..420
Clarke's Sons, D....429
Clay & Son....438
Cockburn & Sons, Samuel....418
Colonial Flower Shop.427
Combusto Devices Corp....438
Conard & Jones Co...421
Coombs, Florist....428
Cowee, W. J....432
Cowen's Sons, N....442
Craig Co., Robt....420
Crouch, Mrs. J. W....427
Crowl Fern Co....432
Cut Flower Exch....435
Danker, Florist....427
Dards....429
Day Co., W. E....430
DeBuck, John....420
Donaghue, Alfred....430
Dorner & Sons Co....420
Dreer, H. A....443
Drumm Seed & Floral Co....428
Eagle Wire Works....432
Eble, Chas....429
Edlefsen-Leidiger Co.429
Edwards' Folding Box Co....432
Edwards, Harry B....421
Emmans, G. M....421
Eskesen, Frank N....419
Fallon, Florist....430
Fawcett, W. L....412
Fenrich, Joseph S....434
Fetters, Florist....428
Fillow Flower Co....421
Foley Greenhouse Mfg Co....443
Ford, M. C....434
Ford, Wm. P....435
Fottler, Fiske, Rawson Co....415
Friedman, Florist....427
Friedman, J. J....438
Froment, H. E....435
Frost, Chas....413
Galvin, Thos. E....429
Gasser Co., J. M....427
Giblin & Co....413
Girvin, Willis B....421
Gnatt Co., The Ove..433
Goldstein & Futterman....435
Gove, The Florist....427
Graham & Son, A....427
Grakelow, Florist....430
Grandy, The Florist..429
Gude Bros. Co....430
Gunther Bros....435
Habermehl's Sons....430
Hahn, Florist....427
Hanford, R. G....421
Hardesty & Co....427
Hart, George B....432
Heacock Co., Jos....419
Heid, Frank....414
Heiss Co....428
Henshaw Floral Co...434
Hentz & Nash, Inc...435
Herr, A. M....419
Hess & Swoboda....430
Hession....429
Hews & Co., A. H....442
Highland Pk. Gnhs..428
Hill Co., E. G....436
Hill Floral Co., E. G..427
Hitchings & Co....443
Hollywood Gardens..430
Holm & Olsen....430
Horan, E. C....435
Horn & Co., J. F....427
Howard Rose Co....422
Hunt & Co., Wm. M..415
Irwin, R. J....417
Jackson & Perkins....421
Jacobs, S. & Sons....443
Jennings, E. B....412
Johnston Bros....430
Johnston & Co., T. J..430
Joseph's Florist....430
Joy Floral Co....429
Kasting, Wm. F. Co..405
Keller, John A....428
Keller Pottery Co....442
Keller Sons, J. B....430
Kelway & Sons....418
Kerr, The Florist....428
Kervan Co., The....433
Kessler, Wm....435
Knoble Bros....427
Komada Bros....437
Kooyman Co., Inc.C..412
Kottmiller, Florist...429
Kroeschell Bros. Co...443
Kuebler, Wm. H....435
Lager & Hurrell....430
Lang Floral & Nurs. Co....428
Lange, A....427
Lange, H. F. A....430
Langjahr, A. H....435
Leahy's....428
Leith, Edward....429
Leonard Seed Co....415
Liggit, C. U....418
Littlefield & Wyman..422
Lockland Lumber Co.443
London Flower Shop..430
Lord & Burnham Co..444
Lovett, Lester C....422
Lovett, Inc., J. T....422
Ludwig Floral Co., E. C....430
Mackie, W....435
Macnair, Florist....430
MacNiff Hort. Co....406
Mader, Paul....420
Malandre Bros....429
Marshall & Co., W. E.418
McCallum Co....432
McCarron, Miss....429
McClunie, Geo. G....428
McHutchison & Co..412-413
McMannon, Jas. J....422
McManus, James....435
Meehan, C. E....437
Metarie Ridge Nursery Co., Ltd....429
Metropolitan Material Co....443
Meyer, Adolph....429
Michell Co., Henry F.422
Michigan Cut Flower Exchange....432
Michler Bros. Co....428
Miller, A. L....418-21
Mills, the Florist....428
Mountain View Floral Co....422
Mullanphy, Florist...430
Munk Floral Co....427
Murray, Samuel....428
Murray, Florist....429
National Florists' Board of Trade...418
Neidinger Co., J. G...432
New England Florist Supply Co., Inc...436
Nicotine Mfg. Co....438
Niessen Co., Leo....437
Noe, L. M....435
Ouwerkerk, P....422
Palmer, F. E....427
Palmer & Son, W. J..427
Papworth, Harry....429
Park Floral Co., The.428
Park Floral C....430
Parshelsky Bros., Inc.443
Peacock Dahlia Farms....420
Peirce, E. Allen....442
Penn, The Florist....427
Pennock Co., S. S....437
Peters & Reed Pottery Co....442
Peters & Sons, Geo....421
Peterson, J. A. & Sons.406
Pfaff & Kendall....414
Philips Bros....429
Pierce Co., F. O....443
Pierson, Inc., A. N...405
Pierson Co, F. R....405
Pikes Peak Floral Co.427
Pillsbury, I. L....428
Pittsburgh Cut Flower Co....432
Polykranas, G. J....435
Pulverized Manure Co., The....438
Purdie & Co., D. S...429
Ramsburg, G. S...412-42
Randall's Flower Shop....430
Randolph & McClements....420
Rawlings, Elmer....418
Reck, John & Son....427
Reed & Keller....432
Reinberg, Peter....436
Rice Co., M....432
Rice Bros. Co....422
Riedel & Meyer, Inc..435
Ritchy, F. W....419
Robinson Co., H. M. 435
Rock Flower Co., W..428
Robinson & Co., Inc., H. H....432
Rodgers Floral Co....427
Roehrs Co., Julius...420
Rosemont Gardens...429
Rosary Flower Shop..427
Royal Glass Works..443
Rumbley Co., The....432
Rupp, John F....412
Sauter, A....435
Sceery, Ed....430
Schling, Inc., Max, Seeds....415
Schloss, Inc. Nox, Flower....429
Schmidt, J. C....418
Scholtz, the Florist, Inc....427
Schramm Bros....430
Scullay, John A., Inc.443
Scottwood Gnhs....430
Scott, Florist....427
Serphos, Norman....413
Sheridan, Walter F...435
Siebrecht, Geo. C....435
Sixth City Wire Wks..433
Skidelsky & Co., S.S.412-414
Skinner Irrigation Co.443
Smith & Fetters Co...427
Smith, Henry....428
Smith, P. J....435
Smith Co., W. & T...422
Smith & Co., Elmer D.420
Smith, the florist....428
Snyder Co., B. A....436
Solomon & Son, L....442
Southern Evergreen Co....432
Spear & McManus...428
Stokes Pussy Gardens....414
Storrs & Harrison Co.418
Stumpp, Geo. E. M..429
Stumpp & Walter Co.413
Swayne, Edw....422
Syracuse Pottery Co.442
Taepke Co., G. H....428
Taylor, Edw. J....421
Thompson & Co., C.B.429
Thorburn & Co., J.M.412
Tomlinson Key Floral Co....428
Traendly & Schenck..435
United Cut Flower Co., Inc....434
Vaughan's Seed Store412-415
Vick's Sons, James...418
Vincent, Jr., & Sons..405
Walker Co., The F..429
Watkins & Simpson..414
Wax Bros....427
Weber, F. H....430
Weeks Nursery Co., Inc., C. H....422
Weir, Inc., James....427
Welch Bros. Co....436
Welch, The Florist...428
Wenk, Peter....418
Westbury Nursery Co....422
Westman & Getz....427
Whilldin Pottery Co..442
Wilk, John....412
Wilson, H. E....430
Wilson, R. G....427
Winterson's Seed Store....436
Wolfinger, Florist....429
Wood Bros....418
Woodruff & Sons, S.D.412
Young & Co., A. L...435
Young & Co., John...435
Young & Nugent....429
Young & Sons Co., C.430
Zech & Mann....436
Zvolanek, Ant. C....412

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Adiantum 405-17-20
Alyssum 420
Ardisia 420
Areca 405-19
Asparagus..415-17-18-19-420-21-22
Aspidium....405-18-19
Asplenium 419
Azaleas 422
Begonias....405-17-20-21
Bellis 412-15-17
Berberis 421-22
Bearberry 422
Bleeding Heart 422
Bougainvilleas....417-18
Bulbs....405-12-17-22
Calceolaria....415-17
Calendula....415-17-20
Callas....412-15-17-18-21
Cannas 421
Carnations 405-17-18-20-421
Chrysanthemums....420
Cibotium....419-20
Cinerarias....412-15-17
Clematis 422
Cocos....405-20
Coleus 405
Columbine 418
Coreopsis....418
Cut Flowers.434-35-36-37
Cyclamen...406-12-13-14-415-17-19-20-22
Cyclamen 418
Dahlias....420
Daffodils....415
Daisies....412-15-17-20
Decorative Plants..405-20
Delphinium....418
Dianthus 418
Dracæna...405-06-17-18-419-20
Elms....422
Erica 421
Euonymus 405-17
Evergreens 405-22
Farm Seeds 418
Ferns 405-06-17-18-19-20-421
Ficus 405-18-19
Forget-me-nots 412
Galax 418
Freesia 412-15-17
Fruit Trees....422
Fuchsias....420
Galtonias 418
Gardenia....405
Genista....417-18-20
Geraniums..417-18-19-20-421
Gladiolus....412
Gypsophila....415-17
Heather....418
Helictotrichon 405-20
Hollyhocks....418
Honeysuckle....421
Hunnemannia....415
Hydrangeas..405-18-21-22
Iris....418-22
Ivy....405-17-19
Japonica....422
Jerusalem Cherries...405-417-19
Juniper....422
Kentias....405-13-18-19
Latanas....420
Ligustrum....421
Lilies. 405-12-15-17-18-22
Lily of the Valley....415
Lindens....422
Mignonette....414-15-17
Myrtle....417
Narcissus 412
Norway Maple....422
Nursery Stock....422
Oaks....422
Onion Sets....415
Orchids 420
Palms....405-06-19-20
Pansies..412-13-14-15-17-418-20
Pelargoniums....417
Peonies....418-22
Perennials....417-18-22
Phlox....418-22
Phœnix....405-19
Pinks....418
Primulas 405-12-17-18-19-420
Poinsettias .405-17-18-19
Primroses....412
Privet....421-22
Rhododendrons 422
Roses....405-17-18-21-22
Rubbers....406
Salvia....405
Seeds..406-12-13-14-17-18-422
Shasta Daisy....418
Shrub....421-22
Smilax....417-20
Snapdragon....412-15-17
Solanum....419
Spiræa....421-22
Stevia....417-20
Stocks 412-17
Swainsona 405
Sweet Peas..412-14-15-17
Sweet William. 412-15-18
Ties 422
Vegetable Plants....418
Vegetable Seeds...412-13-414-15-18
Vines 421
Violets....417-18-20

MISCELLANEOUS

Aphine....417-38
Aphis Punk....417-38
Arbor Vitæ 433
Bamboo....412
Baskets....432-33
Boilers....443-44
Boxes 432
Boxwood 432
Chiffon....433
Combusto Devices...408
Cycas Leaves....432-33
Cypress....443
Dagger Ferns....432-33
Directory of Reliable Retail Houses 427-28-429-30-31
Dirt Bands 442
Evergreens....432-33
Ferns, Fancy....432
Fertilizers....438
Fittings....443
Florists' Accounts Insured 418
Florists' Supplies.422-32-433
Fungine 438
Galax Leaves....432
Glass....421-42-43
Glazing Points 443
Grasses....433
Greenhouse Construction....443-44
Greenhouse Material.443
Ground Pine....431
Heating....443-44
Hose....443
Insecticides....438
Irrigation....443
Laurel....432
Laurel Festooning....432
Lemon Oil....417
Lumber 443
Lycopodium....433
Magnolia Leaves .432-33
Manure 438
Mastics 443
Moss....432-33
Nico-Fume....417
Nicoticide....417
Nikoteen....417-38
Oak Leaves....433
Paper Pots....442
Pecky Cypress....443
Pipe 424-43
Pipe Fittings....443
Plant Food....438
Posts....443
Pots....442
Princess Pine....433
Putty....443
Putty Machines....443
Ruscus....433
Sash....443
Seed Packets....412
Smilax....432-33
Soap Spray....438
Sphagnum Moss....432
Sprays....433
Stakes....412-21
Supports....421
Tanks....443
Tobacco Products....438
Toothpicks....432
Tubes....443
Valves....443
Vermine....438
Wants 439-40 441-42
Wax Flowers....433
Wheat Sheaves....433
Wholesale Florists...434 435-36-37
Wire....432-33
Wire Designs....432-33
Wreaths....432-33

Editorial Contents

Airplane Service to Chicago....424
American Ass'n of Gardeners, Convention Postponed....410
American Seedsmen in France, Wire....414
Azalea Sprig Munya....425, 426
Burpee's New Tomato Offered....413
Business Difficulties....438
Chicago Florists' Club....409
Colorado Blue Spruce Defended....426
Cost Production A Call for Volunteers....410
English Letter....426
Exhibitions and Meetings, Coming....417
Florists in California Doing Well 438
Florists Not Classed as Non-Essential....424
Frames, Hot-Water-Heated (Illus.)....426
Freesia Bulb Season, California, Closing....415
Gasless Sunday Satisfactory....410
Hodge Podge....425
Incorporations....434
Insecticide, New Capitol....410
Lecturer, A Busy....412
Meetings and Exhibitions, Coming....417
New York Florists' Club....409
New York State Fair....434
Not Alone in the Boat....424
Nursery Dept (Illus.)....425
Nurserymen, Important to....426
Obituary:
Dreer, Wm. F.; Fisher, Frank S.; Gilbert, John W.....425
Potash Supply, Our—The Best of News....424
Preference List....424
Retail Dept. (Illus.):
"God's Visiting Cards" Dropped Everywhere; Modern Flower Shop Methods; The Passing of the Flower Vendor's Heart; The Undertaker and the Florist; The Garden of Forty Arches; F. T. D. Advertising Exhibit; The Wholesale House of the Future....427, 431
Seed Trade, The....413
S. A. F. and O. H.....410
Southern Nurserymen's Ass'n....426
Southern States....418
Tractors for Small Areas....425
Trade Notes:
Boston 434
Chicago 436
Cincinnati....442
Cleveland....442
Columbus 427
Denver....437
Detroit....437
Hartford 433
Houston....418
Indianapolis....432
Kansas City....418
Los Angeles 438
Milwaukee 428
New York City. 434
Philadelphia....437
Pittsburgh 432
St. Paul....428
San Francisco....438
Scranton....428
Washington 419
Worcester. 432
Vegetable Notes Under Glass and in the Open....417
Week's Work, The (Illus.)
Chatelaine Begonias; Peonies, Irises and Phlox; Gigantem Lilies; Propagating Soft-wooded Plants; The Trailer; Spraying Carnations; Carnation Supports; Mignonette; Increasing Rex Begonias....411
Wheat Disease Discovered in Virginia....415

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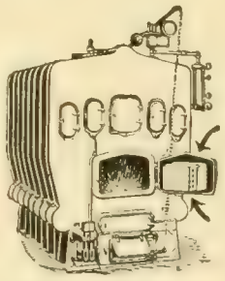

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OUR REFERENCE Gotham National Bank, Columbus Circle, NEW YORK

Information Form

Total Number of Boilers. . . . . .

Kind of Coal Used. . . . . .

. . . . . Boilers made by. . . . . .

Size of Grate

Width . . . . . .

Depth . . . . . .

No. of Feed Doors. . . . . .

Width of Feed Door Opening. . . . . .

Height of Feed Door Opening. . . . . .

(Repeat for Different Styles)

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Alfred Burton, Willow Grove Ave., Wyndmoor. 6
Geo. Burton, Willow Grove Ave., Wyndmoor. 7
H. H. Battles, Newtown Square & 112 South 12th St. 7
Geo. W. Uber, 5401 Grays Ave. 2
J. Wm. Goldfiesh Sons, 53rd & Woodland. . . 2
C. F. Lieker, Lansdowne. 2
Wm. Berger, 5522 Germantown Ave. 1
Wm. Munroe, Garretford 2
Clarence Alvine, Alden. 1
Philip Marot, Swarthmore. 2
Highland Rose Co., Morton. 6
Campbell Bros., Pennlyn. 3
John Kuhn, Olny. 4
Edwin Krantheimer Est., 54th & Westminster Ave. 1
Wm. K. Harris, 55th & Springfield Ave. 2
Harry Betz, D & Wyoming Ave. 2
J. J. Habermehl, 22nd & Diamond. 3
Thos. Lees, Bridge & Walker, Frankford. . . . 1
Thos. Meehan & Sons, Chew & Phil-Ellena. . 2
William Didden, Cemetery Lane, 62nd & Woodland Ave. 2
William Wunder, Haines & Ogontz Ave. 3
Jos Beavies & Son, Limekiln Pike 4
Chas. Graeklow, Broad & Cumberland. 1
Mrs. W. J. Smith, 4733 Maple Ave. 1
G. A. Thiele, 4613 Asylum Pike. 1
Wm. Keaton, Andalusia. 1
Thos. Tansey, 5701 Rising Sun Lane. 1
Ernst Ebinger, Erie Ave. & L. St. 1
R. Umfried, 1307 N. Broad St. 2
Mrs. M. Ferguson, 1210 Spring Garden. 1
Harry Crawford, Secane, Del. Co. 4

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New York Florists' Club

Over one hundred members were present at the meeting of the New York Florists' Club, held Monday evening, Sept. 9. This was its first meeting since its adjournment, last June over the Summer season.

President Chas. Schenck in a short address greeted all present and expressed the hope that the attendance at all future meetings would be fully representative of the club's large membership, especially in view of the fact that many questions of vital interest to the trade were likely to arise out of conditions which were now confronting all engaged in the production and sale of flowers and plants.

Protest Against Proposed Restriction Plants

After the minutes of the last meeting had been approved, the secretary read a letter which the club's committee appointed to protest to the Federal Floricultural Board against the proposed restriction of importations of plants had sent to that Board. Copies of this letter had been sent to the various florists' clubs and horticultural bodies, with the request that they take similar action; the many replies received showed that action had been taken as suggested. No report from the committee itself was forthcoming.

The committee on the memorial to the late Mrs. H. D. Darlington, Mamaroneck, N. Y., presented a memorial resolution, a copy of which had been duly forwarded to the family of the deceased.

The Flower Service to Base Hospitals

Mrs. J. C. Clark Curtin, chairman of the Committee on Home and Overseas Relief of the National League for Woman's Service was present by invitation and addressed the Club, describing the work of the distribution of flowers to sick and wounded soldiers and sailors at the different base hospitals in and around New York. She expressed the thanks of her organization for the regular and liberal supply of flowers which the club, through its efficient committee having in charge the collection of the flowers donated, was supplying for this work, and to show that they were appreciated, she read several letters from boys whose, at that time, dreary existence had been cheered by the flowers. It was hard to realize, she said, how much pleasure these little gifts excited. She gave several instances where flowers had been preferred to other things calculated to be more to mens' taste, the patients really seeming to crave the flowers. When she, in company with her lady assistants, visited the hospitals on their regular days she found their coming looked for; indeed, on one occasion, she laughingly said, she was greeted with the welcome "Here comes the Society of American Florists." This was due to the slogan signs "Say it with Flowers" which was always carried on their motors, and which also carried the names of the Society and the League. Many thousands of these signs had been supplied by the Promotion Bureau of the S. A. F. Publicity Campaign. It could thus be seen, Mrs. Curtin said, that the generosity of the florists was known and recognized in the League's work, and would undoubtedly at some time be reciprocated.

Unfurling the Club's Service Flag

Mrs. Edward McVickar, New York City chairman of the League, also present by invitation, spoke briefly. She said that the League membership comprised 300,000 women, throughout 40 States, and it was increasing so that it would shortly be active in the entire 48 States. The slogan "Say it with Flowers," she said, had been adopted as the slogan of the League in its hospital work, and the legend was displayed in every possible way. She, too, thanked the Club for the aid given the League in its work. Mrs. McVickar then unfurled the Club's new Service Flag, carrying 15 stars, amid great applause.

The ladies were then presented with handsome bunches of the new Rose Premier for their personal use, and with all the flowers staged on the exhibition tables that evening for their hospital work.

Hun Destruction of Fruit Trees Shown by Lantern Slide

F. R. Newbold, treasurer of the New York Horticultural Society, showed a series of about 50 lantern slides made from photographs he had recently received from the French Government. Many of the slides were particularly interesting as depicting territory where the battles of the last weeks have raged, as Chateau Thierry, Douai, Peronne, Noyon and other localities. The wanton destruction by the Hun of orchards, gardens, trees and ornamental plantings in this territory was clearly shown and described. Orchards were completely destroyed, the trees being sawn, not chopped, with no other purpose, it was quite evident, than their complete destruction. Fine old trees were seen with deep axe cuts girdling them so that recovery was impossible. To people such as the florists who were privileged to see photographic evidence of this ruthless work on the part of the enemy, the killing of these grand trees and destruction of the horticultural work of years, for no military purpose, seemed unpardonable and, without the evidence, was not to be imagined. Mr. Newbold received a hearty vote of thanks for his lecture.

Miscellaneous Business

The matter of appointing delegates to the forthcoming meeting of the New York Federation of Horticultural Clubs and Societies at Syracuse was discussed, and in view of the fact that two of the officers of that organization were members of the club it was not thought that further representation was necessary.

A request that the club again take active steps to promote the sale of bonds among the New York Florists' trade, during the drive in connection with the Fourth Liberty Loan shortly to be instituted, was fully discussed but no action was taken officially.

The Secretary reported that the club had recently lost through death one of its ex-presidents in the person of James Dean, of Freeport, L. I., who presided in 1892, and was a charter member, and A. V. D. Snyder, of Ridgewood, N. J., who became a member in 1918. On motion, committees were directed to be appointed to prepare resolutions of sympathy with the families of the deceased.

A resolution of sympathy with President Schenck and family in the death of a close relative was read by J. Austin Shaw, and adopted by the club, and a copy was ordered to be sent officially to Mr. Schenck.

C. H. Totty, president of the S. A. F. and O. H., Richard Vincent, Jr., and J. A. Manda, who formed part of the club's delegation to the St. Louis convention, spoke of the work accomplished there in the interests of the trade, and of the great success of the convention. All agreed that it was in every sense a strictly business meeting, and should go upon record as one of the best ever held by the S. A. F. and O. H. They spoke in high terms of the courtesies and entertainment received at the hands of the St. Louis florists, and a motion was made and carried that the club, through the secretary send a letter of thanks to the St. Louis Florists' Club for the hospitality extended.

Chairman Jos. S. Fenrich of the Flower Collection Committee reported that there was a fair supply of flowers for the sick soldiers and sailors everyday, but the demand was increasing owing to the heavy arrivals at the base hospitals, consequently the committee hoped that there would be a better response to the appeal for flowers. Florists outside of New York were doing very little in the way of contributions, as was noticed when Mr. Fenrich read his list of contributors.

The Monthly Exhibition

There was a very creditable exhibition of cut flowers and plants, the following being exhibitors: John Lewis Childs, Flowerfield, L. I., N. Y.—21 vases of Gladioli, awarded a silver medal. The varieties shown were: America, Lustrous, Gorgeous, Irene, Baron Hulot, Mrs. F. King, Primulinus hybrids, Snow King, Viola, Europa, Scribe, Princeps, Rareroy, Rosy Spray, Enchantress, Primulinus species, Ruby King, Fascinator and Pink Perfection. Some claim that America is a back number but as shown there was nothing to beat it in its color.

John Scheepers & Co., Inc., New York.—Vase of Gladioli acedanthera, awarded vote of thanks; 2 vases of Giant Ever-bearing Raspberry La France, awarded preliminary certificate. Richard Vincent, Jr. & Sons Co., White Marsh, Md.—Vase of Dahlia King of the Autumn (Dec., deep pink shaded apricot), highly commended; vase of Dahlia Futurity, (Dec., a very deep pink), thanks of the Club. George Schlegel, Brooklyn, N. Y., S. G. Milosy, gdr., plant of Cattleya Moira "The Bride," awarded silver medal. C. H. Totty Co., Madison, N. J.—Vase of new Rose Premier; the awards committee thought this variety very promising and the exhibitor arranged to show it again later.

Chicago Florists' Club

The third and last of the series of "get together meetings" of the Chicago Florists' Club was held in the club rooms at the Hotel Randolph at Wells and Randolph sts., on Thursday evening, Sept. 5. This series of meetings started with the July meeting, which was growers' night, when many of the prominent growers gave their views on the present situation. This was followed by the wholesale commission men at the August meeting, when many excellent papers were read. The meeting on Sept. 5 was designated as retailers' night several of the prominent retailers being invited to read papers giving their viewpoints, on the florist's industry. The response of the retailers was not as ready as that of other branches of the trade at former meetings, as only two papers were read. A few retailers made timely remarks on the situation, especially those of Geo. Asmus, so that the meeting on the whole was much better than was anticipated.

President Lautenschlager presided, and as Secretary Zech was absent the president appointed E. A. Ollinger as secretary for the evening. The reading of the minutes of the last meeting was also postponed. President Lautenschlager called attention to the next meeting of the F. T. D. to be held at Cleveland next month, and announced that he would appoint a "booster committee" to see that Chicago was well represented at that meeting. This committee will be announced at the next regular meeting of the club.

Fourth Liberty Loan

The matter of the Fourth Liberty Loan was next taken up when President Lautenschlager invited E. G. Hill to take the chair while Mr. Lautenschlager took the floor to speak for the forthcoming loan. As president of the club he has been appointed chairman for the florists' and allied industries of Chicago and Cook County to arrange all the details for the loan. It was thought best to establish temporary headquarters downtown during the period of the loan, and he announced that the E. C. Amling Co. had offered to the loan committee, free of charge, the use of office space in its store for this purpose, as well as the service of one of the firm's stenographers in assisting in all clerical work. On motion of Mr. Lautenschlager the offer was accepted, and the E. C. Amling wholesale house will therefore be headquarters for the next campaign for the Liberty Loan for the trade. Committees will be appointed to work among the various allied trades, all of which will be announced in due time. A motion was also carried that the club contribute $50 for such expense for this campaign as might be incurred for clerical work or other charges or otherwise.

The Retailer's Problems

For the "good of the club" portion of the meeting Geo. Weiland read a paper from A. Lange, 25 E. Madison st., treating the florist's situation in Chicago from a retailer's point of view.* Another interesting paper, signed "Chicago Florists," was read. Geo. Asmus also spoke from a retailer's point of view and made some timely remarks. His plea was for better cooperation among members of the trade. Geo. Weiland, Evanston, who is both a grower and retailer, said that retailers who were growers always sold stock cheaper than retailers who had to buy their own stock. This was a case of unfair competition but he was of the opinion that retailers who grew their own stock were beginning to wake up to the fact that they have been selling their stock for less than the cost of production. A. C. Craig and D. R. Robertson spoke also from the retailer's viewpoint.

E. G. Hill, Richmond, Ind., gave a good talk, speaking from every angle of the business. He said it took good business methods for florists to succeed, as the profits were not in proportion to the time and care it took to carry on a successful business. There are very few rich florists in the country he pointed out and those of the craft who have made money have done so through the increased valuation of their property rather than because of the actual profits of their business. Florists in many cities who built houses some years ago have found that their property became too valuable for greenhouse use and moved farther out, realizing enough on their old property to build again and have something left over for the future. A rising vote of thanks was given the speaker for his excellent talk.

C. W. Johnson, of the Mt. Greenwood Cemetery Ass'n stated that florists should get better prices for their stock than they are receiving. At Mt. Greenwood Cemetery, when prices on all material had advanced, the price of all stock from the greenhouses had also been advanced, including both plants and cut flowers. Mr. Johnson said that the association had had no difficulty in getting the advanced prices from customers, since people realize that prices have gone up in all lines.

Grading, Prices and Credits

W. J. Keimel stated that the grading of flowers by the grower before sending them to the wholesaler helped matters considerably. Poor stock should not be sent to the market. Otto Amling spoke for better prices. He had said at former meetings that Roses should never be sold at wholesale for less than $4 per 100. This he repeated, and added that under existing conditions growers could not make any money at a lower price and that the retailers should get together and hold out for better prices than they are now getting. J. E. Pollworth of Kennicott Bros. Co. gave a talk brimful of common sense and good business suggestions. He said the retailers must become a unit, for as individuals they never can accomplish anything.

In order that the results of the good work done at former meetings might not be lost the chair appointed a committee, composed of Geo. Asmus, chairman, Otto Amling, J. E. Pollworth, W. J. Keimel and T. E. Waters, to see that the interest was kept up.

F. S. Webb, credit manager of the Wholesale Florists' Association, was present and talked interestingly on credits. He condemned the practice of wholesale houses giving long credits to some retailers in good circumstances while to others less fortunately situated the rule requiring all bills contracted in one month to be paid by a given date the month following, on penalty of having credit cut off entirely was strictly enforced. This, he said, was discriminating against the struggling retailer, who needed help the most. He made a strong plea for the wholesalers to help the retailers who needed financial aid. It is the retailers after all who market the products of the growers and wholesalers. He likened the retailers to the waterspouts on a house which carry the water off the roof. Without the spouts there would be no outlet for the water and without the retailers there would be no way of disposing of the products in question. The more the retailers were helped the better it would be for the trade.

*This paper will be found on another page, this issue.

E. A. Ollinger read a clipping from a Morgan Park newspaper telling how Chas. Thomas Johnson, son of C. W. Johnson, of the Mt. Greenwood Cemetery Ass'n, and among the first to leave in the selective draft to join the Army had quickly risen from private to sergeant and had recently been promoted to second lieutenant. He is at present at Camp Taylor near Louisville, Ky.

T. E. Waters read a letter from Sergeant Wm. E. Colligan, a former employee of the Poehlmann Bros. Co., who is now with the army in France, in which he related many interesting facts regarding military duty there. He wished to be remembered to all his friends and asked that someone write him and tell him all the news in florist's circles in Chicago. The chair appointed a committee consisting of Jas. Morton, E. A. Ollinger and Harold Wolfe to write Sergt. Colligan.

Geo. Ball of Glen Ellyn exhibited a handsome vase of white Asters of his own raising that he calls America. These were highly admired. E. G. Hill and C. W. Johnson as a committee on exhibits awarded the exhibit the club's certificate of merit. Mr. Ball expects to disseminate the seed of this variety next season.

New Contact Insecticide

Nicotine oleate effective in laboratory experiments—Kills high per cent. of aphis, mealy bugs, soft scale and white fly—Not harmful to foliage—Not being volatile, cannot be used on plants to be eaten—Easy to make—Patent applied for will be donated to the public.

From the results of a series of experiments, it has been determined that the most efficient contact insecticides must be of an oily or soapy nature. Based upon these observations, a new contact insecticide, nicotine oleate, has been made by the formation of a soap through the union of nicotine and oleic acid. When dissolved in soft water it forms a soapy solution which may be used to emulsify an animal, vegetable or mineral oil.

Experiments reported in *The Journal of Economic Entomology* give an idea of its value. Diluted to give one part of nicotine in 1500 parts of water, it killed 96 per cent. of Chrysanthemum aphis. In another case when diluted to one part of nicotine in 2250 of water with two parts of laundry soap it killed 97 per cent. Used at the rate of one to 500 it killed a few mealy bugs and a few egg clusters. A mixture of two per cent. of a vegetable, animal or mineral oil emulsified in the nicotine oleate solution killed mealybugs and their eggs. An emulsion containing one part of nicotine in 500 parts of water with two per cent. kerosene killed 79 per cent. of the adult mealy bugs and their older larvæ, 98 per cent. of the eggs, and 98 per cent. of the young larvæ.

Preliminary experiments have shown that 85 to 90 per cent. of the soft scale on greehouse plants may be killed using nicotine oleate at a dilution of one part of nicotine to 500 parts of water. Similar experiments have shown that adults and larvæ of white fly may be killed at the same dilution as used for the soft scale.

All experiments mentioned were conducted under laboratory conditions, care being taken to hit all the insects used in the experiments. Under field conditions it may be necessary to use a higher percentage. Nicotine oleate being nonvolatile it is more necessary to insure striking all insects than in the use of a volatile compound like Nicofume.

Nicotine oleate may be made directly from any nicotine preparation containing free nicotine. Two and one-half parts of a 40 per cent. nicotine solution unites with 1¾ parts of commercial oleic acid or red oil. Four and one-fourth parts of this soap will then contain one part of nicotine or will equal 2½ parts of the 40 per cent. nicotine solution. Two and one-half quarts of 40 per cent. nicotine solution costing about $7 can be mixed with 1¾ quarts of commercial oleic acid costing about 90c. making 1¼ gallons of nicotine oleate. For spraying to control plant lice, where a gallon of a 40 per cent. nicotine solution costing about $11 would be used to make 500 gallons of spray, one gallon of nicotine oleate costing about $6.50 would make 650 gallons of a spray solution as effective if not more effective than the spray containing free nicotine. Nicotine oleate will cost about $1 a hundred gallons where the free nicotine spray will cost $2.20.

To make the oil emulsion spray with nicotine oleate 10 parts of kerosene is mixed with 1¼ parts of commercial oleic acid and then 2½ parts of 40 per cent. nicotine solution is added and thoroughly shaken. Ten parts of water is then added and again thoroughly shaken. For use against mealy bugs, white fly and soft scale this quantity is then mixed with 480 parts of soft water.

In sprays where nicotine oleate is used the spray water must be soft (rain or distilled water). To make nicotine oleate only those tobacco extracts containing free nicotine can be used. The stearate or palmitate of nicotine may be made in the same way, but it is not as effective a spray as the oleate. Nicotine oleate is not volatile, hence should not be used on plants to be eaten, such as Lettuce. The effect on plants has not been completely studied although sprays containing nicotine oleate equal to one part of nicotine in 100 of water did not injure Tomatoes or Coleus. Slight injury was noted on tender leaves of greenhouse Roses when sprayed at the above strength.

On dormant trees the use of a rather nonvolatile oil such as linseed, cottonseed or fish oil emulsified with nicotine oleate should be valuable for the destruction of insect eggs or scale insects.

A patent has been applied for this compound and when obtained will be given to the public so that anyone will be able to manufacture it.

Cost Production—A Call for Volunteers

To the members of the S. A. F. and O. H.

Fellow Members:—Following a discussion on present day cost production, the president was empowered to appoint a committee to collect statistics along these lines in order that a production cost basis might be worked out as a means of educating the grower to the prices he should receive for his product in order to make a living, and to put his business on a proper plane as a business enterprise. I will appoint a committee and draft them, if necessary, but first of all I am going to call for volunteers. If we can get a few active men in every state who will be willing to make a record of cost statistics in their own line, and permit these figures to be used, it will render the work much easier.

Some of our best cut flower growing establishments and many of our retail establishments at the present time are collecting or have collected such statistics. These statistics, of course, rightfully belong to the man or parties who compiled them, possibly with the expenditure of quite a little money and labor, and they may rightfully say "What we have collected is ours: let the 'other fellow' look out for himself." While this idea might prevail in normal times these days are abnormal and every man *is* "his brother's keeper," to the extent of helping in some way to keep the "Ship of Business" afloat, while the boys are "Over There."

It will be necessary in order to get a comprehensive idea, as I see it, to collect statistics from every state. Cost of fertilizer differs radically in different sections of the country, as does labor, coal, etc., and other items that enter into the business. This phase of knowing the cost of a crop is not a new proposition in other lines, though florists, save in rare cases, have no knowledge of what it costs to produce a crop, and this is the first element of any successful business.

How many florists in different states will agree to collect statistics along these lines and how many will agree to contribute statistics they have already collected on this most important subject?

I trust volunteers from every state will answer this and then I will appoint a central committee, who will make suggestions just how the different work can be carried out.

Brother florists, if you really want to see our business brought to its proper legitimate plane, give us your aid in this movement, which, as one florist in St. Louis remarked to me, was the most vital subject he had ever brought up at any florists' convention.

CHARLES H. TOTTY,
President S. A. F. and O. H.

Madison, N. J., Sept. 6, 1918.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary 1170 Broadway, New York

National Publicity Campaign

The Fall season for the florist is now opening. What are the prospects for good business? Are flowers in the public mind? Just how these questions should be answered entails considerable thought. One question hinges upon the other—an affirmative answer to the latter would furnish the answer we all would desire for the former.

Supposing that, just now, flowers are not in the public mind—and who is optimistic enough to say they are?—it would naturally occur to anyone that the best thing to do would be to exploit them so that they might command the attention we require. Our publicity committees did this thing just prior to St. Valentine's Day this year, with the result that the public sat up and took notice—never before did the florists do so much business for this particular festival. The same course was taken in regard to Mother's Day, and the result was the same—the greatest business ever done in connection with this memorial day. And, when we come to think of it, these days are "made" days, made by publicity, made by exploiting flowers for use on these occasions, made by effort put forth mainly by florists themselves through proper organizations.

The public mind is most receptive. Any idea which is properly put forward and aggressively pushed is sure of a good reception provided it of itself is good.

The idea which we have all along entertained (that the public would accept proper suggestions tending to a wider and greater use of flowers in the home) being a good one, has been kindly received and, in consequence, we have enjoyed the benefit of a demand which has surprised many of us who have had regard to the depressing influence of these war times.

It is highly necessary that the work of our committees which has resulted in so much publicity for our products should be kept up. Their efforts should not be curtailed in the least; they should even be greater than before.

We are nearing a crisis in our national affairs which points to times of greater depression and, therefore, the need of intensive stimulation of demand for flowers and plants.

We are confronted with our annual avalanche of Chrysanthemums which, this season, is expected to be abnormally large. As we all know, this crop is an expensive one to raise, and its value in the aggregate immense. It must be moved, and moved profitably.

Our committees are called upon, through publicity channels which they have planned, to assist in the effort which all must put forth to get this crop into the homes of the public as well as to stimulate the demand for other flowers in season.

The committees can perform their part if the trade will furnish the wherewithal, the amount of money needed to complete the publicity campaign fund of $50,000 which was asked for at the outset. Only $6000 more is required to insure the completion of the committees' carefully thought out plans for 1918. Already liability is being incurred looking to the consummation of these plans, and every penny of the fund will be needed.

Surely the florists who have not already subscribed will lend their help by sending in at once what contributions they can. Many hundreds of their brethren have already contributed generously, in many cases duplicating subscriptions made earlier in the campaign. This is no class project: retailers, wholesalers, and growers are all benefited.

JOHN YOUNG, Secy.

1170 Broadway, New York, Sept. 7, 1918.

Gardeners' Convention Postponed

Acting on the recommendation of some of its members, the executive committee of the National Ass'n of Gardeners has voted to postpone, until after the war, its annual convention, which was to be held in Cleveland, Ohio, on Sept. 24 to 26, and for which an elaborate program had been arranged, as given in THE EXCHANGE of Sept. 7. This action was taken in order that the association might comply with the recent request issued by the Director of Railroads to avoid all unnecessary traveling, and might also respond to the general appeal to invest in War Savings Stamps, as the money saved by not holding the convention would be available for that purpose. The convention will be held in Cleveland, as originally planned.

In postponing the annual national meeting for the duration of the war, the executive board urges that gardeners' local conferences be frequently held to discuss ways and means by which they can aid in speeding the war.

In announcing the convention's postponement, President Robert Weeks instructed that the secretary and treasurer publish their financial reports at the close of the fiscal year, Dec. 1, and that the secretary also publish a report of the association's activities including its service bureau and the work of the various committees during the year.

M. C. EBEL, Secretary.

Secretary Ebel advises that it has been decided to hold a gardeners' conference at the Hotel Hollenden, Cleveland, on Tuesday evening, Sept. 24, at 8 o'clock, to which all gardeners and those interested in the development of ornamental horticulture are invited. The conference will be devoted to considering war time means as to how the gardener can best serve the country's interest. Noted speakers both in and out of the profession will be heard. Mr. Ebel further states that a New England conference, under the auspices of the Boston gardeners is being planned, to be held some time during the middle of October in the city of Boston.

Gasless Sunday Satisfactory

After a meeting of oil officials in New York City it was stated that so much gasoline has been saved by the two "gasless Sundays" that probably the ban on the use of gasoline on Sunday will be lifted inside of three weeks. When figures were presented by the officials of about a score of the leading producing and refining companies to show what stocks were available it was found that the situation had improved beyond expectation. A. C. Bedford, Chairman of the Petroleum War Service Committee said:

The whole-hearted cooperation of the newspapers has made the conservation programme a success beyond expectations. The publicity given the necessity for conservation of gasoline has enabled us to accumulate stocks. Now, if pleasure car users will go a step further and cut down their rides somewhat during the week, the trouble can be ended in short order.

The committee has no power to lift the ban on gasoline use, but its suggestions have weight in the decisions of the Fuel Administration's actions.

Chatelaine Begonias

Among the inexpensive flowering plants for Winter the Chatelaine Begonias are near the top, and every retail grower should at least have a few. If you have one end of your Carnation house which is just a little warmer than it should be for the Carnations, that's the place for these Begonias. Field stock lifted now and carefully potted up will soon become reestablished and grow into fine plants. Small 2½in. stock should be shifted; maybe three plants potted up into 5in. bulb pans. With just a little care and aphis kept away nice stock in full flower can be had by Christmas—a time when a good many of these Begonias can be disposed of. Don't wait too long with bringing the plants in; the least frost will finish them outside.

Pæonias, Irises and Phlox

Time for Planting

One might easily call the Pæonia, the Iris and the Phlox the three leaders among the perennials and if you have field space, and once a stock of either one of these has been established, there is no excuse for not keeping on increasing the same and still have a good sized surplus each year to dispose of to brighten up hardy borders for your patrons. You can't grow too many of either one of these—that is of good sorts—and it is but little trouble to take care of the plants in the field. All three like a deep well cultivated soil; it doesn't need contain a lot of a particular kind of fertilizer. In fact, both the Iris and the Phlox are better off if you keep manure away from them; they will remain far healthier if you do. A good many Phlox, Delphiniums and Iris have been ruined by over-doses of stable manure. Don't delay the replanting and dividing of your stock; do it now and get it out of the way and thereby give the newly planted stock a chance to become reestablished before Winter sets in. Old clumps of Phlox cut back now and divided will be far better for next year's flowering than the old plants. If you intend propagating Phlox in large quantities you can either do that through root cutting, which is very simple, or lift a few plants and keep in a frame until February when they should be brought into a Carnation house where great quantities of cuttings can be had in a short time.

Giganteum Lilies

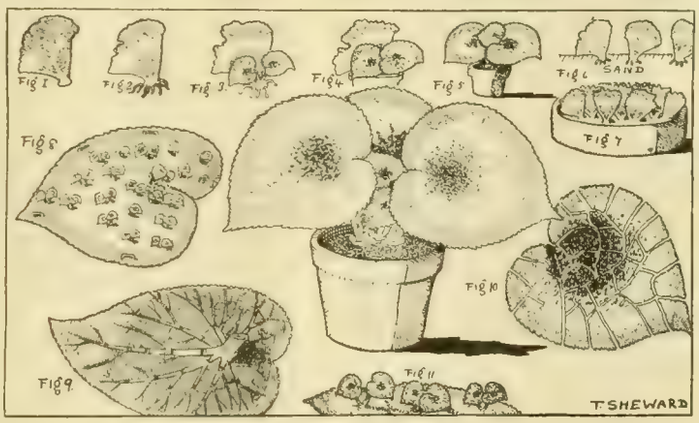
Starting Them for Easter

A subscriber wants to know about cold storage Giganteum Lilies for Easter flowering. Notes on that subject can be found in the Week's Work, July 27 issue of THE FLORISTS' EXCHANGE, as to the time of starting the bulbs. Around Christmas or New Year will be time enough; 16 weeks usually is considered necessary for cold storage bulbs, but less will do for plants to be brought into flower for as late a date as Easter 1919. I doubt whether it will pay the smaller grower to make use of cold storage bulbs for Easter, especially if intended for pots. One or two flowers usually is about the limit from these bulbs, not enough, to my mind, to make it pay to sell them in pots. The bulbs when planted should be kept in a 55 deg. house in order to give them a slow start to become rooted. When once put bound and growth has begun get the plants into 60 deg. house and keep them there. If any holding back is necessary do this toward the end, after the plants have made their growth and the buds are well formed. Giganteum, whether fresh imported or from cold storage bulbs, never want to be checked while making growth; keep them going, otherwise you stunt them. As I stated before rather than put the eggs all in one basket, why not keep on planting cold storage bulbs right along from now until December or 1st of January and let them come along? That will pay better than staking everything on Easter week.

Propagating Soft-wooded Plants

Do It Before Frost

From now on until the war is won carpet bedding will be much in favor, especially in places where a patriotic design can be displayed to advantage. It would be well for florists to consider this now in order to prepare for next Summer. Anything you can do to help create enthusiasm and which will help win the war is in order. A neat lawn with an attractive design in flowers or foliage plants will meet with the approval of your townspeople. If there is just half a chance for you to make such a display next year by all means do so—you needn't on that account stop hoping that the war might be over. Of all the plants suitable for carpet bedding the Alternantheras are more useful than any and it is not too late for those wishing to work up a large stock to take cuttings and root them in the propagating bench. If you haven't any it is up to the neighbors or the city park to supply them. Coleus can also be taken and rooted as long as the frost hasn't touched them and so with other soft-wooded plants. With hot days and warm nights we are very apt to put things off and sometimes just one night too long. A heavy frost finishes everything and means a loss of money to us. So get busy while you can; prepare for next Spring.



Begonias from leaf cuttings. (From the "Canadian Florist") See text

The Trailer

A Most Useful Attachment

One of the most useful things for the retail grower to have is a trailer. From now until cold weather sets in for good such an outfit will come in handy. Usually the space in the ordinary automobile, whether a Ford or otherwise, is very limited and only a very small number have a specially made arrangement, or a truck. In most cases a man will have a regular sized box, which hardly ever exceeds 4ft. x 5ft. With little money a plain trailer can be purchased with almost any sized wagon box. Such an outfit is easily attached to any make auto and there is no end to the many uses a trailer can be put to. It takes the place of another machine and driver, more than double the load can be hauled in one trip and whenever there is no use for it it doesn't eat anything. Your auto is not complete without a trailer, and for the average retail grower a Ford type machine, with a neat covered top so plants and cut flowers can be delivered properly during the Winter months, will do nicely for ordinary work, and if you add to it a good sized trailer your delivery system will take care of quite a lot of business. The man who hasn't as yet a trailer can't appreciate all of the unnecessary extra trips he makes and how much more he could accomplish if he had one. The first cost is all there is to it. A closed top auto is hardly the thing to carry large palms, field grown Cannas, Hydrangeas, Vincas or some other stock in; as well try to get along with a horse and wagon. To do the most in the easiest way and the shortest time is the order of today.

Spraying Carnations

A Dangerous Practice

Avoid having damp or wet foliage overnight on the newly housed Carnations. Nothing will cause bad leaves quicker, for the moisture will settle in the center of the plants and soon will show the bad effects. If you water in the afternoon make use of only a part of the water force and avoid getting the plants wet; water between them. If on a hot, sunny day you wish to spray in the house don't wait until after lunch so as to give the plants a chance to dry off properly before evening. The heavier your soil the more particular you should be with watering or spraying.

Carnation Supports

The Sooner Given the Better

Plants which were housed from five to seven weeks ago are, by this time, in need of supports of some kind. There are a good many kinds in use and it really matters little just what kind you make use of as long as the plants get the benefit. Don't wait until the flowers are lying on the benches before giving a thought to the supports, and before you start to stretch wire or strings across the benches see to it that all of the plants are clean. It's just half the work if done before; also cultivating the soil. Maybe by this time the soil in the bench has settled down considerably and it will be well to apply a nice layer before the overhead work is started.

Mignonette

Make a Sowing Now

You may have a bench or so of Mignonette nicely under way? With cool weather coming along, growing time is at hand and the plants soon will develop into bushy specimens; but for all of that another sowing should be made now. By the time the plants are ready for benching some of the 'Mums will be out of the way and you may be looking for something with which to fill the benches. While you are at it sow out some more Sweet Peas; these also may be useful in five or six weeks from now. These as well as the Mignonette can get along with a low temperature, if necessary.

Increasing Rex Begonias

The Canadian Florist in its issue of June 14 publishes an article under this heading by T. Sheward of Vancouver, B. C., as follows:

There are several plants that are grown most readily from leaf cuttings. Among these especially is the Rex Begonia. The cuttings are made by taking a large, well-formed leaf and cutting it into sections, following the veins. Fig. 10 in the illustration shows this very well. The pieces of cut leaf are then dibbled in sand in pans or flats and placed in a propagating frame, where a temperature of from 75 to 80 degrees is maintained. See Figs. 6 and 7. The flats should be syringed two or three times daily to ensure their being kept moist. In a short time the cuttings will have rooted and small leaves have appeared at the base of each. This process is shown by Figs 1, 2 and 3.

As soon as the small leaves appear pot the cuttings into 3in. pots, and later into 4in. pots (Figs. 4 and 5). A mixed soil of peat and loam in equal quantities should be used.

Another method just as successful is illustrated in Fig. 8. The veins of a large leaf are notched as shown in Fig. 9, and the leaf spread on the sand and pegged with wire staples. The leaf may also be covered with the sand. Small plants will soon appear at each cut (Figs. 8 and 11). These can be potted up and will soon make nice plants.

The Guada Bean and Other Gourds

Two varieties of edible gourds, long known but little grown in this country, have been widely advertised recently as "Butter Beans" of rare quality and high productivity. Vague but glowing and extravagant claims are made for them which has led the U. S. Dept. of Agri. to warn farmers and gardeners to be on their guard. Their culinary value is similar to that of Summer Squash, say department officials, and they are interesting as curiosities, but have very slight practical worth. The name Gigantic New Guinea Butter Bean has been given to the common Cucutza or Sweet Gourd. It is frequently found in Italian vegetable gardens and is offered in the markets of New Orleans, but is considered of such little value that regular seedsmen rarely give it notice. It has been reported that this so-called new Bean has been offered at extravagant prices, for example, 6 of the gourd seeds for 50c., or 16 for $1. The Snake or Solomon Island Gourd also has been renamed in certain advertisements as Guada Bean. This gourd can be grown only in warm climates and is adapted to rather limited regions in the southern part of the United States.—*U. S. Dept. of Agri.*

Our Bank Savings Safe Unless Germany Wins

A very insidious propaganda seems to have been carried on by secret agents of Germany, to the effect that savings banks deposits are to be confiscated. It is difficult to believe that any person in America would credit such a report for an instant. Secretary McAdoo says the absurdity of these statements is manifest, but in order to allay the fears of a few who might be alarmed by such reports, he repeats officially that these rumors are wholly baseless.

Only one thing will in the least put in danger of confiscation the savings of the American people, whether deposited in savings, or other banks or invested in Liberty bonds or any other investments. That one thing is a German victory. It is not the American Government that our people should fear, but the German Government. With American soldiers fighting as they are in France and the American people supporting their Government as they are in America, the American people, their liberty, their rights, and their savings are safe.

Dutch Bulbs Afloat

NARCISSUS—EMPEROR
Mammoth Bulb

The following are Now Ready for Early Forcing and Counter Sales

NARCISSUS

	100	1000
EMPEROR, Mammoth	$2.75	$25.00
EMPEROR, 100% Bloomers, all large, round bulbs	2.50	21.00
Bicolor Grandis (Grandee)	2.25	20.00
Obvallaris (Tenby Daffodil) f'cy	2.00	18.00
Sir Watkin, fancy grade	2.50	23.00
Barri Conspicuus, fancy grade	1.50	12.50
Jonquilla Rugulosus	1.25	11.00
Poeticus (Pheasant Eye) fancy	1.00	9.50
Poeticus Ornatus, fancy grade	1.25	11.00

FREESIAS IMPROVED PURITY

Size	Per 1000
Jumbo, ¾ in. and up	$17.00
½ to ⅝ in., good grade	7.50
½ in., plump bulbs	6.25
⅜ to ½ in., regular grade	4.00

LILY BULBS FROM STORAGE

GIGANTEUM

	Per Case
7 to 9 in. (300 to case)	$20.00
10 to 11 in. (180 to case)	27.00

SPECIOSUM ALBUM

	Per Case
8 to 9 in. (200 to case)	$18.00
9 to 11 in. (140 to case)	17.00

SPECIOSUM RUBRUM

	Per Case
9 to 11 in. (140 to case)	$14.00
10 to 11 in. (125 to case)	15.00
11 to 13 in. (90 to case)	15.00

AURATUM

	Per Case
8 to 9 in. (160 to case)	$11.00
11 to 13 in. (75 to case)	13.00

PAPER WHITES
are now on the way and expected soon.
Write for prices

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

When ordering, please mention The Exchange

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID

Sweet Pea Seed

has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

Gladiolus Bulbs

Special Price On Entire Lot

America, King, Pink Perfection, Klondyke, Augusta, Panama, Eureka, Schwaben, Niagara and other choice kinds. For Fall and Spring delivery.

Write if at all interested

W. L. FAWCETT, Baldwin, L. I.

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½pkt.50c.; 1000 seeds$1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
FORGETMENOT. Everblooming blue, 25c.
DAISY (Bellis). New, monstrous, mixed, great, 25c
SWEET WILLIAM, Midnight. Darkest maroon grown; sure to attract attention, 25c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.
When ordering, please mention The Exchange

PANSIES

METTE MIXED STRAIN of Pansy plants has been approved for in and out door planting.

I have testimonials from the North, East, South and West. Conditions do not permit more particulars. Write for private information.

If you want an early cut for November and Thanksgiving, plant your beds now. Plants are just perfect. $4.00 per 1000; seeds, $4.00 per oz.

J. B. Braun, Parkside Greenhouses **Hightstown, N. J.**
When ordering, please mention The Exchange

FREESIA PURITY

Mammoth Size, also ⅝-in. and up
FREESIA refracta alba, ⅜-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.

Prices on application

J. M. THORBURN & CO.
53 BARCLAY STREET
thro. to
54 PARK PLACE
NEW YORK CITY

When ordering, please mention The Exchange

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6 ft.	2000	$21.00
" 6-9 ft.	600	7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED
LENOX, White LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

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GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

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Exchange Ads. Pay Well

LILIUM Giganteum

(Cold Storage)

We have them, 7|9 (300) $20.00 per case
9|10 (200) $25.00 per case
at New York, Chicago, Cincinnati and Detroit

Secure your stock for Easter planting, since it is CERTAIN that no fresh bulbs from Japan will be procurable this season.

Bulbs Sound and Dormant

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 100, $40.00 per 1000; 1¼-in. to 1½-in., $5.50 per 100, $50.00 per 1000; 1½-in. to 1¾-in., $8.25 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.00 per 100, $110.00 per 1000; 2-in. to 2½-in., $13.50 per 100, $130.00 per 1000. Ready in August.

Purity Freesias

From California. The best we have ever had. We carry the two most desirable sizes.

First size, $9.00 per 1000.
Mammoth, $14.00 per 1000.

Complete list of Florists' Choice Seeds. A postal card will bring our catalogue.

S. S. SKIDELSKY & CO.
1004 Lincoln Bldg. Philadelphia, Pa.

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

SNAPDRAGON

Florists who know are stocking up on **Snapdragon.** This is a year when space must count. **SNAPDRAGON** will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink:** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new **Golden Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed,** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

G. S. RAMSBURG
SOMERSWORTH, N. H.

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Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

PANSY SEED

Giant Superb Pansy Seed and Finest Mixture
Pkt., 5000 seeds, $1.00; ½ pkt., 50c.; oz., $5.00
Cash with order

E. B. JENNINGS
P. O. Box 25 GREEN'S FARMS, CONN.

When ordering, please mention The Exchange

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

Holland Bulbs on the Way

Advices received this week from M. Van Waveren & Son, Ltd., of the Leeuwenstein Nurseries, Hillegom, Holland, and with offices at 26 Cortlandt st., N. Y. are to the following:

It may interest your readers to learn that cable advices are to the effect that the exportation of bulbs from Holland was ended Aug. 31, 1918. Total cases exported between 15,000 and 18,000, as against 37,000 cases in 1917, all forwarded via England. Perhaps in an effort to deprive the people of the United States of the beauty and enjoyment of Dutch bulb flowers, the Germans have declared them contraband of war. Or can you find a better reason?

Cable advices also state that most of our shipments had arrived in England on or before Aug. 20. We expect goods to begin to reach this side within a week or ten days. Steamship companies and brokers in England do not seem to be permitted to cable definite movements of the shipments.

Owing to the extreme necessity of producing foodstuffs in Holland, the government had ordered that the area devoted to bulb growing must be reduced to two-thirds of the average area employed for the 1917 and 1918 crops. Many varieties of bulbs have totally disappeared in Holland during the last year or two, and a further process of elimination will be the result of the new government order.

European Notes

The whole of Western Europe is experiencing a spell of very tricky weather just now and the farmer as well as the seed grower is having a somewhat anxious time. The harvesting of our crops of Carrot and Parsnip is proceeding apace, and the veriest tyro in seed growing knows that clear, dry weather is a *sine qua non* at such a time, if the seed is to be secured in good condition and of a bright color. The frequent and almost sudden showers of the past ten days, while they have not at the present time done very much harm to these crops, are giving us double work at the harvesting and this we can ill afford.

While the acreage of both these crops is far below the average in pre-war days, they are on the whole very promising; [illegible] may confidently be expected, especially for Parsnip. The showers mentioned above will help the development of the Parsley crop, of which the present condition leaves much to be desired. There is also a general shortage in the acreage standing for seed, both of the curled and plain-leaved varieties. If there is the usual demand prices will most likely advance.

Spinach crops already delivered are somewhat disappointing; for this falling off the growers hold the pestiferous wireworm responsible. The demand for this seed is very brisk. European Seeds.

New York Seed Trade

The Bulb Situation

Up to Tuesday of this week there were no further arrivals of French or Dutch bulbs. There are reports from several sources that Dutch bulbs are afloat via England for American importers, and a Dutch steamer with bulbs aboard is daily expected to arrive at an Atlantic port. Not a few importers are apprehensive that both French and Dutch bulbs will arrive after the normal season for filling retail orders and for counter sales. Furthermore, most seedsmen feel that it is quite certain that there will not be this year anything like the usual counter demand for bulbs.

The arrival of a moderate sized shipment of Spinach seed from Holland via England is reported.

Burnett Bros.' New Building

Burnett Bros. are now well settled in their own building, which they purchased several months ago, at 92 Chambers st. near Broadway, and which they have put in up-to-date condition for the accommodation of their business. This building has five floors, a basement and sub-basement, a frontage of about 25ft. and a depth of over 100ft. It is equipped with an electric freight and passenger elevator and other modern conveniences. On the store front a large, vertical, electric sign extends from the first story to the roof. The salesrooms are on the main floor with offices in the rear. Two floors are devoted to vegetable and flower seeds, one to grass seeds, and one to implements. The basement and sub-basement are used for bulbs, tubers, roots, fertilizers and general storage. This firm began business 15 years ago at 101 West st., and has steadily progressed. From West st. it moved to 72 Cortlandt st., later to 98 Chambers st., and lastly to its own building at 92 Chambers st. The business was founded by George A. Burnett, and later his brother Samuel Burnett became his partner, and these two constitute the firm today, which is certainly to be congratulated on having permanent, well-located quarters.

Frank C. Woodruff, of S. D. Woodruff & Sons, 82 to 84 Dey st., has been for several weeks in California, where he is inspecting the firm's seed crops.

There was held at Vaughan's Seed Store, 41 to 43 Barclay st., this week the most comprehensive and best arranged display of French and Dutch bulbs seen in this city, and also a full line of Bermuda bulbs.

Madison Esterley, manager for J. M. Thorburn & Co., is taking his annual vacation.

Washington, D. C.

The Emergency Agricultural Bill in the Senate, Sept 4, a motion to eliminate from the bill appropriations totalling $721,000 [illegible] tion of insects and plant diseases injurious to agriculture was made by Senator King of Utah, but action on it was deferred.

Senator Walsh of Montana offered an amendment appropriating $20,000,000 to be lent to farmers in drought stricken districts [illegible] was rejected, but another by Senator Jones, authorizing the War Finance Corporation [illegible] such districts so that financial assistance could be given to farmers, was accepted.

Burpee's New Tomato Cannery

The Burpee Seed Farms have installed an [illegible] two miles west of Doylestown. The building has been altered, concrete floors and new timbers put in to accommodate the machinery. The plant has been equipped with modern machinery and will be used to can the pulp of Tomatoes gathered for seed. This pulp formerly was either thrown away or used for fertilizer. By the old system which allowed the pulp to ferment a foul odor followed the work.

The canning process is very simple. Machinery gathers up the Tomatoes, which pass through a revolving screen where they are washed. They are then sorted on a table, sent to a centrifugal pulper which separates the seeds and skins. The pulp drops into a 1000 gallon copper coiled vat where it is boiled down to about half its original bulk, and drawn out to the filling machine, fed to the capping machine where the cans are lidded and automatically sealed. A small chute carries the cans through several jets of live steam to heat them and to kill bacteria.

The cans used at present are enamel lined gallon cans. The product will be used for catsup, and high grade canned Tomatoes according to quality. On account of the different varieties grown for seed, particular care will be exercised to can each variety separately. The daily capacity of the plant is 7500 gallons. The filler can be set for 26 cans a minute.

S. & W. Co.'s American-Grown

CYCLAMEN SEED

This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

	100 seeds	1000 sds
Giant Salmon Rose	$2.00	$15.00
Giant Dark Rose	2.00	15.00
Giant Rose	2.00	15.00
Giant Dark Red	2.00	15.00
Giant Light Red	2.00	15.00
Giant White with red eye	2.00	15.00
Giant Fringed Rose	$3.00	$25.00
Giant Fringed White with red eye	3.00	25.00
Giant Fringed White (Rococo)	3.00	25.00
Giant Fringed Mixed	2.50	20.00

We also have a limited quantity of imported seed to offer in separate colors, including Lilac and Violet, at $1.00 per 100, $7.50 per 1000.

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

BE PREPARED ORDER NOW FOR 1919

Beet Beans Turnip Parsley
Onion Rutabagas Cabbage Radish
Peas Carrot Parsnip Etc.

Write for Our Growing Prices at once

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

New Early Flowering or Winter-Blooming

GIANT PANSIES

14. WINTER SUN. Golden Yellow. 16. CELESTIAL QUEEN. Sky blue
15. ICE KING. Silvery white. 17. CHARM OF MARCH. Velvety blue
18. MIXED. The above four colors with other shades and variations.
Each color separate or mixed 500 seeds, 25c.; 1000 seeds, 40c.;
⅛ oz., $1.10; ¼ oz., $2.00, oz., $7.50
20. PRINCESS. (The New Upright Pansy)
22. GIANT KENILWORTH MIXTURE
70. ORCHID-FLOWERED, MIXED. Seed also in Separate Colors.

All sorts and mixtures, except where noted, are: $5.00 per oz., $1.25 per ¼ oz. 5000 seeds, $1.00; trade pkt. of 1000 seeds, 25c.; any 5 pkts., $1.00.

CHAS. FROST

When ordering, please mention The Exchange

NEW CROP KENTIA SEEDS JUST ARRIVED

BELMOREANA and FORSTERIANA

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

WINTER-FLOWERING

Spencer Sweet Peas

NOW READY FOR DELIVERY

Australian Winter-Flowering Spencer Sweet Peas (We advise every florist to try a few)

BLUE FLAKES.
CÆRULEA.
CONCORD BLUSH SHADES.
CONCORD CHARM.
CONCORD CHRISTMAS PINK SHADES.
CONCORD COUNTESS.
CONCORD COUNTESS IMPROVED.
CONCORD CHIEF.
CONCORD DAYBREAK.
CONCORD EMPEROR.
CONCORD EXQUISITE.
CONCORD PURPLE.
CONCORD RADIANCE.
RUBY.
SALMONEA.
YARRAWA.

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except **Yarrawa**, as noted above.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.15	.50	1.50	5.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.15	.50	1.50	5.00

	¼ oz.	Oz	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush / **Red Orchid.** Bright cherry red	.15	.50	1.75	5.00
Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
Fordhook Rose	.20	.75	2.50	10.00
Rose Queen. A variety of sterling merit and one of the most popular ½ oz. 75c		1.00	3.00	12.00
BLUE				
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50	12.00

Mixed Winter-Flowering Spencers
Containing many of the best and most expensive sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

PANSY, CYCLAMEN AND FLORISTS' FLOWER SEEDS. Send for complete catalog

FREESIA PURITY—Special Offer: ½-inch, $3.50 per 1000; ⅝-¾-inch, $9.50 per 1000 Mammoth (Selected), $17.50 per 1000

Arthur T. Boddington Co., Inc., *Seedsmen*
128 Chambers Street NEW YORK CITY

When ordering, please mention The Exchange

However, there have been but a very few other vegetables or flowers ever tackled in this way. Why not? Almost every State has a State experimental station and a State agricultural college. Almost every seed firm has a trial ground. A little cooperation between the three and who can say what the value would be to the trade and the people? I am very glad to see a step being taken in this direction.

Variety Improvement

Traveling hand in hand with the problem of nomenclature is that of variety improvement by seed selection. It isn't the great number of new varieties every year that we want, but improvements on the existing and established varieties. Just because a grower finds a strain of stock differing slightly from any other he is acquainted with is no reason why it should be inflicted on us. If some concern pushes it as a novelty, we all know the result: One more name for everybody to list for the next few years. At one of the Gladiolus shows in Cleveland, Mr. Werner, as judge, was hotly censured by a few exhibitors because he refused to give credit to many "new seedlings" which were really nothing but small-flowered, vari-colored sorts that would have no place except in a *cheap* seedling mixture.

We can all name varieties of flowers and vegetables that, as far as character and type go, are just what is wanted. But it requires constant work to keep the stock from running down, and by proper selection it can always be improved a little. There are certain types of any plant that are most desirable for certain uses and there is some *one* type that is best for a certain use. The choice of type isn't merely a matter of personal opinion, but one of plant adaptation to conditions. Why should not these desirable types be systematically promoted and good stocks protected by some cooperative action?

Instead of each individual grower following his own desires and likes in his selection work, why not have some cooperation and let the work be done along some definitely laid out plan? Do not understand me as believing in cooperative growing, but simply in some form of cooperation in the learning of the most desirable types and in deciding on the producing of the best possible stocks of our standard and most important varieties. Here is where our State agricultural colleges and experimental stations can be of great assistance to both the

F. F. Rockwell, manager of the Burpee farms has had his men working day and night to get the plant ready in time for this season's canning. Mowry Ross has had charge of installing the machinery work.

With an American Seedsman in France

A Highly Interesting Letter from Overseas

The June 29 issue of THE EXCHANGE has just reached me and I read, with great pleasure, the report of the 36th annual convention of the American Seed Trade Ass'n. After the "home letters" THE FLORISTS' EXCHANGE is the next thing I look for. Any news of the trade or any horticultural literature is rather scarce over here.

My especial interest as a seed grower is along the line of variety improvement by seed selection, and though I am over here in France trying to do my bit in this most terrible of wars, I have by no means lost interest in the seed trade.

On account of defective eyesight I was prevented from going into the trenches, where I enlisted to go, and was transferred to an engineer regiment operating directly behind the lines. This regiment, being a part of the French Army, we made an attempt at camp gardening and naturally that is where they put me.

The French have a wonderful system of camp gardening that means much to the soldiers. They have a garden department that is under the supervision of their Dept. of Agriculture and each and every camp has its garden. These gardens are supplied, in the way of early plants, tools, etc., from garden depots located at different points, usually at base hospitals. As a unit of soldiers moves into a camp they keep up the garden while they are there, be it only for ten days, and it makes no difference if Hun bullets drive them out occasionally. And their gardens are something they are proud of. Some of them I have seen have meant a lot of work, being on a side hill and terraced. There are not only vegetables in these gardens, but one often sees flowers planted around the garden and the barracks in such a way that the effect helps to remove some of the harshness of war. The Frenchman truly believes that "a thing of beauty is a joy forever." France figures that the value of its camp garden vegetables exceeds 2,500,000 francs a year, and the work is done mostly by hospital patients and those temporarily disabled for active service. We have undertaken to have gardens at our various camps along our railroad line, but due to certain reasons they have not been a huge success. As long as they won't let me fight, I am glad to be doing the next best thing, viz.: Gardening under shell fire.

Nomenclature and Seed Selection

For some time before enlisting and often while here I have thought about this proposition of nomenclature and seed selection. There is a great deal of work to be done in both of these directions and I think there should be much closer cooperation between the seed growers and the Government, as well as between the seed growers themselves.

As to nomenclature, everybody knows that the trade is cursed with synonymous names, similar varieties and poor varieties that are urged upon the people. Follow most any popular variety through the catalogs of the country and we find it listed under different names; we find it described as being early, late and mid-season; fair, good and excellent. For information as to type of growth, growing habits, immunity from disease, etc., very few catalog descriptions are any real guide.

It is not only in the retail catalogs that this is true, but in the wholesale catalogs as well. We are all familiar with the splendid example Dr. Tracy set for us when he classified the Beans.

Sixty-Five Dollars

for a basket of **Mastodon Pansies**, "sold under the hammer," is a story of interest to you. Write for it.
Write now. 1918 seed prices ready.
Latest novelties. Write us now.
1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.
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trade and the people. My opinion is that most of our State agricultural institutions have been neglecting, in this, a good opportunity. Even a little cooperation and understanding between the growers would do much to eliminate some of the evils of our haphazard methods, and I am pleased to see a tendency in this direction.

Visit to a French Seedsman

Before closing I want to say a word or two about my visit to Lyon where I called on P. Leonard Lille. I called at the office of the concern and was taken to Mr. Lille's house. He is a very agreeable man and I was sorry to find that he is confined to a wheelchair. He is very pleasant and cheery, however, and in the course of my visit he mentioned many names of seedsmen in the States. He speaks only a few words of English, but he enjoys trying out what little he does know. After a short visit he turned me over to M. Jean Lille, who showed me all through the establishment and then took me home with him.

Now, I say, when French people are hospitable they are *very* hospitable. I stayed three days with him and I surely did enjoy it. M. and Mme. Lille were wonderfully good to me and made me feel glad to be in France. I was there at Lyon for the dedication of the new bridge, "Pont Wilson," and it was a most impressive sight. When the American boys marched out onto that bridge, led by a *real* American band playing the National Emblem March with real American snap, the French people went "wild." The discipline and snap showed by those boys was better than any of us, French or American, had ever seen before, and, I tell you, I was proud. The French and Americans are every day being more firmly cemented together by a bond that will never be broken. It is well, for there are qualities in each that the other needs.—PTE. SCHUYLER ARNOLD, Co. D., 13th Engrs. (Ry.), A. E. F., France.

Chicago Seed Trade

The new draft is a matter of much consideration to many in the seed trade here.

Vaughan's Seed Store has on exhibition a varied line of popular shrubs shown in vases. These are of great interest to all who want to know the names of the shrubs and plants to be seen in the parks and boulevards of the city. There are the ornamental foliage groups, and the flowering and berried sections, covering a wide range of hardy ornamental plants.

Carl Cropp returned from a trip to California on Aug. 29. Ed. Goldenstein, a former well-known employee of the store, came in for a visit the past week from Camp Grant, Rockford, Ill. Bert Chadwick is happy over the arrival of a little seedman at his home on Aug. 7. Leonard H. Vaughan, is also receiving felicitation on the arrival of another baby boy at his home on Sept. 4.

Winterson's Seed Store reports a shipment of Tulips and Hyacinth bulbs on the way that are due in Chicago the coming week. John Degnan, manager of the store, and E. F. Winterson, Jr., will have to register under the new man power act, Sept. 12

Wheat Disease Discovered in Virginia

A serious disease of Wheat, long known in Europe, has recently been found in certain parts of the United States, particularly Virginia, it is announced by the Dept. of Agri. The disease is caused by a small nematode or eelworm.

Closing of California Fressia Bulb Season

Though we are pretty well over with Freesias we are still shipping some, but the stocks are cleaning up as well this year as in any previous season in spite of the extra heavy crops. This is because Freesias are being used more extensively than ever before on account of the shortage of Lily of the Valley and Japanese Lily bulbs as well as to the uncertainty of French and Dutch bulb receipts.

We feel that we should do something patriotic in connection with our business so we are preparing to plant about as large an acreage in vegetable seeds this Winter as in flower seeds and bulbs.

J. A. B., Cal.

Sweet Peas, Pansies, Cyclamen

WINTER-FLOWERING SPENCER SWEET PEAS

Trade Packets contain ¼ oz.	Tr. pkt.	Oz.	Lb.
Asta Ohn. Identical in color and size of blossom to the popular late flowering Asta Ohn. This is sure to be the most popular lavender	$0.30	$1.00	$14.00
Bohemian Girl. Deep pink, standard orange blush	.20	.65	8.00
Cream. Identical in color and size of blossom to Dobbie's Cream. It has immense blossoms very frilled and duplex	.30	1.00	
Heather Bell. The color is a rich but pleasing mauve, but after standing in water the color becomes a beautiful mauve lavender. Takes the place of Anita Wehrmann and is much better than that variety	.20	.65	8.00
Helen Lewis. Very fine shade of salmon pink	.30	.90	12.00
Hercules. Of the same lovely shade of pink as Countess Spencer, but later	.30	.90	12.00
Lavender Pink. Large flowers	.20	.65	8.00
Melody. This is a deeper shade of pink than "Early Song Bird" on white ground, closely resembling "Countess Spencer"	.25	.80	10.00
Morning Star. Deep orange scarlet or flame color in standard, with rich orange pink wings. Under glass it is magnificent	.20	.65	8.00
Mrs. A. A. Skaach. Flowers bright shell pink. Sow in late fall and winter for spring blooming	.20	.65	8.00
Mrs. M. Spanolin. Black-seeded white	.20	.65	8.00
Mrs. J. Manda. Light shell pink	.20	.65	8.00
Mrs. William Sim. Apricot pink	.30	1.00	
Mrs. Woodrow Wilson. Appleblossom pink	.20	.65	8.00
Pink and White. Blanche Ferry type, extra choice	.20	.65	8.00
President Woodrow Wilson. Magenta rose	.30	.90	12.00
Rose Queen. A splendid commercial pink, best seller on Chicago market. Sow in summer for winter blooming	.30	.90	12.00
Song Bird. The flower is the same color as "Florence Morse Spencer" and a bit lighter than "Elfrida Pearson"	.20	.65	8.00
Spring Maid. Light pink on a cream ground. It is a most effective flower and carries a great wealth of blossoms borne in fours on long stems	.20	.65	8.00
Venus. Standard white, slightly blushed pink wings	.20	.65	8.00
White Orchid. White flowers of good substance	.20	.65	8.00
Yarrawa. The color on opening is rose, changing as the flower develops to a light pink standard, tinted buff with blush wings	.20	.65	8.00

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CRIMSON ST. GEORGE. New	1.80	15.00
Mrs. L. M. Graves. The flowers are carried well above the foliage. The color is an intense and brilliant salmon scarlet	1.80	15.00
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Rosy Morn. Delicate rose color. Claret base	1.10	
Grandiflora Alba. The largest giant white	1.10	9.00
Excelsior. White with red base. Extra large flowers	1.10	9.00
Princess May. Pale pink	1.10	9.00
Mauve Queen. Mauve	1.10	9.00
Duke of Fife. Dark rose	1.10	9.00
Princess of Wales. Deep pink	1.10	9.00
Dark Rose	1.10	9.00
Many Colors Mixed	1.10	9.00

CALENDULA, Orange King. Lb., $2.40; oz., 25c.; trade pkt., 10c.

GYPSOPHILA elegans grandiflora alba. Lb., 80c.; oz., 10c.; trade pkt., 5c.

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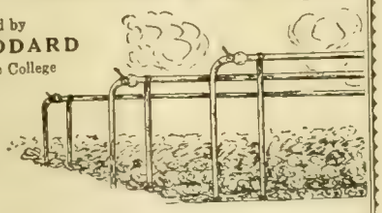

Forcing Radishes in the Greenhouse

A good selling, coal saving crop, easy to grow, quick to mature, excellent for interplanting between Beets, Cauliflower, Lettuce and other cool greenhouse crops. Professor Stoddard emphasizes the importance of forcing varieties, screened seed, light soil, well rotted manure, proper temperatures and right conditions for intercropping.

The Radish is one of the cool crops which may be grown in greenhouses this Fall and Winter as a means of saving coal. It is a popular vegetable in the Winter for salad and garnishing purposes. While there is usually a steady demand for them in sections which are supplied with greenhouse Radishes, it is an easy matter to overstock a market. This may be avoided, however, by planting small quantities at a time instead of making large plantings which mature in too large quantities to be marketed at the same time.

Radishes may be grown in houses that are too low for other crops. It is important that the crop should receive as much full sunlight as possible. Shading injures the crop by causing the plants to grow tall and develop poor roots.

Both ground beds and raised benches may be used. On raised benches, the crop will mature about one week sooner than on ground beds, if grown right. Very little, if any, bottom heat should be used since too much bottom heat will cause the development of large tops and poor roots. It is easier to maintain moist soil for rapid growth on ground beds than on raised ones. Benches dry out rapidly especially if the soil is not very deep. For the small round Radishes the soil must not be less than 4in. deep on benches, although 6in. to 8in. are better since the soil does not dry out as fast. To keep the crop growing evenly it is desirable to water more frequently the spots that dry out faster than most of the soil.

The best kind of soil for Radishes is a light sandy one that contains plenty of well rotted organic matter. In such a soil the Radishes will be more uniform, smoother and more attractive than those grown on heavier soils, and are also easier to wash before bunching. If it is feasible, sand may be added to a heavier soil to improve it. Well rotted manure or compost will also improve the structure of heavier soils.

Fresh manure must never be applied just before planting, but well rotted manure may be used. Some growers have tried commercial fertilizers but these do not give the best results. Experiments conducted at the Rhode Island Experiment Station show that well rotted manure used alone is the best fertilizer. At the same time it improves the soil. Some growers who produce two or three crops of Radishes apply a light application of manure before each crop is planted, while others who sterilize their soils, apply all of the manure before the first crop with very good results since the sterilization destroys all damping off fungus which attacks young seedlings.

The varieties used in greenhouses are the round or turnip shaped varieties. Most markets like a light red color such as the Scarlet Globe type has. The white Radishes are not very popular in Winter although the White Icicle is excellent in quality. This variety, however, has a long root. The plant should have short tops to admit of close planting. Many seedsmen can supply varieties that are adapted to forcing.

The best seed should be used for forcing. Those who expect to grow a succession of crops this winter could secure the largest possible returns from their soil by securing small amounts of seed from different sources for the first crop and buying seed for later crops from the seedsman who supplies the highest grade seed as determined by the first planting. Large plump seeds will produce the best Radishes. Small, poorly developed seeds will not produce good ones. For this reason, screening the seed with a mesh that has about 12 holes to the inch will remove the inferior seed.

The removal of this inferior seed means less thinning of the plants and more even maturity. Good seed sown one every half inch should give a good stand of plants if sown at an even depth. It is best to do a little thinning since in this way weak plants may be discarded, so the strong ones remaining may produce good Radishes. Some growers sow at a rate to secure a good stand and do no thinning until the first Radishes are ready to pull. By this plan, the Radishes will not mature as soon as those that are thinned, but of course this method is cheaper. Thinned Radishes are always better.

The soil should be level before seed sowing begins. The furrows may be made across the bed with a very narrow board. One half inch deep is sufficient. Uniform depth means uniform germination. The rows may be 4in. apart and the Radishes may stand 1 to 1½in. apart in the row, when round or Turnip shaped varieties with small tops are grown. After the seed is covered, the soil should be firmed and watered. Sowing the seed broadcast is used by very few growers.

The temperature may be 43 to 45 deg. at night and 55 to 60 deg. during the day. If the day temperature runs higher, plenty of ventilation must be given. In the early fall, the short season varieties will mature in 30 to 35 days, but in the winter when the days are shorter and there is less sunshine, seven to eight weeks may be required. In the Spring a crop may be grown in four weeks.

Intercropping with Radishes

Radishes are often planted in rows between the rows of some longer season vegetable like Beets, Lettuce and sometimes Cauliflower. The Radish seed should be sown at the same time that the other crop is planted in the house and the crop removed as soon as marketable.

In the preparation of the soil for such intercropping, while Lettuce may not be injured by manure that is a little fresh, Radishes will grow too fast and go all to tops. Both Lettuce and Cauliflower require very rich soils, but if the soil contains an abundance of nitrogen at first, Radishes will not do well as an intercrop. Some growers apply a manure mulch when Cauliflower is half grown, if the soil at first was not excessively rich in nitrogen. In such a case Radishes may be used as an intercrop with Cauliflower.

The condition of the soil then must be considered when Radishes are to be grown as an intercrop. Since the Radishes affect the other crops very little, the space may be used to the best advantage and larger returns realized and more crops grown.

Coming Meetings and Exhibitions

Boston, Mass.—Joint exhibition of the Mass. Hort. Society and the Amer. Dahlia Society, Sept 14 and 15. Wm. P. Rich, Sec'y., Horticultural Hall, 300 Mass. ave.

Cleveland, O.—F. T. D. annual meeting, beginning Oct. 8. Sec'y, Albert Pochelon, 153 Bates st., Detroit, Mich.

Denison, Texas.—Southwestern Nurserymen's Ass'n meeting, Sept. 17. H. C. Tackett, Fort Worth, Texas, Sec'y.

New York City. American Institute and Amer. Dahlia Soc., exhibition of Dahlias, Sept. 24 to 26; Amer. Inst. and Amer. Chrysanthemum Soc., 'Mums, Nov. 6 to 8. W. A. Eagleson, Sec'y, 324 W. 23d st.

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Mixed	.50	1.00	1.50	5.00

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Snowball	.25	.50	1.00	2.50
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CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wansbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wansbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

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PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00.

Greenhouse Forcing Giant Exhibition Mixture. (Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

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	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
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Prices on large quantities on application.

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FINE, HEALTHY BULBS HOME-GROWN

	100	1000
1¼ to 1½ inch	$6.00	$50.00
1½ to 1¾ inch	$8.00	$75.00

Lilium Giganteum.

7-9 100 Bulbs in a Case	$9.00
7-9 300 Bulbs in a Case	21.00
8-10 225 Bulbs in a Case	21.00

Fresh Cold Storage Bulbs

8-10	100 Bulbs in a Case	$12.50
9-10	100 Bulbs in a Case	14.00
9-10	200 Bulbs in a Case	22.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100.

ASPARAGUS Plumosus and Sprengeri. See classified list.

BEGONIA. Mrs. J. A. Peterson, Lorraine, etc. See classified list.

BOUGAINVILLEA Sanderiana. 4 in., fine plants, $3.50 per doz., $25.00 per 100.

CALCEOLARIA. See classified list.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CARNATION PLANTS. Field-grown. See classified list.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st. 2¼-in., $5.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. Extra Strong, 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.00, 1000 $27.50.

DRACÆNA Indivisa. See classified list.

EUPHORBIA Jacquiniflora. 2¼-in., $12.00 per 100.

FERNS. In all varieties. See classified list.

GENISTAS. See classified list.

GERANIUMS. 2¼-in., $3.00 per 100, $27.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. 2¼-in., $4.00 per 100; $35.00 per 1000.

JERUSALEM CHERRIES (New) Cleveland. 2¼ in., $8.00 per 100.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000.

PRIMULAS. All varieties. See classified list.

ROSES. Fine 3- and 3½-in., own root. Price on application.

SMILAX. 2¼-in. $3.00 per 100.

SNAPDRAGON. See classified list.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000; 3½-in., strong, $6.00 per 100, $55.00 per 1000.

VIOLETS. See classified list.

"The Bugs Are Busy Now"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15 00.

LEMON OIL. ½ gal., $1.50, 1 gal., $2.50.

APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.

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NICOTINE. ½ pint 90c.; 1 pint $1.50, 3 pints $4.25; 1 case (10 pints) $13.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ¼ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK Phones, 3738-2326 Farragut

Seasonable Stock READY NOW

BOUGAINVILLEA Glabra Sanderiana. Well shaped, trimmed plants, 4-in. pots, $25.00 per 100.

GENISTA. 5-in., special stock, well trimmed and heavy, at $30.00 per 100.

FICUS Elastica. 4-in., 10 to 12 in. high, $40.00 per 100.

HYDRANGEA, French Type. Hamar, Vibraye, Chautard, E. Mouilliere, 5-in., 3 to 4 branches, $30.00 per 100; 4-in., 2 to 3 branches, $20.00 per 100.
Heavy, field-grown, for tubs. 7 to 10 branches, $40.00 per 100.

KENTIA Belmoreana. 2¼-in., heavy, $10.00 per 100; 3-in., $20.00 per 100.

FERNS. Cyrtomium Falcatum. 2½-in., $3.50 per 100, $30.00 per 1000.
Aspidium. 2½-in., $3.00 per 100.
Birds' Nest Fern. 2½-in., $8.00 per 100; 3-in., $15.00 per 100.

ASPARAGUS Sprengeri. 2¼-in., $3.50 per 100, $30.00 per 1000.

The Storrs & Harrison Co.

Nurserymen, Florists, Seedsmen

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James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

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PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.
SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

W. E. MARSHALL & CO., Inc.
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J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists

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LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.
FOR FALL DELIVERY
JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.

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KELWAY'S SEEDS

GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.
KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

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WE issue a **Trade Credit List** and furnish **Special Reports.** Also we serve the trade in other ways.
Write us for particulars
NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

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PRICES ADVERTISED ARE FOR THE TRADE ONLY

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia and Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN	100	1000
Benora. Variegated	$7.00	
Enchantress Supreme. Pink	7.00	$65.00
British Triumph. Crimson	7.00	60.00
Enchantress. Light Pink	7.00	60.00
Matchless. White	6.00	55.00
Philadelphia. Pink	6.00	50.00
Lady Bountiful. White	6.00	55.00
Winsor. Pink	6.00	50.00

VIOLETS Field Clumps

Princess of Wales.....$6.00 per 100

Wood Brothers

Fishkill, N. Y.

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Dracaena Indivisa

2-in., $2.00 per 100, in any quantity.

Geraniums

Nutt, Ricard and Viaud
2-in., $2.00 per 100, $20.00 per 1000
Also Buchner, Hill, Landry, Poitevine and Montmort

Boston Yellow Daisy

For September delivery, 2-in., $3.00 per 100

ELMER RAWLINGS
ALLEGANY - - NEW YORK

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK
Oxford Ave., OZONE PARK, N. Y.

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SAVE COAL!

Grow the New Improved Primula Malacoides

Of all the many varieties and strains of Primula on the market now there is not one of them compares, even favorably, with the **Rohrer Primula Malacoides.** Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink, Light Lavender and Snow White. A cool temperature, 40 to 45 degrees, produces the best results. For September and October delivery:

	100	1000
Pink and Lavender, 2½-in. pots	$6.00	$55.00
Pure White	8.00	75.00

Shipped Parcel Post, Special Delivery, anywhere in the U. S.

C. U. LIGGIT, Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

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The Truth Concerning California

READER: If you think of coming to California to make a home either for pleasure or for profit, it will be wise to inquire of one who knows the State, before investing your money, and thus escape the pitfalls of unscrupulous real estate agents.

Five dollars the minimum charge for information

Address: P. D. BARNHART
SAWTELLE, CAL.

The publishers of The Florists' Exchange guarantee Mr. Barnhart's integrity

Southern States

Houston, Texas

Club Meeting

The Houston Hort. Society after a Summer vacation, resumed its meetings last Monday evening Sept. 9 accepting the invitation of Supt. C. L. Brock to hold its first meeting of the season in the office at Sam Houston Park. It is particularly appropriate that the first meeting of the season should be held here, as Secty Laughlin read a paper on the Crape Myrtle movement and these beautiful plants have bloomed in the park this year to the admiration of all beholders. The club will endeavor to increase interest in them and make Houston the Crape Myrtle city as Galveston is the Oleander city. Talks of interest will be made before the club by Pres. S. J. Mitchell and R. C. Kerr.

Things have been a little slow this week in the florist line, but the outlook for a brisk business this season is good. R. C. Kerr reports two or three good days this week, despite the tendency to depression. A visitor at the store was Frank McCabe of the A. L. Randall Co., Chicago.

R. G. Hewitt of the Brazos Greenhouses says that on checking up his August business he found a gratifying increase over the same month last year. Now that the weather is becoming cool, he has calls for shrubbery, a comparatively new line with him. C. L. B.

Kansas City, Mo.

Kansas City and vicinity have had some fine rains in the last 10 days or so, but the protracted drought had done so much damage to outdoor stock that the rains were too late to do it much good. There was a fall of nearly 5in. in less than 10 hours on Aug. 29, and a day or two later there was a fall of more than 1in. The cool weather that followed this rainfall, combined with the moisture in the air, helped Roses greatly and they are now being cut plentifully.

Growers have their Carnations in the houses now and the change has put back stock so that there will be few of these flowers available until the latter part of September. Another week will see almost the last of the Asters and Gladioli,

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; **GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOXGLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS.** Strong seedlings, 50c. per 100, $3.00 per 1000.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and **Grand Rapids.** Strong, $1.00 per 1000, $8.50 for 10,000.

Celery Plants

Best varieties, $1.25 per 1000.

J. C. SCHMIDT

BRISTOL, PA.

When ordering, please mention The Exchang

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It will be to your advantage to communicate with
Yours truly,

A. L. MILLER

JAMAICA, N. Y.

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500,000 strong, stocky plants, $4.00 pe 1000. Special price on 5,000 or over. Cash with order.

SAMUEL COCKBURN & SONS
233rd St. & Vireo Ave., Woodlawn, New York City (Bronx

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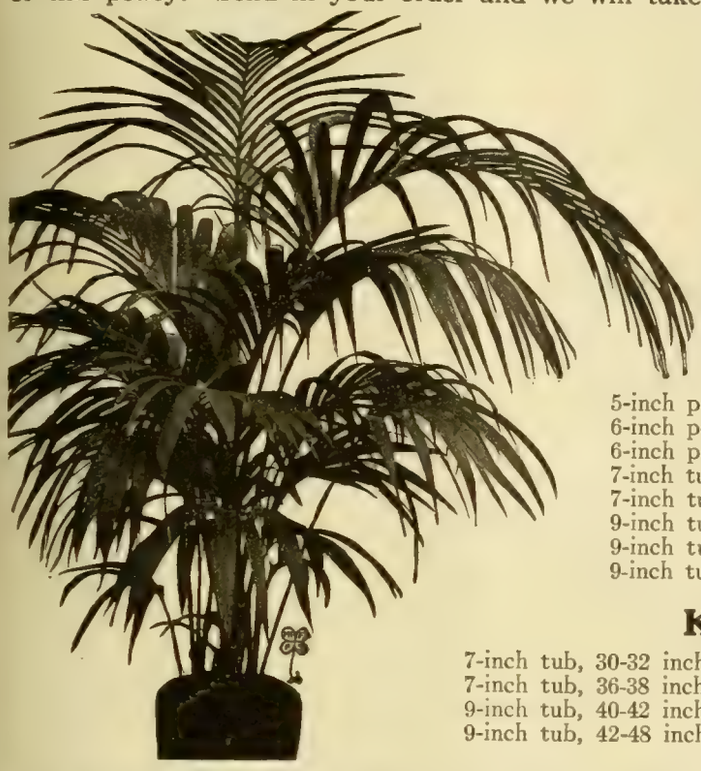
F. E. Ads Give Good Results

There is no scarcity of **KENTIAS** at Wyncote. We have never been importers of Palms, but for years have sown the Kentia Seed that would later grow into salable decorative plants. We are now getting the benefit of this policy. Send in your order and we will take care of it.



ARECA Lutescens

6-inch pot .....$1.00, $1.50, $2.00 each

CIBOTIUM Scheidei

(Ready in September)

9-inch tubs.....$5.00 each

PHOENIX Roebelenii

7-inch tubs.....$3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high (September delivery)	8.00 each
9-inch tub, 4-4½ feet high (September delivery)	10.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½-6½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

GERANIUMS

ROOTED CUTTINGS

Fall prices, good until Dec. 1st.

S. A. Nutt.....$12.50 per 1000
Ricard and Poitevine..... 15.00 per 1000

September and early October deliveries all sold. If wanted by Parcel Post, bill will be sent with shipment for postage and extra packing at actual cost.

	Per 100	
	By Express	Parcel Post
ASPARAGUS Plumosus	$2.50	$3.00

Fine stock and worth more money but I must sell them before November 1st. Parcel Post shipments are both the best and the cheapest.

ALBERT M. HERR, Lancaster, Pa.

GERANIUMS

ROOTED CUTTINGS

All booked until October 15th

FRED. W. RITCHY
LANCASTER, PA.

GERANIUMS

ROOTED CUTTINGS

All booked for August and September

PETER BROWN
LANCASTER, - - - - PA.

Geranium Cuttings

	Per 1000
Ricard and Poitevine	$12.00
Nutt and Buchner	10.00

Unrooted, $7.00 and $6.00 per 1000

Stock of above, well branched, price on request.

J. B. BRAUN
Parkside Greenhouses HIGHTSTOWN, N. J.

When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: **Bostons**, **Roosevelts**, **Whitmanii** and **Teddy Jr.**

HENRY H. BARROWS
WHITMAN, MASS.

When ordering, please mention The Exchange

Ferns for Fall and Winter

Stock up your houses now with good saleable stock and be prepared to fill your customer's wants with **plants**, as there will be a shortage this Winter on cut flowers. Don't let your customer walk out, a choice Fern in a fine basket makes a pretty gift, so be prepared. Send us your order at once.

NEPHROLEPIS Scottii and Teddy Jr. 4-in. pots, $3.00 doz., $22.00 per 100. 6-in. pots. $7.20 per doz. 7-in. pots, $12.00 per doz. 8-in. pots, $1.25 and $1.50 each.

Scottii. 2¼-in. $6.00 per 100.

NEPHROLEPIS Norwood. 4-in. pots, $4.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 doz. and $9.00 doz. 7-in. pots $12.00 doz.

DRACÆNA Terminalis. 6-in. pots, very heavy, $15.00 doz.

HARDY IVIES. 6-in. pots, fine plants, $6.00 doz.

PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.

Cash with order.

All plants travel at purchaser's risk.

ASCHMANN BROS.
Second and Bristol Streets **PHILADELPHIA, PA.**

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots, 25c., 6-in. pots, 50c.

KENTIA Belmoreana. Strong, 4-in., 40c.

DRACAENA Terminalis. 4-in. pots, 35c.

BIRDS' NEST FERNS. 3-in. pots, 25c.

SOLANUM or Jerusalem Cherries. 2½-in. pots, $5.00 per 100.

GODFREY ASCHMANN
1012 W. Ontario St., Philadelphia, Pa.

When ordering, please mention The Exchange

POINSETTIAS

From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ASPARAGUS Plumosus Nanus Seedlings. $1.00 per 100, $8.00 per 1000.

Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

Per 1000

Ricard and Poitevine.....$12.00
Nutt and Buchner..... 10.00

Unrooted, $7.00 and $6.00 per 1000

Stock of above, well branched, price on request.

J. B. BRAUN
Parkside Greenhouses HIGHTSTOWN, N. J.

When ordering, please mention The Exchange

and Lilies will, of course, be very scarce. Asters are now selling at wholesale for 3½c. apiece, Gladioli 6c., Roses from 3c. to 10c. and Lilies from 10c. to 12c.

Thus far September has been very quiet among the florists, but they are not complaining as stock is so limited that heavy business would be difficult to meet. All agree in saying that August was better than had ben expected. One of the wholesalers reports the heaviest August for a number of years, with the bulk of sales in shipping orders. Local business was good, too.

Edward P. Taylor, previous to his enlistment in an artillery unit an employee of the W. L. Rock Flower Co., is now in France. The company has now 10 men in service.

The city has threshed 25 acres of Wheat in Swope Park this season. Last Fall Blue Grass seed was sown over 25 acres of this large city park, and to protect the grass from hard rains and heat of the sun's rays Wheat seed was planted liberally. Later the Park Board decided to let the Wheat mature. The average yield was 25 bushels to the acre and something like $1400 from the harvested grain has been turned over to the Swope Park district improvement fund.

Charles Humfeld, of Clay Center, Kan., was in the city during the week of Sept. 1. W. C. Hughes, of the Weller Pottery Co., was also a recent visitor.

Mr. and Mrs. H. W. Lamb have returned from Outing, Minn., where they spent the month of August at their cottage. B. S. B.

Washington, D. C.

Watermelons and Hot Corn

Members of the Florists' Club of Washington were guests of Edward S. Schmid on the occasion of the Sep-

Palms for the Trade

We have purchased and will dispose of the entire stock of

PALMS

grown and formally owned by the

Lemuel Ball Estate
Wissinoming, Philadelphia, Pa.

Our agent will be pleased to see you on the nursery at Wissinoming, Pa. (Penn. RR.) and give prices and all particulars. (Week September 9-14 inclusive.)

JULIUS ROEHRS COMPANY
EXOTIC NURSERIES
RUTHERFORD, N. J.

When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100
Cash with order

W. J. CHINNICK
TRENTON NEW JERSEY

When ordering, please mention The Exchange

Ready Now

ARDISIA crenulata. Fine, strong, plants in 3-inch pots, $15.00 per 100; 1¾-in pots, $8.00 per 100.

Ready now. FERNS in flats, in all best varieties at $2.00 per flat.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.

When ordering, please mention The Exchange

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

PRIMULA

Obconica Giant and Grandiflora. 2-in. $4.00 per 100; fine plants.
Malacoides. Fine, 2¼-in. $2.50 per 100.

DAISY. Mrs. Sanders, 2-in. $2.50 per 100.
GENISTA. 2-in. $3.00 per 100.
SMILAX. 2-in. $2.00 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.
PANSIES and DAISIES. Ready Sept. 16th.
Cash.

Byer Brothers
Chambersburg - - Pa.

When ordering, please mention The Exchange

Washington, D. C.—Continued

tember meeting. It has been Mr. Schmid's custom to tender the florists and their friends an annual crab feast Owing to the great shortage of seafood this year, watermelons and hot corn were served instead. It was a "big night" for the club. The Kallipolis Grotto Band of 30 pieces was the chief noise. Congressman Johnson of Washington State gave an interesting talk on the Washington of 20 years ago, telling stories about Mr. Schmid, for at that time the Congressman was cub reporter on the Washington Post.

Frank W. Bolgiano told of what goes to make up success in a most entertaining way. Other speakers were the Reverend E. E. Richardson and William T. Gude. Sergeant Groom, of Camp Meigs, described the landscape work that had turned a barren ground into a beautiful station. Motion pictures were furnished by Sidney B. Lust, of the Super Films Attractions Company, Inc.

Plenty of flowers were on the market last week. Gladioli came in large quantities and part of the stock dragged along from the early to the latter part of the week. There were too many Easter Lilies, but the present week opened up with a scarcity of these.

Among Roses, some exceptionally fine pink and red Radiance found ready sale at fair prices. Ophelia, next in quality was in fair supply. Maryland and White Killarney were fair. White Roses have been scarce, with hardly enough to go around. Cool weather is shortening up the supply of all Roses. It will bring out the Dahlias, which are beginning to look good. Large inside grown Asters sell at sight, but are very scarce. The smaller and poorer grades are plentiful, but are not selling.

Dagger ferns are scarce because pickers are finding more profitable employment in other lines. Several stores on Saturday were unable to put any greens in with customers' orders because of this scarcity.

Water Lilies have become scarce. Orchids are in demand but inasmuch as it is practically impossible to get any wholesalers have refused to accept orders for definite delivery. Cosmos is beginning to make its appearance.

The sympathy of the trade is with Fred Leapley, of G st., who last week met with the loss of his mother. Mrs Leapley has been ill for a long while.

The Merchants and Manufacturers Association is making an appeal to the women of Washington who are not employed in the Government to accept employment in the local stores. In a public statement, the association declares that the stores have cooperated with the Government in every way possible, and released a lot of men for more essential work. The store forces have also been badly hit by enlistments and induction into the Army, and are in great need of recruiting themselves. The women are appealed to on patriotic grounds to keep the home industries going.

The Florida Fruit and Flower Company has taken over the business of

No Waiting

Many growers are making their own deliveries by auto these days. And, as well, buyers in greater number are going after their needs by auto, with a pleasure trip thrown in for good measure.

When in a position to offer the former service, advertisers should make it known.

ORCHIDS

8000
Specimen Cattleyas
in Sheath

FOR PARTICULARS APPLY
EDWARD LEITH, P. O. Box 51, **Edgewood, R. I.**

When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.
We are now collecting all of the standard kinds for cut flower growing.
Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready potting, in assortment of best 10 Fern Dish rieties, undivided clumps, guaranteed to ple or money back. $1.35 per 100, $11.50 per 1(In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼ stock, in largest and best assortment. $5.00 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima Dreyeri. Strong, clean runners, $3.00 per 1 $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼ stock, right size for center plants. $1.30 dos., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. st 7-8 in. high, 4-5 leaves, $1.50 per dos., $12 per 100.

ADIANTUM Cuneatum. Strong Seedlin $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Stro 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼ stock, $1.75 per dos., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Stro thrifty, 3-in. stock, $5.00 per dos., $40.00 p 100; 4-in., $9.00 per dos., $70 00 per 100; 6-i $23.00 per dos., $175.00 per 100.

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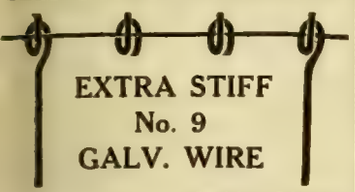

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2 to 3 feet, 2 year old	$18.00
18 to 24 inches, 2 year old	14.00
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French Hydrangeas will help fill the gap. Are you prepared? If not, the following offer should interest you:

Plants with 10 to 12 flowering shoots, $50.00 per 100

Plants with 7 to 10 flowering shoots, $40.00 per 100

Plants with 5 to 6 flowering shoots, $30.00 per 100

Plants with 4 flowering shoots, $20.00 per 100.

One of our blocks of Hydrangeas in 6-inch pots, plunged out of doors. There are about 20,000 in this block, and another block near by contains about the same quantity

Sample plants. Notice how thoroughly they are rooted through
With 7-10 shoots With 5-6 shoots With 4 shoots

Varieties: **Baby Bimbinette, Souv. de Mme. Chautard, La Lorraine, General de Vibraye, Mme. Emil Mouilliere, Lilly Mouilliere, Mme. Maurice Hamar, Radiant,** and **Otaksa.**

Satisfaction in the quality guaranteed. They are unquestionably the best lot we ever grew. Have been grown in the open, plunged and are well ripened. Ready September 15th to 20th, or can be held until wanted.

Jackson & Perkins

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Washington, D. C.—Continued

W. W. Kimmel, on 14th st. Mr. Kimmel has entered the employ of the Government and is working at the American University camp. George Demer is operating the business. Fruit and flower baskets for hospitals and sick rooms will be among the specialties of the store.

Miss Julia Ballenger, operating the American Florist Company, at 14th and I sts., Northwest, is operating a cafeteria in connection with the sale of flowers. Neat tables, of the sanitary type have been put in and considerable business is coming to the store due to the general overcrowded condition of all places selling foodstuffs.

W. F. Nehrling, of Orlando, Fla., Will Rehder, of Wilmington, N. C., and John G. Esler, of Saddle River, N. J., were recent visitors in Washington.

With the Colors

John H. Small, Jr., son of J. Henry Small, has won his commission as second lieutenant in the Field Artillery and has been ordered to Camp Jackson, near Columbia, S. C., for duty. He is a graduate of Cornell University. When the Cornell squad was formed in an officers' training camp at Camp Meade, Md., he resigned his position in charge of landscape work, under the Department of Buildings and Grounds, and joined it. He made good and was sent to the Artillery School at Louisville, Ky., later getting his commission.

V. H. Morgan, formerly with Lord & Burnham, but now a first lieutenant in the Army, was a visitor in Washington recently.

John McCabe, son of Mr. and Mrs. Michael J. McCabe, who operated greenhouses in Anacostia and have a stand in the Center Market, is a member of the junior officers' training camp at Plattsburg, N. Y. Young McCabe, who is below draft age, is very enthusiastic and hopes to get into the Army under the new age limit. While a student at one of the high schools here he was active in the cadet corps. His brother, Harry, is a member of the Air Service and has been at the front for many months.

E. A. D.

Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

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60,000 Carnation Plants

Large, bushy plants

Enchantress
Enchantress Supreme
White Perfection
} $6.00 per 100, $50.00 per 1000

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GODFREY CALLA

Fine plants, in 4-inch pots, ready to shift into flowering size. $12.00 per 100.

CHATELAINE BEGONIA

From 4-inch pots.....$12.00 per 100
From 3-inch pots..... 8.00 per 100

CARNATION PLANTS

White Wonder, White Enchantress, Matchless, Enchantress, Enchantress Supreme, Cottage Maid, Mrs. Ward, Beacon, Belle Washburn, Mrs. Thos. W. Lawson. $7.00 per 100, $60.00 per 1000.

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Carnation Plants

Very fine and stocky

Perfection, Enchantress

Red Wing, Matchless

$7.00 per 100, $60.00 per 1000

Cash with order

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8000 Matchless. Field-grown plants. Good, strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

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Carnation Plants

Doris, S. J. Goddard's new crimson, 7c.; **Matchless,** white and **Alice,** pink, 6c. Clean, healthy plants, absolutely no neck rot in stock.

ASPARAGUS plumosus, 3½-in., 5c. Sprengeri, 3½ in., fine stock, 6c.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

Michell's Hydrangeas for Forcing

This is the stock that must take the place of **Japanese Easter Lilies, Spirea,** etc., of which there will, doubtless, be none.

Avalanche. White.
Beaute Vendomoise. White, tinted pink.
Botaniste Peltereau. Pink.
Bouquet Rose. Pink.
Eclaireur. Carmine rose.
Genl. de Vibraye. Bright rose.
Harmonie. Fringed, white, tinted rose.
Joconde. Pure white, very large.
La France. Pure white, rosy eye.
Lakme. Cream white, shaded pink.
La Lorraine. Pale rose pink.
La Perle. White, large fringed flowers.
Liberte. Fringed, white shaded light rose.
Louis Mouilliere. Fringed, deep rose pink
Magenta. Clear rose.
Mme. A. Rosenkraenzer. Mauve.
Mme. E. Mouilliere. White.
Mme. Foucard. Ruby rose.
Mme. Nicolas Lambert. Pale rose.
Mme. Rene Jacquet. Flesh pink.
Otaksa. Pink.
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Price of any of the above Hydrangeas, 2½-in. pots, $1.00 per doz.; $6.00 per 100; $50.00 per 1000. 4-in. pots, $3.00 per doz.; $20.00 per 100. 6-in. pots, $5.00 per doz.; $35.00 per 100.

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and other Nursery Stock

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The Largest Stock in the World

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The Growing of Boxwood

MARINUS VAN KLEEF

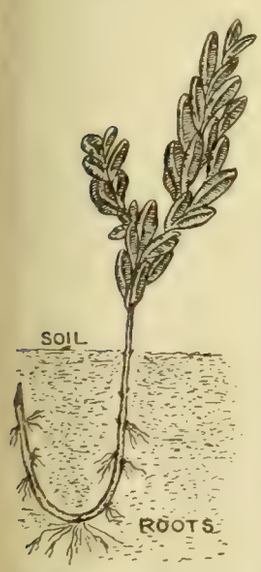
It is not always possible to give our readers so valuable an article as we are presenting on this page today. The writer, Marinus van Kleef, is an eminently practical man, having had a thorough experience in the nurseries which have to date furnished us with the bulk of our Boxwood. In view of the fact that no plants to speak of have reached these shores from Europe for many months, and with no present possibility of their being brought over in quantities at all to meet the demand, it would certainly appear to be the part of wisdom for nurserymen particularly, and florists also where their interests in these plants are large enough, to attempt the propagation of Boxwood in quantities to fit their needs. As explained by Mr. van Kleef, the art of propagation and raising of these plants seems so extremely simple that the wonder is that so comparatively few are being raised in the United States. Readers will quickly feel assured that Mr. van Kleef has given them all the particulars necessary for the successful propagation of Boxwood and has done so in such a way as to make the operation look decidedly easy.

Since it has become practically impossible to import oxwood from abroad, the scarcity of these valuable id useful plants is being severely felt by florists spe-alizing in the filling of window boxes.

Many articles have been written in gard to the different evergreens which in be substituted in place of Boxwood, ut very few indeed of such substitutes re really valuable for the purposes for hich Boxwood can be used.

If money is no object to the prospec-ve customer there is no limit to the arieties which can be used in window oxes. The cheaper varieties of ever-reens usually are the quicker growing nes, while the varieties which are best uited for window boxes are generally uite expensive. As a rule the plants in indow boxes last only one year, so it ecomes quite a costly proposition to re-lace expensive evergreens.

Boxwood is the ideal plant for window ox purposes and, in case importation of ursery stock is prohibited, and florists ontinue substituting other evergreens, Boxwood will soon be a thing of the past n America, with the exception of a few pecimen plants here and there. This nust be prevented by all means, as Box-wood is appreciated by almost everyone nd no other evergreen can take its place. There is no doubt, that before the war, nore Boxwood plants in all sizes were sold in America than of any kind of plant with probably the exception of Roses. And as Boxwood is readily grown there is no reason why every nurseryman or florist who has an opportunity to secure Boxwood cuttings in his vicinity should not grow them. Especially the florist who has his establishment near a cemetery where Box-wood usually is distributed in large quantities has an incentive to grow these plants in quantity.



The large roots from the lowest point in the bend of the cutting come from the new cambium layer formed where the bark cracks. The smaller roots above come from the cambium layer formed where the leaves are stripped off

Boxwood plants which have come unscathed through the severe cold last Winter are unquestionably the most ideal stock plants to make cuttings from. Such plants are acclimated to such a degree that young plants produced from them will be much hardier than the usual Boxwood imported from Europe. Many nurserymen are of the opinion that Box-wood does not keep well in this country, and it is a fact that too many plants turn yellow in a short time, while the growth is insignificant and the leaves appear shriveled up. The main reason why this happens is through planting in poor, dry soil. In Holland where Boxwood is grown by the millions, the plants are placed out in the most fertile spot in the nursery and, no matter how fertile the ground, cow manure is applied abundantly and dug under before the plants are set out. But I am getting ahead of my story, as the saying is, as it is my intention to explain in brief words the growing of Boxwood from the beginning up to good sized plants.

Azalea Shira-Mauya. See text page 426

It is possible to grow Boxwood from seed but this method is not advisable on account of the long time it requires to develop the plants; additionally it takes a considerably longer time yet before the plants are of sufficient size to be large enough for selling purposes.

The best way is to grow them from hardwood cuttings during the early part of Summer after the growth is settled. It is advisable to select twigs of good size. The foliage must be stripped off the lower part of the twig for about 2½in., while the bottom must be cut with a sharp knife—a clean cut heals quicker than a cut which is made with a dull knife. Do not cut off the foliage; stripping the leaves is far better. When stripped, a small piece of bark is torn off the twig where every leaf was. This injury quickly heals over, and on the cambium so exposed root forming takes place quickly. (See drawing.) To promote root forming, the cutting is pressed into the soil almost doubled up. Place the first finger of the right hand nearly in the center of that part of the cutting which is stripped off the foliage. The action of bending the cutting while pressing it into the soil causes the bark to crack in several places on the part which is bent. These injuries heal very quickly; cambium forms on the wounds and from the cambium root forming starts.

Your frame, of course, must be first prepared ready to receive the cuttings. Many people are of the opinion that it is absolutely necessary to remove the soil out of the frame to a certain depth, place a quantity of manure in the bottom, and cover the manure with about 8in. of soil to promote the bottom heat. This is not so, although it is advisable to prepare the frame that way if the cuttings are made in the Fall, because then the bottom heat will force the forming of roots before Winter begins. Bottom heat is necessary when cuttings are made in the Fall, as without the heat not many cuttings would form roots. However, as stated, if the cuttings are made in the early part of Summer, the warm weather will take care that the cuttings have nice roots before the Fall.

It is best to build the frame in such a way that it is nearly level with the ground, when the cuttings can easily be protected during the Winter with a lot of manure and some mats.

A light, sandy, rich soil is the best to place Boxwood cuttings in. In making cuttings the taller ones can be selected for the purpose of forming pyramid Boxwood, while the short, stocky ones are best for future bush Boxwood. It is advisable to even up the short cuttings a little on the tops.

The cuttings are placed about 2in. apart each way, and for the next six to eight weeks the frames must be covered with sash. As root forming takes place quickest in the dark the glass must be heavily whitewashed and covered with lath or thin mats to keep the sun out entirely. If the cuttings were not kept in a quite dark place the foliage would commence to grow and no roots would form. The cuttings must be watered copiously so that the soil is continually kept moist, while in extra warm weather a light spraying a few times a day will be beneficial. On warm days they also must be aired. In about two months the sashes are taken away and the cuttings can be protected by lath only until the cold weather sets in. Then the sashes must be placed on them again.

As Boxwood cuttings in their young stages are very tender, fully adequate protection must be given them during the Winter. When Spring is at hand this protection can be taken away and, to obtain a nice growth before they are planted out, the following must be done: Feed the plants with plenty of liquid manure at the first signs of Spring, leave the sashes on them, and keep them as warm as possible, watering them abundantly. Care should be taken not to burn them.

When they have made their first growth they can be planted out. When planting out it should be taken into consideration that Boxwood needs rich soil, considerable moisture and, if possible, plenty of shade. The best place for Boxwood is where it can be watered occasionally during dry weather. If one has a block of Maple trees Boxwood can be planted in the rows, and the shade of the trees will do them good while, at the same time, the same trees will give them protection during the Winter.

However, most Boxwood, and Rhododendrons also, are usually not killed by frost. It is the sudden change of temperature about March (in this latitude) that does most of the harm. One day it may be very cold, while the next day the sun will shine warmly on the foliage thawing it out too suddenly. It is the hot sun on the foliage, right after severe, cold nights in March or April, that does most harm to both Boxwood and Rhododendrons, causing alternate freezing and thawing.

The training of Boxwood must begin from the earliest stage. Bushes must be trimmed on the tops to obtain nicely shaped round plants, while pyramids must be trained quite high before they are allowed to grow in circumference. And it always must be borne in mind that Boxwood needs a lot of nourishment; feeding of small quantities of nitrate of soda will tend to keep the foliage dark green. Nitrate of soda is a dangerous fertilizer, however, and must be applied carefully as otherwise it will burn and injure the foliage quickly. The best time to apply this fertilizer is before a storm, or a rain, as then the soda which accidentally might have fallen on the foliage will wash off immediately.

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Exclusively a Trade Paper

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Holland bulbs are said to be on the way via England, some 15 to 18 thousand cases. See Seed Trade Department.

Airplane Service to Chicago

A trial airplane mail service was inaugurated last week between New York and Chicago. It is to be hoped the outcome will be successful as the gain in time will be considerable. The hour given for closing the mail, 3 o'clock in the morning, is not propitious for quick delivery, except on the part of those who wish to stay up nights, and the number of willing night workers is thinning out rapidly. A service, to be really valuable, would be one closing in New York at 5 p.m. or 6 p.m., leaving Belmont Field, the airplane starting point, at say 8 p.m., reaching Chicago at 6 a.m. or 7 a.m. the next morning, enabling delivery of mail by or before 9 a.m. This would be a magnificent combination for business men and would surely be appreciated. Our idea may be impractical for the time being on account of the night flying involved, but after the pilots have had the necessary experience, we feel it would be just as simple a matter to make the trip by night, with the aid of the compass, as in the day time.

Preference List of Industries

In the preferred list of industries as given out by the Priorities' Division of the War Industries Board we find the following:

Industrial plants engaged principally in manufacturing industrial implements and farm operating equipment.

Industrial plants engaged principally in preparing feed for live stock and poultry.

Industrial plants engaged principally in producing fertilizers.

Industrial plants engaged principally in manufacturing insecticides and fungicides.

So far as we can ascertain, these are the only preferences in the four classes which have any connection whatsoever with the lines represented by THE EXCHANGE. These preferences it may be understood, have to do particularly with material in the course of manufacture for war purposes. There is no word of preference for florist, nurseryman or even seedsman.

Since this list was published on Monday last, the papers of Tuesday furnish us with information to the effect that Provost Marshal General Crowder is determined to have the draft run by his office and the district boards, and that while information supplied by other Government departments, such as the War Industries Board, will be considered, the final decision will be made by the officials and experts of the War Department.

This week passing finds all business considerably upset through the taking of these first steps in the draft. It will be several weeks before the actual effects on business become known. In a general way, some 2,000,000 men from this draft may be gradually inducted into the army and at least another million will be taken more or less promptly from their ordinary pursuits and inducted into war industries, it being known that we are that number short at the present moment.

Again predicating on general principles, the trades we represent stand to lose on an average, within a few months, some 30 to 40 per cent of their present employees, this operation again considerably reducing the number of men available for work in pursuits not necessary to the winning of the war

There is only one way to look the facts of our individual business troubles in the face and that is to do it bravely and with good grace, in the full belief that every Government regulation is for the benefit of all, and with a view single to winning the war quickly, instead of allowing it to drag along its weary way through lack of strenuous measures: that is to make up our minds that while we are all going to be hard hit, we will, each one of us, do the best we can under the circumstances, assured that our Government is not singling out any particular one of us for deprivation of man power; and, so encouraged, making our determination all the stronger to keep together at least the nucleus of our business, so that as quickly as the tide turns, as it will surely do before long, we will be prepared to resume full speed ahead, and to do this with far more gratification than had we been indulging in the meantime in useless whining and protestation.

Florists Not Classed as Non-Essential

Important to all Florists Throughout the U. S.

Statements have gone abroad that an order was issued from General Crowder's office at Washington, D. C., placing the florist business on the non-essential list, and that florists must seek other occupations. This I have never believed and do not believe it now, but the fact that these statements have gone out has succeeded in disorganizing help to a large degree in the florist business.

In view of the above statements which have come to me from various parts of the United States, I called on General Crowder at three o'clock on Friday afternoon, Sept. 6, and he personally assured me that the florists had not been classed as non-essential nor was there any idea of doing so.

This statement coming direct from General Crowder should in a measure alleviate the discontent among the florists, especially the heads of departments.

WM. F. GUDE.

Washington Representative, S. A. F. & O. H.

Not Alone in the Boat

To the man who is immersed in his own troubles to the exclusion of all else, it must certainly seem as though these were days when his own business affairs had reached the culmination of misfortune. Conditions naturally affect those the most who have hitherto lead a comparatively easy business life—like the strong, healthy man with never a moment of sickness when taken down with some ailment—he feels as though no one could possibly suffer as he is suffering. The man who has been "up against it" all his life, who is used to a mixture of hard knocks with an occasional glimpse of success, is not so easily affected.

Deprived of half his coal and quite often not yet knowing when he is going to receive the other half, which is his allotment, deprived of one half or more of his laborers and assistants, and bothered with freight and express delays, higher prices for everything, no dependence to be placed on anything, yes, surely, these are hard times, but—

The florist, the seedsmen, the nurserymen, and all the allied industries which go to make up our line, are no whit worse placed than are those engaged in a hundred or more "non-essential" industries. In other words, we are not "alone in the boat."

Our recommendation is that we put the best face possible on what is but a temporary situation, one that will pass with the swiftness of a Midsummer's mist as soon as victory has crowned our arms. It is so much relief not having to regard present conditions as a fixture to be indefinitely endured that really our present trials should seem of the lightest in comparison to what they might have been.

If each one of us will give of the best that is in him, day by day, for country, for freedom, for the boys "Over There," for home and family, the way will not seem so long nor the path we must tread so difficult.

Things would be far worse if our friends—the enemy—had their way, which they won't.

A cheerful side is furnished by the outlook that there will be a good market, to say the least, for every flower that will be raised under glass this Fall and Winter.

Our Potash Supply—The Best of News

We will soon produce all the Potash we require. The British develop a process of supply from Blast Furnace dust

The *Board of Trade Journal* (London) publishes a remarkable article on the British supplies of potash, showing the important progress which has been made during the war in the production of potash in Great Britain. One source of the new supply is from blast-furnace dust, from which potash is obtained by a cheap and simple process, consisting primarily in an addition of a small proportion of common salt to the charge of the furnace, which releases the potash present in the ore and causes it to be volatilized with the emergin gases as potassium chloride.

As the result of experiments on a large scale it wa estimated that it would be possible to recover 50,0(tons of potash salts per annum from blast-furnace du alone—enough practically to meet the needs of the cou try.

A factory has been erected near Birmingham, d signed to produce 400 to 500 tons of potassium chlori weekly from blast-furnace dust and a conversion factor is to be added where chloride, not needed for agricu ture, may be converted into other refined potash salt

Large quantities of potash can similarly be collecte from fumes and dust from cement kilns, and potas now is being sold by many cement manufacturers wh hitherto had no idea that such valuable material coul be so easily collected.—N. Y. *Times*, Sept. 6.

At the convention of the National Fertilizer Ass(ciation in New York City last week it was stated tha the output of potash produced in the United States th year would largely exceed last year's product of 32,00 tons. The presiding officers declared it would "be po sible, by mobilizing all the raw material at blast fu naces and cement mills, to reach an annual output (500,000 tons. Imports the year previous to the war wer 283,025 tons, valued at $9,813,263. Part of the America supply will be derived from a California lake which, ac cording to chemists, holds 20,000,000 tons of potash i solution.

If the telegraphed report quoted above is dependabl and if the statements made at the convention are cor rect, it will probably mean the entire loss to German of her immense potash exports and, per contra, a ne and valuable industry for the United States, and th keeping at home the very considerable funds hithert sent abroad in payment for that fertilizer.

Encouraging American Potash Outlook

The United States Geological Survey estimates that th amount of potash produced in this country for the first si months of 1918 was between 20,000 and 25,000 tons (actual potash (K20). These figures indicate that the tot for the year will reach 60,000 tons, which is nearly doubl the amount produced in 1917. This is a most satisfactor increase, although the total is only about 25 per cent (what we were using before the war. If this country is t become independent of the German potash monopoly, i is very important that every effort should be made to de velop all our own sources of supply as soon as possible If this is done, it seems reasonable to believe that we should eventually be able to supply all our own needs.

Here is the most important and encouraging fact in the potash situation. In the four years since the war began w have developed a native potash supply from nothing t 25 per cent of our total pre-war consumption. It may b interesting and of practical value to enumerate the char acter and sources of this present supply.

By far the largest present source is found in a group o saline lakes in Nebraska. Here the potash is mixed with other salts dissolved in the lake waters. The process o recovery is essentially evaporation by heat, with subse quent crystallization and purification of the residue. The commercial product is chiefly muriate of potash.

The next most important present supply is probably that derived from the kelp of the Pacific coast. This seaweed is gathered by a dredge, dried, burned and usually marketed as ash. Under normal conditions cost of transportation would confine the use of this product to the Pacific coast section,but it is probable that the supply wil equal the demand for that area.

Searles Lake in Southern California contains saline deposits from which potash in commercial quantities is now being profitably obtained. The deposits here are estimated to aggregate 20,000,000 tons of actual potash.

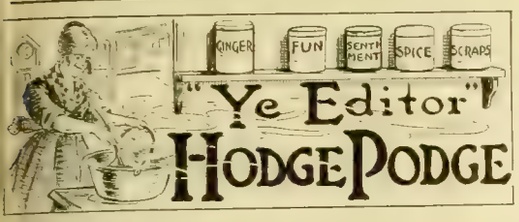
The alunite mineral in Utah is being commercially worked; at least one fertilizer concern controls large mineral rights already being utilized. High grade sulphate is produced from this source.

The green sands of New Jersey long known to contain 4 to 5 per cent of potash and used locally as fertilizer are now being scientifically worked with good results.

A small amount of nitrate of potash has long been recovered from tobacco factory waste. This source of supply has been encouraged and increased.

Feldspar, which contains as high as 12 per cent actual potash in the form of silicate, has commonly been considered as the most hopeful source of potash supply for the future. Two difficulties have been in the way. The mineral is as insoluble as window glass, and no economical method for conversion into soluble form has been devised. Also the mineral occurs in such strata and situations as to render mining very expensive.

Another source, heretofore practically overlooked, now seems to offer the greatest probability of becoming our chief reliance—the cement industry which uses slate as a raw material. Several inexhaustible deposits of this slate are in southern localities. A promising source exists near Atlanta, in the Cartersville slates. These are being worked on a small scale near Portland by the American Potash Co. In many cement plants potash is now being recovered from the kiln dust, with very satisfactory financial results.



He.—"Come, now, let's kiss and make up."
She.—"No, sir, I won't."
He.—"Well, let's kiss anyhow."—*An Irish Friend.*

What is a phytopathologist anyway?

A ten per cent. tax on soft drinks, is the latest proposal by the ways and means committee. In other words Uncle Sam proposes that every time you wet your whistle, bat an eye, or jostle your Adam's apple, you must come across for the war. It may take all of that to see the thing through.*

Publicity for flowers is highly necessary, for they do not live long. So our dear "Rose that lives its little hour" shall receive due admiration and appreciation and if some are "Born to blush unseen and waste their sweetness on the 'greenhouse' air," still the greater number shall do good to many a weary soul.

James and the Beanstalk.—A Lima Bean vine, which Postmaster James E. Sherman, of Frenchtown, N. J., bet a friend he could make climb a forty-five foot flagpole, bearing Beans throughout its length, still has five feet to go. If straightened out the vine would measure seventy-five feet, Sherman says. He is hoping for a late frost.

The fuel question this Winter is further agitated by a recent invention of a Swede using peat for fuel by first pulverizing it to a powder, and blowing the powder into the furnace with a hot air blast. The combustion takes place while it is in suspension and greatly augments the heat properties in chemical action by this process.*

When we went to school we had problems to work out, and if we could not get the correct answer we could go to "Teacher." Now we each have a, or *the* problem of coal and help to solve *and* no "Teacher" to go to. Each must solve it for himself. The most we can say is "The Lord helps those who help themselves," as the darkey said when he helped himself to a chicken.

The governor of the State of Coahuila, Mexico, on the Texas border, has proposed to the Governor of Texas a plan of supplying Mexican coal at the border at a very low price. The plan is most gratefully favored by the Texas governor, and the quality of coal is said to be equal to Pennsylvania anthracite. It is understood that means to carry out this plan are already under way.* —

Mr. Cock-o-lo-rum of the barnyard saw his white Leghorn wife scratching vigorously one day in the coal bin among the chunks of black anthracite. "Cluck, cluck," said the proud cock," you are not going to build a nest for our white chicks in that dirty black stuff are you"? "My dear," said Henny Leghorn, "don't you know we must be patriotic in war times, and obey the mandate that now is the time to lay in coal?" *

A country youth, on driving his intended to the city in his new Ford, passed a booth where flowers were for sale. "My, Abner! ain't that nice?" said the girl. "Ain't what nice?" asked stupid Abner. "Why look! the fragrance of those beautiful flowers, they smell awfully good," replied the girl. "They do smell kind o' fine," drawled the youth, "I'll jist drive a little closer so you ken git a better smell." *

Well, the weather man has been doing stunts; ran the thermometer up to 90 deg.; forgot to run it back and then the next day started where he left off, and ran it up to 107 deg.; very careless of him. (This happened several weeks back.) Now, no one wanted to work in such hot weather so our bank accounts feel it; this temperature, while very good for Rubber plants is not at all good for men.

An old Scottish farmer was being drilled by a government official as to what he was to do in the event of a raid by the Huns in Scotland's East Coast. "An' hiv I reely tae dae this wi' a' ma beasties, gin the Germans come?" he asked, anxiously. "Yes," was the reply, "all live stock of every description must be branded and driven inland." "Dearie me!" said he, "I'm thinkin' I'll hae an awful job wi' ma bees."

The Retiring Kaiser—A news item says that on the paper napkins in Germany you may read—"Complaints won't help, but only work, God and Hindenburg." Formerly it was the Kaiser and God, later God and the Kaiser. Now the Kaiser effaces himself and makes Hindy the scapegoat. Is it possible that Bill feels his partnership with God has become disjointed and that the more gracefully he can efface himself the better?

Time to think of many things is given us as we sit on the shore and watch the waves roll in; especially we think of their untiring energy; never still, always that ceaseless roll. You have heard some people say talk is cheap. Is it so?
The man who says that "Talk is cheap," forgets the handsome price.
That he perhaps has often paid for medical advice.

An enterprising butcher recently put a notice outside his shop to the effect that he had "All sorts and sizes of shoulders to suit all purses." While he was surveying this notice with much satisfaction, a young lady approached him and, after reading the announcement, turned to him and said: "What sort of shoulder have you got to suit an empty purse?" To her surprise the answer came without hesitation: "Nothing but the cold shoulder, miss!"

Saliva Plants need Spittoonia Borders. It is told of a local Mrs. Malaprop, more happy in her supply of cash than proud of her vocabulary, that employing a landscape architect to embellish her grounds, she observed, pointing out one spot to be beautified, "I think it would make a very pretty effect to put here some of that plant—you know, they call saliva."
"Certainly, madam," replied the landscape artist, without a change of countenance. "And to add to the effect I will surround it with a border of spittoonias."—Baltimore American.

Our Potash Supply—Concluded

The composition seems to indicate that the Cartersville slates would be very suitable for use in the manufacture of Portland cement, and as they contain 8 to 10 per cent of K20 the recovery of potash at present prices would probably be as profitable as the manufacture of cement.

Unfortunately the installation of the necessary plant is rather expensive, and investors hesitate to put up the capital, as they do not know how long the present high prices will last, and under the proposed revenue bill, a very large percentage of the profits will be taken as taxes. It seems that the establishment of a permanent potash industry in this country is so important that it should be given every encouragement. One way to do this would be to exempt such companies from any tax on profits until the cost of the plant has been paid. This would probably insure these companies being able to continue in business with potash at a normal price.

It is very doubtful if potash can be produced in this country at the price at which it was imported before the war, and we think the Government should not allow any "dumping" after the war. Germany is relying on her potash monopoly to compel this country to supply her with certain raw materials that she needs badly. The American farmer should be prepared to pay a little more for his potash in order to make him independent of this monopoly, and to render it impossible for any foreign country again to endanger our food supply.—*Southern Ruralist.*

Tractors for Small Areas

Due to shortage of man power, and the expense of maintaining horses, THE EXCHANGE has been giving attention to the merits of the various tractor machines on the market with the object in view of placing before its readers all information available, particularly applying to the work on small acreages where that has hitherto been done by one man and one horse.

We publish here the experience of H. E. Jacob (Dept. of Hort., Ohio State University) of Columbus, Ohio, with the Beeman Garden Tractor, and solicit the experience of others using tractors, whatever the make, in the endeavor to help our readers to an intelligent choice when they make a purchase, as it is simply on the cards that a perfected tractor will as surely replace the horse for field operations as the automobile truck is replacing that same domestic animal for heavy work.

Follows a Narrative of Practical Experience

"In recent years there has been an increasing interest in the production of a tractor which would eliminate horses from the garden. A machine of this kind must possess three prime requisites: First, it must be small enough to cultivate rows as narrow as 12in. Second, it must be powerful enough to do any work not exceeding a one horse cultivator, and, third, it must be easy to manage. Any machine not possessing all of these factors is useless. Such was the case with the first garden tractors built. They lacked one or more of the above requirements. In recent years a garden tractor has been developed which works more or less satisfactorily, depending to a large extent upon the nature of the work and the skill of the operator.

"The Beeman Garden Tractor is now built for practical garden work. The Department of Horticulture, Ohio State University, received a Beeman tractor last Spring, and during the Summer it has been operated by three men, including the writer. After the first half hour's trial each man in turn pronounced it unmanageable and useless. After a half day's work we agreed that we might get some work out of it. After one week we decided that it was a practical machine. It takes about a week for a man to learn to operate the tractor and until he learns he had better work where he has plenty of room. The tractor is guided by friction of tools in the ground which can hardly be described in words, but must be experienced to be properly understood.

"After one becomes familiar with the machine anything from onions drilled 12in. apart up to corn planted 40in. can be satisfactorily cultivated if soil conditions are right. For use in narrow rows the soil must not be too wet; it must be level, and must be evenly packed. If there are many holes such as horse tracks or even loose places, the machine is difficult to manage. If one wheel drops into a hole that side then pulls harder than the other and the machine has a tendency to turn. On more even ground, however, the work can be easily and well done.

"Cultivation in rows wide enough to permit the use of 4in. extension rows is much easier. With the extension runs the tractor is much more stable, steady and powerful. In fact if the proper tools are used it will do practically as much work and do it just as well as an ordinary horse.

"We have used the tractor here this Summer to cultivate Corn, Celery, Tomatoes and a few Beets. While the tractor will do practically the work of an ordinary horse, it does not compare with a good, slow, steady, careful horse where a horse can be used. Neither does its work in narrow rows equal in quality the work of an expert wheelhoe man. Of course, one man with the tractor will do as much work as two or three men with wheelhoes and do it easier.

"In the matter of fuel consumption the tractor is quite economical, running from two to about five hours on a gallon of gasoline, depending of course upon how hard the work is.

"The belt power of this tractor is a desirable feature. It is claimed to develop full 4 h. p., and the engine delivers a smooth, steady power available for any machinery not requiring more than 4 h. p.

"In a few words the following is the writer's individual opinion of the tractor: If a man keeps a good team anyway, he does not need a tractor of this kind. But if his area is too limited to keep horses profitably, or if it is desirable to eliminate horses altogether, a tractor of this kind is desirable and will render at least reasonable service."

It takes colored people of the South to emphasize the use of flowers for the sick, as well as the dead. The President sister of the Order of Colored Emancipation, was told in her cabin that she had only two days between life and the grave, as the physician left her without hope on her sick bed. The sister members of the society who wished to honor their proposed departing sister with flowers, thought the idea a good one to bring them to the sick roon that she might enjoy them; they could take them to the grave later on. So that flowers in vases and in wreaths were lavished about the bedside in great profusion. The following day the proposed dying sister thought the flowers needed refreshing and attention so, feeling much benefitted from the good cheer, managed to get up and attend to the job herself. She is now so much improved that another supply of flowers will have to be furnished, for her very indefinite grave.*

Obituary

Frank S. Fisher

Frank S. Fisher, for many years connected with the florist's business of Worcester, Mass., and Worcester County, died on Thursday, Sept. 5, from heart failure. Mr. Fisher was 62 years old. He was widely known, both in Grafton and Worcester. During his residence in Grafton he owned and operated large greenhouses in Centerville, selling his flowers at wholesale in Worcester. After moving to the latter city he had stores at 219 and 537 Main st., under the name of Frank Fisher & Son, and for some time occupied a booth at the Union Station.

He is survived by his widow, May Fisher, and a son, George Edward, of New London, Conn., both well known to the florist's trade. F. L. M.

John W. Gibson

John W. Gibson, of the florist's firm of Gibson Bros., Newport, R. I., died at his residence on Bliss rd., on Sunday evening, Sept. 8, of Bright's disease. The deceased was in his 62d year and but for a few years spent in New York City, where he opened a store in 1882, his whole business career was spent in his home town, where he was known as an expert decorator. He took an active part in politics as a Republican, and has been a member of the Representative Council since 1907; his fraternal affiliations included, in Freemasonry, St. Johns Lodge and other Masonic bodies; also the Royal Arcanum and the Newport Lodge of Elks. He was a member of the Newport Horticultural Society. Two brothers and three sisters survive.

The writer, as well as Mr. Gibson's many other friends, sincerely mourn their loss. A. M.

William F. Dreer

At the moment of going to press we have received with regret the news of the death of William F. Dreer, president of H. A. Dreer, Inc., Philadelphia. We are without further particulars and owing to the closing of our forms at this hour we are unable to give here but a mere sketch of the deceased.

William F. Dreer was the son of the founder of the business, who died in 1873, when the younger Dreer took over the task of developing the nursery establishment and the fostering of the extensive trade built up by a lifetime of patient and conscientious effort by Henry A. Dreer.

Wm. F. Dreer was born in Philadelphia on Nov. 11, 1849. He attended the Hastings Academy in West Philadelphia until the Spring of 1865 when he entered his father's business. In 1868 he went to Europe to study the details of the seed and plant business and was employed in one of the largest seed establishments in Paris. He returned to the home business in the Autumn of 1869. In 1870 he took charge of the plant business at Riverton, N. J., and in 1873 returned to the seed establishment in Philadelphia, taking charge of both the seed and plant departments. In 1892 the business was incorporated, having for its stockholders the old and experienced employees.

The Nursery Department

(Continued from page 423)

Important to Nurserymen

The U. S. Railroad Administration has given assurances that the orders of last March placing nursery stock on the list of commodities exempted from embargoes will be continued for the Autumn and Spring shipments of nursery stock.

Penalizing for Fruit Trees Untrue to Name

J. R. Mayhew, President American Association of Nurserymen, advises us that the objectionable nursery stock bill recently filed in the Georgia legislature has been defeated. This bill, it will be remembered, established the measure of damages when fruit trees proved untrue to name.

Azalea Shira-Mauya

(See illustration on page 423)

The Azalea of which we write is one of several new ones from Japan, all of which are giving us a hardier type than we have had heretofore, many of them being nearly or quite evergreen.

The Shira-Mauya is particularly valuable because of its semi-double white flowers, something quite new in this type of Azalea. As our illustration shows, it is of free growth, inclining to make a handsome bush, which is much in its favor planted where it is at the base of a slight elevation on a lawn.

In this respect, free growth, it is so very different from the mollis, and, in fact, from the Ghent division, as well. Mollis is particularly noted for its stiff, erect branches. Our Shira-Mauya in it slight branches and free growth has more the habit of wild Azalea, nudiflora. It is its semi-double white flowers which make it so desirable to our gardeners, leading all others in this respect if we are not mistaken.

The propagation of this Azalea follows the usual method with this genus, the placing of cuttings of half ripened shoots under glass.

Colorado Blue Spruce Defended

Referring to Mrs. Francis King's recent condemnation in these columns of certain trees and shrubs as being "out of date" P. D. Barnhart of Los Angeles, Cal., writes:

It is news to me that Colorado Blue Spruce is "out of date and under the ban of all persons of taste." Here we regard it as one of the most beautiful of the conifer family, and no planting is complete in this part of the country without it, and while the golden leaved Philadelphus is not a desirable subject in landscape work, the golden colored Privet is a beautiful thing for fine effect in a large shrubbery.

Do you know that there are some folks with such a super-sense of refinement that much of the work of God in the vegetable kingdom jars their nerves? It is a fact. There are esthetic people who condemn the work of their Creator for having made the gorgeous Bougainvillea, and howl at their fellows who plant it hereabouts. Such people make me mad and I must confess that I cannot refrain from saying some mean things about them and their folly. I wonder what kind of a world this would be had some of these contrariwise critics been put on the job of making it.

But I must stop right now, and get to work, and not let my indignation get the better of my judgment, or I may write some things that would not look well in print.

Southern Nurserymen's Ass'n

The Southern Nurserymen's Ass'n held a highly successful annual meeting at Birmingham, Ala., on Aug. 21 and 22. The election of officers resulted as follows: President, H. Cobb Caldwell, Atlanta, Ga.; vice-president, S. W. Crowell, Roseacres, Miss.; secretary-treasurer, O. Joe Howard, Pomona, N. C. Executive committee, the three officers and Chas. T. Smith of Concord, Ga., and C. A. Simpson of Monticello, Fla.

The first morning of the convention was given over to a discussion of trade publicity. In succeeding sessions interesting discussions on horticultural and nursery topics were held. J. R. Mayhew, of Waxahachie, Tex., president of the American Ass'n of Nurserymen, in his address before the association, made the interesting statement that ten years ago Huntsville was the nursery center of the world, having some of the largest nurseries then in existence, but that it would be hard now to tell just where the center was because of the vast strides made by the nursery interests of the States beyond the Mississippi.

Mr. Caldwell, the newly elected president of the association, is well known in the Southern trade as proprietor of the Ashford Park nurseries, on Peachtree rd., Atlanta, considered one of the largest establishments of its kind in the South. Mr. Caldwell is a member of the Rotary and Capital clubs and has been prominent in city affairs.

It was decided to hold next year's convention in Atlanta, Ga.

The following members of the association, besides those previously mentioned, attended: O. W. Frazier and W. H. Kessler, of Birmingham; L. Moore, Grand Bay, Ala.; H. B. Chase, Chase, Ala.; J. B. Frazer, Milton Mors and R. R. Harris, Huntsville; Mark Lanier, Lockhart, Ala.; J. L. Hoffman, Atlanta; J. B. Wright, Cairo, Ga.; Paul C. Lindley, Pomona, N. C.; H. H. Nickols, Bristol, Tenn.; W. A. Easterly, Cleveland, Tenn.; Harry Nicholson, Winchester, Tenn.; R. P. Hood, Richmond, Va., and J. B. Watkins, Midlothian, Va.

An English Letter

Quite some interesting extracts from a letter written by our old friend, T. A. Weston, are given here. It is dated Aug. 14. He moves from one subject to another, almost as rapidly as the Allies are now working the ground over in France but, with all that, his story is really interesting.

Speaking of the sale for the benefit of the British Ambulance Committee on behalf of the French Red Cross (previously mentioned) he says that the total of sales of flowers from all stalls was nearer $50,000 than $25,000. The people simply bought the Carnations because they wanted them, and bought there instead of going to the dealer on that day. The Carnation stalls could easily have sold double the quantity if they had had the flowers. As it was, they sold nearly one hundred dozen blooms a day.

Cheers for the Americans

"I'm right glad that we've got the Germans squeezed a bit and that the Americans have helped so well. I think, however, it's absurd for folks to talk of its ending by Christmas. The Huns will take a lot of pushing as they have a long way to go. Perhaps, however, they'll squeal before it comes to fighting on the Rhine. I guess they'll feel more sick when they read the U. S. A. is now starting on the 18 to 45 stunt.

High Prices for Vegetables (Forced, Presumably?)

"I'm rather surprised that your florists got the 'wind up' so badly over the coal deal, but there were plenty here who, at the outset, foresaw the nursery trade 'going West.' As a matter of fact the market grower has never done better than this year. Tomatoes and Cukes (Cucumbers) are at a premium. Toms at 36c. a lb. retail, lowest, and Cukes, 20c. each retail! As for the flower sales: Well, my friend in Hythe, when I saw him at Easter, told me he was putting 22 acres down to Chicory and the bulk of his remaining ground to Tomatoes and flowers. Vegetables like Potatoes, etc., were a washout last year because of the allotments around, but my friend couldn't get enough flowers. So this year he's making up largely on Chrysanths.

"The Chicory is a new stunt to make up for the failure of the Belgian crop. Chicory will be a great crop if the conditions as now prevail. We can't grow it to pay against Continentals, and our Customs don't encourage the growing of dutiable crops here. It's easier for them to collect on foreign stock at the ports. That's where you have the bulge on us. You are surfeited with folks who clamor for a big fence against everything. Here just the reverse prevails. Our merchants have hitherto made the most out of imports and the 'powers' more or less have encouraged it. Perhaps we may wake up after this job is over. Anyhow my friend has sunk a lot of money in his Chicory venture with ovens and grinding plant. There is a big call for Chicory for Coffee mixing, you know and, with luck, my friend reckons he is safe against Continental competition for this and next season. After that, the bottom will be out of his market in all probability. * * *"

Home Grown Bulbs—Plant Disease Investigator

"We have a good share of home grown bulbs going around. Just fancy, Geo. Monro, Jr., who is a big bulb grower as well as a big Covent Garden salesman, has just taken on J. K. Ramsbottom as a plant disease investigator. Ramsbottom is a clever little chap who has been working on Daffodil disease at Wisley, and Monro apparently has something in mind. He has big money in the trade. He grows millions of bulbs, so I guess it's a business idea to run an investigator. It's his market in all probability. * * *

As will be remembered, Mr. Weston is apparently a permanent fixture holding a responsible position in a receiving depot "somewhere in England" at a point where the material for the soldiers abroad is assembled before dispatching forward. Speaking further of floral conditions at that depot (camp), he says:

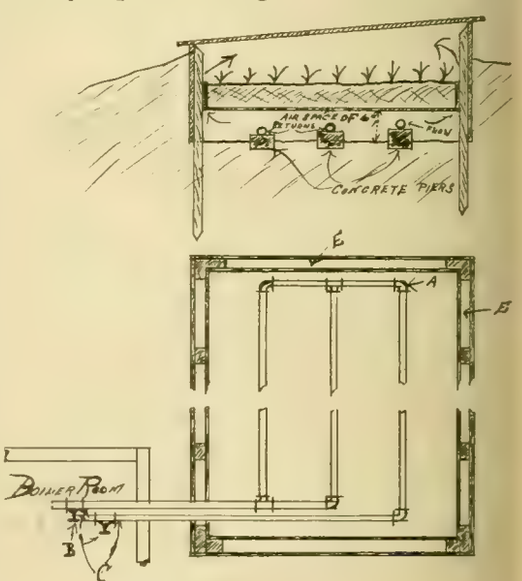
Flowers at the Camps

"Since recent rains things have grown famously, but Potatoes are not any too grand up here this time, and the Onion mildew has beaten me again. The flowers in camp are O.K., Violets and Begonia semperflorens in great shape around my tent, and Carnations opening out good. The other beds around, too, are good. I have a great show of dwarf Cactus (Dahlias) and early Chrysanths., whilst Nemesia strumosa is the admiration of everyone. I've got the others fairly cliqued, when it comes to class of stock. Burpee's Red Sunflowers are coming very good, one a double. Have an immense crop of wax and other bush Beans, but it was too cool in June for my Tomatoes. Actually we had frosts, and the plants never got away for weeks."

Hot-Water-Heated Frames

The accompanying sketch shows a pipe-heated frame used by us, which has proved successful in every way. In these times of shortage in fuel, which threatens to reduce greenhouse space, and shortage of manure, which has consequently such increased value as a source of fertilizer that it is too expensive to use as a means of heat, the following proposition is one which might be of use to anyone who finds his greenhouse space somewhat congested at different seasons.

This idea suggested itself to us because of the necessity of having a steadier source of heat than derived from manure and one which could be regulated. The system of heat used by us is hot water, pipe lines consisting of one flow and two return 2in. pipe being used throughout. During the Spring months many greenhouses do not carry all the coils necessary for Winter use. These being cut off with us, we turn this surplus radiation into the frames and find that it takes very little increase in fuel to operate. In fact it cost $1.50 less per sash to operate than a frame of the same size heated by manure. The system is so arranged that heat can be cut off from the boiler room and the water drained from the system by means of drainage cocks placed at C. At point A the elbow is tapped and connected with a ⅜in. pipe leading through the soil to a pet cock which can readily be reached by opening a very small opening in the covering.



Hot bed heated by hot water

We use single light sash, with mats on very severe nights. The spaces at E show an air space 2-in. wide running the entire length of the frame. The soil bench is constructed the same as an ordinary greenhouse bench, being built to hold about 6in. of soil. Running the length of the bed is a joist which takes the weight through the middle, otherwise the bench would sag and water would drain to the middle of the bench.

Under the soil bench is an air space of 6-in. through which the coils are run instead of being buried in the soil, a practice which to our mind, causes the loss of much heat. Thus you see the plants are growing in a bench of soil which does not come into direct contact with the cold earth outside, making it possible to maintain an even soil temperature night and day.

With the ground frozen outside for days at a time we have been able to keep a soil temperature of 60 deg. and a temperature above of 58 deg. to 60 deg. at night. The past season we operated one frame 80ft. long, sown with Peppers and Eggplants and had a better stand than we have ever had before in our experience. After these plants had reached a height of about 2in. we experienced a week or rather five days, of continual sleet, which froze as fast as it fell, making it impossible to ventilate or even open the frames to the light. In the pipe-heated frame there was about 2 ft. of row that damped off while out of the other frames we lost as much as 50 per cent. of the plants; this was due to the fact that in the pipe-heated frame the dry heat from the pipes kept the surplus condensation dried up while in the other frames the lack of heat caused the loss of thousands of plants. We operate in our plant season about 10,000 ft. of frames, growing vegetable plants exclusively, and the plan just given has eliminated many troubles to be found in the plant growing business.

FRANK J. MOREAU, Moreau Plant Co., Freehold, N. J.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

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Albany, N. Y.
The best service
Our business is growing

The Rosery FLOWER SHOP
ALBANY, N. Y.
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The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley*
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Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
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Greenhouses: RITTERSVILLE, PA.

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Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
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CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
BOSTON
All orders will be reciprocated

Carbone
BOSTON
Massachusetts,
342 Boylston Street

War Brothers
BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.
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LARGEST FLORIST IN THIS DISTRICT
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Established 1886

BROOKLYN, N. Y. *ESTABLISHED 1869*
James Weir, INC.
324 Fulton Street, Our only store

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us

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Member of Florists' Telegraph Delivery Association
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Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

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219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

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Members Florists' Telegraph Delivery Association

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Gove The Florist
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Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist
Rodgers Floral Co.
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Scholtz, the Florist, Inc.
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Charlotte and Vicinity

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Office, 807 Market St.
The Leading Florist
100,000 feet of glass

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522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange
CHICAGO, ILL.
25 E. Madison St.

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

---

CINCINNATI, OHIO
E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

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CLEVELAND
EUCLID AVENUE

A. Graham & Son
CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists
CLEVELAND, OHIO
735 Euclid Avenue

Westman & Getz
Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

RETAIL DEPARTMENT

A Beautiful Expression: "Flowers are God's Visiting Cards, Dropped Everywhere"

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
1643 Broadway
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
Colorado, Utah, Western Nebraska and Wyoming points reached by express. Orders promptly filled. Usual discounts

The Weath Floral Co.
ALBERT POCHELON, 130-132 BATES ST.
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS
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SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
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We give the best of service
1169 E. Jersey Street

Baker Bros.
Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, THE FLORIST
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

For Satisfaction's Sake: Pass your orders for Telegraphic Delivery through the retail advertisers in these columns.

"God's Visiting Cards, Dropped Everywhere"

Miss Jennie L. Miller of California sends us an editorial from a California newspaper from which we quote the following slightly condensed passage: When the librarian of the Cleveland public library died it was assumed there would be a notable funeral, with a great profusion of floral offerings. He had held that conspicuous public place for 30 years, and was personally known to tens of thousands. Then somebody suggested: Why spend money for flowers? What Mr. Brett would want is books—books for soldiers—the books he has been begging for day and night for more than a year. The family instantly acquiesced. Word was passed around, and friends, instead of buying beautiful but useless and perishable flowers, contributed so liberally to a "memorial soldiers' book fund" that thousands of soldiers will be enabled to read, in the cantonments and in France, good books they might otherwise have missed.

With no thought to disparage the value of books, or to belittle the happy thought that prompted the formation of the "memorial soldiers' book fund," we would like to ask the editor and others who agree with him how flowers could be useless if they are beautiful? Do they not appeal to the finest of our sensibilities? Do they not stir memories of many events, memories that no other gift could affect? Miss Miller admirably expresses her sense of the value of flowers when she says: Are they not God's visiting cards, dropped everywhere? And if so why belittle either the gift or the loving thought of the giver?

Modern Flower Shop Methods

Paper by A. Lange, read at a meeting of the Chicago Florists' Club, Sept. 5.

The retail florist's business requires undivided attention. New ideas and inspirations are necessary to the maintenance of a successful flower shop; customers demand new creations, superior service and alert and courteous salespeople. One of the greatest assets is the neat arrangements of stock throughout the store, keeping baskets, wreaths, jardinieres and novelties clean so as always to be presentable to customers, while flowers, the most important item, should at all times be artistically arranged in neat vases, the faded foliage removed and the stems clean.

The retail branch of the trade has made wonderful progress during the past 10 years and must continue to maintain its importance or it will be classed among the so-called "non-essential" industries, and florists must comply with the various Government orders and respond to campaigns for carrying on war work.

Various Problems

Let us also consider our immediate business problems. The wholesaler has for many years received orders from acquaintances, or persons, who, should he refuse to serve them, would naturally patronize the retailer. This business, taken by the commission man, has been termed "red violet," and I believe that an understanding could be maintained so that the wholesaler would turn these orders to the retailer, perhaps on a commission basis, or as might otherwise be arranged. Some of the out-of-town florists send orders for delivery in the city to the commission houses, whereas the retailer should rightfully receive such business.

My experience in the florist business extends over a period of 35 years, starting with James Farrell in 1883, who was the originator of the loose arrangement of flowers in bouquets and baskets, the style up to that time having been similar to that employed in making up the Colonial bouquet of the present day. At that time, the stiffer the arrangement, the better it pleased. I recall at one time looking into the store of Hovey & Co., on Wabash ave., when Frank Benthey, who made a specialty of plateau baskets, was manager. These were usually arranged in six or eight sections, each of different flowers. One day, I mentioned the beautiful baskets I had seen in this window to Mr. Farrell, and I am leaving to your imagination what he said in reply.

The retail business is, to quite an extent at present, and will be, for the duration of the war, conducted by women and we must give them great credit for the way in which they handle the situation.

Advertising

In the matter of advertising, the appropriation for this purpose depends upon gross receipts. Of the total sales, five per cent. should be set aside for high class publicity, and usually, for quick results, the best paper

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Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, Florists
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co
INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS The Florist, Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

ROCK'S FLOWERS
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LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

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D. S. PURDIE & CO.

Successors to L. H. FREEMAN

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MASONIC TEMPLE

AUGUST R. BAUMER

Louisville and Surrounding Towns

Jacob Schulz Co.

INCORPORATED EST 1875

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Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.

INCORPORATED

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THE F. WALKER CO.

312 W. Chestnut Street

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Auto and Express Service to All Points in Virginia

MISS McCARRON

EDLEFSEN-LEIDIGER CO.

Milwaukee, Wis.

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Rosemont Gardens Florist

MONTGOMERY, ALABAMA

W. B. PATERSON, Proprietor

Correspondence Solicited

Joy's — *Nashville, Tennessee*

200,000 Feet of Glass

Begerow's

NEWARK, N. J.

946 Broad Street

Fresh Flowers and Best Service

Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Wolfinger

883 Broad St.

NEWARK, N. J.

Choicest of Flowers — Best of Service

We deliver anywhere in New Jersey and to steamers at Hoboken and New York

"MESSAGES OF FLOWERS," tells "How to Say it with Flowers." The book is sold in pairs: One copy at 25c. for the man, and another copy at $1 for the best girl. Can be purchased from THE EXCHANGE office.

New York

MAX SCHLING

Phone, 7241 Plaza — 785 FIFTH AVENUE

New Bedford, Mass.

And all parts of CAPE COD, MASS.

MURRAY, FLORIST

232 Union Street

NATIONAL FLORIST — Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.

John N. Champion & Co.

1026 Chapel Street

in town should carry your message, the effectiveness augmented by a cut of what you feature at the time.

In regard to expenses which have increased tremendously, we well know the situation with regard to boxes, twine, etc., which have practically doubled in price within the past two years. As to corsage bouquets and other flowers, where the sale amounts to less than $1, there should be an extra charge of 10c. for the box, and if delivered, a charge of 10c. for carfare. Flowers sent out of town by express or parcel post on Saturdays, are as a rule, not delivered until Monday, and it is wise to notify by wire the person for whom they are intended, the charges of course to be paid by the person ordering the shipment.

The Essence of a Flower Vendor's Heart

The "widow's mite" was exemplified in the act of an aged flower vendor whose stand was located near the Arc de Triomphe, Paris, when recently she unloaded all her variegated stock of Roses, Lilies, Tulips and Violets upon an American ambulance passing her stand loaded with American wounded from the front and being driven to a Paris hospital in the vicinity. The ambulance was open and the wounded men could be seen on hanging stretchers, swayed to and fro by the motion of the car. One young soldier sat on the seat with the driver, his injury being a shattered arm. With one arm free, he received the flowers, the essence of the old flower vendor's heart. There was little delay. Every one understood the incident. The soldier's face showed he was in pain, but the aged woman's offering caused him to forget his suffering and he smiled.

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The — Avenue Floral Co.

3442 ST. CHARLES AVENUE

Chas. Eble Florist

NEW ORLEANS, LA.

121 Baronne Street

WIRE YOUR ORDERS TO HARRY PAPWORTH

The Metairie Ridge Nursery Co. Ltd.

STORE 135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F. T. D.

M. A. Bowe

IN HEART OF NEW YORK CITY

332 Fifth Avenue

'Phones { 358 / 359 } MADISON SQUARE

Our Motto: THE GOLDEN RULE

We Guarantee Satisfaction

A. T. Bunyard FLORIST

NEW YORK

413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS

2139-2141 Broadway

NEW YORK CITY

Phones { 1552 / 1553 } Columbus — ESTABLISHED 1849

DARDS

341 Madison Avenue

New York

ESTABLISHED 1874

Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.

New York 561 Fifth Avenue — Boston 1 Park Street, 799 Boylston Street

Deliveries to Steamers and all Eastern Points

Hession

MADISON Ave. at 76th St.

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QUALITY FLOWERS

PLANT SPECIALISTS :-: Two Greenhouses on Premises

Established 1875 — Phones, 107-775-420 LENOX

KOTTMILLER, Florist

426 Madison Avenue and 49th Street, NEW YORK

Also Ritz Carlton and Vanderbilt Hotels

Telephone: Murray Hill 783

Highest Award at the International Flower Show, April 11th, 1916

Grand Central Palace

Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS.

Main Store: 2077 BROADWAY

Branches: 2703 Broadway and 1664 2d Ave.

NEW YORK CITY

GET ACQUAINTED

NEW YORK CITY — ADOLPH MEYER

1062 MADISON AVENUE — 'Phone, Lenox 2352

Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP

761 Fifth Avenue — NEW YORK

Youngerman

42 West 28th St.

NEW YORK

Telephone Madison Square 2065-2066

We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

NORFOLK, VA.

Grandy The Florist

ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

BUTLER & ULLMAN

Successors to H. W. FIELD — *SMITH COLLEGE FLORISTS*

NORTHAMPTON, MASS.

F.E.-The National Trade Paper

· Directory of Reliable Retail Houses ·

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Alfred Donaghue
1622 Harney Street Established 1866

Omaha, Neb.
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

J. J. Habermehl's Sons PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade Mark "We Serve You Better"
Pittsburgh, Pa.
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
Store open Day and Night

PITTSBURGH, PA.
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

Our TRIPLETS—Wedding, Social, Funeral—You will need a supply shortly. Better order now. One purchaser of 1000 copies got all his purchase money back on his first order. The "Triplets" can be purchased from THE EXCHANGE office.

The Undertaker and the Florist

Editor The Florists' Exchange:

G. G. McClunie, in THE EXCHANGE of Sept. 7, p. 390, takes exception to my remarks in regard to the undertaker and the florist. I am sorry he feels that way. Certainly I must have touched a very sore spot. From the way he speaks you would take Mr. McClunie to be in the undertaking business rather than in the florist's trade. He is only knocking down the florist when he gives a commission to the undertaker.

I don't intend to "cough up." The florist does stay in his own yard, something the undertaker is not doing. Mr. McClunie says the undertaker will get me sooner or later. I agree with him on this one point. When I am dead he will "get me," not one minute before. Will Mr. McClunie explain how, when and where the florist gets 20 per cent., and from whom and how does he get the "five spot"?

Mr. McClunie says that if he had as much on his books as they have he'd be a fit subject for "Middletown, Conn., on the hill." Well, there is another "health resort" in *Middletown, N .Y.*, "on the hill," for the poor florists with all their bad outstanding bills.

I made no reference to "Mary Ann" and "a $10 pillow." They are wonderful business men who can do that and pay their just debts. Mr. McClunie should take time and thoroughly digest W. Cleaver Harry's article on the "Retail Florist and the Undertaker," in THE EXCHANGE of Sept. 7. Mr. Harry states the facts clearly and forcibly; what he says is true in every detail. It is nothing but deliberate "graft" on the florist's labors. Discontinue giving commissions to undertakers, all hands together.—THEODORE STREZESKI, N. J.

Flowers are messages of Love sent to us from the Almighty.

They are ready to receive us with open arms and yielding lips. Their caresses are sincere and natural. Their message is of peace and tranquility and confidence. All's well~God is still in His Heaven~

When days are darkest, when hope is faintest~~~go among the flowers~drink in their message of peace~and be comforted.

We need flowers now, as never before. We are just beginning to realize their true meaning.

Flowers! Heavenly messengers of Peace! May God give us more of them~

Joseph J. Lane

Reproduced from the "Garden Magazine"

ROCHESTER, N. Y.
H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee FOREST CITY GREENHOUSES
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

Long Distance Phones Bell, Tyler 1104 Kin., Central 413
Mullanphy Florist
SAINT LOUIS, MO
8th & Locust Sts.
All orders by Telegraph or Telephone most carefully executed at once. Floral designs a specialty.

St. Louis, Mo. Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson St. Paul. Minn.
20-22-24 West Fifth Street
National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
1534 Second Ave.

National Florist
Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
1315 Cherry Street

R. ABBOTT Both Telephones
Park Floral Company
FLORISTS TRENTON, N. J.
Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

PROGRESSIVENESS
WASHINGTON, D. C.
Gude Bros. Co.
Florists 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

One of the best things done for the retailer by THE EXCHANGE was the getting up of an "ALBUM OF FLORAL DESIGNS" for Agencies, and the "DESIGN BOOK DE LUXE" for counter trade. Most every retailer invests in one or the other and keeps on buying. If you are not acquainted with these Business Getters ask us for further particulars.

Directory of Reliable Retail Houses

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary Central New York orders efficiently filled. Wells College.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass.

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity.

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery

Kansas City, Mo. W. J. Barnes FLORIST, K.C.Mo. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890

Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient service

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and al points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Flowers for Wounded Soldiers

An interesting article in The New York *Sun* of Aug. 8, accompanied by an attractive illustration, calls attention to the work of the National League for Woman's Service, and the fact that the florists are heartily supporting the work of that organization in furnishing flowers for wounded soldiers. In this direction, at least, there can be no doubt that the production of flowers is an "essential" industry.

Geo. E. Manning, "The Village Florist," Broadalbin; N. Y., sends us a copy of his new billhead on which, in the lefthand corner, he has had printed in effective type, the following well worded appeal on behalf of flowers:

> If you have **sympathy** for a friend
> Say it with flowers.
>
> If a message of **love** to send
> **Just** say it with flowers.
>
> If you would **spread** good will and cheer
> Come and **buy** your flowers here.

"The Garden of Forty Arches"

As a centerpiece to what is said to be "the world's largest apartment house," covering an entire block between 47th and 48th sts., and Madison and Park aves., New York City, there was made this Spring a wonderfully beautiful garden of flowers and evergreens, and semi-tropical plants. The ground used for this garden contains 22,750 sq. ft. The garden is divided into two sections, owing to a bisecting street which continues Vanderbilt ave. to 50th st. from 42d st. Among the great amount of material entering into the make-up of the garden are Phoenix palms, Yuccas, Rhododendrons, Bay trees, Azaleas, Blue Spruce, and other evergreens.

The apartment house was erected by Dr. Charles V. Paterno, but "The Garden" is the work of Marius Mutillod of Charles Dards, Madison ave. at 44th st., who also designed the landscaping of the famous Japanese tea garden of the Ritz-Carlton Hotel. This "Garden of Forty Arches" has approximately a width of 70ft., 10ft. wider than the average city street, and a length of about 325ft. The accompanying picture shows a view of the garden from Madison ave., and on three sides of it some of the arches from which the garden takes its name.

F. T. D. Advertising Exhibit

It is planned to hold, at the F. T. D. meeting scheduled for Oct. 8 and 9, at Cleveland, a comprehensive exhibit of all types of advertising used by the florists of this country. Herman P. Knoble, of Cleveland, F. T. D. director, states that the local committee intends to make a large display around the entire meeting room, as advertising will be one of the big features discussed at this meeting. The exhibit is being made at the request of President Gude, and Secretary Pochelon is cooperating in furnishing the material.

The Wholesale House of the Future

Readers will recollect seeing this paper in our issue of Aug. 17, it being one of a series read at the August meeting of the Chicago Florists' Club, at which time it received our unstinted praise for the reason that in setting forth a proposition of considerable magnitude the writer left nothing to the future, but covered in concise language every step necessary to be taken in order to bring about a successful operation of "The Wholesale House of the Future."

Since then 3000 copies of this article (in which has been included the testimony of THE EXCHANGE to the effect that the writer must be credited with an assembling of common sense ideas rarely brought together by one man) handsomely printed, have been distributed to the trade by Kennicott Bros. Co. of Chicago, especial care being taken to see that every member of the F. T. D. received a copy.

The retailer and the grower are just as much interested in the proposition as is the wholesaler, therefore, in all the cities there should be meetings held for the discussion of Mr. Pollworth's paper with a view to putting into operation so much of its recommendations as these conferences can agree to adopt as a point from which to make a start.

This is the day for big accomplishments. As the writer points "organization" can bring about in a few months that which takes years of individual effort.

This would be a proper subject for the Florists' Telegraph Delivery Association to thrash out at its coming October meeting; as an organization it must be deeply interested in many of the ideas advanced for betterment and its endorsement, just as far as it can give it, in part or in full, will bring the consummation sought just that much closer.

THE EXCHANGE would suggest that every florists' club throughout the country could well afford to make the reading and discussing of the Pollworth paper a feature at one of its early meetings. Where approved committees could be formed to get in touch with similarly appointed committees from other F. C.'s, the basic idea being to bring about uniform methods of operation throughout the country on the part of all concerned—wholesaler, retailer, grower.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Pawtucket, R. I. LAPHAM FLORAL CO. Covers Rhode Island

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad St.

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. FRED H. LEMON & CO. Florists nd Decorators Send us your orders.

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railroads Reach all points. Wires received any hour.

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY Cut Flowers. Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of MARTIN C. RIBSAM F. T. D.

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

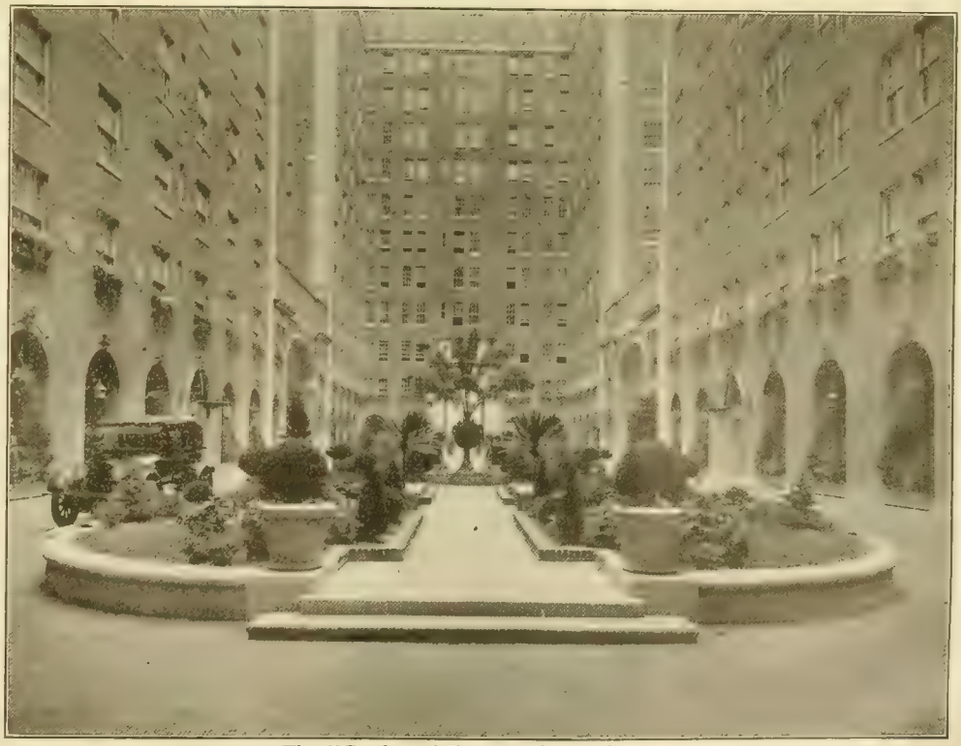
Westfield, N. J. CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Yonkers, N. Y. R. T. BRODERICK, Phone: 4681 Prompt delivery and orders filled satisfactorily

York, Pa. CHAS. A. SCHAEFER, Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhouse

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft



The "Garden of Forty Arches." See text

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	14.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 16 x 7	$10.50
18 x 18 x 8	12.50
20 x 20 x 9	14.50
22 x 22 x 9	18.50

Bouquet Boxes

	Per 100
19 x 9 x 8	$10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY
$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10
We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

HENRY M. ROBINSON & CO., Inc., *WHOLESALE FLORISTS* 2 WINTHROP SQUARE 32 OTIS STREET **Boston, Mass.**

Telephones Main 2439-2616-2617-2618-52144

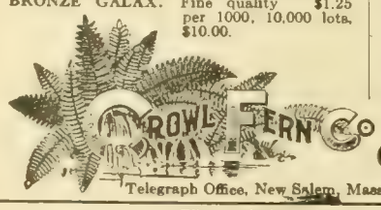
MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
HARDY CUT EVERGREENS

Unknown customers please give reference, or cash with order

When ordering, please mention The Exchange

DAGGER and FANCY FERNS. New Crop, Now Ready. $1.00 per 1000
All selected stock and extra long. Just the kind you are all looking for. Extra fine stock

LAUREL FESTOONING, for Summer weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c. per yard.
BRONZE GALAX. Fine quality $1.25 per 1000, 10,000 lots, $10.00.
SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS. $2.50 to $3.00 per doz
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted. Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens



CROWL FERN CO.
Telegraph Office, New Salem, Mass. MILLINGTON, MASS.

When ordering, please mention The Exchange

M. RICE CO. Buy "Keystone Quality" Florists' Supplies
PHILADELPHIA, PA.

When ordering, please mention The Exchange

JOS. G. NEIDINGER CO., Florists' Supplies
1309-11 North Second Street, PHILADELPHIA, PA

When ordering, please mention The Exchange

REED & KELLER 122 West 25th Street NEW YORK
We Manufacture Our Own - - **FLORISTS' SUPPLIES** METALS WIRE WORK and BASKET WORK

When ordering, please mention The Exchange

Eagle Wire Works
Manufacturers of Florists' designs of all descriptions
Satisfaction guaranteed
Catalogues on request
CLEVELAND, - - - OHIO

When ordering, please mention The Exchange

Florists' Supplies
McCallum Co.
Pittsburgh, Pa.

When ordering, please mention The Exchange

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

When ordering, please mention The Exchange

Worcester, Mass.

The main support of the florist for the past two weeks or so has been funeral work, transient business being unusually quiet. Several of the shops, however, have taken advantage of the lull to paint and rearrange their stores in order to make them more attractive for the Fall opening of business, which has in years past, started about Sept. 15.

Managers of the larger stores are also busy canvassing the nearby towns, to find out just which growers are going to stick with the business this coming Fall and Winter and are ready to sign up their usual contracts for Sweet Peas, Violets, Roses, Carnations and other stock.

New England Fair

The New England Fair was held here Sept. 2, 3, 4 and 5. One large hall was devoted to the fruit and flower exhibits; another entirely to the vegetable exhibits. The flower display was excellent and in many of the classes there was close competition, especially in the exhibit of Asters, Gladioli, Dahlias, baske' arragements and bouquets. The flowers were judged by Harry I. Randall, assisted by Alfred H. Green, formerly of Whittall's private estate.

Tae vegetable display was beautifully arranged and through the efforts of the Worcester County Farm Bureau interested exhibitors were brought from all over the State. The vegetables were judged by Allyn Hixon, florist and market gardener of this city.

Frank S. Fisher, for many years in the floral business in this city, died on Sept. 5. His obituary will be found on another page.

Market prices for cut flowers were as follows: Roses $2 to $12 per 100; Asters 50c. to $2; Gladioli $1 to $2.50; various small flowers from 50c. to $2; Carnations, the first of the season, brought $2. F. L. M.

Pittsburgh, Pa.

The first week in September showed a remarkable improvement over August, which was the poorest the business has experienced for over a year. Good late Asters are coming to this market in large quantities. They meet with ready sales, the shorter grades at low prices. New crop Carnations have very little call. Roses are in demand, especially those of good length. Prices range from $2 to $8 per 100. Good Opuelia and Columbia are seen. The latter is one of the best produced since Killarney was introduced. Am. Beauty are more in demand and prices have advanced slightly, the best selling at $25 per 100. Gladioli have been scarce all week but have sold at good prices. Dahlias are due about next week. They will be welcome as the retailers are tired of the Summer stock. With the cool season and people home from vacations an improvement in business is looked for.

Personal Movements

I. S. Crall Co. of Monongahela is shipping fine ferns to this market.

B. L. Elliott has returned from his visit to the Pacific Coast.

The first florist employee ordered to secure an essential position was Earl Hunkel of the sales force of the McCallum Co. He has taken a position with the Union Switch and Signal Co., at Swissvale. He will be missed by the florists with whom he is popular. C. C. Phillip will now be connected with the cut flower department during Earl's absence.

Earl Tifton expects to attend the Canfield Fair this week. For some years he was connected with the Altimo Culture Co. of that town.

Indianapolis, Ind.

An increased call has been noticeable for flowers for the sick and for gift purposes. Funeral work is still the mainstay of the business and this comes mostly from the masses rather than from the rich.

The variety of good stock is far from what it should be and any high grade flowers are readily taken. The local Aster crop is almost a failure so that Northern stock is depended upon, at $2 to $4 per 100; retail prices range from 75c. to $1.50 per doz. Golden Glow Mums of fine grade are shipped in at $2 to $4 per doz. and disposed of at $4 to $6 per doz. Giganteum Lilies are scarce,

Southern Wild Smilax
$2.50 per case; $1.50 per half case
Wire or write
Southern Evergreen Co.
J. L. CUMBIE, Manager
MORRIS STATION :: GEORGIA

When ordering, please mention The Exchange

Michigan Cut Flower Exchange
INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
264-66 Randolph St., Detroit, Mich.

When ordering, please mention The Exchange

PREPARED
Magnolia Leaves
IN CASES OR CARTONS
Pass us your orders
THE RUMBLEY CO.
EVERGREEN, ALA.

When ordering, please mention The Exchange

PITTSBURGH CUT FLOWER COMPANY
Florists' Supplies
116-118 Seventh St., PITTSBURGH, PA

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX
$3.00 per case
Natural Log Moss $1.75 per bag of 100 sq. ft.
Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.
Caldwell The Woodsman Co., EVERGREEN, ALA.

When ordering, please mention The Exchange

WIRE DESIGNS
PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.
GEORGE B. HART, Manufacturer
24-30 Stone Street, Rochester, N. Y.

When ordering, please mention The Exchange

WIRED TOOTHPICKS
10,000 $2.00; 50,000, $8.75
Manufactured by
W. J. COWEE, Berlin, N. Y.
Samples Free. For Sale by Dealers.

When ordering, please mention The Exchange

Reliable Supplies for both Wholesale and Retail Florists

The Florists' Supply House of America

NOW IS THE TIME TO STOCK UP

Supplies will be hard to secure later. Get in your **Cycas** and **Cycas Wreaths, Magnolia Leaves** in cartons and **Magnolia Wreaths, Oak Foliage** and **Foliage Wreaths, Wheat Sheaves.** *Get Our Catalog.*

Chiffons, 4-inch and 6-inch, a full supply **Crepe Flowers,** in all varieties and colors

Also ORNAMENTAL AND COLORED GRASSES FOR DECORATING FOLIAGE WREATHS

NEW YORK FACTORY, 709 FIRST AVENUE, NEW YORK TELEPHONE: VANDERBILT, 4976

H. BAYERSDORFER & CO., 1129-31 Arch Street, Philadelphia, Pa.

WAREHOUSES and FACTORY: 113 N. 12th St. and 1127 Appletree St.

When ordering, please mention The Exchange

$10 to $15 per 100 as are rubrums at $5 to $6.

Good Roses are being shipped in at $8 to $15 per 100. Columbia is certainly showing up well at $8 to $20. The last American Beauty since May are to be had at $5 to $35. Local short Roses have been finding a steady market at $2 to $6.

Really good Carnations are obtainable at $2 to $3 per 100. Over the counter they are bringing 50c. to 75c. per doz.

State Florists' Ass'n Meeting

The State Florists' Ass'n of Indiana held a most interesting September meeting as guests of Mr. Lewis, head florist at the Central Indiana Hospital. The many beautiful beds and the excellent greenhouses inspected by the members show them to be worthy of much praise. Eric Bucaner, Muncie, Ind., and Donald W. Saville, Kokomo, Ind., were elected to membership. Secretary Steinkamp spoke in full on the request of the State Food Commission for the cooperation of the florists.

W. W. Coles of Kokomo was at his best when he made an eloquent presentation speech handing the members present in the service and unfolding a beautiful silk flag bearing nine stars. This was the gift of John Evans to the association; a gift long to be remembered and highly prized by those returning from abroad.

The fuel committee consisting of Messrs. Baur, Elder and Henry Reiman reported, saying they were acting in full accord with the Administration and urging all those having fuel problems to present them at any time.

The matter of the October meeting was left entirely in the hands of the able secretary. Among the out-of-town members were W. Smith of Marion, W. W. and Lincoln Coles of Kokomo, Mr. Turner of Rushville and Edward Morner of Shelbyville.

Indiana State Fair

The display of flowers at the Indiana State Fair, while not as extensive as in other seasons, was an unusual one for quality. The Roepke Floral Co., Temperley florists, and Baur & Steinkamp were among the principal prize winners.

Temperley's took 16 firsts, the Roepke Floral Co. 17, and Baur & Steinkamp 5. This was besides numerous seconds and thirds. W. W. Coles acted as judge and A. F. J. Baur as superintendent of the exhibit. W. A. Comer of Wabash, and Joe Hill and party of Richmond were among those who attended. Harry Swearinger and Arno Nehrling of Crawfordsville combined business with pleasure on a trip to the fair.

The new draft regulations will probably take 50 from the flower firms in this vicinity. Many are now arranging their affairs to go. The strict enforcement of the "work or fight" clause will, however, have much to do with the general trend of the war in the near future.

Bertermann's count themselves fortunate in having the honor of displaying the new State service flag in their windows.

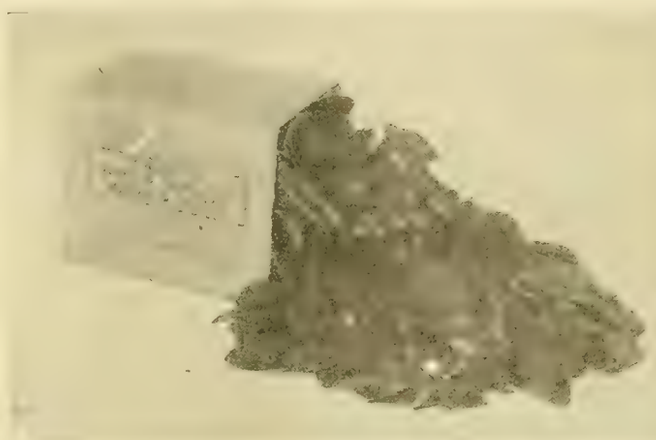
Oscar Carlstedt, well known in local circles, sends word that he is in a French hospital suffering from shell shock.

Six or eight of the trade have signified their intention of attending the F. T. D. meeting in Cleveland. I. B.

GNATT'S

"Queen Quality"

Magnolia Leaves



They will not mold. Packed from selected leaves. Uniform size.

BROWN—GREEN—PURPLE

10 Carton Lots, per carton...$1.35
Single Cartons, per carton.... 1.50

GNATT'S

Prepared and Green Dyed

Lycopodium or Princess Pine

Keeps fresh and green all the year.

Per carton.....$2.75

Order today and be convinced

ALL PRICES F. O. B. LA PORTE, IND.

We also manufacture a large line of Baskets and carry a full line of Florists' Supplies.

Please order now for Oak Sprays, Red Ruscus and Green Painted Ruscus

Write for our latest catalogue and get the new and practical things

2 ESSENTIALS FOR FLORISTS **THE OVE GNATT CO., LA PORTE, Indiana** **2 ESSENTIALS FOR FLORISTS**

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX
$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.

E. A. BEAVEN, Evergreen, Ala.

When ordering, please mention The Exchange

THE KERVAN CO.

Fresh Cut Decorative Evergreens of all kinds

New Crop DAGGER FERNS

Largest stock in America. Write for our Illustrated Catalog of Greens and Florists' Supplies

119 WEST 28th STREET, NEW YORK

When ordering, please mention The Exchange

Sixth City Wire Works

Manufacturers of **Wire Floral Designs**

Hanging Baskets, Wire Lamp Shade Frames and all Special Wire Work to order

224 High Ave., S. E., - CLEVELAND, OHIO

When ordering, please mention The Exchange

Boston Floral Supply Co., Inc.

347-357 CAMBRIDGE STREET, BOSTON, MASS.

Manufacturers of Florists' Supplies

Headquarters for Cycas, Baskets, Wire Designs, Wax Flowers, etc.

When ordering, please mention The Exchange

Miesem's **LILIES** Every Day

ROSES COLUMBIA, RUSSELL, and other varieties of shipping quality

ASTER, GLADIOLI

DAHLIAS and **MUMS**

Good Results with Parcel Post Shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

Joseph S. Fenrich

51 West 28th Street Telephones 420-421-422 FARRAGUT NEW YORK

M. C. FORD, *Wholesale Florist*
121 West 28th Street
Telephones 3870-3871 Farragut NEW YORK CITY

IN TIMES OF WAR AS WELL AS TIMES OF PEACE

We find ourselves doing a large volume of business. We require heavier arrivals of Staple-Stocks, especially of Roses.

Come in and grow with us!

THE HENSHAW FLORAL CO., Inc.
A. M. HENSHAW, President
127 West 28th Street NEW YORK
'Phones—3310-3311-3312 Farragut

When ordering please mention The Exchange

New York City

The Market

Sept. 10.—The most notable feature this week in the wholesale cut flower market is the increasing supply of Autumn flowers, such as late Asters, 'Mums, Tritomas, Celosias, Tamarix, Cosmos, Dahlias, Tuberoses, Boltonia and hardy Asters.

American Beauty Roses are in moderate supply and today they are meeting with very little demand at from 8c. to 25c. each for specials, and other grades at corresponding prices. Most of the hybrid tea Roses now coming into the market are Nos. 1, 2 and 3 grades. There are a few blooms of extra grade and still fewer of fancies and specials. The highest grades are selling in general at from 2c. to 6c. each; a few of the selections of the preferred varieties realize 8c. No. 3 and No. 2 grade blooms sell at about 25c. to $1 per 100. The demand is weak.

The increasing supply of Carnations cannot all be disposed of at the prevailing price of 25c. to $1 per 100.

Cattleya orchids are in a little larger supply; the variety Labiata is now coming into the market. The demand absorbs all of the quality flowers at prices ranging from 50c. to 75c. and occasionally $1 each. Both white and pink Lilies are in smaller supply, and are selling, the former at $5 to $6 per 100 and the latter at $1.50 to $5. For quality whites $8 is demanded. The usual short supply of Lily of the Valley is selling fairly well at $6 to $8 per 100 for the best grade.

In Summer and Autumn flowers late Asters are the dominating bloom, but, as before noted, there is a large range of other kinds of flowers mostly grown in the open. None of these are meeting with a brisk demand, and the same is true of all kinds of greens.

Club Meeting

The club held its first meeting this season at its rooms, Grand Opera House Building, 23d st. and Eighth ave., on Monday evening. A full report of this meeting will be found in this issue.

Matthew Sampson, for several years manager of the Noe Department of the New York Cut Flower Co., 55 W. 26th st., has now become a partner in the business, and the firm name is now Noe & Sampson. At the last meeting Mr. Sampson was elected a director.

W. P. Ford, 107 W. 28th st., is now on jury duty in the Criminal Court in this city. Miss Lilian Hart is now filling the position of bookkeeper at the Ford establishment.

The first Chrysolora 'Mums of the season, from Dreyer Bros., Whitestone, L. I., were noted at William Kessler's 43 W. 28th st., this week. This variety and Golden Glow are the only varieties now coming into the market.

Peter Carvell, salesman for the United Cut Flower Co., 111 W. 28th st., and Miss Laura Kuhn will be married in the Greek Church, 72d st., New York City, on Sept. 15.

Among recent visitors in town were Samuel McClements, of Randolph & McClements, Pittsburgh, Pa.; Paul Berkowitz of H. Bayersdorfer & Co., Philadelphia, Pa.; George W. Stillman, Westerly, R. I. and Richard Vincent, Jr. White Marsh, Md.

Dahlia Show

The Dahlia show of the American Institute of New York City and the American Dahlia Society will be held on Tuesday, Sept. 24, from 7 p.m. to 10 p.m., and Wednesday and Thursday, Sept. 25 and 26, from 10 a.m. to 10 p.m., at the Engineering Building, 25 to 33 W. 39th st., between Fifth and Sixth aves. Admission is free.

Grand Central Palace a Reconstruction Hospital

The War Department announces that the Grand Central Palace has been leased for use as a surgical reconstruction hospital for the period of the war and three months after, at an annual rental of $395,000 and maintenance. It will be remodeled to accommodate 3000 patients. For the above very sufficient reasons there can be no further flower shows held in that building until the war is over.

Boston

The Market

Sept. 10. There is a slight shortage in the supply of flowers at the wholesale market so stacks are daily cleaned up. American Beauty Roses of high quality are in good supply. Prices are practically as last week, 4c. to 20c. apiece. Hybrid Tea Roses of fairly good quality range from 50c. to $6 a 100.

Each week brings a larger supply of Carnations. Though the quality is poor they bring 50c. to $1 a 100. Asters have been good this season and have had a good call. Though in good supply there is no surplus. Prices are from 50c. to $1 a 100 with a few extra choice flowers at higher prices. Lilium longiflorum and Lilium speciosum, a moderately good supply. Gladioli are plentiful and of good quality. Chrysanthemum Golden Glow and October Frost offered in small lots are selling well. Miscellaneous flowers are moving slowly. Greenery of good quality is plentiful. Ferns, Crotons and Dracænas are selling well.

Mass. Horticultural Society

The Dahlia fruit and vegetable exhibition of the Massachusetts Horticultural Society will take place on Saturday and Sunday September 14 and 15. Weather has been exceptionally favorable for Dahlias so if nothing unforeseen happens there will be an unusually attractive exhibition. In addition to Dahlias, hardy herbaceous flowers, early flowering Chrysanthemums and Japanese Anemones will be shown. Collections of wild flowers are also included. In fruits, prizes are offered for Apples, Grapes, Pears, Peaches, Plums and Melons. The vegetable exhibits should be attractive as the schedule contains practically all that are grown in this section and vegetables in Massachusetts were never better than this season. The vegetable feature of the exhibition should not only be larger but instructive to those interested in increasing food production.

Spokes in the Hub

Robert Koppleman, salesman at the Cooperative Flower Market, has enlisted in the British Army and will go to Palestine. He is a linguist who knows half a dozen languages so will be specially useful as an interpreter.

Ryan's Conservatories which were formerly the Hoffman greenhouses at Mount Auburn are well stocked with finely grown plants. There are about 2000 Cyclamen plants. Several houses of Chrysanthemums, several greenhouses of Begonias, and Poinsettias by the thousand. Mr. Ryan and his foreman, Michael Ryan, may well feel proud of their stock.

The first meeting of the Gardeners and Florists' Club will be held on Tuesday evening September 17. Many important questions will be discussed. A large attendance of members is desired. Seasonable exhibits of outdoor flowers will be welcome. Any other flowers or rare and new flowers will be passed on by the judges and awards made.

James Wheeler of Natick is cutting very attractive Gladioli. He makes a specialty of growing varieties suitable for retail florist work. He is also cutting Carnations.

The wholesale flower markets are now open until 5 P. M. on Saturdays. During July and Aug. they closed at noon.

H. M. Robinson, of Henry M. Robinson Co., and his family have returned from their summer home at Green Harbor, Mass.

W. R. Nicholson of Framingham is cutting fine Chrysanthemum October front. R. C.

The New York State Fair

The New York State Fair at Syracuse, which opened on Sept. 9 and will remain open until Sept. 14, inclusive, includes an excellent horticultural exhibit. The entries in both the professional and amateur classes are larger than ever before. The entries in the classes devoted to Roses are well filled; this applies both to professional and amateur classes. F. R. Pierson, Tarrytown; W. J. Palmer & Son, Buffalo, and the Quinlan Co. of Syracuse are prominent exhibitors (professional). In the amateur section there is spirited competition among members of the Syracuse Rose Society and others. In the sections devoted to Gladioli and Asters "we are going over the top" there being five and six competitors in nearly all of the classes. In dinner table decorations we have no fewer than 16 entries, and all the classes devoted to floral art have from four to five competitors. The plant classes are all full.

Splendid trade exhibits are being arranged by the F. R. Pierson Co., Tarrytown; Jas. Vick & Sons, Rochester; Jas E. Prouty, Baldwinsville, and Madison Cooper, Calcium. D. LUMSDEN,
Supt. Horticultural Dept.

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Ship your flowers to us and you will never be disappointed with your returns.

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Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.
111 WEST 28th STREET, NEW YORK CITY

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Hartford, Conn.

The florists of this city after being closed every Saturday at 1 p. m. during the Summer began to keep open last Saturday the 7th. Trade, after so many weeks of half holidays, was very good.

Peter A. Troiano is stationed at Newport, R. I. with the 8th Company, 15th Regiment, N. R. Force. He was in the city and says that the florists' business has "nothing on" the Navy, even if he does not get "pie" three times a day.

Eugene S. Drake of Cedar Hill fame, is a grandaddy. It is a boy, Richard Drake Linder. They will not make a florist of this child.

George G. McClunie of Main st., following his custom of the last six years, was a judge of the floral department, of the Norfolk Agricultural Fair, held in Norfolk, Conn., Sept. 6 and 7. The floral displays were excellent.

Asters still are coming in in good quality, and are selling at a good price. Roses, etc., are small but funeral work keeps up.

Page Potter, who has conducted the Bon Ton flower shop in the Johnson bldg. for the last four years, has been called for the National Army. The shop has been bought by Paul Mathewson, a former employee. G. G. McCLUNIE.

Incorporation

Outdoor Arts Co., Wilmington, Del., to carry on the business of landscape architecture, gardening, engineering, etc.; capital, $100,000.

Ford Nurseries, Rye, N. Y., capital stock $10,000; directors, Ellsworth Ford Louis I. Hand, J. Mansfield Radfield Reginald E. Wigham and Roy S. Pollock, all of New York.

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Many a grower for market would be glad to know just what constitutes a "bunch" of any given flower. An article on "Bunching Flowers and Foliage," for the New York wholesale market appears in the Gardeners and Florists' Annual for 1916. 35 cents, from this office.

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New York Cut Flower Market
Up to Tuesday, Sept. 10, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	8.00 to 25.00	Adiantum Cuneatum	.20 to .25
" Fancy	6.00 to 12.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 8.00	Antirrhinum, per bunch	.05 to .10
" No. 1	3.00 to 6.00	Asters	.25 to 2.00
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	.50 to 1.00
Killarney	.25 to 2.00	Ordinary	.25 to .50
Killarney Brilliant	.25 to 2.00	Chrysanthemums, per doz	.75 to 3.00
White Killarney	.25 to 3.00	Cosmos, per bunch	.05 to .10
White Killarney, Double	.50 to 4.00	Dahlias	1.00 to 2.00
My Maryland	.25 to 3.00	Delphinium, per bunch	.10 to .20
Columbia	.50 to 10.00	Ferns, per 1000	1.75 to 2.00
Hadley	.50 to 8.00	Galax, green and bronze, 1000	..... to 1.00
Hoosier Beauty	.25 to 5.00	Leucothoe, per 1000	4.50 to 7.00
Key	10.00 to 25.00	Gladiolus	1.00 to 3.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Lilies, Longiflorum	5.00 to 6.00
Mme. Pl. Euler (Prima Donna)	.50 to 8.00	" Rubrum	1.50 to 5.00
Mrs. George Shawyer	.50 to 6.00	Lily of the Valley	2.00 to 8.00
Sunburst	.50 to 5.00	Mignonette, per doz	..... to .....
Mrs. Aaron Ward	.50 to 5.00	Orchids, Cattleyas	50.00 to 100.00
Lady Alice Stanley	.50 to 6.00	Smilax, per doz., strings	.75 to 1.00
Ophelia	.25 to 6.00	Sweet Peas, Spencers	..... to .....
J. J. L. Mock	.25 to 6.00	Tuberoses, per doz	..... to 5.00
Mrs. Charles Russell	.50 to 10.00		..... to .....

All the New and Standard ROSES
Fine Grade CARNATIONS
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Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Sept. 9, 1918	Cincinnati Sept. 10, 1918	NAMES AND VARIETIES	Boston Sept. 10, 1918	Pittsburgh Sept. 9, 1918
5.00 to 30.00	..... to	Roses—American Beauty	4.00 to 20.00	..... to	2.00 to 25.00
2.00 to 6.00	..... to	Hadley	1.00 to 6.00	..... to	..... to .....
2.00 to 10.00	3.00 to 8.00	Hoosier Beauty	1.00 to 8.00	..... to	2.00 to 10.00
..... to	..... to	Kaiserin Augusta Victoria	1.00 to 8.00	..... to	..... to .....
2.00 to 4.00	2.00 to 6.00	Killarney	1.00 to 4.00	..... to	..... to .....
3.00 to 6.00	2.00 to 6.00	White Killarney	1.00 to 4.00	..... to	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Queen	.50 to 6.00	..... to	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	..... to	2.00 to 6.00
6.00 to 10.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 12.00	..... to	2.00 to 10.00
..... to	..... to	Francis Scott Key	2.00 to 8.00	..... to	..... to .....
3.00 to 6.00	..... to	Mrs. George Shawyer	..... to	..... to	2.00 to 8.00
3.00 to 6.00	..... to	My Maryland	..... to	..... to	2.00 to 6.00
..... to	..... to	Prima Donna	..... to	..... to	2.00 to 10.00
3.00 to 6.00	3.00 to 8.00	Ophelia	1.00 to 6.00	..... to	2.00 to 8.00
2.00 to 5.00	2.00 to 8.00	Richmond	.50 to 4.00	..... to	2.00 to 8.00
3.00 to 8.00	2.00 to 8.00	Sunburst	2.00 to 8.00	..... to	2.00 to 6.00
3.00 to 5.00	..... to	Killarney Brilliant	1.00 to 6.00	..... to	..... to .....
..... to	..... to	J. J. L. Mock	..... to	..... to	..... to .....
..... to	..... to	Bon Silene	..... to	..... to	..... to 2.00
2.00 to 3.00	..... to	Cecile Brunner	..... to	..... to	..... to .....
..... to	..... to 1.00	Adiantum, ordinary	..... to 1.00	..... to	1.00 to 1.25
..... to	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	..... to	.35 to .50
.40 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	..... to	.35 to .50
.50 to 2.50	2.00 to 4.00	Asters	.50 to 2.00	..... to	1.00 to 4.00
1.00 to 2.00	..... to	Calendula	.50 to 1.00	..... to	..... to .....
.50 to 1.50	..... to	Carnations, Select	..... to 1.00	..... to	..... to .....
.50 to 1.00	1.00 to 1.50	Ordinary	..... to .50	..... to	..... to .....
.50 to 1.00	..... to	Coreopsis	..... to	..... to	..... to .....
..... to	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... to	..... to	Delphinium, per doz	..... to	..... to	..... to .....
..... to 2.00	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to 12½
1.00 to 3.00	3.00 to 8.00	Gladioli	1.00 to 3.00	..... to	4.00 to 6.00
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to 1.00
8.00 to 10.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	8.00 to 12.00	..... to	10.00 to 12.00
3.00 to 5.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	8.00 to 10.00	..... to	4.00 to 6.00
..... to	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
..... to	..... to	Orchids—Cattleyas	50.00 to 100.00	..... to	40.00 to 50.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, per doz. strings	..... to	..... to	..... to .....
.25 to .60	..... to	Sweet Peas	.50 to 1.00	..... to	..... to .....
..... to	..... to		..... to	..... to	..... to .....

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Chicago and the West

The Market

Sept. 10.—There is little change [illegible] surplus of anything of good quality. In some lines where the quality is poor there [illegible] outlet for. The shipping business is as always has been the principal channel [illegible] of social functions has so far caused local retailers to depend mainly on funeral work as their principal source of income. Under conditions that existed during the Summer wedding[illegible] have no cause for complaint. With the approach of cooler weather and better stock the wholesale trade has every reason to feel encouraged over business prospects for Fall and Winter demand.

The supply of Roses is good and the quality better than in some time. Mrs. Russell is still a favorite and continues to hold its position on the market with its new compeer Columbia. The price of these two varieties is about the same, but meanwhile the trade is wondering if with the free blooming qualities of the latter the price should remain so high. The originators state that this variety is as free bloomer as Ophelia. Probably as the season advances the supply will regulate the price if all the originators' claim for it materializes. In other varieties there is a good supply of excellent stock with a slight over supply of short and poorer grades.

The Carnation supply is increasing each week. At this season it is too early to expect fine quality as to stem and other qualifications. The blooms are good but stems are short and the flowers so far are used mainly for funeral work. [illegible]

Gladioli are abundant but of wide range of quality. All stock of good quality brings remunerative prices but a large amount of poor stock is sold for whatever the dealer can get. The range of prices is from $1 to $3 a 100.

There is quite an improvement in the supply of Asters, when quality is considered some really good stock is coming in that sells freely at $4 a 100. This season appears to be at its best. Late varieties will remain good for a few more weeks. As usual poor stock is sold cheaply for funeral work, some of which does not bring over 50 cents per 100.

Chrysanthemums are increasing in supply with the demand increasing proportionately. Golden Glow has been on the market for weeks and more recently the white varieties such as Smith's Advance and October Frost have come in. This week a few early pink varieties range from $1.50 to $3 a doz.

Orchids and Valley are on the short side with no particular demand but whoever wants them has to pay a good price, Easter Lilies are plentiful also rubrum and auratum but as funeral work is the principal demand the all white varieties have a preference with buyers. Dahlias are to be had but they have never been a feature of this market as in the East,

In the Service

Art Keenan, who is well known to the trade in the city, having conducted a retail flower store on 63d st. up to last December has been in the Navy for the past five months. He is stationed at the Marine Barracks, Paris Island, S. C.

Michal Bros., Stony Island ave., are wondering whether the new draft will compel them to get out of business. James, the youngest brother, some time ago joined the Airplane Service and is at Camp Logan. Joseph Havlicek, a former employee is also at Camp Logan; a recent letter states that they will soon leave for overseas. John Michal is already in the draft and expects to be called almost any time. Joseph Michal the oldest of the brothers is 33 and will register Sept. 12

Many Ranges to Close

Carl Bachler, who conducts the McKinley Park Flower Shop, at 3597 Archer ave., is preparing to close his greenhouses in the rear of his store for the Winter because of the high price of coal as well as the difficulty in securing it. He will continue his store and get supplies from the wholesale market.

The National Plant and Flower Co., 1249 W. 63d st., will close, for the Winter, the six greenhouses and the [illegible] facing 63d. st. These are the original houses that were on this property when the company purchased it about three years ago. Since that time two new houses of Moninger construction have been erected in the rear of the old house; these two will be kept going through the Winter. Additional shelving is being put in so as to make them hold as much as possible. Foreman A. Martin believes that there will be a great demand for bedding plants next Spring because many small establishments are closing down. He has therefore decided to make a specialty of bedding plants for next season.

A. T. Hey, who for some years has conducted a range of about 25,000ft. of glass in Maywood, has closed them up for the present because of scarcity of labor and high cost of fuel. Mr. Hey has been with the A. L. Randall Co. for the past couple of years.

The establishment of Felsch Bros., Maywood, which consists of about 25,000 sq. ft. of glass has been closed. This was managed by Fred Felsch up to a short time ago. Chas. Cassier, also of Maywood, who had a small establishment of about 10,000ft. of glass closed his place early in the season. He will not reopen immediately as he is employed at factory work.

The Geo. Keller Pottery Co., on Herndon st., near Wrightwood ave., has brought suit against the city in the matter of a municipal pottery, which is operated by convict labor. The Keller Co. claims that its business has been injured because its goods have had to compete with the products of convict labor. The prices shown on the list of this municipal pottery are 40 per cent. lower than those quoted by potteries paying the prevailing rate of wages. The case will be tried in the local courts.

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BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
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Chicago, Sept. 10, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise note

Roses—American Beauty.		
Specials	per doz.	4.00 to 5.0
36-inch stems	"	3.00 to 4.0
30-inch stems	"	2.00 to 3.0
24-inch stems	"	1.50 to 2.0
18 to 20-inch stems	"	1.00 to 1.5
Columbia		4.00 to 15.0
White and Pink Killarney		2.00 to 8.0
Killarney Brilliant		2.00 to 8.0
Milady		3.00 to 10.0
Mrs. Aaron Ward		2.00 to 8.0
Mrs. Chas. Russell		4.00 to 15.0
Richmond		3.00 to 6.0
Sunburst		3.00 to 8.0
Ophelia		3.00 to 8.0
Carnations, Select		1.50 to 2.0
" Ordinary		.75 to 1.0
Asparagus plumosus, per bunch		.35 to .5
" Sprengeri, per bunch		.25 to .5
" plumosus, strings		40.00 to 50.0
Asters, Common		.50 to 1.0
" Fancy		2.00 to 3.0
Adiantum		1.00 to 1.5
Calendulas		2.00 to 3.0
Candytuft, per bunch		.35 to .5
Chrysanthemums, Golden Glow		2.00 to 3.0
" October Frost		1.50 to 2.0
Coreopsis		.50 to .7
Cornflowers		.50 to 1.0
Daisies		1.50 to 2.0
Ferns, Hardy, per 1000		2.00 to 2.5
Feverfew, per bunch		.25 to .3
Galax Leaves, per 1000		..... to 1.2
Gaillardias		1.00 to 1.5
Gardenias, per doz		1.50 to 2.0
Gladioli, Fancy		3.00 to 4.0
" Common		1.00 to 2.0
Leucothoe Sprays		1.00 to 2.0
Lilium Auratum		8.00 to 10.0
Lilium Longiflorum		8.00 to 10.0
Lilium Rubrum		3.00 to 4.0
Lily of the Valley		5.00 to 6.0
Mexican Ivy, per 1000		..... to 6.0
Mignonette		3.00 to 4.0
Orchids—Cattleyas, per doz		6.00 to 9.0
Shasta Daisies		1.00 to 1.5
Smilax, per doz		2.50 to 3.0
Snapdragons, per doz		.75 to 1.0
Sweet Peas		.50 to .7
Water Lilies		2.00 to 4.0
" " Fancy		6.00 to 8.0

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchange

DAHLIAS

We will commence shipping Dahlias this week. You cannot very well be without them, the most popular flower at this time of the season.

Our growers have added a great many new varieties, and we offer you all the best commercial varieties at reasonable prices.

Make sure of a steady supply by placing with us a regular order for shipment, every day, or as often as you require.

Your order must reach us before 10 o'clock on the day before, as we do not carry any in stock.

We handle the entire cut of the two largest Dahlia growers in this section. If you want the best that is offered in Dahlias, you should place your order with us.

$3.00 to $5.00 per 100

THE LEO NIESSEN CO.

Wholesale Florists

BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses
Asters
Gladioli
and a full line of all other Season-able Cut Flowers.

CHARLES L. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA

Seasonable Flowers

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ASTERS

As the season advances these continue to improve, and the midseason sorts are being supplemented by the choice later varieties, adding to the assortment as well as to the quality, size and perfection of form and substance of this indispensable September leader.

$2.00, $3.00 and $4.00 per 100.

DAHLIAS are now a feature, and we can supply in quantity and unusually fine quality. **$2.00 per 100.**

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

Business Hours: 7 A. M. to 4 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florist of Philadelphia

Philadelphia, 1608-1620 Ludlow Street — New York, 117 West 27th Street

Baltimore, Franklin and St. Paul Streets — Washington, 1216 H St. N. W.

When ordering, please mention The Exchange

Philadelphia

The Market

Sept. 10.—The past week has taken the bottom out of the market, there being practically no demand for flowers of any kind. There was no heavy accumulation of stock despite the limited demand. Roses in variety are in a fair supply including American Beauty. Dahlias are coming strongly into prominence. Chrysanthemum are also much in evidence in the two early varieties Golden Glow and Smith's Advance. Asters are still leading the list in the staples for quantity. Orchids are very few and far between. The few early Carnations are not causing any comment.

Easter Lilies are in a heavy supply. Probably more of them are to be had now than any time this Summer. Gladioli are not of very good quality but the best find an outlet. There is no lack of greens.

Talk of the Town

The obituary of William F. Dreer, whose death occurred this week, will be found under another column.

Mr. and Mrs. Paul Berkowitz announce the wedding of their daughter Celia to Nathan J. Edwards of Goldsboro, N. C. on Sept. 1. It was a quiet home wedding.

Carl Corts is receiving the first cut of the new Rose Columbia from the Joseph Heacock Co. They have 6000 of it planted at Roelofs.

A. M. Campbell has been having a steady cut of Easter Lilies from the Strafford Flower Farm.

The Leo Niessen Co. is receiving a large quantity of Smith's Advance and Golden Glow Chrysanthemums.

The Henry F. Michell Co. is featuring ferns and foliage plants attractively displayed.

Aschmann Bros. are well stocked with a general collection of pot plants for the Fall and Winter trade. Several houses will be closed with the advent of cold weather.

The S. S. Pennock Co. is handling a high grade of late Asters in variety.

The recently formed Outdoor Arts Co., Inc., has offices at 8438 Germantown ave., and 547 Drexel bldg. This new concern will do general landscape gardening and outdoor work along those lines. The firm consists of Edwin Matthews, L. U. Strassburger, C. E. and Ernest Hemming.

Retail Closing Voted Down

A special meeting of the Florists' Club was held Tuesday evening Sept 10 to discuss the recommendation of Charles H.Grakelow of suggesting to the local Fuel Administrator the closing of retail flower shops at 6 P. M. on Mondays, Tuesdays and Wednesdays of every week; after considerable discussion the recommendation was voted down.

Detroit, Mich.

Picnic and Club Election

A meeting and annual election of officers of the Detroit Florists' Club was held in the grove of the Breitmeyer Nursery Co., on Thursday, Aug. 29. The occasion was the annual picnic of members and their families and was thoroughly enjoyed by a large attendance.

After a delightful program of games and sports, refreshments were provided through the hospitality of the Breitmeyer Nursery Co., and everyone enjoyed the time of his life.

The meeting was held in a specially prepared place in the grove and was attended by the folowing members: E. A. Fetters, Philip Breitmeyer, Wm. Dilger, Louis Charvat, M. Bloy, Joseph Streit, A. Sylvester. Thomas Browne, A. J. Stahelin, Fred Miesel, J. E. Smith, M. Roseman, John Berlin, George Doemling, John Klang, J. F. Sullivan, R. Wells, Walter Coope, Carl Heide, Otto Kron and C. Vodica.

Mr. Breitmeyer in a highly complimentary speech nominated J. F. Sullivan and as no other nominations for president were offered J. F. Sullivan was declared elected by acclamation. M. Bloy nominated Robt. Rohaley for vice-president and J. Steit named M. Bloy for the honor, whereupon Mr. Rohaley withdrew and Mr. Bloy was declared elected. Henry Forster was unanimously re-elected secretary, and on proposal of Mr. Breitmeyer, J. K. Stock was unanimously elected treasurer.

Henry C. Forster, Sec'y.

Columbus, O.

Business has been steadily increasing, well up to last year. The cuts of Roses and Carnations are coming in more heavily, and the quality of both is much improved. Gladioli are still scarce and seem to be at the end of their season. Many outdoor flowers can be seen in the flower stores. Few 'Mums are on the market, the varieties offered are Golden Glow and Early Frost.

Ohio State Fair

The principal exhibitors at the fair were the Fifth Ave. Floral Co. and the Indianola Floral Co. of this city; the Clay Floral Co. of Salem, O., and the Wing Seed Co. of Mechanicsburg, O. In general the exhibits were well up to those of last year, but many more florists should use this fine opportunity and exhibit. There was an increase in the number of table decorations exhibited. The exhibit of the Horticultural Dept. of the Ohio State University, in charge of Prof. Hottes, attracted much attention, the large Lemon plant especially arousing considerable interest.

The Franklin Park Floral Co. is rebuilding some of its older houses.

The Rock Floral Co.,opposite the Ohio State University, has discontinued business, as Mr. Rock had to go to war. Joseph Katona of Olen Tangy Park bought most of the firm's store fixtures.

The flowers and vegetables grown by the Dept. of Horticulture of the Ohio State University, which formerly were sold, are now given to the soldiers.

The Columbus Florists' Ass'n held a meeting on Sept. 8, at the Niel House hotel. Walter J. Engel.

Denver, Col.

Business has been quiet the past few weeks, as there has been very little funeral work and cut flower sales are few and far between. Outdoor flowers such as Asters, Gladioli, Dahlias and Sweet Peas are plentiful but there is no demand for them. Labor Day started in with some real cool weather, followed by heavy rains. It is hoped that there will be some improvement in business from now on, as the middle of September usually shows some increase.

Early Closing

There has been some talk among the retail store men in regard to early closing this Winter and during the war period, but so far nothing definite has been done. Owing to the fact that a number of stores in other lines have been ordered to close at 6 and 6:30 p.m., the florists of this city feel it their duty to close early and help Uncle Sam. Keeping open evenings only cheapens the florist's business from an outsider's point of view. When the new closing hour became known to the public there would be as much business done as before.

E. P. Neiman of the Park Floral Co. is back at his post and ready to handle the Fall rush.

W. W. Wilmore is around every morning with a fine cut of Dahlias in all the leading colors and varieties; also Gladioli and Asters.

E. S. Kennedy and wife of the Alpha Floral Co. have returned from a few days' stay at Cheyenne, Wyo.

The City Floral Co. is supplying the stores with excellent Cyclamen plants.

Emil Glauber, the Rose specialist, motored to Grand Lake, Colo., over Labor Day, on a fishing trip, but for reasons unknown he could not get the fish on his hook.

O. H. Frank of the A. L. Randall Co., Chicago, Ill., has been calling on the trade. He reports business good and a demand for plant and cut flower baskets.

N. A. Benson of the Denver Wholesale Florist Co. entertained a few of his florist friends at his residence on Sept. 3. It was a smoker, lunch and card party, and everyone spent an enjoyable evening, thanks to Mr. Benson. C. F. E.

St. Paul, Minn.

State Fair

Trade conditions in the Northwest have been quiet, except for the usual funeral trade, which fills in the gaps. the recent fair has been the main attraction, and this interfered with business. The horticultural exhibit this year was up to the usual quality, but the space given to it was restricted, owing to the

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Manufacturers of all kinds of **WIRE DESIGNS**

FLORISTS' SUPPLIES

Any Wire Design at short notice

1008 Vine Street PHILADELPHIA, Pa.

When ordering, please mention The Exchange

Philadelphia, Sept. 10, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	4.00 to 25.00
Kaiserin Aug. Vic.	2.00 to 8.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	2.00 to 3.00
" Ordinary	1.00 to 2.00
Chrysanthemums	15.00 to 20.00
Dahlias	1.00 to 3.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Orchids—Cattleyas	75.00 to 100.00

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN BAG & SEAL BEARS THIS TRADE MARK
The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND
When ordering, please mention The Exchange

Aphine
The Insecticide that Kills plant Lice of many species
The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50
FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50
VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00
SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.
When ordering, please mention The Exchange

ULTIMATELY
You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House Why Not Do It Now?
Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.
When ordering, please mention The Exchange

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yards. CHICAGO
Please mention the Exchange when writing.

IMP SOAP SPRAY
Sure Insect Killer
THE use of Imp Soap Spray on fruit trees, garden ,truck, ornamental trees, shrubs, etc., will positively destroy all insect pests and larva deposits. Quite harmless to vegetation. Used in country's biggest orchards and estates. Very economical—one gal. Imp Soap Spray makes from 25 to 40 gals. effective solution. Directions on can. Pints, 40c.; Qts. 60c.; 1 gal. $2.10; 5 gals. $9.00; 10 gals. $17.25; bbls., per gal., $1.70. F. O. B. Boston. Genuine can has Ivy Leaf trade mark Your money back if Imp Soap Spray doesn't do as claimed. Order direct if your dealer can't supply.
F. E. ATTEAUX & CO., Props.
Eastern Chemical Co.
BOSTON, MASS.
When ordering, please mention The Exchange

FRIEDMAN'S BEST
TOBACCO POWDER, 4c lb. in 100 lb. sacks
TOBACCO DUST, 2c. lb. in 100 lb. sacks
TOBACCO STEMS, $1 50 in 100 lb. bales
Special prices in Tons and Carload Lots
J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.
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NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.
When ordering, please mention The Exchange

The Florists' Exchange
—Best All Around

fact that the Government exhibit was in the building. This drew large crowds and in this way many more people than usual viewed the horticultural exhibits.

Holm & Olson were the largest exhibitors. They had a considerable space devoted to evergreens and shrubs; also a fine collection of Gladioli and perennials. The firm took first prize for its bride's bouquet and corsage. Swanson's of Minneapolis won first in the original design class, having a replica of the Liberty Bell. The beam and upright were of Goldenrod; at the base of the support were ornamental foliage and Liatris. The bell was made up of Scabiosa, a small white flower being used to outline the crack. The Chicago ave. Greenhouses took several prizes. The prizes were more widely distributed this year than formerly. The Baker Nursery exhibited an interesting display of flowering perennials in pots. The Minnesota Mushroom Society staged its usual exhibit of Mushrooms, including several hundred both edible and poisonous sorts.

The vegetable exhibits were good. The State Farm exhibit of fruit was perhaps the best it had ever staged. A feature of the fair grounds was a Liberty Bell 12ft. high, the bell measuring 3ft. This was planted in Alternanthera and Echeveria.

On Sept. 1, 2 and 3 St. Paul suffered from a three-day spell of very cold weather, the temperature going down to the freezing point, but no damage was reported. E. C. T.

Minneapolis, Minn.

Swanson's Inc. advise us that the information published in a Chicago contemporary, under date of Sept. 5, to the effect that they had been endeavoring to effect a composition of creditors was entirely unauthorized by them, and that the purported statement to the effect that creditors' accounts cannot be liquidated by them is untrue. The company claim there is no necessity for their endeavoring to effect a composition of creditors as its assets are largely in excess of its liabilities and that all its creditors will receive payment of their accounts with reasonable promptness and in the usual course of business.

San Francisco, Cal.

The flower shop of the Misses Hannon, located at 368 Sutter st., San Francisco, was sold on Sept. 4 to Mrs. N. Copeland, who plans to conduct the business along its established lines. The Hannon sisters plan to move to Sunnyvale, Santa Clara County, Cal., where they will make their home.

Among local florists who last week visited the State Fair, in Sacramento, are H. A. Hyde of Watsonville and Richard Diener of Kentfield. Mr. Diener plans to make an exhibit of some of his recent introductions at the coming Land Show, in Oakland, from Sept. 9 to Oct. 6.

H. A. Hyde of Watsonville has received advices from France that the division with which his son, Lieut. Harold A. Hyde, is connected has been in the thick of the fighting lately, he believes, in the vicinity of Soissons.

Peter Ferrari of Ferrari Brothers, who has been in New York during the past week, is expected back in town within the next few days.

H. Plath, of the Ferneries, together with Mrs. Plath and family, left on the 7th inst. for a week-end automobile trip to Monterey and Pacific Grove

H. F. Brian of Los Angeles, has adopted the trade name of "The Flower Gardens" under which name he will hereafter conduct his nursery and store.

Among the visitors in town on a buying trip this week was H. Von Hofgaarten, of Long Beach.

Dahlia Society's Show a Success

The annual Dahlia Show of the Dahlia Society of California, held at the Palace Hotel Sept. 2 to 4, 1918, was a success from the standpoint of fine exhibits, good attendance and public favor. Frank Pelicano's Dr. Tevis which has been a prize-winner for four consecutive years was again the winner of three first prizes. F. Schlotzhauer of the Francis Floral Company, contributed several unique baskets of various varieties of Dahlias, the color schemes of the baskets made to blend with those of the blooms, but as the exhibit did not conform to the rules prescribed for exhibitions these artistic creations were not eligible for competition. Angelo J. Rossi, of Pelicano-Rossi & Co., served as manager of the show. Among the exhibits which received popular favor were Richard Lohrmann's Pride of California and Mrs. Lohrmann. The lavender Millionaire Dahlia 13 inches in diameter exhibited by Mrs. Jesse L. Seal, received considerable attention. The general tone of the exhibit contributed by Golden Gate Park was very high. It had a mascot in the way of a freak production in grafting—a Tomato plant bearing luscious fruit, upon roots of a Potato plant with several small tubers attached. Principal first prize awards were as follows: Most meritorious exhibit, table cover for eight, and most artistic Dahlia, F. D. Pelicano; most artistic basket, and best collection of Dahlias originated in Cal., F. C. Burns; best Cal. seedling, Richard Rohrmann. Among the principal prize winners were F. D. Pelicano, Mrs. Jesse Seal, Bessie Boston, Amy Hodgens, F. C. Burns, Star Dahlia Farm, Elizabeth Spencer, Richard Lohrman, Arthur Hill, Mrs. S. C. Walker, Mrs. M. C. Key Kendall, and J. Bernhard. J. R. W.

Florists in California Doing Well

It would be a wise thing for the publicity committee of the S. A. F. and O. H. to do what it can to correct the erroneous reports circulated by the daily papers of the country to the effect that because of the war the florists' business is all going to smash. One of our wholesale growers of Asparagus has doubled his capacity for growing these greens during the year in order that he may be able to supply the demand. His stock of Cyclamen is larger and finer this season than ever. I visited San Diego last month, and made special inquiry of one of the leading florists there, as to how business was compared with other years, and was informed that while elaborate social functions were not as numerous as in previous years, yet her trade was better than ever before, and I suspect the same is true of all other parts of the country, if the truth were reported as persistently as is the dark side of the picture. P. D. B.

Lancaster, Pa.

Retail business, while not exactly wonderful, is very good, and the supply of flowers ample to take care of it.

Walter Hammond is one of the few retailers in the country who keeps his books clean from obligations and can always tell exactly where he stands.

Dahlias are conspicuous by their absence, but there are a few on the markets, where great quantities of flowers are sold at cheap (too cheap) prices. An example of this is seen in the following incident: One of our local store men knowing that a farmer had good Asters in quantity went out to get some the evening before market. When the florist reached the place the Asters had been cut and made up into bunches of 12 to 18, to be sold the next morning at 8c. per bunch, and they were high quality stock at that. After considerable dickering a deal was made to get some at $1 per 100 as the grower preferred selling them on the market at the rate of 8c. per bunch to selling them by the 100, at a higher rate. Just how to educate such people I imagine would be a hard proposition for even the Harvard Bureau of Business Research.

The Labor Problem

Some of the growers are much worried over the new draft, with regard to the way it will affect their employees. The majority, however, are going to keep going, although it may prove a difficult problem. In the country it is possible to get women, but in the vicinity of Lancaster the women who can or want to work are all employed. On a trip down the river road recently the writer saw a number of young girls working as track section hands with shovels and wheelbarrows, showing that in case of necessity even this class of work can be handled without men. ALBERT M. HERR.

Scranton, Pa.

T. J. Nolan, until recently representing the King Construction Co. for the district of Philadelphia, has taken a position with the Burlington Willow Shops, Burlington, Ia., manufacturers of willow baskets for the trade.

Business Difficulties

Michael F. Enwright, 662 Highland ave., Malden, Mass., doing business under the firm name of the Highland Nurseries, has submitted a petition in bankruptcy; liabilities $551; no assets.

Ernest Rober, who has been carrying on a plant business at Wilmette, Ill., independently, since the dissolution of the partnership of Rober & Radtke at Maywood, Ill., about five years ago, has closed his place, feeling that the outlook for the coming season would not justify him in keeping open, due mainly to the scarcity of labor and high cost of fuel. He suffered serious business losses last Winter on account of the severe weather and scarcity of fuel. He is asking his creditors for more time as he does not want to go into bankruptcy unless he is forced to. Mr. Rober has many friends in Chicago who hope he will be able to straighten out his business affairs for another season and resume business again.

The case of Wm. Langhout, Chicago, Ill., who recently purchased the Anton Then greenhouse establishment, is still pending owing to the absence of Judge Landis, who is away on a vacation in Michigan. The referee in bankruptcy offered the stock of plants, coal, automobiles, and all the necessary working accessories of the place for sale on Saturday. The amount bid was so small that there was no sale, and the referee announced that all stock would be sold at public auction on Sept. 17. In the meantime Wm. Langhout is held in default of bail pending an investigation of the case.

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is **12½ cts.** per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { **New York: Box 100 Times Square Station.** **Chicago: 66 East Randolph Street.**

SITUATIONS WANTED

TUATION WANTED—Oct. 1st or later, by intelligent grower of Carnations, Chrysanthemums and general line of stock. Scandinavian; ngle; age 34, strictly sober; 16 years' experience; ell able to take full charge. Only first-class aces, with pleasant surroundings, need answer. ddress letters, with full particulars, to Grower, re The Florists' Exchange.

TUATION WANTED—By good all round greenhouse man; honest, and willing worker. ge 47; German; American citizen; Private or mmercial place; where some sweet peas are own; a well kept place, where good help is ap-ciated, preferred. Best references. Please ate particulars in first letter. Address F. G., he Florists' Exchange.

ITUATION WANTED—By gardener, to take charge of private place. Experienced in Rose owing, Carnations, Chrysanthemums, pot ants, vegetables under glass and out doors. Best ferences. State wages and full particulars in first tter. Address F. A., care The Florists' Exchange.

ITUATION WANTED—By experienced greenhouse man where good work is appreciated. ood grower of Carnations, 'Mums, Xmas, Easter id bedding stock. Able to take charge. German; 3. State wages and particulars in first letter, lease. Address F. E. The Florists' Exchange.

ITUATION WANTED—In New York, by young girl, a high school graduate, in flower tore as saleslady, and where there is good opportunity to learn floral designing and decorating. ddress liss E. Encke. Fort Lee Road, Hackensack, N. J.

ITUATION WANTED—As storeman, decorator or buyer. Life long experience in every ranch of the trade. Open for engagement now r later. State salary in first letter. Address . D., care The Florists' Exchange.

ITUATION WANTED—By October 1st, by gardener and florist, as assistant on private state; New York or vicinity. Gernam; citizen; iddle age; single; life experience. Address ?. H. care The Florists' Exchange.

ITUATION WANTED—By young lady, experienced, greenhouse work or store; a real vorker. Best of references. F. F. care of The florists' Exchange.

HELP WANTED

SEED TRAVELER WANTED
for
NEW ENGLAND STATES

A seed traveler by a large Eastern Wholesale Seed House. A man who knows the New England territory—a man of experience—to start January 1st, 1919. Permanent position.

In answering, please state experience, average sales per year, by whom employed, and how many years working New England. Also what part of the New England States traveled.

Address F. B. care The Florists' Exchange.

WANTED—Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results. as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties.
T. Malbranc, Johnstown, Pa.

WANTED—Man to assist with greenhouse work. One who has had some experience. Must be sober and reliable. State experience and nationality. Wages, $45.00 per month, room and board for single man; $60.00 per month, furnished rooms, coal and wood, for married man. Address F. C care The Florists Exchange.

WANTED—A good, reliable, all round grower of potted plants, Carnations, Chrysanthemums, Sweet Peas and Callas; must be a sober and industrious man. State wages and reference in first letter. Labo, Florist, care Hobbs Bldg., Joliet, Ill.

WANTED—At once, good propagator and grower of pot plants, bulbs and bedding stock. Steady position. State experience and wages expected in first letter. Address F. J. care The Florists' Exchange.

WANTED—Man for retail store. Salary $20.00 per week. Must be able to do design work and attend to trade. Apply in person; no mail answered. H. Bershad, care Frederick Loeser, Fulton street, Brooklyn, N. Y.

WANTED—Man over 45 years of age, who has worked on private estates, with good all around greenhouse experience; married. Reply with particulars and wages expected. Address E. F. care The Florists' Exchange.

WANTED—Stock clerk for seed store. Must have at least 5 years' experience and furnish good reference. State age and salary expected in first letter. I. N. Simon & Son, 438 Market st., Philadelphia, Pa.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

MEN OR WOMEN—Part or all time, to solicit orders for fruit and ornamental trees, roses, shrubbery, etc. Big demand. Highest commissions. Big specialties. Free outfit. Weeks Nursery Co., Newark, New York State.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—A night fireman for 3 hot water boilers. Must be experienced. Wages, $4.00 per night Give reference. Address Connecticut, care The Florists' Exchange.

WANTED—Two assistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—Experienced man for general greenhouse work, frames and flower beds. Wages, $60.00 per month, room and board. Apply Sailors' Snug Harbor, Staten Island, N. Y.

WANTED—General all round man as fireman A good position for the right man and good wages. Apply to Thomas Roland, Nahant, Mass.

WANTED—A man to pot Ferns, Boston and Scottii. Wages, $24.00 per week. Apply F. H. Dressel, 545 Gregory av., Weehawken, N. J.

WANTED—Experienced man for pot Roses, Cyclamen, 'Mums and bedding stuff. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

WANTED—Young woman for retail florist store. Hours: 8 to 5. Address D. C. care The Florists' Exchange.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS Plumosus—Good, hardy, bushy plants, from 2¼-in. pots, $3.50 perr 100; $30.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00 .Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

ASPARAGUS SPRENGERI—Surplus stock, 2¼-in., $2.50 per 100. Cash. Fancher's Greenhouses, Binghamton, N. Y.

ASPARAGUS—Cut sprays, Plumosus and Sprengeri. Parcel Post 50c. bunch, 35 sprays.
O. Herms, Port Richey, Fla.

ASPARAGUS SPRENGERI—2½-in. 3c., extra strong. W. C. Ehmann, Corfu, N. Y.

ASPARAGUS PLUMOSUS—Spray. $2.50 per doz. bunches. Cash. Henry V. Shaw, Red Hook, N.Y.

Continued on Next Column

STOCK FOR SALE

BARBERRY

BARBERRY THUNBERGII—From cuttings from one original plant. Send for rates.
The Conard & Jones Co., West Grove, Pa.

BEGONIAS

BEGONIAS—Melior, 2¼-in., top cuttings, $15 00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnati and Lorraine, 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. Chatelaine, 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

BEGONIA—Gloire de Chatelaine. Strong, 3-in., will make elegant stock for Christmas. $10.00 per 100. Cash. Henry Schmidt, 673 Church Lane, North Bergen, N. J.

BOUVARDIA

BOUVARDIA

Field-grown	100	1000
Double White and Pink	$15.00	$120.00
Single Pink, Red and White	15.00	120.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CALCEOLARIAS

CALCEOLARIAS—Stewardii, 2¼-in., $8.00 per 100; Golden Gem, 2¼-in., $8.00 per 100; Golden Bedder, 2¼-in., $8.00 per 100; Hybrida, 4½-in., $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

CALENDULAS

CALENDULA—2½-in. pots. selected strain, $4.00 per 100, $35.00 per 1000.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

CALENDULAS—Orange King, from our own selected seed. 2¼-in., $4.00 per 100. Cash, please. H. D. Rohrer, Lancaster, Pa.

CALENDULAS—O. King, 2½-in., 3c. Grown from select seed. W. C. Ehmann, Corfu, N. Y.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100 $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

CALLA ÆTHEOPICA
Dormant mammoth bulbs, New Jersey-grown, 7 to 9, $3.00 per doz., $20.00 per 100
CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CALLAS—Bulbs, clean and healthy. See display ad., page 417.
Roman J. Irwin, 108 West 28th st., New York

GODFREY CALLAS—Clumps, few hundred left, $8.00 per 100. O. Herms, Port Richey, Fla.

Continued on Next Column

STOCK FOR SALE

CARNATIONS

Extra good, field grown plants

	100	1000
10000 Alice	$6.00	$50.00
12000 Mrs. C. W. Ward	6.00	55.00
5000 Miss Theo	7.00	60.00
5000 Pink Enchantress	6.00	55.00
5000 Enchantress Supreme	8.00	70.00
2000 Cottage Maid	7.00	60.00
1000 Dorothy Gordon	6.00	55.00
12000 Matchless	6.00	55.00
3000 White Enchantress	7.50	65.00
2000 White Perfection	6.00	55.00
1000 Alma Ward	6.00	55.00
1000 Belle Washburn	8.00	75.00
1000 Merry Christmas	8.00	75.00
1000 Benora	8.00	75.00
White Wonder	7.00	65.00

Boxes and packing extra at cost. Special quotations on large quantities.
Terms: cash or satisfactory reference.
C. U. Liggit, Wholesale Plantsman,
325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS
Exceptionally strong, well grown field plants

	100	1000
Matchless	$7.00	$60.00
White Enchantress	7.50	65.00
White Wonder	7.00	60.00
White Perfection	7.00	60.00
Alma Ward	7.00	60.00
Pink Enchantress	7.50	65.00
Albert Roper	7.50	65.00
C. W. Ward	7.00	60.00
Alice	6.00	45.00
Miss Theo	7.00	60.00
Victory	7.50	65.00
Enchantress Supreme	8.00	70.00

Some of the varieties included in this list are in short supply, and are offered subject to being unsold on receipt of order.
Boxes and packing charges added.
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

FIELD-GROWN CARNATIONS

	100	1000
3000 Cottage Maid	$8.00	$75.00
500 White Wonder	7.00	60.00
500 Belle Washburne	8.00	75.00
2000 Benora	8.00	75.00
800 Alice	7.00	
500 Harvard	8.00	75.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CARNATION PLANTS
Field-grown
We can supply excellent stock of White Enchantress, Enchantress and Matchless. Send your orders to us to be assured of satisfaction. Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from parties not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

Field-Grown Carnations
Strong, healthy plants
Pink and White Enchantress
No. 1, $6.00 per 100, $50.00 per 1000; Alice, $5.00 per 100. Good, No. 2, $4.00 per 100, $30.00 per 1000. Packed to carry safely.
Charles Black
Hightstown, New Jersey

CARNATION PLANTS
3500 White Enchantress
2000 Matchless
1000 Ward
400 Enchantress Supreme
300 Beacon
$6.00 per 100, $50.00 per 1000.
Crawford Greenhouses, Montello, Mass.

FIELD-GROWN
CARNATION PLANTS
Alice—Perfection—Matchless
$7.00 per 100, $55.00 per 1000
C. W. Ward Enchantress Victory
Philadelphia Washburn Roper
$7.00 per 100, $60.00 per 1000.
250 of one variety at the 1000 rate
The Leo Niessen Co., Philadelphia, Pa.

CARNATIONS—Field-grown White Enchantress White Wonder, Matchless, Perfection, Enchantress, Enchantress Supreme, Mrs. C. W. Ward, Beacon, White Perfection, Benora, Light Pink Enchantress, A. Roper, Harlowarden, Pink Winsor, Alice, $7.00 per 100. 200 Doris, best dark red, $8.00 per 100. Prices on other varieties on application.
Roman J. Irwin, 108 West 28th st., N. Y.

FIELD-GROWN CARNATION PLANTS

	100	1000
White Enchantress	$7.00	$60.00
White Wonder	7.00	60.00
White Perfection	7.00	60.00
Matchless	7.00	60.00

250 plants at the 1000 rate. Good stock
BRANT BROS. INC., UTICA, NEW YORK

CARNATIONS

	Each
800 small, Light Pink Enchantress, from field	3c.
500 small Matchless, from field	3c.
200 small, Scarlet	3c.
300 small, Alice	3c.

Thrifty, young stock. Cash, please.
H. D. Rohrer, Lancaster, Pa. Pa.

Continued on Next Page

STOCK FOR SALE

CARNATIONS

CARNATIONS—Have 500 Matchless left. Nice CARNATIONS—Have 500 Matchless left. Nice ... plants. Will sell lot for $5.00 per 100.
The Delara Carnation Co., Middleboro, Mass.

CARNATIONS—White Wonder. Extra heavy plants. Satisfaction guaranteed. $40.00 per 1000, $5.00 per 100. S. Kahn, Signs Road, Bull's Head, Staten Island, N. Y. Telephone, West Brighton, 130-J

FIELD-GROWN CARNATIONS—White Wonder, $5.00 per 100, $45.00 per 1000; White Perfection, $5.00 per 100, $45.00 per 1000. Cash with ... please.
John Weston, Valley Stream, L. I., N. Y.

CARNATIONS—3000 very sturdy field-grown; White Enchantress, Matchless, Enchantress Supreme, Ward. $55.00 per 1000. Cash with order. Winkler Bros., Hackensack, N. J.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless. $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—Field-grown. Excellent stock. 1300 Matchless, 150 Enchantress, 100 Beacon, 275 Dorothy Gordon, $6.00 per 100, $50.00 per 1000. Samuel Kinder & Bros., Bristol, R. I.

CARNATIONS—Field-grown. Clean, healthy plants; 550 White Enchantress, $7.00 per 100; 462 Matchless, $4.50 per 100. Cash.
The Chatham Floral Co., Chatham, N. Y.

FIELD-GROWN PLANTS—1000 Matchless, 200 White Wonder, 150 White Enchantress 250 Alice. $6.00 per 100. Cash.
Chas H. Green, Spencer, Mass.

CARNATIONS—2000 White Enchantress, 1000 Enchantress 1500 Mrs. Mackay, $60.00 per 1000. All exceptionally fine, healthy plants. Cash with order. A. L. Miller, Jamaica, N. Y.

CARNATION PLANTS—250 ... 100 Victory, $6.00 per 100.
W. C. Ehmann, Corfu, N. Y.

ENCHANTRESS—Field plants at $55.00 per 1000. Good stock.
Fairview Greenhouses, Milton, Pa.

CARNATIONS—1000 Enchantress, $5.00 per 100, or will exchange for red or dark pink. Van Scoter & Son, Bath, N. Y.

CARNATIONS—1000 Beacon, $4.00 per 100; 200 Enchantress, $4.00 per 100. Cash with order
John A. Harth, Millburn, N. J.

CARNATIONS—Field-grown. White Enchantress and Rose Pink Enchantress, $5.00 per 100. Cash, please. John L. Lunsted, Passaic, N. J.

CARNATIONS—Pink and White Enchantress Strong, field-grown plants, $60.00 per 1000.
Henry Smith, Grand Rapids, Mich.

1000 MATCHLESS, fine plants, $50.00 per 1000.
Tripp Floral Co., Walton, N. Y.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready now. 3 in., $8.00 per 100. Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Finest dwarf strain, mixed varieties, 2½-in., $6.00 per 100, $50.00 per 1000.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS—Dreer's Prize Dwarf. Finest mixed. From 2¼-in. pots, $5.00 per 100; from 3-in. pots, $8.00 per 100.
Wettlin Floral Co., Hornell, N. Y.

CINERARIAS—2¼-in. See display, page 417.
Roman J. Irwin, 108 West 28th st., New York

CYCLAMEN

Special offer to move quickly	100	1000
2½-in., all varieties	$6.00	$50.00
2-in., all varieties	5.00	40.00

Will make good 4-in. for Christmas.

4-in., extra good	25.00
6-in., extra good, selected	55.00

Packing and boxes at cost
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CYCLAMEN BULBS—PLUMP, ready to start for Easter trade. ¾ in. to 1-in., $3.00 per 100. 1-in. to 1½-in., $4.00 per 100. Cash. Fancher's Greenhouses, Binghamton, N. Y.

CYCLAMEN—See display ad. page 417.
Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

BELLIS—Daisy Monstrosata, white, pink and mixed. These mammoth, large flowers surpass all other strains, exceedingly abundant in double flowers, $2.50 per 1000.
Clark, Florists, Scranton, Pa.

Continued on Next Column

STOCK FOR SALE

DRACÆNAS

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—3-in., $7.00 per 100; 4-in., $15.00 per 100; extra strong plants.
Wettlin Floral Co., Hornell, N. Y.

DRACÆNA INDIVISA—Seedlings, transplanted, $1.50 per 100, prepaid.
W. C. Ehmann, Corfu, N. Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat. Bird's Nest Ferns Asplenium, 200 in flat, $7.50 per flat. Bird's Nest Ferns, 2¼-in., $12.50 per 100; 3-in. 25c. each; 4-in. 50c., each; 5-in. 75c. each; 6-in. $1.00 each; 7-in. $1.50 each. Ferns for Fern Dishes: well established, in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100, 5-in. of above, 50c. each. Boston, 2¼-in., $5.00 per 100, $45.00 per 1000; Roosevelt, $5.00 per 100, $45.00 per 1000 Teddy Jr., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per100, $50.00 per 1000; bench-grown, 5-in., fine plants, $5.00 per doz, $45.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 West 28th st., New York

FERNS. Good, heavy plants.	100	1000
Scottii, Teddy Jr., 2½-in.	$6.00	$50.00
Boston, 2½-in.	6.00	50.00
Norwood, 2½-in.	8.00	75.00
Scottii, Teddy Jr. and Boston, 3½-in., ready for shipping to larger pots	16.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa

	2-in.	3-in.	4-in
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 3½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

CUT DAGGER FERNS—Perfect, long, selected stock. $1.00 per 1000 in 5000 lots; express paid. Larger lots, special rates. Can book orders now for Sept., Oct., Nov. delivery, or ship now. Box 472, Brattleboro, Vt.

FERNS—Verona and Roosevelt. Bench-grown, ready for 5½ and 6-in. pots; extra strong plants. Price, $25.00 per 100. Cash.
Bound Brook Greenhouses, Bound Brook, N. J.

BOSTON FERNS—From the bench, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100.
Quidnick Greenhouses Inc., Anthony, R. I.

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

BOSTON FERNS—From bench, 10 to 15 fronds, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100. Cotter-Granger Co., Jamestown, N. Y.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 420.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅝-in.	$0.60	$3.50
½-in.	1.00	6.00
⅝-in.	1.50	10.00
¾-in.	2.50	18.00
⅞-in.	3.00	25.00

PAPER WHITES

12 cm.	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

Continued on Next Column

STOCK FOR SALE

FREESIAS

TRUE FREESIA PURITY

Full measure as below. Grading guaranteed	1000
⅝ to ½-in.	$4.00
½-in. plump	6.00
½ to ⅝-in.	7.50
⅝ to ¾-in.	12.00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

FREESIA PURITY—For high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in.	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

FREESIA PURITY
FLORISTS! Don't talk later of high price of bulbs, when we offer now ⅝ to ¾ inch true PURITY FREESIA bulbs at $9.00 per 1000. Express prepaid to you on receipt of cash. ¾ inch and up at $16.50. Thoroughly reliable. Don't wait for Holland bulbs at double prices. Buy Freesias now; they are cheap and you will make money.
C. C. MORSE & CO.
Bulb Department, 749 Front st., San Francisco, Cal.

GREENHOUSE GROWN FREESIA PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in.	$12.00
½-in. to ⅝-in.	15.00
⅝-in. to ¾-in.	18.00
Bulblets, flowering size	4.00
Bulblets, small	2.00

Cash with order, please,
George E. Lasher, Great Neck, L. I.

GENISTA

GENISTA—3½-in., $15.00 per 100. Strong, 5-in. $4.00 per doz., $30.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today.
S. A. Nutt, Buchner, Poitevine, Doyle, La Favorite, Castellane, Perkins, Rooted Cuttings, $2.50 the 100, $15.00 the 1000; Ricard, Helen Michell, Tiffin, De Presilly, Improved Poitevine, Duc de Montmort, Rooted Cuttings, $3.00 the 100, $20.00 the 1000.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order. No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

GLADIOLUS—In all the latest improved sorts, for forcing and later outdoor planting. Apply for detail to
A. Rolker & Sons, 51 Barclay st., New York

HARDY PLANTS

The best selection of money maker varieties for florists. Strong seedlings at $3.00 per 1000; 40c. per 100; Wallflower dbl. hardy, Sweet Williams, hardy Pinks, Digitalis, Coreopsis, English Dasies. Delphinium, in varieties, a $5.00 per 1000; Boston Ivy, ready for 3-in. pots, $7.00 per 1000 or 70c. per 100. Satisfaction guaranteed.
J. Dvorak, Nurseryman, Flushing, N. Y.

HERBACEOUS SEEDLINGS

HERBACEOUS SEEDLINGS—Hollyhocks, dbl. mixed or sorted colors, 3c., Dianthus, dbl., Scotch, choice colors; Eyrethrum, Campanula (Canterbury Bells), Gaillardia Grfia, Coreopsis Lanceolata, Aquilgea, assorted; Digitalis or Foxglove; Delphinium formosum and belladonna; 2c. each. Clark, Florist, Scranton, Pa.

HYDRANGEAS

Nice large plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouilliere, Mme. Maurice Hamar La Lorraine, Gen. DeVibraye, Souvenir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35.00
4	30.00
3	20.00
2, 4½-inch	15.00

Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Continued on Next Column

STOCK FOR SALE

HYDRANGEAS

FRENCH HYDRANGEAS—5-in. and 5½-i... 6 to 10 flowering shoots, 3 plants in a p... $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New Yor...

HONEYSUCKLES

HONEYSUCKLES
(Lonicera) 5 Choice Kinds Per 10 Per 1...

H. CHINESE (Woodbine)			
2 to 3 ft.	2 year	$1.25	$16
3 to 4 ft.	3 year	2.00	14
H. JAPONICA AUREA-RETICULATA			
2 to 3 ft.	2 year	1.25	10
3 to 4 ft.	3 year	2.00	14
H. JAPONICA HALLIANA			
2 to 3 ft.	2 year	1.25	10
3 to 4 ft.	3 year	1.50	12
4 to 5 ft.	4 year	2.00	15
H. HENDERSONII			
2 to 3 ft.	2 year	1.10	9
3 to 4 ft.	3 year	1.25	10
H. HECKROTTII			
2 to 3 ft.	2 year	1.25	10
3 to 4 ft.	3 year	1.50	12

The Conard & Jones Co., West Grove, Pa.

IRIS

IRIS—Fine. Cherion, Honorabilis, Tendre Plumerii, Speciosa, Spectabilis, $2.25 per 1... Parcel Post prepaid. Nibelungen, $5.50 per 1... Prepaid. John F. Rupp, Shiremanstown, P...

IRIS—Mme. Chereau, Khedive, Sans So... $2.00 per 100, mixed, $1.80 per 100; $15 per 1000. By express. Cash.
N. A. Hallauer, Ontario, N. Y.

IVY

IVY—Cuttings unrooted, 12 to 18-in. long, unlimited quantities, for immediate or l... delivery. $30.00 per 1000. Cash.
J. D. Knickman, East Northport, L. I., N.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—The two l... varieties to grow for Christmas are Clevel... and Orange Queen. We offer the stock of a sp... ialist who has won great renown in develop... this plant to perfection.
3-in., $10.00 the 100
4-in., $15.00 the 100
Add 50c. to each $10.00 value for packing cha...
Cash or satisfactory reference from parties having an account with us.
Cotter Granger Co., Jamestown, N. Y.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each mo...
6-8-in., 400 bulbs to case ... $21
(1000 for $45.00)
7-9-in., 300 to case ... 2...
Baby cases, 100 bulbs ... 7...
LILIUM RUBRUM
8- 9-in., 200 to case ... $7.00 $6...
9-11-in., 140 to case ... 10.00 9...
LILIUM AURATUM
9-11-in., 100 to case ... 9.50 9...
Ask for other sizes
VAUGHAN'S SEED STORE
New York Chic...

CHINESE LILIES—clean, vigorous, new c... bulbs, California grown. None will be impo... this Fall. Order promptly to avoid disappo... ment. Satisfaction guaranteed.
Single nose ... $20.00 per 1...
Double nose ... 30.00 per 1...
JOHN R. WALSH, 502 California st., ... Francisco, Cal.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R...

LILIUM HENRYI—Good flowering bu... $10.00 per 100; Monsters, $15.00 per 10...
F. H. Horsford, Charlotte, Vt.

VALLEY FROM COLD STORAGE

LILY OF THE VALLEY—Sound pips, ... bloomers, quick returns. 250, $8.00; $15.00; 1000, $30.00.
Vaughan's Seed Store, New York

MYRTLE

MYRTLE—Hardy (Vinca Minor), for cove... graves, etc. Strong clumps, $5.00 per ... $45.00 per 1000. Roman J. Irwin, 108 W. 2... st., New York.

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000	Spiræa Van Houtte, 18-24-in., 2-3 3-4 ft. and 4-5 ft.
300,000	Berberry Thunbergii, 2 and 3-yr., tr... planted, 12-18-in., 18-24-in., 2-3 ft.
50,000	Carolina and Lombardy Poplars, ... ft., 8-10 ft., 10-12 ft.
20,000	Elm, American, 6-8 ft., 8-10 ft., 10-1... 12-14 ft.
25,000	Spruce, Norway, 12-18-in., 18-24 ... 2-3 ft. and 3-4 ft.
200,000	Privet, California, Ibota, Polish ... Amoor River North 12-18-in., 18-24 ... 2-3 ft.

Also a large and complete line of Fruit t... Shrubs, Ornamentals, Currants, Goosebe... Raspberries, Blackberries. Roses, etc., for ... wholesale trade. Send for prices.
T. W. RICE, GENEVA, N. Y.

Continued on Next Page

STOCK FOR SALE

PALMS

ENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. ash with order, please. J. H. Fiesser, North ergen, N. J.

PANDANUS

	100
andanus Veitchii, from open, for 3-in. pots	$6.00
andanus Veitchii, from open, for 4-in pots	8.00
andanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for prings delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
iant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

PANSY PLANTS
Strong, stocky, thinly sown seedlings, "Superb train," $3.00 per 1000, $8.25 per 3000. Cash. Ready now. These plants and strain will please ou. Brill Celery Gardens, Kalmazoo, Mich.

ANSIES—Steele's Mastodon Greenhouse. Special seed from originator's. Strong plants, ell rooted in Jersey sandy soil. $6.00 per 1000, 5c. per 100. P. P. Prepaid.
Carter Pansy Garden, Mt. Holly, N. J.

ANSY PLANTS—500,000 strong, stocky plants, $4.00 per 1000. Special price on 5000 r over. Cash with order. Samuel Cockburn & Sons, 233rd st., and Vireo av., Woodlawn, N. Y. City. (Bronx).

ANSY PLANTS—First-class, 60c. per 100, 100, $3.00 per 1000, by express. If desired, end by mail, C. O. D., for postage.
Harry P. Squires, Good Grounds, N. Y.

ANSIES—Fine plants, grown from good strain seed. 50c. per 100, $4.00 per 1000. Cash
Fisher Bros., Chambersburg, Pa.

PELARGONIUMS

PELARGONIUMS—See page 417.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES
Splendid roots, grown here 2 to 3 years, divisions 2 to 5 eyes. Per 100

Couronne d'Or, white	$20.00
Delachel, dark red	15.00
Delicatissma, lilac-rose	15.00
Duchess de Nemours, white	12.00
Edulus Siperba, pink	10.00
Felix Crousse, red	27.50
Festiva Maxima, white	10.00
Grandiflora, shell-pink	60.00
Jeanne d'Arc, pink	15.00
L'Indispensable, lilac-pink	20.00
La Tulipe, pink	25.00
Louis Van Houtte, red	12.00
Mme. de Verneville, white	10.00
Marie Lemoine, white	15.00
Meissonier, purple-red	20.00
Modeste Guerin, red	25.00
Officinalis Alba, white	15.00
Officinalis Rosea, pink	15.00
Officinalis Rubra, crimson	15.00
Queen Victoria, white	10.00
Rose d'Amour, rose	12.00
Rubra Superba, crimson	50.00
Victorie Modeste, lilac-rose	12.00

The Conard & Jones Co., West Grove, Pa.

PEONIES—I have a surplus of about 30 plants of L. A. Duff, guaranteed absolutely true, of L. A. Duff, guaranteed absolutely true, which I will sell at $8.00 each, for good divisions. Many other fine varieties. Sent for catalogue.
W. L. Gumm, Peony Specialist, Remington, Ind.

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, mid-season, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.
Harmel Peony Company, Berlin, Md.

PEONIES—Good, double varieties, white, pink and red mixed, 3 to 5 eyes, strong, $8.00 per 100, $70.00 per 1000. Cash.
N. A. Hallauer, Ontario, N. Y.

PEPPERS

BERRIED PLANTS—Christmas or Celestial peppers. 1000 outdoor grown, exceedingly bushy stock, blooming and will be well set with fruit. By Christmas will sell for 25c., price now, 9c. Clark-Florist, Scranton, Pa.

CHRISTMAS PEPERS—Field-grown. Bushy plants, full of cherries, ready to go into 5 and 5½-in. pots. Price, $8.00 per 100 $70.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

PEPPERS—Bird's Eye or Xmas Joy. 3 plants in a pot; bushy. $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

The Florists' Exchange
Best Advertising Medium

STOCK FOR SALE

POINSETTIAS

POINSETTIAS 2½-in. pots
Exceptionally good strain
Large Bracht
$8.00 per 100, $70.00 per 1000.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

POINSETTIAS—2¼-in., $6.00 per 100. Shipped in pots, $1.00 per 100 extra. Cash.
Fancher's Greenhouses, Binghamton, N. Y.

POINSETTIAS—2¼-in., extra fine stock. Inspection invited. $8.00 per 100, $75.00 per 1000.
Strafford Flower Farm, Strafford, Pa.

POINSETTIAS—See page 417.
Roman J. Irwin, 108 W. 28th st., New York.

POINSETTIAS—Fine plants, 2-in., $6.00 per 100. Cash. Fisher Bros., Chambersburg, Pa.

PRIMULAS

Primulas with a reputation
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermesina.
and other varieties
From 2¼-in. pots,
$5.00 per 100. $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and cærulea.
From 2¼-in. pots.
$4.00 per 100, $37.50 per 1000.
Kewensis (yellow) from 2¼-in. pots
$5.00 per 100.
HENRY SCHMIDT
673 Church Lane, North Bergen, N. J.

PRIMULA—Obconica gigantea mixed, 3-in., $7.00 per 100. 2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; Malacoides Townsendii, giant flowering, 2¼-in., $6.00 per 100, $55.00 per 1000; Kewensis, yellow, 2¼-in., $5.00 per 100.
Roman J. Irwin, 108 West 28th st., New York

PRIMULA MALACOIDES
Good, strong stock, from 2¼-in. pots, $3.50 per 100; extra strong 3-in. plants, $7.50 per 100. Immediate delivery.
Humm-Wainwright Co.
Oberlin Ohio

PRIMULA 2¼-inch 100 1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market $5.00 $45.00
Chinensis 5.00 45.00
Malacoides, common strain 5.00 45.00
Malacoides, Rohrer strain (new) 6.00 55.00
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULA—Obconica. We offer for immediate delivery nice, sturdy obconica. 2-in., $5.00 per 100; also nice 3-in., $7.00 per 100. For delivery from Sept. 1st, on. Cash or satisfactory references from parties not having an account with us. Cotter Granger Co., Jamestown, N. Y.

PRIMULA—Obconica, Gigantea and Grandiflora, 2½-in. pots, $4.00 per 100; 75, 3½-in., part in bud and bloom, 10c. each. All nice plants and ready for shift.
A. E. Ryan & Son, Cortland, N. Y.

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—2½-in. Ready end of August. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50. Malacoides, 2-in., $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULA OBCONICA—2¼-in. at $4.00 per 100. Henry Smith, Grand Rapids, Mich.

OBCONICAS—3-in., $6.00. Cash.
M.S.Etter, House of Primroses, Shiremanstown, Pa.

ROSES

ROSES

	100	1000
Baby Doll	$8.00	$75.00
Cecil Brunner	8.00	75.00
Fireflame	8.00	75.00
Sunburst	12.00	
Madam Collette Martinette	12.00	
Columbia, own root	30.00	
Ophelia Supreme, grafted	30.00	
My Maryland, 4-in	12.00	100.00
Mrs. George Shawyer	12.00	100.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

Continued on Next Column

STOCK FOR SALE

ROSES

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

ROSES—Sturdy 3-in., Ophelia and Sunburst. $7.00 per 100. Cash.
Fancher's Greenhouses, Binghamton, N. Y.

See ad. Aug. 24, or send for complete stock list.
Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SANSEVIERA

SANSEVIERA—2¼-in., $12.00 per 100; 3½-in. $20.00 per 100; 4-in., $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

SWEET PEA SEED
Zvolanek s Stock
We offer a complete list of all Zvolanek s best best sstandard varieties. Also his latest tested novelties.
Seed ready for immediate delivery
Send for our complete list
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

ASPARAGUS PLUMOSUS NANUS SEED
Northern Greenhouse Grown
Per 1,000 seeds, $3.50 per 1000
Per 10,000 seeds, $3.00 per 1000
Per 25,000 seeds, $ 2.75 per 1000
ASPARAGUS SPRENGERI SEED
Per 1,000 seeds, $1.50 per 1000
S. S. PENNOCK CO.,
1608-20 Ludlow st., Philadelphia, Pa.

FRESH SEED—Clematis, Paniculata, Berb. Thunbergii, Amp. Veitchii and 100 varieties other seeds for nurserymen. Get list.
Benjamin Connel, Seed Collector, Merchantville, N. J.

SHRUBS

SHRUBS—See our price list, page 379, Florists' Exchange, Sept. 7th, or write for complete lists The Conard & Jones Co., West Grove, Pa.

SMILAX

SMILAX—2½-in. pots, extra good plants, $35.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

SMILAX—2¼-in., fine plants $3.00 per 100
Henry Smith, Grand Rapids, Mich.

SNAPDRAGONS

2½-inch	100	1000
Enchantress, one of the best	$5.00	$45.00
Bronze Beauty	5.00	45.00
Phelps' White	5.00	45.00
Phelps' Yellow	5.00	45.00
Nelrose	5.00	45.00
Keystone	6.00	50.00
Ramsburg's Silver Pink	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin, Philadelphia, Pa.

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and New Enchantress Pink, Bronze Beauty, 2¼-in., $5.00 per 100, $40.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

SNAPDRAGONS—2¼-in., $4.00 per 100: Keystone, Phelps' White, Phelps Yellow and Garnet. Good, strong, clean stock. Shifted into 4-in. would make strong plants to follow 'Mums. Cash with order. Bridle & Latham, Navesink, N. J.

SNAPDRAGONS—2¼-in. strong plants, carefully packed, as follows: Ramsburg's and Buxton's Nelrose, Giant White, Yellow and Garnet. $4.00 per 100, $35.00 per 1000. Cash.
Hopkins The Florist, Brattleboro, Vt.

KEYSTONE SNAPDRAGON PLANTS—Out of 2¼-in. pots. Nice, bushy plants. $5.00 per 100, $45.00 per 1,000. Cash.
Bound Brook Greenhouses, Bound Brook, N. J.

SNAPDRAGON—2¼-in., pinched back seedlings, Giant White and Yellow, $3.50 per 100.
Louis Feun & Co., Aububon, N. J.

SNAPDRAGONS—Seedlings. Enchantress and Nelrose, transplanted, $1.00 per 100, prepaid.
Carter & Son, Mt. Holly, N. J.

SNOWBALLS

JAPAN SNOWBALL
(Viburnum Tomentosum Plicatum)

	Per 10	Per 100
Strong rooted 3-in. pot plants	$0.75	$6.00
1 year field plants, 9 to 12-in	1.25	10.00
2 year field plants, 2 to 2½-ft	1.75	15.00
3 year field plants, 4 to 5-ft	2.25	25.00

The Conard & Jones Co., West Grove, Pa.

STEVIA

STEVIA (double)—Exceptionally fine strain 2½-in., $4 00 per 100, $35.00 per 1000. C. U Liggit, Wholesale Plantsman, 325 Bulletin Bldg Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

STEVIA

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 417.
Roman J. Irwin, 108 West 28th st., New York.

FIELD-GROWN STEVIA—$10.00 per 100; $80.00 per 1000.
Philip Haas, College Point, L. I., N. Y.

VINES

VINES—Honeysuckles, Clematis, Wistarias, Euonymus, Matrimony Vine. See price list. just out.
The Conard & Jones Co., West Grove, Pa.

VIOLETS

FIELD-GROWN VIOLETS

	100	1000
Marie Louise	$7.00	$65.00
Lady Campbell	7.00	65.00
Princess of Wales	7.00	65.00
Marie Louise, 3-in	6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and Gov. Herrick. $6.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

VIOLETS—Marie Louise, soil grown, $3.00 per 100. Cash with order, please
Charles W. Coon, Red Hook, N. Y.

MISCELLANEOUS STOCK

50,000 IRIS—Large flowering, 4 best varieties: purple, blue, yellow and white. $12.00 per 1000, $7.00 per 500 shoots. Day Lilies, $2.00 per 100. Cash.
Albert Fuchs, 803 Sheridan Road, Chicago, Ill.

Pot and tub Vines, Climbing Roses, Specimen lvies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

FRUITS & VEGETABLES

STRAWBERRY PLANTS—Pot-grown and runner, for September and Fall planting. Will bear fruit next Summer. Also Raspberry, Blackberry, Gooseberry, Current, Grape, Asparagus, Rhubarb and Parsley Plants, Fruit Trees, Shrubs. Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

VEGETABLE PLANTS

TOMATO PLANTS—Stocky and vigorous. Ponderosa and Earliana, 85c. per 100, $4.00 per 1000, by express. If desired, will send by mail, C. O. D., for postage.
Harry P. Squires, Good Ground, N. Y.

PARSLEY PLANTS—Double curled, extra strong, 40c. per 100, $1.90 per 1000, by express. If desired, will send by mail, C. O. D., for postage.
Harry P. Squires, Good Ground, N. Y.

LETTUCE PLANTS—Grand Rapids, $1.50 per 1000, by express. If desired, will send by mail, C. O. D., for postage.
Harry P. Squires, Good Ground, N. Y.

PARSLEY PLANTS
A No. 1 roots, $4.00 per 1000, parcel post paid; cash.
Zook's Greenhouses, Elizabethtown, Pa.

PARSLEY PLANTS—Double curled, strong, $4.00 per 1000. Cash, please.
H. D. Rohrer, Lancaster, Pa.

ONION SETS—Orders booked now.
Cherryhill Onion Farm, Vinemont, Pa.

STOCK WANTED

WANTED—20,000 well Rooted Geranium Cuttings Ricard, Poitevine, S. A. Nutt. True to name State lowest price and in lots not less than 1000
Louis Epple, 5th av. & 7th st.m No. Pelham, N. Y

WANTED—Cherry trees, from 3 to 5 years old. Address Landscape Aschitect, 1853 Hertel av., Buffalo, N. Y.

WANTED—From 20,000 to 25,000 small Pansy plants. J. H. Eisenberg, 916 6th av., New York

FOR SALE OR RENT

TO LEASE 50,000 sq. ft. modern glass doing cut flower business, near New York. Fully stocked for entire season and all crops in excellent condition. Seasons' coal supply on premises. Fully equipped with wagons machine, horse, tools, etc. Large, modern dwelling house and live stock. Present lessee in draft. To quick buyer $6,000, of which must have about $5,000 cash. No further expenses on place for coming season, outside rent and labor; coal and all stock paid for. Fall crop alone will bring ½ buying price. All stock worth 50% more than I ask. Chapman, care L. I. Co., 460 West Broadway, N. Y.

FOR SALE House and lot with 3 greenhouses, all in good repair; steam heat and electric lights; superintendency of cemetery with place if you want it; 1917 sales nearly $1500.00; cemetery pays $18.00 per week; reason for selling, wife in poor health and my time taken up with other business; everything goes for $3000.00.
A. R. Ellis, Chittenango, N. Y.

Continued on Next Page

FOR SALE OR RENT

FOR SALE—At Palisades, N. Y., a first-class florist business, fully equipped. Established over 20 years. Sale made necessary by death in family. Good bargain for right man. For details, apply to
George L. Brown, Palisades, Rockland Co., N. Y.

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling.
Geo. W. Watkin, Camden, N. Y.

FOR SALE—Greenhouses, 25000 sq. ft. glass. Houses in good condition and partially stocked. 19 miles from Boston. A going concern. Owner wishes to sell on account of age. For price, terms and particulars, apply to
Crawford Greenhouses, Montello, Mass.

FOR SALE—An old established Cemetery business. Splendid opportunity. Apply to A. D. Mellis, 3421 Snyder ave., Flatbush, Brooklyn, N. Y.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York.
Jacob Hauck, 49 Montgomery st., Bloomfield, N.J.

FOR SALE—Established florist business. Good locality. Greenhouse on premises. Very reasonable.
E. C. Thinnes, 245 De Kalb av., Brooklyn, N. Y.

SUNDRIES FOR SALE

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c. ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—Weathered hot water boiler, 7 sections, each section 3 ft. x 4 ft. 6 in., grate 3 ft. x 28 in. without base (now using concrete); smoke hood cracked, otherwise boiler in fine condition; grates good and three extra headers. Fine heater, thrown out for larger boiler. $75.00, cash. The Chatham Floral Co., Chatham, N.Y.

FOR SALE—To be removed. 2 greenhouses: 90x16 and 50x16; 8x10 glass. One 90x13, 16x24 glass, D. T.. One 50x14, 10x14 glass. A quantity of 4-in iron pipe; Hitchings boiler. Ella E. Howe, 202a East Main st., Marlboro, Mass.

FOR SALE—Five greenhouses, size 20x100 to 20x300; 4 Hitching's heaters; 2-in. pipe; 16x24 double thick glass. Apply Flushing Rose Gardens, 69 Colden Ave., Flushing, L. I.

FOR SALE—One model steam boiler, 8 sections, 3000 ft. radiation. $100.00. Cash.
Poinsard Bros., 1507 Electric st., Scranton, Pa.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

FERTILIZERS

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$3.25	$14.00	$27.50
Bone Meal Rose Grower, "Vaughan's Special"	4.00	19.00	36.00
Bone Meal, Regular	3.25	14.00	27.50
Dried Blood	10.00	49.00	96.00
Nitrate of Soda	7.50	35.00	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

LYCOPODIUM

LYCOPODIUM—Several tons of fresh collected greens, bunched at 10c. per lb., also carloads of Rhododendron plants, all sizes, price reasonable.
H. V. Deubler, East Stroudsburg, Pa.

MOSS

SPHAGNUM MOSS—10-bbl. bale $2.95; 5 bales, $12.40; 5 5-bbl. bales $7.50. Orchid Peat, $1.25 per bag; burlap 50c. extra. Cash 5c. less
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Several shares of stock of the Cottage Garden Nurseries, Inc., at less than par. This stock is paying 20% dividends. Address Dixie, care The Florists' Exchange.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

A Busy Lecturer

Richard Vincent, Jr., of Waite Marsh, Md., is scheduled to deliver two lectures at New Haven, Conn., Sept. 11 and 12, and to repeat both these in Horticultural Hall, Boston, Sept. 14 and 15, on the occasion of the holding of the Dahlia show at these cities. One of the lectures is on Dahlias, the other one on the bulb fields of Holland; both are instructive and should have a large circle of hearers. Mr. Vincent is an inspiring speaker and a keen observer and, at his age, an example to all younger men in the line.

Cincinnati, O.

Since the cooler weather has set in the Rose cut has come along nicely. It is heavier than it was and is of a quality that is much better than during the hot weather. They are selling pretty well. A good cut of Carnations is available for market use. They have been cleaning up pretty regularly.

Easter Lilies are not as plentiful as they were. Some Chrysanthemums are coming into the market. Asters and Gladioli are in a good supply; as to the former, the cut is unusually heavy. A few are from local growers; the remainder are from Northern New York State. They meet with an active market. Other offerings include Dahlias and Cosmos. New Wild Smilax has made its appearance, the first coming in last week.

Mrs. Dora Jones, the wife of C. J. Jones of The Walnut Hills Floral Bazaar, died last week and was buried on Monday of this week. Mr. Jones has the sincere sympathy of his many friends in the trade, in his bereavement.

Mr. and Mrs. L. H. Kyrk are receiving congratulations on their 33d wedding anniversary, which was celebrated by them, their family and near relatives on Monday Sept. 9.

Recent visitors were J. R. Goldman, Middletown, O., and Mr. and Mrs. G. A. Beckman, Middletown, O. TEDDY.

Cleveland, O.

The chief topic of conversation is the new amplified draft law and its possible effect on the trade. The Government's "autoless Sunday" request is also causing discussion. It is permissible, according to the local fuel administrator, to use motor trucks for the delivery of funeral orders only, on Sunday, all other business being considered non-essential. While more or less inconvenience is being caused by the ruling, Cleveland florists are a unit in complying with it. However, considerable business is being transacted, the week ending Sept. 7 exceeding past records in volume.

Asters are on the decline, and while Gladioli are not as plentiful as previously they occupy a leading place in the market and are commanding better prices. The ever-popular Easter Lily is in strong demand and the supply limited. Employed for so many purposes, perhaps no staple flower would be so substantially missed if its cultivation suddenly ceased.

Limited quantities of Dahlias in attractive assortment are arriving, and meet with ready sale at $3 per 100. A few Tritomas are being offered and are eagerly taken up for window trimming. The supply of this splendid flower is fully 50 per cent. below the demand, each succeeding year, and it is surprising that larger quantities are not grown. Helianthus, Marigolds, Larkspurs, Scabiosa and Buddleia, in good quality, can be had daily.

Jottings

Latest reports from the Grullemans Co., Gladioli farm at Avon-on-the-Lake, O., are to the effect that the supply of marketable flowers from some varieties, notably America, has been materially curtailed by the excessive heat and drought of early August. Such sorts as Niagara, Pendleton, King, Panama, Augusta, are being cut however. The stock is being handled exclusively in Cleveland by the J. M. Gasser Co.

To secure florist's wire at the present time it is necessary to sign a pledge to the effect that the wire will be used with economy and only for essential trade purposes. Hoarding is strictly prohibited, to prevent which only five stones are being sold to a single customer.

F. C. W. Brown and son, Edgar, spent Sept. 5, 6, 7, at their former home Toronto, Can.

J. G. Esler, secretary of the Florist's Hail Ass'n, and vice-president of the A. T. De La Mare, Co., Inc., New York City, publisher of THE FLORISTS' EXCHANGE, spent Sept. 4 calling upon friends in the trade here, being on his way home from the St. Louis convention.

A. M. Stackhouse, of Minerva, O., spent Sept. 6 on the market purchasing supplies.

The Joseph M. Stern Co., dealers in artificial flowers and florists' supplies, has removed from its old location on High ave. to 223 Huron rd., occupying both first and second floors.

Annual Meeting

The Florists' Club held its annual meeting Sept. 9 at the Hollenden, which, because of its unusual importance was attended by a goodly number of live wire members. The new officers were installed and the new President Chas. J. Graham can justly feel that he has the hearty support of the entire club membership. The retiring president, Carl Hagenberger, handed the gavel to his successor, with the consciousness, that as the club's first war-time executive, his administration, crowded with new problems from beginning to end, had been eminently successful.

The annual report read by Secy. Jas. McLaughlin, was heard with great interest and given hearty applause, not only because of its detail and comprehensiveness, but because it showed a comfortable bank balance.

Frank Friedley was heartily thanked for his donation to the club of the $100 Liberty Bond secured in the S. A. F. membership contest. In recognition of his great service to the club it was unanimously voted to purchase for him a life membership in the S. A. F. & O. H.

Robert Weeks, President of the National Gardeners Ass'n, announced that it had been decided by his organization to postpone the annual meeting scheduled for latter September in this city until after the war. One new member, John Blechschmidt was added to the roster. J. McL.

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STRONG—LIGHT—POROUS
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6 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
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All brass except the hand wheel. Has a removable leather disk, which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.
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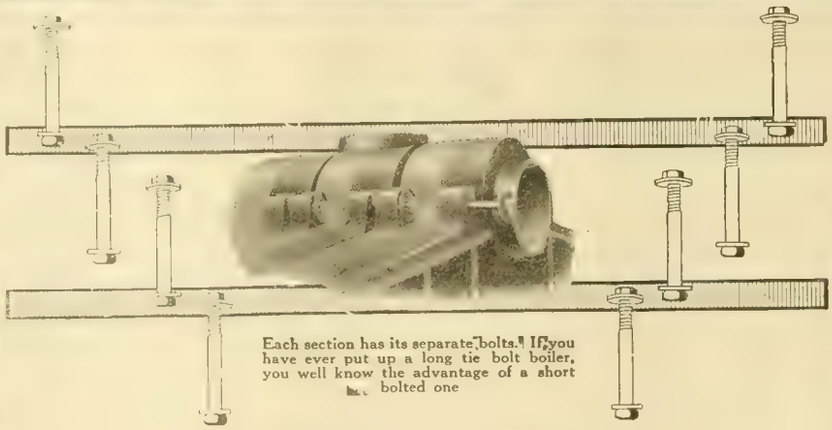
Actual photo of two men setting up a No. 30 Burnham



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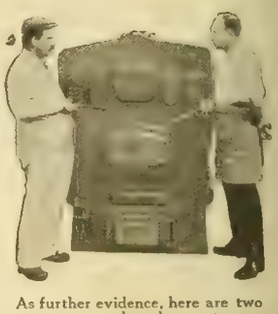

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A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSME[illegible] THE ALLIED INDUSTRIES

Vol. XLVI. No. 12 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) SEPTEMBER 21, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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nderson, J. F.....458
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phine Mfg. Co.....482
schmann Bros.....448
schmann, Godfrey..448
shley, Ernest.....466
udubon Nurs.....460
venue Floral Co....469
Baker Bros.....468
Baker, Wm. J.....477
Barnhart, P. D.....457
Barr, B. F. & Co....460
Barrows, Henry H....448
Baumer, A. R.....469
Baur & Steinkamp...456
Bayersdorfer & Co...473
Bay State Nurs., The.460
Beaven, E. A.....473
Beckers' Cons.....466
Beckets' Seed Store..452
Begerow Floral Co...469
Bemb Floral Co., L...468
Bennett, C. A.....460
Bertermann Bros., Co.469
Boddington Co., Inc..450
Bolgiano & Son, J....454
Bonnet & Blake.....475
Boston Floral Supply Co.....472
Bowe, M. A.....470
Braun, J. B.....450-58
Breitmeyer's Sons, J..468
Brown, Peter.....458
Brown Bag Filling Mach. Co., The...452
Bryan, Alonzo J.....456
Buckbee, H. W.....472
Bunyard, A. T.....470
Burnett Bros.....454
Burpee, W. A. & Co...454
Butler & Ullman.....470
Byer Bros.....458
Caldwell the Woodsman Co.....472
Campbell Bros.....448
Caplan, Florist.....466
Carbone, Florist.....466
Carnation Support Co457
Champion & Co., John N.....469
Chicago Feed & Fertilizer Co.....482
Chicago Flower Growers' Ass'n, The....476
Childs, John Lewis...452
Chinnick, W. J.....458
Christensen, Thos. P..448
Clarke's Sons, D.....470
Clay & Son.....482
Colonial Flower Shop.468
Conard & Jones Co..458
Coombs, Florist.....468
Cowee, W. J.....472
Cowen's Sons, N.....483
Craig Co., Robt.....456
Crouch, Mrs. J. W...468
Crowl Fern Co.....473
Cut Flower Exch.....475
Danker, Florist.....466
Dards.....470
Davey Tree Expert Co.....446
Day Co., W. E.....471
DeBuck, John.....458
Dietsch, A. Co.....483
Donaghue, Alfred....470
Dorner & Sons Co....457
Dreer, H. A.....478
Drumm Seed & Floral Co.....468
Eagle Wire Works....472
Eble, Chas.....469
Edlefsen-Leidiger Co.469
Edwards' Folding Box Co.....472
Edwards, Harry B....460
Emmans, G. M.....458
Eskesen, Frank N....448
Fallon, Florist.....470
Fawcett, W. L.....450
Fenrich, Joseph S....474
Fetters, Florist.....468
Fillow Flower Co.....456
Fletcher, F. W.....452
Foley Greenhouse Mfg Co.....483
Ford, M. C.....474
Ford, Wm. P.....475
Fottler, Fiske, Rawson Co.....452
Friedman, Florist....468
Friedman, J. J.....482
Froment, H. E.....475
Frost, Chas.....453
Galvin, Thos. E.....470
Gasser Co., J. M.....468
Giblin & Co.....478
Girvin, Willis B.....457
Gnatt Co., The Ove..473
Goldstein & Futterman.....475
Gove, The Florist....468
Graham & Son, A....468
Grakelow, Florist....470
Grandy, The Florist..470
Gude Bros. Co.....471
Gunther Bros.....475
Habermehl's Sons....470
Hahn, Florist.....468
Hanford, R. G.....456
Hardesty & Co.....468
Hart, George B.....472
Heacock Co., Jos.....448
Heiss Co.....468
Henshaw Floral Co...474
Hentz & Nash, Inc...475
Herr, A. M.....458
Hess & Swoboda.....470
Hession.....470
Hews & Co., A. H....478
Highland Pk. Gnhs..468
Hill Co., E. G.....476
Hill Floral Co., E. G..468
Hill Nursery Co., The D.....459-60
Hitchings & Co.....484
Hollywood Gardens..471
Holm & Olsen.....471
Horan, E. C.....475
Horn & Co., J. F.....466
Howard Rose Co.....460
Hunt & Co., Wm. M.452
Irwin, R. J.....455
Jackson & Perkins....456
Jennings, E. B.....458
Johnston Bros.....470
Johnston & Co., T. J..470
Joseph's Florist.....471
Joy Floral Co.....469
Kasting, Wm. F. Co...445
Keller, John A.....469
Keller Pottery Co....478
Keller Sons, J. B.....470
Kelway & Sons.....454
Kentucky Tobacco Product Co.....458
Kerr, The Florist.....469
Kervan Co., The.....472
Kessler, Wm.....475
Knoble Bros.....468
Kooyman Co., Inc.C..450
Kottmiller, Florist...470
Kroeschell Bros. Co...483
Kuebler, Wm. H.....475
Lager & Hurrell.....458
Lang Floral & Nurs. Co.....468
Lange, A.....468
Lange, H. F. A.....471
Langjahr, A. H.....475
Leahy's.....468
Leith, Edward.....460
Leonard Seed Co.....452
Liggit, C. U.....459
Littlefield & Wyman..460
Lockland Lumber Co.478
London Flower Shop..470
Lovett, Lester C.....460
Lovett, Inc., J. T.....460
Ludwig Floral Co., E. C.....470
Mackie, W.....475
Macnair, Florist.....470
MacRorie, Malcolm..458
Mader, Paul.....458
Malandre Bros.....470
Marshall & Co., W. E.452
McCallum Co.....473
McCarron, Miss.....469
McClunie, Geo. G....468
McHutchison & Co..452-453
McManus, James.....475
Meehan, C. E.....477
Metarie Ridge Nursery Co., Ltd.....469
Metropolitan Material Co.....478-83
Meyer, Adolph.....470
Michell Co., Henry F.457
Michigan Cut Flower Exchange.....472
Michler Bros. Co.....469
Miller, A. L.....457-58
Mills, the Florist.....469
Mountain View Floral Co.....460
Munk Floral Co.....468
Murray, Samuel.....469
Murray, Florist.....469
National Florists' Board of Trade...458
National War Savings Committee.....455
Neidinger Co., J. G...472
New England Florist Supply Co., Inc....476
New Brunswick Nurseries.....460
Nicotine Mfg. Co.....482
Niessen Co., Leo.....477
Noe & Sampson.....475
Ouwerkerk, P.....460
Palmer, F. E.....466
Palmer & Son, W. J..468
Papworth, Harry....469
Park Floral Co., The.468
Park Floral C.....471
Parshelsky Bros., Inc.483
Peacock Dahlia Farms.....458
Peirce, E. Allen.....478
Penn, The Florist....466
Pennock Co., S. S....477
Peters & Reed Pottery Co.....478
Peters & Sons, Geo...457
Pfaff & Kendall.....483
Philips Bros.....469
Pierce Co., F. O.....478
Pierson, Inc., A. N...445
Pierson Co, F. R....445
Pikes Peak Floral Co.468
Pillsbury, I. L.....468
Pittsburgh Cut Flower Co.....472
Polykranas, G. J.....475
Pulverized Manure Co., The.....482
Purdie & Co., D. S...469
Ramsburg, G. S..454-78
Randall's Flower Shop 471
Randolph & McClements.....470
Rawlings, Elmer.....456
Reck, John & Son....466
Reed & Keller.....472
Reinberg, Peter.....476
Rice Co., M.....472
Rice Bros. Co.....460
Riedel & Meyer, Inc..475
Ritchy, F. W.....458
Robinson Co., H. M..485
Rock Flower Co., W..469
Robinson & Co., Inc., H. H.....472
Rodgers Floral Co....468
Roehrs Co., Julius...458
Rosemont Gardens...469
Rosary Flower Shop..466
Royal Glass Works..483
Rumbley Co., The....472
Rupp, John F.....450
Sauter, A.....475
Seeery, Ed.....470
Schling, Inc., Max., Seeds.....454
Schling, Inc., Max, Flowers.....470
Schmidt, J. C.....454
Scholtz, the Florist, Inc.....468
Schramm Bros.....471
Schulz Co., Jacob....469
Schwacke & Co., C...452
Scottwood Gnhs.....471
Scott, Florist.....468
Serphos, Norman.....453
Sheridan, Walter F..475
Siebrecht, Geo. C....475
Sixth City Wire Wks..472
Skidelsky & Co., S.S.450-452
Skinner Irrigation Co.483
Smith & Fetters Co...468
Smith, Henry.....468
Smith, P. J.....475
Smith Co., W. & T...460
Smith & Co., Elmer D.457
Smith, the florist....468
Snyder Co., B. A.....476
Solomon & Son, L....483
Southern Evergreen Co.....472
Spear & McManus..468
Steele's Pansy Gardens.....450
Storrs & Harrison Co.448
Stumpp, Geo. E. M..470
Stumpp & Walter Co. 452-53
Swayne, Edw.....460
Syracuse Pottery Co.478
Taepke Co., G. H....468
Taylor, Edw. J.....457
Thompson & Co., C.B.469
Thorburn & Co., J.M.450
Tomlinson Key Floral Co.....469
Traendly & Schenck..475
United Cut Flower Co., Inc.....474
Vaughan's Seed Store.452
Vick's Sons, James...452
Vincent, Jr., & Sons..445
Walker Co., The F..469
Watkins & Simpson..452
Wax Bros.....466
Weber, F. H.....471
Weeks Nursery Co., Inc., C. H.....460
Weir, Inc., James....466
Welch Bros. Co.....476
Welch, The Florist...468
Wenk, Peter.....456
Westman & Getz.....468
Whilldin Pottery Co..478
Wilk, John.....454
Wilson, H. E.....470
Wilson, R. G.....466
Wolfinger, Florist....469
Wood Bros.....458
Woodruff & Sons, S.D.454
Young & Co., A. L...475
Young & Co., John...475
Young & Nugent.....470
Young & Sons Co., C.471
Zech & Mann.....476
Zvolanek, Ant. C....450

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Abies.....459
Adiantum.....445-55-58
Alyssum.....456
Arbor Vitae.....459
Ardisia.....448
Areca.....445-48
Asparagus..448-52-55-56-457-58
Asplenium.....448
Azaleas.....460
Begonias....445-55-56-58
Bellis.....452-55
Berberis.....459-60
Bleeding Heart.....460
Bougainvilleas....455-57
Bulbs.....445-48-50-52
Caceolaria.....452-55
Calendula.....452-55-58
Callas.....450-52-55
Cannas.....458
Carnations.445-55-56-57-458
Chrysanthemums.....457
Cibotium.....448-58
Cineraras.....450-55
Clematis.....460
Cocos.....445-58
Coleus.....445
Columbine.....454
Coreopsis.....454
Cut Flowers.474-75-76-77
Cyclamen..443-50-52-55-456-57
Cyrtomium.....448
Dahlias.....458
Daisies.....452-55-56-58
Decorative Plants..445-56
Delphinium.....452
Deutzia.....460
Dianthus.....452
Dracæna.445-48-55-56-58
Elms.....459-60
Euphorbia.....445-55
Evergreens.....459-60
Farm Seeds.....454
Ferns....445-48-55-56-58
Ficus.....445-48
Fir.....459
Forsythia.....460
Foxgloves.....454
Freesia.....450-52-55
Fruit Trees.....460
Fuchsia.....456-58
Gaillardias.....454
Gardenia.....445
Genista.....448-55-58
Geraniums.....455-56-58
Gladiolus.....450
Gypsophila.....452-55
Heather.....458
Heliotrope.....445-56-58
Hemlock.....459
Hollyhocks.....452-54
Honeysuckle.....457
Hydrangeas 445-48-56-57-459
Iris.....460
Ivy.....445-48-55
Japonica.....460
Jerusalem Cherries..445-448-55
Juniper.....459
Kentias..445-48-53-56-58
Lantanas.....456
Latania.....445
Ligustrum.....460
Lilac.....459-60
Lilies.....450-52-55-60
Lily of the Valley....454
Lindens.....459-60
Mignonette.....452-55
Myrtle.....455
Narcissus.....452
Norway Maple.....459-60
Norway Spruce.....459
Nursery Stock.....460
Oaks.....459-60
Onion Sets.....452
Orchids.....458-60
Palms.....445-48-53-58
Pansies..450-53-54-55-56-458
Pelargoniums.....455
Peonies.....452-60
Perennials.....452-54-55
Phlox.....454-60
Phœnix.....445-48
Picea.....459
Pine.....459
Pinks.....454
Pinus.....459
Poplars.....460
Primulas 445-48-50-55-58-459

Editorial Contents

A. S. T. A. 454
Advertising?, What is, ... 462
Bamboo Quarantine, A 462
Britain Through a Florist's Eye. 449
Catalogs Received 451, 465
Clubs and Societies:
Stamford Hort. Society 465
Exhibitions and Meetings, Coming 465
Florist Soldiers, Our 464
Flue Plug, Taking Out a 449
Good Will, Building Through Advertising 463
Hodge Podge 463
Hoe for Small Plants 449
Imports and Exports for June, 1917, and June, 1918..... 453
Iowa State Florists' Ass'n..... 465
Iris Roots, Worms Attacking... 451
Kentucky Grass Seeds 454
Liberty Bonds, Conversion of... 451
Meetings and Exhibitions, Coming 465
Moths on Trees, To Destroy.... 449
N. Y. Fed. of Hort. Societies and Floral Clubs 462
New York State Fair 464
Nobody Sticks 451
Obituary:
Dreer, Wm. F. (Illus.); Lamb, Mrs. Jas. M.; Mather, Mrs. Augusta C. 463
Paris Green and Airplanes..... 478
Pathos of Distance 451
Personal Note, A 465
Potash and the Crops..... 456
Publications Received 464
Retail Dept. (Illus.):
Why Join the F. T. D.?; Helping the Government—Helping Yourself; Suggestions for the Beginner in the Business; An Advertising Suggestion 467-471
Seed Trade, The 453, 454
S. A. F. and O. H...... 462
Stiff Upper Lip, On the Benefit of Keeping a 462
Three Times and In 463
Trade Notes:
Baltimore.....457
Boston.....474
Chicago 476
Cincinnati.....465
Cleveland.....473
Denver.....465
Fort Wayne.....482
Greenwich.....459
Hartford. 472
Houston.....457
Indianapolis.....465
Kalamazoo.....473
Kansas City.....458
Lancaster.....472
Louisville.....457
Milwaukee.....465
New Haven.....459
New York.....474
Philadelphia.....477
Pittsburgh.....465
Portland.....478
San Francisco....477
Spokane.....478
Vegetable Crops Under Glass and in the Open.... 455
Victory Loan Drive 462
Week's Work (Illus.):
Boston Ferns; Late Sown Perennials; From Summer to Winter Conditions; Looking Ahead to Easter; Planning Ahead; Poinsettia Cultural Notes 451
Wis. Seed Notes 454
Witloof, or French Endive 456

Poinsettias..445-48-55-56 458
Primroses.....450
Privet.....459-60
Rhododendrons.....460
Roses... 448-55-57-58-60
Salvia.....445-58
Seeds .450-52-53-54-55-57
Shasta Daisy.....454
Shrub.....458-60
Smilax.....455-56-58
Snapdragon....452-54-55
Solanum.....448
Spiræa.....452-59-60
Spruce.....459
Stevia.....455-56
Stocks.....454-55
Swainsona.....445
Sweet Peas..450-52-53-55
Sweet William..450-52-54
Syringa.....460
Taxus 459
Trees.....460
Vegetable Plants.....454
Vegetable Seeds 452-53-54
Varnish Trees.....460
Vincas.....458
Violets.....458
Weigela.....460
Yew.....459

MISCELLANEOUS

Aphine.....455-82
Aphis Punk.....455-82
Bamboo... 452
Baskets.....472
Boilers.....478-83
Boxes.....472
Boxwood.....472-73
Chiffon.....473
Cycas Leaves.....472
Cypress.....478-83
Dagger Ferns.....472-73
Directory of Reliable Retail Houses..466-67-468-69-70-71
Dirt Bands.....478
Evergreens.....473
Ferns, Fancy.....472-73
Fertilizers.....482
Fittings.....483
Florists' Accounts Insured.....458
Florists' Supplies....457
Fungine.....482
Galax Leaves.....472-73
Glass.....483
Glass Cutters.....483
Glazing Points.....478
Greenhouse Construction.....478-83-84
Greenhouse Material.478-483
Ground Pine.....473
Gutters.....483
Heating.....478-83-84
Hose.....483
Insecticides.....482
Irrigation.....483
Laurel ... 473
Laurel Festooning....473
Lemon Oil.....455
Lumber.....478-83
Lycopodium.....473
Magnolia Leaves..472-73
Manure.....482
Mastica.....478
Moss.....472-73
Nico-Fume.....455-58
Nicoticide.....455
Nikoteen.....455-58-82
Oak Leaves.....473
Paper Pots.....478
Pecky Cypress.....478
Pipe.....483
Pipe Fittings.....483
Plant Food.....482
Posts.....478-83
Pots.....478
Princess Pine.....473
Putty.....483
Putty Machines.....483
Roping.....473
Ruscus.....473
Sash.....478-83
Seed Packets.....452
Smilax.....472-73
Sphagnum Moss..472-73
Sprays 473
Stakes.....452-57
Supports.....457
Tobacco Products..458-82
Toothpicks.....472
Tree Surgery.....446
Tubs.....478
Valves.....483
Vermine.....482
Wants.....479-80-81-82
Wholesale Florists...474-475-76-77
Wire.....472
Wire Designs.....472
Wreaths.....473

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Britain Through a Florists' Eye

Nelson Coon, formerly with Elmer Coon, florist of Rhinebeck, N. Y., but now with "Uncle Sam and Co.," as sergeant, 1st class, writes interestingly of his observations in England and Scotland

As many young florists in the United States, like myself, have never had the chance to see English horticulture at first hand, I write them through THE EXCHANGE of things they might find if they come to this country. Doubtless there are hundreds of florists though, who have been even more fortunate than I and have gone to beautiful, though much scarred, France. But as it has been my lot to be stationed in England I have tried to see how, what and why as regards horticulture.

The first impressions of the country are good beyond all doubt. One doesn't need to dig deeply to see from whence the inspirations of the great English painters and writers came. Undoubtedly the great features that strike the American eye are the walled gardens and the low rolling hills, most of them capped by a symmetrical wood. All the woodlands are worth walking through and unlike the woods at home are free of the underbrush. The branches being high walking is possible. Hedges I would place third in making an impression on the visitor.

Effect of War on Floriculture

What has war done to floriculture here? I have often asked gardeners and florists here. Sometimes they have answered and sometimes the answer was evident. The florist profession has, I believe, not been hurt a bit, outside of the first shock, and many men report better business than ever. Many new graves, of course, bring some business but my observation has been that as a whole the people of Great Britain are a flower loving people. Many a time I have seen homely country people, with perhaps a garden full of many flowers, step into a shop and purchase perhaps a six penny bunch of some perennial. This is the kind of spirit that makes trade.

The private gardener over here surely has my sympathy, though, for he is surely up against a proposition. He perhaps had 25 men working before the war (this is not a hypothetical case) but now only has eight. Till this year he has been able to obtain nearly all the coal he needs, hence all the houses must be kept running. "The big house" is perhaps used as a hospital, so lawns, etc., must be kept up. The production of vegetables must be increased to help win the war and delicate fruits, the wounded must have. All this with one third less help the gardener does remarkably well and never grumbles. But (and this is just the sort of thing that has happened in many cases at home) he has perhaps a beautiful formal garden. The lady of the house thinks that the war would be won quicker if vegetables were grown therein, so the pride of the gardener's life is sacrificed, while 300 feet away he has a fertile untilled field that would produce 50 per cent more yield with less labor and would not destroy the work of years. One such man whose formal garden had 132 beds said "I never go near the old garden any more." This I tell to show men with the same troubles, that enthusiasm to dig up the work of years in order to win the war is not alone a disease peculiar to Americans. The case of the man with a quarter acre (where it might be excusable) digging out his flowers to plant vegetables is rare.

Popular Methods

A word might be said about methods. Among the big landowners the use of modern tools and machinery is prevalent but the small gardener has no Planet Jr. tools and the other little aids to gardening which we at home so much depend on. The flower shops are mostly up-to-date, the only difference noticeable being the exclusive use of wire for all floral work. A wired matchstick is not known. As we draw most of our ideas for good cultural work from this nation, little mention may be made of this phase of the work.

In Hants County intensive cultivation has to be resorted to, owing to the shallowness of the soil. The average soil here is not over 18 inches deep upon a sub-soil of a pure chalk from 25 to 3000 feet deep, so it is quite impossible to do real subsoiling. Perhaps owing to these conditions the trees are mostly evergreens, Beech and similar shallow rooted species.

Everywhere is seen the result of patient, careful work. The American is too prone to want quick results and to hurry plants along with all the resultant bad effects. Here it is different, for Englishmen are by nature patient, painstaking and want and will have a thing good, no matter how long it takes. Of course, much that would seem to indicate this patience is in reality only what age has accomplished. No one in even a hundred years could hope to obtain the effects that centuries will bring.

On the other hand the American hurry up system has produced a fever for newer and better subjects and a realization of the defects of the old, which is one of the things I have heard florists here complain of. Here are often still cataloged perhaps 50 varieties of a subject where the U. S. A. firm will show only five and perhaps state that owing to certain defects of this or that one he has discontinued to propagate it. But as England's old buildings still remain and are the joy of its peoples (and rightly) so many old floral and vegetable plants are not discarded. This trouble is acute but the needs for less unnecessary work which the war has occasioned will help to solve the problem.

Interest in Vegetables

As food is the thing we all think of first it is well to note something of vegetables. When the American first arrives he hears people talk about Corn and cornfields but looks in vain for anything that looks like either Sweet of Fodder Corn. I have not seen a cornstalk since I have been here. The only "Corn" they know is Wheat. If one talks with a grower about what we know as Corn he says he has heard of it or perhaps has seen it growing but hasn't much faith in it. I can well imagine though that with the uncertain weather that prevails here Corn would not do well.

Cucumbers and Tomatoes are grown indoors exclusively on account of the weather. From what I have seen I would say that the British understanding of this trade is A1. I have seen houses of these two plants which will turn over more money to their owners than any flower would and it is possible to grow more than one crop. Onions and Cabbages do well here. The cultivation of Potatoes is receiving more attention with better results than formerly. That good variety Early Rose which seems to be losing its character at home is doing the same here.

Wall Fruit Growing

Most of the orchards in this country are on walls whose advantages it takes only a glance to see. I have had the pleasure of seeing one garden with over 100 fruit trees trained against its walls. It was surely a fine sight. Cherries with every cluster within each reach; Peaches with every cheek red and visible; Apples growing large and fine, though poor eaters compared with American Apples. Much more fruit is grown indoors here than with us and a small range of houses with Peaches, grapes, etc., is not uncommon. With the little labor available the men with these in charge, try not to have anything less attractive and so are careful to thin the fruit and get the best results.

If a wall doesn't protect a garden, a hedge does or perhaps, and often, both. Hedges are mostly of holly or the common English thorn, which latter has all the advantages of height, color and impregnability. One of the most attractive hedges I have seen is of flowering Currant, which when in bloom was a beautiful sight. Hedges and walls not only surround gardens but front yards so it is disappointing to walk the streets of a city and see nothing of the front yards. These walls are, I believe, indicative of the "exclusive" spirit of the people which the action of the war is breaking down. Those of us who are stationed here realize that the English have lost all the feeling the War of '76 engendered. In many ways we are one people having in common at least the one feature of language.

The flowers grown here consist of most of the species we use for commercial purposes. The American "Tree" Carnation, as they speak of it, is rapidly replacing the unproductive if beautiful, English varieties. Roses are good though not plentiful as with us. In Scotland I saw some of the finest Sweet Peas it is possible to produce. That cool climate is just right for them. Asters which I have seen were inclined to look sick and have short stems. Perennials find a ready sale here and both florist and gardener know how to get them fine and healthy. Prices for all things seem to be on a par with ours.

Rock Gardening and Landscaping

A rock garden in a front yard 30x40 would seem a thing out of place and yet I have seen more than one such that gave a pleasing effect to the yard. I can only realize that the fine art of rock gardening in America is surely in its infancy. What I am told is the finest rock garden in Britain is in Edinburgh. It is about 2½ acres in extent and is full of almost hundreds of pleasant surprises. Another very good one is in London, at Kew Gardens, which, by the way, is all that is said for it as the most wonderful garden in the world. One doesn't need to ask why the Kew gardener has a thorough understanding of his trade after seeing the place where he was educated.

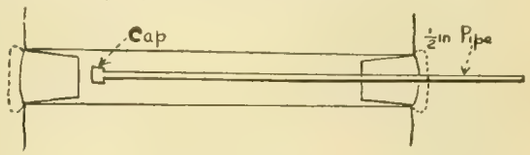
Landscaping small properties is a custom which might well be imitated in America and which would not only add beyond measure to the beauty of our cities but which would make a reliable source of income for all in the trade. No household, however small, but has its attractive garden, and one more often than not worked out on correct principles. The large estates are all landscaped with an eye to the impressive beauty of the scene. They afford many chances for the study of the fundamentals of the art.

In the analysis it appears to me that the American gardener can take many lessons from his English friend and learn to be patient, to study our possibilities, to keep everlastingly at it and make the industry come out ahead at the end of the war.

I surely hope that many florists will have the opportunity to study the methods of this country. They will not only be pleasantly surprised at many things they see but also go back to the United States with a firm conviction that there is no place like home.

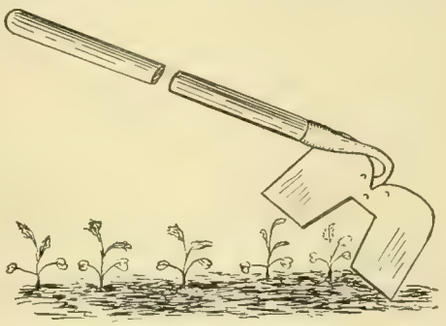
To Remove a Flue Plug

When a flue gives out in a tubular boiler the usual way to stop the water is to plug it with an iron plug made for the purpose. Sometimes no iron plugs are on hand and wooden ones are used. These generally burn down level with the boiler sheets and it requires a lot of chiseling to remove them, an expensive operation when a boiler maker is paid to do it. An easy and simple way to remove these plugs is to bore an inch auger hole in the plug where the boiler is usually cleaned from. Use a ratchet brace or extension bit for making the hole. Then with a piece of ½in. pipe with a cap on the end knock out the back plug; reverse the pipe and knock out the plug with the hole in it.—HILD BROS., Lake Forest, Ill.



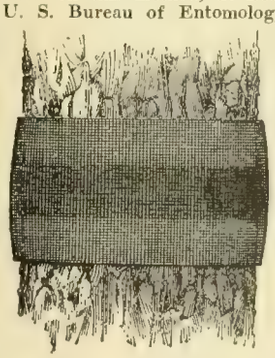
Hoe for Small Plants

The advantage of the hoe shown in the illustration over the ordinary hoe is that it is much more satisfactory for small plants; for instance, Turnips, Beets, Radishes, etc., as it enables you to hoe on both sides of the row with one operation, and at the same time do whatever thinning is necessary. It also permits you to cut out the weeds which grow too closely to the plants to be safely cut with an ordinary hoe. This improved hoe, as will be seen from the illustration, is made by cutting a piece out of the blade of a regular hoe.—CHAS. A. BLACK, JR.



To Destroy Moths on Trees

When the codling moth larva has done its best to destroy the appearance of the ripest and rosiest fruits it can find, it seeks a place to spin a cocoon, and for this purpose it generally crawls up or down a tree trunk. Hence the usual method of trapping the moth is to wrap a band of burlap around the tree trunk. An improvement on this method, devised by E. H. Sigler, of the U. S. Bureau of Entomology, employs a wire screen over the burlap band to form a trap into which the larva enters and spins its cocoon, but from which it cannot escape as a moth.



A burlap band covered with a wire screen to catch the larvæ of destructive moths

To make the trap, strips of burlap 6in. wide are folded into three thicknesses. The loose bark from the lower branches and trunk of the tree is removed. A strip of this burlap is folded once around the trunk and held in place by large tacks, driven in such a way that the edge projects about ¼in. beyond the burlap. Black-painted wire screening, with 12 meshes to the inch, is then cut into strips 6in. wide, and the edge of each strip is folded twice, allowing ¼in. to each fold.

The strip of screening should be long enough to allow for an overlap of three to four inches when placed around the tree over the burlap. It is tacked to the tree so that both the upper and lower edges fit snugly against the bark. The projecting tacks used to fasten the burlap prevent the wire from pressing against the cloth. To make sure that no moths can escape through the openings along the edges of the trap or along the flap, a thin coating of pitch tar may be used.

The traps may be placed on the tree during the Winter or in the Spring, not later than one month after the petals have dropped.—*Popular Science Monthly.*

WINTER-FLOWERING
Spencer Sweet Peas
NOW READY FOR DELIVERY

Australian Winter-Flowering Spencer Sweet Peas (We advise every florist to try a few)

BLUE FLAKES.
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CONCORD BLUSH SHADES.
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SALMONEA.
YARRAWA.

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except **Yarrawa**, as noted above.

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	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.15	.50	1.50	5.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1 00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.15	.50	1.50	5.00

	¼ oz.	Oz.	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush	.15	.50	1.75	5.00
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Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
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Rose Queen. A variety of sterling merit and one of the most popular ½ oz. 75c		1.00	3.00	12.00
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Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50	12.00

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Containing many of the best and most expensive sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

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FREESIA PURITY—Special Offer: ½-inch, $3.50 per 1000; ⅝-¾-inch, $9.50 per 1000 Mammoth (Selected), $17.50 per 1000

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LILIUM Giganteum
(Cold Storage)

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9|10 (200) $25.00 per case
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Secure your stock for Easter planting, since it is CERTAIN that no fresh bulbs from Japan will be procurable this season.

Bulbs Sound and Dormant

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 100, $40.00 per 1000; 1¼-in. to 1½-in., $5.50 per 100, $50.00 per 1000; 1½-in. to 1¾-in., $8.25 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.00 per 100, $110.00 per 1000; 2-in. to 2½-in., $13.50 per 100, $130.00 per 1000. Ready in August.

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From California. The best we have ever had. We carry the two most desirable sizes.
First size, $9.00 per 1000.
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Complete list of Florists' Choice Seeds. A postal card will bring our catalogue.

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FREESIA refracta alba, ⅝-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

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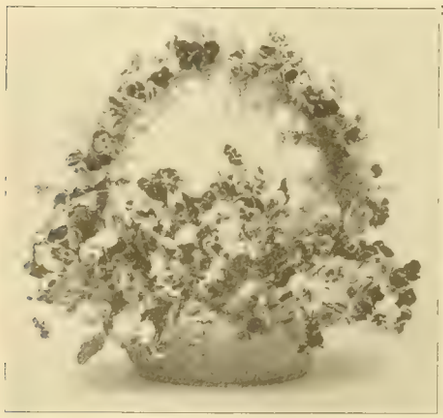

Mastodon Pansies

Because of their immense size and wonderful range and beauty of colors, have won the regular patronage of many of the most famous botanical gardens, universities, parks and cemeteries of the Western World. We are proud to serve them and we shall be happy to supply you.

This basket of Mastodon Pansies sold at recent auction for $65.00

	1/16 oz.	⅛ oz.	¼ oz.	½ oz.	1 oz.
STEELE'S IMPROVED VULCANO—New. A rich velvety Burgundy red. ⅛ oz. $1.25, ¼ oz. $2.50, ½ oz. $5.00, oz. $10.00.					
BLACK MASTODON	.80.65	$1.00	$2.00	$3.75	$7.00
BRONZE MASTODON	.65	1.00	2.00	3.75	7.00
PANAMA-PACIFIC YELLOW	.65	1.00	2.00	3.75	7.00
PRINCE HENRY, dark blue	.65	1.00	2.00	3.75	7.00
MADAME PERRETT, rose and red shades	.65	1.00	2.00	3.75	7.00
MADAME STEELE, Elk's purple	.65	1.00	2.00	3.75	7.00
PARISIAN YELLOW, a pure yellow	.65	1.00	2.00	3.75	7.00
METEOR, wine red	.65	1.00	2.00	3.75	7.00
GRAND DUKE MICHEL, all white	.65	1.00	2.00	3.75	7.00
WHITE MASTODON, dark center, Adonis, light blue	.65	1.00	2.00	3.75	7.00

STEELE'S PANSY GARDENS, PORTLAND, OREGON

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Freesia Purity

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Special Price On Entire Lot

America, King, Pink Perfection, Klondyke, Augusta, Panama, Europa, Schwaben, Niagara and other choice kinds. For Fall and Spring delivery.

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PANSIES

METTE MIXED STRAIN of Pansy plants has been approved for in and out door planting.

I have testimonials from the North, East, South and West. Conditions do not permit more particulars. Write for private information.

If you want an early cut for November and Thanksgiving, plant your beds now. Plants are just perfect. $4.00 per 1000; seeds, $4.00 per oz.

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CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00, ½ pkt 50c., 1000 seeds $1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
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GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.; oz., $3.50; 3 ozs., $10.00.

There will be a demand for good Pansies next Spring

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Our New Price List of
WINTER ORCHID
Sweet Pea Seed
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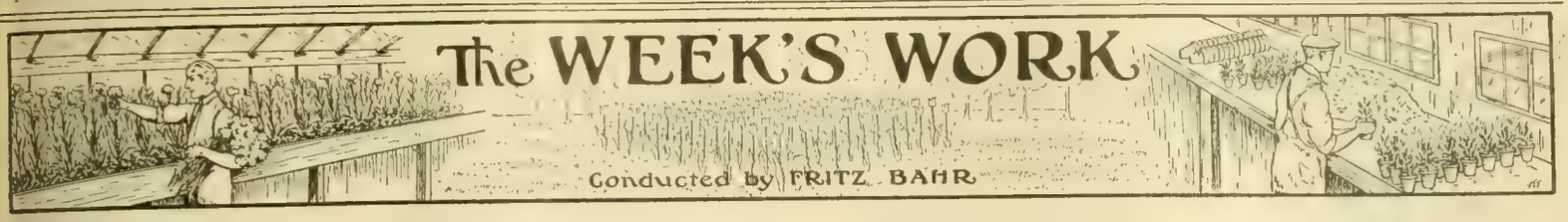

Boston Ferns

Stock which has been grown in benches for the past six or eight weeks is ready now to be potted. If small plants are on hand these can be planted out to take the place of the larger ones. Bench grown plants carefully lifted hardly show the effects of planting and in just a few days are ready for the store trade. A better way is to give them a liberal sized pot and keep them in the greenhouse for a few weeks. If given plenty of room they will keep on growing into money. As soon as the frost finishes the flowers outdoors every florist has more or less call for Bostons again. Those who don't grow their own plants will find the present the best time to stock up well.

Late Sown Perennials

Sometimes we start out early with the sowing of the bi and perennials but something will happen one way or another and we have to resow certain things. Before we know it the Summer is over and frosty nights the rule. To plant small or late sown perennial seedlings into the open field after the middle of September is risky. The plants won't have a chance to become re-established and grow into strong enough plants to stand a severe Winter. Instead of transplanting more than is needed a better way is to make use of a coldframe. With glass protection later on the plants will keep on growing when the ones in the field are at a standstill. Such plants are bound to overwinter in good shape. Don't grow more than are actually needed. Save time, labor and room, all three important and more so than ever of late.

From Summer to Winter Conditions

Avoid a Low Temperature and Excess Moisture

To postpone starting to fire as long as possible at this time of year in order to save coal is apt to be expensive, whether in the Rose, Carnation or 'Mum house. After weeks of daily watering, a few cool nights without firing is bound to create trouble. Excess moisture combined with a low temperature is bad for almost any greenhouse plant. By early firing isn't meant to close every door and ventilator and get all the return pipes hot or run the houses up to 55 or 60 deg. As we change from Summer to Winter conditions outdoors, it is necessary to keep a close watch on the weather and temperature for Carnations and 'Mums and general greenhouse stock. For the next few weeks 50 deg. or thereabouts should be maintained. 'Mums, Violets and Mignonette are better off with less, but as long as there is plenty of ventilation on the houses no harm is being done to any of these during September with a night temperature of from 45 to 50 deg. For most plants firing over cool nights or dark, cold days always means giving a crack of air along with it to prevent a soft growth. The small grower who has no fireman will find it pays him to start a fresh fire late in the evening. With a little practice a fire can be started and enough coal put on to warm up a part of the pipes sufficiently to take the chill and excess moisture out of the houses. That's all that's necessary; the stock will appreciate it.

Looking Ahead to Easter

We are likely to have a Hydrangea Easter in 1919. Hydrangeas can be sold to every patron who wants a flowering plant, then even if you have no Lilies, Azaleas, Rhododendrons or Ramblers grown from Dutch stock, but on account of a shortage of so many important Easter plants, Hydrangeas are bound to be in extra heavy demand and it is indeed fortunate that those French varieties came out when they did, for we no longer are confined to just one but have several to choose from. With Easter coming in the last week of April next year, growers with a shortage of coal and those who have to get along with 50 per cent. screenings can get their plants in good time. If you have field plants on hand the sooner they are potted up the better, the object is to have the plants become established in the pots before cold weather sets in so they will become fairly pot bound this Fall. This will make it that much easier to get the plants in flower early and with better foliage. Make use of a liberal sized pot and good soil and drainage, pot firm and don't disturb any more roots than possible, place the potted plants in a frame, water well and keep shaded a little for a few days and during the first cold snap protect with sash. In other words keep the plants growing as long as possible. They will lose their foliage soon enough afterward and especially if kept a little on the dry side.

Planning Ahead

Start Now for Next Year

While we are living in times just now when the unexpected keeps on happening and even the most optimistic of us has his doubts about predicting just how good the bedding plant business will be in the Spring of 1919, for all of that if we expect to do business at all we must be prepared. The present is none too soon to get busy. No matter what crop we intend growing usually many months are required to turn out almost anything.

With bedding plants enough stock has to be brought inside before frost in order to have plants to propagate from. To take up a few Salvias, Ageratums, Heliotropes, Cupheas, Petunias and almost anything else doesn't mean a great deal of labor and expense. If for any reason they are not wanted later on it is an easy matter to throw them out. I suggest to stock up well and prepare the same as usual as far as possible considering shortage of labor. While it isn't very likely that conditions will be normal again by next Spring there is reason for the average out-of-town florist to expect a fair business as long as he depends upon a retail trade. Nothing whatever is gained by letting things go. To have a complete assortment of bedding plants ready by May 20 means to start at it now. You can't put it off until March or April. If you should see fit to make a different arrangement between now and then not much harm will have been done.

Poinsettia Cultural Notes

We are nearing the critical time for the Poinsettias. Let the plants have a hot spell and just a few cool, damp nights and you will notice the first batch of yellow leaves; perhaps no other plant is more sensitive as to changes in temperature at this time of year or from now on up to the time the bracts are ready to be cut. One may see them, in the West Indies or far enough South where chilly nights are unknown up to Christmas, with foliage down to the ground and 6ft. to 8ft. stems, but on the Pacific Coast where a snappy night frost is thrown in for good measure now and then and they grow just as high and the bracts as large and beautifully colored, but the foliage usually is very scarce and lacks color. That is enough to show us they like an even temperature. This holds good under glass. Watch out for cold nights. You may not want to heat up the whole place but the Poinsettias should have about 60 deg. Stock not well established is more in need of it than bench grown plants. Without heat you can't grow good Poinsettias. Any florist who requires only a limited number of plants for Chrismas and hasn't his stock on hand will do better by letting the specialist grow the plants for him until ready for the counter unless he has a warm house to grow them in. To provide heat for only the Poinsettias won't pay.

Catalogs Received

Domestic

Cordley & Hayes, 7 and 9 Leonard st., New York City, price list, effective Aug. 23, of "Fibrotta" products, including pails, trays, etc., illustrated.

Holm & Olson, Inc., St. Paul, Minn., catalog of bulbs and plants for Fall planting, attractively illustrated, 12 pages, including Tulips, Narcissi, Peonies and other hardy perennials, Iris and lawn grass seed.

S. M. Isbell & Co., Jackson, Mich., Fall, 1918, catalog of farm, garden and flower seeds and bulbs; freely illustrated; 16 pages.

J. Bolgiano & Son, Pratt and Light sts., Baltimore, Md., circular on wholesale prices of vegetable seeds, garden hardware, insecticides, poultry and pigeon supplies and fertilizers; dated Aug. 19.

Luther Burbank, Santa Rosa, Cal., catalog of Burbank's 1918 new standard grains including the new "Super" wheat of 1917.

H. C. Hastings Co., Atlanta, Ga., Fall, 1918, catalog No. 56 of field and vegetable seeds; also Rose plants and insecticides; 42 pages, illustrated; meant especially for the South.

Foreign

John Connon Co., Ltd., Hamilton, Ont., wholesale price list, Fall, 1918, of flowering and decorative plants and shrubs, evergreen and other trees; 20 pages.

Kelway & Son, Langport, England, wholesale seed growers and merchants, special offer of vegetable and farm seeds. (Offer No. 310.)

Nobody Sticks

The janitorship at the city library goes begging and it is a job that pays $60 per month. In the past eleven months 13 different parties have started to take care of that job. Every one of them has suddenly disappeared, and when finally located they had secured better employment somewhere else. Finally a stranger was induced to try the work. Being hardly dressed suitably for a position of that kind he was furnished a new suit of clothes. He worked a half day and disappeared without even asking pay for his services. *Independence* (Kan.) *Reporter.*

The above is so typical of the help situation (and not confined to unskilled labor particularly) and expresses so closely the situation in which practically all employers find themselves that we could not resist the temptation to reproduce the item.

The Pathos of Distance

In England and France I have seen things which I wish could be burned into the conscience of every business man in the United States. I have seen factories in ruins, office buildings blown into bits, commercial districts, miles in extent, lying deserted and silent, grass growing in the streets like places of the dead—everything that years, perhaps hundreds of years of patient industry had built up and passed on as a heritage from father to son—all vanished.

We in America have known nothing like this. We *can* know nothing like it. Thanks to our Allies, these experiences will be kept from us. That factory of yours in New England, that mine of your neighbor's in Michigan, that farm I own in Iowa—they are being protected today by the untold sacrifices of the soldiers, the business men, the women of England and France.

Why then should we complain? Why should we protest that our business is ruined? Why should we bewail lessened profits, cavil at high prices, inconveniences, hard conditions? Why should we rage at the disaster that overtakes our business?

Our business? *Our* profits? *Our* lives? Good God, will we ever open our eyes to see the truth? Can we ever repay the debt we owe? The time has come for us, the commercial men of this country, to relieve our French and British Allies overseas of their appalling burden. Their soldiers are now our soldiers, as truly as if they wore our uniform; and our boys are theirs.—*E. T. Meredith in The Nation's Business for August.*

Conversion of Liberty Bonds

The privilege of conversion which arose in consequence of the issue of 4 per cent. bonds of the Third Liberty Loan will expire on November 9 next and under existing law can not be extended or renewed. Delay in exercising the privilege will overburden the banks and the Treasury Department by congesting all conversions at the last moment. It may result in many cases in the loss of the privilege of conversion altogether. Holders are strongly advised to exchange coupon bonds for registered bonds in order to protect themselves against the risk of loss, theft, and destruction. The banks as a matter of patriotic service, will doubtless all assist bondholders in converting and registering their bonds.

Worms Attacking Iris Roots

Under this heading an inquiry from a subscriber appeared in THE EXCHANGE of Aug. 17, page 245. This was answered by Prof. W. E. Britton of the Conn. Agri. Exp. Sta., New Haven. The following reply from an expert Iris grower of long experience will doubtless be of much interest. Mr. Farr states that he has given the subject much study.

The Iris root borer Macronoctua onusta is one of the hawk moths, which flies at night. It is similar in appearance and size to the common dusty miller, except in color, which is a rusty black. It lays its eggs in the tips of the Iris leaves, and is generally observed about the first or second week in May, just as the buds are beginning to make their appearance.

The minute worm, about ⅛in. long, can be detected by the little spots where the eggs were laid, and the slimy appearance of the inside edge of the leaves, where the worms are at work. The worm gradually works its way down toward the base of the leaves, increasing in size. By the time the buds are beginning to open, the worms will be found 2in. or 3in. above the base of the leaves; at this time it is about ¾in. to 1in. long, and about 1-16in. in diameter. By the first of July the larvæ will be well down in the rhizomes, fully developed, about 1½in. long and ¼in. in diameter. They are then very destructive, entirely eating out the center of the rhizomes, causing the roots to rot and the foliage to turn yellow. By the first of September they will have entirely disappeared, having gone down into the ground beneath the Iris roots, and become dark brown pupas, about ¾in. in length, where they remain until Spring, emerging again as moths.

In view of the habits of this pest the destruction and burning of foliage is of no benefit, there being no eggs to destroy in the late Fall. In a small garden the remedy is simple. In the early part of the season cut away the tips of the leaves below the point where they are affected, and as each leaf affected can easily be seen, it takes but a short time to go over a large plot. Later in the season, by pulling the leaves apart and opening the foliage, the worms can easily be dectected and killed. After they have gotten down into the rhizomes, the only remedy is to dig up the roots and replant. Young plants are not often attacked; the most destruction occurs in old clumps, which are often completely destroyed.

Where Irises begin to decay and rot at the base of the plants, in nine cases out of ten the trouble is mistaken for the fungous disease commonly called the Iris rot, whereas nearly always it is the worms that are causing the rot. With the fungous disease just mentioned, the crown rots at the surface of the ground, and gives off a very offensive smell. This disease can be checked by spraying with a solution of permanganate of potash, used strong enough to make the water a deep pink. BERTRAND H. FARR.

Wyomissing, Pa.

Fritz Bahr will gladly answer any questions coming under his department.

Dutch Bulbs Afloat

NARCISSUS—EMPEROR
Mammoth Bulb

The following are Now Ready for Early Forcing and Counter Sales

NARCISSUS

	100	1000
EMPEROR, Mammoth	$2.75	$25.00
EMPEROR, 100% Bloomers, all large, round bulbs	2.50	21.00
Bicolor Grandis (Grandee)	2.25	20.00
Obvallaris (Tenby Daffodil) f'cy	2.00	18.00
Sir Watkin, fancy grade	2.50	23.00
Barri Conspicuus, fancy grade	1.50	12.50
Jonquilla Rugulosus	1.25	11.00
Poeticus (Pheasant Eye) fancy	1.00	9.50
Poeticus Ornatus, fancy grade	1.25	11.00

FREESIAS IMPROVED PURITY

Size	Per 1000
Jumbo, ¾ in. and up	$17.00
½ to ⅝ in., good grade	7.50
½ in., plump bulbs	6.25
⅜ to ½ in., regular grade	4.00

LILY BULBS FROM STORAGE

GIGANTEUM

	Per Case
7 to 9 in. (300 to case)	$20.00
10 to 11 in. (180 to case)	27.00

SPECIOSUM ALBUM

	Per Case
8 to 9 in. (200 to case)	$18.00
9 to 11 in. (140 to case)	17.00

SPECIOSUM RUBRUM

	Per Case
9 to 11 in. (140 to case)	$14.00
10 to 11 in. (125 to case)	15.00
11 to 13 in. (90 to case)	15.00

AURATUM Per Case

8 to 9 in. (160 to case)	$11.00
11 to 13 in. (75 to case)	13.00

PAPER WHITES
are now on the way and expected soon.
Write for prices

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Cold Storage Bulbs

We have in cold storage, in good condition, for prompt express shipment, the following, which we offer subject to being unsold:

		Doz.	100
135	SPIRÆA, Avalanche	$2.25	$15.00
300	SPIRÆA, Queen Alexandra	2.00	14.00
185	SPIRÆA, America	2.00	14.00
165	SPIRÆA, Pink Perfection	2.50	17.00
225	SPIRÆA, Rubens	2.25	15.00
950	SPIRÆA, Gladstone	1.75	12.00

LILIUM GIGANTEUM

	Per case
20 cases LILIUM Giganteum, 300 to case	$20.00
20 cases LILIUM Giganteum, 100 to case	10.00
20 cases LILIUM Giganteum, 225 to case	20.00

Stumpp & Walter Co. *Seedsmen* 30-32 BARCLAY ST. NEW YORK CITY

When ordering, please mention The Exchange

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Price*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

When ordering, please mention The Exchange

SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON & CO.
The Seed Store 12 and 13 Faneuil Hall Square, BOSTON, MASS.

WATKINS & SIMPSON, LTD.

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

Write to 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAND

When ordering, please mention The Exchange

READY NOW

CYCLAMEN SEED (Giant Strain)

Pure White, White with eye, Bright Pink, Delicate Pink, Bright Red, Salmon King. $9.00 per 1000

Superb Red, Delicate Salmon (Medal winners, best of their kind) $17.50 per 1000

Grow CYCLAMEN. There will be no Lilies and no Azaleas

PANSY SEED. Florists' Prize Mixture, giant strain and extra fine. $6.00 per oz.

MIGNONETTE SEED. Giant Greenhouse grown. $7.00 per oz.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)

Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: Nelrose, Phelps' White Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.

New Address:
Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

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LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.
FOR FALL DELIVERY
JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

BAMBOO Cane Stakes

		Per bale	Per bale
Natural,	6 ft.	2000	$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

Sweet Pea

YARRAWA
Original Stock Australian Grown
Oz., $1.75; ¼ lb., $6.50

WILLIAM M. HUNT & CO.
37 Warren Street, New York

When ordering, please mention The Exchange

PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.
SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

"IT'S A GREAT HELP," Say Our Subscribers
OUR STOCK AND MATERIAL INDEX, PAGE 447

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

A Holland bulb house reports that quantities of bulbs are being converted into starch for home consumption, Hyacinths and Narcissi being used particularly for this work. This sets up the possibility of accentuating shortages here, unless prices make it worth while for the Hollanders to ship to America.

European Notes

Beets and Mangels have been somewhat of a trouble to us this season, but so far as the latter crop is concerned the finish promises to be better than we dared to expect. The copious rains early in the month not only cleaned the plants from vermin but also infused new vigor into plants that were sufficiently responsive to their influence. This has considerably enlarged the size of the seed bolls and in every way improved their appearance and quality. As stocks of the most popular varieties are very low this is welcome news. The very limited acreage will keep the price up to its present level if there is an average demand.

As regards table Beet only the long, late varieties have benefited to the same extent and they also had suffered less from the frosts and drought. The early globe-shaped sorts suffered more in every way and the crop is both small and unsatisfactory. Growers are fighting shy of his culture for another season, but Mangel can be placed without much difficulty if one is disposed to pay the price demanded.

The copious rains referred to previously are responsible for quite an appreciable shrinkage in our deliveries of Turnip seed. The drought had made the stems and pods so brittle that they were easily broken by the heavy rains and as a consequence the fields from which the crop has been taken closely resembles a lawn.

Although very few references to flower seeds have been made of late in these notes it must not be supposed that the culture has been entirely neglected. The increage under cultivation is considerably less than formerly, but a fair supply of the popular sorts is still being grown and up to the present the outlook is fairly satisfactory. Pansy is an exception to the rule; the supplies, especially of the choicer strains, are very limited. The regular growers are engaged in sterner duties, and the pickers are concerned in the collection of the necessaries of life.

William Boyd Currie of Milwaukee, Wis., was a recent visitor, being on his way to take up duties with the American Army branch of the Y. M. C. A. in France. Other visitors will be welcome.

European Seeds.

New York Seed Trade

The French and Dutch Bulb Situation

As regards the arrival of French bulbs, there has been no change in the situation since last week. In all probability no more French bulbs will arrive in this country before Oct. 15 to 30. One of the largest of the French bulb exporters, writing under date of Aug. 21 from Ollioules, France, to one of the largest bulb importers in the city says in effect that the steamer which was expected to sail from Marseilles about Aug. 12 carrying a fair proportion of the crop of French bulbs, was at the last moment replaced by another steamer, which sailed without any bulbs aboard and that practically the entire crop of French bulbs is now at Marseilles under the sheds on the pier of the Fabre line. However, it is believed that there is little danger of the bulbs suffering any damage from the delay in shipping as it is the belief that they have been stored with reasonable care. It is expected that a steamer sailing toward the last of September will bring these bulbs, but as the whole matter with regard to what cargo the steamers shall carry is now under Government control no certain information as to what steamer will carry the bulbs now on the pier, and when she will sail is given out. We may add to the gist of the matter, in this letter as just given, that the best time any of the Fabre line steamers bringing bulbs last year made from Marseilles to an Atlantic port was from 18 to 21 days.

In the matter of Dutch bulbs a cablegram to one of the largest importers in New York, received Sept. 17, from Holland says that a shipment of "baby" Gladioli has been made via England, and that shipments of early Dutch bulbs have arrived in England on their way to this country. The same importers who received the above cablegram say that there appears to be no difficulty between England and Holland as regards the latter country being allowed to ship its bulbs to this country via England. Furthermore the American agents of a steamship company today, Sept. 17, informed these importers that a steamer bringing Dutch bulbs via England was expected to arrive at an Atlantic port at an early date.

The MacNiff Horticultural Co., Inc., 52-54 Vesey st., has begun its bi-weekly Autumn auction sales and will continue them through the season. These sales, which are held on Tuesday and Friday of each week, opening at 11 a.m., drew this week a fair attendance of buyers.

Chicago Seed Trade

Vaughan's Seed Store report a heavy sale of Callas. American-grown Narcissus bulbs are moving well. Geo. Mohn has charge of the West Side warehouses where the wholesale shipping is taken care of. Ed. Goldenstein was in from Camp Grant over the week-

Imports and Exports for June, 1917, and June, 1918

(From the *Monthly Summary of Foreign Commerce of the U. S.*, published by the Dept. of Commerce at Washington, D. C.)

IMPORTS	1917		1918	
Seeds	lbs.		lbs.	
Clover	706,163	$99,958	578,249	$190,832
Other grass seeds	410,132	28,928	88,222	27,009
Other seeds (garden?)	.....	508,441	.....	345,789
Plants, trees, shrubs and vines; Bulbs, bulbous roots or corms, cultivated for their flowers or foliage	M. 967	$11,239	.....	$31
All others	.....	29,770	.....	7,990
Total		$41,009		$8,021
Fertilizers	tons		tons	
Ammonia, Sulphate of	597	$52,397	190	$30,074
Bone products	592	22,028	347	14,986
Guano	139	3,107	451	11,152
Potash				
Muriate of	29	8,278	84	21,801
Sulphate of	9	1,334	.....	.....
All other fertilizers	.....	220,486	.....	238,564
Total		$307,630		$316,577

EXPORTS	1917		1918	
Seeds	lbs.		lbs.	
Clover	330,585	$66,366	921	$238
Timothy	547,631	41,867	69,223	8,079
Other grass seeds	628,804	94,208	67,949	16,823
Other seeds (garden?)	.....	68,182	.....	65,787
Fertilizers	tons		tons	
Phosphate rock	20,794	$73 357	22 631	$139,687
Superphosphates	596	8,080	584	6,460
All other fertilizers	22,966	756,373	4,988	134,546
Total	44,356	$837,810	28,203	$280,693

WHY DON'T YOU ORDER SOME

Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	¼ lb.
Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, flushed pink	.25	1.25	3.50
Wedgewood. Clear blue	.25	1.25	3 50
White Orchid. Pure white	.15	.75	2.50

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
Yarrawa. Rose pink and cream	.15	.60	1.00

We have on hand fresh seed of **Giant Flowered Cyclamen** in all popular colors, also **Primula, Cineraria, Calceolaria; Perennial Flower Seeds** for summer sowing and Annuals for winter flowering under glass

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

1918 CROP

BEET Per lb.
1000 Detroit Dark Red $0.50
1000 Crosby's Egyptian ..... .50
1000 Early Egyptian ..... .50

CARROT
1000 Danvers Half Long ..... .60
1000 Chantenay ..... .60
1000 Imp. Long Orange ..... .60
1000 Oxheart ..... .60
1000 Nantes ..... .65

ENDIVE
500 Broad Leaf Batavian ..... .75

PARSNIP Per lb.
1000 White Hollow Crown $0.65

RADISH
500 Early Scarlet Globe ..... .75
500 White Tipped Scarlet Turnip. .75
500 White Tipped Scarlet Globe .. .75

TURNIP
1000 Early White Flat Dutch 1.25
500 Cow Horn 1.25
500 White Egg 1.25
500 Purple Top Strap Leaf 1.25
500 Purple Top White Globe 1.50
500 American Purple Top Rutabagas 1.25

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

New Early Flowering or Winter-Blooming

GIANT PANSIES

14. WINTER SUN. Golden Yellow. 16. CELESTIAL QUEEN. Sky blue
15. ICE KING. Silvery white. 17. CHARM OF MARCH. Velvety blue
18. MIXED. The above four colors with other shades and variations.
Each color separate or mixed. 500 seeds, 25c.; 1000 seeds, 40c.; ⅛ oz., $1.10; ¼ oz., $2.00; oz., $7.50.
20. PRINCESS. (The New Upright Pansy)
22. GIANT KENILWORTH MIXTURE
70. ORCHID-FLOWERED, MIXED. Seed also in Separate Colors.
All sorts and mixtures, except where noted, are $5.00 per oz., $1.25 per ¼ oz. 5000 seeds, $1.00; trade pkt. of 1000 seeds, 25c.; any 5 pkts., $1.00.

CHAS. FROST Kenilworth N. Y.

When ordering, please mention The Exchange

NEW CROP **PALM SEEDS** JUST ARRIVED

KENTIA BELMOREANA and ARECA LUTESCENS

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

When ordering, please mention The Exchange

Catalogs That Sell Seeds

Everything from the cover design to the signature cut comes under the scope of our service.

Copy — illustrations — engraving — selection of suitable paper—clear composition—and careful presswork—and even mailing the finished catalog when desired.

We have a complete library of illustrations—pictures that truly portray—flowers, fruits and vegetables in all varieties. This library is at your service.

We have a complete plant—new type—modern presses—and workmen skilled by practice on superior work.

Prices—as reasonable as consistent with the best work—the only kind we're willing to do.

Call and see us—or write us a line and we'll have a competent, well-informed salesman call to see you.

A. T. DE LA MARE CO. Inc.
HORTICULTURAL PRINTERS
438 to 448 West 37th Street, NEW YORK CITY

SNAPDRAGON

Florists who know are stocking up on **Snapdragon**. This is a year when space must count. **SNAPDRAGON** will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink**: $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink**, and of our new **Golden Pink Queen**, same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed**, 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

G. S. RAMSBURG
SOMERSWORTH, N. H.
When ordering, please mention The Exchange

Lily of the Valley
XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

MAX SCHLING, Inc.
Seed Merchants and Growers
22 West 59th Street, New York City
When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.
When ordering, please mention The Exchange

Burnett Bros.
SEEDSMEN
Catalogue on application
92 Chambers Street, NEW YORK CITY
When ordering, please mention The Exchange

J. BOLGIANO & SON
Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists
Pratt and Light Sts. BALTIMORE, MD.
When ordering, please mention The Exchange

end; he is now sergeant in the mess department.

John Degnan, manager of Winterson's Seed Store, takes pleasure in exhibiting his registration card. He will not be 45 until October and came within a month of exemption from the registration of Sept. 12.

A. Miller of the American Bulb Co. reports a good sale of Freesias and Callas. Albert Koehler, secretary of the company, registered in the new draft call of Sept. 12. The sympathy of Mr. Koehler's many friends is extended to him on the recent death of his father. A. Miller, president of the firm, registered in the previous call but is in a deferred classification. The company has received its first shipment of Holland bulbs through England and these are on display on the retail counters.

The W. W. Barnard Co. reports the delay of a French steamer on which bulbs from that country are en route. It is probable that these will not arrive until the beginning of October.

On the special committees of the American Seed Trade Ass'n the following Chicago seedsmen have been appointed by President F. W. Bolgiano: Leonard H. Vaughan, standardizing of field seeds; resolutions, Chas. Hollenbach; customs and tariffs, J. C. Vaughan, chairman.

It was with great regret that the trade learned of the recent death of Mrs. Edward S. Leonard, wife of Edward S. Leonard, sec'y of the Leonard Seed Co. Mrs. Leonard was operated on for appendicitis about six weeks ago and apparently got along well for about two weeks when complications set in. She died on the morning of Sept. 5 and the funeral took place on Sept. 7.

Wisconsin Seed Notes

The Green Bay Seed and Feed Co. of Green Bay is a new concern just organized to engage in business there. C. A. Olsen of Milwaukee is the organizer and manager. The company will lease the building 123 North Washington st. Wholesale and retail distribution of seeds and feeds will be carried on by the new company, which will make a specialty of Clover seed, and will handle Timothy and dried Peas, as well as a full line of all field and garden seed. A new mill for cleaning seed will be installed and the building will be thoroughly overhauled to suit the needs of the company. Mr. Olsen was for several years engaged in buying and selling seed for the Courteen Seed Co. of Milwaukee. The Green Bay Ass'n of Commerce assisted the company in securing the location for its business.

A new seed company, the Breckheimer Seed house, has been organized in Madison, Wis. It will be opened this Fall by Matthias Breckheimer, president and treasurer of the Breckheimer Brewing Co. The new business will occupy a portion of the brewing company's property.

A. S. T. A.

The Proceedings of the 1918 convention of the American Seed Trade Ass'n, held June 18, 19 and 20 at Chicago, have just been issued. The publication runs to 128 pages and contains the usual reports, as well as details of the interesting discussions that took place at the convention.

Parcel Post Packages for Great Britain

The Post Office Dept. calls attention to the necessity of full and precise details on customs declarations, for packages to be cleared from the United States through the British Customs, in order to prevent delay in transit.

Kentucky Grass Seeds

A better demand is opening in Kentucky and vicinity for field seeds, although buying hasn't been as heavy as inquiries due to rain in August and early September. This delayed plowing, but conditions are improving. During the past few days there has been active shipping. Farmers are asking very high prices for seed. There is no immediate demand for Blue or Orchard grass seed at $1.50 a bushel and up for the former uncleaned and $2 for the latter. This forces the price of recleaned seed to about $2.75, and $2.50 respectively.

These high prices coupled with lack of export demand has kept the crops in the farmers' hands. Though many buyers would speculate on low priced seed no one is interested in high priced. Buying is now for immediate demand only. It is believed, however, that a better demand will occur toward the end of the month, or in early October.

The best quality crop of Clover seed in years is on the market from Southern Indiana, and the season is at its height. Early deliveries in car lots are quoted at $17 and $18 a bushel.

Excellent Red Top seed has been moving from Southern Illinois at 12½ to 13c. a pound although the earlier market was 13½ to 14c. in car lots. Farmers are inclined to sell such seed at around 12c., which makes recleaned seed come to 12½ to 13c. About 75 per cent. of the red top crop is out of the farmers' hands. Dealers are reselling to Kentucky farmers at 14c. for Fall planting.

There has been some movement of Timothy seed, which is picking up steadily. At present dealers are getting $4.50 to $4.75 a bushel.

Onion sets are opening up nicely in Jefferson County. The crop is of fine quality. Though high priced there isn't much speculation, buying being for immediate consumption or to cover old contracts. Farmers are getting $8 a barrel for yellow sets, and $10 a barrel for white, on basis of 160 pound barrel. Resale prices are on 32 pound bushel, with yellow sets quoted at $2.50 a bushel immediate delivery, or $2.85 a bushel January delivery. White sets are quoted at $2.95 immediate, and $3.30 January. Some fair shipments are moving to the South for immediate use, but the speculators have gotten cold feet, and are not dabbling in sets to any extent, or making any efforts to corner the market. Cornering attempts have been disastrous in the past.

Tattlings on the Trade

State Fair week brought many buyers from the country to the Louisville seed houses. This increased the demand and inquiry materially. The Hall Seed Co. had a display of seeds and implements at the fair grounds.

Harvey Hays, of the Louisville Seed Co., recently returned from Illinois, where he inspected Red Top conditions. He visited the company's seed cleaning plant at Flora.

The Lewis Seed & Implement Co. reports a heavy run of Fall business, seeds and implements both moving freely and early. Farmers are not taking chances this year on traffic congestion.

The Chambers Seed Co. with a capital stock of $50,000, was recently incorporated by Sam R. Chambers, Kirby Chambers and others, to do a general seed jobbing business and operate a local warehouse. The Chambers' for many years were with the Lewis people, the house then being known as Lewis & Chambers. Two incorporated companies succeeded the old one.

W. N. Arterburh, of the Wood Stubbs Co., reports that business is very active, but that the company is having much trouble in getting deliveries out due to the shortage of men, and inability to secure help in the house.

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; **GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOXGLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS.** Strong seedlings, 50c. per 100, $3.00 per 1000.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and **Grand Rapids.** Strong, $1.00 per 1000, $8.50 for 10,000.

Celery Plants

Best varieties, $1.25 per 1000.

J. C. SCHMIDT
BRISTOL, PA.

When ordering, please mention The Exchange

STOCKS-STOCKS
GREENHOUSE-SAVED SEED
LENOX, White LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00
JOHN WILK, 155 WEST 33d STREET NEW YORK
When ordering, please mention The Exchange

Burpee's Seeds
PHILADELPHIA
Blue list of Wholesale Prices mailed only to those who plant for profit
When ordering, please mention The Exchange

KELWAY'S SEEDS
GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.
KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG
When ordering, please mention The Exchange

When Foch Says "Smash Em" the American Expeditionary Forces will smash them if they are equipped and ready. Foch hasn't said it yet—he isn't ready. But when he is —

Do you know what that hour, that moment will mean to the world? Foch is driving the enemy back to the point where they must and surely will make their critical stand. *Then, the last battle of the Great War will be fought.*

Either the Allies or the Germans will win—*a decisive victory.* It will be the Allies if Foch, when the moment comes, can call to the aid of his armies the great power, the fresh strength and the crushing initiative of the American Expeditionary Forces—if he can rely on an army fully equipped, morally backed by the money—the power to fight—of the United States of America.

Foch is going to say it soon—"Smash 'Em!" What kind of an answer is he going to get from our army, our American boys? He's going to get the right answer—the decisive, smashing, final blow! He's going to get it if *you* and *you* and *you* and all of us respond to-day and all this year with Bonds and Stamps—the money to give that answer when Foch says "We've crushed their line, we've crumpled their defense, now American soldiers 'Smash 'Em.'" Gentlemen, think this over. Then smash them with the biggest sale of Bonds and Stamps since this drive started.

W.S.S. WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

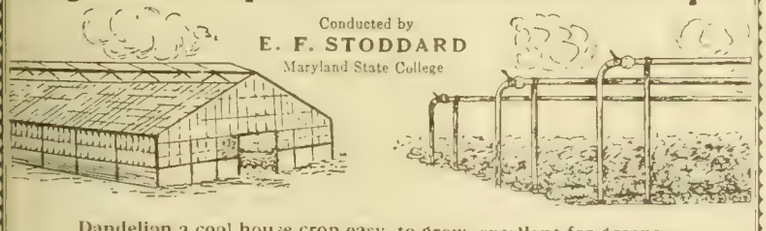
PIONEER DIVISION
National War Savings Committee
51 Chambers Street, New York

Space donated by

THE FLORISTS' EXCHANGE
and the GALVANOTYPE ENGRAVING CO.

Vegetable Crops Under Glass and in the Open

Conducted by
E. F. STODDARD
Maryland State College



Dandelion a cool house crop easy to grow, excellent for greens Aphids easy to control by early fumigation with tobacco mint needs Lettuce conditions, is in limited demand—Fall plowing will improve the texture of heavy soils, kill insects that hibernate in sod, insure decay of organic matter before spring.

Dandelion as a Cool Crop

Dandelion, grown to a limited extent in greenhouses and frames in the East, is excellent for greens. It is far superior in size and quality to the common Dandelion growing wild in the fields. Seed of improved varieties may be secured from most of the large seedhouses.

Dandelion is well known as an extremely hardy crop; it will grow well at Lettuce temperatures or a few degrees lower. Near Boston, it is grown in cheaply constructed houses and frames. Sash houses are sometimes built, and as it is a low growing crop and does not require much head room, low lean-to houses may be used to advantage.

The usual custom is to sow the seed outdoors in the Spring; the roots or crowns are dug in the Fall for forcing. In this way good sized roots are secured. If there is any greenhouse space which growers have not planned to use this Winter, the seed may be sown now and good sized plants grown for planting in such houses.

The soil should be moderately fertile, although Dandelion will grow better on soils suitable for Lettuce. The crop needs a constant supply of moisture. Plants may be set as close as 4x8in. apart. While this crop may not be grown very extensively, there may be some growers who can use it to good advantage especially near cities where the foreign population is accustomed to eating the wild supply of this vegetable during the Summer.

Control the Aphids on Lettuce

Aphids or green plant lice are very fond of greenhouse Lettuce. When cool weather comes on they seek their wintering quarters and many come in from outdoors. Florists have to combat them on their flowering crops and should therefore watch the Lettuce also since this is one of the first greenhouse vegetables to be visited by the pest.

Fumigation with tobacco smoke will be just as effective in this case as with flowering crops. There is probably less danger of injuring Lettuce with tobacco smoke, so the smoke should be heavy to make sure to

New Crop **FLORISTS' SEEDS** To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

BELLIS (Daisies) Giant Monstrosa

	☆	⅛	¼	1 Oz.
White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	50	1.00	1.50	5.00

BELLIS (Daisies)

Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

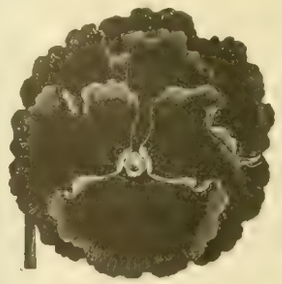
CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wansbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wansbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.



PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00.

Greenhouse Forcing Giant Exhibition Mixture. (Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties.

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

Stocks Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice White, Beauty of Nice Purple, Beauty of Nice Flesh Pink** Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00

Sweet Peas ZVOLANEK'S and IRWIN'S WINTER ORCHID FLOWERING. New seed, ready now. Refer to issue June 29, page 1262, for full list. I have his New York Agency. Catalog on application.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SPECIAL OFFER EXPRESS PREPAID

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs
½ to ⅝ in., $1.25 per 100; $10.00 per 1000
Prices on large quantities on application.

CALLA AETHIOPICA

FINE, HEALTHY BULBS HOME-GROWN

	100	1000
1¼ to 1½ inch	$6.00	$50.00
1½ to 1¾ inch	$8.00	$75.00

Lilium Giganteum.

7-9 100 Bulbs in a Case.....$9.00
7-9 300 Bulbs in a Case.....21.00

Fresh Cold Storage Bulbs

9-10 100 Bulbs in a Case.....$14.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100. 3 in., $15.00 per 100. Strong, 4 in., $25.00 per 100.

ASPARAGUS Plumosus and **Sprengeri.** See classified list.

BEGONIA. **Mrs. J. A. Peterson, Lorraine,** etc. See classified list.

BOUGAINVILLEA Sanderiana. 4 in., fine plants, $3.50 per doz., $25.00 per 100.

CALCEOLARIA. See classified list.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CARNATION PLANTS. Field-grown. See classified list.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st. 2¼-in., $5.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.50, 1000 $30.00. **Single White Margaret Daisy,** 2¼ in., $5.00 per 100. Strong, 4 in., $15.00 per 100.

DRACÆNA Indivisa. See classified list.

EUPHORBIA Jacquiniflora. 2¼-in., $12.00 per 100.

FERNS. In all varieties. See classified list.

GENISTAS. See classified list.

GERANIUMS. 2¼-in., $3.00 per 100, $27.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. See classified list.

JERUSALEM CHERRIES (New) Cleveland. 3 in., $10.00 per 100.

KENTIA Belmoreana. 2½-in., $9.00 per 100.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000.

PRIMULAS. All varieties. See classified list.

ROSES. Fine 3- and 3½-in., own root. Price on application.

SMILAX. 2¼ in. $3.00 per 100. Strong 3-in., $4.00 per 100.

SNAPDRAGON. See classified list.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000; 3½-in., strong, $6.00 per 100, $55.00 per 1000.

VIOLETS. See classified list.

"The Bugs Are Busy Now"
Express prepaid on all the following:
NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50.
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50, ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK
Phones, 3738-2326 Farragut

Hydrangeas

On account of the European and Japan productions being shut out, blooming plants will be extremely scarce the coming Easter and Memorial.

French Hydrangeas will help fill the gap. Are you prepared? If not, the following offer should interest you:

Plants with 7 to 10 flowering shoots, $40.00 per 100

Plants with 5 to 6 flowering shoots, $30.00 per 100

One of our blocks of Hydrangeas in 6-inch pots, plunged out of doors. There are about 20,000 in this block, and another block near by contains about the same quantity

Sample plants. Notice how thoroughly they are rooted through
With 7-10 shoots With 5-6 shoots With 4 shoots

Varieties: **Baby Bimbinette, Souv. de Mme. Chautard, General de Vibraye, Mme. Emil Mouilliere, Mme. Maurice Hamar, Radiant,** and **Otaksa.**

Satisfaction in the quality guaranteed. They are unquestionably the best lot we ever grew. Have been grown in the open, plunged and are well ripened. Ready September 15th to 20th, or can be held until wanted.

Jackson & Perkins
Newark, New York

When ordering, please mention The Exchange

Some Excellent Stock

Inch		100	1000
2½	ALYSSUM. Double	$4.00	$35.00
2½	ASPARAGUS Sprengeri	2.75	25.00
4	ASPARAGUS Sprengeri	7.00	65.00
4	ASPARAGUS Plumosus	7.50	70.00
4	BEGONIA Chatelaine	20.00	
2¼	CYCLAMEN. 8 varieties	5.50	
3	CYCLAMEN (fine plants)	8.00	75.00
	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
5	DRACÆNA Indivisa	25.00	
3½	STEVIA. Dwarf or tall	6.50	60.00
2½	SMILAX. Large plants	3.50	30.00
2	SMILAX	2.75	25.00

For GERANIUMS, FUCHSIAS, HELIOTROPE, LANTANAS, etc., write for prices.

Liberal extras for early orders

ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK
Oxford Ave., OZONE PARK, N. Y.

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

Dracaena Indivisa

2-in., $2.00 per 100, in any quantity.

Geraniums

Nutt, Ricard and Viaud

2-in., $2.00 per 100, $20.00 per 1000

Also Buchner, Hill, Landry, Poitevine and Montmort

Boston Yellow Daisy

For September delivery, 2-in., $3.00 per 100

ELMER RAWLINGS
ALLEGANY - - NEW YORK

When ordering, please mention The Exchange

Gloire de Chatelaine

Elegant stock, from 3-inch pots, to grow on for Christmas sales. Shift these *now* into 5- or 6-inch Azalea pots and grow them in Carnation temperature. This is one of the best Christmas subjects and should show a handsome profit. $8.00 per 100.

BAUR & STEINKAMP
CARNATION BREEDERS
INDIANAPOLIS - - INDIANA

When ordering, please mention The Exchange

POINSETTIAS

No finer plants in the country. Strong, well rooted stock, 2-in., 7c

YELLOW DAISY. Etoile d'Or. Large, bushy plants, in perfect condition, grown from selected stock, 12c.

1500 Matchless. Extra fine plants. Make an offer for lot.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

Mint as a Greenhouse Crop

Mint is a cool crop that may be grown under the same conditions as required for Lettuce. The crop is not difficult to grow. Plants may be started from seed and handled similar to Lettuce. Growers who have it on hand usually plant a new section by using portions of roots just starting new plants. These are given a rather shallow covering of soil. The crop may be propagated also by stem cuttings.

While there is a limited demand for this crop, some growers may be able to make it profitable. Mint is popular for use in seasoning and flavoring. The low houses may be used since Mint is a low growing crop, and may be planted on the ground level.

Fall Plowing Outdoors

Before the ground freezes it will be a good plan to plow fields where the soil is inclined to be too heavy and where the land is rather level. Steep slopes should remain in sod over the Winter on account of excess erosion that might follow from Fall plowing.

Freezing and thawing improve the physical condition of Fall plowed ground, especially with heavy soils. Land which has been in sod for a long time, if Fall plowed will give time over the Winter for the sod to decay and the soil will be in better condition next Spring for a crop. Another advantage is that, injurious insects which have gone down into the sod for the Winter, will be exposed and be killed by freezing.

The ground should be left in the rough after plowing. It will absorb more moisture during the Winter than unplowed ground. Such land may be prepared for a crop earlier in the Spring than land that is left in sod over Winter. Another advantage of Fall plowing is that it relieves the pressure of Spring work when growers are usually very busy. Manure plowed under in the Fall will be well rotted by Spring although manure is not usually applied in the Fall to extremely sandy soils which have a loose subsoil. When sod land is Fall plowed it is a good plan to lime this land in the Fall, but manure and lime should not be applied at the same time. If manure is applied in the Fall, it is better to apply lime in the Spring.

Potash and the Crops

Robert S. Bradley, chairman of the board of directors of the American Agricultural Corporation, says there is no better illustration of the influence of German propaganda than the exaggerated opinion held by the American public as to the value of potash as a fertilizer. "For many years before the war," he says, "the German Potash Syndicate expended millions of dollars in this country in booming the potash creed until our farmers became obsessed with the idea that potash exerted an almost magical influence on crop production.

"In Dec., 1917, Professor Roth, of the Griefswald University, was quoted as making the claim that America had entered the war in order to secure the potash deposits of Alsace, as American crops would be in perpetual jeopardy without potash.

"Since 1914 the United States has been unable to import potash from Germany, and as we have produced but a small fraction of the amount normally used for agricultural purposes, fertilizers have contained little or no potash. This is especially true of the last two years, and yet this country has in sight today the largest crops ever produced in her history, while Germany's crops are, from all accounts, far below their normal yields before the war, though she has doubtless used excessive quantities of potash in an effort to minimize the effects of the dearth of phosphates. Other countries also have grown normal crops since the war without the use of potash.

"This emphasizes the fact that phosphoric acid, in the form of superphosphate, is far more important to crop production than potash, as was long ago demonstrated in this country, when phosphatic fertilizers were used successfully for over 20 years before the advent of potash. Germany has no mineral phosphates with which to make superphosphates, being dependent upon the United States, Algeria and Tunis for her supply of this basic raw material.

"While potash is valuable as a fertilizer for strengthening the stalk and improving the quality of some crops, phosphoric acid is the essential element for the production of the grain and fruit of all crops.

"Germany needs our phosphates far more than we need her potash, and the longer the war lasts the more anxious she will be to get our phosphates in exchange for potash."—*Market Growers' Journal.*

Witloof, or French Endive

A crop which being grown cool, can add to your earnings this coming Winter

During the last five or more years "French Endive," or, as it is more correctly called, "Witloof," has been gaining in popularity as a late Fall and Winter salad. It often sells for 50c. to 75c., or even $1 a pound.

As with most other new things it is thought to be hard to grow. This is a mistake. The plants are as easy to raise as Parsnips or Salsify, for the seed may be sown at the same time, the plants cultivated and the roots dug and stored in the same way and with no more labor or risk.

In late Fall dig up so as to save at least 8in. of each main root. Discard roots smaller than ¾in. in diameter, cut off the tops so as to leave stubs of the leaf stalks about an inch long. Store in a cold, moist cellar, or a "pit" such as used for Potatoes or Turnips. From this storage remove roots for forcing as needed.

Preparatory to forcing trim each root to an even length—all 8in., 9in. or 10in.—so they will be uniformly deep when placed in forcing quarters.

Production of heads may be done out of doors, under the greenhouse benches, in the cellar or other convenient place. The cooler the place the slower the growth, but when the temperature gets much above 50 deg. the results will not be as satisfactory as when near that temperature or somewhat below. Beneath the bench of the Lettuce or similarly cool house is an excellent place.

Whether grown indoors or out the roots are stood vertically. Out of doors

they may be covered with earth which must be kept from freezing by manure piled 6in. to 10in. deep over them. This should also permit reaching the heads without difficulty. Indoors boxes 15in. to 18in. deep are often used. Butter tubs are excellent because they are not too heavy to handle when full of damp sand and roots.

In the bottom of a butter tub with drainage holes in the bottom, place a couple of inches of clean sand, next press the previously trimmed roots into this sand so they practically fill the whole space. Pour in dry sand and shake the tub so the crevices will all be filled. Cover the tops about 2in. deep with more sand. Place beneath the greenhouse bench or in a cool, moist cellar. Soak the sand thoroughly with water. If the air is dry water may be needed once a week or oftener.

When little mounds of sand begin to show on the surface add an inch or two more damp sand. When they show above this sand again add more. Repeat until the tub is full. In other words by two or more applications when the mounds appear, raise the sand to a total depth of about 6in. above the crowns. When sand mounds appear above this depth of sand the heads will thus be about 6in. long. They are then ready for use. Gently turn the tub on its side and carefully remove the plants, beginning on the upper side. As each plant is removed cut the head so as to retain about ⅛in. of the top of the root. This will prevent breaking the head. After removing the sand and any defective outside leaves the heads will be ready for use or sale.

Last Winter one Long Island grower who practised the above method made a gross average income of $1 on each butter tub each time he used it. If he had not run out of roots he could have used each tub four or five times during the Winter. Last Spring when interviewed he was enthusiastic as to the profitableness of his venture.

Chicory is sown in the early Spring but roots for forcing are occasionally advertised for sale by men and firms who make a specialty of Rhubarb, Asparagus and other roots for forcing.

Baltimore, Md.

Club Meeting

The last meeting of the Gardeners and Florists' Club, held Sept. 9, was well attended and interesting. The subject was to have been cost and accounting but the meeting developed into a discussion of conditions brought about by the shortage of labor and other help and the effect that the new draft was going to have on the florist. Everyone seemed to be deeply concerned as to the outcome, some reporting that all their men of the previous draft age had been called or ordered to work at essential industries, in several instances leaving them without either teamster or chauffeur. One man said that he had two horses and two trucks on his place but no driver for either, and the only way he had of getting his flowers to the city was to have a boy carry them in a basket on the street cars.

Not only have the florists been hard hit, but many of the market gardeners are so short of help that crops are spoiling in the fields for want of someone to gather them. Cases were mentioned where the owners were called from the farm, leaving no one to care for the crops; the stock was left with neighbors to be sold for whatever it would bring and yet in face of it all everyone semed determined to do whatever was necessary to bring the war to an end, believing that the fiercer the storm the sooner it will be over. A committee was appointed to distribute flowers through the hospitals at Fort McHenry every Friday afternoon. All the members present promised to send whatever they could and it is hoped that every member will become interested in this work. The flowers are to be sent to the S. S. Pennock Co. before Friday noon.

Houston, Texas

If the enemy does not get Houston, it looks as if it will be a Crape Myrtle city. At the meeting of the Houston Hort. Society, held last Monday in the office of C. L. Brock, superintendent of parks, the movement was definitely launched. The local press had representatives present, gave good write-ups of the meeting and is showing a disposition to keep the matter before the public.

Michell's Hydrangeas for Forcing

This is the stock that must take the place of Japanese Easter Lilies, Spirea, etc., of which there will, doubtless, be none.

Avalanche. White.
Beaute Vendomoise. White, tinted pink.
Botaniste Peltereau. Pink.
Bouquet Rose. Pink.
Eclaireur. Carmine rose.
Genl. de Vibraye. Bright rose.
Harmonie. Fringed, white, tinted rose.
Joconde. Pure white, very large.
La France. Pure white, rosy eye.
Lakme. Cream white, shaded pink.
La Lorraine. Pale rose pink.
La Perle. White, large fringed flowers.
Liberte. Fringed, white shaded light rose.
Louis Mouilliere. Fringed, deep rose pink
Magenta. Clear rose.
Mme. A. Rosenkraenzer. Mauve.
Mme. E. Mouilliere. White.
Mme. Foucard. Ruby rose.
Mme. Nicolas Lambert. Pale rose.
Mme. Rene Jacquet. Flesh pink.
Otaksa. Pink.
Radiant. Pink.
Souv. Mad. Chautard. Pink.

Price of any of the above Hydrangeas, 2½-in. pots, $1.00 per doz.; $6.00 per 100; $50.00 per 1000. 4-in. pots, $3.00 per doz.; $20.00 per 100. 6-in. pots, $5.00 per doz.; $35.00 per 100.

All plants carefully packed but shipped at buyers' risk.

Cyclamen Seed
Distinctive Giant Strain

	100 Seeds	1000 Seeds
Duke of Connaught. Crimson	$1.25	$10.00
Excelsior. White with red base	1.25	10.00
Grandiflora Alba. White	1.25	10.00
Princess of Wales. Pink	1.25	10.00
Salmon Queen. Salmon pink	1.50	12.00
St. George. Delicate salmon, foliage marbled	1.50	12.00
Mixed Colors	1.00	9.00

Asparagus Plumosus Nanus
Greenhouse-Grown Seed
1000 Seeds .$3.00 10,000 Seeds.$25.00
5000 Seeds. 13.75 25,000 Seeds. 56.25

Also all other Seasonable Seeds, Bulbs, Plants and Supplies.

Send for Wholesale Price List, if you haven't a copy.

Henry F. Michell Co., 518 Market Street PHILA.

When ordering, please mention The Exchange

The Truth Concerning California

75 PER CENT. of the financial tragedies which have been enacted in California, during the last twenty-five years, could have been avoided had the parties who were the victims sought and heeded the advice of well informed, but disinterested, parties before investments were made. Immigrants may avoid these costly mistakes by inquiring of one who knows.

Five dollars the minimum charge for a reply

Address: **P. D. BARNHART**
SAWTELLE, CAL.

The publishers of The Florists' Exchange guarantee Mr. Barnhart's integrity

Secretary Laughlin read a paper on the beautiful shrub in all its aspects, and was instructed to write for prices on cuttings. The idea will be to plant along the sidewalk lines in the city and on the boulevards and to get people to plant in their yards, as the Oleander is treated in Galveston. President Mitchell entertained the meeting by reading a paper on observations of interest made during his recent travels, and Mr. Kerr delivered a talk on the outlook for the trade in general founded on his investigations during the S. A. F. convention.

Kerr the florist reports a lively business this week. There is the big funeral of Admiral Vann, twice a candidate for mayor and a thirty-third degree Mason. The R. C. Kerr Co. is now well along with its construction work. Its 'Mums and Roses are doing well. The season will not really open for the company however until November.

R. G. Hewitt of the Brazos Greenhouses reports a good business. He will not experiment again with Carnations, as he finds they do not do well in this climate. C. L. B.

Louisville, Ky.

The Kentucky State Fair, held in Louisville last week did much toward increasing business in all lines. Some of the Louisville florists had exhibits and considerable interest was shown. However, there were fewer of the local florists to go into the fair than in former years, because premiums hardly paid for the expense.

George Schulz, of the Jacob Schulz Co., one of the judges of the floral displays, says the displays were exceptionally good. William L. Korb, of Louisville, took the silver cup for the best design and The Nanz & Neuner Co. took first prize for the best table decoration with the C. H. Kunzman Estate, second. The latter took first for the best

Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

When ordering, please mention The Exchange

60,000 Carnation Plants

Large, bushy plants

Enchantress
Enchantress Supreme
White Perfection
} **$6.00 per 100, $50.00 per 1000**

GEORGE PETERS & SONS, Franklin St., HEMPSTEAD, N. Y.

When ordering, please mention The Exchange

Field-Grown

Carnation Plants

Very fine and stocky

Perfection, Enchantress
Red Wing, Matchless
$6.00 per 100, $50.00 per 1000
Cash with order

The Fillow Flower Co.
WESTPORT, CONN.

When ordering, please mention The Exchange

Carnations

8000 **Matchless.** Field-grown plants. Good, strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

W. B. GIRVIN :: Leola, Pa.

Carnations

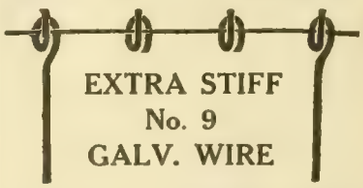
F. Dorner & Sons Co
LA FAYETTE, IND

Chrysanthemum Specialists

ELMER D. SMITH & CO. ADRIAN, MICH.

Rose Stakes

IN STOCK
SELF-TYING or STRAIGHT



EXTRA STIFF
No. 9
GALV. WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16.00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING
$22.00 per 1000 Plants
Three Rings to a Plant

The Carnation Support Co.
CONNERSVILLE, IND.

When ordering, please mention The Exchange

HONEYSUCKLE

Pot-grown, 6-in., $25.00 per 100

A. L. MILLER - Jamaica, N. Y.

When ordering, please mention The Exchange

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can..	$10.50	288-sheet can	$7.50
4-lb. can..	5.50	144-sheet can	4.00
1-lb. can..	1.50	24-sheet can	.85
¼-lb. can..	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

Sold by Dealers Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

When ordering, please mention The Exchange

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima and Dreyerii. Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves, $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST
When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS :: All sold until Dec.
S. A. Nutt and Buchner $15.00 per 1000
Ricard and Poitevine .....$17.50 per 1000
Parcel Post shipments are surest. Bill will be mailed when shipment is made, postage and special packing at actual cost.
A SPECIAL BARGAIN: This stock must be sold before freezing weather, as the houses they are in will be cut for the winter.
SALVIA (America) the finest ever put on the market.
Rooted Cuttings.....$2.00 per 100
Pot Plants..... 2.50 per 100
ASPARAGUS Plumosus. Fine stock. $3.00 per 100
These prices are for spot delivery. Parcel Post, add 10c. per 100.

ALBERT M. HERR, Lancaster, Pa.
When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS
All booked until October 15th

FRED. W. RITCHY
LANCASTER, PA.
When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS
All booked for August and September

PETER BROWN
LANCASTER, - - - - PA.

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street. - SECAUCUS, N. J.
When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT
REX BEGONIAS. 2¼-in., $8.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.
GEO. M. EMMANS - - - Newton, N. J.
When ordering please mention The Exchange

Geranium Cuttings

Per 1000
Ricard and Poitevine.....$12.00
Nutt and Buchner..... 10.00
Unrooted, $7.00 and $6.00 per 1000.
Stock of above, well branched, price on request.

J. B. BRAUN
Parkside Greenhouses HIGHTSTOWN, N. J.
When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.
When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100
Cash with order

W. J. CHINNICK
TRENTON NEW JERSEY
When ordering, please mention The Exchange

Our September Supplement

With its 650 new ratings, has been mailed to our members. Are you among them? If not, you are indeed the loser.
Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City
When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.
ORCHIDS PALMS
and Plants of Every Variety
When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.
We are now collecting all of the standard kinds for cut flower growing.
Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers
When ordering, please mention The Exchange

Fruits & Vegetables Under Glass

WILLIAM TURNER
Reduced to $3.65 postpaid
A. T. DE LA MARE CO., INC.
438 to 448 West 37th Street, N. Y.

3 Large Kentia Belmoreana Palms

8 ft. in height, 8 ft. spread. Excellent condition

Malcolm MacRorie
Head Gardener, Mandeville Estate
SOUTH ORANGE - NEW JERSEY

display of decorative plants with the Nanz & Neuner Co., second in this

The Wood Stubbs Co., of Louisville and the Jacob Schulz Co., both had very attractive displays of evergreens. While the displays were not in competition, they attracted an unusual amount of comment. Mr. Schulz states that his exhibit at the fair was the means of getting several good prospects so feels that he will profit considerably.

At the last meeting of the Kentucky Society of Florists cooperative delivery was the principal topic of discussion. The matter was thoroughly discussed with the result that the following plan has been developed: Each day the various florists in the downtown section having orders for some special event will call the others in his section telling them that it is his intention of sending his delivery wagon to that particular place and those that have flowers going to the same place will allow the one delivery wagon to make deliveries for them and so on till each florist has taken care of deliveries in different parts of the city. The system has been tried and has proved a labor and a gasoline saver. The fact that each event calling for flowers usually means that some dozen or more florists are called on to make deliveries to the same place, would indicate that the system as worked out by the Louisville florists will mean a big saving in a number of ways.

Articles of incorporation were recently filed by the Walnut Hill Floral Co., of Harrodsburg, Ky., with a capital of $2,500. The incorporators are Glover Kyle, C. D. Thompson and Lou Bonta.

At a recent meeting of the Louisville Board of Park Commissioners, Harry G. Evans, who for the past 12 years has been telegraph editor of the Louisville *Times*, was elected as secretary of the board, succeeding James S. Phelps, who resigned to accept a position with a stock brokerage firm in Louisville. At this meeting the salary of the secretary was increased from $1800 a year to $2400.

Butler Pierson, who has been with the William Walker Co., Louisville florists for several years, has recently entered the service. At present he is stationed at Macon, Ga.

Kansas City, Mo.

W. L. Rock and M. E. Carter, of the Rock Flower Company, are members of the Seventh Regiment, National Guard, said to be the only completely equipped National Guard unit in the country. Drills are held every Friday night at Thirty-ninth street and Gillham road. The occasion always calls out a large crowd of spectators.

According to the wholesalers, business has not been so good thus far in September as in August. The draft registration has naturally held things back to a great extent. It will make business in certain lines rather quiet for the next few weeks. The sudden change in weather from hot Summer to cool has also had an effect.

Roses are getting better right along since the cool weather has given them a chance to improve. There are good showings of Russell, Ophelia, My Lady, Ward, Pink and White Killarney and a few Am. Beauty. They are selling wholesale at 3 to 10c. each. Carnations are coming in but will be scarce for a couple of weeks. Asters are nearly done for, those on the market selling for 3c. each. Gladioli are 6c. and Lilies 10 to 12c. apiece.

It is reported that owners of the Morrill Apple orchard, near Usher, on the southern line of Leavenworth county, Kansas, refused

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia and Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN	100	1000
Benora. Variegated	$7.00	
Enchantress Supreme. Pink	7.00	$65.00
British Triumph. Crimson	7.00	60.00
Enchantress. Light Pink	7.00	60.00
Matchless. White	6.00	55.00
Philadelphia. Pink	6.00	50.00
Lady Bountiful. White	6.00	55.00
Winsor. Pink	6.00	50.00

VIOLETS Field Clumps

Princess of Wales.....$6.00 per 100

Wood Brothers

Fishkill, N. Y.
When ordering, please mention The Exchange

PRIMULA

Obconica Giant and Grandiflora. Mixed also **Apple Blossom and Kermesina.** Extra fine stock. 2-in. $4.00 per 100, $35.00 per 1000.
Malacoides. Fine, 2¼-in. $2.50 per 100.

DAISY. Mrs. Sanders, 2-in. $2,50 per 100.
GENISTA. 2-in. $3.00 per 100.
SMILAX. 2-in. $2.00 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.
PANSIES. Giant varieties, in fine assortment, sown thin, $3.00 per 1000.
DAISIES. Snowball and Longfellow. $2.50 per 1000.
Cash

Byer Brothers
Chambersburg - - Pa.
When ordering, please mention The Exchange

If interested in

Christmas Heather

It will be to your advantage to communicate with
Yours truly,

A. L. MILLER
JAMAICA, N. Y.
When ordering, please mention The Exchange

ROSES, CANNAS and SHRUBBERY

WRITE FOR PRICES

The Conard & Jones Co.
WEST GROVE, PA.
When ordering, please mention The Exchange

PANSIES

MY GIANT SUPERB PANSY PLANTS NOW READY

Very Finest Mixture, choicest colors. 500 by parcel post, $2.50; 1000 by express, $4.00, by parcel post, $4.50, to 1st and 2d zone.
Cash with order.

E. B. Jennings, Box 25 GREENS FARMS, CONN.
(My nearest post office)
GROWER OF FINEST PANSIES
When ordering, please mention The Exchange

HALF PRICE

20,000 **DRACÆNA Indivisa,** well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.
Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

SAVE COAL!

Grow the New Improved Primula Malacoides

Of all the many varieties and strains of Primula on the market now there is not one of them compares, even favorably, with the **Rohrer Primula Malacoides.** Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink, Light Lavender and Snow White. A cool temperature, 40 to 45 degrees, produces the best results. For September and October delivery:

	100	1000
Pink and Lavender, 2½-in. pots	$6.00	$55.00
Pure White	8.00	75.00

Shipped Parcel Post, Special Delivery, anywhere in the U. S.

C. U. LIGGIT, Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

a flat offer of $70,000 for the crop on the trees this year. The owners have decided to pack and market the Apples. They expect to realize $100,000. This orchard of 800 acres was set out about 14 years ago by the late Francis Goble in conjunction with former Governor E. N. Morrill of Kansas. A son of the late Governor Morrill now owns the orchard.

The trees are loaded with the late Fall and Winter fruit. Apple packers who have investigated big orchards from Omaha to Kansas City, say the Morrill orchard is one of the few in the Middle West that has a big crop this year. Many of the orchards in this section have from 30 to 50 per cent. of a crop, but this one has the largest in its history. The trees are now in full bearing.

Funeral services for Joseph T. Bird, president of the Emery, Bird, Thayer Company, who died in Colorado Springs, Sept. 8, were held Sept. 12 at the family home, Elmhurst. The services were conducted by Bishop Cameron Mann, a close personal friend of Mr. Bird. Mrs. Bird and a daughter, Miss Josephine Bird, and a few close friends of the family were the only ones who attended the services.

A memorial service, held in Grand Avenue Temple the morning of Sept. 11, was attended by 2000 employees and former employees of the company. Eulogies were delivered by the Rev. Robert Nelson Spencer, rector of Grace Episcopal church, and Henry D. Ashley, legal representative of the family. The floral offerings at the home were the most beautiful ever seen at a funeral in Kansas City and the orders were the largest. As soon as news of the death of Mr. Bird reached his friends orders poured in by wire from many parts of the country, from friends out of town. Samuel Murray's force worked three days and all night Wednesday on orders for the funeral. Other florists, too, had numerous orders. Miss Hayden, of Murray's, had charge of the arrangement of flowers at the home. All of the flowers were taken to the Mount Washington cemetery where the body was placed temporarily in the W. R. Nelson vault.

Greenwich, Conn.

The regular monthly meeting of the Westchester and Fairfield Hort. Society, held in Hubbards Hall, Greenwich, Conn., Sept. 13, drew a good attendance, with President P. W. Popp in the chair. One new member was elected and two proposals for membership received. Several letters were read from our soldier members describing various incidents. After a good deal of discussion it was decided that owing to the rulings of the local fuel commissioners, it will be impossible to hold the annual Fall flower show in Greenwich. The intention was to do this for the benefit of the Red Cross. Some members are much disappointed as they were working for this event. The many fine out gardeners have plenty of stock to keep them going until next Summer, but they will not be allowed to use it. Mr. Fuel Man says shut down, let the Roses, Carnations and other flowering plants freeze. I will allow you 15 tons to keep your palms and orchids warm; put them all in one house. On motion of Mr. Seeley it was decided to bring this matter before the committee of the National Association of Gardeners.

The judges for the evening were Messrs. Williamson, McAllister and Vert. Their awards were as follows: Display of Dahlias from President Popp, first; Oncidium Spec. from James Stuart, second; vase of Delphiniums from W. Graham, third; vase of Asters from J. Linane, vote of thanks; collection of cut flowers from H. Bulpitt, vote of thanks; collection of vegetables from James Stuart, first; collection of Apples from Paul Dwenger, second; Celery from J. Linane, third; from A. Brown, vote of thanks; sheafs of Rye from Paul Dwenger, highly commended; collection of fruit from James Stuart, very highly commended.

Our next meeting will be on Friday, Oct. 11, when a social entertainment will be given and light refreshments served. We expect to have prominent speakers that night. Prizes will be offered for the best collections of fruit and vegetables. JACK CONROY, Cor. Sec'y.

New Haven, Conn.

Annual Flower Show

The event of the week was the 86th annual exhibition of the New Haven County Hort. Society. The show was held in the large hall of our magnificent public library. The Board of Managers had decided that this year a special effort should be made to stimulate vegetable growing and offered prizes accordingly. The entries in these classes were very numerous, especially in the Junior classes and specimens of vegetables were shown that would do credit to any market gardener.

The vegetable exhibition was held in conjunction with the New Haven War Garden Committee under supervision of Frank J. Reveley, and great credit is due him. Mr. Frazer of Storrs College proved an efficient judge.

The flower exhibits were better and more numerous than was expected as weather conditions for a week previous to the show had not been favorable.

An excellent showing was made in the Dahlia class for 24 varieties one each, John H. Slocombe being first. He also took first or second in seven other classes. For Cactus Dahlias, 12 blooms 12 vars., A. W. Davidson of Ansonia took first, also winning first or second in six other classes. For Decorative Dahlias, 12 blooms 12 vars., C. Louis Alling of West Haven was first with a beautiful display. Mr. Alling took six firsts and four seconds. Lester B. Linsley captured first in the class for 12 duplex, one or more vars., also seven first or seconds in other classes, including the Carter Tested Seed prize for best vase of 25 seedlings of 1918. W. F. Jost the well known Dahlia shipper of East Haven had some fine specimens and took four prizes and Nathan J. Miller of Branford three prizes.

Walter Shaw took first for a beautifully decorated table.

Occupying nearly all one side of the hall was the beautiful display of the East Hartford Gladioli Co., E. M. Smith, Manager. The newest and best vars. were displayed, and the exhibit was possibly one of the best ever shown in New Haven. It received many first prizes.

A highly interesting and enjoyable feature of the show was an illustrated lecture on Dahlias by Richard Vincent Jr. of White Marsh, Md. The colored slides were exceptionally fine. Mr. Vincent handled the subject in an able manner, interspersing his talk with anecdotes and witty stories.

The judges in the flower department were Mr. Vincent, Mr. Duthie of Oyster Bay, L. I., N. Y., and Mr. Scribner of the Funnell Greenhouse, Hartford.

Among other visitors was Mr. Hay of Henry A. Dreer's, Philadelphia. The visitors were taken for an auto ride to the Elm City Nurseries and other growers' places by Geo. A. Cromie, Pres. of the Society.

Mention must be made of the fine display of evergreens and other plants distributed about the entrance and through the building by E. F. Coe of the Elm City Nursery Co.

As to the florists business in general there is not much to be said: There is the usual amount of funeral work, in which mostly Asters, Gladioli, and Dahlias are being used, the bulk of this stock being local-grown. The florists are now working forward to 'Mum time for an increased demand for cut flowers.

WM. J. RATHGEBER.

September 28 Fourth Liberty Loan Drive Commences

"Give every customer more than he expects," has been my motto from the first.
D. HILL.

Hill's Choice Stock FOR FLORISTS

Realizing florists' needs, we have spared no efforts to prepare a sufficient supply of choice stock for all requirements. Order now for immediate or later delivery. Our over sixty-four years in business is your guarantee of complete satisfaction and a square deal.

EVERGREENS FOR TUBBING

Clipped Specimens, Well Grown, Bushy, Compact Stock

	Size Feet	Each	Matched Pairs
Abies tsuga canadensis	3	$2.65	$5.00
Abies tsuga canadensis	3½	3.25	6.00
Abies tsuga canadensis	4	3.75	7.00
Juniperus communis	3	3.75	7.00
Juniperus conferta	4	4.75	9.00
Juniperus glauca	3	2.75	5.00
Juniperus glauca	4	4.25	8.00
Picea canadensis	3	2.75	5.00
Picea canadensis	4	4.00	7.50
Thuya occidentalis	3	1.25	2.25
Thuya occidentalis	4	1.85	3.50
Thuya occidentalis	5	3.00	5.50
Thuya occidentalis	6	4.25	8.00
Thuya (Sheared Globes)	1x1	2.25	4.00
Thuya (Sheared Globes)	1½x1½	2.50	4.75
Thuya (Sheared Globes)	2x2	3.25	6.00
Thuya pyramidalis	2	2.00	3.50
Thuya pyramidalis	3	2.25	4.25

Good, Strong, Wooden Tubs, Stained Green, can be supplied for 75c. each.

Evergreens for Window Boxes

Best Selected Stock-Roots Burlapped

Assorted Varieties	Size Inch	Each	Doz.
(Carefully Selected Plants)	12-18	$0.50	$5.00
Picea canadensis—Heavy	12-18	.50	5.00
Pinus Mugho—Bushy	10-12	.50	5.00
Thuya pyramidalis	12-18	.50	5.00

POTTED EVERGREENS

Assorted Dwarf Pines, Thuyas, Junipers and Yews

	Each	Pair	Doz.
Size No. 1 Large	$2.25	$4.25	$24.00
Size No. 2 Medium	1.75	3.25	18.00
Size No. 3 Small	.70	1.20	6.75

Evergreens for Landscape Planting

Specimen Stock—Balled and Burlapped

Note:—Evergreens can be successfully shipped and planted any time after September 15th up until ground freezes too hard to dig.

TRAILING, CREEPING OR VERY DWARF

	Feet	Each	10
Juniperus canadensis	1-1½	$1.75	$15.00
Juniperus canadensis	1½-2	2.25	20.00
Juniperus canadensis aurea	1-1½	1.90	16.50
Juniperus canadensis aurea	1½-2	2.50	22.50
Juniperus procumbens	1-1½	2.00	17.50
Juniperus procumbens	1½-2	2.50	22.50
Juniperus procumbens	2-2½	4.00	36.50
Juniperus Sab. prostrata	1-1½	2.00	17.50

DWARF OR LOW GROWING VARIETIES

	Feet	Each	10
Juniperus Pfitzeriana	2-3	$2.85	$25.00
Juniperus Pfitzeriana	3-4	4.00	35.00
Juniperus Sabina	1-1½	1.75	15.00
Juniperus Sabina	1½-2	3.00	25.00
Pinus Mugho	1-1½	1.25	9.50
Pinus Mugho	1½-2	1.65	14.00
Taxus canadensis	1-1½	1.20	9.50
Taxus cuspidata brevifo	1-1½	2.50	20.00
Thuya Warreana siberica	1-1½	1.25	10.00
Thuya Warreana siberica	1½-2	1.75	15.00
Thuya Warreana siberica	2-3	2.50	22.50
Thuya Woodwardii	1-1½	1.60	13.50

MEDIUM HEIGHT VARIETIES

	Feet	Each	10
Abies balsamea	3-4	$2.15	$18.50
Abies balsamea	4-5	3.35	28.50
Abies tsuga canadensis	1-1½	.85	6.00
Abies tsuga canadensis	1½-2	1.00	7.50
Abies tsuga canadensis	2-3	2.10	17.50
Abies tsuga canadensis	3-4	2.75	22.50
Abies tsuga canadensis	4-5	3.50	30.00
Juniperus virginiana	2-3	1.85	15.00
Juniperus virginiana	3-4	2.50	20.00
Juniperus virginiana	4-5	3.50	30.00
Juniperus communis	2-3	2.85	25.00
Juniperus communis	3-4	4.00	35.00
Juniperus elegant. Lee	1½-2	1.75	15.00
Juniperus elegant. Lee	2-3	2.75	24.00
Juniperus glauca	2-3	2.00	16.50
Juniperus glauca	3-4	3.50	30.00
Juniperus glauca	4-5	5.25	47.50
Juniperus pyramidalis	1½-2	1.60	13.50
Juniperus pyramidalis	2-3	2.35	20.00
Juniperus Schotti	2-3	2.35	20.00
Pinus austriaca	2-3	1.60	12.50
Pinus austriaca	3-4	2.75	22.50
Taxus cuspidata	1-1½	1.15	9.00
Taxus cuspidata	1½-2	1.75	15.00
Thuya occidentalis	2-3	.95	6.50
Thuya occidentalis	3-4	1.25	10.00

MEDIUM HEIGHT VARIETIES—Continued

	Feet	Each	10
Thuya occidentalis	4-5	$2.25	$18.50
Thuya occidentalis	5-6	3.25	28.50
Thuya Douglassi aurea	1-1½	1.00	7.50
Thuya Douglassi aurea	1½-2	1.20	9.50
Thuya Douglassi aurea	2-3	2.00	17.50
Thuya Douglassi pyr	1½-2	2.00	15.00
Thuya lutea Peabody	1-1½	1.00	7.50
Thuya lutea Peabody	1½-2	1.25	10.00
Thuya pyramidalis	1½-2	1.20	9.50
Thuya pyramidalis	2-3	1.50	12.50
Thuya pyramidalis	3-4	2.00	16.50
Thuya pyramidalis	4-5	2.50	22.50

TALL GROWING VARIETIES

	Feet	Each	10
Abies concolor	1½-2	$1.15	$9.00
Abies concolor	2-3	2.10	17.50
Abies concolor	3-4	3.00	25.00
Abies concolor	4-5	4.50	40.00
Abies Douglassi	2-3	1.35	10.00
Abies Douglassi	3-4	2.00	15.00
Abies Douglassi	4-5	2.85	23.50
Abies Douglassi	5-6	4.75	40.00
Picea alba	2-3	1.85	15.00
Picea alba	3-4	2.50	20.00
Picea alba	4-5	3.50	30.00
Picea canadensis	1½-2	1.10	8.50
Picea canadensis	2-3	2.00	17.50
Picea canadensis	3-4	3.00	25.00
Picea canadensis	4-5	4.25	37.50
Picea excelsa	3-4	2.50	20.00
Picea excelsa	4-5	3.50	30.00
Picea excelsa	5-6	5.00	42.50
Picea pungens kosteriana	2-3	4.00	35.00
Pinus Strobus	2-3	1.35	10.00
Pinus Strobus	3-4	2.00	15.00
Pinus Strobus	4-5	2.50	20.00
Pinus sylvestris	3-4	2.00	15.00

Young Stock for Lining Out

Our Propagation Department is the most complete in America. Here are a few specials for immediate orders. Write for complete list.

EVERGREENS

	Inch	100	1000
Hemlock, Trans.	8-12	$6.00	$50.00
Douglas Fir, Seedl.	6-10	3.00	15.00
Dwarf Juniper, Seedl	3-6	4.50	35.00
Irish Juniper, Cutts	4-6	4.50	35.00
Irish Juniper, Trans.	6-8	8.00	70.00
Swedish Juniper, Cutts	4-6	5.00	40.00
Savin Juniper, Cutts	4-6	7.00	60.00
Red Cedar, Seedl	4-8	2.50	15.00
Japan Mt. Spurge, Cutts	4-8	3.50	25.00
Colo. Blue Spruce, Seedl	3-6	4.00	25.00
Blk. Hill Spruce, Trans.	4-8	6.00	50.00
Norway Spruce, Trans.	12-18	7.00	60.00
Austrian Pine, Trans.	6-12	8.00	70.00
Dwarf Mt. Pine, Trans.	4-8	5.00	40.00
Dwarf Mt. Pine, Trans.	6-10	7.00	60.00
American Yew, Cutts	6-15	6.00	50.00
Am. Arbor Vitae, Trans.	6-10	3.50	30.00
Pyr. Arbor Vitae, Cutts	4-6	4.50	35.00
Wood. Globe A. Vitae, Cutts.	4-6	8.50	75.00
Chinese Arb. Vitae, Trans.	8-15	5.00	40.00

SHADE TREES

	Inch	100	1000
Hard Maple, Seedl	12-24	2.25	13.50
Pin Oak, Seedl	6-12	3.00	20.00
American Linden, Seedl	6-12	2.75	18.00
American Wht. Elm, Seedl	12-24	1.75	7.00

SHRUBS AND VINES

	Inch	100	1000
Japanese Barberry, Seedl	6-12	1.50	10.00
Hydrangea P. G., Cutts	6-12	4.00	30.00
Amoor Riv. Privet, Cutts	6-15	2.25	12.50
Spirea Vanhouttei, Cutts	6-15	2.75	16.50
Spirea Anth. Water, Cutts	6-12	3.50	25.00
Coral Berry, Seedl	12-18	2.50	15.00
Purple Per. Lilac, Cutts	6-15	3.75	27.50

DECIDUOUS SHADE TREES

(Transplanted Stock)

	Diameter Inch	Each	10	100
Norway Maple	1-1½	$1.50	$12.50	
Norway Maple	1½-2	2.00	17.50	
Norway Maple	2-3	3.00	25.00	
Schw's Maple	1-1½	1.50	12.50	
Schw's Maple	1½-2	2.50	20.00	
Schw's Maple	2-3	4.00	35.00	
Am. White Elm	1-1½	.85	6.00	$45.00
Am. White Elm	1½-2	1.00	8.00	75.00
Am. White Elm	2-3	1.75	16.50	150.00

DECIDUOUS SHRUBS

(Heavy, Field Grown Stock)

	Feet	10	100
Japanese Barberry	1-1½	$1.00	$6.00
Japanese Barberry	1½-2	1.50	9.00
Spirea Vanhouttei	2-3	2.00	12.00
Snowberry	2-3	2.00	12.00
Purple Persian Lilac	2-3	2.50	18.00

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NOW READY

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1,000 **Hydrangea panic. grandifl.,** 2 year old, 24-36 in.	$10.00
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3,000 **Ligustrum ovalifolium,** 3 year old (very heavy) $35.00 per 1000	4.00
900 **Syringa vulgaris,** 2 year old, 24-36 in.	12.00
Populus fastigiata, (Lombardy Poplar) 5-8 ft.	15.00
Kœlreuteria paniculata, (Varnish Tree) 3-4 ft.	22.00

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Hydrangea P. G.

12-18 inch, 18-24 inch, 2-3 feet

LOTS OF THEM

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HYDRANGEA, Pan-grown, 3 to 4 ft., 4 branches and up, $12.00 per 100
SPIRÆA, Anth. Waterer, 24 to 30 in., $15.00 per 100.
SPIRÆA, Anth. Waterer, 18 to 24 in., $10.00 per 100.
LIGUSTRUM Ibota, 4 to 5 ft., $6.00 per 100; 3 to 4 ft., $4.00 per 100.

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CALIFORNIA PRIVET

	1000
2 to 3 feet, 2 year old	$18.00
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3-years, fine	$15.00
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	100	1000
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Jules Elie	37.50	350.00
Delicatissima	15.00	125.00
La Tulipe	8.00	75.00
Perfection	8.00	75.00
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Special discount on lots of 5000 or more. Unnamed varieties in White, Pink and Crimson, $60.00 per 1000.
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California Privet
The Largest Stock in the World
BERBERIS Thunbergii
in large supply also
Both **Privet** and **Berberis** of superior quality
I am now booking orders for Fall shipment in car lots, at most attractive prices.
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JUST RECEIVED FROM OUR HOLLAND NURSERIES
Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts
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NURSERY DEPARTMENT

American Association of Nurserymen—President, J. R. Mayhew, Waxahachie, Texas; Vice-President, J. Edward Moon, Morrisville, Pa.; Treasurer, J. W. Hill, Des Moines, Iowa; Secretary, Curtis Nye Smith, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Yuccas

The name Yucca is of Indian origin, as one could readily surmise from its guttural sound. Of the dozen or more species found in this group of American plants, the ones which are of the most interest to nurserymen—principally for their hardiness—are Yucca filamentosa, Y. flaccida, Y. angustifolia and Y. gloriosa. In point of beauty of flower and foliage the last named species is the best, but unfortunately its hardiness must be questioned except for climes more equable than we can hope for in the North.

Occasionally we come across a plant of it that has stood severe tests. The writer recalls one in particular, which, with a little Winter protection of straw litter, safely weathered 15 or more seasons, and in that period flowered some three or four times. This last Winter, however, proved too much for its semi-succulent root, leaf and stalk.

Another drawback to its full usefulness in Northern gardens is the fact that its late-flowering propensities lay the flower stalk open to damage by early frosts. Its chief sphere of service, then, is for the more Southern States where the length of season is such as to enable it safely to develop and show off the superbly erect inflorescence, which under right conditions often attain a height of from 10ft. to 12ft.

Our best and most dependable sort for Northern limits is Yucca filamentosa, commonly known as "Adam's Needle," which cheers the arid month of July with its conspicuous spikes of white flowers. The plant itself is modest and unpretentious compared with the regal show of bloom it bears, and the writer would venture to say that little notice is taken of the plant when the flowers are absent.

Not a few people labor under the impression that they have to wait years for Yuccas to flower, and put them in the same category as Aloes and "Century Plants." This, of course, is erroneous, for while they are slow compared with some plants, such kinds as filamentosa and flaccida will produce flowers within five to six years from the time seed is sown; while from offsets taken from the parent plant with a little root attached, we can expect flowers in three years.

Most of the Yuccas in their native habitat are found on high and dry positions. This information at once gives us the cue as to what conditions to give them under cultivation. No list of plants for the rock garden would be complete without Yuccas. To do them full justice, however, they should have liberal space to develop good proportions. The upper ridge or plateau of the rock garden would be just the place for them. As a matter of fact, on any dry slope where, by lack of moisture, it is difficult to establish most plants, the Yuccas would be serviceable and most fitting.

In conjunction with groups of conifers (using the Yucca, of course, in the foreground) these plants are most effective, especially so during the blooming season when the bold stalks of showy white flowers are seen against the background of the higher growing Pines or Cedars, as the case may be. The foliage of the Yucca, also being evergreen, conforms at all times with that of the other plants in the group.

Edwin Matthews.

Yucca gloriosa

Yucca gloriosa is rarely seen in cultivation in the Middle States. There are two reasons for this: One is that it never seeds in the North, whatever it may do in its home in the Southern States; the other is that the propagation of it from its roots is a slow process compared with the ease with which filamentosa is raised from its seed. It is said that in its wild state gloriosa does not bear seeds, requiring artificial pollinization to produce them. However, a good propagator, by cutting up pieces of roots and starting them in a greenhouse could get a great many plants that would be available from seed. A strange feature of this Yucca is that in the South of England where it is not uncommon in gardens, it gets to be a tree in time, that is, it makes a permanent trunk, and it flowers in Midsummer, while with us it flowers when quite small, and is never seen as an arborescent tree, and, too, it flowers so late in October that frosts often catch it. Specimens 8ft. to 10ft. high are to be found in England, while here, at least about Philadelphia, where it has been in collections for half a century, it is never found except as a low bush, and flowers when but a foot or two high, then branches out from near the ground. A strange thing is that the specimen photographed was imported from England several years ago, when a tiny plant, in order to see how it would behave, and here it is doing much as ours do, making but a growth of about 2½ft. before flowering, and then flowering late in October.

Jos. Meehan.

Yucca gloriosa

Monarda didyma "Cambridge Scarlet"

No hardy flower garden is complete without the Bergamot, Oswego Tea or Bee-Balm (Monarda) as it is variously called. The bright purple form, Monarda fistulosa purpurea, is the most seen but by some it is regarded as approaching the dreaded "magenta." There is no questioning the color of the crimson form, M. didyma "Cambridge Scarlet," and the writer considers it the best of the lot. The plant grows to a height of 3ft., the flowers appearing in July, and continuing for several weeks. They are desirable for cutting though many would appreciate the plant for the "minty" foliage alone.

It appears best in the garden as a massed effect, and will grow well in partial shade as well as in direct sunlight. Achillea Ptarmica plena "The Pearl" and Lysimachia clethroides (Gooseneck) for white flowers, and Hemerocallis Thunbergii (Yellow Day Lily) and Heliopsis scabra major for yellow flowers, bloom about the same time and are desirable subjects for associate grouping. All are hardy. The Monarda is tenaciously hardy and simply refuses to be crowded out by weeds, grass or fellow plants in the border. It forms matted sods, division of which affords ample means of increasing the stock.

Discovery of Hydrangea arborescens var. grandiflora

"American Everblooming Hydrangea"

At a birthday anniversary picnic held at my home on June 30, 1904, a prominent florist told me he had lately discovered a native Hydrangea as tall as himself, 5ft. 9in., a compact bush as broad as his outstretched hands, bearing pure white flowers, 8-in. to 10in. in diameter, blooming continuously from early June until cut by Autumn frost—a combination of good points quite out of the ordinary. After allowing a margin for over-enthusiasm, I concluded it must be some plant. The gentleman said he had bought one-half of the plant, and early in July was going to dig and bring home his portion. I told him if it was my case I would employ a watchman to guard the plant until the season came to safely remove it, but he said he could not rest until he had it in his possession. When he went to dig the plant he bought the entire clump for $10, and removed it and began its propagation.

Up to this time the Hydrangea paniculata grandiflora, introduced from Japan, was the only hardy Hydrangea generally grown here. This was and is a very useful and desirable flowering shrub. I think, however, its beauty and usefulness is more manifest on the Atlantic Coast, Long Island, etc., where there is more moisture in the atmosphere, than inland where dearth and heat combine to interfere with moisture loving plants.

This new native American, "made in America" Hydrangea was first called "American Everblooming Hydrangea," and well deserves this title, as it is more nearly everblooming than any other flowering shrub that I am acquainted with. We have in this town, village, or city, hundreds of clumps of this shrub, three to five years planted, that stand three to five feet high, with six or more fresh flower heads besides those that are fading, and the plant will continue to furnish blooms, more or less, until late October. These clumps contain 75 to 100 shoots by actual count, and the bushes will average 5ft. to 6ft. high and about 3ft. across. This plant does not form as much of a woody shrub as Hydrangea r. g. [The notes which follow appeared in great part in our issue of July 27; they are repeated here so that the article may be entire.] It is customary here to cut the plants back to 6in. or 8in. in February or early March, leaving four to six shoots full length for early June bloom. The young shoots come up rapidly, up to 3ft. and 4ft., and are in gorgeous bloom by the last of June, standing now (about end of July), 3½ft. to 5ft., with flower heads 6in. to 10in. in diameter.

This Hydrangea grows readily from 8in. cuttings of ripe wood taken during the latter part of Winter, rooting nearly as readily as Currant or California Privet. Cuttings often bloom the first year in the cutting bed.

This type Hydrangea arborescens is native in moist ravines in Indiana, Illinois, Missouri and south to Georgia and Alabama. I have sold plants of it to customers in N. W. Canada and Montreal, so it may be called hardy. E.

"Plant Another Tree"

"Do plant another tree,
Although you cannot know who will enjoy its shade,
Remember that your forbears planted some for you."

As a 43 year veteran of the trade I send the above as being my sentiment in the matter. In some countries the law requires anyone who fells a tree to plant two in its stead which is right, but their care should also be included, so far as possible.

Let not the coming generations point their finger of scorn toward us and say we not only wasted one of nature's bountiful resources, but also spent our forbears' inheritance for ourselves, neglecting those who are to come after us in the matter of Nature's most beautiful gift, the trees, indispensable for the use and enjoyment of mankind.

Yes, yes, by all means, "Plant Another Tree."

F. F. Wiebe.

The one book pre-eminently practical for use by florists and nurserymen as a guide for all laying out work is Cridland's Practical Landscape Gardening. Price $1.90 from this office.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

The French and Dutch Bulb situation is discussed to date in our seed trade columns.

A special meeting of the New York Florists' Club has been called for Monday night next, Sept. 23 for the purpose of participating in the sale of the fourth issue of Liberty Loan bonds. For full particulars see New York newsletter.

A Bamboo Quarantine—The importation to the United States from foreign countries of Bamboo seed, plants or cuttings thereof, capable of propagation, including all genera and species of the tribe Bambuseae, has been prohibited on and after Oct. 1, 1918, excepting for experimental or scientific purposes, under the regulations set forth by the Department of Agriculture, or for the purpose of immediate export. The above by order of D. E. Houston, Secretary of Agriculture.

Victory Loan Drive!

The fourth Liberty Loan drive which will begin Sept. 28 will open under more fortunate auspices than any of its predecessors. Our troops are not merely giving a good account of themselves but are justifying all the confidence we have hitherto placed in them. Therefore the new drive should be the most wonderfully successful of all. Florists have special cause to push this loan, not merely because many of their sons and brothers have joined the Colors but because ours is a business peculiarly peaceful and therefore the more worthy to fight for. Now is the time to consolidate effort to make this the Victory Loan Drive.

What is Advertising?

Advertising is the power of an idea multiplied.

But how multiplied?

By its continued use it becomes a force, more or less unconscious, yet at the same time growing in its purpose so that when the article or material you desire is needed, the manufacturer or dealer's name who handles or makes the object comes to you instantly.

When you can create this thought in the public mind you are advertising in the true sense and also getting proper results from the efforts made.

Publicity and advertising go hand in hand and, therefore, the advertiser who thinks in terms of publicity enters into a channel of broad business thoughts as, without advertising, your business is merely moving with the tide; but in these days of strenuous efforts we must move faster if we expect to keep up with the new stride now necessary to assist in doing our share so that the returns to the U. S. revenue coffers will put the florists business on the level to which it is justly entitled.

To these progressive florists who pause and reflect before entering into an advertising campaign, whether it be large or small, I say, go to it now stronger than ever, regardless of the thought of not being able to get flowers enough to sell. If you create the demand for flowers you will find material to sell.

Be progressive and optimistic in your thoughts and action and the rest comes easy. Also, in these days of strife, we must learn the new curriculum and use instead of the three R's, as in the days of old, the three C's, Cool, Calm, Collected, and, being in this mood and using the modern weapon, "Advertising" to help your business, flowers ought to be in greater demand than ever, providing you adhere to it.

Make up your mind this season to try it out, stick to it persistently and success will crown your efforts.

By using our slogan, "Say it with Flowers," whenever and wherever possible, on all advertising of every character, whether stationery, in newspapers, or otherwise, its accumulativeness will bring you the desired effect.

HENRY PENN
Chairman National Publicity Campaign

On the Benefit of Keeping a Stiff Upper Lip

Psychology furnishes one of the most interesting of studies.

Bankers, business men in many walks, speculators, often find a way to make a good turn through an understanding of its mysterious workings when its development affects an entire community.

Last week we had a registration day, the ultimate effect of which on general industries may not be felt for months to come; for all that, in New York and quite likely in all our larger cities, average business men acted as though they were facing some impending calamity in that they would discuss nothing, start nothing, do nothing. Trade was dead. Students of psychology, on the contrary, understanding this was but a temporary condition, a mental anachronism which would endure but a few days, were able to put through deals which brought them in the best of returns.

The point we wish to make is that if we are to be successful we must not allow doubt, hesitation, fear of the unknown, to enter into our plans for the future. Exercise reasonable precautions but do not allow yourself to fall into a grove of despair, don't wail, don't whine, but just go ahead to the best of your ability.

Following right on the heels of this peculiar week came the news of the glorious victory at St. Mihiel in which the first American army struck a mighty blow, a blow which has made its force felt all the way to Berlin, and one, the results of which afford us reasonable belief has produced throughout Germany a quite strong impression that with Uncle Sam now on the job in force, coupled with the successes of the revitalized allied forces, its possibilities for the winning of the war are fading fast away. The recent and unexpected great successes of the past few weeks give rise to a further reasonable belief that before snow flies in Dec., 1919, the war will be won or as good as won.

Surely then, with every prospect in our favor, great crops and great earnings by the classes who spend most freely, we should be well able to make both ends meet (and do our duty by our Government as well) in spite of handicaps, throughout a comparatively short period of time.

The auguries are such that every man is warranted in planning to run his business this coming Winter just as fully up to the maximum as his circumstances admit, conscious that soon, almost before he realizes it is upon him, peace and plenty will be with us, and we all the better men and women for having gone through our trials without fear or falter.

N. Y. Federation Hort. Societies and Floral Clubs

Syracuse N. Y., Sept. 11.

The meeting was called to order at 2:30 p.m., with President F. R. Pierson in the chair. Twenty-one delegates were present from the various affiliated societies. The records of the last meeting were read and approved. The treasurer reported funds on hand to the amount of $230.46. A report of progress on the horticultural building was made by the president. In view of the changes recently made in the State Fair Commissioners, it was deemed advisable that a committee be appointed to appear before the present commissioners with a request that the horticultural building be the next on the program of construction after the war. The following were appointed on this committee: Dr. Erl Bates, Syracuse; Charles Vick, Rochester; George B. Hart, Rochester.

President Pierson called on Prof. Ralph W. Curtis of the landscape art department of Cornell University for an expression of opinion as to what landscape effects would make the setting of the new horticultural building most pleasing. Professor Curtis stated that he would like to make a general study of the whole plan of buildings and grounds and submit the results of his study to the federation at a later date. It was moved and carried that Prof. Curtis be made a member of the committee appointed on Sept. 14, 1916, to make a study of plans for the horticultural building. The personnel of this committee is President Pierson; Vice-president Bates, Prof. D. Lumsden, W. H. Workman, George A. Thorpe and Prof. R. W. Curtis.

President Pierson made a report for the committee appointed at the last meeting to keep in touch with the fuel commissioners and lend whatever aid is necessary in getting a supply of fuel for any florist in difficulty. Mr. Pierson represented the federation at a conference in Washington last Spring and stated that everything was done at that time which could be done to secure recognition of the floricultural industry in the regulations of the Fuel Administrator. A canvass of the members present showed that most of the florists already have their 50 per cent. coal allowance.

There was a discussion of the bill which is now before Congress, prohibiting the importation of all plants, including bulbs. It was the general opinion of the delegates that such a restriction would be disastrous to the horticultural industries, both in this country and abroad. A committee consisting of Dr. Erl Bates, Prof. D. Lumsden and Charles Vick was appointed to draw up resolutions expressing the disapproval of the federation on such legislative action. It was also suggested that each member of the federation immediately get in touch with his Congressman and state his opinion regarding the passage of the bill.

In the general discussion which followed regarding trade conditions in the various sections of the State, the opinion was expressed that trade conditions as a whole were better than at this time last year. While as many flowers have not been sold as last year, prices have been better and the general trade demands have been good. The labor situation is one of the most troublesome factors now facing the florists.

The election of officers resulted as follows: President, F. R. Pierson, Tarrytown; first vice-president, Dr. Erl Bates, Syracuse; second vice-president, Charles Vick, Rochester; third vice-president, Hugh McCarthy, Syracuse; fourth vice-president, F. A. Danker, Albany, fifth vice-president, W. H. Workman, Oswego; treasurer, W. A. Adams, Buffalo. The meeting adjourned at 4:30.

E. A. WHITE, Secretary.

I've never found by kickin' yet
That I can make a dry day wet,
But I can make a wet day fair
By puttin' on a smilin' air.
(F. M. R., Los Angeles.)

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

It is pleasing to note that our Washington representative, W. F. Gude, has, as the result of a personal interview with General Crowder, been able to set at rest the widely circulated rumor that the florists' business was to be classed non-essential, and, further, to convey to us the assurance of the General that there has been no idea of so classing it. This assurance carries with it the endorsement of our own views, and the views of all right-minded people, that the products of the florist are most essential in these times of gloom and unrest.

But the general public, somehow, has absorbed the idea that flowers are, or ought to be tabooed, and we are almost daily called upon to contravert this idea expressed in some form or other. How are the florists to disabuse the public mind of this idea, which is to a very considerable extent undermining their business. Individually our craftsmen can do practically nothing. Collectively they can do, and are doing, much.

Every contributor to our publicity campaign fund is helping in an organized effort to educate the public mind to the fact that flowers are even more of a necessity in times of war than in times of peace; there are more uses for them. The great, good-natured American public is quick to absorb ideas built upon sentiment provided such ideas are presented in the right way. Our committees have realized this, and consequently have met with success in the publicity work which they have accomplished since the beginning of the year, work made possible by the liberal contributions of men in the trade whose broad-mindedness has taken them out of their own surroundings and enabled them to see things as they are. Theses men are staunch supporters of our publicity campaign, their subscriptions for the major part extending over a period of four years and many have duplicated and triplicated their subscriptions as they have noticed the excellent results.

It is scarcely credible that with the good results of our work before the trade there can yet remain so many florists who can solace themselves with what they, perhaps, like to term "reasonable doubt", and withhold their support from this work in consequence. And what a little they are asked to do. Ten cents a day, even, set apart for this fund would make a yearly subscription of no mean order. Very many subscribe less, and their contributions are greatly esteemed by the committees. We are in immediate need of about $6000 to complete our $50,000 fund for this year. The committees have gone as far as it was possible to go with the funds at their disposal, but it is urgently necessary that they go this little bit further. No matter where you are located Mr. Nonsubscriber, your business is helped. There is nothing local about this movement, it is national in every sense of the word. Helping this work is helping yourself. If you doubt it, write this office and we will cheerfully explain.

The War Department announces that the airplane service will require all the castor oil for lubrication purposes, and we have resolved patriotically to turn over our share to the Government.—*Columbus Dispatch.*

If we do not win the war in 1919, one gathers from General March, it will be because we shall win in 1918.—*Chicago Daily News.*

The armies attacked and damaged in the past six weeks have been those of Generals von Einem, von Mudra, von Boehm, von Eben, von Hutier, and von der Marivitz. Von by von ve soon git 'em all.—*Newark News.*

Owing to the scarcity of cloth, it is announced, women next year will wear their skirts shorter. Mere man for the same reason, will continue to wear his last year suit a little longer. *Nashville Southern Lumberman.*

His Repose.—"I see ye have a new hired man, Ezry. How is he doing?" "Resting considerable easier than the other one did, thank ye!" a trifle grimly replied honest Farmer Hornbeak.—*Kansas City Star.*

We suppose the saying "People in glass houses shouldn't throw stones," applies particularly to florists, but if they can't throw stones, what can they throw? Surely, just now, not coal nor hot air. Probably bouquets are more in their line.*

"Hoot, mon," said one Scotsman to another, "who would hire the likes o' ye, now that too much draught from the wee bottle ha' disturbed your senses?" "Yes, weel, I grant ye'r a handy mon with tools in any garden or estate, but the cry is for the clear head, and efficiency, and while ye hev' the efficiency, it's the head thet's wobbly." "Now, never min' the bit o' lecture on me head, for I hev' now the better job," was the prompt reply; "I have grave responsibilities with mor'n a thousand men under me—I'm superintendent of the Sleepwell Cemetery." *

"Now since the decree of the Wheatless day and the meatless day, which means to some almost an eatless day," said the dapper young salesman from Chicago, introducing his line of baskets and florists' accessories, "I'm glad they hav'n't created a wit-less day, so that we may all still laugh at amusing things, and there is no ban on a salesman's jokes." "Well, that's not so bad an observation," said the purchasing florist, "but listen: do you observe how they've admitted flowers, they have become necessary now as tools for talkin', and so long as there's still things to be said, we're not liable to have a flowerless day, are we?" *

A lady agreed to give a little boy 25 cents if he would mow the small lawn in front of her home, but the bright boy, Tom Sawyer-like, sublet half the work to another boy for half the money. The work was done as agreed, and the money received but in the division of funds, the question arose as to who was to receive the odd cent. "Oh, pshaw!" said the first boy, "I'll match you for it." "Ah, rats!" said the second boy, "be a sport, I'll match you for the whole quarter." "No," said the party of the first part, "I ain't no gambler, let's go over and get a thrift stamp with the quarter, and start a partnership book,"—and they did.*

"What is the secret of success?" asked the Sphinx. "Push," said the button. "Take pains," said the window. "Always keep cool," said the ice. "Be up-to-date," said the calendar. "Never loose your head," said the barrel. "Make light of everything," said the fire. "Do a driving business," said the hammer. "Cut out the unnecessary overhead," said the saw. "Aspire to greater things," said the Nutmeg. "Find a good thing, and stick to it," said the glue. But how with you, Mr. Florist? "Me?" said the flower man. "Why, I gladly subscribe to all that and more, and my flowers are always 'saying it' to the Sphinx." *

Raymond Hitchcock, the eminent leading comedian, in the play "Hitchey-Koo," has seen fit to introduce flowers as actors in his production. A very beautiful stage setting is produced, being the interior of an uptodate retail flower shop, with real flowers in vases, pot plants, and the usual flower shop accessories in full attractiveness. Mr. Hitchcock assumes a Don Quixote role of the "Bad man from the West," killing with great bravado all the actors in the flower shop, and as they lie in heaps dead upon the floor, he waves his hand to the bouquet decorations about him, as if to say: "Let the play go on. Saying it with flowers." *

A motor car manufacturing concern, specializing on their latest product, equipped for florists' delivery, offered a prize for best essay, 250 words, on most original and unique experience in using one of these new cars. The disinterested committee on award, decided in favor of the young lady who wrote: "My uncle just bought one of your new delivery cars, and was taking a big wedding job to a church up a hillside where friends were already assembling. When half way up the hill, something busted. (I think this is about 35 words of the 250, the other 215 are what my uncle said, as he walked back to town; sorry I cannot repeat them verbatim, they're quite unusual in publication)."*

An industrious young chap named Zee-Zee who was declined in the army draft because he was far too bow-legged, inquired for work at a large Rose growing establishment and was told that it was customary to line up weekly to pay in alphabetical order. Zee-Zee, naturally always being the last man in line, funds were usually exhausted before it become his turn. Seeing that he was growing rather thin by this arrangement, he approached the office one day, quite disheartened. "What's the matter, Zee-Zee, don't your work agree with you?" asked the manager. "Oh, sir, the work's fine, sir, but there's quite a mistake in my name, it's Ee-Zee, not Zee-Zee." The change was promptly made, and on the same day the president in fairness to all decided to reverse matters so that the last names of the alphabet should come first, resulting that Zee-Zee is still buying his nourishment at the corner grocery on tick, trusting to brighter days.*

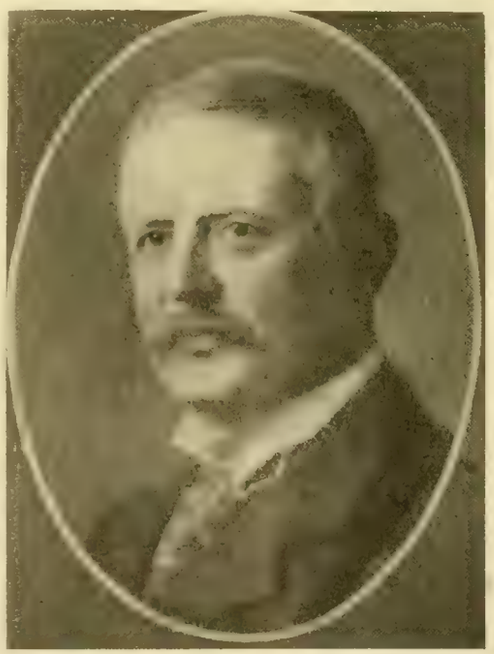
Sunday School Teacher: "And what regard was Joseph given for saving the Egyptians from starvation?" Smart Boy: "Please, miss, he was made food controller."—*London Fun.*

"Do you think early rising is good for your heath?"asked the languid city visitor. "I don't know about my health," replied Farmer Cobbles, "but next to sun, rain and fertilizer it's the best thing there is for crops."—*Birmingham Age-Herald.*

Building Good Will Through Advertising

American florists may well take a leaf out of the book of British experience during the war in building good will through advertising. According to Val Fisher, a member of the London Chamber of Commerce, many stores cut down their advertising during the first few months of the war. But Selfridge, a leading department store did not. He did not skip a single day. He used all the space the papers would allow him to use and has continued to do so. The result is that Selfridge's profits during the first year of the war were $573,000; during the second, $750,000, and during the third year, $1,125,000. From fourth or fifth place among London stores, in volume of business and profits, at the start of the war, Selfridge has climbed to *second* place as the result of his continuous advertising, and he would be *first* today, had not the war prevented building additions to his store.

"British manufacturers who have not a dollar's worth of merchandise to sell, whose entire plants are employed on Government work, are keeping their advertising continuously before the public, because while they are



The late William F. Dreer

perfectly willing to turn their profits over to the Government, while they are perfectly willing for the sake of winning the war to have their factories commandeered and their normal business completely stopped, yet they are not willing to sacrifice their good will; they are not willing to have their names or their products forgotten.

"And so they continue their advertising, continue building their good will, so that when the war shall be won there will be an immediate demand for the billions of dollars' worth of merchandise that their greatly enlarged factories will then turn out."

Three Times And In!

The old formula of three times and out has been reversed for American women in their work for the Liberty Loan. There it is—three times and in! The First Loan for *initiation* into the idea that we must lend our money to the Government to pay the expense of war; the Second Loan for *instruction* in bond buying and in selling bonds to our neighbors, our families and our friends; the Third Loan for *participation* in the saving and earning of money to lend. And what is there left for us in the Fourth Loan, the greatest of all Liberty Loans, the largest loan ever issued by any Government. What but to go farther in—farther into our pockets for money we have saved, farther into our leisure for time to earn money, farther into our hearts for the impulse not only to give but to sacrifice to pay the price of victory!

Fourth Liberty Loan drive starts Sept. 28.

Obituary

Mrs. James. M. Lamb

We deeply regret to learn that Mrs. James M. Lamb, widow of the late James M. Lamb, pioneer florist of Fayetteville, N. C., died at her home "Sunny Side" on Saturday night, Aug. 31. Mrs. Lamb was 63 years old. She leaves 13 sons and daughters to mourn her going. Two sons are in the service of their country: Capt. R. J. Lamb is in France and Capt. Chas. Lamb at Camp Cody, N. Mex. Since the death of her husband in 1911 Mrs. Lamb has continued to conduct the business and her daughters will continue to carry it on.

Funeral services were conducted from the Methodist church, of which she was a devoted member, on Monday afternoon, Sept. 2, The many and beautiful floral tributes attested to the high esteem in which she was held by the community.

Mrs. Augusta C. Mather

Augusta C. (Cunningham) wife of Albert I. Mather, died Sept. 13, at Rockland, Me., after a period of invalidism covering nearly ten years. In her younger days she was an expert telegraph operator which vocation brought here to Rockland in 1861. When she retired in 1892, she had seen 31 years' service as manager of the Western Union Telegraph Co. She then established the present greenhouses on Pleasant and Purchase sts., and was the pioneer florist in this section of the State. With the assistance of husband and son she built up an important business, and the Mather greenhouses have become widely known.

The deceased was a member of Golden Rod Chapter O. E. S.; Miriam Lodge, D. of R.; Edwin Libby Relief Corps, the Methebesec and Progressive Literary Clubs and the Actors' Fund of America. Mrs. Mather, who was married in Nov., 1866, is survived by her husband and one son, Harry A. Mather. Funeral services were held from the family residence, Rev. Pliny A. Allen officiating. There were many beautiful floral tributes. The remains were taken to Belfast for burial.

William F. Dreer

As mentioned in last week's issue announcement of the death of William F. Dreer reached us at the moment of going to press.

William F. Dreer was fortunate in being the son of Henry A. Dreer, who started in the seed business at Philadelphia in 1838. He was also happy in having the mental make up that led him to follow in his father's footsteps. Born Nov. 11, 1849 he took kindly to plant study at so early an age that he naturally educated himself to succeed his famous parent. At the age of 18, when his schooling ceased, he became connected with the then largest German seedhouse in one of the most important seed growing sections of that country. Later he was similarly associated with a large seed house in Paris, France. Upon his return to Philadelphia he became active in his father's seed and plant business and in 1873, following his father's death, took full charge and continued to develop the business until 1892, when it was incorporated. Since then, though still active until about two years ago, his labors have been less confined within the walls of the establishment and more extended throughout the horticultural world, many parts of which he visited in the interests of the business.

In ability to make and hold friends and to inspire confidence among his associates, among the trade and in social circles, Wm. F. Dreer was particularly fortunate. He will therefore be sadly missed by his family, and his friends in the various organizations of which he was a member, notably the Masonic fraternity. He was a member of the S. A. F. and O. H., Royal Hort Soc. of England, Pennsylvania Hort. Soc. (of which he was an ex-officer), Massachusetts Hort. Soc., New England Soc. of Penna., Philadelphia Chamber of Commerce, Union League, Art Club, Merion Cricket Club, Philadelphia Country Club, Radnor Hunt, Corinthian Yacht Club, Santee Club of S. C., Blooming Grove Hunting and Fishing Club, Veteran Corps of the First Regiment, N.G.P., and other associations.

After a business activity of nearly fifty years, while still in the prime of middle life, he was compelled two years ago to seek rest at his Summer home in Woodstock, Vt. Here during July of this year he was stricken with Bright's disease in acute form and here his life ended on Sunday, Sept. 8. The funeral and internment occurred on Wednesday of last week at Woodstock. Mrs. Dreer and a daughter survive him. The seed house was represented at the funeral by its principal officers: J. D. Eisele, vice-pres., H. G. Tull, sec.-treas., J. Otto Thilow, store manager, G. D. Clark, manager of the flower, seed and bulb department, and C. H. McKubbin, manager of the vegetable, seed and advertising department.

New York State Fair

The floral exhibit at the fair at Syracuse was large and called forth much favorable comment. There were a large number of entries.

The table decorations brought out many fine exhibits. Werner Bultmann won first honors in this entry with a very pretty center piece of Gladioli Panama and individual favors of the same variety. In the bridal bouquets P. R. Quinlan and W. Bultmann each won first in two classes. There were many entries in these classes and some exceptionally pretty work was shown by out-of-town florists. A large basket of Roses exhibited by P. R. Quinlan carried off first prize.

From Buffalo, Wm. Griever and Edw. Slattery, manager for the Palmer store showed attractive decorative designs which aroused considerable admiration.

The exhibit of the F. R. Pierson Co. of Tarrytown, N. Y., was up to the firm's usual high standard, consisting of several long tables of ferns and Roses.

John J. Prouty of Baldwinsville, N. Y., won first in the Gladiolus classes for white, pink, blue, yellow, red, and six ruffled varieties; also first for a collection of 12 vars. and first for a collection of 20 vars. Thus he had a perfect score with eight firsts out of eight entries.

The Syracuse Gardeners' Club won first prize in the competition for a large group of plants. Fred Scharoun, grower for Mrs. L. C. Smith, furnished many rare plants and orchids for this group and showed excellent taste in the arrangement. This group occupied the center of the hall and took a prominent part in the decorative scheme of the building. The Syracuse Florists' Ass'n won second place. In this group there were some well-grown specimen nursery plants potted for this occasion by Mr. Stuart. Third prize was awarded to the Syracuse Retail Florists. The three groups were arranged in the center of the hall. G. Bartholme's and P. R. Quinlan's large specimen palms and ferns especially took an important part in the decorations. Mr. Bellamy, grower at the Oakwood also furnished excellent potted plants.

Enjoyable Entertainment

Thursday evening the Syracuse Florists' Ass'n entertained the out-of-town florists at Kohl's Grill. Tables were set for 40. The dinner was most enjoyable and there were interesting discussions on florists' problems. F. R. Pierson gave a timely and helpful talk on the coal problem, as it is being met by various florists throughout the country.

The delivery problem as it is being solved in Buffalo was discussed by Mr. Griever, who gave facts and figures on the present high cost of delivery and remedies for a more economical delivery system. His talk brought out much discussion and many questions were asked, but Mr. Griever was there with facts and figures that convinced those present that this problem has received much attention in Buffalo, and should be looked into by every city.

Mr. Slattery of Buffalo spoke on how the Buffalo retailers' and growers' associations are cooperating in the maintenance of prices and other necessary war-time economies that resulted in a saving.

Prof. Lumsden, supt. of the flower and fruit exhibit at the fair spoke entertainingly on the good work done at Ithaca. M.

The F. R. Pierson Co. carried off the grand special Rose premium for the best collection and display of Roses, comprising 500 blooms and consisting of the following varieties: American Beauty, Columbia, Rosalind, Silvia, Francis Scott Key, Mrs. Charles Russell, Double White Killarney, Killarney Brilliant, Sunburst, Ophelia, Mrs. Aaron Ward, Hoosier Beauty, Richmond, Radiance, Christine Miller and Mme. Cecil Brunner.

The premium for the best new hybrid tea Rose introduced in 1917-18, was awarded to Jerry Brookins, Orchard Park, N. Y., for September Morn.

The silver medal awarded by the American Rose Society for the best collection and display of Roses by an amateur was captured by the Syracuse Rose Society whose collection consisted of 57 vars. of hybrid perpetual, hybrid tea and tea Roses.

Jerry Brookins, Orchard Park, N. Y., exhibited some very fine hybrid tea Roses, conspicuous among his collection were well grown specimens of Mrs. Francis Scott Key.

John J. Prouty's prize-winning collection of Gladioli, 20 vars., five spikes each, named, comprised the following: Niagara, Golden King, Ida Van, Attraction, Panama, Mrs. Francis King, Baron Hulot, Hazel Harvey, Glory of Holland, White King, Loveliness, Annie Wigman, Empress of India, Princeps, Pink Perfection, Glory, Mrs. W. E. Fryer, Mrs. Frank Pendleton, America and Black Beauty. Mr. Prouty's collection of six spikes, ruffled, named, was made up of Glory, Purple Glory, Orange Glory, Cinabar, White King and Mottled Beauty. His prize-winning exhibits for color were: white, Europa; yellow, Schwaben; pink, Pink Perfection; red, War, and blue, Baron Hulot. The following made up his exhibit for the best 12 vars.: America, Ivory, War, Gretchen Zang, Mrs. Frank Pendleton, Peace, Pink Perfection, Mottled Beauty, Schwaben, Evelyn Kirtland, Charlemagne and Summer Beauty.

In the Gladiolus classes, amateur, the silver medal offered by the American Gladiolus Society for collection of Gladioli, was awarded to Madison Cooper, Calcium, N. Y. His group consisted of Myrtle, Lily Lehmann, Europa, Niagara, Schwaben, Glory of Holland, Eldorado, Wm. Watt, War, Peace, Liebesfener, Summer Beauty, Evelyn Kirtland and Intensity. Mr. Cooper also took first for his collection of ten named varieties, three spikes of each. His collection comprised Madam Mounet Sully, War, Peace, Loveliness, Giant White, Mrs. Dr. Norton, Mrs. Watt, White Glory, Mrs. Frank Pendleton and The King. Mr. Cooper's exhibit of Primulinus hybrids in colors was unusually fine.

In Dahlias, the premium varieties staged by N. Harold Cottam & Son, Wappinger Falls, N. Y., comprise: King of the Autumn, Weber, Rev. T. W. Jamieson, Southern Belle, Pierrott, Grace Reed, John Reding, Mme. J. Coissard, Bianca, Gracchus, Margaret Bouchon, D. M. Moore, Dr. H. H. Rusby, Sneenweitze, Snowstorm, America, Breezelawn, Princess Juliana and Governor Guild.

The F. R. Pierson Co., Tarrytown, N. Y., staged a large and splendid trade exhibit of Nephrolepis Ferns, including varieties in which it specializes. The group consisted of N. elegantissima, N. elegantissima compacta, N. muscosa, N. Smithii, N. superbissima, N. viridissima, N. Scholzeli, N. Harrisi, N. Teddy Jr., N. Bostoniensis compacta, N. Giatrasi. N. tuberosa compacta and N. cordata. The exhibit was in charge of J. Theo. Trevillian and Alfred Wood.

Trade exhibits were also made by John J. Prouty, Madison Cooper, Calcium, N. Y., Arthur Cowee, Berlin, N. Y., James Vick's Sons, Rochester, N. Y.

The amateur section was fully represented and the exhibits showed skill in culture and good judgment in selecting material for exhibition purpose.

Among striking features of the show was the New York State service flag, 62 stars representing the number of counties in the State. The size of the flag was 11ft. by 18ft., and 60,000 blue immortelles, and 10,000 white Cape flowers were used in it, 100 sq. ft. of Ruscus forming the border. The flag, was designed and made by the superintendent, Prof. D. Lumsden, Ithaca, N. Y. There was also an American flag, in which 6000 Asters were used, in the following varieties: red, Rosy Red, early branching type; white, white late branching, blue purple late branching. The "Heart of France" was a large design in the shape of a heart comprised of the new red Aster, Heart of France. The last two features mentioned were designed and exhibited by James Vick's Sons, Rochester, N. Y. D. LUMSDEN.

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

William B. Currie of Milwaukee, Wis., is on his way to France as Y. M. C. A. secretary.

S. W. Hall, Averill Park, N. Y., is now second lieutenant of infantry with the A. E. F. in France.

Page Potter, formerly proprietor of the Bon Ton flower shop of Hartford, Conn., has joined the Army.

Lieutenant Wm. Vesey, of Fort Wayne, Ind., has been home on a furlough. He expects to sail for overseas very soon.

Oscar Carlstedt, well known in the trade in Indianapolis, Ind., is in a French hospital, suffering from shell shock.

Robert Leslie of the Bronx, N. Y. City, is now in the Service and is stationed at Camp Hancock, Augusta, Ga.

John Cox, with the S. S. Pennock Co., Philadelphia, is now in Co. 10, 3d Battalion, 153 Depot Brigade, Camp Dix, N. J.

John A. McCarthy of the Pittsburgh Cut Flower Co. will enter Carnegie Institute this week to take up special military training.

Butler Pierson, who has been with the Wm. Walker Co. of Louisville, Ky., for several years, has recently entered the Service. He is stationed at Macon, Ga.

V. H. Morgan, formerly with Lord & Burnham, but now a first lieutenant in the Army, recently visited Washington, D. C.

F. J. Piggott of Cleveland, Ohio, has been notified that his son Percy has been slightly wounded and is in a French hospital.

Raymond Kischner, formerly a street flower seller, of Cincinnati, Ohio, is at Camp Jackson, S. C. He expects to go overseas shortly.

Thomas Sullivan, of Sullivan Bros., the Woodlawn Flower Shop, Chicago, is at Camp Grant. He anticipates being sent across shortly.

Charles Windram of Cincinnati, Ohio, has returned from overseas for special technical training. He has been with the Aviation Section of the Marine Corps.

A. P. Wezel, formerly at the Crimmins' estate at Noroton, Conn., and stationed at Camp Devens, writes that he expects to go overseas soon.

Geo. McCallum of Pittsburgh, who enlisted in the Naval Auxiliary Reserves last May, has been called for duty and has left for Municipal Pier at Chicago to complete his course.

Art Keenan, who conducted a retail flower store in Chicago, Ill., up to last December has been in the Navy for the past five months, being stationed at the Marine Barracks, Paris Island, S. C.

Sergeant Wm. E. Colligan, a former employee of the Poehlmann Bros. Co., of Chicago.

Edward P. Taylor, formerly employed by the W. L. Rock Flower Co., Kansas City, Mo., is now in France with an artillery unit. The Rock Co. now has 10 stars on its service flag.

Geo. W. Doswell, Fort Wayne, Ind., has been transferred to Camp Sheridan, Ala., and is with the First Casualty detachment awaiting the formation of a field artillery unit.

W. L. Rock and M. E. Carter of the Rock Flower Co. of Kansas City, Mo., are members of the Seventh Regiment National Guard, said to be the only completely equipped National Guard unit in the country.

Jas. Michal, of Michal Bros., Chicago, is in the Airplane Service at Camp Logan. Joseph Havlicek, a former employee of this firm is also at Camp Logan. They write that they expect to go overseas soon.

Lieut. Harold A. Hyde has notified his father, H. A. Hyde of Watsonville, that the division with which he is connected has been in the thick of the fighting in France, his father believes in the vicinity of Soissons.

Thomas Johnson, son of C. W. Johnson, the latter of the Mt. Greenwood Cemetery Ass'n, Chicago, Ill., has recently been promoted to second lieutenant. He is stationed at Camp Taylor near Louisville, Ky.

John Elliott, son of William H. Elliott, of Brighton, Mass., has been promoted to captain and put in charge of an Aviation Squadron in Florida. Mr. Elliott's eldest son, George T., has been in active service in France for some time.

Robert Koppleman, salesman at the Cooperative Flower Market in Boston, has enlisted in the British Army and is going to Palestine. He is familiar with half a dozen languages so should be specially valuable as an interpreter.

ITHACA, N. Y.—Clark L. Thayer has been called from his duties as instructor at the N. Y. State College of Agriculture, Cornell, Ithaca, N. Y., and is now in camp at Syracuse, N. Y., in training for guard duty at some port of embarkation.

George Pandell, formerly with the Fort Wayne Flower Shop, Fort Wayne, Ind., is at a New York camp, awaiting orders for overseas service. He is a member of Company A, 327th Machine Gun Battalion and writes that "he is the happiest man in the world" over the prospect of going across.

We regret to learn that Wm. Wilmore, Denver, Col., son of W. W. Wilmore, the Dahlia specialist, is in a hospital in France, suffering from the effects of being gassed while on the fighting front. Two other Denver boys connected with the trade have been on the fighting line for some time.

Walter E. Pillsbury, who has been with his father, I. L. Pillsbury, in the florist business at Galesburg, Ill., left last week for Camp Forrest, Lytle, Ga. By the board he had been placed in class four, but wanted to go for his country, so with the consent of his wife he signed a waiver releasing him from exemption and was moved to class one.

John McCabe, son of Mr. and Mrs. Michael J. McCabe, who operate greenhouses at Anacostia, Md., and have a stand in the Center Market at Washington is a member of the junior officers' training camp at Plattsburg, N. Y. He is below draft age but hopes to get into the Army under the new age limit. His brother Harry, a member of the Air Service, has been at the front for many months.

Otto Mallgrav, who formerly conducted a florist's shop in Fitchburg, Mass., is reported to be recovering in an Army hospital in France from the effects of mustard gas, by which he was overcome while in action. Private Mallgrav is attached to the ammunition train of the 101st Regiment, being driver of a truck. He enlisted last year and was sent to Fort Banks in August, 1917, and later to France. He is reported to be improving and will eventually recover.

John H. Small, Jr., son of J. Henry Small of Washington, D. C., has won a second lieutenant's commission in the Field Artillery, and has been ordered to Camp Jackson, near Columbus, S. C. He had been in charge of landscape work in the Washington department of buildings and grounds, but being a Cornell University graduate he resigned and joined the Cornell squad in the officers' training camp at Camp Meade whence after he had made good he was sent to the artillery school at Louisville, Ky.

The writer has had the pleasure of receiving a bright and bracing letter from Sergeant John H. Earl, son of Howard M. Earl of Atlee Burpee & Co., Philadelphia, Pa., of the American Expeditionary Force. He is enjoying a well-earned rest after very severe fighting, and reports both himself and his brother in the best of good health. Hearty congratulations to their parents, and the "Boys." EUROPEAN SEEDS.

While the men whose names follow are not florists, they are indirectly connected with the florist's trade, in that they were formerly employees of THE FLORISTS' EXCHANGE. These men have joined the Colors and each one is "doing his bit."

Paul F. Viguier, linotype operator in the composing room, now with the Sixth Field Artillery, reports his safe arrival in France.

Sergt. V. A. DiClemente, monotype operator, is with the Headquarters Ambulance Section, Sixth Sanitary Train, A. E. F., France.

Herbert Byitte, formerly a member of the Seventh Regiment and one of our apprentices in the composing room, is now in Battery F, 59th Artillery. He writes from "over there" that before this letter reaches its destination he will be on the firing line, sending 200lb. shrapnel over at every shot toward the enemy and toward the finish of the war.

Tom Murphy, stone man in the composing room, in a letter under date of Aug. 5 writes us: "THE FLORISTS' EXCHANGE would look like a Sunday newspaper here, and Oh, to get a glance at The New York *Journal*; I'll never 'knock' that paper again. After riding in the trains here I'll say that the B. R. T. (Brooklyn Rapid Transit) is the best road in the world, and I got more sleep on a trip home from work than I did in three days on these. Another thing: instead of following the ponies you follow the cows here and you need more than a shovel, so you can picture me with my big feet."

Publication Received

The Backyard Garden, by Edward I. Farrington (Laird & Lee, Inc., Chicago, Ill.), a book of 192 pages for the amateur, giving information on the growing of various vegetable crops and on the canning and drying of vegetables; also some hints on flower gardening. Illustrations and garden plans are also included. A handy feature is the flexible waterproof cover and the convenient size.

Iowa State Hort. Society, Report of, for 1917, Vol. 52, running to 476 pages with illustrations and including the proceedings of the 52d annual session. The report contains interesting papers on horticulture, floriculture and related topics.

The Wheat situation is less acute. But that by no means is saying we can go back to our old habits of eating. The world's bread basket is still big and the total food supply is still very inadequate.

Mrs. Ernst Asmus Seriously Injured

Mrs. Ernest Asmus, widow of the well-known Rose grower, residing at 4011 Boulevard, North Bergen, N. J., while driving in that city on Monday afternoon was severely injured when an automobile truck crashed into her limousine. She was taken to the North Hudson Hospital, Weehawken, N. J. We learn today, Wednesday, at 11 a.m., direct from the hospital, that Mrs. Asmus is still alive, but is suffering from several fractures of her limbs and body and is in a very critical condition. To the sick soldiers at Camp Merritt, N. J., to whom Mrs. Asmus has been carrying weekly hundreds of Roses for months past this accident will cause much concern.

Coming Meetings and Exhibitions

Boston, Mass.—Joint exhibition of the Mass. Hort. Society and the Amer. Dahlia Society, Sept. 14 and 15. Wm. P. Rich, Sec'y., Horticultural Hall, 300 Mass. ave.

Cleveland, O.—F. T. D. annual meeting, beginning Oct. 8. Sec'y. Albert Pochelon, 153 Bates st., Detroit, Mich.

Denison, Texas.—Southwestern Nurserymen's Ass'n meeting, Sept. 17. H. C. Tackett, Fort Worth, Texas, Sec'y.

New York City.—American Institute and Amer. Dahlia Soc., exhibition of Dahlias, Sept. 24 to 26; Amer. Inst. and Amer. Chrysanthemum Soc., 'Mums, Nov. 6 to 8. W. A. Eagleson, Sec'y, 324 W. 23d st.

Incorporations

The Walnut Hill Floral Co. of Harrodsburg, Ky., has been incorporated; capital stock $2500; incorporators, Glover Kyle, C. D. Thompson, and Lou Bonta.

The David Hardie Seed Co. has been incorporated at Dallas, Tex. The capital stock is given at $20,000; incorporators, R. L. Meredith, J. H. Meredith and A. J. Biggio.

A Personal Note

F. W. Fletcher of Auburndale, Mass., called at our office this week on his way South. His greenhouses there have been closed down for the Winter, failing a purchaser. Precautions have been taken to shore up the glass in case of necessity and to keep the place in good condition as, without doubt, a purchaser can be found eventually. A. H. Fuchs of Newton Highlands, Mass., is growing on 40,000 bulblets, the balance of Mr. Fletcher's Freesias, for him. He will have the flowers and the bulbs will later go to Mr. Fletcher, who at his Southern nurseries at Orlando, Fla., will grow them on, together with some 15,000 to 18,000 Freesia bulbs containing the selections of his new colored hybrids.

At Orlando Mr. Fletcher has two acres in the city (the Rosalind Gardens) and he here has one Cypress slat, half shade greenhouse, covering some 17,000 sq. ft., in which he is growing a fern which has found favor in Philadelphia and Boston, although rejected in New York. It is Polystichum coriaceum, which has taken kindly to the cognomen of the "Leather Leaf Fern." It is peculiarly adapted to the climate there, making a vigorous and speedy growth, but is a very slow grower in the North. It is used considerably by the retail florists to make up and it also makes a beautiful house plant. In a new slat house, 24ft. x 320ft., Mr. Fletcher is growing Asparagus Fletcheri densifolius, a seedling variation of A. Sprengeri, originating with him. Just one mile outside of Orlando Mr. Fletcher has an estate of ten acres, which he is utilizing for the growing of vegetable plants. He here also is erecting a sash house for his Freesias.

The soil in this vicinity is a gray, sandy loam with a clay subsoil. Mr. Fletcher has been engaged in experiments having to do with destruction of nematodes in the acid soil of the South and believes he could obtain successful results were it not for the present high price of the chemical materials required. Perhaps after the war he will be able to resume his experiments in that direction and we trust this may be the case, as it seems to be the fact that much of the Southland is afflicted with these worms on account of its general acid condition.

Mr. Fletcher left by boat for Newport, Sept. 17, from whence he will proceed to Orlando direct overland. He speaks hopefully of the future, and we wish him success. He has owned the Orlando property the past three years. Before leaving Massachusetts Mr. Fletcher sold his Delphinium seed to T. A. Havemeyer of Glen Head, L. I., pronounced by J. H. Dick, the late editor of THE EXCHANGE, as the finest strain he had yet seen.

Iowa State Florists' Ass'n

The annual meeting of the Iowa State Florist Ass'n was held on Aug. 29 and officers were elected as follows:

J. T. D. Fulmer, Des Moines, president; John Reardon, Ames, vice-pres.; Wesley Greene, Des Moines, sec'y-treas. Directors: J. L. Denmead, Marshalltown; M. Bocklin, Sioux City; J. Auldous, Iowa City and Roy Holt, Des Moines.

Cincinnati, O.

The supply of Roses is fair. The cut coming regularly includes many blooms of good quality. Carnations are in a good supply for this time of year. Easter Lilies are not plentiful. Aster receipts are large and generally excellent in quality. They have been selling well. A limited amount of choice Gladioli may be had. Some Chrysanthemums are coming into the wholesale houses. Cosmos is in a large supply. Dahlias now are plentiful.

Personalities

Mr. and Mrs. Clarence J. Ohmer and Master Jim Ohmer, their son, of West Palm Beach, Fla., who have been the guests of Mr. and Mrs. E. G. Gillett, are now on a visit to Columbus, Ohio. They plan to leave for their home the first of next week.

C. E. Critchell has put a lady in the place of one of his salesmen who has entered the Service. He has been getting choice Dahlias from J. C. Rutenschroer.

The Bloomhurst Floral Co., of Lockland has been sending excellent Roses to the Cincinnati Cut Flower Exchange. They have sold well.

Mr. Blackshaw, representing the Ove Gnatt Co. of Laporte, Ind., called on the trade in this city last week. TEDDY.

Milwaukee, Wis.

Wisconsin Florists' Organize

About 50 florists responded to a call to meet here to organize a state florists' association. Florists from various parts of the state, outside of Milwaukee were in majority. The first meeting was a very interesting one. All that attended became charter members and the following officers were elected:

C. C. Pollworth, Milwaukee, pres.,
J. E. Mathewson, Sheboygan, vice-pres.,
H. J. Seel, Milwaukee, sec'y.,
Gustav Rush, Milwaukee, treas.
Directors: Richard Haentz, Fond-du-Lac; Fred Rentschler, Madison, and Wm. Zimmerman, Milwaukee.

Many in the trade from various points in the State, unable to attend the meeting expressed a willingness to join the organization. The meeting was held at the club room of the Blatz Hotel, and in addition to the business meeting, the new association enjoyed a sociable time.

Wisconsin State Fair

A notable feature at the Wisconsin State Fair this year was the horticultural display in which the florists took an important part, and, with a special appropriation for decorations the horticultural building was one of the most attractive buildings at the fair. The amount of the prize money was also increased, thus making possible more creditable displays and some fine groups of palms, ferns and miscellaneous plants were staged.

Business in general is fair. Outdoor stock is going out of the market fast. 'Mums are coming in; also the new cut of Carnations and Roses. The supply is about equal to the demand. C.C.P.

Pittsburgh, Pa.

The cool weather last week has improved the local flower trade. Considerable funeral work has helped sell short stemmed stock. Asters have been the heaviest crop. They will probably continue for some time. The quality is somewhat better than for several years. Fine flowers are seen on the market and prices are good, although the short stock at low prices helps keep the average price down. Gladioli still on the market sell at good prices considering the quality. Lilies are very much in demand with not nearly enough to supply all orders. Prices are firm and may advance before this week is over. Roses coming in limited quantities sell at almost Midwinter prices. There are no extra long Roses except Russell and Prima Donna. They are much in demand. Ophelia, also of good quality, is holding well in price. American Beauty are coming in limited quantities and have advanced in price. Specials are selling at $30 and $35 per 100. The quality is good for this time of the year. Good Sunburst are seen and are in demand. Regular shipments of Dahlias are expected daily. The flowers are the finest that have ever reached this market and there is a demand for them as people are always glad to get something different at this time of the year. Some yellow 'Mums are on the market but are slow in demand as they are never good at this time. They are used mostly for window display. Greens are plentiful.

On People's Tongues

Geo. McCallum, who enlisted in the Naval Auxiliary Reserve last May, has been called for duty and has left for Municipal Pier, Chicago, to complete his course.

Milton Alexander was a visitor this week.

Almost all the florists in the city were called upon to contribute to the various carnivals and fairs held in the city last week for the benefit of the war activities. North Side florists in charge of a flower booth sold everything in sight.

John McCarthy of the Pittsburgh Cut Flower Co. will enter Carnegie Institute this week, to take up special military training.

Earl Tifton did not reach the Canfield fair last Wednesday as his train was late in making connections. He was very much disappointed.

Indianapolis, Ind.

Funeral work continues to be the mainstay of the flower business. There are no Autumn decorations booked so far to speak of, and none of the downtown department stores are making any unusual preparations.

Early 'Mums have made their appearance in mass and are selling right well over the counter at $6 to $9 per doz. Northern Michigan and New-York Asters are arriving by the thousands at $30 to $40. These are readily disposed of at retail at $1.50 to $2 per doz. Good Roses are not at all plentiful, at $8 to $15 per 100; good medium lengths are coming from local growers at $3 to $5 per 100. Columbia, Russell, Ophelia, Killarney and Hoosier Beauty are the varieties mostly handled. Am. Beauty, few in quantity but high in quality, may be had at $5 to $50 per 100. Cattleyas are offered right along but there is little demand for them ar 50c. to $1 each over the counter.

There is seemingly a bigger supply of foliage and fern plants this season than in other years and many of the growers are finding trouble keeping their heavy stock under cover.

Jottings

Isaac Bayersdorfer is transacting business in this city. Reports from Philadelphia lead him to believe that the growers are purchasing much of their stock in advance this Year.

Field grown Carnation plants have all been taken in this vicinity at good prices and the growers are well satisfied.

The New Castle florists have begun shipments of good Roses into this city once more.

The beautiful gardens at Garfield Park are made the center of many patriotic occasions these days. They are an attraction in themselves and when a good speaker is on hand thousands of people flock there.

Lilies will probably be missed more than any other one item in this market. There are not many of them at this writing and the outlook is not bright for a great many more.

Herman Piel, foreman of Bertermanns' E. Washington st. place, has a fine bunch of 'Mums coming on.

John Rieman says that the drafting of his son will cause a big gap in his force at the store.

A heavy hail storm at Noblesville last week is reported to have done much damage to the greenhouses in that locality.

The many friends of Albert Kempe, well known local florist, sympathize with him on the loss of his brother who was unfortunately killed in a motorcycle accident last week. Albert and his brother were very closely associated and his loss will mean very much to the Kempe family, as he was known for his bright disposition and business-like habits.

R. E. Blackshaw of the Ove Gnatt Co., La Porte, Ind., and Mr. Heilman, representing the M. Rice Co., Philadelphia, were recent visitors. I. B.

Catalogs Received

Central Illinois Nursery, Wm. H. Gibbs, prop., Normal, Ill., Fall 1918, Spring 1919, price list for nurserymen only, of nursery stock and flowering plants.

Clarence B. Fargo, Frenchtown, N. J., Fall, 1918 catalog of bulbs, Roses and other perennials and shrubs; 20 pages, illustrated.

Denver, Col.

The weather has been very unusual; we had rain almost every day and outdoor flowers are showing the effects. Retail business has improved somewhat since last writing. The Jewish holiday season added some "pep" to business, but trade is rather uncertain, as it seems to have the skip-stop habit.

Good Roses are coming into the market in all the leading varieties. Carnations are scarce and the quality poor. Dahlias grow unusually fine in this climate; the blooms are extremely large; in fact larger than those grown in the East, but for some reason or other the keeping qualities are not good, a cut Dahlia out here lasting only about 24 hours.

About Town

Mrs. Conrad Lengenfelder was taken to St. Anthony's Hospital on Sept. 9. The trade all wish her a speedy recovery.

Carl L. Gross former Pacific Coast representative for the S. S. Pennock Co., Philadelphia, Pa., has resigned his position with that firm and accepted a similar one with the A. L. Randall Co., Chicago. Mr. Gross was in the city recently on some personal business. He reports business excellent in his territory and will make Kansas City, Mo., his headquarters during the busy season.

A call on Frank Fraser found everyone busy, with several large funeral orders for the morning and a wedding decoration for the afternoon.

Barteldes' Seed Store will move from 821 15th st. to their new location, 1616 Champa st. on or about Oct. 1. In addition to the firm's enormous seed business in its new home an up-to-date cut flower department will be added, with Wm. Horlocker in charge. Mr. Horlocker has had years of experience in the business in all its branches and is sure to make the new enterprise a success.

G. B. Gleason manages to make his rounds daily. Gladioli, Asters and few short Snapdragons make up his present stock.

From Overseas

A letter just received from "over there" states that Wm. Wilmore, son of W. W. Wilmore, the Dahlia specialist, who has been on the fighting line, is in a hospital in France from the effects of being gassed. Word has also been received that Zeal Neff of the Park Floral Co. and Joseph Whalen of the Alpha Floral Co., who joined the Colors together in this city over a year ago have been on the fighting line for some time. The last letter received from them states that their company had been gassed four times.

Early Closing

The early closing movement will go into effect in this city and a card will be placed in the windows of the leading downtown stores, reading as follows: "In order to conform to the Government's desire to conserve fuel as far as possible, we the following florists of Denver consider it a patriotic duty to close our places of business at 6.30 p.m. every day except Saturday when the closing hour will be 9 p.m.—Park Floral Co., Alpha Floral Co., American Flower Shop, Frank Fraser, Geo. H. Cooper, Boldt & Lundy, Columbine Floral Co., Sullivans' Flower Shop, Bargain Flower Store, Mauff Floral Co., New York Floral Co."

Recent visitors were Grover H. DeGolyer, St. Joseph Paper Box Co., St. Joseph, Mo.; Hansen Bros., Greeley, Col., Chas. Fawcett, Boulder, Col., Burt Clippinger, Laramie, Wyo. C.F.E.

Clubs and Societies

Stamford (Conn.) Hort. Society

The society held its September meeting on Friday evening, Sept. 13 at Moose Hall. It was decided to hold the flower show on Nov. 1, 2 and 3, and to devote the proceeds to the Red Cross as was done last year, when the show was liberally patronized by the public. The discussion at the meeting centered around Pear blight and blight in general. It was decided the blight was caused by the Winter, as also the blight on Maples. The trees were left with enough vitality to survive and leaf out in the Spring but did not have enough to withstand the blight. The following exhibited: A. Huniend, A. V. Carve, A. Wynn, N. Vasileff, A. Bieschke, M. Smith, I. Foster, A. Alius, and A. Cant. W. J. RICE, Corr. Sec'y.

Do you think milk at 12c. or 13c. a quart is an expensive food? The food experts say it is not. Ask the State College of Agriculture at Ithaca for R. C. F. H. 111, "Milk: A Cheap Food." A postal card request will bring it to you.

When will you Link Up your Home Town to this F. T. D. Chain of Retail Flower Shops?

MANY towns of 5000 inhabitants have good, reliable Retail Florists. We often have orders for them and, if they were F. T. D. members, we all would feel more confident that our orders would have the best of care, and we also would feel more secure in filling their orders.

ALBERT POCHELON, Secretary
153 Bates Street, Detroit, Mich.

Get One of These Extra Links for Your Home Town

Directory of Reliable Retail Houses

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST
Albany, N. Y.
The best service
Our business is growing

The Rosery FLOWER SHOP
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FflorIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us

BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
BOSTON
All orders will be reciprocated

Carbone
BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers
BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc.
220 Washington St.
BROOKLINE, MASS.
Established 1886

BROOKLYN, N. Y. *ESTABLISHED 1869*
James Weir, INC.
324 Fulton Street, Our only store

Wilson FLORIST
Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

For Satisfaction's Sake: Pass your orders for Telegraphic Delivery through the retail advertisers in these columns.

RETAIL DEPARTMENT

Why Join the Florists' Telegraph Delivery Association?

THE fact that the F. T. D. will hold its annual meeting in Cleveland, Ohio, Oct. 8 and 9, suggests to the retail florist the questions: "What has this organization accomplished and how would I benefit by becoming a member?" Notice the following points:

Its sturdy and rapid growth is the strongest proof that the F. T. D. is meeting a definite need. Its membership has steadily increased during the past six years to more than ten times the initial enrollment of 57. This growth is due to its clear cut policy of service to its members and to the public. Retail florists eligible to membership realize that it is living up to this policy and are thus eager to join. They find that the society guarantee fund of $7500 establishes for them a credit with the entire membership that they could secure in no other way and, further, that the non-members readily accept orders upon the strength of this membership. Added to this is the assurance of prompt payment of bills between members, a feature alone worth the small annual dues.

The above statement summarizes the main reasons why the majority of retail florists become members, but the association stands for a far larger ideal. It stands for the closer union of retail florists for mutual help, a standardized method of bookkeeping and accounting, a better system of credits, enlarged sales channels, the exchange of the best thought on floral matters; in short, it means the breaking down of cut-throat competition and the substitution of genuine cooperation to the end that the florists' business everywhere shall develop more normally, healthfully and broadly.

That portion of humanity which has not as yet been made receptive to the business tendency of the age is prone to consider such aims too altruistic, too Utopian for any use. But the fact that in rapid succession men and firms, not hitherto actively enjoying its benefits are becoming members, "to see how it pans out," is *primâ facie* evidence that the association is on the high road to success. When these renew their membership it is their usual comment that they are sorry they did not join years before because they have profited so largely in their first year's experience. The history of the association further shows that scarcely has a member dropped out on account of being dissatisfied with the results derived from membership.

THE EXCHANGE confidently predicts that this statement of principles and the record of achievement just sketched will strongly increase the membership at the coming convention and thus enable the F. T. D. to start another year of greater service to the trade and to the public.

F. T. D. Convention Notes

Preparations for the annual meeting of the Florists' Telegraph Delivery Association, to be held in Cleveland Oct. 8 and 9, are well under way and reservations are already being made at the Hollenden for visiting members. James McLaughlin, secretary the Florists' Club Publicity Fund, 221 Huron rd., is taking care of this for those wishing accommodations secured in advance.

The prizes offered by Messrs. Seligman, Grakelow and Pollworth for the best florist's window in advertisement of the aims and purposes of the F. T. D. will be striven for with spirit, according to snatches of conversation heard in retail circles.

Herman P. Knoble has addressed the following letter to F. T. D. members and requests that any member not having received a copy kindly comply with it.

President Gude has asked me to make an exhibit of all types of advertising used by the florists of this country, at the F. T. D. meeting, at Cleveland, Oct. 8 and 9.

Will you be kind enough to collect all of the advertising material that you have been using in the past and send me a copy of each one that it is possible for you to take out of your collection? The local committee intends to use these copies in making a large display around the entire meeting room, as this will be one of the big features discussed at this meeting. I hope it will be possible for you to submit me at least a representative number of newspaper clippings, "direct by mail" literature, and any other suggestions that you might have, knowing that these will be properly displayed in Cleveland.

I wish you would make every effort to get this material to me no later than the 25th of this month, as it will take considerable time locally to prepare it for display. Just remember that this is going to be a lot of work for the local fellows, and a little cooperation on your part will surely help much to make this meeting what it deserves to be.

Awaiting your immediate reply with the advertising material, and your good wishes, also hoping to see you at the meeting, I am, yours very truly, HERMAN P. KNOBLE.

J. McL.

Prize-winning basket of Peony-flowered Dahlias, var. Mrs. F. Grinnell, and Asparagus plumosus, arranged for effect

Helping the Government—Helping Yourself

The retail florist of today is facing business conditions that are without precedent as a result of the war. Business cannot be successfully carried on along the old lines. It must be adjusted to meet existing conditions. The florists of the United States, as well as all other retailers, have for the last few months been facing the same conditions and struggling to solve the same vital problems that have been met and overcome by their fellow retailers of Canada and England in the last four years. The Commercial Economy Board asks the stores of this country to conserve man power, materials and money, and to stop waste wherever it may be found. These wastes are the results of old, slow, and inefficient methods. It is these methods that the English and Canadian Governments asked the merchants of their countries to stop four years ago.

The cost of merchandise, and overhead and operating expenses, have gone up and will increase still further. In order to maintain normal profits, it is obvious that it is necessary to cut down expenses as far as possible, stop losses, avoid lost motion, eliminate waste and work faster. No store can hold on to the old, wörnout methods and yet operate at the speed that is required by present-day conditions. The war has called thousands of trained workers out of the stores; the new employees are untrained.

One of the most difficult problems that the florist of today has to meet is how to carry on business more efficiently than ever before, yet with less help, and at the same time avoid all waste. On the way he solves this problem depends not only the extent to which he will benefit by the coming time of general prosperity but whether or not he can with justice feel that he is doing all in his power to help win the war.

This matter is therefore of vital importance to the florist. He owes it to himself as well as to his country to make certain that neither his time, goods nor money are wasted. If he is actively to cooperate with our Government in this crisis and at the same time benefit himself, he must conserve labor, eliminate waste and speed up his business. He can only achieve these results by having a more efficient system than he has heretofore used.

There are two ways of learning: by experience and by observation.

The least expensive way is to profit by the experience of others. The retailers in all lines in Canada and England found a solution to this problem and the same solution has been found by progressive merchants of America. That is, the substitution of labor-saving machinery wherever it will do the work of human hands. In a store that means labor-saving machinery that is able automatically to do a good many things that otherwise require both physical and mental effort on the part of clerks.

One labor saving device that fulfils these requirements is a cash register. Many merchants have stated that only through the use of cash registers were they able to continue to do business at a profit. Stores that have cash register equipment have found it easier to meet the requests of the Government. The register enables clerks to make more sales. It reduces deliveries. It helps to increase business without increasing the operating force. It makes every motion count and speeds up the whole organization. It makes it possible for the stores to operate with fewer clerks. It gives quick service, which increases "takes" and decreases deliveries. It saves clerical supplies and delivery supplies. It cuts down clerical work.

Cash registers do almost everything in their particular line except talk. They help to make first class clerks out of poor ones. They are so simple to operate that even an inexperienced clerk can make correct records by simply pressing the keys. The registers show how much business the salesmen do, how many people they serve, and how big their sales are. They not only make salesmen quick, careful, and reliable, but they are in themselves mechanical bookkeepers. They enable the retailer to operate with less help, handle a greater rush of business and yet give quick service. Moreover by simplifying the salesman's work they enable him to concentrate on the selling end of his duties, for he has fewer steps to take; he does not have as much writing to do; he can make two sales where before he made one. Thus the retail florist will find the cash register of the greatest assistance in helping him comply with the Government's request to conserve man power, materials and money and to stop waste. In the foregoing we have spoken of the salesman as "he"; probably "she" would be the correct word under the present order of things going.

Additional to the use of the cash register we have previously given mention to several other labor saving ideas. That one in regard to combining deliveries we look upon as practicable and a labor and cash saver, for wherever two or more retailers will club together for that purpose it means one horse and one man less. Deliveries can well be reduced in number each day and more time requested in which to make them. In a perfectly courteous manner, and through the use of good judgment, many purchasers can be induced to carry home with them packages not bulky.

The two new classes of patrons which are making their presence increasingly felt at the retail flower shops—prin-

In our next issue we will publish a letter giving "15 Good Reasons why I became, and intend to stay, a member of the F. T. D."

· Directory of Reliable Retail Houses ·

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

Scott the Florist
Buffalo, New York

Geo. H. Florist
Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina

Rodgers Floral Co.
National Florist
219 KING STREET
CHARLESTON, S. C.

Scholtz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch
CHATTANOOGA, TENN.
Office, 807 Market St.
The Leading Florist
100,000 feet of glass

Friedman Flowers
CHICAGO, ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange
CHICAGO, ILL.
25 E. Madison St.

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO.
The Best Flowers That Grow and Experts to Arrange Them

CINCINNATI, OHIO

E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY

CLEVELAND
EUCLID AVENUE

A. Graham & Son
CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists
CLEVELAND, OHIO
735 Euclid Avenue

Westman & Getz
Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

DALLAS, TEXAS

LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
1643 Broadway
Colorado, Utah.
Western Nebraska and Wyoming points reached by express. Orders promptly filled. Usual discounts

The Bemb Floral Co.
ALBERT POCHELON,
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency
Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS
95 Gratiot Ave.
WALTER G. TAEPKE
DETROIT, MICH.

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Baker Bros.
Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, *THE FLORIST*
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs
LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

· Directory of Reliable Retail Houses ·

Kerr The Florist — ORDERS FOR TEXAS — HOUSTON, TEXAS

Bertermann Bros. Co. — INDIANAPOLIS, IND. — 241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS — The Florist, Inc. — 36 West Forsyth Street — Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

ROCK'S FLOWERS — Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL 50 CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET — LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co. — INCORPORATED — EST. 1873
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co. — INCORPORATED
532 Fourth Ave. — FLORISTS — Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

COMMERCIAL PLANT PROPAGATION
A. C. HOTTES — CLOTH, POSTPAID, $1.35
Well illustrated. A practical book of high value to nurserymen

cipally wage earners at the one extreme, with, at the other, those whose earnings have been largely increased as a result of the war—not having been pampered will all the more readily adapt themselves to war conditions. And even the old and valued customers will readily understand that they are getting all the attention possible under the shortage of labor.

The one prime factor, the one thing above all others which is going to help the retailer to carry on to the best possible advantage, is that in every town and city, retailers come together and discuss the situation frankly and fully to the end that an adequate charge be agreed upon for specified services and flowers, according to season, on the one hand, and conservation of labor and material on the other. Weekly meetings and discussions of problems would be found of high value. Cooperation to the fullest extent is what these times call for.

In the large cities, retailers could come together according to sections, it being manifest that this would be an advisable procedure owing to the differing interests which have to be catered to. Even then, a committee of the whole, one man from each section, could hold meetings at which the action of each one section could be made known to the other sections.

Suggestions for the Beginner in the Business

While the first and most important characteristic of good salesmanship requisite to secure the confidence of the customer is honor, equally necessary is it that we should school ourselves thoroughly to understand the practical parts of our trade, that is to say, to be always prepared to suggest the right subject at the right time and in the right way.

As an instance, when a customer expresses himself in the very usual way, "I want something for a funeral, etc.," you, as a salesman, may ask the very proper question "How old a person was the deceased?" or, "Was the deceased an elderly person?"

Flowers are God's Visiting Cards Dropped Everywhere

Should your customer say it was an elderly person, then you know that the color to be used in this case should be sombre, that is, white, lavender or violet, and you undoubtedly know which of these flowers you have the most of on hand and which will be in the best condition at the time the work is required. The questions of price, and design wanted, remain to be decided before you can tell which flower you can afford to use.

It being necessary to know the price to be paid before you can go on as to the design, the flower, etc., you might ask, "Have you thought about how much you would like to spend or how much you would like the design to cost,"? and if the customer puts it up to you by saying he was not decided, or did not know, then you could remark, "Have you thought of anything special you would like to have carried out?" and if, after this, he has not arrived at any conclusion, then it is up to your good judgment and that must be brought into action.

Whether it is a man or a woman who is deceased, a wreath is always good form, so why not get a wreath frame, show this to your customer, and say, "Such a design would be in good taste and as to price, it could be made for, say, five, six or seven dollars and a half, or we could make it for ten dollars, or even more elaborately if you wish it"? Through this conversation some definite idea as to the limit, the customer will spend will have been reached.

If white flowers are what you have on hand, or would like to use, suggest these, and if you also have some lavender or violet flowers, and you would also like to use these, then address the customer about like this: "That your first thought would be to make the wreath pure white, and at the base, either in one spot or in a cluster, have a touch of violet or of lavender, just to relieve the white, and that you feel for an elderly person this would be the first choice," or add that this make-up would be very rich looking, dignified and artistic.

If, on the other hand, you have more violet or lavender flowers than white, and the amount customer is willing to spend will permit their use then, by all means, suggest

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's — Nashville, Tennessee
200,000 Feet of Glass

Begerow's — NEWARK, N. J. — 946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger — 883 Broad St. — NEWARK, N. J.
Choicest of Flowers — Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. — And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST — Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS — Members F. T. D. — New Orleans, La. — The Avenue Floral Co. — 3442 ST. CHARLES AVENUE

Chas. Eble Florist — NEW ORLEANS, LA. — 121 Baronne Street

WIRE YOUR ORDERS TO HARRY PAPWORTH — The Metairie Ridge Nursery Co. Ltd. — STORE 135 Carondelet St. — NEW ORLEANS — ROSES ORCHIDS VIOLETS — F.T.D.

Directory of Reliable Retail Houses

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358} MADISON {359} SQUARE
Our Motto: THE GOLDEN RULE

A. T. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street
MEMBER

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 1553} Columbus
ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
MEMBER
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.
MEMBER

MALANDRE BROS.
MEMBER
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK
MEMBER

Young & Nugent 42 West 28th St. NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.
MEMBER

NORFOLK, VA.
MEMBER
Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

New York

BUTLER & ULLMAN
MEMBER
Successors to H. W. FIELD SMITH COLLEGE FLORISTS
NORTHAMPTON, MASS.

OMAHA, NEB.
Alfred Donaghue
1622 Harney Street Established 1866

Omaha, Neb.
MEMBER
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. MEMBER PASSAIC, N. J.

MAX SCHLING
Phone, 7241 Plaza MEMBER 785 FIFTH AVENUE

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

J. J. Habermehl's Sons PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade Mark "We Serve You Better"
Pittsburgh, Pa.
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
Store open Day and Night
MEMBER

PITTSBURGH, PA.
MEMBER
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
MEMBER
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street
MEMBER

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.
MEMBER

ROCHESTER, N. Y.
H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points
MEMBER

ROCKFORD
H. W. Buckbee FOREST CITY GREENHOUSES
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.
MEMBER

ALBUM OF Floral Designs

COPIES OF OLD EDITION BECOMING EXHAUSTED
NEW EDITION IN PREPARATION

THE present edition of this splendid Design Book of everyday pieces, for use by representatives and solicitors, is again running low. As the new edition, now in preparation, will of necessity be advanced in price, owing to the constantly increasing cost of paper stock, ***retail florists who are not making use of this high-class book of floral designs are urged to take advantage of procuring copies of the old edition now.***

Nothing approaching the scope of this book has ever before been presented to the trade, and the present prices are within the reach of all.

12 copies....$4.75 50 copies...$16.50
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All F. O. B., New York

Your name and address printed free on front cover on orders of twelve copies or over
Invest 50c. for a sample copy, and then follow up with an order for a quantity for your agents
Descriptive circular will be sent free on application

A. T. DE LA MARE CO. Inc.
438 to 448 West 37th Street, NEW YORK

· Directory of Reliable Retail Houses ·

St. Louis, Mo. Flowers delivered in city or State on short notice
F. H. Weber
AYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson — St. Paul. Minn. — National Florist
20-22-24 West Fifth Street
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
534 Second Ave.

National Florist
Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
he largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
315 Cherry Street

R. ABBOTT — Both Telephones
Park Floral Company
FLORISTS — TRENTON, N. J.
reenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

WASHINGTON, D. C.
Gude Bros. Co.
Florists — 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass
Worcester, Mass.
Randall's Flower Shop

The Retail Advertisers in these columns are the men you will find it to your interest to deal with.

first those flowers, and add that a touch of white at the base would be effective and this too, would be very dignified and artistic.

If, however, a customer wants certain flowers, and has come with his mind set upon them, by all means take every measure to fill his requirements as, by opposing, you may become as the shoe salesman who feels he is clever when telling a woman the shoe doesn't pinch her when it is in on her feet and she "feels" to the contrary.

The artistic thought expressed in dwelling upon the funeral design does not mean that the same characteristic should not be developed in the general trade; indeed, if it is encouraged and carefully exercised it will strengthen the patron's confidence in your judgment over his own, and this will reap you your return by his leaving the choice of much of his necessities to your personal selection, thereby giving you the opportunity to utilize the flowers or goods you most wish to push or sell.

As you must know, the real secret of success in the florist trade, if not in every business venture, is in our ability to buy well and then in our knowledge to sell the same to advantage.

It is realized that the above instructions may not always be possible to carry out in the form in which they are here placed, but the suggestions in themselves, if used at the proper moment, I feel cannot but be of assistance in carrying out the delicate and important part of our profession.

F. L.

An Advertising Suggestion

By I. R. MERRITT

The column writer, in his never-ceasing search for something new, has invented the story which is told in three or four words to the line, punctuated by capitalized words. Its vogue has now extended to the magazines and "the stunt" is becoming so general that no one nowadays thinks of apologizing to the man who originated it. A florist recently ran an effective ad. in this style, beginning at the top of one column and running to the bottom of the next. The ad. ran as follows:

'THE DAY WE put
THAT NEW line
OF BULBS
IN OUR show window
A LADY came in
TO LOOK at it
AND WE SHOWED her
SOME Hyacinths
AND some Tulips
AND Daffodils
AND Narcissi
ALL GUARANTEED to grow.
AND SHE WAS surprised.
TO SEE SUCH nice bulbs.
SO REASONABLY priced.
AND SHE bought
SOME Tulips
AND SOME Hyacinths.
AND SHE TOLD us today
THAT they are growing finely.'

This method may be effectively used for advertising window displays. It is worth while asking yourself whether people habitually watch for your window displays. It is a habit which people will cultivate if you make your displays attractive. Use newspaper space to praise your window arrangements, but see that they live up to your claims. Your displays may speak for themselves, but there is nothing like advertising the fact, especially if you are hemmed in by other stores whose windows are of the hodge-podge variety This is the way Austin's, Tupper Lake, N. Y., did it:

NOW I don't like
TO BE too personal
BUT I saw you
THE OTHER day
WHEN YOU stood
LOOKING at our window
AND THERE was something
IN THE corner
ON YOUR face
THAT SAID you thought
THE DISPLAY was pretty
AND THAT was enough
TO MAKE ME feel
WELL PAID
FOR ALL the work
OF PLANNING it
THAT WINDOW display
AND NOW right here
WHILE we're talking
ABOUT it
I WANT to suggest
THAT IT MIGHT pay you
TO STOP OFTEN and look
AT OUR window
BECAUSE every week
WE PUT in something
THAT IS worth while
LOOKING at
AND EVEN if you
DON'T NEED IT just then
WHEN YOU do
COME TO need it
YOU'LL remember
THAT YOU saw it
IN OUR window
AND YOU'LL know
RIGHT WHERE to come
AND GET it
NOW ISN'T that
SOME plan?
ANOTHER spasm
NEXT WEEK.

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary Central New York orders efficiently filled. Wells College.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell Corning and other points.

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity

Kalamazoo, Mich. G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery

Kansas City, Mo. W. J. Barnes FLORIST, K.C.M.O. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890

Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient service

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and all points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Pawtucket, R. I. LAPHAM FLORAL CO. Covers Rhode Island

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad St.

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. FRED H. LEMON & CO. Florists nd Decorators Send us your orders.

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railroads Reach all points. Wires received any hour.

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D.

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Winnipeg, Canada THE "KING" FLORIST 270 Hargrave Street F. T. D. Florist

Yonkers, N. Y. R. T. BRODERICK, Phone: 4681 Prompt delivery and orders filled satisfactorily

York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhouse

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

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	Per 100		Per 100
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21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	14.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

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18 x 18 x 8	12.50
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Size	Per 100
8 to 12	$3.75
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16 to 20	6.00
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32 to 36	11.00
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40 to 44	13.00
44 to 48	14.75

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Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

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JOS. G. NEIDINGER CO., Florists' Supplies
1309-11 North Second Street, PHILADELPHIA, PA

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$3.00 per case
Natural Log Moss $1.75 per bag of 100 sq. ft.
Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.
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Catalogues on request
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PITTSBURGH CUT FLOWER COMPANY
Florists' Supplies
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Hartford, Conn.

George F. Lane of the firm of Welch, the Florist of Asylum st., has entered the U. S. Service, making the sixth from this shop. He is on limited service, and is located somewhere in this country.

Early 'Mums are coming in well and selling briskly. Field-grown Carnations are also arriving, but as they are small do not seem to find a ready sale.

John Coombs of South st. is using girls in his greenhouses, because of labor shortage.

The Posey Shop, Bill McManus, of the Hill section keeps busy with funeral work; we have all had plenty of that.

E. S. Drake is bringing in attractive Boston ferns which sell readily.

Thomas Garrety of A. N. Pierson, Inc., Cromwell, Conn., was a caller.

G. G. McCLUNIE.

Lancaster, Pa.

Business is going along a rather even tenor with funeral work the bulk of the trade. It seems to me that in times like these the retailer should use every possible endeavor to get the best out of the flowers he sells in satisfaction to the customer. Every piece, every spray, every box of flowers should be given that artistic appeal that makes for further trade regardless of the price. Even so simple a thing as a boutonnière can be pinned on in such a way that it will at once attract attention and admiration. One sees these little things overlooked every day; it is a pity to have the present sale made the only object, for this is not selling flowers. To compete with our numerous markets in this city requires a special store touch that is not given to the bunches sold in the markets.

The cool nights make one think of the coming frosts. It is the wise florist who is ready for them. These cooler days are a blessing to Geranium growers as the cutting houses are once again beginning to look like cutting houses instead of the burnt over forest with here and there a tree standing, which they resembled with the heat of August. From the way in which the florists all over the country are clamoring for Geraniums it looks as if they are afraid to risk getting them in the Winter after last year's experiences. I believe that the parcel post with proper packing will handle them with as little loss in Winter as they have in the extreme heat of August.

Barr Greenhouses Busy

The B. F. Barr greenhouses are the only ones in the city that attempt to grow a complete line of stock for their store. Its artistic office, packing house and range of glass are all in good order. There are numerous frames of Boxwood and small evergreens for the nursery at the farm which is the only one of this section run on modern principles under the efficient management of Harry Haverstick. In the cutting houses a batch of August Geraniums showed up a possible 5 per cent rooted, but there are as fine a lot of pot Geraniums in Bloom for Fall trade as can be found anywhere. Every imaginable plant that can be used for store purposes is being grown so his customers will not be able to complain of lack of variety.

In the cut flower section 'Mums are looking fine with variety to have continuous bloom until Christmas. Roses never looked better. Some beds are cutting heavily. Carnations are nicely started and the end of the house that was burned is replanted ready for the roof which will soon be in place. Callas, Stevia and other flowers are planted in liberal quantities, with a fine section to Budleia Asiatica which he considers an important part of his cut flower supply, in its season.

The burnt boiler house will soon be a thing of the past as the concrete base is up and ready for the brick superstructure, which will be a great improvement over the frame affair that burned down. ALBERT M. HERR.

The President on Mob Spirit

"I have called upon the Nation to put its great energy into this war and it has responded -responded with a spirit and a genius for action that has thrilled the world. I now call upon it, upon its men and women everywhere, to see to it that its laws are kept inviolate, its fame untarnished. * * *

"I can never accept any man as a champion of liberty either for ourselves or for the world who does not reverence and obey the laws of our own beloved land, whose laws we ourselves have made. He has adopted the standards of the enemies of his country, whom he affects to despise."—PRESIDENT WILSON.

PREPARED Magnolia Leaves
IN CASES OR CARTONS
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Cleveland, O.

The cool weather of last week not only served to improve the quality of stock but to stimulate trade, but it decreased the supply of both indoor and outdoor flowers, resulting in a well cleaned up market. As yet there are no Chrysanthemums. It will probably be middle October before they begin to figure in this market. Dahlias are arriving plentifully and have good length of stem. Tritomas come in slowly and are much later than usual. Liberal quantities of Larkspur are being received and sell readily. Receipts of Asters are lighter but excellent late stock is still to be had. Shipping trade has been particularly good since the first of the month, but now that more Roses of the better varieties are coming into the market, it is becoming heavier. City business is also well sustained. The possibility of the present draft taking a heavy toll from the ranks of the trade has created much uncertainty among florists, and is the leading topic of conversation.

In the Public Eye

Fred. L. Gunton, foreman at the Hecock Floral Co. range, Elyria, Ohio, has taken employment in one of his city's numerous munitions factories.

Sam Seligman, F. T. D. booster extraordinary, called upon members of the trade here Sept. 12 to 14.

F. J. Piggott has received word that his son Percy, a member of the American Expeditionary Forces in France, is in the hospital suffering with a slight wound. J. McL.

Kalamazoo, Mich.

While business is still slow there are signs of an improvement in the near future. The schools have opened and cooler weather has brought many of the resorters home. The recent request of the Government to stop the Sunday auto riding will doubtless keep many people home and consequently we will sell a few more flowers for house decoration and so on.

Prices are fairly well maintained at present, 75c. a doz. being asked for Carnations while indoor grown Asters command $1, Roses $1 to $2.50. Plenty of Gladiolus and Asters are on the market but Dahlias have suffered by the hot, dry Summer, so few are to be seen.

We are getting enough and to spare of both rain and cooler weather so bright sunshiny days are appreciated, as there is still much work to be done before cold weather. Another drive in W. S. Stamps is about to take place in the city and will doubtless use up a lot of loose change that we might otherwise get but these things must really take precedence over everything else. The Van Bochoves who have already taken $1000 worth are going to take on another like amount and we are all glad to do what we can.

William Thomas is able to get around to look after things a little although not fully recuperated from his illness.

John R. Van Bochove and wife are expecting to take a trip through some of the Western States hoping thereby to get braced up for the coming season.

The writer has been busy with the War and Welfare League work the last few weeks and expects to take a hand in the raising of the next Liberty Loan. By the way, out here we are calling it The Victory Loan expecting our boys soon to bring in the bacon. S. B.

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BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c. per lb. Made into festooning, 8c. and 10c. per yd.
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Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
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NEW YORK

Wholesale Market and News of the City

The Market

Sept. 17.—There are in general moderate arrivals in the wholesale cut flower market of all seasonable flowers, except Roses, which are in increased supply.

American Beauty Roses are in large supply, as are also hybrid teas, though largely in the short grades. Special American Beauty Roses are moving very slowly today (Tuesday) at from 8c. to 25c. [illegible] grades at corresponding prices. The best grade of hybrid teas now arriving are selling at from 2c. each for such varieties as common Pink Killarney up to 8c. and 10c. each for the preferred varieties. The lowest grades are realizing from 25c. to $1 per 100. All grades are moving slowly.

Carnations are in larger supply and of improved quality, but are meeting with a weak demand, $1 per 100 being top figure for the best.

Cattleya orchids are in larger supply, and, as there is no corresponding increase in the demand prices have sharply declined to 30c. to 75c. each for the choicest blooms. The supply of Lilies is abundant, the white realizing from $5 to $8 per 100 and the pink from $1.50 to $5. Lily of the Valley is very scarce and top grades are selling at from $8 to $12 per 100.

Of the Summer and Autumn flowers the supply of Asters and Gladioli is on the decrease, and that of Dahlias and 'Mums on the increase, but few of the latter two of high quality are yet seen. Cosmos shows an increasing supply and higher quality. Other flowers of this class now seen in the market are Delphinium, Tritoma, Tuberose, Helenium, Helianthus, Eupatorium and Antirrhinum. All Summer and Autumn flowers and also greens are meeting with a moderate demand at quoted prices.

Special Meeting N. Y. Florists' Club

Charles Schenck, president of the New York Florists' Club, complying with the wishes of the New York Liberty Loan Committee that the club take action in regard to the coming drive for the sale of the fourth issue Liberty Loan bonds, has called a special meeting for Monday evening, Sept. 23, at 8 p.m., at its hall in the Grand Opera House, Eighth ave. and 23d st., to consider and act upon a request made by the United States Government that the club lend organized assistance in the forthcoming Fourth Liberty Loan drive, and appoint committees to canvass the trade with a view to disposing of an allotment of bonds which shall exemplify the patriotic spirit expected of the florists' industry. It is imperative for the good of the business that members should pay attention to this call and make it a point to be present and assist in the discussion of ways and means.

Buy Liberty Loan Bonds Through the Club's Committee

The Fourth Liberty Loan drive will soon begin. The New York Florists' Club at its special meeting on Monday night next will no doubt appoint committees to sell these bonds to members of the florists' craft, and of allied industries. "It is a matter of great importance," says President Charles Schenck, "that members of the florists' craft and of associated industries buy their Liberty Loan bonds through the club's committees to the end that the florists' craft as a whole may receive due credit for the purchase of those bonds. Buy your bonds through the club's committees and not through trade or other organizations with which you may in a way be connected."

Frosts in many sections of New York and New England the night of Sept. 11 damaged seriously late Sweet Corn, Beans and Tomatoes.

William F. Gude's article published in THE EXCHANGE of Sept. 14, page 424, under the heading of "Florists Not Classed as Non-Essential" has attracted much attention in this city and vicinity, and many favorable comments upon the value and encouragement to the trade of the information which it contains.

Thomas Young, 541 Fifth ave., will retire on Oct. 1 from the retail flower business which he is conducting at the above address. Mr. Young has for many years had one of the finest retail flower stores in Fifth ave., or in fact in New York City.

There was noted at J. S. Fenrich's, 51 W. 28th st., this week very choice blooms of several of the new and of the preferred varieties of Roses, among them being Premier, Columbia, Martinet and Hadley.

Dahlia Shows

We would again remind readers that the Dahlia show of the American Institute of New York City and the American Dahlia Society will be held on Tuesday, Sept. 24, from 7 p.m. to 10 p.m., and Wednesday and Thursday, Sept. 25 and 26, from 10 a.m. to 10 p.m., at the Engineering Building, 25 to 33 W. 39th st., between Fifth and Sixth aves. Admission is free.

The Dahlia exhibition of the Horticultural Society of New York will be held at the Museum Building, New York Botanical Gardens, Bronx Park, Sept. 21, 2 to 5 p.m., and Sept. 22, 10 a.m. to 5 p.m.

Boston

Market Report

Sept. 17.—There is a slight improvement in business at the wholesale flower markets—better demand and somewhat advanced prices. Owing to rainstorms, outdoor flowers have shortened up and the greenhouse flowers are not plentiful yet.

American Beauty Roses are in fair supply and are in better demand from 8c. to 25c. each. Hybrid tea Roses of good quality in moderate supply cleaned up quickly at 2c. to 10c. each. Carnations are showing a slight improvement in quality. The supply is not too large for the demand. Prices are $1 to $1.50 per 100. Gladioli have shortened up considerably and prices have advanced to $2 to $3 per 100. A few sell at $4. Asters, owing to wind and rainstorms, are in less supply. Very few flowers are of good quality. Chrysanthemums, more abundant, of extra nice quality, are selling well on account of the shortage of other flowers. Plant sales are better. Nicely colored Croton plants sell well. Dracæna Massangeana is in good demand. Greens of all kinds are plentiful and moving fairly well.

Mass. Hort. Society

The Dahlia exhibition of the society was held on Saturday and Sunday, Sept. 14 and 15. It seems strange that such a poor showing should be made of such a popular flower. Dahlia society members should put up more flowers, and the large growers for their own sake make larger displays. This season was a good one for Dahlias and there were plenty of flowers in the vicinity of Boston to make a fine exhibition. Another weakness in these exhibitions is that so many Dahlias are shown without names. If the flowers are worth staging they certainly ought to be named.

For an artistic display the Boston Cut Flower Co. won first prize. In this class W. B. Hathaway was second. For 12 named decorative Dahlias A. M. Hayden won first and second. For 12 blooms Peony-flowered, first George L. Stillman. Pompon, 12 vases, 3 blooms of each, first J. K. Alexander.

For 12 vases single Dahlias, first J. K. Alexander. One vase Peony-flowered, 6 blooms on long stems, first George L. Stillman.

Honorable mention was awarded to the following exhibitors: C. Louis Allin for display; George S. Stillman for collection of new seedlings; the Ames Plow Co. for Gladioli and Dahlias; the Fottler, Fiske, Rawson Co. for Gladioli and Dahlias.

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Up to Tuesday, Sept. 17, 1918

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" Fancy	6.00 to 12.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 8.00	Antirrhinum, per bunch	.05 to .10
" No. 1	3.00 to 6.00	Asters	.25 to 2.00
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	.50 to 1.00
Killarney	.25 to 2.00	Ordinary	.... to .50
Killarney Brilliant	.25 to 2.00	Chrysanthemums, per doz	.75 to 3.00
White Killarney	.25 to 3.00	Cosmos, per bunch	.05 to .10
White Killarney, Double	.50 to 4.00	Dahlias	1.00 to 2.00
My Maryland	.25 to 3.00	Delphinium, per bunch	.15 to .50
Columbia	1.00 to 12.00	Ferns, per 1000	1.75 to 2.00
Hadley	1.00 to 10.00	Galax, green and bronze, 1000	.... to 1.00
Hoosier Beauty	.25 to 5.00	Leucothoe, per 1000	4.50 to 7.00
Key	10.00 to 25.00	Gladiolus	1.00 to 3.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Lilies, Longiflorum	5.00 to 8.00
Mme Pl. Euler (Prima Donna)	.50 to 8.00	" Rubrum	1.50 to 5.00
Mrs. George Shawyer	.50 to 6.00	Lily of the Valley	2.00 to 12.00
Sunburst	.50 to 5.00	Mignonette, per doz	.... to ....
Mrs. Aaron Ward	.50 to 5.00	Orchids, Cattleyas	30.00 to 75.00
Lady Alice Stanley	.50 to 6.00	Smilax, per doz., strings	.75 to 1.00
Ophelia	.75 to 8.00	Sweet Peas, Spencers	.... to ....
J. J. L. Mock	.50 to 6.00	Tuberoses, per doz	.50 to .60
Mrs. Charles Russell	1.00 to 10.00		.... to ....

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278 Devonshire Street, BOSTON, MASS.
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When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Sept. 16, 1918	Cincinnati Sept. 16, 1918	NAMES AND VARIETIES	Boston Sept. 17, 1918	Denver Sept 18, 1918	Pittsburgh Sept 16, 1918
5.00 to 30.00	.... to	Roses—American Beauty	8.00 to 25.00	6.00 to 25.00	4.00 to 30.00
3.00 to 10.00	.... to	Hadley	2.00 to 10.00	.. to ..	.... to ....
3.00 to 10.00	3.00 to 8.00	Hoosier Beauty	2.00 to 8.00	4.00 to 10.00	2.00 to 8.00
.... to	.... to	Kaiserin Augusta Victoria	2.00 to 8.00	.... to	.... to ....
2.00 to 6.00	2.00 to 6.00	Killarney	2.00 to 6.00	3.00 to 8.00	.... to ....
3.00 to 8.00	2.00 to 6.00	White Killarney	2.00 to 6.00	.... to	2.00 to 8.00
3.00 to 6.00	.... to	Killarney Queen	1.00 to 6.00	3.00 to 8.00	.... to ....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	.... to	.... to	2.00 to 6.00
6.00 to 10.00	4.00 to 8.00	Mrs. Chas. Russell	2.00 to 12.00	8.00 to 15.00	2.00 to 12.00
.... to	.... to	Francis Scott Key	2.00 to 8.00	8.00 to 15.00	.... to ....
3.00 to 10.00	.... to	Mrs. George Shawyer	.... to	4.00 to 10.00	2.00 to 8.00
3.00 to 8.00	.... to	My Maryland	.... to	.... to	2.00 to 6.00
.... to	.... to	Prima Donna	.... to	6.00 to 12.00	2.00 to 8.00
3.00 to 10.00	3.00 to 8.00	Ophelia	1.00 to 6.00	4.00 to 10.00	2.00 to 8.00
2.00 to 5.00	2.00 to 8.00	Richmond	2.00 to 6.00	2.00 to 8.00	2.00 to 6.00
3.00 to 10.00	2.00 to 8.00	Sunburst	2.00 to 8.00	.... to	2.00 to 6.00
3.00 to 5.00	.... to	Killarney Brilliant	1.00 to 6.00	2.00 to 8.00	.... to ....
.... to	.... to	J. J. L. Mock	.... to	2.00 to 10.00	.... to ....
2.00 to 3.00	.... to	Cecile Brunner	.... to	2.00 to 4.00	.... to ....
.... to	.... to 1.00	Adiantum, ordinary	.... to 1.00	1.00 to 2.00	1.00 to 1.25
.... to	.50 to 1.50	Antirrhinums, per bunch	.... to	.... to	.... to ....
.... to	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	.... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	.25 to .50	.35 to .50
.40 to .50	2.00 to 4.00	Asters	1.00 to 2.00	2.00 to 4.00	1.00 to 4.00
.50 to 2.50	.... to	Calendula	.50 to 1.00	.... to	.... to ....
1.00 to 2.00	.... to	Carnations, Select	1.00 to 1.50	.... to 4.00	.... to ....
.50 to 1.50	1.00 to 1.50	Ordinary	.... to .50	2.00 to 3.00	1.00 to 2.00
.50 to 1.00	.... to	Coreopsis	.... to	.... to	.... to ....
.50 to 1.00	2.00 to 4.00	Dahlias	.... to	.... to	.... to 6.00
.... to	.... to	Daisies	.50 to 1.00	.... to	.... to ....
.... to	.... to	Delphinium, per doz	.... to	.... to	.... to ....
.... to 2.00	.... to .15	Ferns, Hardy	.... to	.... to	.... to .20
.... to	.... to	Gaillardias	.... to	.... to	.... to ....
.... to .15	.... to .12½	Galax Leaves	.... to	.... to	.... to .12½
1.00 to 3.00	3.00 to 8.00	Gladioli	1.00 to 3.00	4.00 to 6.00	4.00 to 6.00
.75 to 1.00	.... to	Leucothoe	.... to	.... to	.... to ....
8.00 to 10.00	.... to	Lilium Formosum	.... to	.... to	.... to ....
8.00 to 10.00	8.00 to 10.00	" Longiflorum	8.00 to 12.00	12.50 to 15.00	8.00 to 15.00
3.00 to 5.00	5.00 to 10.00	" Rubrum	4.00 to 5.00	.... to	.... to ....
6.00 to 8.00	.... to	Lily of the Valley	8.00 to 10.00	.... to	.... to ....
.... to	.... to	Mignonette, Per 100	.... to	.... to	.... to ....
.... to	.... to	Orchids—Cattleyas	50.00 to 100.00	.... to	40.00 to 50.00
.... to	.... to	Phlox	.... to	.... to	.... to ....
1.80 to 2.40	.... to 1.80	Smilax, per doz. strings	.... to	.... to 2.00	.... to 2.00
.25 to .60	.... to	Sweet Peas	.50 to 1.00	.25 to 1.00	.... to ....
.... to	.... to		.... to	.... to	.... to ....

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Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 5948} MAIN Boston, Mass.
When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street — BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.
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CHICAGO *and the* WEST

The Wholesale Market and News of the City

Better Market

Sept. 16.—The cool weather of the past week has assisted greatly in improving market conditions. There is an increase in the shipping trade, and the heavy end of all surplus stock has passed away. Local trade, while not in noteworthy volume, is improving. Outdoor stock, with the exception of Asters and Gladioli, has had its day for the season so that the time has come when growers who have heavy coal bills to pay and increased working expenses will have an opportunity to get returns on their investments.

There are not as many Roses on the market as there were a week ago. Am. Beauty is to be had only in limited supply and what is offered moves at prices satisfactory to all concerned. In all other varieties the supply equals the demand, with no surplus worthy of note. It is possible that just at present a heavier demand might mean a shortage. Prices are still low, as conditions do not yet warrant an advance.

Carnations are again in good supply and for so early in the season the stock is good; only longer stems are lacking to bring the quality up to the standard of Winter stock.

Asters are a strong feature of the market and there is no trouble in moving all the good stock. The best stock is chiefly greenhouse grown and the price of $4 per 100 for some of it, when the quality is considered, is not high. Poor stock is in oversupply and goes for whatever it will bring, the range of prices being from 50c. to $4 per 100.

The supply of Gladioli is fast decreasing but there is still as much as can be moved satisfactorily.

Easter Lilies are slightly on the short side; also rubrums and auratums but so far dealers have little trouble in picking up enough stock for each day's requirements.

Orchids are scarce; there have not been many on the market for several weeks. It is the winding up of the season for Cattleya gigas and the beginning of the season for C. labiata, two of the most popular varieties coming to this market. One of the leading orchid growers for this market states that the Summer has been a fine one for Cattleyas and the prospects for a good supply for Fall and Winter trade were never better.

Each week sees an increase in the 'Mum supply. All the extra early ones are in crop, with the second earlies following quickly. So far all stock moves at satisfactory prices. How the 'Mum season will terminate this year is a matter of some anxiety to the growers. It is known that there are larger crops this season than ever. Many growers intending to close their greenhouses before extreme cold weather sets in have planted 'Mums this year, knowing the crop can be produced without firing. This will make a marked difference in the amount to be marketed during the next two months. To offset this however, there is little fear of an invasion of the market this year by California grown stock. The express companies under Governmental control, will not encourage the shipping of 'Mums from California. Reports from that section state that their use this season will be confined chiefly to the Coast cities and towns of the Far West and they will not come into competition with the stock handled on the great Chicago market.

Carnation Company Meeting

A meeting of the creditors of the J. D. Thompson Carnation Co. was held in the office of the referee in bankruptcy in Joliet on Tuesday, Sept. 10, to consider an offer of $8000 for the property. The offer was not acceptable to the creditors and was consequently rejected. The referee will again advertise the property in an endeavor to realize more on it for the benefit of the creditors. It was the opinion of a few present familiar with the greenhouse business that an effort to sell the property again this year would prove to be unsuccessful, as no purchaser could operate the range during the next six months without loss. A number of

(*Continued on page* 477)

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
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Chicago, Sept. 16, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.		
Specials	per doz.	4.00 to 5.00
36-inch stems	"	3.00 to 4.00
30-inch stems	"	2.00 to 3.00
24-inch stems	"	2.00 to 2.50
18 to 20-inch stems	"	1.50 to 2.00
Short stems	per 100	8.00 to 10.00
Columbia		4.00 to 15.00
White and Pink Killarney		2.00 to 8.00
Killarney Brilliant		2.00 to 8.00
Milady		3.00 to 10.00
Mrs. Aaron Ward		2.00 to 8.00
Mrs. Chas. Russell		4.00 to 15.00
Richmond		2.00 to 6.00
Sunburst		2.00 to 8.00
Ophelia		2.00 to 8.00
Carnations, Select		1.50 to 2.00
" Ordinary		.75 to 1.00
Asparagus plumosus, per bunch		.35 to .50
" Sprengeri, per bunch		.25 to .50
" plumosus, strings		40.00 to 50.00
Asters, Common		.50 to 1.00
" Fancy		2.00 to 4.00
Adiantum		1.00 to 1.50
Calendulas		2.00 to 3.00
Chrysanthemums, Golden Glow		2.00 to 3.00
" October Frost		1.50 to 2.00
Cornflowers		.50 to 1.00
Daisies		1.50 to 2.00
Ferns, Hardy, per 1000		2.00 to 2.50
Galax Leaves, per 1000		.... to 1.25
Gardenias, per doz		1.50 to 2.00
Gladioli, Fancy		3.00 to 4.00
" Common		1.00 to 2.00
Leucothoe Sprays		.75 to 1.00
Lilium Auratum		8.00 to 10.00
Lilium Longiflorum		8.00 to 10.00
Lilium Rubrum		3.00 to 4.00
Lily of the Valley		5.00 to 6.00
Mexican Ivy, per 1000		.... to 6.00
Mignonette		3.00 to 4.00
Orchids—Cattleyas, per doz		6.00 to 9.00
Smilax, per doz		2.50 to 3.00
Sweet Peas		.50 to .75

Boston—Concluded from page 474

The American Dahlia Society's awards were as follows: Display of Dahlias, J. K. Alexander, Michell's Silver Cup. For a collection, Louis Alling was awarded the Carters Tested Seed prize. In Class J, for a display of Dahlias, J. K. Alexander was awarded a silver medal, and Thomas Murphy was awarded a bronze one in the same class. In Class K, for decorative Dahlia, J. E. Jones received the Vincent prize for his new Dahlia President Wilson.

The exhibits of vegetables were especially fine. D. R. McLean, who had 12 varieties of Onions, was awarded a silver medal for the display. A silver medal was also awarded to the Brookline High School for Girls' War Garden display of vegetables. Handsome displays of fruit were shown in large numbers. A first class certificate was awarded to John Scheepers Co. for a new Raspberry "La France."

Richard Vincent, Jr., of White Marsh, Md., gave an illustrated, largely attended lecture on Dahlias, at Horticultural Hall, on Saturday, Sept. 14. Many of the slides showed ways in which the retail florist may use this flower. The writer suggests that a few slides showing the use of Dahlias as garden plants, as border plants and not solid would be instructive and show the value of this plant in Autumn flower gardens.

Straws in the Wind

Among recent visitors: Richard Vincent, Jr., of White Marsh, Md.; Leonard Barron, editor of *The Garden Magazine* at Garden City, N. Y.; Otto Thilow of the Henry A. Dreer, Inc., of Philadelphia, Pa.; George W. Stillman, of Westerly, R. I.; H. E. Downer, of Northampton, Mass.

The subject for discussion at the meeting of the Gardeners and Florists' Club on Tuesday, Sept. 17, was "What Can Gardeners Do to Win the War?" The discussion was opened by W. N. Craig.

Thomas Roland is cutting from his Nahant greenhouse Golden Glow Chrysanthemums, which are selling well because of Asters being spoiled in heavy rains. His Crotons and Dracæna Massangeana are selling well.

A. M. Davenport of Watertown is growing about 5000 Chrysanthemums in pots. Many women are employed, and most of them give good satisfaction.

R. C.

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
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We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
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E. G. HILL CO.
Wholesale Florists
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Are you guessing where you come out on profits? Have you a good bookkeeping system? Have you any system worth the name? In either case we would call to your attention the invaluable contribution on "Accounting for Plant and Flower Growers" by P. B. Rigby, an expert at figures and wellknown as a successful New York commission flower dealer, in the Gardeners and Florists' Annual for 1916. 35 cents, from this office to subscribers.

DAHLIAS Now, at the beginning of a new season, is the time to get your customers interested in flowers. There is nothing more attractive than a fine display of Dahlias. A trial shipment will convince you that you can handle Dahlias successfully. Start in now. The Dahlia season is short.

$2.00 to $5.00 per 100

All orders must be placed a day in advance.

OUR ROSES Show a big improvement in the size of the flowers, longer stems, better color; in fact, they are fine for so early in the season.

	Per 100
RUSSELL, PRIMA DONNA	$4.00 to $15.00
HADLEY, a large supply	$6.00 to $15.00
OPHELIA and SUNBURST	$4.00 to $8.00
SHAWYER MARYLAND	$3.00 to $8.00
SWEETHEART	$1.50

BEAUTIES Splendid flowers, good color and size
$2.50 to $4.00 per dozen

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Roses
Asters
Gladioli
and a full line of all other Seasonable Cut Flowers.

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Plumosa
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Seasonable Flowers

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Chicago—Continued

weeks would be required to make repairs; and coal and other necessary materials would also have to be purchased to conduct the business. The season is too far advanced from a practical standpoint for the consideration of an immediate sale. The sum of $8000 with accrued court costs, offered for the property, will no more than pay off the secured indebtedness, so that a sale of the property at this price would not pay a penny to unsecured creditors. It is figured that the property will have to bring more than $10,000 before the unsecured creditors will get anything. For these reasons it was suggested that all further attempts to sell be deferred until early Spring. At that time conditions may be better and there is a possibility that the property may then bring more money. In the meantime the unsecured creditors have nothing to lose by waiting. It looks like a case of loss anyway with a reasonable possibility that a Spring sale might be best. Just what action the referee will take on these suggestions was not stated at the meeting.

In the primary election on Sept. 11 Peter Reinberg received the Democratic nomination for reelection to his present position of president of the board of Cook County Commissioners, a position he has held with honor for several terms. He is at the head of the affairs of Cook county, which embraces Chicago and numerous suburban towns of importance.

The Miller Floral Co., Farmington, Utah, opened its retail store in Salt Lake City Saturday, Robt. Newcomb a former popular Chicagoan is manager. His friends and business associates here sent telegrams of congratulation.

The sale at auction of the Anton Then greenhouse stock and equipment, which includes auto delivery trucks and a touring car is scheduled for Sept. 17 at 10.30 a.m.

P. W. Peterson, manager of the Chicago Carnation Co., at Joliet states that the company will close a part of its greenhouses at the end of the 'Mum season to conserve fuel. Mr. Peterson registered for the new draft Sept. 12.

Tom Sullivan, of Sullivan Bros., proprietors of the Woodlawn Flower Shop, 871 E. 63d st., is at Camp Grant. While on a recent furlough he said that he expected to leave for France soon.

Gus Swanson, on Lake st. and Des Plaines River, has his full quota of coal on hand but says that he will burn only 50 per cent. of it, thus obeying the ruling of the Fuel Administration. He will close two of his houses and will build a temporary partition of hot bed sash, using only part of his range till Spring. Mr. Swanson's oldest son, H. G., 25 years old, who helps him in the business, was placed in a deferred class in the last draft, but was notified a few days ago to be prepared for immediate service. A younger son, Geo. P., will celebrate his 21st birthday on Sept. 12, registration day, and will no doubt have to join the Colors.

The Labo Floral Co., Joliet, will close a few of its houses this Winter to conserve fuel. The firm can get all the screenings desired but the expense of building a taller smoke stack and having the boilers overhauled would not justify the use of screenings. Peter Herbach, the superintendent, registered for the new draft on Sept. 12.

The United States Government war exposition closed on the lake front on Sunday. The attendance for the 14 days fell a little short of the 2,000,000 mark. The average daily attendance was 139,686. The average daily attendance at the World's Fair in 1893 was only 117,321. The World's Fair had an advance fund of $20,000,000, the war exposition paid its own expenses and turned all the profits over to Uncle Sam. The exposition brought to the city many in the trade from the surrounding towns and flowers were freely worn by the lady attendants and visitors.

Philadelphia

Improved Market

Sept. 17.—The market shows improvement the past few days, as one wholesaler aptly remarked, "It had a little pep." Dahlias are not in quite as heavy supply as anticipated, so are clearing nicely. The best Asters are over. Roses are in good supply in all varieties and grades with a heavy influx of American Beauty. New crop Carnations are increasing with slight takings. The early Chrysanthemums are hanging fire. Easter Lilies are taking well with a full supply. Orchids are increasing slowly with diminishing prices. Gladioli are poor and the supply is on the wane.

Notes

The new draft law is making inroads into the trade. Benjamin Gibbs, who has been with Eugene Bernheimer for years, has gone into a war essential business. The Leo Niessen Co. is filling its gaps with women, likewise the Robert Craig Co. and numerous other concerns.

John Cox lately with the S. S. Pennock Co. is now in Co. 10, 3d Battalion, 153 Depot Brigade, Camp Dix, N. J.

S. S. Pennock has returned from a pleasant stay of four week in New England.

Eugene Bernheimer had an order from one of the department stores this week that included 50,000 Roses, besides Asters and other flowers.

J. Otto Thilow of the Henry A. Dreer, Inc., is on his vacation.

Clarence U. Liggit is calling on the growers through the State.

Stephen Mortensen of Southampton is sending in to the S. S. Pennock Co. some of the finest blooms we have seen so far of the new Rose Columbia.

M. J. Callahan has added a new Dodge car to his delivery fleet.

The Robert Craig Co. is cutting the first of their Chrysanthemums.

The Leo Niessen Co. is featuring Dahlias in quantity.

The Water Cooled Culm Burning Grate Co. of Collingswood, N. J., has an ingenious grate that can be installed under any boiler for burning culm, coal dust or screenings. The grate is water cooled to prevent warping or melting due to the intense heat generated by a blower injected into an air chamber that lies underneath the grate. Back firing and pre-explosion due to unburned gasses in the air chamber is overcome by ball bearings being placed in the air ducts of the grate. H. F. Morris who operates several greenhouses in Collingswood has been using this style of grate for several years with great success. He states he is buying screenings and coal dust from the local coal yard at less than a dollar a ton.

San Francisco, Cal.

A. J. Oliver, trustee, acting for the Pacific Florists' Supply Company, bankrupt, states that he expects to complete the inventory before Sept. 15; and immediately begin to dispose of the assets of the company, probably not as a whole but in small lots.

C. C. Morse & Co. supplied the plants and installed the exhibit which the United States Government made at the State fair in Sacramento, for the purpose of popularizing the War Garden movement. The display represented a country home, surrounded at close radius with ornamental plants, and in the distance with a varied vegetable garden that embraced a wide range of subjects. A miniature system of irrigation completed the display.

The writer is advised that the Albany Nursery of Albany, Ore., has recently taken the necessary legal steps to have the capital stock of the company decreased from $25,000 to $5000. The change being made not because of any falling off in business, but in the interest of economy in taxes.

BEAUTIES

We are strong on **BEAUTIES** now, and can fill all orders to your satisfaction.

$12.50, $15.00, $20.00, $25.00 and $35.00 per 100

DAHLIAS, ASTERS, COSMOS and all other flowers in season, at lowest market prices.

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Washington: 1216 H St. N. W.

When ordering, please mention The Exchange

Philadelphia, Sept. 17, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	4.00 to 25.00
Kaiserin Aug. Vic.	2.00 to 8.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	.... to .....
" Ordinary	1.00 to 2.00
Chrysanthemums	15.00 to 20.00
Dahlias	1.00 to 4.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Orchids—Cattleyas	75.00 to 100.00

The recent action of the Oakland City Council in prohibiting the use of water on lawns and ornamental flower gardens has very seriously affected the local nursery trade, not only of Oakland but also of San Francisco. Several nurserymen have stated to the writer that it resulted in a sharp decrease in their sales; one in particular stating that he believes the decrease amounts to 75 per cent. However, as this is being written, the first rains of the season are making their appearance, and are apparently wide-spread. Old Californians state that these are nothing more than the annual equinoxial rains, confined to the period ten days before and ten days after Sept. 21.

Pacific Coast Horticultural Society

The September meeting of the Pacific Coast Horticultural Society was held on the 7th instant, at Red Men's Hall. Owing to the absence of several of the members who had gone to the State Fair at Sacramento, the attendance was not large. The exhibits of the evening included Nephrolepis-Norwood by H. Plath, Cattleya carmencita by J. Carbone, Ceanothus Gloire de Versailles by E. James. The judges of the evening's exhibits were Messrs. C. Abraham, John Gill and E. Holmes.

The new service flag of the society, being made by Miss Gladys Plath, will have eight stars. We are proud of our contribution to Uncle Sam.

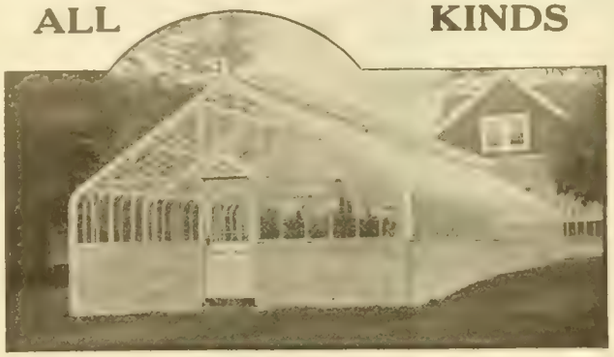
The Lapsation committee of the P. C. H. S. will apply the scissors to the names of those who have not paid their dues for the past year. Members who have joined the Colors do not have to pay dues during the war.

John Gill of the E. Gill Nurseries will continue as a member of the Draft Exemption Board at Berkeley, an office that he has held for more than a year.

J. R. W.

RALEIGH, N. C.—The Raleigh Floral Co. has been purchased by Miss Ethel Haynes and Mrs. J. H. Weathers. This firm was formerly operated by E. M. Hall, who has taken up ministerial work.

GREENHOUSES
ALL KINDS



When contemplating the building of a greenhouse, the wise course is to avoid extravagance and delay by hiring an organization which features speed and economy

PUT YOUR GREENHOUSE PROBLEMS UP TO US

We go anywhere in the United States to submit plans and prices

Metropolitan Material Co
PATENTED GREENHOUSES

1335-1339 FLUSHING AVE. BROOKLYN, N. Y.

When ordering, please mention The Exchange

1866-1917

Greenhouse Lumber

"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

Lockland Lumber Co., Lockland, O.

The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA — WAREHOUSE IN LONG ISLAND CITY, N. Y

THE PETERS & REED POTTERY CO.
SOUTH ZANESVILLE, OHIO

RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

Peirce Paper Flower Pot

Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.

E. ALLAN PEIRCE
40 Oaks Road, Waltham, Mass.

When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

Portland, Ore.

The work or fight order has created a stir in the ranks of the florists. Some have been advised to change their occupation and others told to hold on to their job. The best solution is to wait until called, which the Government will surely do if in need.

A. Herbert, of Rasch & Herbert Co., is at St. Vincent's Hospital recovering from an operation. He expects to be on the job again in about three weeks.

Wm. C. Wood writes that Honolulu is wonderful when it comes to flowers. He states that Crimson Bird's Nest ferns and our Whitmani and Boston grow wonderfully outdoors.

Kai Jenson, of Kelso, drove to the city last week in his car. Business is of the usual Summer volume with him since he has no war materials to sell.

The Martin & Forbes Co. is showing an exhibit of the cups offered by the Salem fair to the floral exhibitors.

J. G. Bacher and the writer had the pleasure of climbing Mt. St. Helens last Labor Day.

Usually with the coming of shorter days business is on the increase. The first week in September looked promising, but the second week spilled the beans. Weather has been exceptionally warm and sultry and no one has much ambition. Registration Day and the new Liberty Loan will leave conditions unsettled for a time. What really is lacking is funeral work. Every shop is filled with stock of all kinds and the quality is excellent but the weather makes short work of it. Roses are especially plentiful and the loss therein probably heavier than some other kinds of stock as one day will finish them. The first Golden Glow 'Mums have made their appearance but are not wanted yet, although in the way of variety they attract attention. The new crop of Carnations is coming to bloom at present and is somewhat in over supply owing to the fine supply of Asters.

H. NIKLAS.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.5
70	8 in.	.75	8.25	62.5

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest, and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES **714-716 Chestnut St., Philadelphia, Pa.**

When ordering, please mention The Exchange

RAMSBURG'S SQUARE PAPER POT

Conserve time and increase profits by using our new **Locking Square Paper Pots and Bands.** Send postal for samples and and prices.

G. S. RAMSBURG, Somersworth, N. H.

When ordering, please mention The Exchange

Spokane, Wash.

Club Meeting

The regular meeting of the Florists' Club was held on Monday evening with T. E. Imus presiding. There was a good attendance. The subject of the evening was advertising and there was a general discussion.

Alfred Finck who has had charge of and done excellent landscape work at Natatorium Park for the past eight years has given up his position. He has bought a ranch of considerable size and will try farming for a change.

Emily, the only daughter of Supt. of Parks John W. Duncan died on Aug. 30, at the age of 17. She had been ill only three weeks. At the funeral, which was held at the house, the floral tributes were very numerous. They came from many friends of the family and members of the trade. The Florists' Club sent a casket cover of Roses and Lilies which was an excellent work of art.

G. A. Root of the Bureau of Plant Industry, dept. of Agri. has been making a survey of White Pines, Currants and Gooseberries recently shipped into this district with a view to keeping track of the White Pine rust. So far he has been unable to detect any signs of it.

Prof. J. G. Jack of the Arnold Arboretum spent several days in town, looking up native trees and shrubs through this locality. He spent two days with Supt. of Parks John W. Duncan, who tried to locate as many species as possible for him.

D.

Paris Green and Airplanes

For some time there was a threatened shortage of the highly important insecticide, Paris green. The reason for this was that the supply of acetic acid, heretofore considered indispensable to the manufacture of Paris green was taken over some months ago for the manufacture of the waterproofing mixture used for waterproofing airplane wings. To remedy this deficiency a trade conference was called by the U. S. Food Administration and the War Industries Board in cooperation, with the result that a large yeast manufacturer agreed to furnish vinegar (which contains about 10 per cent. of acetic acid) to the makers of Paris green, to take the place of the acetic acid which had been diverted to airplane making. Therefore the normal supply of Paris green is assured. The Dept. of Agri. advises, however, that in many cases lead arsenate and calcium arsenate, which are cheaper (especially the latter) make satisfactory substitutes as insecticide.

Our Advertising Columns
READ FOR PROFIT
USE FOR RESULTS

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.

When ordering, please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa.

When ordering, please mention The Exchange

MASTICA

FOR GREENHOUSE GLAZING

USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

F. O. PIERCE CO., 12 W Broadway, New York

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points
For Greenhouses

FULL SIZE No 2

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 75c. postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

When ordering, please mention The Exchange

CAST IRON
BOILERS
THAT LET THE FLORIST SLEEP
GIBLIN & CO. 107 Broad St. UTICA, N. Y.
When ordering, please mention The Exchange

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is **12½ cts.** per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By middle-aged, married man; citizen. Experienced grower and propagator of pot plants and cut flowers, as required by first class trade. Can take charge of private or commercial place. Only first-class place considered. State particulars. David McKenzie, Rutland Rd. & E. 45th st. Brooklyn, N. Y.

SITUATION WANTED—By gardener, to assist in greenhouse or outside work, on commercial or private place, where there is a chance for advancement. American, married, 33. Will be free Oct. 1st.; 9 years at present place. Best references. Please state particulars in letter. Address G. F. care The Florists' Exchange

SITUATION WANTED—By Oct. 15th, on private place, by young man. Swede; 24 years. years. Good grower of flowers and vegetables; capable of taking full charge. Please state wages and all particulars in first letter. Address G. C. care The Florists' Exchange

SITUATION WANTED—By gardener, to take charge of private place. Experienced in Rose growing, Carnations, Chrysanthemums, pot plants, vegetables, under glass and outdoors. Best references. State wages and full particulars in first letter. G. A. care The Florists' Exchange.

SITUATION WANTED—By first-class greenhouse man, with long experience on private and commercial places. Single; 32; sober; reliable and not afraid to work. Please state particulars in in first letter. Liebler, Red Squirrel Farm, Mt. Kisco, N. Y.

SITUATION WANTED—By experienced greenhouse man where good work is appreciated. Good grower of Carnations, 'Mums, Xmas, Easter and bedding stock. Able to take charge. German; 46. State wages and particulars in first letter, please. Address F. E. The Florists' Exchange.

SITUATION WANTED—As storeman, decorator or buyer. Life long experience in every branch of the trade. Open for engagement now or later. State salary in first letter. Address F. D., care The Florists' Exchange.

SITUATIONS WANTED—By gardener, on private place. Life-long experience in all branches. Danish; 52 years old; married. Wife and family in Denmark. F. Nielsen, 220 West 69th st., New York

SITUATION WANTED—By grower. Single; 38. Thoroughly familiar with all greenhouse cultures, cut flowers and choice pot plants. Good propagator. Able to take full charge. Fred Becker, London Hill Farm, Jericho, L. I., N. Y.

SITUATION WANTED—By 1st class designer, maker-up and window trimmer. 10 years experience. Rudolph Nickel, 219 Chestnut st., Rochester, N. Y.

SITUATION WANTED—By young lady, experienced, greenhouse work or store, a real worker. Best of references. F. F. care of The Florists Exchange.

HELP WANTED

LARGE COMMERCIAL GROWER OF THE MIDDLE WEST

Offers permanent positions to greenhouse help. If you desire an opportunity to show your ability, this is your place. Answer today. State experience, capacity and how soon you can come, in first letter. Address G. B. care The Florists' Exchange

WANTED—NIGHT FIREMAN

who understands boilers. Best wages, with good opportunity for advancement. Single man preferred, one above draft age. Good board and room. Address Pittsburgh Cut Flower Co. Gibsonia P. O., Pa.

RETAIL FLORISTS!

I want to get in touch with reliable married man, between 25 and 38 years of age, who can oversee my business in my absence. Will pay $35 weekly to proper man. Address G. E., care The Florists' Exchange

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

SEED TRAVELER WANTED for NEW ENGLAND STATES

A seed traveler by a large Eastern Wholesale Seed House. A man who knows the New England territory—a man of experience—to start January 1st, 1919. Permanent position.

In answering, please state experience, average sales per year, by whom employed, and how many years working New England. Also what part of the New England States traveled. Address F. B. care The Florists' Exchange.

WANTED—Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties. T. Malbranc, Johnstown, Pa.

WANTED—Man to assist with greenhouse work. One who has had some experience. Must be sober and reliable. State experience and nationality. Wages, $45.00 per month, room and board for single man; $60.00 per month, furnished rooms, coal and wood, for married man. Address F. C. care The Florists Exchange.

WANTED—Bookkeeper-Stenographer; lady preferred; experienced; able to draw trial balance and keep full set of books. One familiar with the seed business preferred but not essential. Good opportunity. State salary expected. Address G. D. care The Florists' Exchange

WANTED—Stock clerk for seed store. Must have at least 5 years' experience and furnish good reference. State age and salary expected in first letter. I. N. Simon & Son, 438 Market st., Philadelphia, Pa.

WANTED—A grower, one who is a live wire. Must be conversant with growing Carnations, Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—At once, good propagator and grower of pot plants, bulbs and bedding stock. Steady position. State experience and wages expected in first letter. Address F. J. care The Florists' Exchange

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—A night fireman for 3 hot water boilers. Must be experienced. Wages, $4.00 per night. Give reference. Address Connecticut, care The Florists' Exchange.

WANTED—Two assistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—Man for retail store. Salary $25.00 per week. Must be able to do design work and attend to trade. H. Bershad, care Frederick Loeser, Fulton st., Brooklyn, N. Y.

WANTED—A good, reliable Carnation grower. Steady position. Married man preferred. Good rent on place. Inquire J. Horan & Son, Florists, Bridgeport, Conn.

WANTED—A single man, to assist in growing cutflowers for my store. Wages, $50 per month board and room. Fare paid to Baltimore. John Cook, 318 N. Charles st., Baltimore, Md.

WANTED—By Oct. 1st., a good, reliable general greenhouse man not liable to draft. Must understand low pressure steam boilers. Humphrey Floral Co., 607 Chatham st. Rome, N. Y.

Continued on Next Column

HELP WANTED

WANTED—An experienced store man for first class flower store. Must give references and state wages expected. T. Malbranc, 406 Main st., Johnstown, Pa.

WANTED—A man to pot Ferns, Boston and Scottii. Wages, $24.00 per week. Apply F. H. Dressel, 545 Gregory av., Weehawken, N. J.

WANTED—Experienced man for pot Roses, Cyclamen, 'Mums and bedding stuff. A. D. Mellis, 3421 Snyder ave., Brooklyn, N. Y.

WANTED—Young woman for retail florist store. Hours: 8 to 5. Address D. C. care The Florists' Exchange.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please. B. C. Blake Co., Springfield, Ohio

PLUMOSUS
Strong Asparagus Plumosus seedlings, $6.00 per 1000, or 10,000 for $50.00 cash
Walter Armacost & Co.
221 East 4th st., Los Angeles, Cal.

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now. Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00. Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

ASPARAGUS—Cut sprays, Plumosus and Sprengeri. Parcel Post 50c. bunch, 35 sprays. O. Herms, Port Richey, Fla.

ASPARAGUS SPRENGERI—2¼-in. 3c., extra strong. W. C. Ehmann, Corfu, N. Y.

ASPARAGUS PLUMOSUS-Spray. $2.50 per doz. bunches. Cash. Henry V. Shaw, Red Hook, N. Y.

BARBERRY

BARBERRY THUNBERGII—From cuttings from one original plant. Send for rates. The Conard & Jones Co., West Grove, Pa.

BEGONIAS

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnati and Lorraine, 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. Chatelaine, 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

BEGONIA—Gloire de Chatelaine. Strong, 3-in., will make elegant stock for Christmas. $10.00 per 100. Cash. Henry Schmidt, 673 Church Lane, North Bergen, N. J.

Continued on Next Column

STOCK FOR SALE

BOUGAINVILLEA

BOUGAINVILLEA SANDERIANA—Bargain. Strong, 3-in., trimmed plants, ready for 4 and 5-in. pots. Equal to Azaleas for Easter. $7.00 per 100, $65.00 per 1000. Cash, please. The Urbana Floral Co., Urbana, Ohio.

BOUVARDIA

	100	1000
Field-grown		
Double White and Pink	$15.00	$120.00
Single Pink, Red and White	15.00	120.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CALENDULAS

CALENDULA—2½-in. pots, selected strain, $4.00 per 100, $35.00 per 1000. Cash with order. C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

CALENDULA—Orange King. "True" selected strain. See display. Roman J. Irwin, 108 West 28th st., New York

CALENDULAS—Orange King, from our own selected seed. 2¼-in., $4.00 per 100. Cash, please. H. D. Rohrer, Lancaster, Pa.

CALENDULAS—O. King, 2½-in., 3c. Grown from select seed. W. C. Ehmann, Corfu, N. Y.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4 00
1½-in.	5.75
1¾-in.	8 00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100 $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

CALLAS—Bulbs, clean and healthy. See display ad., page 455. Roman J. Irwin, 108 West 28th st., New York

GODFREY CALLAS—Clumps, few hundred left, $8.00 per 100. O. Herms, Port Richey, Fla.

CARNATIONS

Extra good, field grown plants

	100	1000
Alice	$6.00	$50.00
Mrs. C. W. Ward	6.00	55.00
Miss Theo	7.00	60.00
Pink Enchantress	6.00	55.00
Enchantress Supreme	8.00	70.00
Cottage Maid	7.00	60.00
Dorothy Gordon	6.00	55.00
Matchless	7.00	60.00
White Enchantress	7.50	65.00
White Perfection	6.00	55.00
Alma Ward	6.00	55.00
Belle Washburn	8.00	75.00
Merry Christmas	8.00	75.00
Benora	8.00	75.00
White Wonder	7.00	65.00
Victory	7.00	65.00
Beacon	7.50	65.00

Boxes and packing extra at cost. Special quotations on large quantities.
Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS
Exceptionally strong, well grown field plants

	100	1000
Matchless	$7.00	$45.00
White Enchantress	7.50	65.00
White Wonder	7.00	60.00
White Perfection	7.00	60.00
Alma Ward	7.00	60.00
Pink Enchantress	7.50	65.00
Enchantress Supreme	8.00	70.00
Albert Roper	7.50	65.00
C. W. Ward	7.00	60.00
Alice	6.00	45.00
Miss Theo	7.00	60.00

Some of the varieties included in this list are in short supply, and are offered subject to unsold on receipt of order.
Boxes and packing charges added
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

FIELD-GROWN CARNATIONS

	100	1000
3000 Cottage Maid	$8.00	$75.00
500 White Wonder	7.00	60.00
500 Belle Washburne	8.00	75.00
2000 Benora	8.00	75.00
800 Alice	7.00	
500 Harvard	8.00	75.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CARNATION PLANTS
Field-grown
We can supply excellent stock of White Enchantress, Enchantress and Matchless. Send your orders to us to be assured of satisfaction. Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from parties not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

Continued on Next Page

STOCK FOR SALE

CARNATIONS

CARNATION PLANTS

	100	1000
Alice	$6 00	$45 00
Matchless	6.00	50.00
C W Ward	7 00	60 00
Theo	7 00	55.00
Philadelphia	7.00	55.00

The Leo Niessen Co.
1201 Race st., Philadelphia, Pa

CARNATIONS—Field-grown White Enchantress White Wonder, Matchless, Perfection, Enchantress, Enchantress Supreme, Mrs. C. W. Ward, Beacon, White Perfection, Benora, Light Pink Enchantress, A. Roper, Harlowarden, Pink Winsor, Alice, Peerless Pink $7.00 per 100, $60.00 per 1000. Prices on other varieties on application.
Roman J. Irwin, 108 West 28th st., N. Y.

FIELD-GROWN CARNATION PLANTS

	100	1000
White Enchantress	$7.00	$60.00
White Wonder	7.00	60.00
White Perfection	7.00	60.00
Matchless	7.00	60.00

250 plants at the 1000 rate. Good stock
BRANT BROS. INC., UTICA, NEW YORK

CARNATIONS—1000 extra heavy, clean and healthy White Wonder. $30.00 takes the lot; $4.00 per 100. 500 or more delivered at cost within 25 miles of New York.
S. Kahn, Signs Road, Bull's Head, Staten Island.
Telephone, West Brighton, 130-J

CARNATIONS—1000 each: Enchantress Supreme, Benora, Mrs. Ward, Rosetta, $60.00 per 1000; White Enchantress, Matchless, $50.00 per 1000. Cash with all orders.
C. B. Johnson, Woburn, Mass.

FIELD-GROWN CARNATIONS—White Wonder, $5.00 per 100. $45.00 per 1000; White Perfection, $5.00 per 100, $45.00 per 1000. Cash with order, please.
John Weston, Valley Stream, L. I., N. Y.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless. $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—Field-grown. Excellent stock, 1300 Matchless, 150 Enchantress, 100 Beacon, 275 Dorothy Gordon, $6.00 per 100, $50.00 per 1000. Samuel Kinder & Bros., Bristol, R. I.

CARNATIONS—2000 White Enchantress, 1000 Enchantress 1500 Mrs. Mackay, $60.00 per 1000. All exceptionally fine, healthy plants. Cash with order. A. L. Miller, Jamaica, N. Y.

CARNATIONS—Field-grown Sangomo; White and Pink Enchantress, $50.00 per 1000. Chas. A. Iffinger, Ozone Park, N. Y.

CARNATIONS—Field-grown plants. Matchless, White Wonder, White Enchantress, $6.00 per 100. Cash. Chas. H. Green, Spencer, Mass.

CARNATIONS—Field-grown. White Enchantress, $5.00 per 100, $45.00 per 1000. Cash, please. John L. Lundsted, Passaic, N. J

CARNATION PLANTS—Field-grown, White Enchantress, White Perfection, White Wonder
BRANT BROS. INC., Utica, N. Y.

CARNATIONS—1000 Enchantress, $5.00 per 100, or will exchange for red or dark pink.
Van Scoter & Son, Bath, N. Y.

CARNATIONS—1000 Beacon, $4.00 per 100; 200 Enchantress, $4.00 per 100. Cash with order
John A. Harth, Millburn, N. J.

CARNATIONS—Pink and White Enchantress Strong, field-grown plants, $60.00 per 1000.
Henry Smith, Grand Rapids, Mich.

1000 MATCHLESS, fine plants, $50.00 per 1000.
Tripp Floral Co., Walton, N. Y.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready now. 3 in., $8.00 per 100. Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Finest dwarf strain, mixed varieties, 2½-in., $6.00 per 100, $50.00 per 1000. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS—2¼-in. See display, page 455.
Roman J Irwin, 108 West 28th st., New York

CYCLAMEN

CYCLAMEN—See display ad. page 455.
Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

DAISIES—Bellis Monstrosa. Pink or white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000, $8.25 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

Continued on Next Column

PRICES ADVERTISED ARE FOR THE TRADE ONLY

STOCK FOR SALE

DAISIES

BELLIS—Daisy Monstrosata, white, pink and mixed. These mammoth, large flowers surpass all other strains, exceedingly abundant in double flowers, $2.50 per 1000.
Clark, Florists, Scranton, Pa.

DRACÆNAS

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—Seedlings, transplanted $1.50 per 100, p.p. W. C. Ehmann, Corfu, N.Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. Bird's Nest Ferns Asplenium, 2¼-in., $12.50 per 100; 3-in. 25c. each; 4-in. 50c., each; 5-in. 75c. each; 6-in. $1.00 each; 7-in. $1.50 each. Ferns for Fern Dishes: well established in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100. 5-in. of above, 50c. each. Boston, 2¼-in., $5.00 per 100, $45.00 per 1000; 3-in. $9.00 per 100; Roosevelt, $5.00 per 100, $45.00 per 1000Teddy Jr., $6.00 per 100, $50.00 per1000; Verona, strong 2-in., ready now, $6.00 per100, $50.00 per 1000; bench-grown, 5-in., fine plants, $6.00 per doz., $45.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 2½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

CUT DAGGER FERNS—Perfect, long, selected stock. $1.00 per 1000 in 5000 lots; express paid. Larger lots, special rates. Can book orders now for Sept., Oct., Nov. delivery, or ship now. Box 472, Brattleboro, Vt.

FERNS—Verona and Roosevelt. Bench-grown, ready for 5½ and 6-in. pots; extra strong plants. Price, $25.00 per 100. Cash.
Bound Brook Greenhouses, Bound Brook, N. J.

BOSTON FERNS—From the bench, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100.
Quidnick Greenhouses Inc., Anthony, R. I.

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

BOSTON FERNS—From bench, 10 to 15 fronds, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100. Cotter-Granger Co., Jamestown, N. Y.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 458.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

100 FLATS, Cyrtomium Holy Fern seedlings. Price on application. H. Baumann, Gold st., and Highpoint av., West Hoboken, N. J.

BOSTON FERNS—From bench, ready for 5-in. pots, 20c. each, $15.00 per 100.
BRANT BROS., INC., Utica, N. Y.

BOSTON FERNS—For 5-in. pots, $20.00 per 100. Chas. A. Iffinger, Ozone Park, N. Y.

FREESIAS

GREENHOUSE GROWN FREESIA PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in.	$12.00
½-in. to ⅝-in.	15.00
⅝-in. to ¾-in.	18.00
Bulblets, flowering size	4.00
Bulblets, small	2.00

Cash with order, please,
George E. Lasher, Great Neck, L. I.

Continued on Next Column

STOCK FOR SALE

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in	$0.60	$3.50
½-in	1.00	6.00
⅝-in	1.50	10.00
¾-in	2.50	18.00
⅞-in	3.00	25.00

PAPER WHITES

12 cm	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed

	1000
⅜ to ½-in	$4.00
½-in. plump	6.00
½ to ⅝-in	7.50
⅝ to ¾-in	12.00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

FREESIA PURITY—For high class florist trade
The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

FREESIA PURITY
FLORISTS! Don't talk later of high price of bulbs, when we offer now ⅝ to ¾ inch true PURITY FREESIA bulbs at $9.00 per 1000. Express prepaid to you on receipt of cash. ¾ inch and up at $16.50. Thoroughly reliable. Don't wait for Holland bulbs at double prices. Buy Freesias now; they are cheap and you will make money.
C. C. MORSE & CO.
Bulb Department, 749 Front st.,
San Francisco, Cal.

GENISTA

GENISTA—3½-in., $15.00 per 100. Strong, 5-in. $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today?
S. A. Nutt, Buchner, Poitevine, Doyle, La Favorite, Castellane, Perkins, Rooted Cuttings, $2.50 the 100, $15.00 the 1000; Ricard, Helen Michell, Tiffin, De Presilly, Improved Poitevine, Duc de Montmort, Rooted Cuttings, $3.00 the 100, $20.00 the 1000. Parcel Post shipments safest. Add $1.00 the 1000 to cover mailing cost.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order. No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Poitevine, Ricard, S. A. Nutt, E. G. Hill La Favorite, Buchner, Viaud and others. Ready now. 2-in., $27.50 per 1000; 3-in., $40.00 per 1000. Theses prices for early orders only. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia. Pa,

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

GLADIOLUS—In all the latest improved sorts, for forcing and later outdoor planting. Apply for detail to
A. Rolker & Sons, 51 Barclay st., New York

HARDY PLANTS

The best selection of money maker varieties for florists. Strong seedlings at $3.00 per 1000; 40c. per 100; Wallflower dbl. hardy, Sweet Williams, hardy Pinks, Digitalis, Coreopsis, English Dasies. Delphinium, in varieties, a $5.00 per 1000; Boston Ivy, ready for 3-in. pots, $7.00 per 1000 or 70c. per 100. Satisfaction guaranteed.
J. Dvorak, Nurseryman, Flushing, N. Y.

HERBACEOUS SEEDLINGS

HERBACEOUS SEEDLINGS—Hollyhocks, dbl. mixed or sorted colors, 3c., Dianthus, dbl., Scotch, choice colors; Eyrethrum, Campanula (Canterbury Bells), Gaillardia Grfla, Coreopsis Lanceolata, Aquilgea, assorted; Digitalis or Foxglove; Delphinium formosum and belladonna; 2c. each. Clark, Florist, Scranton, Pa.

Continued on Next Column

Exchange Ads. Pay Well

STOCK FOR SALE

HYDRANGEAS

Nice large plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa, Radiant, Mme. Mouilliere, Mme. Maurice Hamar La Lorraine, Gen, DeVibraye, Souvenir de Mme. Chautard and Baby Bimbimette, in 6-inch pots, except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35.00
4	30.00
3	20.00
2, 4½-inch	15.00

Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FRENCH HYDRANGEAS
Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.

	Each
7-inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2¼-inch	.05

A. Colle, Doylestown, Pa.

HYDRANGEAS—Field-grown plants for Easter use. Beautiful stock, planted out from 4-in. pots of the following varieties: Generalde Vibraye, Bouquet Rose, Madam Mouilliere and Otaska. Well branched and sturdy. Price: $40.00 per 100.
CHARLES H. TOTTY CO., MADISON, N. J.

HYDRANGEAS—Field-grown, Otaksa and French varieties. 2 shoots, $7.00 per 100; 3 to 4, 4 to 6, 6 to 8, 8 to 12 shoots, 3c. per shoot.
Roman J. Irwin, 108 West 28th st., New York

HONEYSUCKLES

HONEYSUCKLES
(Lonicera) 5 Choice Kinds Per 10 Per 100

H. CHINESE (Woodbine)			
2 to 3 ft.	2 year	$1.25	$10.00
3 to 4 ft.	3 year	2.00	14.00
H. JAPONICA AUREA-RETICULATA			
2 to 3 ft.	2 year	1.25	10.00
3 to 4 ft.	3 year	2.00	14.00
H. JAPONICA HALLIANA			
2 to 3 ft.	2 year	1.25	10.00
3 to 4 ft.	3 year	1.50	12.00
4 to 5 ft.	4 year	2.00	15.00
H. HENDERSONII			
2 to 3 ft.	2 year	1.10	9.00
3 to 4 ft.	3 year	1.25	10.00
H. HECKROTTII			
2 to 3 ft.	2 year	1.25	10.00
3 to 4 ft.	3 year	1.50	12.00

The Conard & Jones Co., West Grove, Pa.

IRIS

IRIS—Mme. Chereau, Khedive, Sans Souci, $2.00 per 100, mixed, $1.80 per 100; $15.00 per 1000. By express. Cash.
N. A. Hallauer, Ontario, N. Y.

IVY

ENGLISH IVY—Exceptionally long and heavy. 6-in. pots $7.00 per doz., $60.00 per 100; 5-in. pots, $5.00 per doz., $35.00 per 100. Cash with order. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Building, Philadelphia, Pa.

IVY—Cuttings unrooted, 12 to 18-in. long, in unlimited quantities, for immediate or later delivery. $30.00 per 1000. Cash.
J. D. Knickman, East Northport, L. I., N. Y.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—Fine stock. Order now before danger of freezing in transit. 4-in. $12.00 per 100; 4-in., selected, $15.00 per 100; 5-in. $18.00 per 100; 5-in., selected, $25.00 per 100 6-in. $30.00 per 100.
New Cleveland Cherries, 3-in., $10.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

JERUSALEM CHERRIES—Field plants. Fine, bushy well berried, good strain. $10.00 per 100. Cash with order.
J. R. Mitchell, Madison, N. J.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each month.

6-8-in., 400 bulbs to case	$21.00
(1000 for $45.00)	
7-9-in., 300 to case	20.00
Baby cases, 100 bulbs	7.50

LILIUM RUBRUM

	100	1000
8- 9-in., 200 to case	$7.00	$65.00
9-11-in., 140 to case	10.00	95.00

LILIUM AURATUM

9-11-in., 100 to case	9.50	90.00

Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.

Single nose	$20.00 per 1000
Double nose	30.00 per 1000

JOHN R. WALSH, 502 California st., San Francisco, Cal.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

Continued on Next Page

STOCK FOR SALE

VALLEY FROM COLD STORAGE

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $8.00; 500 $15.00; 1000, $30.00.
Vaughan's Seed Store, New York

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000 Spiræa Van Houtte, 18-24-in., 2-3 ft., 3-4 ft. and 4-5 ft.
300,000 Berberry Thunbergii, 2 and 3-yr., transplanted, 12-18-in., 18-24-in., 2-3 ft.
50,000 Carolina and Lombardy Poplars, 6-8 ft., 8-10 ft., 10-12 ft.
20,000 Elm, American, 6-8 ft., 8-10 ft., 10-12 ft., 12-14 ft.
25,000 Spruce, Norway, 12-18-in., 18-24-in., 2-3 ft. and 3-4 ft.
200,000 Privet, California, Ibota, Polish and Amoor River North 12-18-in., 18-24-in., 2-3 ft.

Also a large and complete line of Fruit trees, Shrubs, Ornamentals, Currants, Gooseberries Raspberries, Blackberries. Roses, etc., for the wholesale trade. Send for prices.
T. W. RICE, GENEVA, N. Y.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots.	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

PANSY PARK PERFECTION—Is a mixture of more than 50 distinct thorough varieties and numerous sub-varieties of Giant Show and Fancy Pansies, some of them new and not found in any other mixture. It contains a good percentage of red, bronze and brown in many shades, and all colors are in the right proportions for retail trade. I have made the growing of Pansy seeds and plants a specialty for nearly 50 years and have received thousands of testimonials from amateurs and florists in all sections of the country, many of whom say that my Pansies are the best in all respects that they ever had. Hardy, stocky, field-grown plants, from seed sown early in August, thinly and broadcast in sandy soil 1000, $4.50; 500, $2.50; 5,000, $21.50; 10,000, $40.00; 25,000, $98.00. Cash with order.
L. W. Goodell, Pansy Park, Dwight, Mass.

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

PANSY PLANTS
Strong, stocky, thinly sown seedlings, "Superb Strain," $3.00 per 1000, $8.25 per 3000. Cash. Ready now. These plants and strain will please you. Brill Celery Gardens, Kalmazoo, Mich.

PANSIES—Steele's Mastodon Greenhouse. Special seed from originator's. Strong plants, well rooted in Jersey sandy soil. $6.00 per 1000, 75c. per 100. P. P. Prepaid.
Carter Pansy Garden, Mt. Holly, N. J.

PANSY PLANTS—Steele's Private Stock Mixed, $5.00 per 1000; Steele's Mastodon Mixed, $4.00 per 1000. These plants are heavily rooted, 6 to 8 leaves; seed direct from originators. Good packing. Cash. C. C. Breese, R. 7, Delaware, O.

PANSIES—Fine plants, grown from good strain seed. 50c. per 100, $4.00 per 1000. Cash
Fisher Bros., Chambersburg, Pa.

PASSION FLOWER

PASSION FLOWER—Southern Beauty. Great novelty, interesting foliage, lovely large flowers combining national colors, big seller, admiration of all who see it. $5.00 per 100; $40.00 per 1000. Strong roots. Order while supply lasts. Sterling Fruit Farm, Marshallville, Georgia

PELARGONIUMS

PELARGONIUMS—2½-in. pots. Easter Greeting and the best of the other varieties, all named and separate, $10.00 per 100. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

PELARGONIUMS—See page 455.
Roman J. Irwin, 108 W. 28th st., New York.

Continued on Next Column

A successful method which covers your own proposition is always a good lead to follow. The majority of the subscribers to this paper use the Classified Department of THE EXCHANGE for the selling of surplus stock with success.

STOCK FOR SALE

PEONIES

PEONIES
Splendid roots, grown here 2 to 3 years, divisions 2 to 5 eyes. Per 100

Couronne d'Or, white	$20.00
Delachel, dark red	15.00
Delicatissma, lilac-rose	15.00
Duchess de Nemours, white	12.00
Edulus Siperba, pink	10.00
Felix Crousse, red	27.50
Festiva Maxima, white	10.00
Grandiflora, shell-pink	60.00
Jeanne d'Arc, pink	15.00
L'Indispensable, lilac-pink	20.00
La Tulipe, pink	25.00
Louis Van Houtte, red	12.00
Mme. de Verneville, white	10.00
Marie Lemoine, white	15.00
Meissonier, purple-red	20.00
Modeste Guerin, red	25.00
Officinalis Alba, white	15.00
Officinalis Rosea, pink	15.00
Officinalis Rubra, crimson	15.00
Queen Victoria, white	10.00
Rose d'Amour, rose	12.00
Rubra Superba, crimson	50.00
Victorie Modeste, lilac-rose	12.00

The Conard & Jones Co., West Grove, Pa.

PEONIES—I have a surplus of about 30 plants of L. A. Duff, guaranteed absolutely true, of L. A. Duff, guaranteed absolutely true, which I will sell at $8.00 each, for good divisions. Many other fine varieties. Sent for catalogue.
W. L. Gumm, Peony Specialist, Remington, Ind.

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, mid-season, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.
Harmel Peony Company, Berlin, Md.

PEONIES—Good, double varieties, white, pink and red mixed, 3 to 5 eyes, strong, $8.00 per 100, $70.00 per 1000. Cash.
N. A. Hallauer, Ontario, N. Y.

PEPPERS

BERRIED PLANTS—Christmas or Celestial peppers. 1000 outdoor grown, exceedingly bushy stock, blooming and will be well set with fruit. By Christmas will sell for 25c., price now, 9c. Clark-Florist, Scranton, Pa.

CHRISTMAS PEPERS—Field-grown. Bushy plants, full of cherries, ready to go into 5 and 5½-in. pots. Price, $8.00 per 100 $70.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

PEPPERS—Bird's Eye or Xmas Joy. 3 plants in a pot; bushy. $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

POINSETTIAS

POINTSETTIAS—2½-in., true red Christmas variety, $7.00 per 100, $60.00 per 1000, 250 at the 1000 rate.
BRANT BROS., INC., Utica; N. Y.

POINSETTIAS—Fine plants, 2-in., $6.00 per 100. Cash. Fisher Bros., Chambersburg, Pa.

POINSETTIAS—See page 455.
Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

Primulas with a reputation
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermesina.
and other varieties
From 2¼-in. pots,
$5.00 per 100. $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and cærulea.
From 2¼-in. pots.
$4.00 per 100, $37.50 per 1000.
Kewensis (yellow) from 2¼-in. pots
$5.00 per 100.
HENRY SCHMIDT
673 Church Lane, North Bergen, N. J.

PRIMULA—Obconica gigantea mixed, 3-in., $7.00 per 100. 2½-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; 4-in., $12.00 per 100; Malacoides Townsendii, giant flowering, 3-in., $15.00 per 100; Kewensis, yellow, 2¼-in., $5.00 per 100.
Roman J. Irwin, 108 West 28th st., New York

PRIMULA	2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market		$5.00	$45.00
Chineneis		5.00	45.00
Malacoides, common strain		5.00	45.00
Malacoides, Rohrer strain (new)		6.00	55.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULA—Obconica. We offer for immediate delivery nice, sturdy obconica. 2-in., $5.00 per 100; also nice 3-in., $7.00 per 100. For delivery from Sept. 1st, on. Cash or satisfactory references from parties not having an account with us. Cotter Granger Co., Jamestown, N. Y.

PRIMULA—Obconica, Gigantea and Grandiflora, 2½-in. pots, $4.00 per 100; 75, 3½-in., part in bud and bloom, 10c. each. All nice plants and ready for shift.
A. E. Ryan & Son, Cortland, N. Y.

Continued on Next Column

STOCK FOR SALE

PRIMULAS

PRIMULA—Obconica, 2¼-in. pots seed grown from the finest strain. Rosea and Apple Blossom at $5.00 per 100, $45.00 per 1000. Cash with order. J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—2½-in. Ready end of August. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50. Malacoides, 2-in., $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULA OBCONICA—2¼-in. at $4.00 per 100. Henry Smith, Grand Rapids, Mich.

OBCONICAS—3-in., $6.00. Cash.
M.S.Etter, House of Primroses, Shiremanstown, Pa.

ROSES

BEES' WELSH-GROWN ROSES
The necessity for reducing output of Roses etc., in order to increase National Good Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them and there are a few copies still available for applicants. Please let is have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!
BEES Ltd. 175-181 Mill st., LIVERPOOL, ENG.

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

See ad. Aug. 24, or send for complete stock list.
Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SANSEVIERA

SANSEVIERA—2¼-in., $12.00 per 100; 3½-in. $20.00 per 100; 4-in., $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

SWEET PEA SEED
The following varieties of Winter Orchid Flowering types are best suited for the commercial grower:

PINK	1 oz.	¼ lb.	1 lb.
Rose Queen (Greenhouse)	$3.00	$10.00	$35.00
Yarrawa	1.00	3.00	10.00
Fordhook Pink	1.00	3.00	10.00
Miss Louise Gude	4.00	12.00	40.00
Mrs. A. A. Skach	.50	1.75	5.00
Morning Star	1.25	4.00	12.00
Mrs. Jos. Manda	1.00	3.00	10.00
Mrs. Paul Dusha	4.00	15.00	50.00
Early Song Bird	.75	3.00	10.00
Gertrude Welsh	4.00	15.00	50.00
BICOLOR			
Xmas Pink Orchid	1.50	4.00	18.00
Pink and White Orchid	.50	1.75	5.00
Fordhook Pink and White	1.00	3.00	10.00
WHITE AND BLUSH			
Venus	.75	2.50	10.00
Mrs. M. Spanolin	.75	2.50	10.00
Bridal Veil	.75	2.50	10.00
Early Snow Flake	1.00	3.00	12.00
Watchung Orchid	4.00	15.00	50.00
LAVENDER, BLUE AND MAROON			
Mrs. Chas. A. Zvolanek	3.00	12.00	40.00
Zvolanek's Blue	4.00	15.00	50.00
Lavender Orchid	.50	1.75	5.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Zvolanek's Lavender Spanolin	4.00	15.00	50.00
ROSE, ORANGE AND RED			
Britannia	1.25	3.50	12.00
Orange Orchid	1.00	3.00	10.00
Mrs. Sims Orchid	1.25	4.00	12.00
Apricot Orchid	1.25	4.00	12.00
Flora Fabing	.75	2.50	8.00
Servian Prince	1.00	3.00	10.00
Miss Y. Gilbert	4.00	15.00	50.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

SWEET PEA SEED
Zvolanek's Stock
We offer a complete list of all Zvolanek's best standard varieties. Also his latest tested novelties. Seed ready for immediate delivery.
Send for our complete list
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

FRESH SEED—Clematis, Paniculata, Berb. Thubergii, Amp. Veitchii and 100 varieties of other seeds for nurserymen. Get list. Benjamin Connel, Seed Collector, Merchantville, N. J.

SHRUBS

SHRUBS—See our price list, page 379, Florists' Exchange, Sept. 7th, or write for complete lists The Conard & Jones Co., West Grove, Pa.

SMILAX

SMILAX—Good, strong plants, from 2½-in. pots, $3.50 per 100, $30.00 per 1000. Cash with order. J. R. Mitchell, Madison, N. J.

Continued on Next Column

STOCK FOR SALE

SMILAX

SMILAX—2½-in. pots, extra good plants, $35.00 per 1000. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg. Philadelphia, Pa.

SMILAX—2¼-in., fine plants $3.00 per 100
Henry Smith, Grand Rapids, Mich.

SNAPDRAGONS

2½-inch	100	1000
Enchantress, one of the best	$5.00	$45.00
Bronze Beauty	5.00	45.00
Phelps' White	5.00	45.00
Phelps' Yellow	5.00	45.00
Nelrose	5.00	45.00
Keystone	6.00	50.00
Ramsburg's Silver Pink	5.00	45.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin, Philadelphia, Pa.

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and New Enchantress Pink, Bronze Beauty, Garnet, 2¼-in., $5.00 per 100, $40.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

SNAPDRAGONS—2¼-in. strong plants, carefully packed, as follows: Ramsburg's and Buxton's Nelrose, Giant White, Yellow and Garnet. $4.00 per 100, $35.00 per 1000. Cash.
Hopkins The Florist, Brattleboro, Vt.

KEYSTONE SNAPDRAGON PLANTS—Out of 2¼-in. pots. Nice, bushy plants. $5.00 per 100, $45.00 per 1,000. Cash.
Bound Brook Greenhouses, Bound Brook, N. J.

SNAPDRAGON—2¼-in., pinched back seedlings, Giant White and Yellow, $3.50 per 100.
Louis Feun & Co., Aububon, N. J.

SNOWBALLS

JAPAN SNOWBALL
(Viburnum Tomentosum Plicatum)

	Per 10	Per 100
Strong rooted 3-in. pot plants	$0.75	$6.00
1 year field plants, 9 to 12-in	1.25	10.00
2 year field plants, 2 to 2½-ft	1.75	15.00
3 year field plants, 4 to 5-ft	2.25	25.00

The Conard & Jones Co., West Grove, Pa.

STEVIA

STEVIA (double)—Exceptionally fine strain 2½-in., $4 00 per 100, $35.00 per 1000. Cash with order. C. U Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 455.
Roman J. Irwin, 108 West 28th st., New York.

FIELD-GROWN STEVIA—$10.00 per 100; $80.00 per 1000.
Philip Haas, College Point, L. I., N. Y.

VINCAS

VINCAS—Field-grown. Large, bushy plants. $7.00 per 100. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

VINES

VINES—Honeysuckles, Clematis, Wistarias, Euonymus, Matrimony Vine. See price list. just out.
The Conard & Jones Co., West Grove, Pa.

VIOLETS

FIELD-GROWN VIOLETS

	100	1000
Marie Louise	$7.00	$65.00
Lady Campbell	7.00	65.00
Princess of Wales	7.00	65.00
Marie Louise, 3-in	6.00	55.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready July 15th and later. $6.00 per 100, $50.00 per 1000. Princess of Wales and Gov. Herrick. $6.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

MISCELLANEOUS STOCK

50,000 IRIS—Large flowering, 4 best varieties: purple, blue, yellow and white. $12.00 per 1000, $7.00 per 500 shoots. Day Lilies, $2.00 per 100. Cash.
Albert Fuchs, 803 Sheridan Road, Chicago, Ill.

Potted strawberry plants, $3.00 per 100, $25.00 per 1000; strong, two-year-old Asparagus roots, 75c. per 100; $6.00 for 1000; extra good mixture of Pansy seedlings, 40c. for 100; $3.50 for 1000.
C. F. Pierson's Mushroom Farm, Cromwell, Conn.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

Continued on Next Page

Our Advertising Columns
Read for Profits
Use for Results

STOCK FOR SALE

FRUITS & VEGETABLES

STRAWBERRY PLANTS—Pot-grown and runner, for September and Fall planting. Will bear fruit next Summer. Also Raspberry, Blackberry, Gooseberry, Current, Grape, Asparagus, Rhubarb and Parsley Plants, Fruit Trees, Shrubs. Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

VEGETABLE PLANTS

TOMATO PLANTS—Stocky and vigorous. Ponderosa and Earliana, 85c. per 100, $4.00 per 1000, by express. If desired, will send by mail, C. O. D., for postage.
Harry P. Squires, Good Ground, N. Y.

PARSLEY PLANTS—Double curled, extra strong, 40c. per 100, $1.90 per 1000, by express. If desired, will send by mail, C. O. D., for postage.
Harry P. Squires, Good Ground, N. Y.

LETTUCE PLANTS—Grand Rapids, $1.50 per 1000, by express. If desired, will send by mail, C. O. D., for postage.
Harry P. Squires, Good Ground, N. Y.

PARSLEY PLANTS—Double curled, strong, $4.00 per 1000. Cash, please.
H. D. Rohrer, Lancaster, Pa.

ONION SETS—Orders booked now.
Cherryhill Onion Farm, Vinemont, Pa.

STOCK WANTED

WANTED—20,000 well Rooted Geranium Cuttings Ricard, Poitevine, S. A. Nutt. True to name State lowest price and in lots not less than 1000. Louis Epple, 5th av. & 7th st.m No. Pelham, N. Y.

FOR SALE OR RENT

TO LEASE—30,000 sq. ft. modern glass doing cut flower business, near New York. Fully stocked for entire season and all crops in excellent condition. Seasons' coal supply on premises. Fully equipped with wagons machine, horse, tools, etc. Large, modern dwelling house and live stock. Present lessee in draft. To quick buyer $6,000, of which must have about $5,000 cash. No further expenses on place for coming season, outside rent and labor; coal and all stock paid for. Fall crop alone will bring ½ buying price. All stock worth 50% more than I ask. Chapman, care L. I. Co., 460 West Broadway, N. Y.

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling.
Geo. W. Watkin, Camden, N. Y.

FOR SALE—A flower shop in select neighborhood, on main business street, at reasonable terms, as men have been called to the colors. Address G. G. care The Florists' Exchange.

FOR SALE—An old established Cemetery business. Splendid opportunity. Apply to A. D. Mellis, 3421 Snyder ave., Flatbush, Brooklyn, N. Y.

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York.
Jacob Hauck, 49 Montgomery st., Bloomfield, N.J.

FOR SALE—Established florist business. Good locality. Greenhouse on premises. Very reasonable.
E. C. Thinnes, 245 De Kalb av., Brooklyn, N. Y.

SUNDRIES FOR SALE

FOR SALE—16x24 greenhouse glass in perfect condition. Single strength, $5.00 per box; double strength, $7 00 per box.
THE McCULLUM COMPANY, Evans City, Pa.

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c. ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—Weathered hot water boiler, 7 sections, each section 3 ft. x 4 ft. 6 in., grate 3 ft. x 28 in. without base (now using concrete); smoke hood cracked, otherwise boiler in fine condition; grates good and three extra headers. Fine heater, thrown out for larger boiler. $75.00, cash. The Chatham Floral Co., Chatham, N.Y.

FOR SALE—To be removed. 2 greenhouses: 90x16 and 50x16; 8x10 glass. One 90x13, 16x24 glass, D. T.. One 50x14, 10x14 glass. A quantity of 4-in iron pipe; Hitchings boiler. Ella E. Howe, 202a East Main st., Marlboro, Mass.

Continued on Next Column

SUNDRIES FOR SALE

FOR SALE—Packard 30, 1 ton delivery, with pneumatic tires, large panel closed body. Price $750. H. Baumann, Florist, 920 High Point ave., West Hoboken, N. J.

FOR SALE—One model steam boiler, 8 sections, 3000 ft. radiation. $100.00. Cash.
Poinsard Bros., 1507 Electric st., Scranton, Pa.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

FERTILIZERS

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$3.25	$14.00	$27.50
Bone Meal Rose Grower, "Vaughan's Special"	4.00	19.00	36.00
Bone Meal, Regular	3.25	14.00	27.50
Dried Blood	10.00	49.00	96.00
Nitrate of Soda	7.50	35.00	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

LYCOPODIUM

LYCOPODIUM—Several tons of fresh collected greens, bunched at 10c. per lb., also carloads of Rhododendron plants, all sizes, price reasonable.
H. V. Deubler, East Stroudsburg, Pa.

MOSS

SPHAGNUM MOSS—10-bbl. bale $2.95; 5 bales, $12.40; 5 5-bbl. bales $7.50. Orchid Peat, $1.25 per bag; burlap 50c. extra. Cash 5c. less
Jos. H. Paul, Box 156, Manahawkin, N. J.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

FOR SALE OR EXCHANGE

	100
2000 2½-in. Asparagus Sprengeri Strong plants	$3 00
500 4-in. Pink Snapdragon	7.00

Will exchange some of the above for 500 Yellow Boston Daisies.
THE McCALLUM COMPANY, Evans City, Pa.

MISCELLANEOUS WANTS

WANTED—To purchase or lease, a range of glass in N. Y. City or nearby. Address
W. Rehm, 308 West 23rd st., New York

Fort Wayne, Ind.

There has been considerable improvement in the demand, particularly during the latter part of the week, and a better quality of stock is coming into the market than for some time. The weather has been dark and cloudy, 5in. of rain having fallen within the past fortnight, and flowers are opening up slowly. Carnations have a tendency to be sleepy, on account of the lack of sunshine. Funeral work has made heavy inroads on the supply.

Red Cross Auction

The Red Cross auction held Sept. 10, 11, 12, 13 and 14 took thousands of blooms, which were donated by the local florists. Plants and ferns and handsome baskets of flowers were also given by the patriotic florists of this city to this very worthy cause, $40,000 being realized for the Red Cross fund.

The Flick Floral Co. donated $100 worth of flowers to the auction, including 1000 Roses.

Baskets of cut flowers, Aster plants, and ferns were donated by Ed. Wenninghoff.

A handsome basket of flowers given by the Freese Floral Co., brought $23. This firm also gave several hundred Roses each day of the auction.

The Lanternier florists, besides donating flowers also contributed to the entertainment fund. Miss Ruth Lanternier have a number of classical dances at the auction.

The New Haven Floral Co. contributed several hundred Roses and Carnations each day to the auction, besides selling many Roses to local retailers at cost, to be donated to the same cause.

The firm is remodeling several of its greenhouses, and has built one new house, 232 ft. long for growing blooming plants. This firm plans to grow vegetable plants for the Winter and Spring, as soon as the 'Mum season is over. The crop of Columbia Roses is very large. Herman Leitz, of this firm was among those who had to register in the new 18-45 draft on Sept. 12.

A number of florists donated cut flowers and plants during the large Liberty Gardens' Fair which was held in this city on Sept. 5, 6 and 7. The proceeds went to the Red Cross.

News of the Soldiers

Lieut. William J. Vesey, Jr. and Mrs. Vesey have arrived in this city from Long Island, N. Y. Lieut. Vesey will spend a short furlough of a few days here with his family, before leaving for an Eastern port, from which he expects to sail very shortly.

George Pandell, formerly of the Fort Wayne Flower Shop, writes from a New York camp that he is awaiting daily the order to sail for overseas service. Mr. Pandell says: "God bless Keegan, (a member of the local draft board) because he put me in Class One. Please give him a Carnation for me. We are expecting to go overseas from this camp at any moment and I am the happiest man in the world. Would not trade my uniform for Calhoun st. and the city of New York." Private Pandell is a member of Company A, 327th Machine Gun Battalion, and was stationed at Camp Sherman, Chillicothe, O. for a number of months. He was later assigned to the 84th or Lincoln Division.

Private Walter Knecht, writes his parents here from Camp Taylor, Louisville, Ky., that an epidemic of measles prevents him from coming home on an expected furlough. He is a member of Battery A, and is at present doing office work at the camp.

Private George W. Doswell, who was drafted into the National Army in June, and sent to Camp Benjamin Harrison, Indianapolis, Ind., has been recently transferred to Camp Sheridan, Ala. He is now with the First Casualty detachment, awaiting the formation of a field artillery unit.

Many of the local craft had to register for the draft on Sept. 12. Among them were Aaron Shive, of the Flick Floral Co., R. W. Doswell, John H. Doswell, Ed and Clem Lanternier, Dick Vesey, and Herman Leitz. Henry Freese of the Freese Floral Co. and Ed. Wenninghoff have already registered under the first draft law, but have not yet been inducted into service.

The Doswell Floral Co. has had a number of decorations recently, among them a large decoration at Robison Park for Old Soldiers' Day, Sunday, Sept. 8.

F. J. Knecht & Co. report an excellent demand, with not enough stock to satisfy it. The firm has practically all its Winter coal in, having almost 600 tons, or 11 cars in its bins. However the labor problem is assuming alarming proportions.

Miss S. L. Nelson, secretary of W. J. & M. S. Vesey has gone to Northern lakes, on a two-weeks' vacation.

The representatives of the A. L. Randall Co., Chicago, Ill., and Geo. Wittbold & Co., Chicago, called on the trade. D. B.

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER
TRADE MARK EVERY GENUINE TIN, BAG & SEA BEARS THIS TRADE MARK
The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND
When ordering, please mention The Exchange

FRIEDMAN'S BEST
TOBACCO POWDER, 4c. lb. in 100 lb. sacks
TOBACCO DUST, 2c. lb. in 100 lb. sacks
TOBACCO STEMS, $1.50 in 100 lb. bales
Special prices in Tons and Carload Lots
J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.
When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.
When ordering, please mention The Exchange

Aphine
The Insecticide that Kills plant Lice of many species
The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50
FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50
VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00
SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.
When ordering, please mention The Exchange

ULTIMATELY
You'll Demand
Magic Brand

When Ordering Fertilizer of Your Supply House
Why Not Do It Now?
Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG. PHILADELPHIA, PA.
When ordering, please mention The Exchange

USE WIZARD BRAND
CONCENTRATED PULVERIZED
MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yards. CHICAGO

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots
$2.00 per single gallon.
HOSE
Non-Kink Woven
In any length (one piece) with couplings, 14c. per ft. Remnants, 15 to 20 ft., coupled, 9c. per ft. Unequalled at the price.
HOSE VALVE 93c
All brass except the hand wheel. Has a removable leather disk, which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.
Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

Positively Practical
Mr. Wesley C. Minor, of Brockton, Mass., says:
"THIS I believe is the only practical rain machine on the market."
SKINNER SYSTEM OF IRRIGATION.
The Skinner Irrigation Co.
225 Water St., Troy, Ohio

When ordering, please mention The Exchange

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

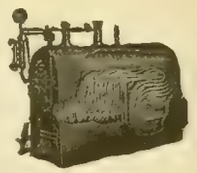
—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.
When ordering, please mention The Exchange

A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?
More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass
Pecky Cypress for Bench Lumber Cypress Clapboards and Boarding
ASK FOR CIRCULAR E
The A. T. Stearns Lumber Co.
NEPONSET--BOSTON, MASS.

When ordering, please mention The Exchange

Dependable Greenhouse Heating
You can positively rely on **Kroeschell Boilers** to produce an even and steady supply of heat, insuring the most perfect growing conditions at all times. Easily installed—burns any kind of fuel.
Kroeschell Boilers have a larger proportion of direct fire surface than any other boiler, and are known as the quickest hot water heaters and fastest steamers ever designed.
Kroeschell Bros. Co., 468 W. Erie St., Chicago



When ordering, please mention The Exchange

GLASS
FOR GREENHOUSES
Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices
PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

When ordering, please mention The Exchange

As Easy as Snipping Off a Bud
When You Cut Greenhouse Glass With
"Red Devil" Glass Cutters
REG. U.S. PAT. OFF. TRADE MARK.

Zip! And you cut out a pane of glass clean, clear and sharp, without breakages and splinters. *Send* 15c *for sample tool, style* 024.
Glaziers' Handy Tool Booklet Free
Smith & Hemenway Co., Inc. 90 COIT STREET IRVINGTON, N. J.

When ordering, please mention The Exchange

FOLEY GREENHOUSES
SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
3075 S. SPAULDING AVE.
CHICAGO

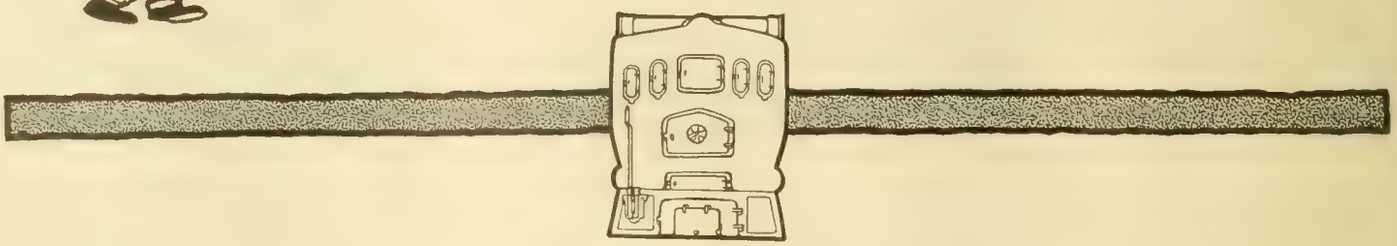
Greenhouse Material *and* **Hot-Bed Sash**
of Louisiana Cypress and Washington Red Cedar
Greenhouse Hardware and Posts—Patent V and U Gutters
Our Grade Invariably the best. Our Prices Right.
(Our new catalog should be in the hands of every grower. Write to Dept. C.)
A. DIETSCH CO., 2638 Sheffield Ave., Chicago, Ill.

When ordering, please mention The Exchange

Fruits & Vegetables Under Glass
William Turner. Reduced to $3.50.
A. T. DE LA MARE CO., INC.
438 to 448 West 37th Street, N. Y.

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
GLASS
N. COWEN'S SON, 14-16 Wooster St. NEW YORK
When ordering, please mention The Exchange

GLASS
6x8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS
When ordering, please mention The Exchange



Does It Seem That While You Carry The Big Load *of* Business The Other Fellow Runs Away With All The Profits?

EVEN if it is so, there is no use looking so glum about it.

Perhaps there is a help.

Mayhap, we can be that help.

Help, in the form of our **Coal Eater Detective.**

He's our heating expert, who has been with us for over a quarter of a century.

You may know him as the Trouble Man. That was his name before the war jacked up the prices of coal, and added to the burdens of the growers.

He's not *looking* for trouble now.

He is "*detecting*" it.

After detecting it, then he tells you how to overcome it, and get on the sunny side of the street.

He detects it, by going over your heating system with a fine tooth comb, and dragging out the coal-eaters.

Not the easy-as-falling-off-a-log kind of coal-eaters; like the wrong boiler; or the right boiler, that's too small.

None of those things. But the things you never suspected were digging into your coal pile; and making you everlastingly dig into your pockets.

So, to get back to that load you said you were carrying; who knows, maybe part of it is due to your heating system?

There's one way to know.

Send for our **Coal Eater Detective.**

It may cost you a dollar or two.

But it's not what it may cost that interests you now. It's what it will save you next winter that counts.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON
49 Federal Street

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

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IN THIS ISSUE

Annual Meeting American Dahlia Society

Fourth Liberty Loan Campaign

Fifteen Good Reasons for Membership in the F. T. D.

F. T. D. Questionnaire

Exclusion of Plant Importations

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List of Advertisers

These advertisers are catching the eye weekly of the most active buyers there are in the world for your goods.

llen, J. K. 515
merican Bulb Co ... 488
nderson, J. F. 496
nderson, S. A. 506
phine Mfg. Co. 518
schmann Bros 496
schmann, Godfrey .. 496
shley, Ernest 506
udubon Nurs. 499
venue Floral Co. ... 508
aker Bros 507
aker, Wm. J. 517
arnhart, P. D. 499
arr, B. F. & Co. 500
arrows, Henry H. ... 496
aumer, A. R. 508
aur & Steinkamp ... 499
ayersdorfer & Co. ... 513
ay State Nurs., The. 500
eaven, E. A. 512
eckers' Cons. 506
eckets' Seed Store. . 488
egerow Floral Co. ... 508
emb Floral Co., L. .. 507
ennett, C. A. 499
ertermann Bros., Co. 507
oddington Co., Inc. . 488
olgiano & Son, J. ... 494
onnet & Blake 515
oston Floral Supply Co. 490
owe, M. A. 508
raun, J. B. 498
reitmeyer's Sons, J. . 507
rown, Peter 498
rown Bag Filling Mach. Co., The ... 494
ryan, Alonzo J 490
uckbee, H. W. 510
unyard, A. T. 509
urnett Bros. 494
urpee, W. A. & Co ... 488-510
utler & Ullman 509
yer Bros 490
aldwell the Woodsman Co. 512
aldwell Co., W. E. .. 523
ampbell Bros. 486
aplan, Florist 506
arbone, Florist 506
arnation Support Co 494
hampion & Co., John N. 508
hicago Feed & Fertilizer Co. 518
hicago Flower Growers' Ass'n, The. 516
hilds, John Lewis ... 492
hinnick, W. J. 498
hristensen, Thos. P. . 496
larke's Sons, D. 509
lay & Son 518
olonial Flower Shop. 506
onard & Jones Co. 497-510
oombs, Florist 507
owee, W. J. 512
owen's Sons, N. 523
raig Co., Robt. 498
rouch, Mrs. J. W. ... 506
rowl Fern Co. 512
ut Flower Exch. 515
anker, Florist 506
ards 507
ay Co., W. E. 510
eBuck, John 499
onaghue, Alfred 509
orner & Sons Co. 494
reer, H. A. 523
rumm Seed & Floral Co. 507
agle Wire Works 512
ble, Chas. 508
dlefsen Leidiger Co. 508
dwards' Folding Box Co. 512
dwards, Harry B. ... 500
mmans, G. M. 498
skesen, Frank N 496
. & F. Nurseries 500
allon, Florist 510
arquhar Co., R. & J. 486
enrich, Joseph S. 514
etters, Florist 507
etcher, F. W. 492
oley Greenhouse Mfg Co. 523
ord, M. C. 514
ord, Wm. P. 515
ottler, Fiske, Rawson Co. 492
riedman, Florist 506
riedman, J. J. 518
roment, H. E. 515
rost, Chas. 493
alvin, Thos. F. 509
asser Co., J. M. 506
iblin & Co. 523
irvin, Willis B. 494
natt Co.. The Ove.. 513
oldstein & Futterman 515
ove, The Florist 506
raham & Son, A. 506
rakelow, Florist 509
randy, The Florist .. 509
ude Bros. Co. 510
unther Bros. 515
abermehl's Sons 509
ahn, Florist 506
anford, R. G. 490
ardesty & Co. 506
art, George B. 512
eacock Co., Jos. 486
eid, Frank 524
eiss Co. 507
enshaw Floral Co. ... 514
ents & Nash, Inc. ... 515
err, A. M. 498
ess & Swoboda 509
ession 509
ews & Co., A. H. 522
ighland Pk. Gnhs. . 507
ill Co., E. G. 516
ill Floral Co., E. G. 506
ill Nursery Co., The D. 499-500
itchings & Co. 523
olenden Hotel. 509
ollywood Gardens . . 510
olm & Olsen 510
oran, E. C. 515
orn & Co., J. F. 506
otaling, the Florist . 506
oward Rose Co. 500
unt & Co., Wm. M. . 494
win, R. J. 495
acobs, S. & Sons 523
ackson & Perkins 500
ennings, E. B. 498
ohnston Bros. 510
ohnston & Co., T. J. 510
oseph's Florist 510
oy Floral Co. 508
asting, Wm. F. Co. . 485
eller, John A. 508
eller Pottery Co. 522
eller Sons, J. B. 510
elway & Sons 494
err, The Florist 507
ervan Co., The 513
essler, Wm. 515
noble Bros. 506
ooyman Co., Inc. C.. 488
ottmiller, Florist ... 509
roeschell Bros. Co... 523
uebler, Wm. H. 515
ager & Hurrell 499
ancaster Nurseries . 500
ang Floral & Nurs. Co. 507
ange, A. 506
ange, H. F. A. 510
angjahr, A. H. 515
eahy's 507
eonard Seed Co. 492
iggit, C. U 495
ittlefield & Wyman . 499
ockland Lumber Co. 523
ondon Flower Shop . 509
ord & Burnham Co.. 524
ovett, Lester C. 500
ovett, Inc., J. T. 500
udwig Floral Co., E. C. 510
ackie, W. 515
acnair, Florist 510
acRorie, Malcolm . . 496
ader, Paul 498
alandre Bros. 509
arshall & Co., W. E. 492
cCallum Co. 512
cCarron, Miss. 508
cClunie, Geo. G. 507
cHutchison & Co. . 492-493
cManus, James. 515
eehan, C. E. 517
etarie Ridge Nursery Co., Ltd. 508
etropolitan Material Co. 523
eyer, Adolph. 509
ichell Co., Henry F. 492
ichigan Cut Flower Exchange. 512
ichler Bros. Co. 508
iller, A. L. 490
ills, the Florist 508
ountain View Floral Co. 500
unk Floral Co. 507
urray, Samuel. 508
urray, Florist 508
ational Florists' Board of Trade. ... 494
eidinger Co., J. G. .. 512
ew England Florist Supply Co., Inc. 516
ew Brunswick Nurseries 500
icotine Mfg. Co. 518
iessen Co., Leo 517
oe & Sampson 515
ouwerkerk, P. 500
almer, F. E. 506
almer & Son, W. J.. 506
apworth, Harry 508
ark Floral Co., The. 507
ark Floral C. 510
arshelsky Bros., Inc. 523
eacock Dahlia Farms. 490
eirce, E. Allen 522
enn, The Florist 506
ennock Co., S. S. 517
eters & Reed Pottery Co. 522
faff & Kendall 522
hilips Bros. 508
ierce Co., F. O. 523
ierson, Inc., A. N. .. 485
ierson Co., F. R. 485
ikes Peak Floral Co. 507
illsbury, I. L. 507
ittsburgh Cut Flower Co. 512
olykranas, G. J. 515
ulverized Manure Co., The 518
urdie & Co., D. S. .. 508
amsburg, G. S. 488-522
andall's Flower Shop 510
andolph & McClements 510
awlings, Elmer 522
eck, John & Son 506
eed & Keller 512
einberg, Peter 516
ice Co., M. 513
ice Bros. Co. 500
iedel & Meyer, Inc.. 515
itchy, F. W. 498
obinson Co., H. M.. 515
ock Flower Co., W.. 508
obinson & Co., Inc., H. M. 512
odgers Floral Co. 506
oehrs Co., Julius. ... 499
osemont Gardens ... 508
osary Flower Shop . 506
oyal Glass Works .. 523
umbley Co., The. ... 512
upp, John F. 488
auter, A. 515
eery, Ed. 509
chling, Inc., Max., Seeds 492
chling, Inc., Max, Flowers 508
chmidt, J. C. 494
choltz, the Florist, Inc. 506
chramm Bros. 510
chulz Co., Jacob 508
chwacke & Co., C. ... 492
collay, Inc., John A.. 500
cottwood Gnhs. 510
cott, Florist 506
erphos, Norman 493
heridan, Walter F. ... 515
iebrecht, Geo. C. 515
ixth City Wire Wks.. 512
kidelsky & Co., S.S. 488
kinner Irrigation Co. 523
mith & Fetters Co. .. 506
mith, Henry 507
mith, P. J. 515
mith Co., W. & T. .. 500
mith & Co., Elmer D. 494
mith, the florist 507
nyder Co., B. A. 516
olomon & Son, L. 523
outhern Evergreen Co. 512
pear & McManus ... 507
teele's Pansy Gardens 488
torrs & Harrison Co. 486
tumpp, Geo. E. M.. 509
tumpp & Walter Co. 422-93
yracuse Pottery Co. 522
aepke Co., G. H. ... 507
aylor, Edw. J. 494
hompson & Co., C.B. 508
horburn & Co., J.M. 488
omlinson Key Floral Co. 508
raendly & Schenck .. 515
nited Cut Flower Co., Inc. 514
aughan's Seed Store. 492
ick's Sons, James ... 492
incent, Jr., & Sons . 485
alker Co., The F. .. 508
atkins & Simpson .. 492
ax Bros. 506
eber, F. H. 510
eeks Nursery Co., Inc., C. H. 500
eir, Inc., James 506
elch Bros. Co. 516
elch, The Florist ... 507
enk, Peter 490
estman & Getz 507
hilldin Pottery Co.. 522
ilk, John 492
ilson, H. E. 510
ilson, R. G. 506
olfinger, Florist 508
ood Bros. 498
oodruff & Sons, S.D. 494
oung & Co., A. L. ... 515
oung & Co., John ... 515
oung & Nugent 509
oung & Sons Co., C. 510
ech & Mann 516
volanek, Ant. C. 492

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Abelia 497
Abies 499
Adiantum 485-95-96
Althea 497
Alyssum 495
Arbor Vitae 499-500
Areca 485-86
Asparagus .. 486-90-92-95-496-98
Asplenium 496
Azaleas 500
Barberry 499-500
Begonias 485-90-95-98
Bellis 492-95
Berberis 499-500
Biotas 500
Bleeding Heart 500
Bougainvilleas .. 486-90-95
Boxwood 500
Buddleia 490-97
Bulbs 485-88-92
Calceolaria 492-95
Calendula 490-92-95
Callas 488-92-95
Cannas 499
Carnations .485-90-94-95-498
Chrysanthemums 494
Cibotium 486-96
Cinerarias 492-95
Clematis 497-99-500
Cocos 485-86-96
Coleus 485
Columbine 494
Conifers 500
Coral Berry 499
Coreopsis 494
Cut Flowers .514-15-16-17
Cyclamen. .488-92-90-95-496
Cyrtomium 486
Dahlias 490
Daisies 490-95
Decorative Plants .485-98
Delphinium 492
Deutzia 497-500
Dianthus 492
Dracæna .. 485-90-95-96-98
Elms 499-500
Euonymus 497-500
Euphorbia 485-95
Evergreens 499-500
Farm Seeds 494
Ferns 485-86-92-95-96
Ficus 485-86-96
Fir 499
Forsythia 500
Foxgloves 494
Freesia 488-92-95
Fruit Trees 500
Fuchsia 490
Gaillardias 494
Gardenia 485
Genista 486-90-95
Geraniums .. 485-90-95-99
Gypsophila 492-95
Heather 490
Heliotrope 485-90
Hemlock 499
Hollyhocks 492-94
Honeysuckle 497
Hydrangeas 485-86-97-99-500
Iris 492-500
Ivy 485-95-96-97
Japonica 497-500
Jerusalem Cherries .. 485-495-96
Juniper 499-500
Kentias .. 485-86-93-95-96
Lantanas 490
Latania 485
Ligustrum 499-500
Lilac 499-500
Lilies 485-88-92-95-500
Lily of the Valley 492
Lindens 499-500
Lonicera 497
Lycium 497
Maples 499
Magnonette 488-92-95
Myrtle 495
Narcissus 492
Norway Maple .. 499-500
Norway Spruce .. 499-500
Nursery Stock 500
Oaks 500
Onion Sets 492
Oranges 490-97
Orchids 499
Palms 485-93-96
Pandanus 486
Pansies .. 488-90-92-93-94-495-98
Pelargoniums 495
Peonies 492-500
Perennials 492-94-500
Phlox 494-500
Phœnix 485-86
Picea 499
Pine 499-500
Pinks 494
Pinus 499
Poinsettias .485-90-95-96-498
Poplars 500
Primulas .. 485-88-90-95-96
Primroses 488
Privet 497-99-500
Rhododendrons 500
Roses 486-95-98-500
Salvia 485-98
Seeds 488-92-93-94-95
Shasta Daisy 494
Shrubs 497-99-500
Smilax 490-95
Snapdragon 488-92-95
Snowball 497
Snowberry 497-99
Solanum 496
Spiræa 492-97-99
Spruce 499
Stevia 490-95
Stocks 492-95
Swainsona 485
Sweet Peas .. 488-92-93-94-495
Sweet William .. 488-92-94
Syringa 500
Taxus 499
Thuya 499-500
Trees 500
Vegetable Plants 494
Vegetable Seeds 492-93-94
Varnish Trees 500
Vincas 498
Vines 497
Violets 495-98
Weigela 497-500
Wistaria 497
Yew 499

MISCELLANEOUS

Aphine 495-518
Aphis Punk 495-518
Artificial Flowers 490
Bamboo 492
Baskets 490-512-13
Boilers 523-24
Boxes 490-512
Boxwood 512
Chiffon 513
Crepe Paper 513
Cycas Leaves 490-512
Cypress 523
Dagger Ferns 512-13
Directory of Reliable Retail Houses .. 506-07-508-09-10-11
Dirt Bands 522
Evergreens 512-13
Ferns, Fancy 512
Fertilizers 518
Florists Accounts Insured 494
Florists Supplies .. 512-13
Fungine 518
Galax Leaves 512
Glass 498-523
Glazing Points 523
Greenhouse Construction 523
Greenhouse Material . 523
Ground Pine 512
Heating 523-24
Hose 523
Insecticides 518
Irrigation 523
Kerosene Heaters 524
Laurel 512
Laurel Festooning 512
Lemon Oil 495
Lumber 523
Lycopodium 513
Magnolia Leaves .490-512-513
Manure 518
Mastica 523
Moss 512
Nico-Fume 495
Nicoticide 495
Nikoteen 495-518
Oak Leaves 513
Paper Pots 522
Pecky Cypress 523
Pipe 498-522
Pipe Fittings 522
Plant Food 518
Posts 523
Pots 522
Princess Pine 513
Putty 523
Putty Bulb 523
Putty Machines 523
Roping 513
Ruscus 513
Sash 523
Seed Packets 494
Smilax 512
Sphagnum Moss 512
Sprays 490
Stakes 492-94
Supports 494
Tanks 523
Tobacco Products 518
Toothpicks 512
Valves 523
Vermine 518
Wants 519-20-21-22
Wax Goods 490
Wholesale Florists .. 514-515-16-17
Wire 512
Wire Designs 490-512
Wreaths 490-512

Editorial Contents

American Dahlia Society . 489, 504
Catalogs Received 494
City Water Injurious to Plant Life? 497
Flowers and Publicity 503
Fourth Liberty Loan 502
Hodge Podge 503
Horticultural Courses at Columbia 514
Hort. Society of New York 514
Hun Gas, Fighting 517
Iris, Culture of Spanish 491
Manure Storing Experiments ... 522
Meetings and Exhibitions, Coming 518
Memorial Day, An International 502
Middle Atlantic States 496
New York Florists' Club and Fourth Liberty Loan 503
Nursery Dept. (Illus.): The True Spirit of Planting; Hydrangea paniculata grandiflora propagation 501
Peat Society Meets 502
Plant Exclusion June 1, 1919 ... 502
Plant Importations, Exclusion of 505
Poison Ivy, Remedy for 496
Potash, More About 502
Privet, New Hardy Hybrid 498
Question Box 497
Rose Canker and Its Control ... 503
Seed Trade 493
Shrubbery Sales After the War .. 503
S. A. F. and O. H. 494
Retail Dept.: Fifteen Good Reasons Why I Became and Intend to Stay a Member of the F. T. D.; Wants Samples of Retailer Advertising; F. T. D. Window Dressing; F. T. D. Questionnaire; Window Display MacRorie, McLaren Co. (Illus.); The Undertaker and the Florist; Another Slogan; Flowers to Cheer Our Wounded Heroes 507-511
Southern States 496
Syracuse State Fair (Illus.) .. 505
Trade Notes:
Boston 514
Chicago 516
Cincinnati 512
Cleveland 518
Detroit 512
Denver 513
Fort Wayne 498
Houston 496
Indianapolis 518
Kenosha 499
Lancaster 496
New York 514
Philadelphia 517
Pittsburgh 497
Portland 518
Providence 498
Racine 517
Springfield 522
St. Paul 499
Washington 496
Wilkes-Barre 497
Worcester 498
Vegetable Crops Under Glass and in the Open ... 495
War Time Banquets 491
Week's Work: Buddleia variabilis magnifica (Illus.); Pentstemon; Boltonias; Salvia uliginosa; Coreopsis lanceolata grandiflora; Disbudding 'Mums; Avoid Late Watering Indoor 'Mums; Early Outdoor 'Mums; Pansies; Canterbury Bells; Pyrethrum Roseum .. 491

WINTER-FLOWERING

Spencer Sweet Peas

NOW READY FOR DELIVERY

Australian Winter-Flowering Spencer Sweet Peas (We advise every florist to try a few)

BLUE FLAKES.
CÆRULEA.
CONCORD BLUSH SHADES.
CONCORD CHARM.
CONCORD CHRISTMAS PINK SHADES.
CONCORD COUNTESS.
CONCORD COUNTESS IMPROVED.
CONCORD CHIEF.
CONCORD DAYBREAK.
CONCORD EMPEROR.
CONCORD EXQUISITE.
CONCORD PURPLE.
CONCORD RADIANCE.
RUBY.
SALMONEA.
YARRAWA.

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkts. $1.75. Except Yarrawa, as noted above.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.15	.50	1.50	5.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.15	.50	1.50	5.00

	¼ oz.	Oz.	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush	.15	.50	1.75	5.00
Red Orchid. Bright cherry red				
Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
Fordhook Rose	.20	.75	2.50	10.00
Rose Queen. A variety of sterling merit and one of the most popular		1.00	3.00	12.00
BLUE				
Mrs. John M. Barker. Wings bright blue on white ground; standard lilac and dark	.30	1.00	3.50	12.00

Mixed Winter-Flowering Spencers
Containing many of the best and most expensive sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

PANSY, CYCLAMEN AND FLORISTS' FLOWER SEEDS. Send for complete catalog

FREESIA PURITY—Special Offer: ¼ inch, $3.50 per 1000; ⅝-¾ inch, $9.50 per 1000
Mammoth (Selected), $17.50 per 1000

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CYCLAMEN SEED (Giant Strain)

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Superb Red, Delicate Salmon (Medal winners, best of their kind) $17.50 per 1000

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MIGNONETTE SEED. Giant Greenhouse grown. $7.00 per oz.

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FREESIA PURITY

Mammoth Size, also ⅜ in. and up
FREESIA refracta alba, ⅝-in.
SWEET WILLIAM, single, mixed, fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

J. M. THORBURN & CO.
53 BARCLAY STREET thro. to 54 PARK PLACE
NEW YORK CITY

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Sixty-Five Dollars

for a basket of Mastodon Pansies, "sold under the hammer," is a story of interest to you. Write for it.
Write now. 1918 seed prices ready. Latest novelties. Write us now.
1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

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Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

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Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

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LILIUM Giganteum

(Cold Storage)

We have them, 7|9 (300) $20.00 per case
9|10 (200) $25.00 per case

at New York, Chicago, Cincinnati and Detroit

Secure your stock for Easter planting, since is CERTAIN that no fresh bulbs from Japan w be procurable this season.

Bulbs Sound and Dormant

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 10 $40.00 per 1000; 1¼-in. to 1½-in., $5.50 p 100, $50.00 per 1000; 1½-in. to 1¾-in., $8.2 per 100, $75.00 per 1000; 1¾-in. to 2-in., $12.0 per 100, $110.00 per 1000; 2-in. to 2½-in $13.50 per 100, $130.00 per 1000. Read now.

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From California. The best we have ever hac We carry the two most desirable sizes.

First size, $9.00 per 1000.
Mammoth, $14.00 per 1000.

Complete list of Florists' Choice Seeds. postal card will bring our catalogue.

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SNAPDRAGON

Florists who know are stocking up on **Snapdragon.** This is a year when space must count **SNAPDRAGON** will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink:** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new **Golden Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed.** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

PLANTS of **Keystone, Nelrose, Yellow, White** and **Buxton,** $5.00 per 100, $45.00 per 1000, less than 100 plants 6c. each. Cash with order. Plants travel at purchaser's risk.

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CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½ pkt. 50c.; 1000 seeds $1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
CYCLAMEN. Giants, 150 seeds $1.00: ½ pkt. 50c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.; oz., $3.50; 3 ozs., $10.00.

There will be a demand for good Pansies next Spring

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$1.65
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438 to 448 West 37th Street, N. Y.

The American Dahlia Society

Fourth Annual Meeting and Exhibition a Great Success

New York, September 24, 25 and 26

The annual meeting was called to order by President Vincent at 3 o'clock, Tuesday, Sept. 24. Mr. Vincent, in his opening remarks, pointed out the great need there was for flowers at this time. He urged members to wear flowers in their buttonholes and encourage their use whenever possible. He referred to the work he had done at the Walter Reed Construction Hospital at Washington in planting flowers there, and said that the doctors at the hospital were convinced of the curative value of flowers for sick and wounded soldiers. He urged the carrying out of the slogan "Say It with Flowers," and especially with Dahlias, when the latter were in bloom. His address follows:

President Richard Vincent's Address

By the kind hand of Providence we meet here again in our annual session and, while the year has had its trials and strenuous ones, it is my pleasure as president to have the privilege of welcoming you here at this our fourth annual meeting. The secretary's report will tell you of our continued success, the interest being taken in the society, and a fairly good increase in membership. The treasurer reports our finances in good condition so, with your help and assistance, we may look forward to continued prosperity.

This year has not been without its lessons, both in the cultivation of the old and new varieties, and also in the uses to which the Dahlia flower can be put, and we want the slogan of our mother society, the S. A. F. and O. H. kept up—"Say it With Flowers," and Dahlia flowers whenever in season, as the Dahlia has come to be regarded as a flower of quality when grown to its fullest perfection, and we know that it will always repay for all the care and attention that can possibly be given it.

The Late J. Harrison Dick

Much has been said and written regarding our loss through the death of our beloved secretary, J. Harrison Dick. He came into it just at the time when an able hand was needed to steer our enterprise. Although not strong physically, and burdened with other duties, he consented through friendship and love of the work, to help and assist the American Dahlia Society in its efforts to make good. The sympathy of our society and others has been expressed to his widow and child, and it is our earnest wish that they may never lack for friends.

It has been suggested and sanctioned by our executive committee, and I sincerely hope it will be carried out, that the best new Dahlia of 1918 origin, if agreeable to the introducer when selected by the judges, be named after our late secretary as an honorable recognition of his worth and work for horticulture, and my sincere hope is that it will be a good commercial variety that will perpetuate his name for years to come.

Our present secretary, Jasper R. Lewis, has ably filled the position to the satisfaction of all concerned. He has handled successfully the many difficult and different matters left in his hands and, no matter who you may elect as your presiding officer for the coming year, I certainly would like to see Mr. Lewis retained, as I know he is trustworthy and competent to fill the position.

The California and Other Societies

To our California members and friends we owe a debt of gratitude hard to express as they have been of great assistance to us both in membership and cooperation. As we do not all live on the Pacific Coast, but in other sections where conditions are not adapted to growing Dahlias as they can, we cannot help but envy our friends living in a climate that gives them such a wonderful, long growing season. Our earnest desire is that their society may continue to thrive and their splendid seedlings always be worthy of the high praise they are now receiving everywhere.

The Toronto (Canada) society is surging along and every year shows increasing interest. Culture and observation will show the varieties best adapted to their northern climate. We wish them success and are willing to help them in any way possible, and we thank them for the silver and bronze medals their society offered us this season. To the various garden clubs and like organizations we extend our deepest desire for the success and cooperation, and anything that the officers of our society can do, either as judges or in any way for the promotion and love of the flower and growing of same, will be done. The New Haven and Boston Horticultural societies had exhibits fully up to the standards of any former exhibit, and the vegetables shown at the same time made both exhibits useful and educational.

Flowers and their Mission

A great deal has been written and said about the flowers being non-essential and superfluous since our entry into the world war. Most of these articles are by writers who have never understood the full mission of flowers to our homes or hospitals, where our loved ones are lying sick and wounded. Great Britain and other countries have advocated the growing and use of flowers for the above purposes, and we think that American flower lovers and growers are advocating these flower shows at this time believing that with all the cruelty of war something is needed to brighten life and make it more like living, and many sore hearts are finding solace and quiet recreation in their gardens, more than they can in any other way.

Let the cultivation of flowers go on; do your bit, read of them, plant them, grow them, show them, and get others interested in a like work. Something has also been said about using the land for flowers that might be used for food purposes. That might be true if land was scarce, but in this wonderful country of ours there are yet millions of acres of land uncultivated, enough to spare to grow all the vegetables all the world might need; why then begrudge a small portion of the land or time for the flower garden?

American Institute

We are greatly indebted to the American Institute, its officers and their worthy secretary, Mr. Eagleston, for their kindness and cooperation in every way possible towards making this exhibition the grand success it is this year and in the past years that we have exhibited here under their auspices, and I believe that I express the sentiments of every member of the Dahlia Society when I say that in this period of our history we are more than thankful for their kind help, and our earnest wish is that they may never tire of well doing in having these wonderful shows which are undoubtedly beneficial to mankind. I am also indebted to our executive committee and others for their kind assistance throughout the past year.

Final

I am proud to be your presiding officer again this year. Let us come together during this meeting to the material benefit of ourselves and all mankind, so that when we leave this wonderful city we may return home rejoicing in the knowledge gained, the friendships renewed and the new ones made, which will cement us in stronger bonds to the end of our lives.

Generosity of thought and action is an attitude of the florist, because we live close to Nature, and no body of men and women anywhere stands more ready to extend a helping hand to a brother or sister in trouble. We become more broad minded as we mingle with the world, more united for progress and the general distribution of our discoveries in order that our fellow tradesman may be benefitted.

Let us strive to increase the life of flowers universally, not only for our own selfish or money making purposes, but for the elevation of mankind. Neither should we confine our efforts to our country but let us make use of them freely whenever we can extend our cult from country to country the world over, in the endeavor to bring the peace and good will which will ultimately reign throughout the world and bring us into one brotherhood of communion and fellowship.

Secretary J. R. Lewis then read his report as follows:

Secretary's Report

This report is for the period from April 11, 1918, to date. Following the loss of the society's secretary, J. Harrison Dick, a close personal friend of mine the executive committee appointed me secretary for the remainder of the year. I have been glad to bridge the gap, first in memory of my good friend, and secondly to help President Vincent, whom I have known for a number of years.

Owing to the sudden death of Mr. Dick, it has been difficult to take up the burden as efficiently as it might have been done under happier circumstances. Your present secretary has, therefore, done his best to keep up with the more important work of his office and, with this apology, passes on to his formal report.

The various meetings of the executive committee have been duly reported in the bulletin of the society. Joseph J. Lane, a former secretary of the society, and a member of the executive committee, on account of entrance into military service last May, announced his retirement from office, and the committee at that time adopted a resolution to keep on the active list all members who entered the U. S. military service, remitting their dues for the period of the war.

The Membership Prize

The silver cup, donated by Richard Appel of White Plains, N. Y., to be awarded to the member who secured the greatest number of new members, has been easily won by George L. Stillman of Westerly, R. I. who, from April 1 to date, has sent in the names of sixteen new members, with many others before that date. Mr. Stillman showed much interest in this work and it is to be regretted that some of our other members did not set him a faster pace. Other members also secured additional applications, President Vincent having the next greatest number after Mr. Stillman.

The Bulletin

An issue of the bulletin was published for March, but was considerably delayed in its appearance for the reason already given. The number of advertisements in that issue showed the amount of work Mr. Dick had done on behalf of this society; in fact, the March edition was at least self-supporting. Another bulletin, issued early in September, was not so satisfactory from the point of financial support.

At the May meeting of the executive committee it was voted to publish another bulletin in November, to contain a full report of this annual meeting and exhibition. I. S. Hendrickson suggested the advisability of issuing the bulletin every second month during 1919. This would give advertisers a definite arrangement and plan for their advertising, and would also permit the dissemination of more cultural information about our flower. As a national society we should certainly publish all the news and educational matter obtainable that is of value to Dahlia growers, but to make this possible greater support must be given the bulletin financially. Even if it has to be issued at a loss for each number, as the official organ of the society it should be continued, bettered and enlarged in scope. Your secretary considers the bulletin the strongest link between the members. Through it the society can render great service to present members and continue to attract new ones. Its value cannot be emphasized too strongly.

Membership

The present muster of the society is a little short of three hundred, but in addition to its numerical strength an encouraging feature is the fact that since your present secretary has had charge of the membership list not one member has asked to be dropped, whereas each week brings new members into the fold. I would recommend that some membership campaign be undertaken for the ensuing year, with a competent committee in charge.

Mrs. Charles H. Stout of Short Hills, N. J., has again kindly offered to donate a silver cup for the 1919 exhibition, and on behalf of the society the secretary has accepted.

The various reports were adopted unanimously. The treasurer's report showed that the club was in healthy financial condition. Geo. L. Stillman of Westerly, R. I. was awarded the silver cup for obtaining the greatest number of new members, his total being about 30, the second largest number being credited to Pres. Vincent. A letter of resignation from Jos. J. Lane was read, Mr. Lane now being in the Army. The club decided that all members with the Colors be retained on the lists during the war without payment of further dues. Owing to the fact that Prof. Hall, on account of continued illness, was unable to conduct the Dahlia trial grounds at Geneva, N. Y. it was decided to accept the offer of Prof. Geo. W. Fraser to conduct a trial grounds at the Agri. Exp. Sta. at Storrs, Conn.

The changes in the by-laws, relating to the change in the fiscal year and the matter of dues and life membership, previously passed by the executive committee, were adopted by the society. Alfred H. Langjahr, a well known New York florist, at 55 W. 26th st., was elected on the executive committee to take the place of Mr. Lane, and Jasper R. Lewis was unanimously elected to continue in office as secretary. The complete roster of the new officers is as follows.

Officers for 1918-19

President, Richard Vincent, Jr., White Marsh, Md.
Secretary, Jasper R. Lewis, 736 Riverside Drive, New York City.
Treasurer, F. R. Austin, Tuckerton, N. J.
Vice-Presidents: Geo. L. Stillman, Westerly, R. I., representing the North. E. S. Brown, East Moriches, N. Y., representing the East. J. B. S. Norton, College Park, Md., representing the South. W. W. Wilmore, Denver, Colo., representing the Central West. Major N. F. Vanderbilt, San Rafael, Cal., representing the Pacific Coast.
Executive Committee: Geo. W. Kerr, Philadelphia, Pa.; I. S. Hendrickson, Flowerfield, L. I., N. Y.; J. Duthie, Oyster Bay, N. Y.; P. W. Popp, Mamaroneck, N. Y.; Alfred H. Langjahr, New York, N. Y.
Nomenclature Committee: Prof. F. H. Hall, Geneva, N. Y.; L. K. Peacock, Berlin, N. J.; Prof. Geo. W. Fraser, Storrs, Conn.; James Kirby, Huntington, N. Y.; Leonard Barron, Garden City, N. Y.

Annual Dinner

The annual dinner given to the judges of the show took place Tuesday evening, Sept. 24, at the Hotel Navarre, 38th st. and 7th ave., at 6 o'clock. The judges present

(Concluded on page 504)

Are You Well Prepared for the Winter, Mr. Florist?

BOXES

Size	Per 100	Size	Per 100
18x5x3	$2.95	28x8x5	$7.00
21x5x3½	3.70	30x8x5	8.45
24x5x3½	4.75	36x8x5	10.50
28x5x3½	5.45	30x12x6	11.65
21x8x5	5.45	36x12x6	12.80
30x5x3½	6.10	36x14x6	14.00
24x8x5	6.55		

Bouquet Boxes

Size	Per 100
19x9x8	$9.00

Wreath Boxes

16x16x5	$8.15	20x20x6	$11.65
16x16x7	9.00	20x20x9	14.25
18x18x6	10.00	22x22x6	14.00
18x18x8	12.10	23x22x9	17.35

Printing free on orders of 300 or more. Small quantities, $1.25 per 1000. Bronze Ink, $3.00.

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CYCAS

Size	Per 100	Size	Per 100
8x12	$2.90	28x32	$8.55
12x16	3.60	32x36	9.00
16x20	4.75	36x40	10.35
20x24	5.85	40x44	11.05
24x28	7.45	44x48	11.70

These leaves are prepared in our own factory. They are flexible, do not mould, and are of a fine color. Cycas are very scarce, and we have been fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, Cycas Leaves in the future will be very scarce, and the price must rise accordingly. **Take advantage of our low prices, while we have some on hand.**

Save 20% on your Baskets

We are Headquarters for Baskets and Window Boxes. Try our Line Listed Below, at this Special Price Reduction

25 Tumbler Baskets, two tone, with waterproof line $7.75

2 Pot Covers, with handles .....
3 Tumblers .....
3 Princess Baskets.....
1 Long Stem Flower Basket .....
3 Cut Flower Baskets ..... } $7.00

12 Pot Baskets, with handles, two tone effects, waterproof liners, sizes 6-10 in., a very satisfactory assortment $10.80

ALL WITH WATERPROOF LINERS

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. **Remember, if the goods are not entirely satisfactory, send them back at our expense.**

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Mr. Florist:—Why don't you do the same as other successful florists are doing? Work in **artificial Roses, Carnations, Sweet Peas, Callas, Easter Lilies,** etc., along with your natural flowers in your floral pieces. No one can tell the difference between our artificial flowers and the natural when worked in together. We have spent a fortune in perfecting our ***artificial flowers*** so that they will **look like the natural.** For your own sake, just give us a trial order amounting to $10.00 or $15.00. If the goods are not to your liking, return them at our expense. In these times of war, the best florists are using these flowers on account of the scarcity and high prices of natural flowers.

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We carry a full line of FLORISTS' SUPPLIES

Prices will certainly not be any lower than they are now. Therefore, stock up now for your winter needs and save considerable money

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Prices subject to change without notice

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We are prepared to supply everything from text revision to mailing.

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We truly feel that any seedsman or nurseryman can intensify the power of his catalog if he lets us work with him.

We will be glad to send a competent man to see you and explain the service we render. It is not expensive.

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HORTICULTURAL PRINTERS
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GENISTA. 2-in. $3.00 per 100.
SMILAX. 2-in. $2.00 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.
PANSIES. Giant varieties, in fine assortment, sown thin, $3.00 per 1000.
DAISIES. Snowball and **Longfellow.** $2.50 per 1000.

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BUDDLEIA Asiatica and Officinalis *for* **CHRISTMAS**
BOUGAINVILLEAS and GENISTAS *for* **EASTER**
and OTAHEITE ORANGES *for* **GROWING ON**

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Best new and standard varieties. Write for prices before ordering elsewhere

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BERLIN, N. J.
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Some Excellent Stoc

Inch		100	1(
2½	ALYSSUM. Double	$4.00	$3
2½	ASPARAGUS Sprengeri	2.75	2
4	ASPARAGUS Sprengeri	7.00	6
4	ASPARAGUS Plumosus	7.50	7(
4	BEGONIA Chatelaine	20.00	
2¼	CYCLAMEN. 8 varieties	5.50	
3	CYCLAMEN (fine plants)	8.00	7
	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
5	DRACÆNA Indivisa	25.00	
3½	STEVIA. Dwarf or tall	6.50	6(
2½	SMILAX. Large plants	3.50	3(
2	SMILAX	2.75	2

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Pansy Seedlings

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$3.00 per 1000

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YELLOW DAISY, Etoile d'Or. Large bushy plants, in perfect condition, grow from selected stock, 12c.

1500 **Matchless.** Extra fine plants. Make an offer for lot.

R. G. Hanford, Norwalk, Conn
When ordering, please mention The Exchang

The WEEK'S WORK

Conducted by FRITZ BAHR

Buddleia Variabilis Magnifica

Buddleia variabilis magnifica, one of the most beautiful outdoor plants, is best propagated now from cuttings. The little plants can be overwintered in a cool house. Shift and pinch several times during the Spring months and you will have fine flowering stock for next Summer. With us every once in a while we have the old plants freeze out and sometimes the ones most exposed stand the winter better than those extra well protected. A good way to do is to lift a few specimens and plant them in a coldframe where with sash protection they are sure to come through all right.

Pentstemon

Pentstemons, like the Buddleias, are not nearly enough grown and appreciated by the average florist. While the Buddleia belongs to the shrubs the Pentstemons are perennials, but in many places not hardy. Go West far enough and you can see them in flower all the Summer through, retaining their dark green foliage as well, but in the East frame protection is necessary. One can make cuttings now from the young shoots of low and grow the plants along with the small Buddleias. Another way is to sow seed in October to get flowering plants for next Summer. If you have to purchase seed get the best. Pentstemon Torrinioides Sensation will give you some excellent, large flowers of a great variety of colors.

Boltonias

While the Boltonias resemble the native, small, hardy Aster and the individual flowers are not very showy, when the flower heads are cut with 3ft. to 4ft. long stems you couldn't ask for anything more showy for decorating. Both the white and the pink sorts are perfectly hardy and will grow in almost any soil and location. The present is a good time to take up and divide the old plants, but freshly transplanted stock should be properly protected in order to overwinter.

Salvia uliginosa

Salvia uliginosa, a hardy species, is very much like Salvia azurea only of a heavier growth and somewhat larger flowers. With us it is in full bloom in late September and is a most desirable cut flower. All we have in blue outdoors are a few Delphiniums and this Salvia. In spite of the fact that last Winter was very severe this Salvia came through in perfect shape without any protection. Where is there a florist who hasn't all kinds of use for such a fine cut flower in the Fall and one which requires so little attention? A vase full with a few Boltonias makes an attractive window decoration. The flowers in water will last for days. Grow from seed sown during February or March.

Coreopsis lanceolata grandiflora

Fine for Spring Forcing

Have you ever tried to bring Coreopsis to flower under glass during April and early May? If you have field grown plants now lift a batch before too late and either pot up into 5's or heel into a coldframe. By next February you may have part of a bench to spare on which the Coreopsis may be planted out. Don't have them over 40 deg. during March and 50 deg. later on. Plant rather close on the bench. The flowers under glass are larger and longer stemmed than outdoor ones. Every retail grower can dispose of quantities of them during Spring. Yellow flowers of the Daisy type always sell.

Disbudding 'Mums

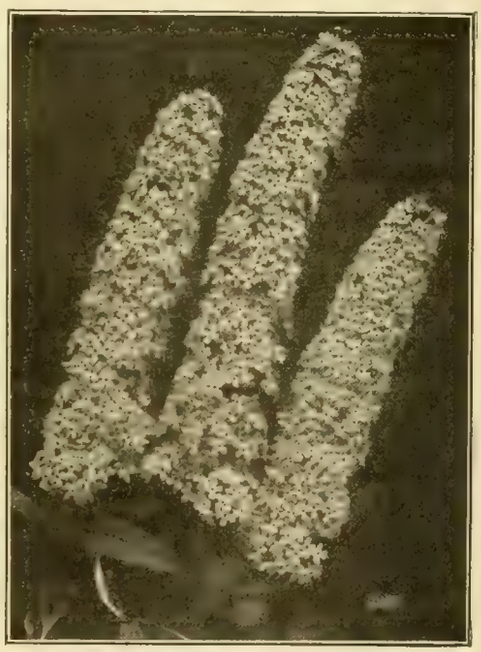
No matter what variety of Chrysanthemums you grow, whether early or late, single stem, bush plants, double or single flowers, when you get to the disbudding or to the selecting of the buds which are to produce the flowers, always start in at the top of the plants and work down for the reason that if by chance you should injure or break off the bud which was to be kept you have others farther down to draw from. This will not be possible if you start at the bottom and come up. Accidents are likely to happen to the best of gardeners. To start on top and wait too long before you get at it, to allow a half dozen buds to grow on a single stem plant, with 3in. to 4in. long stems, is wrong. The work of disbudding should be started when the buds are just large enough to get a hold of them. While you are at it remove also every bit of other unnecessary growth along the stem and any growth which may appear at the base of the plants. The object of growing single stem flowers is to obtain as large and perfect shaped blossoms as possible. To do that every bit of strength in the plant should go toward it. When a plant is permitted to make a lot of suckers at the bottom or a lot of side shoots it is at the expense of the flower.

Early Outdoor 'Mums

Don't fail to place a temporary frame over the outdoor, early flowering Chrysanthemums. A light frost, or two of them, won't hurt the plants in the least, but it doesn't do the flowers any good. What does far more damage is a rainy week just when the flowers start to open up. With sashes over the plants you may avoid this. In many localities after a spell of cold or rainy weather during October a week or two of warm, sunny days is the rule. It is then that one appreciates the outdoor 'Mums. If you want to sell the flowers they have to be perfect. This is not so important with the plants in the hardy border.

Avoid Late Watering Indoor 'Mums

With the plants set with buds or getting ready for them and no more foliage to be expected care should be used in maintaining a rather dry atmosphere in the houses over night. This will help to keep the foliage in good shape. While mildew is sure to appear when watering late in the afternoon is kept up, followed by cool nights and no fire, a hot, dry house will ruin the best plants in a short time, but a cool, dry one over night will not only keep mildew away but help greatly to develop perfect flowers. Do watering early in the morning so by night every leaf will be dry. When the thermometer outdoors goes near 40 put on a little heat in the houses but don't forget to give a crack of air along with it.



Buddleia variabilis magniffca

Pansies

Don't neglect the little Pansy plants. It doesn't do them any good to remain crowded. When you transplant them where they are to remain over Winter plant in straight rows. It will be easier to keep them clean that way. Often before they are sold in Spring weeds appear. These must be removed. It is well to plant the later sown stock or such as is small in frames so as to be able to protect the plants with sashes over Winter. The larger plants don't need sash, but a little light covering for these toward the end of December won't hurt.

Pyrethrum Roseum

If you neglected to sow seed of Pyrethrum roseum or what you did sow didn't come up well, the old plants may now be divided. If transplanted about 6in. apart they will make nice stock by next Spring and flower better than the old undivided plants. Seed sown now in a coldframe and the plants left undisturbed over Winter will also give good results, but only a small portion of them will flower next Spring. A better way is to wait with more sowing until next year outdoors.

Canterbury Bells

By potting up Canterbury Bells now and carrying them along in a coldframe until January, after which they should go to a Violet house and later on in a temperature of 43 to 50, you can get the plants or a good percentage into flower for next Easter. With the Campanulas it is the same as with Hydrangeas if potbound plants can be had they will flower earlier than those freshly potted during Midwinter. I am sure no one will have trouble to dispose of these beautiful plants next Easter, but even if they don't all come in they will sell as well later on.

Culture of Spanish Iris

Will you kindly answer the following:

1. Is the Spanish Iris hardy enough to be planted outdoors just like the Tulip, and left outdoors to flower in the Spring?

2. If not entirely hardy, can they be boxed up and left outdoors with protection, and brought in as needed during Winter the same as other bulbs?

3. Please state any further pointers on handling Spanish Iris in either of the above described manners.—S.K., N. Y.

—The following, taken from "Bailey's Cyclopedia of Horticulture," will answer the inquirer's first question:

"Planted out in early Fall, the so-called Spanish Irises make an early start and produce leaves which are persistent during the Winter and seldom injured there. In May and June they broaden out, and are then surmounted by very bright, distinct and charming flowers. They probably do best in spots inclining to moisture. The bulbs make offsets rapidly, and should often be divided and replanted."

In answer to question 2 and 3 we will say that the boxes of bulbs, which should be planted as soon as received in Autumn, should have protection of a coldframe, or be covered with several inches of straw or meadow hay or litter, if placed outside. The boxes of bulbs are usually brought into the greenhouse for forcing from January till Spring, as many at a time as may be necessary to obtain a succession of blooms. J. H. S.

War-Time Banquets

There is no place at this time of war economy for unnecessary convention entertainment, for elaborate banquets, or for the family and salesmen's junkets, says the U. S. Food Administration. Conventions should be all business, real business, participated in solely by those representatives of member firms having the power to decide and act, with all extraneous side lights or high lights eliminated.

If entertainment is sought, it is always in the power of the individual attendant upon such gatherings to secure the variety of pleasure he prefers, but there is no necessity for, and, in fact, there is a distinct reason why there should be no elaborate banquets, with large expenditures for many varieties of food and the accompanying beverages. This was proved conclusively at conventions of large associations held last Summer and Fall, when many of the usual pre-war banquet concomitants were omitted without loss.

In response to a recent inquiry concerning banquets the Food Administration stated:

"The Food Administration wants the American people to eat wisely and well and without waste. Our people ought to eat in such a way as to maintain their strength and efficiency and with due regard always to the demands on our food resources in winning the war.

"To most Americans that means three good meals a day. So far as food alone is concerned, it makes no difference whether one of these meals is called a banquet instead of a dinner, so long as it does not transgress any of the requirements that loyal Americans should keep in mind.

Dutch Bulbs Afloat

The following are Now Ready for Early Forcing and Counter Sales

NARCISSUS

	100	1000
EMPEROR, 100% Bloomers, all large, round bulbs	$2.50	$21.00
Bicolor Grandis (Grandee)	2.25	20.00
Obvallaris (Tenby Daffodil) f'cy	2.00	18.00
Sir Watkin, fancy grade	2.50	23.00
Barri Conspicuus, fancy grade	1.50	12.50
Jonquilla Rugulosus	1.25	11.00
Poeticus (Pheasant Eye) fancy	1.00	9.50

FREESIAS IMPROVED PURITY

Size	Per 1000
Jumbo, ¾ in. and up	$17.00
½ to ⅝ in., good grade	7.50
½ in., plump bulbs	6.25
⅜ to ½ in., regular grade	4.00

LILY BULBS FROM STORAGE

GIGANTEUM (Per Case)
7 to 9 in. (300 to case) $20.00
10 to 11 in. (180 to case) 27.00

SPECIOSUM ALBUM (Per Case)
8 to 9 in. (200 to case) $18.00
9 to 11 in. (140 to case) 17.00

SPECIOSUM RUBRUM (Per Case)
9 to 11 in. (140 to case) $14.00
10 to 11 in. (125 to case) 15.00
11 to 13 in. (90 to case) 15.00

AURATUM (Per Case)
8 to 9 in. (160 to case) $11.00
11 to 13 in. (75 to case) 13.00

PAPER WHITES
are now on the way and expected soon.
Write for prices

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Cold Storage Bulbs

We have in cold storage, in good condition, for prompt expre shipment, the following, which we offer subject to being unsol

	Doz.	100
135 SPIRÆA, Avalanche	$2.25	$15.0
300 SPIRÆA, Queen Alexandra	2.00	14.0
185 SPIRÆA, America	2.00	14.0
165 SPIRÆA, Pink Perfection	2.50	17.0
225 SPIRÆA, Rubens	2.25	15.0
950 SPIRÆA, Gladstone	1.75	12.0

LILIUM GIGANTEUM

	Per ca
20 cases LILIUM Giganteum, 300 to case	$20.0
20 cases LILIUM Giganteum, 100 to case	10.0
20 cases LILIUM Giganteum, 225 to case	20.0

Stumpp & Walter Co. *Seedsmen* 30-32 BARCLAY S NEW YORK CIT

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Michell's New Crop Flower Seed

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Price List.

Asparagus Plumosus Nanus
WE ARE HEADQUARTERS FOR THE TR GREENHOUSE GROWN STRAIN

1000 seeds	$3.50	10,000 seeds	$3
5000 seeds	15.50	25,000 seeds	7

Asparagus Sprengeri

1000 seeds	$0.75	10,000 seeds	$
5000 seeds	3.00	25,000 seeds	1

Cyclamen Seed
Distinctive Giant Strain

	100 Seeds	1 Se
Duke of Connaught. Crimson	$1.25	$1
Excelsior. White with red base	1.25	1
Grandiflora Alba. White	1.25	1
Princess of Wales. Pink	1.25	1
Salmon Queen. Salmon pink	1.50	1
St. George. Delicate salmon, foliage marbled	1.50	1
Mixed Colors	1.00	

SWEET PEAS, WINTER FLOWERING SPENCER in all the best varieties. Ser for price list.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, P.

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SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

HIGHEST GRADE SEEDS — FOTTLER FISKE RAWSON CO. — BOSTON

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.
The Seed Store — 12 and 13 Faneuil Hall Square, BOSTON, MASS.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

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BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Prices*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS — GROWERS FOR THE TRADE

When ordering, please mention The Exchange

WATKINS & SIMPSON, Ltd

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

***Write to* 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAN**

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Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed
If you have not received one, let us know
Ant. C. Zvolanek & Son
LOMPOC, CAL.

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6-9 ft.	600	$7.00
" 9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)
Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: Nelrose, Phelps' White, Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.

New Address:
Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED
LENOX, White — LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.0

JOHN WILK, 155 WEST 33d ST NEW YORK

When ordering, please mention The Exchange

LET US QUOTE YOU ON
CALLA Elliottiana
Iris, Liliums, Paeonies, etc.
FOR FALL DELIVERY
JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.

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James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

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PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.
SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

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Lily of the Valley

XXX Quality

Very plump pips, from cold storage. C 100, $4.50; case of 250, $10.00; case of 1750, $

MAX SCHLING, In
Seed Merchants and Growers
22 West 59th Street, New York ity

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The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

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A telegraphic despatch from the Seeds- men's War Service, Washington, D. C., vises us that "Seeds have been placed Class three on the War Preference t. except flower seeds."

European Notes

The staff of life is uppermost in our oughts and efforts at present. We are ankful to report that South of the rent the harvest has been safely gath- ed in and that on the whole it has been ully abundant, and the condition per- ct. The dry atmospheric conditions hich exist at present have had a ripen- g effect upon Carrot and Parsnip ops, and a considerable quantity of ed has been harvested already in good ndition. A decided drop in the price both these articles may reasonably be pected, especially for the latter. It is pity that Parsnip seed is so tricky in le matter of germination. Many heart- rnings have resulted from this during le past two or three years.

Next to Radish, which is always more less troublesome, the crops causing ost anxiety just now are Mangel Wurzel and the later plantations of ble Beet. The long drought caused he main seed stems of these crops to ry up prematurely, but the rains in ugust have caused the plants to sprout ain, and already they have developed a owd of slender shoots which are full f undersized seed. As there is no pos- ibility of these shoots attaining matur- ty we shall be compelled to reap the ain crop before it is fully ripe. This eans considerable reduction in the eight and value of the crop. As the creage standing both in France and reat Britain is limited the high prices f last season for these articles will be ully maintained. The half sugar varie- ies of Mangel are especially short, and e demand is consequently brisk.

The latest threshings of Cabbages and ther Brassicas in Northern Europe are ully up to estimates, farther South the rops are not so satisfactory. Onion as been badly affected by the mildew ut in many cases the seed appears to ave been formed before it was attacked. s a result of their experiences during he past two years Onion growers will nsist upon being supplied with home rown seed next year.

European Seeds.

New York Seed Trade

Up to this time, Tuesday, Sept. 24, there have been no further arrivals of French or Dutch bulbs. Cablegrams re- ceived by several bulb importers in this city state that the French bulbs were expected to leave Marseilles, and that Dutch bulbs are now afloat. Some im- porters of French bulbs venture the opinion that a French steamer will bring the bulk of the crop of French bulbs which they are advised are safely stored on the piers at Marseilles awaiting steamer.

The retail seed stores are doing very little business. The demand is confined mostly to seed Rye and Wheat and field grass seed. There is some demand for lawn grass seed, but it is not as large as it usually is at this season of the year.

Some American seed growers are ask- ing seedsmen who have contract orders placed with them to give them, upon re- ceipt of invoice and bill of lading, trade acceptances, which the seed growers can place in their banks to their credit. The reason given by the growers for request- ing acceptances is that many of the local banks have discounted notes to the limit, but that acceptances can be passed through a Federal Reserve bank by the local bank without any difficulty what- soever, acceptances being looked upon practically as cash.

Lilium longiflorum bulbs, said to be grown in the Azores, are noted at some of the seed stores.

Chicago Seed Trade

Dealers are daily expecting advice as to shipments of Holland and French bulbs that have been on the way some time. The steamship companies and for- warders on the other side are not per- mitted to give either the sailing date or the name of the boat on which the bulbs are in transit. This adds to the per- plexity of the situation. It is a plain case of waiting to see what each day may bring forth.

Some houses are relying mainly on se- curing their supply of Fall bulbs from California. It is not reasonable to expect that shipments are on the way by fast (?) freight and should reach Chicago inside of 12 days from date of shipment. Judging from the time consumed in get- ting Calla bulbs to this market from California. It is not reasonable to expect them to come through so quickly. Some shipments of Callas were in transit 35 to 40 days. No California Dutch bulbs have reached this market up to Sept. 21.

Vaughan's Seed Store continues to move large lots of Callas and Freesias. In the retail store shrubbery and Peonies are in good demand. Bert Chad- wick, superintendent of the retail de- partment, states that the demand for this class of stock is well up to the normal of other seasons.

C. O. Wilcox of the W. W. Barnard Co. came in from a trip last Saturday. He reports the Michigan Bean crop all threshed under favorable circumstances.

Winterson's Seed Store is mailing its Fall price list of bulbs, perennials and shrubbery. The caption of this list is "The Flowers that Bloom in the Spring." In these times of business unrest Mana- ger Degnan is to be complimented on his optimistic views of what another season will bring forth.

According to cable advice to Vaughan's Seed Store, northern grown Lilium can- didum bulbs are afloat. The company's Dutch bulbs are daily expected at New York. Demand for even medium sized Paperwhites is excellent. The frost has held of the Gladioli at both Vaughan's farms, and the crop is developing well, rains having been sufficient. The help problem in harvesting has been solved.

No one seems to know what the freight will be on foreign grown Dutch bulbs. Some estimates are made of 300 per cent. increase based on a freight cost last year of $3.50 a case, or $10.50 a case this year.

The Everett R. Peacock Co., seeds- men on Milwaukee ave., in the Jefferson Park neighborhood, has completed a new warehouse for the storage of Onion sets. The formal opening Sept. 7 was well represented by farmers and truck grow- ers of the county. Speaking by promi- nent men connected with the industry in the county, an orchestra and special entertainers added interest to the occa- sion.

Miss Grace Chester, daughter of H. H. Chester, the well-known Onion set broker, has left Chicago with her father to visit the East. She will be the guest of Shipbuilder Hurley, and remain to christen the next new ship launched.

Onions Save Soldiers' Lives

During the coming Summer (Dec. to May) we are going to ask our readers to grow larger quantities of Onions! The object of the request is to increase the quantities of this vegetable, so that more may be available to send to the troops in East Africa and other hot, trying climates.

A journalist friend, who called on us a few days ago when home on a few weeks' sick leave, told us that nothing under God's sun was of so much bene- fit to sick men. He is in the Medical Corps, and he says that nothing would have such a stimulant effect as an Onion, in fact he vows that he has seen

WHY DON'T YOU ORDER SOME

Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	¼ lb.
Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, flushed pink	.25	1.25	3.50
Wedgewood. Clear blue	.25	1.25	3.50
White Orchid. Pure white	.15	.75	2.50

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
Yarrawa. Rose pink and cream	.15	.60	1.00

We have on hand fresh seed of **Giant Flowered Cyclamen** in all popular colors, also **Primula, Cineraria, Calceolaria; Perennial Flower Seeds** for summer sowing and Annuals for winter flowering under glass

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

1918 CROP

BEET

	Per lb.
1000 Detroit Dark Red	$0.50
1000 Crosby's Egyptian	.50
1000 Early Egyptian	.50

CARROT

1000 Danvers Half Long	.60
1000 Chantenay	.60
1000 Imp. Long Orange	.60
1000 Oxheart	.60
1000 Nantes	.65

ENDIVE

500 Broad Leaf Batavian	.75

PARSNIP

	Per lb.
1000 White Hollow Crown	$0.65

RADISH

500 Early Scarlet Globe	.75
500 White Tipped Scarlet Turnip	.75
500 White Tipped Scarlet Globe	.75

TURNIP

1000 Early White Flat Dutch	1.00
500 Cow Horn	1.25
500 White Egg	1.25
500 Purple Top Strap Leaf	1.25
500 Purple Top White Globe	1.50
500 American Purple Top Rutabagas	1.25

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

New Early Flowering or Winter-Blooming

GIANT PANSIES

14. WINTER SUN. Golden Yellow. 16. CELESTIAL QUEEN. Sky blue
15. ICE KING. Silvery white. 17. CHARM OF MARCH. Velvety blue
18. MIXED. The above four colors with other shades and variations. Each color separate or mixed. 500 seeds, 25c.; 1000 seeds, 40c.; ¼ oz., $1.10; ¼ oz., $2.00; oz., $7.50.
20. PRINCESS. (The New Upright Pansy)
22. GIANT KENILWORTH MIXTURE
70. ORCHID-FLOWERED, MIXED. Seed also in Separate Colors.

All sorts and mixtures, except where noted, are $5.00 per oz., $1.25 per ¼ oz. 5000 seeds, $1.00; trade pkt. of 1000 seeds, 25c.; any 5 pkts., $1.00.

CHAS. FROST Kenilworth N. J.

When ordering, please mention The Exchange

NEW CROP **PALM SEEDS** JUST ARRIVED

KENTIA BELMOREANA and ARECA LUTESCENS

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

When ordering, please mention The Exchange

Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

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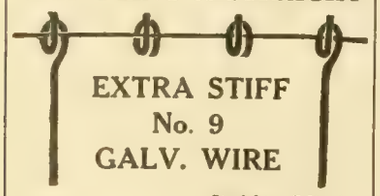
Rose Stakes

IN STOCK

SELF-TYING or STRAIGHT



EXTRA STIFF
No. 9
GALV. WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16 00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING
$22.00 per 1000 Plants
Three Rings to a Plant

The Carnation Support Co.

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When ordering, please mention The Exchange

Carnations

8000 Matchless. Field-grown plants. Good, strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

W. B. GIRVIN :: Leola, Pa.

When ordering, please mention The Exchange

Chrysanthemum Specialists

ELMER D. SMITH & CO. ADRIAN, MICH.

When ordering, please mention The Exchange

Our September Supplement

With its 650 new ratings, has been mailed to our members. Are you among them? If not, you are indeed the loser.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

When ordering, please mention The Exchange

KELWAY'S SEEDS

GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON

Wholesale Seed Growers LANGPORT, ENG

When ordering, please mention The Exchange

A successful method which covers your own proposition is always a good lead to follow. The majority of the subscribers to this paper use the Classified Department of THE EXCHANGE for the selling of surplus stock with success.

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

an Onion save a man's life, on more than one occasion.

Dried Cabbage, he tells us, eats more or less like pieces of boiled paper—Carrots are better, but not to be compared with an Onion. The Onion can be sent up fresh, i.e., it need not be dried or dehydrated. It is alive, and it gives life! We feel sure readers will welcome any suggestion whereby they may help to alleviate—if only in a small way—the hardships of our fighting men. They want Onions, and the first step to getting Onions to them is to have the bulbs to send.—*South African Gardening and Country Life.*

Outer Skin of Tulip Bulbs

I have a quantity Darwin Tulip bulbs. In digging last June and in storing, curing and sorting, the outside, dark-colored skin has been worn off. Many of the bulbs now show white. Has the loss of the outside cover in any way lessened the value of the bulbs? If planted now will they bloom equally well with the bulbs that still retain the outside covering?—W. G. B., N. Y.

—The loss of so much of the outer tunic or skin of the Tulip as came off in handling these while digging, curing and storing, will not, we believe, injure them for planting. In fact some planters of Tulips are accustomed to remove from the Tulip bulbs, at the time of planting as much of the outer tunic as comes off easily. J. H. S.

Bumper Harvests

Despite widespread drought, the country's crops as a whole promise an abundant food supply of all kinds, according to a survey made by the Committee on Statistics and Standards of the Federal Chamber of Commerce.

The Corn crop promises to be larger than the average. The yield of Spring and Winter Wheat will be about 925,000,000 bushels, or the second largest crop ever harvested in the United States. Oats, Rye and Barley promise well. Potatoes will be plentiful although the yield will be smaller than that of last year. Beans, fruit and garden truck show an increase as compared with the yield of last year. Rice will be about the same as the last crop. Sugar Beets show a slight increase. Cattle promise well, and there is a general increase in poultry and swine.

Catalogs Received

Domestic

Jackson & Perkins Co., Newark, N. Y., price list, Fall, 1918 and Spring, 1919 issued Sept. 14; for the trade only, covering Roses, hardy perennials, Peonies, shrubs, trees and fruits; also forcing stock for florists; 24 pages, illustrated.

Hicks Nurseries, Westbury, L. I., N. Y., booklet showing on the front cover a house before and after being planted with shade trees; also price list of shade trees and flowering shrubs; well illustrated and attractively gotten up.

The Storrs & Harrison Co., Painesville Nurseries, Painesville, O., Autumn catalog No. 3, 1918, listing bulbs, flower seeds, Winter-flowering plants, Roses, and other perennials; also Irises, shrubs, fruit, nut and ornamental trees; 66 pages, freely illustrated.

WASHINGTON, D. C.—An agreement has been concluded between the War Trade Board and a special Danish commission, under which certain commodities will be exported to Denmark. Among the items included in the agreement are 740 tons (metric) of flower bulbs and 1250 tons of Timothy and other grass seeds. This does not include Clover seed of any variety. E. A. D.

Society of American Florists and Ornamental Horticulturists

The Proposed Official Bulletin

Under an order emanating from the War Industries Board the society will not be allowed to establish any publication during the period of the war. The chief of the Pulp and Paper Section, Thomas E. Donnelley, states as follows, in reply to a letter addressed to him concerning the bulletin which the society, at the St. Louis convention, directed should be published to serve as the official organ of our organization:

"This section of the War Industries Board has ruled that no new publication may be established during the period of the war. It would be admittedly unfair for us to request established publishers to cut their consumption of paper for the various publications and permit a new publication to be published unless it were definitely shown to be a war necessity. We must ask you, therefore, to give up your project of publishing a society organ during the period of the war."

National Publicity Campaign

It has been arranged that our magazine advertising for the season now opening shall begin with a page, in two colors, in the November *Metropolitan*, which will be on sale everywhere on Oct. 14. This page will feature Chrysanthemums particularly, and it is expected will stimulate a demand for these flowers, which is highly to be desired, in view of the tremendous supply in sight. When, at the opening of the year, florists began to realize that the fuel consumption for the next season was to be restricted, many reasoned that Chrysanthemums would be the best crop to close with in houses that must assuredly go out of operation until the fuel situation should become less acute, consequently we are confronted with the problem of moving an unprecedented crop. Hence our committees decided to give special publicity to this product.

A plan covering eight other advertisements in various magazines, featuring largely Thanksgiving and Christmas, and including a full page Christmas advertisement in the *Saturday Evening Post*, is practically settled upon, and will be put into operation, the funds at the disposal of the committees determining of course the extent to which the plan is to be followed.

And here we may say again that the committees are still short of the amount urgently required to enable them to obtain fully the objects of the campaign. There are hundreds of florists who have as yet contributed nothing to our fund, and yet are reaping some of the benefits arising from our work. Step by step the details of our campaign have been described in our trade papers, at meetings of our trade bodies, and in other ways; therefore it can hardly be imagined that anyone is not fully acquainted with our objects. There is no holding back on the part of the committees. Every penny coming in is invested in publicity work, nothing is wasted, and we are actually getting also publicity that money could not buy. But our efforts must not be intermittent, they must be constant. That is why we are appealing to those who have not subscribed to help us to complete our fund, and thus benefit the trade the country over.

Our promotion bureau has arranged for a further supply of the handsome glass signs carrying our slogan, "Say It with Flowers," but owing to the increase in cost we have been obliged to advance the price to $2 each, which price barely covers the actual expense of sign and delivery charges. This sign is a business bringer, and properly displayed silently conveys a message which, in these times, is most suggestive.

To enable florists who use newspaper space for their announcements to make direct connection with our magazine advertising, our promotion bureau has in course of preparation a series of electrotypes featuring the national advertisements and requiring only the insertion of a local florist's own name and address. Proofs of these will shortly be available.

The use of our "stickers," transfer signs, and slides for use in moving picture houses, should now be seasonable, and any florist who has not received particulars of same is invited to write us

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; **GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOXGLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS.** Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also **Longfellow** and **Snowball.** Fine, strong plnats, $3.00 per 1000.

HARDY ENGLISH IVY, strong, field grown, bushy plants, 3 to 4 ft. $4.00 per 100, $35.00 per 1000.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and Grand Rapids. Strong, $1.00 per 1000, $8.50 for 10,000.

Celery Plants

Best varieties, $1.25 per 1000.

J. C. SCHMIDT

BRISTOL, PA.

When ordering, please mention The Exchange

Sweet Pea

YARRAWA

Original Stock Australian Grown

Oz., $1.75; ¼ lb., $6.50

WILLIAM M. HUNT & CO

37 Warren Street, New York

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

When ordering, please mention The Exchange

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS

2 Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

INDEX TO STOCK and Material Advertised

See Page 487

SAVE COAL!

Grow the New Improved Primula Malacoides

Of all the many varieties and strains of Primula on the market now there is not one of them compares, even favorably, with the **Rohrer Primula Malacoides.** Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink, Light Lavender and Snow White. A cool temperature, 40 to 45 degrees, produces the best results. For September and October delivery:

	100	1000
Pink and Lavender, 2½-in. pots	$6.00	$55.00
Pure White	8.00	75.00

Shipped Parcel Post, Special Delivery, anywhere in the U. S.

C. U. LIGGIT, Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

for information. All these helps serve to make the magazine advertisements more effective and to direct results to local establishments.

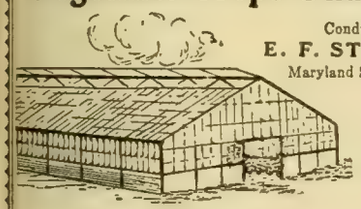
Department of Plant Registration

Public notice is hereby given that F. W. Fletcher, of Auburndale, Mass., and Orlando, Fla., submits for registration the new Asparagus here mentioned:

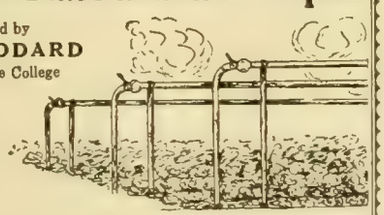
Asparagus Fletcheri (densifolius). A variation (seedling) of Asparagus Sprengeri. It varies in the shorter, more compact and much heavier foliage, four sprays being equal to twelve of Sprengeri. It is especially seen to be an improvement when used as a foundation for sprays, and as a basket plant. It has been tested for five years and proved to come true from seed.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

Vegetable Crops Under Glass and in the Open



Conducted by
E. F. STODDARD
Maryland State College



Vegetable Crops for Forcing

Spinach Growing under glass—Digging and trimming Chicory roots—Asparagus digging.

Growing Spinach Under Glass

Spinach has long been grown extensively as an outdoor crop, but only in recent years has it been grown under glass on a commercial scale. The profits to be derived from it will of course depend upon the market, and whether or not Spinach is well known to the consumers. In one section where Spinach has been grown in greenhouses for several years, it has been regarded as profitable as Lettuce under average conditions. It certainly deserves the attention of growers who are looking for a good cool crop, if they have a good market for it.

The soil should be rather light and fertile, such as required for Lettuce. The usual method of starting the crop is to sow the seed where the crop is to mature. While outdoor Spinach is often sown broadcast outdoors, my experience has been that it is better to sow the seed in rows when the crop is grown under glass.

From the planting tests which students in vegetable gardening at the Maryland State College have conducted, it appears that the rows should be 8in. to 10in. apart for New Zealand and Victoria and other large leaved varieties. More tests of this nature will be conducted to determine the best planting distances. The plants may stand 4in. to 8in. apart in the row, the latter distance being better for New Zealand. This variety is very good for greenhouse crops since several cuttings of the leaves may be taken if the central bud or root system is not injured. The soil should have good drainage so the surface will dry off somewhat in a short time after the crop is watered.

Since the seed germinates rather slowly it is a good plan to soak it before planting. Other modifications of this plan may be used in which the seed is mixed with moist sand and kept in a warm room for several days until it begins to sprout.

Although the seed is usually sown where the crop is to mature, there is no reason why the plants may not be started in flats or beds similar to Lettuce and transplanted later to the benches or beds. This will be an advantage in case a grower desires to have Spinach follow a crop which now occupies the space. By starting the plants this way only a part of the time needed to grow the crop will be required on the benches or beds where the crop will mature. This means more cash crops a year.

To insure rapid growth which is essential to high quality, there should be plenty of moisture and plant food in the soil. Applications of nitrate of soda or liquid manure may be given in case the crop is not growing rapidly enough. Spinach should have full sunlight and must not be shaded.

Dig Witloof Chicory Roots

Witloof Chicory roots intended for forcing should be dug before the ground freezes. If this is neglected too long they will be dug with difficulty. They may be removed easily by running a plow down both sides of the row to throw the earth away, and then raising the roots with a spade. As much as possible avoid breaking the roots. Haul them to the place where they will be stored until used. The leaves should be cut off 2in. to 3in. above the top of the root so as not to injure the central bud. The place for storage should be cool enough to keep the roots dormant until they are forced.

Dig Asparagus Roots for Forcing

The Asparagus roots intended for forcing should be dug before the ground freezes. The plow may be used to run down both sides of the row to throw back the soil before they are dug by hand. Since the root system is branched considerably the plow should be kept 6in. or 7in. away from the row to prevent injury of the crowns and roots. A little more care in digging by hand is needed for Asparagus than for Witloof Chicory, since it is desirable to secure the maximum amount of plant food for a good yield of the forced product. A few roots are always broken in digging.

The roots should be stored immediately after digging, in a cool place where they will remain dormant until they are used for forcing. The roots must not be exposed to wind or air which causes them to dry out. To keep them moist in storage, a little moist soil should be thrown over them. Any soil naturally adhering to the roots is allowed to remain on them.

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25.000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

BELLIS (Daisies) Giant Monstrosa

	¼	½	¼	1 Oz.
White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	.50	1.00	1.50	5.00

BELLIS (Daisies)

Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c.,1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000.
Giant Salmon King, best salmon, $2.00 per 100, $18.00 per 1000.
Glory of Wansbeck. Salmon. $2.00 per 100, $15.00 per 1000. **Wansbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00.

Greenhouse Forcing Giant Exhibition Mixture. (Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties.

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

Stocks Winter Flowering Selected Strain. 75% Double Flowers. Beauty of Nice White, Beauty of Nice Purple, Beauty of Nice Flesh Pink Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00

Sweet Peas ZVOLANEK'S and IRWIN'S WINTER ORCHID FLOWERING. New seed, ready now. Refer to issue June 29, page 1262, for full list. I have his New York Agency. Catalog on application.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SPECIAL OFFER EXPRESS PREPAID

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs

½ to ⅝ in., $1.25 per 100; $10.00 per 1000

Prices on large quantities on application.

CALLA AETHIOPICA

FINE, HEALTHY BULBS HOME-GROWN

	100	1000
1¼ to 1½ inch	$6.00	$50.00
1½ to 1¾ inch	$8.00	$75.00

Lilium Giganteum.

7-9 100 Bulbs in a Case.....$9.00
7-9 300 Bulbs in a Case.....21.00

Fresh Cold Storage Bulbs

9-10 100 Bulbs in a Case.....$14.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100. 3 in., $15.00 per 100. Strong, 4 in., $25.00 per 100.

ASPARAGUS Plumosus and Sprengeri. See classified list.

BEGONIA. Mrs. J. A. Peterson, Lorraine, etc. See classified list.

BOUGAINVILLEA Sanderiana. 4 in., fine plants, $3.50 per doz., $25.00 per 100.

CALCEOLARIA. See classified list.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CARNATION PLANTS. Field-grown. See classified list.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st. 2½-in., $5.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.50, 1000 $30.00. **Single White Margaret Daisy,** 2¼ in., $5.00 per 100. Strong, 4 in., $15.00 per 100.

DRACÆNA Indivisa. See classified list.

EUPHORBIA Jacquiniflora. 2¼-in., $12.00 per 100.

FERNS. In all varieties. See classified list.

GENISTAS. See classified list.

GERANIUMS. 2¼-in., $3.50 per 100, $30.00 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. See classified list.

JERUSALEM CHERRIES (New) Cleveland. 3 in., $10.00 per 100.

KENTIA Belmoreana. 2½-in., $9.00 per 100.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000.

PRIMULAS. All varieties. See classified list.

ROSES. Fine 3- and 3½-in., own root. Price on application.

SMILAX. 2¼-in. $3.00 per 100. Strong, 2½ in., $4.00 per 100.

SNAPDRAGON. See classified list.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000; 3½-in., strong, $6.00 per 100, $55.00 per 1000.

VIOLETS. See classified list.

"The Bugs Are Busy Now"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50.
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK
Phones, 3738-2326 Farragut

Ferns for Fall and Winter

Stock up your houses now with good saleable stock and be prepared to fill your customer's wants with plants, as there will be a shortage this Winter on cut flowers. Don't let your customer walk out, a choice Fern in a fine basket makes a pretty gift, so be prepared. Send us your order at once.

NEPHROLEPIS Scottii and Teddy Jr. 4-in. pots, $3.00 doz., $22.00 per 100. 6-in. pots, $7.20 per doz. 7-in. pots, $12.00 per doz. 8-in. pots, $1.25 and $1.50 each. **Scottii.** 2¼-in. $6.00 per 100.

NEPHROLEPIS Norwood. 4-in. pots, $4.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 doz. and $9.00 doz. 7-in. pots $12.00 doz.

DRACÆNA Terminalis. 6-in pots, very heavy, $15.00 doz.

HARDY IVIES. 6-in. pots, fine plants, $6.00 doz.

PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.

Cash with order.
All plants travel at purchaser's risk.

ASCHMANN BROS.
Second and Bristol Streets PHILADELPHIA, PA.

When ordering, please mention The Exchange

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima and **Dreyerii.** Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

COCOS Weddelliana. Clean, thrifty, 2-in. stock 7-8 in. high, 4-5 leaves. $1.50 per doz., $12.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70 00 per 100; 6-in., $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST
When ordering, please mention The Exchange

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots 25c., 6-in. pots, 50c.
KENTIA Belmoreana. Strong, 4-in., 40c.
DRACAENA Terminalis. 4-in. pots, 35c.
BIRDS' NEST FERNS. 3-in. pots, 25c.
SOLANUM or Jerusalem Cherries. 2½-in. pots, $5.00 per 100.

GODFREY ASCHMANN
1012 W. Ontario St., Philadelphia, Pa.
When ordering, please mention The Exchange

POINSETTIAS

From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ASPARAGUS Plumosus Nanus Seedlings. $2.00 per 100, $8.00 per 1000.

Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000

Frank N. Eskesen, Madison, N. J.
When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: Bostons, Roosevelts, Whitmanii and Teddy Jr.

HENRY H. BARROWS
WHITMAN, MASS.
When ordering, please mention The Exchange

Ferns for Jardinieres
NOW READY

Fine, strong plants, in best Varieties and ready for immediate use.
From 2¼-in. pots, $5.00 per 100, $40.00 per 1000
From 3-in.pots, $10.00 per 100, $90.00 per 1000.
KENTIA and COCOS. Just right for centers. From 2¼-in. pots, $12.00 per 100.
BIRDS' NEST FERNS. From 4-in. pots, 25c each; 5-in pots, 50 each.
BOSTON FERNS. From 5-in. pots, 35c. each; 6-in. pots, 60c. each; 7-in. pots, $1.00 each.

Thomas P. Christensen, Short Hills, N. J.
When ordering, please mention The Exchange

3 Large
Kentia Belmoreana Palms

8 ft. in height, 8 ft. spread. Excellent condition

Malcolm MacRorie
Head Gardener, Mandeville Estate
SOUTH ORANGE - NEW JERSEY

Southern States

Houston, Texas

Reports seem to show that a good rain, as good local florists and all those interested in growing have business seems to hold up very well now that the rains and cooler weather are on hand, the chances are that it will be better.

Mr. Ewing advises that Kerr the Florist did well during the week. A big funeral early in the week, followed by the Sterling wedding, both called for a large supply of flowers. A big banquet on Wednesday was given by the officers of the aviation field at the Rice Hotel. Kerr furnished the elaborate decorations. The tables were arranged in the shape of an airplane with a floral propeller 12ft. long at the head. In addition a few real airplanes, decorated with flowers, were hung in the banquet hall. As the decorations made a striking effect, Mr. Kerr had photographs taken and they are being developed. The R. C. Kerr Co. is now cutting some Columbia Roses, the new rose pink Rose and is cutting them with stems 18in. to 20in.

Mr. Howard of the Bering Greenhouses is glad of the rain, as he has a lot of shrubbery in the open. He is putting out Asters, which he will sell in pots and as cut flowers.

I believe it would be a good idea for nurseries to prepare for a big business in shrubbery after the war. When we finally win and the boys come home, many improvements will be made in parks and private grounds, and the demand for shrubbery will likely be great. Our men will come home with new ideas gained from seeing the ways in which parks and private grounds are kept in England, France and Italy, and they will likely wish to rest on their laurels in beautiful gardens. C. L. B.

The Walnut Hill Floral Co., Harrodsburg, Ky., has been incorporated; capital $2500; incorporators Glover Kyle, C. D. Thompson and Lou Bonta.

Washington, D. C.

The first Chrysanthemums have reached this market. Quality is not good. The White October Frost offered sold well because of their earliness. They are needed, for Asters are off the market. Gladioli have gone, and a shortage of Dahlias is expected. Practically all Dahlias that come move quickly.

With the general business boom in Washington, retailers get good prices. These are expected to advance more than in past years, because with the coal restrictions there will be fewer flowers and because the cost of production and sale have increased greatly. But people, says one retailer, are willing to pay for good quality stock so the increased returns should balance the lessened volume of business.

Roses have improved greatly with cool weather. Some Russells last week brought $15 a hundred. They sold up well, as did Hadleys at $6 to $10. Good Ophelias brought about $4. These are the leading Roses at this time, although some good Wards and other varieties are offered.

J. Harper Hetherington, manager of the Washington Floral Co., has received word that two of his three brothers have entered a French hospital. These young fighters are the sons of the late Mr. Hetherington, many years with Robert Craig & Co., in Philadelphia. Horace D. Hetherington has been gassed, it is not known how seriously. Frank W. Hetherington has been crippled with rheumatism because he was compelled to stand for many hours up to his waist in water, assisting to fight off an enemy attack. The family is further represented by William M. Hetherington, who although participating in actual combat, has thus far escaped harm.

Miss Nellie Toogood, formerly in charge of the bookkeeping and cashier's department of the Washington Floral Co., is now a private in the United States Marine Corps. She will serve, however, as Pte. (Mrs.) Gertrude H., wife of Pte. Lowen, of the Medical Corps, United States Army.

Z. D. Blackistone is appointing a committee of florists to assist the Liberty Loan committee of the District of Columbia in the Fourth Liberty Loan drive. As president of the Florist Club of Washington he has been asked to exert every effort to help make the coming campaign a success. The city florists are to be informed how they can assist through incorporating Liberty Loan advertising in their own announcements in the daily press and elsewhere and through window display. The club itself will seek to make a record for subscriptions from its members.

Among the visitors of the past week were C. B. Knickman, of McHutchison & Co., New York; F. J. Michell, of Michell & Co., Philadelphia; A. L. Miller, Jamaica, N. Y.; Joseph J. Goudy, of Philadelphia and Fred H. Clasen, of St. Louis, Mo.

Miss Nellie Brueninger, chief of the bookeeping department for Gude Bros. Co., has been spending a three weeks' vacation at Atlantic City. Mrs. Roy Dove, a sister of Miss Brueninger, with Mr. Dove and their daughter, Miss Shirley Dove, are visiting her, coming from Conifer, Col.

The next meeting of the Florists' Club is scheduled for Tuesday evening, Oct. 1. Matters of importance to the local trade are to be taken up. Plans will be made for the Liberty Loan campaign among the florists, and there will be a discussion of matters to do with the new registration under the 18 to 45 law. Members are to be asked for their views as to how best to overcome the drain made upon the trade here.

Commodore John Wescott, of Barnegat Bay, N. J., last week had as his guests Wm. F. Gude, of Gude Bros. Co.; Superintendent George W. Hess, of the United States Botanic Gardens; Judge Downy of the Court of Claims, and Mr. Gude's two sons, Ernest and Granville.
E. A. D.

Remedy for Poison Ivy

As regards poison ivy, this is the worst place on earth for it; it is everywhere. We have had the best success with the following remedy: Bicarbonate of soda and peroxide of hydrogen; mix as a thin wash. In severe cases make a poultice. In latter case give dose of Epsom salts.—W. H. C. in *Rural New Yorker.*

Middle Atlantic States

Lancaster, Pa.

Funeral work and still more funeral work keeps the retail trade busy. Aside from this very little is doing. After the outdoor flowers are gone there will be a little more demand as the quantity of outdoor flowers used in Lancaster is wonderful, for while consumption is reduced some of these users will buy from the florist.

Mrs. Geo. Goldbach apparently is the only florist in the city featuring Dahlias. Her window certainly was an advertisement for Dahlias and Gladioli.

H. A. Schroyer had some of the early Chrysanthemums but was not over well pleased with their keeping quality. He is a constant patron of the telephone between Philadelphia and Lancaster as he is not growing much and cooperation between the stores hardly exists.

Mrs. Spera, who has charge of the B. F. Barr store (until P. K. Murphy gets back from the battle front, somewhere in France), is fortunate in having the variety of flowers she has to draw on for window decoration. Her windows are both attractive and different. She reports business as very good but does not know where she would be without the large amount of funeral work.

Walter Hammond has lost one man, Jean D. Martin, now at the front in France. He is losing the man who took Jean's place, but is not worrying as it is up to us all to do the best we can these war times. He will simply work a bit harder himself until the place is filled by someone else. He is not pessimistic nor is he optimistic along business lines, but says he seems to be getting his share of the work and doesn't expect to have abnormal business.

Several of our growers planted Tobacco as a side line or possibly in some cases to make up what they lose on their greenhouses (see report of club meeting). They are now busy getting this Tobacco housed before frost. To get the best results from Tobacco is not as complicated a matter as to get the best results out of Carnations but it takes work and knowledge along with it and then there is good big money in it.

Rudolph Nagle is cutting some early Chrysanthemums. He is about the only grower this season who is making this flower a feature although many are planted in smaller lots through the county.

Mrs. Albert M. Herr spent several days at the War Worker's Council in Philadelphia, arriving home just in time to attend the meeting of the Ladies' Auxiliary of the Florists' Club to whose members she gave a short talk on food matters brought up at the Philadelphia meeting.

Walter Mott was in Lancaster the past week in the interests of Benjamin Hammond. Mr. Price of the S. S. Pennock Co. was busy for a few days writing up orders for his house.

Lancaster County Florists' Ass'n

The meeting of the Lancaster County Florists' Ass'n was held on Thursday, Sept. 19, at the home of Willis B. Girvin of Leola, Pa., with a goodly attendance of members and with S. S. Pennock of Philadelphia and James Brown of Coatsville as visitors. A letter inviting the club to make its annual visit to the Vincent Dahlia farms was read, but owing to labor and other conditions it was deemed best to omit this trip as a club affair this season. Letters were also read from T. J. Nolan and Wm. K. Murphy, the latter being in active service in France.

The program for the evening was a discussion opened by B. F. Barr with a paper entitled "How to Make Both Ends Meet." (See wide measure columns.) The paper was discussed by various members. Harry Rohrer said we certainly should watch our expenses closer than most of us do and that we should take advantage of every possible side line that we can work in so that the end of the season may find us with a margin of profit.

Mr. Barr said his remarks applied to greenhouses only, that all stock from the greenhouses was sold to his store and it was up to the store to show a profit over these prices. The prices charged the store are based on cost records at the greenhouses.

Mr. Pennock said that curtailment of shipments in times of a glut will help

the market if it can be carried out so each grower may share his part of the burden. He also said that on account of many florists intending to run their places this Fall until 'Mums are over, the Fall will probably find a rather over supplied market. As many of these places would then close down he believes the season will average up well. He fully agreed with Mr. Barr and others that florists should keep more records of cost and returns, instead of depending on the bank account to show whether or not they have made money. Speaking of the business in general he said it is anything but a non-essential, that the French people consider the use of flowers right now as more important than ever before and that the French Government recognizes the importance of flowers as a means of keeping up the spirits and the morale of its people.

Fred Ritchy said he saw a piece in the *Ladies' Home Journal* advising people not to buy flowers but put that money into Liberty bonds or War Savings Stamps. He cannot understand why this business should be singled out for such articles when there are other things much less needed than flowers.

Mr. Barr further said that while his remarks apply principally to his own establishment, he has looked up the advertisements in the trade papers and finds that there has not been an increase of 5 per cent. in the wholesale prices of stock advertised in 1918 over those of 1916. This he said is not enough as the increased cost of production is over 40 per cent.

The number of failures in this line of business was brought out, but this does not help our standing as a business either with our bankers or the Government. The only way to avoid this is to keep accounts so that we know where we are losing money.

After a vote of thanks to the host, Mr. Girvin, the meeting adjourned to meet in the Chamber of Commerce rooms the third Thursday of October.

The Ladies' Auxiliary had a meeting at the same time and place with a 98 per cent. attendance so we can expect some doings the coming Winter. After the meetings home grown Apples, Peaches, Plums and Grapes were served. Their appearance and quality demonstrated that Leola is a good fruit producing section.

Previous to the meeting an inspection was made of the greenhouses where Carnations are the principal feature with only three varieties in evidence. Matchless, Supreme and Mrs. C. W. Ward. Three houses of Roses are being grown and have proved a profitable investment. Mr. Girvin is especially impressed with the new Columbia. He has one house that will be run cold until Spring; in this he has planted Kaiserine and Killarney. He also has several houses planted to 'Mums that will be mulched and the houses run cool for the balance of the season. In addition to the greenhouses there is a model Lancaster county farm with its varied line of products all paying better right now than the greenhouse product. Twenty acres of Tobacco are being cut and stored for curing.

ALBERT M. HERR.

Pittsburgh, Pa.

The week ending Sept. 21 was one of the queerest of the year. It started off like midseason form but by Saturday the stores were loaded with flowers and nothing selling. Asters are almost over for this season and what are received are mostly the small and short stem grades. They show the effects of the weather and are not as clean as we like. Fancy New Jersey Dahlias now coming to this market find ready sale at good prices. All varieties are of good color and size, the finest seen in this city for some time. We only hope the frost will stay away long enough to have a long season, for no flowers are now as popular as Dahlias. The shades are beautiful and any retail store can make a wonderful display while they are in season. American Beauty Roses had a fair demand early in the week but not since Wednesday. The short grades cleaned up well but specials were a drug on the market. The wholesale houses were loaded with specials on Saturday and were compelled to move them at reduced prices. Carnations now on the market find ready sale as the buyers are glad to get something new, especially at this time of the year. Lilies are coming in limited supply and clean up well each day at $15 per 100. Plenty of short stemmed Roses are sold, mostly to the street men. Long stemmed Roses are in demand and bring good prices. Russell and Ophelia are the best seen. Lots of asparagus. Greens are still coming in large quantities. The supply houses are busy shipping Fall goods as dealers are getting their stocks now, not taking any chances on express congestion later.

Oak Brand Shrubs and Vines

	per 10	per 100
ABELIA Grandiflora Rupestris. Very small. Well rooted	$1.25	$10.
ALTHÆA, Hibiscus (Rose of Sharon), Banner, single, 1½ to 2 ft.	1.50	12.
" **Bicolor, double,** 1½ to 2 ft.	1.50	12.
" **Jeanne d'Arc, double,** 1 to 1½ ft.	1.25	10.
BUDDLEIA, variabilis magnifica, 2½ to 3 ft.	1.50	12.
3 to 4 ft.	2.00	15.
DEUTZIA, Crenata, 2½ to 3 ft.	1.25	10.
3 to 4 ft.	1.50	12.
4 to 5 ft.	1.75	15.
" **Gracilis,** 1 to 1½ ft.	1.25	10.
" **Gracilis Rosea,** 1½ to 2 ft.	1.50	12.
" **Lemoinei,** 1½ to 2 ft.	1.25	10.
2 to 2½ ft	1.50	12.
" **Pride of Rochester,** 1½ to 2 ft	1.00	8.
2½ to 3 ft.	1.25	10.
3 to 4 ft.	1.50	12.
4 to 5 ft.	1.75	15.
EUONYMUS, Japonica, 6 to 8 in.	1.25	10.
8 to 12 in.	1.50	12.
FORSYTHIA, Suspensa Fortunei, 1 to 1½ ft	1.00	8.
2 to 2½ ft	1.25	10.
" **Viridissima,** 2 to 3 ft.	1.25	10.
3 to 4 ft.	1.50	12.
4 to 5 ft.	2.00	15.
HYDRANGEA, Arborescens Grandiflora Alba. 1½ to 2 ft.	1.50	12.
2½ to 3 ft.	1.75	15.
3 to 4 ft.	2.00	18.
4 to 5 ft.	2.25	20.
" **Paniculata Grandiflora,** 2 to 2½ ft.	1.25	10.
2½ to 3 ft.	1.50	12.
3 to 4 ft.	1.75	15.
4 to 5 ft.	2.00	18.
HONEYSUCKLE, Lonicera Tatarica (Bush), 3 to 4 ft.	1.50	12.
4 to 5 ft.	2.00	15.
MOCK ORANGE, Philadelphus. Avalanche, 2½ to 3 ft.	1.50	12.
Bouquet Blanc, 2 to 2½ ft	1.75	15.
Grand., single, (not fragrant, 1½ to 2 ft.	.90	7.
2½ to 3 ft.	1.10	9.
3 to 4 ft.	1.50	12.
4 to 5 ft.	2.00	15.
PRIVET, California (Ligustrum Ovalifolium), 1 to 1½ ft		3.
3 to 4 ft.		6.
SPIRÆA, Anthony Waterer, 8 to 12 in	1.25	10.
1 to 1½ ft.	1.50	12.
1½ to 2 ft	1.75	15.
2½ to 3 ft	2.10	18.
" **Frobelii,** 3 to 4 ft	1.50	12.
" **Bridal Wreath, Prunifolia,** 2 to 2½ ft.	1.50	12.
" **Van Houttei,** (Van Houtte's Bridal Wreath) 2½ to 3 ft.	1.10	9.
3 to 4 ft.	1.50	12.
4 to 5 ft.	1.75	15.
SNOWBERRY, White (Symphoricarpos, Racemosus, 2½ to 3 ft.	1.50	12.
3 to 4 ft	1.75	15.

	per 10	per 100
JAPAN SNOWBALL, (Viburnum Tomentosum Plicatum) Strong rooted 3-in pot plants	$0.75	$6.
1 yr. field plants, 9 to 12 in	1.25	10.
2 yr. field plants, 2 to 2½ ft.	1.75	15.
3 yr. field plants, 4 to 5 ft.	2.25	25.
COMMON SNOWBALL, Viburnum Opulus Sterile), 1½ to 2 ft.	1.25	10.
WEIGELA, (Diervilla) Candida, 2½ to 3 ft.	1.50	12.
" " **Eva Rathke,** 1 to 1½ ft.	1.00	8.
1½ to 2 ft.	1.25	10.
" " **Rosea,** 1½ to 2 ft.	1.25	10.
3 to 4 ft.	1.60	14.
4 to 5 ft.	1.80	16.
" " **Variegated,** 2 to 2½ ft	1.50	12.
3 to 4	1.75	15.

VINES AND IVIES

HONEYSUCKLE (Lonicera) 5 choice kinds	Per 10	Per 100
H. CHINESE (Woodbine) 2 to 3 ft. 2 year	$1.25	$10.
3 to 4 ft. 3 year	2.00	14.
H. JAPONICA AUREA RETICULATA 2 to 3 ft. 2 year.	1.25	10.
3 to 4 ft. 3 year.	2.00	14.
H. JAPONICA HALLIANA. 2 to 3 ft. 2 year.	1.25	10.
3 to 4 ft 3 year.	1.50	12.
4 to 5 ft. 4 year	2.00	15.
H. HENDERSONII. 2 to 3 ft. 2 year	1.10	9.
3 to 4 ft 3 year	1.25	10.
H. HECKROTTII. 2 to 3 ft. 2 year.	1.25	10.
3 to 4 ft. 3 year	1.50	12.
MATRIMONY VINE, CHINESE (Lycium Barbarum) 3 to 4 ft.	1.50	12.
WISTARIA MAGNIFICA 1 to 2 ft. 2 year.	1.25	10.
3 to 4 ft 3 year.	2.00	15.
CLEMATIS PANICULATA. Field grown, 1 year.	1.00	7.
Field grown, 2 year. No. 1½	1.20	9.
Field grown, 2 year. No. 1	1.50	12.
ENGLISH IVY (Hedera Helix) 3 inch pot plants, 2 to 3 ft.	.75	5.
4 inch pot pants, 2 to 3 ft.	1.25	10.
EUONYMUS RADICANS. Fine pot plants	.75	5.
1 year field plants	1.00	7.
EUONYMUS RADICANS VARIEGATA Fine pot plants.	.75	5.
1 year field plants	1.50	12.
3 year extra field plants	2.50	20.

TERMS

All goods travel at buyer's risk.
Orders from unknown buyers require satisfactory reference with time to investigate, or cash with the order.
Prices are F. O. B. West Grove. Packing and boxing at cost.
Orders for 50 or more at 10 rates. Orders for 25 or more at 100 rates. Orders for 250 or more at 1000 rates.

ROBERT PYLE, President

THE CONARD & JONES CO. ★ WEST GROVE PENNA.

ANTOINE WINTZER, Vice-President

When ordering, please mention The Exchange

Wilkes-Barre, Pa.

Marvin the Florist, 23 S. Franklin st., held a Dahlia show on Sept. 27 and 28, at which 5000 blooms were shown. Prizes were awarded for the best amateur exhibits.

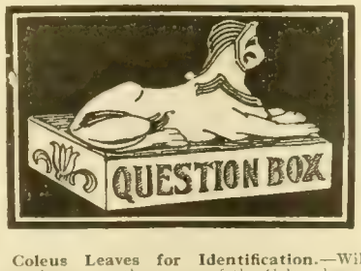
The Prince Floral Co. has leased the 800ft. greenhouse erected for Benjamin Dorrance of Dorrancetown, Pa.

City Water Injurious to Plant Life?

I noticed in the issue of THE EXCHANGE for Aug. 17, page 259 a query regarding the possible injury to plants through the use of city water that has been treated with hypochlorite of lime.

The proportions used are very small as only three or four parts of chlorine to a million parts of water are required. This is the general practice and the city water of New Brunswick, N. J., has been so treated for about six years, during which time I have noticed no damage to plants. Some people have claimed to have tasted the chlorine, but you can judge that this is absurd and merely psychological.

C. H. CONNORS,
Dept. of Hort. Research and Investigation, N. J. Agri. Exp. Sta.



Coleus Leaves for Identification.—Will you please give the names of the Coleus leaves enclosed, Nos. 1 and 2.—J. R., R. I.

—No. 1 is Queen of England, also called Empress of India; No. 2 is Verschaffeltii.—J. H. S.

What are Liliums?

Are Liliums such as Candidum and Tigrinum perennials or can they be shown in the class of six perennials? J. F., Conn.

The question is not clear. If it relates to botanical classification the answer is that Liliums are hardy, herbaceous perennials. If it refers to classification for exhibition the rules governing the show must be followed. If the rules do not specifically place Liliums the botanical definition should decide.

Growing Lily Bulbs

I have a large quantity of loose scales of L. candidum, many of them already starting to form bulblets. How may I handle them so as to get bulbs of blooming sizes? M. L. McL., Mich.

Lilies are readily propagated by bulb scales. A. C. Hottes, in his book, "Commercial Plant Propagation" (for sale at this office), says that with rare and unusual species there is still an advantage in this method but that propagation by seeds is preferable for ordinary species like the Easter Lily. L. candidum is one of the easy species to handle by the scale method. The scales are treated like cuttings and are placed in benches of sand or sandy loam at a temperature between 45 and 50 deg. The seed method is also fully described in the book mentioned, and still more fully in a lengthy article in THE EXCHANGE of July 20, 1918.

Rental Problem

A man is renting a number of greenhouses for a length of time under a contract to pay a certain sum of money each year. Now that the Government allows him but half of his coal and he is compelled to close down half his place, can he be made to pay the full amount of the rent this coming Winter?—C. P., Conn.

—As the tenant has signed a contract stipulating to pay a certain sum of money per annum for the rent of the property we do not see that he has any loophole to escape from due payment of the full amount of the rent agreed upon, as the present conditions do not come within the scope of any law which permits cancellation thereof, nor have we even been reduced to the point, so quickly touched in the European countries, where moratoriums had to be declared almost immediately after the commencement of the war.

Reliable Information Concerning California

IT is a joy, a delight, to live in California. The state is so large and the *climates* so varied that it will be wisdom on the part of people who intend to make a home within its borders, to ask some one who knows, before locating permanently. I have lived in the state 21 years, have traveled over it extensively, and know its *soils* and *climates*. I am not in the real estate business.

Five dollars is the minimum charge for a reply

Address: **P. D. BARNHART**
SAWTELLE, CAL.

The publishers of The Florists' Exchange guarantee Mr. Barnhart's integrity

Gloire de Chatelaine

Elegant stock, from 3-inch pots, to grow on for Christmas sales. Shift these *now* into 5- or 6-inch Azalea pots and grow them in Carnation temperature. This is one of the best Christmas subjects and should show a handsome profit. $8.00 per 100.

BAUR & STEINKAMP
CARNATION BREEDERS
INDIANAPOLIS - - INDIANA

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS :: All sold until Dec.
S. A. Nutt and **Buchner**.....$15.00 per 1000
Ricard and **Poitevine**.....$17.50 per 1000
Parcel Post shipments are surest. Bill will be rendered with shipment for postage and special packing at actual cost.
A SPECIAL BARGAIN: This stock must be sold before freezing weather, as the houses they are in will be cut for the winter.
SALVIA (America) the finest ever put on the market.
Rooted Cuttings.....$2.00 per 100
Pot Plants..... 2.50 per 100
ASPARAGUS Plumosus. Fine stock. $3.00 per 100.
These prices are for free delivery Parcel Post, up to 4th zone.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked until October 15th

FRED. W. RITCHY
LANCASTER, PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS
All booked for August and September
PETER BROWN
LANCASTER, - - - - PA.

GERANIUMS

STOCK PLANTS
S. A. NUTT, RICARD, POITEVINE and BUCHNER. $30.00 per 1000.

J. B. BRAUN
Parkside Greenhouses HIGHTSTOWN, N. J.
When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

Worcester, Mass.

Owing to considerable rain the past week outdoor flowers have shortened greatly. Although greenhouse blooms are rather scarce as yet, the growers who have an early cut of Carnations and 'Mums are finding a ready market and are realizing fair prices. The demand is good. The retailer is already beginning to feel the loss of Asters and Gladioli for working up. If present weather conditions continue all local outdoor flowers of the above will be cleaned up in a week or so.

At the Dahlia show of the Worcester County Hort. Society, on the 19th, Dahlias were conspicuous for quality and variety. Members demonstrated their ability to produce choice blooms ahead of schedule calls. Flowers in big variety, including late Roses and Lilies, of remarkable quality and beauty, were shown. Mrs. Herbert E. White of Shrewsbury, who entered flowers in every call on the schedule, had a fine exhibit of Celosia which attracted considerable attention. This flower will be one of the features of next Thursday's show.

In a recent report given out by Leonard C. Midgley of the Worcester County Farm Bureau, it is estimated that the acreage in Worcester war gardens is 2500 to 3000 acres, divided as follows: 2200 acres in home gardens, 100 acres in community and 300 acres in factory gardens. This is unquestionably a conservative estimate. Computing the value of the products at the conservative return of $300 an acre gives the grand total of $750,000, which Worcester people of their patriotism have added to the wealth of the country and helped thereby to win the war.

Among Those Who Carry On

Word has been received that Pte. James Schouler is now at a base hospital at Lakewood, N. J. He is well known as a grower, and for years has been connected with large places in Worcester County and city. Just before his enlisting he was employed on the private cester county and city. Just before his bury. He is reported as going over the top three times and was badly wounded and gassed.

Harry Randall has added a new Ford delivery car to his delivery system.

Local wholesale prices predominating the past week were as follows: Roses in fair supply $2 to $12 per 100; Carnations, showing improvement both in quality and quantity, $1 to $2; 'Mums of Golden Glow and October Frost varieties $1 to $3 per doz.; Gladioli $1 to $3 per 100; Easter Lilies $10; Asters, rather poor, 50c. to $1.50. The wholesaler is also finding a good call for potted ferns, palms, rubbers and small table ferns. T. L. M.

Providence, R. I.

The trade in Providence had a very satisfactory week. The call for funeral work was above normal and the sales of house plants are increasing as the public return from Summer places. Instead of a surplus as has been the case for a long time the market was on the short side the greater part of the week. Short Carnations sold readily at $3 per 100. J. C. L.

WOONSOCKET, R. I.—John S. Drabble, formerly of Drabble Bros., but more recently in the optical business, has accepted a position in that line at Hartford, Conn.

Did Not Borrow to Buy Bonds

The Federal Reserve Bulletin says that one of the most encouraging and gratifying features of the Third Liberty Loan is that apparently there has been little use of bank accommodations for the purchase of the bonds. It estimates that probably more than 80 per cent. of the bonds are already fully paid for.

The financial statements of the various Federal reserve banks indicate, according to the bulletin, that not much borrowing from the banks was done by the subscribers to the third loan. They either paid cash or bought on the installment plan.

This eases a great deal the burden of the banks, upon whose shoulders rests the financing of the business and industry of the country.

New Hardy Hybrid Privet

We have been advised that a new California Privet one of some 2000 seedlings has resulted from hybridizing California Privet as a seed parent with L. Ibota. The object sought, was to create if possible, a hedge plant resembling California Privet, with its many ideal hedge plant qualities, and gaining at the same time greater resistance to cold, the one great drawback to California Privet, over a great area.

These hybrid seedlings are said to have proved an interesting lot. Seeds were planted some eight years ago. From the start, the seedlings have shown a great range of variation of habit of growth, form, fruiting, color and shape of foliage. Unflinching rogueing of all but the most promising and distinct forms, from year to year reduced the lot to some fifty individuals last year. Some in the meantime have grown to be fifteen feet high and correspondingly bushy. Some of these resemble California Privet to a marked degree. Others representing the other extreme, have in the meantime made hardly a foot of growth. Some are upright, others resemble the Regel Privet in habit. Many have very glossy foliage, with, in some instances, beautiful golden sunshine tintings to the new growth.

Several horticultural experts who have been watching these hybrid Privets from year to year, claim that there are among them forms of the highest ornamental value, not only as hedge plants, but for general group planting. The extreme cold of the Winter of 1917-18 certainly gave the hardiness test a thorough tryout. It was with the keenest interest that we awaited Spring growth to determine if among these hybrids might be some partaking of hardiness of L. Ibota. To our delight many wintered perfectly to the very tips under conditions and in the same exposure that killed California to the ground. Some among them proved even less hardy than California Privet, and were promptly destroyed. Notably among them were three that had been from the start extremely vigorous, upright and of glossy foliage. One of these together with some 52 year old cutting plants of it under varying exposures appears to be perfectly hardy, at least as hardy as L. Ibota.

Should this special hybrid Privet be eventually introduced it should have an extended range of usefulness as a hedge plant.

Fort Wayne, Ind.

Greater activity marked the retail market last week than since June. Cold weather had a stimulating effect upon trade. The demand for flowers for social functions was good, and there was an almost unprecedented amount of funeral work. Plant trade was very lively, particularly in ferns, but supply was inadequate. Weather has been dark and rainy, and production has been reduced to a minimum. A light frost last week did but slight damage, but the supply of Asters and Gladioli has been decreasing daily, though the quantity holds up very well. Carnations have lengthened considerably in stem, but are decidedly on the short side, many of the growers having benched their stock late this year, on account of the labor scarcity. Some excellent long-stemmed Russells are coming in. Columbia, the new Rose, is proving a fine producer. Dahlias are of splendid quality. Cattleyas continue to come in, increased numbers, and help out considerably. Greenhouse Snapdragons are coming on well. Early Chrysanthemums are in slightly increased supply, and the demand is improved. October Frost and some Golden Glow appeared last week. Good minature Roses find an excellent call, especially Baby Doll, and Cecil Brunner. Fall Cosmos have a good sale. Lilium Harrisii and L. Auratum are all too few to meet the demand. Growers are busy moving their out-door stock under glass whenever possible, as heavier frosts are predicted for the near future.

Guns at the Fort

Miss Katherine Shoaff, daughter of Mrs. Clara Shoaff, of the store force of the Freese Floral Co., has left for Washington, D. C. where she will take up Government work in a clerical capacity. She passed her civil service examinations with a very high grade.

The Freese Floral Co. is showing excellent Golden Glow 'Mums. It reports all hands busy with funeral work all week. Fine Columbia Roses are coming

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia and Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN	100	1000
Enchantress Supreme. Pink	$7.00	$65.00
British Triumph. Crimson	7.00	60.00
Enchantress. Light Pink	7.00	60.00
Matchless. White	6.00	55.00
Philadelphia. Pink	6.00	50.00
Lady Bountiful. White	6.00	55.00
Winsor. Pink	6.00	50.00

VIOLETS Field Clumps

Princess of Wales.....$6.00 per 100

Wood Brothers

Fishkill, N. Y.

When ordering, please mention The Exchange

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Only Stocky Seedlings
$4.00 per 1000, delivered to your address.
Transplanted, for cut flowers, $10.00 per 1000.
Seedlings, 5000 lots, $14.00; 10,000 lots, $25.00.

J. B. Braun, Parkside Greenhouses, **Hightstown, N. J.**

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A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.
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MY GIANT SUPERB PANSY PLANTS NOW READY

Very Finest Mixture, choicest colors. 500 by parcel post, $2.50; 1000 by express, $4.00, by parcel post, $4.50, to 1st and 2d zone.
Cash with order.

E. B. Jennings, Box 25 GREENS FARMS, CONN.
(My nearest post office)
GROWER OF FINEST PANSIES

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Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100
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W. J. CHINNICK
TRENTON NEW JERSEY

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HALF PRICE

20,000 **DRACÆNA Indivisa,** well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.
Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

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Decorative Plants

Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

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Send for a copy of

Greenhouse Heating

A booklet of 52 pages, containing a reprint of four prize essays on the subject, which passed through the columns of THE FLORISTS' EXCHANGE several years ago, with comments by John McArthur, heating engineer for Hitchings & Co. There is also included a collection of answers to pertinent questions on greenhouse heating.

The problem of greenhouse heating is a vital one in the face of the 50% fuel restriction order, and all growers desiring information upon the choice of a boiler, the installing of a proper amount of piping, both as to the quantity and the proper placing of it, the stoking or feeding of the furnace and the general management of the heating apparatus should be in possession of a copy of this valuable little pamphlet.

Price 25c., postpaid

A. T. DE LA MARE CO. Inc.
438 to 448 West 37th St., NEW YORK

Clematis Paniculata

	Per 100
3-years, fine	$15.00
2-years, heavy	9.00
2-years, medium	7.00

LITTLEFIELD-WYMAN NURSERIES
No. Abington, Mass.
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HYDRANGEA, Pan-grown, 3 to 4 ft., 4 branches and up, $12.00 per 100.
SPIRÆA, Anth. Waterer, 24 to 30 in., $15.00 per 100.
SPIRÆA, Anth. Waterer, 18 to 24 in., $10.00 per 100.
LIGUSTRUM Ibota, 4 to 5 ft., $6.00 per 100; 3 to 4 ft., $4.00 per 100.

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P. O. Box 731 Wilmington, N. C.
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LARGE STOCK FOR FALL
C. A. BENNETT
ROBBINSVILLE, NEW JERSEY
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ROSES, CANNAS and SHRUBBERY
WRITE FOR PRICES
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WEST GROVE, PA.
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Now is the time to place your order for freshly imported stock.
We are now collecting all of the standard kinds for cut flower growing.
Write us for prices.
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Orchid Growers and Importers
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Julius Roehrs Co.
RUTHERFORD, N. J.
ORCHIDS PALMS
and Plants of Every Variety
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ORCHIDS
Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.
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from their greenhouses at New Haven, Ind.

Miss Clara B. Flick, who has been spending a month with her niece, Mrs. Mildred Flick-Buchanan, and other relatives, of this city, has returned to the Patten Flower Shop, Toledo, O.

Ed. Wenninghoff reports that the sale of flowers, donated by Fort Wayne florists to the Red Cross auction a fortnight ago, netted $1000. Ambassador Gerard was one of the speakers during the auction.

The store force of A. J. Lanternier, was "on the job" all day Sunday getting out funeral work, mostly large designs and bakets.

W. J. and M. S. Vesey are experiencing brisk demand for out-of-town patrons. They report the supply not nearly sufficient. Many varieties of orchids in their six houses are in bloom, or show promise of a splendid crop this Fall. D. B.

Kenosha, Wis.

Louis Turner, Jr., of Louis Turner & Sons, is with the Wisconsin Signal Service Corps and is at present in France. Walter Turner, a younger brother, has also joined the Colors to serve in the mechanical department. He is at present at the Sweeney Auto School in Kansas City, Mo., and will join the auto field service when suitable proficiency is attained. In the meantime the business of the store is well managed by Miss Kathleen Turner and a coterie of lady assistants. Mr. Turner, Sr., attends to the greenhouses.

Henry Meyer, who has been conducting a small range on High st., complains seriously of the want of help, two sons associated with him in business being now in the Army. His eldest, Frank E., is in France; Henry, Jr., is at Key West, Fla. A younger son below draft age is his only assistant as he cannot afford to pay for greenhouse labor the wages workers receive in the large city manufacturing plants.

Peter N. Obertin spends most of his time at Racine in the Asylum ave. greenhouses which he acquired about two years ago. He still makes his home in Kenosha and motors back and forth. Mrs. Obertin, who has charge of the store during his absence, reports a satisfactory trade with many inquiries for Fall stock. J. M.

St. Paul, Minn.

With the early frost and nearly everything cleaned up outside a spurt in the trade is noticeable. Retailers are getting into Fall swing. Chrysanthemums especially Golden Glow and Early Frost have realized good prices and been good fillers in. The last of the Asters are in sight and already there is a demand for Roses and Carnations. The latter are exceptionally long stemmed for the time of year. Violets will be on hand this week. Several of the local growers are shutting down until February. Krinke & Sons are dismantling their houses, giving up business entirely. Christenson on Dale st. will run until Christmas and will then shut down half the amount of glass. Merriam Park contemplates full speed until Christmas after which very low temperatures will be used for the remainder of the Winter. It would appear that those who are able to operate even at half strength will be amply repaid owing to the fact that express shipments from outside will not be dependable, especially in cold weather. Even at this early date there is considerable delay in getting stock through. Mazy of Minneapolis reports a better Summer trade than usual. His greenhouses are in fine condition as to stock. Considerable inquiries are noted regarding outside planting. Those who are able will push forward the work the remaining few weeks of the season, thereby helping eliminate the rush next Spring. The help question is growing more serious daily. Every grower in the Twin Cities is affected, some being eight and ten men short. Many of the trade are making their own deliveries. The attitude of the trade in general is conspicuous by the good nature exhibited in making the best of these inconveniences. E. C. T.

Your money should NOT BE NEUTRAL. Enlist it in the FOURTH LIBERTY LOAN.

"Give every customer more than he expects," has been my motto from the first. D. HILL.

Hill's Choice Stock
FOR FLORISTS

Realizing florists' needs, we have spared no efforts to prepare a sufficient supply of choice stock for all requirements. Order now for immediate or later delivery. Our over sixty-four years in business is your guarantee of complete satisfaction and a square deal.

EVERGREENS FOR TUBBING

Clipped Specimens, Well Grown, Bushy, Compact Stock

	Size Feet	Each	Matched Pairs
Abies tsuga canadensis	3	$2.65	$5.00
Abies tsuga canadensis	3½	3.25	6.00
Abies tsuga canadensis	4	3.75	7.00
Juniperus counarti	3	3.75	7.00
Juniperus counarti	4	4.75	9.00
Juniperus glauca	3	2.75	5.00
Juniperus glauca	4	4.25	8.00
Picea canadensis	3	2.75	5.00
Picea canadensis	4	4.00	7.50
Thuya occidentalis	3	1.25	2.25
Thuya occidentalis	4	1.85	3.50
Thuya occidentalis	5	3.00	5.50
Thuya occidentalis	6	4.25	8.00
Thuya (Sheared Globes)	1x1	2.25	4.00
Thuya (Sheared Globes)	1½x1½	2.50	4.75
Thuya (Sheared Globes)	2x2	3.25	6.00
Thuya pyramidalis	2	2.00	3.50
Thuya pyramidalis	3	2.25	4.25

Good, Strong, Wooden Tubs, Stained Green, can be supplied for 75c. each.

Evergreens for Window Boxes

Assorted Varieties	Best Selected Stock-Roots Size Inch	Each	Burlapped Doz.
(Carefully Selected Plants)	12-18	$0.50	$5.00
Picea canadensis—Heavy	12-18	.50	5.00
Pinus Mugho—Bushy	10-12	.50	5.00
Thuya pyramidalis	12-18	.50	5.00

POTTED EVERGREENS

Assorted Dwarf Pines, Thuyas, Junipers and Yews

	Each	Pair	Doz.
Size No. 1 Large	$2.25	$4.25	$24.00
Size No. 2 Medium	1.75	3.25	18.00
Size No. 3 Small	.70	1.20	6.75

Evergreens for Landscape Planting

Specimen Stock—Balled and Burlapped

Note:—Evergreens can be successfully shipped and planted any time after September 15th up until ground freezes too hard to dig.

TRAILING, CREEPING OR VERY DWARF

	Feet	Each	10
Juniperus canadensis	1-1½	$1.75	$15.00
Juniperus canadensis	1½-2	2.25	20.00
Juniperus canadensis aurea	1-1½	1.90	16.50
Juniperus canadensis aurea	1½-2	2.50	22.50
Juniperus procumbens	1-1½	2.00	17.50
Juniperus procumbens	1½-2	2.50	22.50
Juniperus procumbens	2-2½	4.00	36.50
Juniperus Sab. prostrata	1-1½	2.00	17.50

DWARF OR LOW GROWING VARIETIES

	Feet	Each	10
Juniperus Pfitzeriana	2-3	$2.85	$25.00
Juniperus Pfitzeriana	3-4	4.00	35.00
Juniperus Sabina	1-1½	1.75	15.00
Juniperus Sabina	1½-2	3.00	25.00
Pinus Mugho	1-1½	1.25	9.50
Pinus Mugho	1½-2	1.65	14.00
Taxus canadensis	1-1½	1.20	9.50
Taxus cuspidata brevifo	1-1½	2.50	20.00
Thuya Wareana siberica	1-1½	1.25	10.00
Thuya Wareana siberica	1½-2	1.75	15.00
Thuya Wareana siberica	2-3	2.50	22.50
Thuya Woodwardi	1-1½	1.60	13.50

MEDIUM HEIGHT VARIETIES

	Feet	Each	10
Abies balsamea	3-4	$2.15	$18.50
Abies balsamea	4-5	3.35	28.50
Abies tsuga canadensis	1-1½	.85	6.00
Abies tsuga canadensis	1½-2	1.00	7.50
Abies tsuga canadensis	2-3	2.10	17.50
Abies tsuga canadensis	3-4	2.75	22.50
Abies tsuga canadensis	4-5	3.50	30.00
Juniperus virginiana	2-3	1.85	15.00
Juniperus virginiana	3-4	2.50	20.00
Juniperus virginiana	4-5	3.50	30.00
Juniperus counarti	2-3	2.85	25.00
Juniperus counarti	3-4	4.00	35.00
Juniperus elegant. Lee	1½-2	1.75	15.00
Juniperus elegant. Lee	2-3	2.75	24.00
Juniperus glauca	2-3	2.00	16.50
Juniperus glauca	3-4	3.50	30.00
Juniperus glauca	4-5	5.25	47.50
Juniperus pyramidalis	1½-2	1.60	13.50
Juniperus pyramidalis	2-3	2.35	20.00
Juniperus Schotti	2-3	2.35	20.00
Pinus austriaca	2-3	1.60	12.50
Pinus austriaca	3-4	2.75	22.50
Taxus cuspidata	1-1½	1.15	9.00
Taxus cuspidata	1½-2	1.75	15.00
Thuya occidentalis	2-3	.95	6.50
Thuya occidentalis	3-4	1.25	10.00

MEDIUM HEIGHT VARIETIES—Continued

	Feet	Each	10
Thuya occidentalis	4-5	$2.25	$18.50
Thuya occidentalis	5-6	3.25	28.50
Thuya Douglassi aurea	1-1½	1.00	7.50
Thuya Douglassi aurea	1½-2	1.20	9.50
Thuya Douglassi aurea	2-3	2.00	17.50
Thuya Douglassi pyr.	1½-2	2.00	15.00
Thuya lutea Peabody	1-1½	1.00	7.50
Thuya lutea Peabody	1½-2	1.25	10.00
Thuya pyramidalis	1½-2	1.20	9.50
Thuya pyramidalis	2-3	1.50	12.50
Thuya pyramidalis	3-4	2.00	16.50
Thuya pyramidalis	4-5	2.50	22.50

TALL GROWING VARIETIES

	Feet	Each	10
Abies concolor	1½-2	$1.15	$9.00
Abies concolor	2-3	2.10	17.50
Abies concolor	3-4	3.00	25.00
Abies concolor	4-5	4.50	40.00
Abies Douglassi	2-3	1.35	10.00
Abies Douglassi	3-4	2.00	15.00
Abies Douglassi	4-5	2.85	23.50
Abies Douglassi	5-6	4.75	40.00
Picea alba	2-3	1.85	15.00
Picea alba	3-4	2.50	20.00
Picea alba	4-5	3.50	30.00
Picea canadensis	1½-2	1.10	8.50
Picea canadensis	2-3	2.00	17.50
Picea canadensis	3-4	3.00	25.00
Picea canadensis	4-5	4.25	37.50
Picea excelsa	3-4	2.50	20.00
Picea excelsa	4-5	3.50	30.00
Picea excelsa	5-6	5.00	42.50
Picea pungens kosteriana	2-3	4.00	35.00
Pinus Strobus	2-3	1.35	10.00
Pinus Strobus	3-4	2.00	15.00
Pinus Strobus	4-5	2.50	20.00
Pinus sylvestris	3-4	2.00	15.00

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	Inch	100	1000
Hemlock, Trans.	8-12	$6.00	$50.00
Douglas Fir, Seedl.	6-10	3.00	15.00
Dwarf Juniper, Seedl.	3-6	4.50	35.00
Irish Juniper, Cutts.	4-6	4.50	35.00
Irish Juniper, Trans.	6-8	8.00	70.00
Swedish Juniper, Cutts.	4-6	5.00	40.00
Savin Juniper, Cutts.	4-6	7.00	60.00
Red Cedar, Seedl.	4-8	2.50	15.00
Japan Mt. Spurge, Cutts.	4-8	3.50	25.00
Colo. Blue Spruce, Seedl.	3-6	4.00	25.00
Blk. Hill Spruce, Trans.	4-8	6.00	50.00
Norway Spruce, Trans.	12-18	7.00	60.00
Austrian Pine, Trans.	6-12	8.00	70.00
Dwarf Mt. Pine, Trans.	4-8	5.00	40.00
Dwarf Mt. Pine, Trans.	6-10	7.00	60.00
American Yew, Cutts.	6-15	6.00	50.00
Am. Arbor Vitae, Trans.	6-10	3.50	30.00
Pyr. Arbor Vitae, Cutts.	4-6	4.50	35.00
Wood. Globe A. Vitae, Cutts.	4-6	8.50	75.00
Chinese Arb. Vitae, Trans.	8-15	5.00	40.00

SHADE TREES

Hard Maple, Seedl.	12-24	2.25	13.50
Pin Oak, Seedl.	6-12	3-00	20.00
American Linden, Seedl.	6-12	2.75	18.00
American Wht. Elm, Seedl.	12-24	1.75	7.00

SHRUBS AND VINES

Japanese Barberry, Seedl.	6-12	1.50	10.00
Hydrangea P. G., Cutts.	6-12	4.00	30.00
Amoor Riv. Privet, Cutts.	6-15	2.25	12.50
Spirea Vanhouttei, Cutts.	6-15	2.75	16.50
Spirea Anth. Water, Cutts.	6-12	3.50	25.00
Coral Berry, Seedl.	12-18	2.50	15.00
Purple Per. Lilac, Cutts.	6-15	3.75	27.50

DECIDUOUS SHADE TREES
(Transplanted Stock)

	Diameter Inch	Each	10	100
Norway Maple	1-1½	$1.50	$12.50	
Norway Maple	1½-2	2.00	17.50	
Norway Maple	2-3	3.00	25.00	
Schw's Maple	1-1½	1.50	12.50	
Schw's Maple	1½-2	2.50	20.00	
Schw's Maple	2-3	4.00	35.00	
Am. White Elm	1-1½	.85	6.00	$45.00
Am. White Elm	1½-2	1.00	8.00	75.00
Am. White Elm	2-3	1.75	16.50	150.00

DECIDUOUS SHRUBS
(Heavy, Field Grown Stock)

	Feet	10	100
Japanese Barberry	1-1½	$1.00	$6.00
Japanese Barberry	1½-2	1.50	9.00
Spirea Vanhouttei	2-3	2.00	12.00
Snowberry	2-3	2.00	12.00
Purple Persian Lilac	2-3	2.50	18.00

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Evergreen Specialists BOX 407 DUNDEE, ILLINOIS *Largest Growers in America*

Especially High Grade Stock

NOW READY

	Per 100
1,000 **Hydrangea panic. grandifl.,** 2 year old, 24-36 in.	$10.00
12,000 **Ligustrum ovalifolium,** 2 year old (very heavy) $25.00 per 1000	3.00
3,000 **Ligustrum ovalifolium,** 3 year old (very heavy) $35.00 per 1000	4.00
900 **Syringa vulgaris,** 2 year old, 24-36 in.	12.00
Populus fastigiata, (Lombardy Poplar) 5-8 ft.	15.00
Kœlreuteria paniculata, (Varnish Tree) 3-4 ft.	22.00

We have also a number of varieties of large, well grown shrubs, such as **Forsythia** in varieties, **Deutzia** in varieties, **Weigela,** etc. Prices on application.

New Brunswick Nurseries
NEW BRUNSWICK, N. J.

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Barr's Choicest Trees

AMERICAN LINDEN.....1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE.....1½-3-in. Cal., 12-15-ft.
AMERICAN ELM.....1½-3-in. Cal., 12-15-ft.
PIN OAK.....1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

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Clematis Paniculata

2-Year $1.00

LOTS OF THEM

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Nurserymen GENEVA, N. Y.
GROWERS OF FRUITS, ORNAMENTALS, ROSES, ETC.
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GROWERS OF "THE PREFERRED STOCK"
NEWARK - - - NEW YORK STATE

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HOWARD ROSE Own Root Best Grown HEMET, CAL.

OWN ROOT FIELD-GROWN
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WINTER SHIPMENTS
HOWARD ROSE CO., Hemet, Cal.

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Evergreens for Window-Boxes, Porch-Boxes and Tubs

Florists and Nurserymen who are without their usual imported supply should send for our Trade List showing a very complete assortment of **CONIFERS: BIOTAS, JUNIPERS, RETINOSPORAS, THUYAS,** etc., Broad-leaved Evergreens like **BOXWOODS, EUONYMUS, EVERGREEN, BARBERRY,** etc. All suitable material for this class of work and all home-propagated, home-grown and acclimated.

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TREES
Largest assortment in New England Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

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SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

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Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

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70 Years 1000 Acres

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NORWAY MAPLE

6 to 8 ft., each	$0.35
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CALIFORNIA PRIVET

2 and 3 yr. old Cut back, well branched	
12 to 18 in., per 1000	10.00
18 to 24 in., per 1000	13.00
2 to 3 ft., per 1000	15.00
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HYDRANGEA P. G.

18 to 24 in., each	$0.10
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BARBERRY Thunbergii

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3 to 4 ft., each	$0.35
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2 yr. No. 2, per 100	3.00

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Offer a nice line of young

EVERGREENS

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For you, Mr. Florist, there is a nice lot of plants for box work and tubs to be had. Come and see them, or ask for a list and prices.

There are hundreds of nursery orders from nearby home owners

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	1000
2 to 3 feet, 2 year old	$18.00
18 to 24 inches, 2 year old	14.00
12 to 18 inches, 2 year old	10.00
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3 to 6 inches, 2 year old	3.00

Cash with order. Packed free

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HEADQUARTERS
for **California Privet** *and*
Berberis Thunbergii
Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery
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Hill's Evergreens

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The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill.
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NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

The True Spirit of Planting

Edwin Matthews reviews the motives that have prompted people to plant trees for the improvement of real estate, for fruit, and for timber; then makes a strong plea for the planting of trees to commemorate family, community and national events mentioning suitable species. His ideas should have a special appeal at the present time

There is always a reason (or there should be) governing every planting that is done. The man who reforests large tracts of land does so with the thought of some day reaping a profit from the lumber eventually produced. The idea uppermost in the mind of the real estate promoter when he plants to embellish a property is the added cash value such planting will mean to him in the sale of the house and ground. Both motives governing these plantings are essentially selfish, yet the very accomplishment of such work is highly commendable.

There is still another kind of planter not commonly found in these days of desperate hurry, who takes no thought of the future or immediate gains for himself, but who plants for posterity. To take of the best material at hand and plant irrespective of whether we will reap the benefit or not is displaying the true spirit of planting.

We have in mind still another phase of planting, one which has been done in the past by only the rare few, but which if rightly fostered will, we believe, become a nation-wide movement. We refer to the planting of trees in honor of some person or event. The war is making history so fast for this nation that in a little while there won't be a family or individual but will have some close personal ties woven into that history. What a splendid thing it would be if as individuals we would plant trees in honor of some one in the ranks of democracy, or to commemorate an event which is some particular interest for us. How much better is a living thing of beauty to mark that event or honor that person than some cold shaft of marble or tablet of metal!

We highly prize a piece of furniture that has a history, but how much more in later years would we value a beautiful, living reality of those days when knighthood was in flower. Many of us will have read, just recently, of the death of one of these knights, whose extreme bravery in action brought the end too soon to one whose appreciation and deep regard for trees brought forth from his pen these lines:

"I think that I shall never see
A poem lovely as a tree;
A tree whose hungry mouth is fresh
Against the earth's sweet flowing breast;
A tree that looks at God all day,
And lifts her leafy arms to pray;
A tree that may in Summer wear
A nest of robins in her hair;
Upon whose bosom snow has lain;
Who intimately lives with rain.
Poems are made by fools like me,
But only God can make a tree."

These lines from an American poet and soldier, Sergeant Joyce Kilmer, who gave his life for his country and ideals, is well worthy to be immortalized by the planting not of a single tree but by many an avenue of trees.

Let the choice be based on longevity as well as beauty. We can think of nothing better or more fitting than the Scarlet Oak, which possesses these and other good qualities.

It is up to the nurseryman and florist to emulate and foster this thought of planting honor trees in every village, town and city throughout the country. Surely it is not a question of space or money, for a glance at many of our city streets proclaims to us abundant opportunity for tree planting. Many a waste space or corner would accommodate a group or a single tree, and add much to both beauty and comfort of the situation.

In the best kept towns and villages, too, there is still room for many of the better class of trees. How often it happens that many prominent positions are taken up by undesirable cumberers of the ground like the greedy and caterpillar infested Carolina Poplar, planted years before by someone whose only thought was quick effect, or whose knowledge of trees was so scant it was a Poplar or nothing. In these days such trees should not be tolerated, but should give place to those of better kinds, such as Norway Maple, Sugar Maple, Oriental Plane, European Linden, Crimean Linden, Oaks and Sweet Gum.

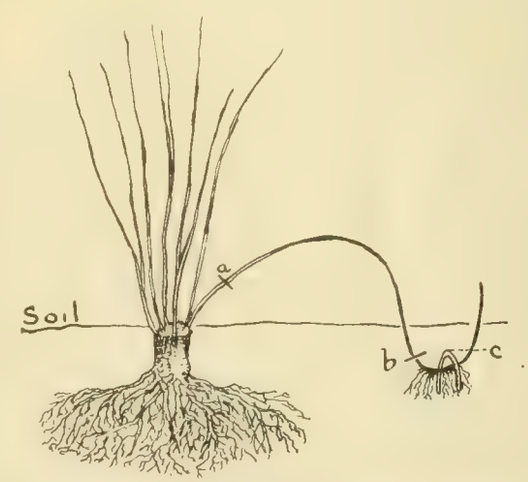
The Maidenhair Fern tree, whose cleanliness alone must win for it a place among first class street trees, is one of the few trees that in this age of insect pestilence and fungous blight has held itself unspotted. The beautiful avenue of these Ginkgos at our national capital is indeed a rare picture. Wisely planted many years ago, it now presents a noble sight to all tree lovers. Perhaps a hundred years from now it may be looked upon as "The tree that made Washington, D. C. famous."

The time for tree planting will soon be here, and every florist and nurseryman should push the idea that "one service tree in the ground is better than a service flag in the window," though for that matter we may have both. Above all things, however, the choice of the tree must be made wisely. Let us choose our trees as we would our friends, those that we would wish to have stay with us.

Hydrangea Paniculata Grandiflora Propagation

Hydrangeas can rightfully be called ornamental shrubs. Nothing is more suitable as a covering for the base of a porch than some of these plants. Of course this applies only during the growing season as in the Winter it is not much of an ornament. As a specimen plant on the lawn it may not be excelled, as it blossoms profusely with large trusses of blooms. To obtain these large blooms it is necessary to cut out all weak and thin branches in the Spring, and at the same time cut back severely the strong, healthy branches, leaving from two to four eyes on each branch.

Until about nine or ten years ago practically all Hydrangea paniculata grandiflora plants were grown from layers. Since that time the grafting of Hydrangeas has been universally adopted by the nurserymen in Boskoop, Holland, as being far better than any other way of producing them. It has very many advantages above layering.



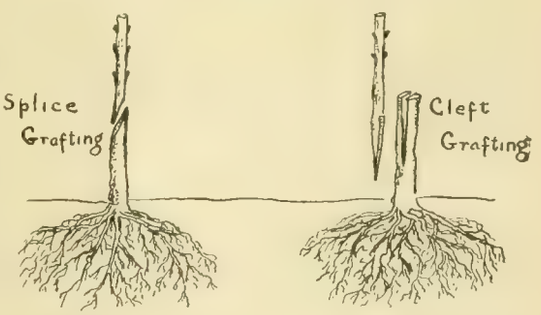
Layering Hydrangeas

(a) Where the shoot is cut off when the young plants are taken up.
(b) Shows the point where the piece of shoot is cut off to make the young plants ready for planting.
(c) Willow branch holding layered branch in the soil.

When layering is intended to be done, very strong plants should be selected for parents. Fall is the best time to set these parent plants, at such a distance apart that there is plenty of room all around them for layering purposes. The soil is to be prepared first by digging in a good quantity of well rotted manure. The plants must be planted deeply so that in Spring, when the branches are cut back to within several inches of the ground, several eyes are just below and above the surface of the soil. Every one of these eyes will soon commence to grow into a straight, strong shoot. The following Spring the shoots are layered.

Layering consists in bending over a shoot very carefully and burying part of it several inches below the soil in such a way that the end of the shoot remains out of the soil for about 6in., standing up straight. The buried part of the shoot is kept in its position by employing a Willow branch, or part of it, bent double. This must necessarily be dried Willow, made pliable by soaking it in water for some time, or else it will take root.

The first year usually three-fourths of the shoots are layered; the remaining shoots are cut back severely, leaving about six eyes to each. If all the shoots were layered there would hardly be any shoots to layer the following Spring. This, however, is necessary only the first Spring, as in another year plenty of shoots will grow, because then the young plants are removed from the parent plants. The shoot on which the young plant grew is then cut back severely, leaving about six eyes. When the young plants are removed it is advisable to dig a considerable quantity of manure all around the parent plants.



Illustrating method of Splice and Cleft Grafting

It always must be considered that to obtain strong shoots on the parent plants and to promote the forming of young roots in the shortest amount of time on the layers, very fertile soil is the biggest or main essential. It is well to feed the plants every Spring regularly. If well taken care of, these parent plants will last for a great number of years, giving more and stronger layers every year.

The forming of the roots on the part bent in the soil is explained as follows: To obtain the roots in one place, it is necessary to bend the shoots as much as possible, without breaking them. By doing this, the cambium, which is the growing tissue just underneath the bark of the branch, is injured and cracked considerably. Those injuries are quickly healed over by a new layer of cambium or callus, and consequently roots form on this callus.

I will relate a little experience we had in layering Hydrangeas. In the Spring we had planted a number imported from Holland. They made a strong growth, and in the latter part of July, after heavy showers, while the soil was thoroughly damp, we layered many of them. The part buried in the soil was first stripped of the leaves. We thought no more about them until about five or six weeks after. Then we were extremely surprised to discover that practically all of them had a nice bunch of roots. During this period we had considerable damp weather, so we ascribed it to this cause that roots formed so readily.

(Concluded on page 505)

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Fourth Liberty Loan

The Fourth Liberty Loan will dispose of approximately $6,000,000,000 bonds. They will be dated Oct. 24, 1918, and bear 4¼ per cent. interest.

The first coupon will be payable April 15, 1919, and will be for 173 days' interest.

Payment must be made at the rate of 10 per cent. and interest on Jan. 30. The bonds tion, 20 per cent. on Nov. 21, 20 per cent. on Dec. 19, 20 per cent. on Jan. 16, 1919, and 30 per cent. and interest on Jan. 30. The bonds will be issued in the following denominations: $50, $100, $500, $1000, $5000 and $10,000; $50,000 registered, $100,000 registered. The selling campaign will begin on Sept. 28 and close on Oct. 19.

Peat Society Meets

While The Exchange is on the press the American Peat Society is holding its annual meeting in New York. As Peat is used as a source of ammonia and of humus as well as a coal substitute, it is a material which is attracting considerable interest and is taking rank as a highly valuable agricultural asset. We hope the present meeting will evolve points of interest to our readers.

More About Potash

In an address at the Grand Central Palace, New York, Charles H. Herty, chairman of the advisory committee of the Chemical exposition, declared that the chemical industry has become as free of Germany in potash supplies as in coal tar derivatives. Before the war, about 230,000 tons of potash were imported annually from Germany. In the last year there was a production of 50,000 tons from the brines of Nebraska, from Searles Lake, Cal., from the alunite beds of Utah, from kelps of seaweed along the Pacific Coast and from the precipitation of cement mill dust. More may be had from the silicate of the green sands of New Jersey and from the Cartersville slates of Georgia. The dust of blast furnaces alone is calculated to produce from 200,000 to 300,000 tons a year.

Be More than an "Also Ran"

When normal business conditions return how many florists will be like the snail in the fable! "I am here," he said, "but I see someone has been here before me."

Business will not always be so shorthanded, the opportunity and advantages and inducements of today will not always be so abundant. The best, and the second best will have been seized before trade stabilizes again. Nothing will then be left but "the leavings." So now, not tomorrow, is the time to grasp these best ones firmly and hang on. It is up to each man to do his utmost to solve his problems, to "carry on," and not only keep going but prepare for the good time coming. Those who start in or conduct business know that nothing counts so much as experience. It is not so generally realized that experience gained during times of stress is of extra value when the pressure is relieved. Here then is an extra incentive to grit one's teeth and do the very best he can; otherwise he will scarcely be even among the "also rans."

Delays in the Mail

If your current issue of The Florists' Exchange does not reach you on time, we ask the exercise of a little patience on your part; your copy will reach you in due course. The Post Office Department is, without doubt, doing the best it can for the publishers, but delays are unavoidable due to the strain on its organization in these war-times.

Florists and the Fourth Liberty Loan

That the florists will buy just as liberally of the new loan as they did of its predecessors goes without saying. To make their buying cumulative, so that all their combined purchases throughout the country can be segregated and placed to their credit as a body, it is suggested that, where they buy locally and not through a florists' club, they ask to have their purchase credited as florists to the club nearest to them, and at the same time notify that club of their action. Or, if that is not possible, notify John Young, secretary of the Society of American Florists, 1170 Broadway, N. Y.

This is an advisable procedure and we strongly urge that it be followed. The knowledge of the total amount of purchases of bonds by florists is likely to prove of the highest value to the trade as a whole, several times over, before the close of the war, for the simple reason that if we want favors from the Government (as coal, for instance) we stand a far better chance of obtaining them if it can be shown that, under our limitations, we have purchased to the best of our financial ability.

Insure with Liberty Bonds

Florists, you insure your buildings against fire, hail, and tornadoes. You pay premiums for which your only tangible return is a piece of paper—until fire, hail or a tornado destroys your property. Then the company back of the "paper" pays you *partly* for your loss.

Today you are called upon to prevent loss by insuring your business. The United States of America is the "company" that will write the policy. Unlike every other insurance company it requests only a loan, not a premium. It will go the insurance companies one better by paying interest on all you loan it. Thus you will both insure your business and make money upon your investment.

That is the purely selfish way to look at the matter. Of far more importance is it to remember that the civilization for which the United States stands is at stake—then put your shoulder to the wheel and push. Justice has been defied and might made lord over right. Are you individually going to stand for it? The question, then, is not what you may make out of the predicament in which the world is placed, but to how great a limit you can contribute for all the blessings of peace and righteousness.

The Fourth Liberty Loan Drive, which starts today, would not have been inaugurated had it not been necessary to have stupendous sums of ready cash to pay for the prodigious weight of munitions and material which must be used to crush Prussian power and reestablish the reign of law and order in the world.

Invest and lend to the limit.

An International Memorial Day

A Memorial Day for all the Allies was recently proposed by Dr. Fort Newton of Iowa, speaking at City Temple, London. It is suggested that after the war a day should be set apart, holy and tender, on which the free nations who fought together might unite in religious service and in laying flowers on the graves of the men who died that the world might be free.

Our own American Memorial Day is already well observed and as its establishment came about through the Civil War and the day is kept in memory of the fallen heroes and those deceased since that war, it would seem as though this day with its sacred memories could well be accepted as their own by the European nations who are our Allies. The season as to the forwardness of plant life in all these countries would be much the same as with us, some a little more advanced, others a little more retarded, but all sufficiently obtainable to permit the use of outdoor flowers if required.

It is not too early in the day to discuss the question; in fact the observance could well be put into effect next May if a consensus of opinion taken by authorities in countries overseas would agree with this proposition.

It is a matter which the executive officers of our own Society of American Florists could well take up with o Federal authorities and horticultural societies in t allied countries. This would serve to bring the matter the attention of the people at large and, without doub if our Allies expressed a willingness to adopt our day, the the matter could be considered as settled.

The observance of an inter-allied Memorial Day shoul not, however, detract from any other forms of memori services now being held by individual communities, nc with the very beautiful practice which is likely to preva of holding church or house services on the anniversar of the loss sustained by a family.

Plant Exclusion June 1, 1919

In another column will be found a letter from the Federa Horticultural Board at Washington which, while no making the actual statement that the restrictions men tioned are to go into effect at the date stated, seem t convey the sense that they will take effect on and afte June 1, 1919 unless arguments of the strongest characte can be brought to bear between now and the stated tim against the proposed quarantine. Our readers should b familiar with the facts of the hearing at Washington, Ma 28, before the Federal Horticultural Board, as we gav considerable attention to the meeting at that time. T our knowledge nothing has taken place since, until th report we now publish, dated at Washington Aug. 29 but not received by Mr. Rolker until Sept. 17.

As no plants of any kind worth mentioning are bein imported at this time, nor have been imported for at leas two years back, no appreciable change in the situation i likely to be noticeable until after the close of the war When that time arrives, however, the trade will discove that the country has no supplies on hand of plants whic have hitherto taken an active part in the commerce o the florist and nurseryman. We will have no Azaleas o Rhododendrons, Araucarias, Bay Trees, Hollies, Ericas Acacias, Conifers, Buxus, or any of the plants hithert imported in large quantities and on which the florist of this country have depended for much of their stock in trade in the way of decorative plants.

The opposition to the enforcement of the proposed re striction, or plant exclusion, has been, on the whole, s unnoticeable as compared with the interests threatenec that undoubtedly the Federal Horticultural Board feels that it has good warrant for putting the restriction into effect without further delay; considering, on the other hand, that in so doing it is putting an end to the likelihood of the further importation into this country of plant diseases which these importations are alleged to have caused.

New Phosphatic Fertilizer

In view of the attention being paid to increased production and the relation of fertilizers to agriculture it is interesting to note in the *Weekly Bulletin* of the Canadian Department of Trade and Commerce that a new fertilizer called tetraphosphate being manufactured in Italy, according to technical experts is equal if not superior to superphosphates, which contain the same amount of phosphoric acid, and which costs considerably more to produce.

"Tetra," as it is known in commerce, was invented by Prof. Stoppani of Bologna, in 1914. The process was patented and purchased by an Italian company, which has undertaken to exploit it both in Italy and abroad. Considerable progress has been made in the industry in Italy, notwithstanding the difficulties in obtaining phosphate rock and reactive agents. Seven of the eleven plants are in operation, are administered by the Italian Agricultural Syndicate. Production amounts to 500,000 quintals (approximately 25,000 tons) a year a supply which, it is stated, is far from meeting the demands of Italian farmers. Four new plants are in process of construction.

Another plant now being worked near Luxor on the Nile, produces 200,000 quintals (10,000 tons) a year, and a similar plant is being erected at Kaseir on the Red Sea, where after the war it is hoped to manufacture not less than 2,000,000 quintals (100,000 tons) a year. The rock found in these districts is very rich, viz, 60 per cent. and 70 per cent., respectively.

Method of Manufacture—Advantage Over Superphosphates

The fertilizer is manufactured very simply. In a specially constructed furnace the phosphate-rock powder is roasted for several hours at 1,100 to 1,500 degs. Farenheit together with a reactive agent composed of calcium, sodium, magnesium carbonate, and a small proportion of sodium sulphate. After leaving the furnace the product is hydrated by cold phosphoric acid

and for practical use is mixed with sand or dry earth.

From experiments undertaken by a special commission appointed by the Italian Minister of Agriculture the use of this new fertilizer on Wheat, Rice, Potatoes, Oats, Beans and Clover, has given favorable returns. Its fertilizing quality has been pronounced equal and sometimes superior to "super," over which it is claimed to have the following principal advantages:

1. Freedom from causticity, acidity and deterioration. 2. Simple and less costly manufacture. The cost of a plant to manufacture, for example, 100,000 quintals (500,000 tons) of "super" by the acid process, with lead at the present price of 1 franc per kilo would be approximately 1,000,000 ($200,000) francs, as compared with 150,000 ($30,000) francs for a "tetra" installation of the same power and output. 3. Its allowance of the utilization of low-percentage natural phosphate. The manager of the Italian company considers a mineral containing 30 per cent. of "anidrica fosforica" a low-percentage mineral, would yield, it is stated, 14 to 16 units of phosphoric acid.

The superintendent of the agricultural school at Rennes recently sent by the French Government to Italy to make investigations and carry on experiments with this fertilizer, has reported favorably on his findings.

Shrubbery Sales After the War

Our Houston, Tex. correspondent brings out a highly important point this week when he says "it would be a good idea for nurseries to prepare for a big business in shrubbery after the war." He is certainly correct when he draws his conclusion from the fact that, "Our men will come back home with new ideas gained from seeing the ways in which parks and private grounds are kept in England, France and Italy." Letters reaching THE EXCHANGE office indicate that "Our Florists Soldiers" have their eyes open and are filling up with ideas that will have a marked effect upon the taste which they will display after their return. This development of good taste will be fully as marked among other soldiers upon whom florists, nurserymen, landscape gardeners and others depend for the embellishment of home grounds, estates and parks. Hence, the advisibility of preparing for peace while there is yet time.

Flowers and Publicity

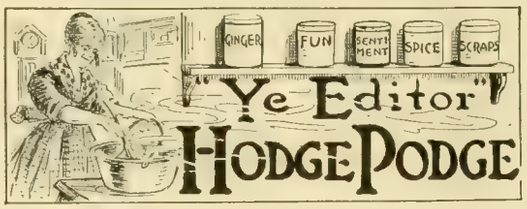
How many florists are using our slogan, "Say It with Flowers" and getting maximum results? The many uses to which it can be put is astonishing, as it lends itself to everything. For instance, this simple message in newspapers, "For her birthday, 'Say It with Flowers,'" your name and address underneath, or "For the anniversary 'Say It with Flowers,'" name and address of the advertiser. The hundred and one uses it can be put to makes our slogan an invaluable asset to those florists who continually use it.

We find advertising specialties, such as calendars, blotters, pencils, etc., also fitted for the adoption of the slogan; all these help. Another fine method of employing it is for florists generally to cooperate in their own cities and towns in raising a fund for their own use, simply advertising, "Say It with Flowers," no name being used; the repeated use of the slogan on billboards, car cards or newspapers would have an unusual effect in the sale of more flowers. It would be an ideal way of advertising and would create widespread publicity on account of its simpleness of character but high minded ideal.

Try it out whenever possible and watch the results.

HENRY PENN, Chairman National Publicity Campaign.

A friend of mine came post haste to me after spending a day at a famous (English) agricultural experimental establishment to relate that he had seen a student cutting Wheat with a pair of scissors from a square yard of ground. Having cut and laid aside the Corn, the student got down on his stomach and carefully counted each stump of straw left on the stubble and entered the total in a book. My friend asked me to explain why the student worked on his stomach at the stubble instead of sitting down comfortably to count the "ears" he had cut. I had to confess that I am not sufficiently scientific to know, but we are coming toward these heights of knowledge when we have instituted our very own station for scientific research, plant breeding and all that. My word; what a time there must be in store for us. We shall all be wishing we were boys again to reap the benefits of really sound scientific training, even including the correct method of "getting down" to work. How nice it will be, too, to handle only varieties of plants and crops that have been well bred in nice aristocratic environment instead of in the coarse vulgar atmosphere of the common garden and farm. I can almost already weave a romance of the greater and higher life of the coming horticulturist.—ONLOOKER in the *Horticultural Trade Journal.*



It does not matter what a thing costs, if the money you pay for it does not cost too much.—*Don Marquis.*

Wanted by a woman on her annual "Jam Jag," a recipe for "doing up" a crop of Sunflower seeds.—C.

She: "Will you love me as much in December as you do in June, dear?" He: "More, darling. There's one more day in December."—*Cassell's Saturday Journal.*

A wayside weed in bloom now (middle August) which would be admired if it were not so common is the Queen's Lace handkerchief or Wild Carrot.—C.

Craft won her.—"How did Blinkers so easily win Miss Coldcash's heart?" "He sent her eighteen Roses on her twenty-sixth birthday!".—*Irish Friend.*

We have had some wonderful "sky pictures" at sunset lately. Beautiful shades of old gold, heliotrope, pink and blue. Truly "The Heavens declare the Glory of God."—C.

There has been a large crop harvested lately of a plant little known previously. It is a crop of Patience. Doing without things, necessary things, coal, for instance, and doing it gracefully, is assisting the maturity of this crop.—C.

A black woman halted in front of a produce store in a Georgia town and addressed the proprietor, who was also of color: "Is dese aigs fresh?" "I ain't sayin' dey ain't," he answered back. "I ain't axin' you is dey ain't," she snapped. "I'se axin' you is dey is. Is dey?"—*Saturday Evening Post.*

"Mother," said little Evelyn, "may I go out and play with the other children now?" "You may play with the little girls, sweetheart, but not with the boys; the little boys are too rough." "But, mother," rejoined the little miss, "if I find a nice smooth little boy, can I play with him?"—*New York Times.*

A Battle Creek woman danced three times with a good-looking lieutenant and then said: "Pardon me, sir, but your face is somewhat familiar. Haven't I seen you somewhere before?" "Yes, madam, you have," the officer responded. "I was your milkman more than three years."—*Pittsburg Chronicle Telegraph.*

"But why did you choose the old man when the other is younger and more intelligent looking and has first class references?" asked the friend who had been present when the owner of an estate engaged a gardener. "I chose him because his pants were patched at the knees, while the other fellow's were patched in the seat."

Eminent financial authorities estimate that the nations of the world will be indebted to the United States when the war ends, if such happy event should occur in 1919, to the tune of $9,000,000,000. Think how the people of this land, will "Say it with Flowers," when the golden stream of interest comes rolling home.—J.G.

The Latest Stile

A maiden coy and a tall, slim boy
Sat cooing on a stile,
The boy's lip wore a slight mustache,
The girl's lip wore a smile.

"I love you," quoth the boy and stroked
That faint and downy line,
"And I," the siren softly sighed,
"Would dye it were it mine."

He left that maiden like a flash,
A minute to a mile.
Ah! trifle not with youth's mustache,
When sitting on a stile.

It was quite too bad that Miss Sobeit Neverwed, was unfortunately omitted in the invitations to the golden wedding celebration across the street. In revenge she sent out invitations to her—"Tenth annual decision never to marry." A great host of would-be suitors came and, as in former days, they all brought flowers. While acting her part as host, the question was politely put to her: "Pray will you not admit us to the line of psychology you have persistently adopted in declining ten times in ten years to choose a husband?" "Choose a what?" she asked, vigorously; "why should I?" I've a parrot that can out-cuss any of you, a dog that snarls and growls about the place, and a tom cat that stays out all night, so there you are, all the qualities of a modern husband right here at home, while I still enjoy my freedom and have no responsibility."*

All Tongues "Say it with Flowers"

A party of gentlemen in the diplomatic service, anticipating the coming peace-table conference, entered into a rehearsal of their views, and the question was raised as to the language or form of expression in which terms should be formulated. Each expressed his views in writing. The Frenchman wrote impulsively: "Dites avec les fleurs." The Italian, with a sense of art in his nature, wrote: "Dillo con fiore." Then the Spaniard, quite in sympathy with the others: "Degalo con floris." The Belgian, deciding to represent Esperanto: "Diru kun floroyn." The Japanese, with views of Cherry blossoms wrote cabalistic signs, which meant that he agreed with the others. The American said: "I find though we have different languages, we have all expressed the same idea, so I join you most heartily in your different versions of "Say it with flowers." "Is there a language we have omitted?" was asked. "Yes," came the reply, "however, after four years' vacation away from home, they're now with backs to us, hoofing it toward the Rhine, but we may consider their opinion entirely irrelevant, and what they might say would not be said with flowers."*

Rose Canker and Its Control

Rose canker is a serious disease of greenhouse Roses first described in 1917. Though it was known in America long before that it escaped general notice largely because of its obscure symptoms. Its ravages were formerly assigned to other causes or left unexplained. After certain Rose growers called attention to their losses covering at least four years, the Massachusetts Agri. Exp. Station undertook an investigation in cooperation with the pathologist of the American Rose Society, L. M. Massey, who had already begun work upon the disease. A successful method of control has been evolved and presented in the Mass. Bulletin, No. 183, from which the following condensed conclusions are quoted:

1. Carefully inspect the Rose house to see if canker is present. If not, employ every means to prevent its entering—bring in as few Roses as possible from other houses; examine carefully every plant brought in; reject any with suspicious dead areas in the bark.

2. If it is present on the Roses the only hope lies in starting new plants from clean cuttings in clean soil, and guarding against infection at every step in the plant's development. It cannot be eradicated from infected plants.

3. Dip the cuttings in Bordeaux mixture.

4. Sterilize the pots by dipping for ten minutes or longer in boiling water.

5. Sterilize the potting soil and the cutting bench soil by steaming to a temperature of over 120 deg. for ten minutes or more. Suspected manure should be treated in the same way.

6. Use raised benches, not ground beds.

7. Remove old soil if diseased Roses have been grown in it, and soak the benches thoroughly with (1) formaldehyde at the rate of 1 pint to 25 gallons, or (2) boiling water.

8. Sterilize the bench soil by one of these two methods. If formaldehyde is used, apply at the rate of 2 gals. to the cubic foot. If boiling water is used, apply until every part of the soil is heated above 120 degs.

9. Use a different set of tools in the clean house, or sterilize all tools bringing them in.

10. Keep the walks in all houses covered with lime.

New York Florists' Club and the Fourth Liberty Loan

Between 30 and 40 members of the New York Florists' Club responded on Monday night to President Schenck's call for a special meeting to get under way an organized effort by florists of Greater New York for the coming Fourth Liberty Loan drive.

Secretary John Young read letters urging support of the Loan to the limit of one's resources from Benjamin Strong, of the Federal Reserve Bank, and Mr. Parker, of the advisory committee for the trade section. Mr. Anthony, one of the large force of Four-Minute men specially appointed to help the drive, said that a much closer tab this time will be kept by the Government on those who will and those who will not support the Loan. The speaker, in an optimistic strain, mentioned that the 50 per cent. coal restriction, although serious, put the florist trade in the class of splitting 50-50 with the Government, a position far preferable to other industries which have been called upon to give their all.

G. W. Allen, of the bond advisory committee, working under Mr. Parker, was introduced as the man who will be on hand every afternoon during the drive to cooperate to the fullest. Mr. Allen, who will take up quarters in the office of the secretary, at 1170 Broadway, has promised some worth while publicity for the trade during the campaign.

On a question by J. G. Esler it was made clear that the club will receive credit for all subscriptions reported to it, irrespective of where payment for the bond is made. Is was specially asked that this phase be brought to the notice of all out-of-town members subscribing their home boroughs, as the necessity of registering a substantial support of the Loan on the part of the trade is apparent, while the benefit to the industry from such action will be immeasurable.

Secretary John Young announced President Schenck's selection of a committee to undertake the work, as follows:

Charles Schenck, Chairman, 436 6th ave., Farragut 798.
A. T. Bunyard, Vice-chairman, 413 Madison ave., Murray Hill 1920.
John Young, Secretary, 1170 Broadway, Mad. Sq. 8387.
A. T. De La Mare, Publicity Member, 438 W. 37th st., Greeley 80.
G. W. Allen, Bond Adviser, 1170 Broadway, Mad. Sq. 8387.
F. H. Traendly, 436 6th ave., Farragut 798.
J. G. Leikens, Madison ave. and 55th st., Plaza 6738.
P. Kessler, 55 W. 26th st., Farragut 5243.
George D. Nicholas, 2059 7th ave., Morningside 3080.
J. A. Millang, 55 W. 26th st., Farragut 754.
C. Sakelos, 3776 Broadway, Audubon 5822.

F. Fleischman, 500 5th ave., Vanderbilt 1133.
C. A. Small, Madison ave., 52nd st., Plaza 8560.
Marshall Clark, 2139 Broadway, Columbus 1552.
C. A. Dards, 341 Madison ave., Murray Hill 4025.
Herman Warrendorf, Ansonia Hotel, Columbus 3320.
Emil Schloss, 31 E. 28th st., Madison Square 450.
Thos. Boothe de Forest, 30 E. 42d st., Murray Hill 2781.
A. Lee Don, 114 Chambers, Barclay 7740.
C. W. Scott, Woolworth Bldg., Barclay 6045.
H. F. Winter, 64 Wall st., Hanover 7309.
A. R. Kennedy, 216 W. 34th st., Greely 2382.
Marshall Duryea, 30 Church st., Cortlandt 3604.
F. H. Henry, 97 Water st., Hanover 1043.
F. Vitale, 527 5th ave., Vanderbilt 3392.
Wm. N. Reed, 122 W. 25th st., Farragut 8867.
Peter F. McKenney, 503 5th ave., Murray Hill 639.
M. Glass, 55 W. 26th st., Robinson & Co., Farragut 13.
A. S. Nash, 55 W. 26th st., Moore, Hentz & Nash, Farragut 754.
Albert Friedman, Woodlawn, N. Y., Woodlawn 1068.
Peter F. Gerlaird, 55 W. 26th st., Farragut 2475.
A. Kottmiller, 426 Madison ave., Murray Hill 783.
John G. Scheepers, 2 Stone st., Broad 5917.

On the suggestion of J. A. Manda, President Schenck promised to take under consideration the advisability of strengthening the committee already named by the appointment of several members conveniently located to take care of the trade in the outlying districts.

The Campaign Under Way in Chicago

The Chicago Cook County florists and allied trades have organized for the Fourth Liberty Loan. The selling forces in the coming drive will be concentrated into two main organizations: The business men's squadron, which will cover all lines of industries, and the Ward or District organization, which will sell the bonds from house to house in the residential sections.

Our industry has been assigned to the "Rainbow" or Trades Division, and will be known as Division 19-B, the florist's trade being the second most important industry in this division. This is an excellent plan, as it will enable all florists and allied trades interests, employers as well as employees, to subscribe for the new bonds through our own trade organization.

The city of Chicago and suburbs, including entire Cook County, will be divided into districts. The Fourth Liberty Loan campaign will be carried on under the direction of an executive committee consisting of the chairman and vice-chairman of our trade, and the captain of each district. A representative will also be appointed for each wholesale establishment and allied trades concern. Headquarters of the trade will be established at the wholesale house of E. C. Amling Co., 175 N. Wabash ave., Chicago.

The following organization will conduct the work in this campaign:

F. Lautenschlager, chairman; George Weinhoeber, vice-president; Miss Pederson, secretary.

Chicago Loop District: August Lange, captain, Miss Jean Raske, John Mangel and George Weinhoeber.

Chicago North Side District: Wm. Weinhoeber, captain, Mrs. Clody, Alfred Fisher, Fred Meyer, Mrs. W. T. Hillmar and Alfred Marine.

Chicago South Side District: Arthur Weatherwax, captain; William LaGratta, Charles Samuelson, William J. Smyth and George Walther.

Chicago West Side District: George Asmus, captain, C. Frauenfelder, C. B. La Mar, Miss Anna G. Sawyer, R. E. Schiller, Chas. S. Stewart, Chas. Fisk and Joe Sikuta.

Chicago Greek Florists: John Mangel, captain, Andrew Chrones.

Chicago North West Side District: Paul Klingsporn, captain, W. B. Wallace, Miss O. A. Tonner, J. E. Pollworth and Samuel Pearce.

Chicago-Rogers Park District (Growers only): Nic. Wietor, captain.

Chicago South West Side District, including Morgan Park, Blue Island, Roseland and Washington Heights: C. W. Johnson, captain, L. Lau and H. B. Kirkpatrick.

Evanston District, including Niles Center, Grosse Point, Wilmette, Kenilworth, Winnetka and Glencoe: George C. Wieland, captain, Fred Stielow, Albert Lies, Joseph Schloss, M. Anglesburg and Frank Felke.

Park Ridge and Niles, (Ill.) District: Edward Meuret, captain.

Desplaines and Mount Prospect District: Harry Blewitt, captain, John Prickett.

Oak Park River Forest and Forest Park District: A. H. Schneider, captain.

Maywood District, including Melrose Park and Hillside: Paul Weiss, captain, Henry Wehrmann and Ernst Amling.

Morton Grove District: August Poehlmann, captain, Eric Passek.

Chicago Wholesale Florists and Allied Trades: Michael Barker, Alfred Dietsch, Chas. W. Erne, Joe Foerster, Jas. B. Foley, Miss Martha Genterberg, N. S. Griffith, Fred Noerber, Frank Johnson, Olaf Johnson, H. B. Kennicott, Paul Kroeschell, John Kruchten, R. E. Kurowski, Miss Marguerite McNulty, W. J. Miller, A. Miller, Miss Barbara Ott, A. T. Pyfer, Phillip Schupp, Geo. F. Sykes, Miss O. A. Tonner, Lloyd Vaughn, C. L. Washburn, Allie Zech.

Everyone is urged to buy all the bonds he can during the first week of the campaign. Your committee assures you that nothing will be left undone to secure the full quota assigned to our trade.

A specially designed Honor Flag will be awarded to each trades committee that secures its quota, and a star will be awarded for each additional 25 per cent. of the quota secured.

Help your trade! Give it every support to make the proper showing! BUY BONDS TO YOUR UTMOST!

FOURTH LIBERTY LOAN—FLORISTS' TRADES COMMITTEE.
F. LAUTENSCHLAGER, Chairman.

Annual Meeting American Dahlia Society

Continued from page 489

were Jas. Duthie, William Turner, Peter Duff, Prof. Geo. W. Fraser, Geo. Hale and Geo. Clark. The dinner was a simple but enjoyable one, being conducted strictly according to Mr. Hoover's wishes in the way of food conservation. Pres. Vincent made a few bright remarks, but otherwise there was no speech-making. Besides the judges the following members were present: President Vincent, Arthur Herrington, William Eagleson, secretary of the Board of Managers of the American Institute, W. C. Richards, show manager, Harbeck Mills, Jr., R. J. Leonard, R. E. J. Doherty, Peter Wylie, Mr. James, Geo. L. Stillman, Secretary Jasper R. Lewis, and Mr. and Mrs. Rooney. The trade press was represented by J. Austin Shaw, A. F. Faulkner and G. I. Stodola.

Dahlia Society Awards

The judges were as follows:

For the American Institute—Jas. Duthie, Oyster Bay, N. Y.; Wm. Turner, Oceanic, N. J.; Peter Duff, Orange, N. J.

For the American Dahlia Society—Prof. Fraser, Storrs, Conn.; Geo. Hale, Oyster Bay, N. Y.; Jack Clarke, H. A. Dreer, Philadelphia, Pa.

The Exhibition

The fourth annual show of the American Dahlia Society, held for the third time jointly with that of the American Institute, opened in the Engineering Building, 25 West 39th st., N. Y., on Tuesday night of this week and continued through until the close of Thursday evening, Sept. 26.

Many Dahlia Blooms Shown

The number of blooms shown in the approximately 300 entries (about 60 classes) for Dahlias named in the premium list was surprisingly and gratifyingly large, for what was lacking in the number of exhibitors was made up in the number of blooms which each exhibitor staged.

The Show Section no Longer in the Ascendant

In our observation of the exhibits we were more strongly than ever before impressed with the fact that in the Dahlia show of the present time, the "Show" section is no longer in the majority, being overshadowed by those in the decorative, cactus and peony-flowered sections. Furthermore, it is noted that collarettes and singles are shown in increasing numbers, and the pretty little pompons are coming back, also that there is a sprinkling of hybrid decoratives and double ball shaped and fancy, and duplex types, which are on the borderland between the other sections, seen in the shows.

Commercial Exhibitors

N. Harold Cottam & Sons, Wappingers Falls, N. Y. were large exhibitors and prize winners in nearly a score of classes, including that for finest display of Dahlias for which they received the silver medal offered by the Amer. Dahlia Society. Their display of Dahlias of "any and all types" covering 50 sq. ft. arranged for effect was excellent in both quality of blooms and arrangement. Equally meritorious were their exhibits of collarettes, pompons, cactus, singles and shows.

George L. Stillman, Westerly, R. I. staged a group, for exhibition only, embracing 300 blooms in the several classes, 100 of these being of his own origin. In this group were several of Mr. Stillman's "Fighting Ten" namely, Gen. Pershing, a scarlet cactus; Gen. Haig, decorative, Gen. Joffre, yellow decorative; Gen. Maurice, scarlet peony-flowered; Gen. Cordova, yellow peony-flowered; Gen. Bell, a pure white peony-flowered. Mr. Stillman also exhibited in competition in several other classes, showing both well known standard varieties and many of his own origin, among the latter Geo. L. Stillman, a carmine colored cactus, and Millionaire, a lavender-pink decorative. Mr. Stillman showed a freak Dahlia, named "Siamese Twins," a red show, about one-third of which bears double faced blooms, arranged back to back.

John R. Rooney, New Bedford, Mass., staged a table of exquisitely beautiful blooms, both short and long stems, of his peomy-flowered Dahlia Mrs. Frederick Grinnell. The general color effect of this fragrant Dahlia is rose pink.

J. N. Failor, Richmond Hill, N. Y., showed a group of 50 varieties embracing blooms of several classes. This group was carefully staged, the name of each flower being easily seen; the flowers were of excellent quality.

C. Louis Alling, West Haven, Conn. was a considerable exhibitor in the peony-flowered, collarette, decorative, hybrid show cactus and pompon classes, winning prizes in all of them.

Leonard & Weber, Trenton, N. J. staged an effective group in the general display any and all types, arranged for effect class, and was among the prize winners.

Lester B. Linsley, West Haven, Conn. showed pompons in the 100 blooms class, and eight varieties of unnamed seedlings winning a first prize for the latter.

Mills & Co., Mamaroneck, N. Y. staged 100 blooms of single Dahlias in the class for commercial growers only, winning prizes in several groups.

W. D. Hathaway, New Bedford, Mass. won first prize for 100 flowers in the cactus section, open to commercial growers only, with a beautiful display, amd was a winner in several other classes for commercial growers.

Alfred E. Doty, New Haven, Conn. was an exhibitor and winner in the open to all class in the decorative, cactus, and hybrid show sections.

John Lewis Childs, Inc., Floral Park and Flowerfield, L. I. won the first prize for 25 blooms of pink cactus Dahlias with the variety Attraction; also showed about 50 varieties of Gladioli, winning first in the class for best 25 vars., three spikes each.

John H. Slocombe, New Haven, Conn. was first with a fine collection of 25 varieties in at least three types.

Gurdon R. Scrivener, Hartford, Conn. won the first prize for the "best basket or hamper decoration of cactus dahlia" given by H. A. Dreer, Philadelphia; also the gold medal of the Dahlia Society of California for most meritorious exhibit in the show, with a basket of exquisite blooms of cactus Dahlia in variety. He also captured the silver cup for best vase of ball-shaped double Dahlias given by W. Atlee Burpee & Co., Philadelphia. Mr. Scrivener also showed a vase of the beautiful variety Glory of New Haven, arranged for effect.

There was noted also a vase of remarkably fine blooms of Rene Cayeux, on long stems, shown apparently for exhibition only by Frederick Etter, Harrison, N. Y., and a vase of white show Dahlias, grown under glass, beautifully arranged with foliage, exhibitor's name not given.

Richard Vincent, Jr. & Sons Co. of White Marsh, Md., staged a splendid collection of decorative Dahlias, which was awarded a special prize.

Seedlings Shown for Certificates

The seedling Dahlias, exhibited for a certificate were interesting. F. P. Quimby, White Plains, N. Y. showed a yellow, and two pink, decoratives, Nos. 500, 600 and 700, and a red peony-flowered seedling of 1918. W. Will, Katonah, N. Y., showed a basket of a white decorative seedling, beautifully arranged with Pteris ferns, Asparagus and Clematis. Minnie Douglas Foster, Sayville, N. Y., exhibited a pink duplex seedling, named Greycote. L. B. Linsley, West Haven, Conn. staged a pink peony-flowered seedling, No. 607, and Herman Rheinflush, Mamaroneck, N. Y., a pink peony-flowered seedling No. 10, and a Geisha colored peony-flowered seedling No. 8. The award of certificates for seedling Dahlias will be announced later.

Non-Commercial Exhibits

There were also many meritorious exhibits in the classes for private gardeners and amateurs, among the winners in these being John Harding, gdr., Greens Farms, Conn.; C. F. Cartledge, gdr., Locust Valley, N. Y.; George Ferguson, gdr., Manhasset, N.Y., who staged a group of wonderfully beautiful fancy leaved Caladiums; Miss Sarah Wakeman, Southport, Conn., the largest exhibitor in the amateur class. The silver cup offered by Stumpp & Walter Co., New York City was won by W. C. Noonan, who also captured the silver cup given by W. Atlee Burpee & Co. for the best vase of modern cactus Dahlias, 12 flowers not less than four vars.

Further Dahlia Show Notes in Next Issue

Since the Dahlia show opened Tuesday evening, and we go to press Wednesday noon, giving us only a limited amount of time for careful observation of this show, we may have failed to mention some displays of merit staged by other exhibitors. If so, these will be given due attention in our next issue, in which also we hope to make some mention of the more notable varieties of Dahlias in the several sections exhibited.

Exhibits of Other Flowers

Charles H. Totty, Madison, N. J., staged for exhibition only, vases of fine blooms of the new Roses Columbia and Premier, and of hybrid Delphiniums. He was awarded a silver medal for Premier. Mr. Totty also staged, for exhibition only some handsome specimens of Dahlia Mrs. J. Green.

Vegetables and Fruits

There were large and meritorious displays of vegetables made by Robt. Jones, gdr., Glen Cove, N. Y.; George Ferguson, gdr.; Charles H. Rice, gdr., Seabright, N.Y., and F. S. Wheeler, gdr., Rye, N. Y.

There was only a small display of fruits, but a good showing for this season. The exhibitors and winners were N. Harold, Cottam & Sons, and W. P. Masten, Pleasant Valley, N. Y., both showing Apples, Pears and Grapes.

John Scheepers, Inc., staged for exhibition only his new great everblooming red Raspberry, La France, showing both the large berries in a receptacle and also on the very sturdy canes with their large foliage. This exhibit attracted much deserved attention.

The United States Department of Agriculture has announced that Dr. R. A. Pearson has resigned as Assistant Secretary of Agriculture so he may resume his duties as president of the Iowa State College of Agriculture. He will be succeeded by G. I. Christie of Indiana whose nomination was sent to the Senate last week.

Dr. William J. Spillman, who for 17 years has been connected with the United States Department of Agriculture at Washington, most of the time as head of the Bureau of Farm Management, has accepted associate editorship of *The Farm Journal* of Philadelphia, Pa.

Exclusion of Plant Importations

An important hearing was held between members of the trade and the Federal Horticultural Board, at Washington, May 28 last, in the endeavor to obtain a mitigation of the proposed ruling to practically shut out all plant importations, whether of so-called florists' stock, nursery stock, or fruit trees.

No further action was taken at that time.

Since then a protest was lodged by a committee of the New York Florists' Club, of which Winfred Rolker was chairman, against the proposed restrictions, as well as by a number of other florists' clubs and associations.

Chairman Rolker is now in receipt of the following acknowledgment, which makes it plainly evident that the Federal Horticultural Board has practically overruled all protests, and the regulations now proposed go into effect June 1, 1919.

After that date no Azaleas, Rhododendrons, Palms, Araucarias, Bay Trees, Hollies, Ericas, Acacias, Conifers, Buxus, etc. may be imported for commercial purposes if these regulations prevail.

UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Horticultural Board,
Washington, D. C.

August 29, 1918.

Dear Sir:

The experts of this department have given careful consideration to the restrictions which should be placed on the importation of nursery stocks, plants, and seeds into the United States as a result of the hearing of May 28, 1918. It is proposed to make these restrictions effective on and after June 1, 1919. The proposed quarantine will exclude all plants and plant products for propagation from all foreign countries, except as provided for in the regulations issued under the quarantine. For your information, and for any suggestions which you may care to make, I am sending you a copy of the tentative regulations governing the importations of such nursery stock, plants and seeds into the United States. In the provisional recommendations of the Bureau of Plant Industry, submitted as a tentative program of action in connection with the notice of hearing, it was provided that some four groups of plants, normally imported with earth about the roots, should be prohibited entry at future dates, in the case of three of these groups beginning July 1, 1919. The regulations as now drafted eliminate these groups altogether. Except as to the group (Azalea, etc.) for which a longer period was suggested, this is not a wide variation from the tentative program, inasmuch as the regulations now proposed do not go into effect until June 1, 1919. Furthermore, under existing war conditions and the action of the War Trade Board, importations of plants of all of these groups will be greatly limited if not stopped for the period of the duration of the war.

Regulation 2 provides for the unrestricted entry of two groups of plants, namely (1) fruits, vegetables, cereals, and other plant products imported for food purposes; and (2) field, vegetable and flower seeds.

Regulation 3 provides, under compliance with the conditions of the subsequent regulations, for the importation of five groups of plants as follows:

(1) Lily bulbs, Lily of the Valley, Narcissus, Hyacinths, Tulips, and Crocus, free from balls of soil or earth.
(2) Fruit stocks, seedlings, cuttings, scions, and buds of fruits for reproduction purposes.
(3) Rose stocks for reproduction purposes, including Manetti, Multiflora, Briar Rose, and Rosa Rugosa.
(4) Nuts, including palm seeds, for oil or reproduction purposes.
(5) Seeds of fruit, forest, ornamental, and shade trees, seeds of deciduous and evergreen ornamental shrubs, and seeds of hardy perennial plants.

These groups of plants and seeds under regulations 2 and 3 include the plants and seeds which were represented as essential to the floriculture and horticulture of this country, namely, the field, vegetable, and flower seeds, and fruit stocks, cuttings, scions, etc., and Rose stocks for reproduction purposes.

The subsequent regulations, prescribing conditions of entry of the groups of plants enumerated in regulation 3, are based very largely on regulations hitherto enforced governing the entry of nursery stock. Provision has been made, however, in regulation 10 for the disinfection of plants offered for entry should, in the judgment of this Board and the inspectors of the Department of Agriculture, such disinfection be necessary.

The Board will be glad to have your association give careful consideration to these regulations and, if it seems desirable, a conference can be arranged for a discussion of these regulations. It is the wish of the Board to meet any reasonable objections which can be presented, and which will not involve a material increase of risk of entry of new plant pests.

The quarantine will provide for the importation, through the agency of the U. S. Department of Agriculture, of plants and seeds for experimental or scientific purposes, and by this means it will be possible to import novelties or other plants and seeds for which special need can be shown. This does not mean, however, that the Department will undertake commercial importations for private firms.

Yours very truly,
C. L. MARLATT
Chairman of Board.

Addressed to W. Rolker, New York City, as chairman New York Florists' Club's Committee on drafting protest against exclusion of plants.

When Tempted to Complain

In considering business conditions as they exist with us today we are sometimes tempted to bemoan our hard lot—volunteering and drafting of our trained men, shortage of coal, "non-essential" rulings and other difficulties. Let us contrast these conditions with those in France, Belgium and Great Britain, if we can imagine them. To help us in forming our pictures let us glance at England through the eyes of Mr. Val. Fisher, a member of the London Chamber of Commerce, who, in a recent address, made these statements:

Bear in mind that one-half of all the men in England between the ages of 18 and 51 are in Military or Naval service. That means one-third of our entire male population from the infants in the cradle to the extremely old, also bear in mind that 5,000,000 British women who never worked before have voluntarily gone to work to fill the places of men at the front. Hundreds of our women are working in factories making TNT, a work that ruins the hair and turns the skin yellow—thus sacrificing their beauty for the rest of their lives for the sake of Britain and freedom. We have only one business in England and that is to win the war. We are all concentrated on that one thing, even to the boys and girls.

Nursery Department

(*Continued from page 501*)

Hydrangea Grafting

Growing of Hydrangeas by grafting is far simpler than layering. Grafting consists in uniting a root and a piece of branch of the variety, by the splice or the cleft method. Splice grafting is extremely simple. Root and cion are severed with a long diagonal cut, and the two parts are tied together with a cotton thread. In case the root is larger than the cion, it is advisable to keep one side of the cion even with the root. If the root is much too large for the cion, cleft grafting is preferred.

Cleft grafting consists in splitting a root after it has been cut off square and inserting a cion, cut wedge shaped, and of equal size. After insertion the cion is tied with cotton thread. It is not necessary to place the grafts in a greenhouse to unite. They may be placed in coldframes early in Spring.

During the shipping season in Fall or Spring healthy roots may be collected from the plants to be shipped. These roots may be kept in moist peat for months. The cion must be made of the lowest part of the branches. The grafts may be placed in the soil in bunches of three, very close to each other, and the point of union covered with soil. Whole roots may be used, but it is economical and better handling if each root is cut in two or three pieces, in which case two or three grafts can be made. In a comparatively short time the plants are ready to be planted in the field.

The advantages of grafted stock can readily be seen. Growth is much stronger and healthier than when plants are produced by layering. Considerable work is attached to layering, while grafting may be done in slack times. It gives practically 100 per cent. results.

As Hydrangeas flower in August, before the growth of the plant is mature it is advisable to strip all flowers off the plants in the nurseries, thus giving all the nourishment necessary to the development of branches to make them sturdy.

A disease of Hydrangeas appears in the root system. It is a rot producing fungus. On high grounds it seldom develops, but in wet soil it attacks and spreads rapidly. When collecting roots for grafting it is advisable to examine each carefully, so as not to collect any diseased ones.

Syracuse State Fair, September, 1918

A general view of the exhibits. Note the State service flag at the rear of the hall. This had 62 stars, representing the number of counties in the State. The flag was 11ft x 18ft. It contained 60,000 blue Immortelles, and 10,000 white Cape flowers; 100 sq. ft. of Ruscus were used in the border. The flag was designed and executed by Prof. D. Lumsden, Ithaca, N. Y., supt. of the horticultural department of the fair.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST

Albany, N. Y.

The best service

Our business is growing

The Rosery FLOWER SHOP

ALBANY, N. Y.

23 Steuben Street

The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FLORIST

Store, 1012 Hamilton St.

Both Telephones

Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.

STORE:

20 North Sixth Street

Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.

HOTALING, *The Florist*

58 MARKET STREET

Satisfaction and personal attention guaranteed

Boston-Becker's

Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.

BECKER'S CONSERVATORIES

CAMBRIDGE MASSACHUSETTS

Established 1897

Caplan FLORIST

144 Massachusetts Ave.

BOSTON

All orders will be reciprocated

Carbone

BOSTON

Massachusetts,

342 Boylston Street

Wax Brothers

BOSTON

MASSACHUSETTS

143 Tremont St.

The centrally located Florist Shop. Yours for reciprocity.

BRIDGEPORT, CONN.

JOHN RECK & SON,

985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON

LARGEST FLORIST IN THIS DISTRICT

F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.

Established 1886

I should like to write a little essay on

"The Sweet Perfume of Courteous Service"

but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.

Penn The Florist

"PENN, THE TELEGRAPH FLORIST"

Member of Florists' Telegraph Delivery Association

124 TREMONT STREET

BROOKLYN, N. Y. *ESTABLISHED 1869*

James Weir, INC.

324 Fulton Street, Our only store

Wilson FLORIST

Brooklyn, N. Y.

Main Store:

3 and 5 Greene Ave.

Corner Fulton Street

Phone: Prospect 6800-6801-6802

DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON

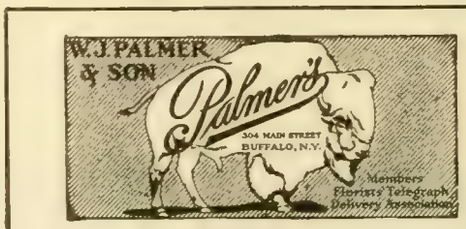
440 MAIN ST., BUFFALO, N. Y.

Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop

219 DELAWARE AVENUE, BUFFALO, N. Y.

Flower Arrangements That Are Different



Scott the Florist

Buffalo, New York

Gove the Florist

Burlington, Vt.

Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for

Charleston or lower South Carolina

National Florist

Rodgers Floral Co.

219 KING STREET

CHARLESTON, S. C.

Scholtz, the Florist, Inc

CHARLOTTE, N. C.

Charlotte and Vicini

Mrs. J. W. Crouch's

CHATTANOOGA, TENN.

Office, 807 Market St.

The Leading Florist

100,000 feet of glass

Friedman Flowers

CHICAGO ILL.

522 So. Michigan Ave.

Congress Hotel

Courtesies Extended to all Florists

A. Lange

CHICAGO, ILL.

25 E. Madison St.

CINCINNATI, OHIO

150 EAST FOURTH STREET

HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

---

CINCINNATI, OHIO

E. G. Hill Floral Co.

532-34 RACE STREET

Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

A. Graham & Son

CLEVELAND, OHIO

5523 Euclid Avenue

HAHN, The Florist

For CLEVELAND, OHIO and Suburbs

Artistic Work Furnished

SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.

1836 W. 25th Street

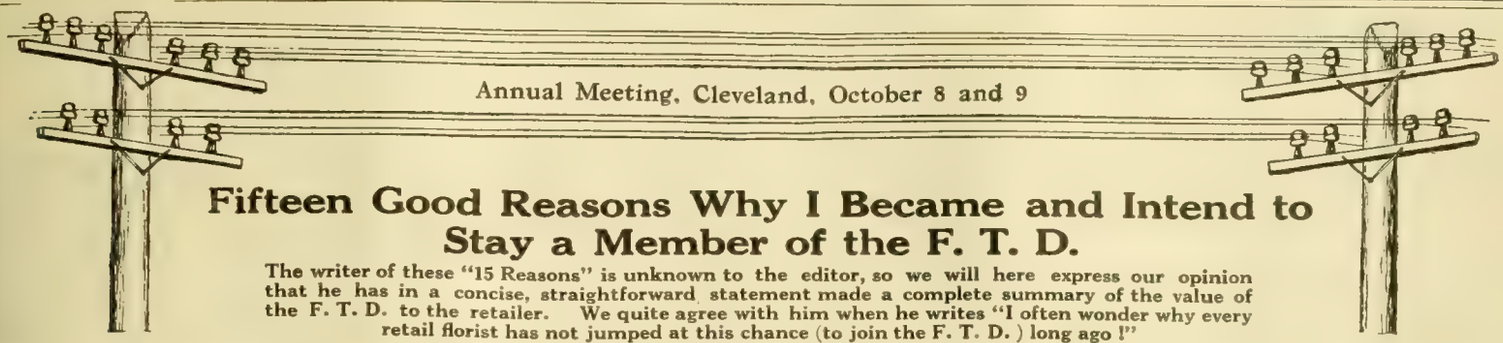
CLEVELAND, OHIO

The Smith & Fetters Co. Florists

CLEVELAND, OHIO

735 Euclid Avenue

One of the best things done for the retailer by THE EXCHANGE was the getting up of an "ALBUM OF FLORAL DESIGNS" for Agencies, and the "DESIGN BOOK DE LUXE" for counter trade. Most every retailer invests in one or other and keeps on buying. If you are not acquainted with these Business Getters ask us for further particulars.



Annual Meeting, Cleveland, October 8 and 9

Fifteen Good Reasons Why I Became and Intend to Stay a Member of the F. T. D.

The writer of these "15 Reasons" is unknown to the editor, so we will here express our opinion that he has in a concise, straightforward statement made a complete summary of the value of the F. T. D. to the retailer. We quite agree with him when he writes "I often wonder why every retail florist has not jumped at this chance (to join the F. T. D.) long ago!"

1. Because this is the only organization that keeps my name before its membership constantly.
2. Because by my being a member of the F. T. D. I establish a credit with all the rest of the members. This means that when I send an order to an F. T. D. member I know it is going to be filled as well as if I had filled it in my own store.
3. Because when I get an order from an F. T. D. member I know that his credit is good and I can go right ahead and fill his order; the payment of same being guaranteed by the F. T. D. organization.
4. Because it has become of great value to me to be able to tell my patrons that I am connected with the best and most live retailers all around the United States and Canada and, at a moment's notice, am able to tell my patron who is going to fill his order in a certain section of the world.

A Hearty Invitation

Albert Pochelon, Secretary of the F. T. D., on behalf of that organization, extends a hearty invitation to be present at its Cleveland meeting, to be held October 8 and 9, in the Hollenden Hotel, to every retail florist in the land.

The meetings are full of snap and vim from the word "Go," and this meeting offers a florist his best opportunity to get acquainted with his fellows and imbibe some of the optimistic atmosphere which, even in these days, keeps them keyed up to concert pitch.

5. Because I can advertise to the public something it does not know in regard to our profession, and am enabled by these means to send a great many orders from here. This naturally sets to thinking the retailers who fill these orders, and, when they work up an order for my territory they send it to me just for the sake of reciprocity.
6. Because I knew by my becoming a member and helping to work on the field of out-of-town business I would help myself—at the same time helping others.
7. Because I knew when I joined the F. T. D. and filled orders for its members I would get my money and get it promptly and had to do the same thing in return.
8. Because I believed in this organization as being of the best benefit for a retail florist, not alone from receiving out-of-town orders, but for the sake of getting valuable information and education in the retail florist business.
9. Because the methods, by-laws, rules and constitution of this organization, backed by a guarantee fund, are of a great valuable fundamental construction which can never again be sidetracked, and which will grow larger and better from year to year.
10. Because I could see and reason for myself that it is not money and dues that this organization would need as much as actual cooperation. In other

Westman & Getz
Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

ORDERS FOR Colorado Springs AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
1643 Broadway
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filed. Usual discounts

The L. Bemb Floral Co.
ALBERT POCHELON, 130-136 BATES ST
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency
Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS
95 Gratiot Ave.
WALTER G. TAEPKE
DETROIT, MICH.

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Baker Bros.
Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, THE FLORIST
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, Florists
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co.
INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

· Directory of Reliable Retail Houses ·

MILLS *The Florist, Inc.*
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL
SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST. 1870
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

New York

MAX SCHLING
Phone, 7241 Plaza
785 FIFTH AVENUE

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's
Nashville, Tennessee
200,000 Feet of Glass

NEWARK, N. J.
946 Broad Street
Begerow's
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger
883 Broad St.
NEWARK, N. J.
Choicest of Flowers
Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass.
And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST
Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F. T. D.

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

words, the more efforts, not monetary, I can put in this organization the more valuable it will become to me; while at the same time, I am doing a good turn for a friend of mine in the same line of business.

11. BECAUSE I knew that the public would soon learn to appreciate the out-of-town service, and appreciation shown by a customer is the best advertisement a flower shop can get.
12. BECAUSE the F. T. D. organization does not tell its members alone that I am the F. T. D. member of my home town but it does tell and give every member the names of towns, villages, etc., within my reach that I can give service to, and I am furnished with a book telling me where to send a certain order in a place where there are no florists or no good, reliable F. T. D. members.
13. BECAUSE in connection with the F. T. D. I have also become a member of the Society of American Florists which society is of the greatest help to the retail florists through its national advertising campaign and the holding of national flower shows.
14. BECAUSE the F. T. D. organization and its entire membership are advertising and stimulating the sale of flowers, whether it is in their home town or not.
15. BECAUSE there are hundreds of incidents that I could illustrate which have become of direct benefit to my profession, and I can safely say that the amount I pay to the F. T. D. annually is the best business investment I ever made in my life. I often wonder why every retail florist has not jumped at this chance long ago! They must either be blind, shortsighted, narrow-minded or suspicious. For the last there can be no reason as every cent of money that I have put in the F. T. D. is accounted for, and the small annual dues that I have paid I am sure have been spent very cautiously and only for the benefit of myself and my profession.

I cannot help but recommend every retail florist who is honest, reliable, and whose credit is good, to join the F. T. D., not just for the sake of being a member, but join to work with the organization for the organization; by doing so you will work for your own interest more so than you realize.

A SINCERE F. T. D. MEMBER.

Wants Samples of Retailer Advertising

Do not forget that both those who are going and those who are not going to the F. T. D. meeting are requested to send all advertising material used by retailers in the past to H. P. Knoble, 1836 West 25th st., Cleveland, O., without delay, for exhibition at the meeting there Oct. 8 and 9. To leaflets, circulars, cards and other printed matter, do not fail to add some newspaper clippings showing your own advertising, or any suggestions whatsoever that relate to that particular line. Mr. Knoble asks for these contributions to be made as early as possible, for the reason that they will take considerable time to arrange. Due to mail delays these should be posted with special delivery stamps.

Having seen similar exhibits in other lines of business, we know how effective and informative these displays are, and so would enjoin on all who can possibly contribute to do so, and without delay.

F. T. D. Window Dressing

At our F. T. D. meeting in Detroit in 1917 Sam Seligman genially called "Sprinkle Proof Sam," originated the idea of giving a reward for window decorations demonstrating to the public to the best advantage the service rendered by the Florists' Telegraph Delivery Association. This prize was open to all retailers in the town where our F. T. D. meeting is to be held, and great good came out of this display at the different flower shows in Detroit. The idea worked out so well that the Kennicott Bros. Co. of Chicago offered $100 in cash for the best window, Chas H. Grakelow of Philadelphia offered a silver loving cup for the second, and Sam Seligman's $25 was to be for the third best.

This seems very encouraging and I am sure that the Cleveland florists, and not the F. T. D. members alone, but all retail florists, have something worth while going after.

ALBERT POCHELON,
Sec'y F. T. D.

. Directory of Reliable Retail Houses .

A. T. Bunyard — FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street
MEMBER

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus
ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue — Boston 1 Park Street, 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
MEMBER
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.
MEMBER

MALANDRE BROS.
MEMBER
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK
MEMBER

Young Inwood 42 West 28th St. NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.
MEMBER

NORFOLK, VA.
MEMBER
Grandy The Florist
ORDERS ALSO DELIVERED TO *Fortress Monroe, Va.*

BUTLER & ULLMAN
MEMBER
Successors to H. W. FIELD *SMITH COLLEGE FLORISTS*
NORTHAMPTON, MASS.

F. T. D.
Convention Home
OCTOBER 8-9

When you are in Cleveland make the Hollenden your headquarters and be right at hand where all the Convention activities take place.

Delightful rooms, splendid service and the best of cooking.

EUROPEAN PLAN, WITH BATH:

For one person,	-	$2.00 to $5.00
For two persons,	-	3.00 to 6.00
With twin beds,	-	4.00 to 6.00

SUITES AT VARIOUS PRICES

The F. T D. Questionnaire

"Hats off" to whoever is responsible for the questionnaire sent out by the F. T. D. Association.

The information thus obtained should furnish much valuable material for discussion at Cleveland, October 8 and 9.

The 28 questions touch on much which is vital to the welfare of the association and, if we may reverse their order, and reply to the last question first, "How do you feel after filling out this questionnaire?" we would reply that the series of questions asked makes clearly evident the fact that this aggressive organization is in the hands of those who are not resting on past laurels, but who are continually on the move to secure larger benefits for their members.

Among the striking questions we note: "Shall firms not in the retail business (but closely associated with our trade) be allowed to join and work with us and what shall be their annual dues?" "What shall be the annual dues for members in foreign countries?" in which is incorporated the opinion that it is hardly fair to ask such members to join the S. A. F., support the guarantee fund, and join and pay annual dues to the F. T. D., which is followed up with the question as to "What would be a fair amount for all retail florists in various towns in England, France and Italy?" Question 5, if given a favorable decision, would eliminate a factor which, at times, has been regarded as interfering with the growth of the membership list. This reads: "What do you think of a plan whereby we can pay, perhaps, the lump sum of $1000 for our entire membership annually from the F. T. D. treasury to the S. A. F., and in this manner make all F. T. D. members S. A. F. members automatically?"

An appreciation of what the S. A. F. publicity campaign has done for the members of the F. T. D., is shown in the following question: "What shall be the sum annually turned over from the F. T. D. toward the S. A. F. publicity fund?"

Question No. 10, in which the members are asked as to the number of orders sent out and received during one year's business, should bring to light some surprises which should furnish food for thought to those retailers who have not as yet linked up with the F. T. D.

Question 19 wants to know whether the member has done his bit for the association. It reads: "Are you taking any interest in the F. D. T. aside from your own personal gain, and in what direction?"

We imagine that friend Pochelon wrote question No. 22, a foot note to which reads: "Next time you write

OMAHA, NEB.
Alfred Donaghue
1622 Harney Street Established 1866

Omaha, Neb.
MEMBER
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. MEMBER PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

J. J. Habermehl's Sons PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

In its Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

Directory of Reliable Retail Houses

Trade Mark "We Serve You Better"

Pittsburgh, Pa.
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
Store open Day and Night

PITTSBURGH, PA.
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons
ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

ROCHESTER, N. Y.
H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee
FOREST CITY GREENHOUSES
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

St. Louis, Mo.
Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson
St. Paul. Minn.
20-22-24 West Fifth Street
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.
Joseph's, Florists

The one book pre-eminently practical for use by florists and nurserymen as a guide for all laying out work is Cridland's Practical Landscape Gardening. Price $1.90 from this office.

a hasty or sarcastic letter, wait a day or two before mailing it." The popular secretary believes that in nine cases out of ten such letters would never be posted.

It is earnestly hoped that all F. T. D. members will give this questionnaire fullest consideration. To reply to each question to the best of one's ability would be the next best thing to attending the meeting at Cleveland. Do it now, but as well go to Cleveland, if at all possible. Both moves have inestimable value for retailers everywhere.

C. L.

Questionnaires being the fashion of the day, there is no reason why F. T. D. members who received one direct from their own organization should not be at pains to answer to the best of their ability the twenty-eight questions therein propounded. Their replies, grouped and analyzed, will enable the Association's officers to come to a more intimate understanding of the steps necessary to be taken to insure further and mutual welfare.

Some of these questions are of considerable importance.

For instance, Number 5, wherein it is asked—"What do you think of a plan whereby we can pay perhaps the lump sum of $1000 for our entire membership

Feature window display of the MacRorie McLaren Co., San Francisco, Cal.

This furnishes inspiration for a window display advertising the Fourth Liberty Loan Bond issue

annually from the F. T. D. treasury to the S. A. F. and, in this manner, make all F. T. D. members automatically members of the S. A. F.?" Some twenty years ago we advocated the adoption of a system whereby on the payment of so much per capita all the members of clubs and horticultural associations generally would become automatically members of the S. A. F. Our desire was to assist in creating one great central horticultural society, the mass influence of which would be felt whenever matters of national importance came up, as they have of late so frequently. It will be readily understood that a consolidated body of ten thousand would be looked upon by law makers and others as of vastly more importance than one of two thousand. Since that time, however, the conferring of a directorship on every club having a membership of one hundred in the S. A. F. has been adopted—which is good for the large clubs but rather discriminatory against the smaller clubs.

Our own answer to No. 5 would be "Let well enough alone." The S. A. F. is doing big work for all the trade and, again, the $3 a year per individual paid into its treasury is none too great to recompense it for the services it is rendering to the general cause; really the members of the F. T. D. should be more interested in the special publicity campaign work of the S. A. F. than the growers or others who make up the majority of its membership.

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
1534 Second Ave.

National Florist
Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
1315 Cherry Street

R. ABBOTT — Both Telephones
Park Floral Company
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Deliveries to all points in New England
125,000 Square feet of Glass

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Messages of Flowers
By GEORGE H. O'NEILL

Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners. Send for a copy.

Paper cover 25c. Cloth cover $1.00.

A. T. DE LA MARE CO. Inc.
438 to 448 West 37th Street, NEW YORK

Why not get acquainted with the money-making Floral Design Books issued by The Florists' Exchange? A post card request will bring you complete descriptive circular about them.

In No. 22 is asked, "Do you ever receive or write sarcastic or hasty letters to brother florists?" It advises the next time one has written such a letter, not to mail it but to hold it for a day or two and then re-read it, after which, in nine cases out of ten, it will be torn up and thrown into the waste basket. Every business man is bound to receive occasionally letters probing deeply, which hurt, and which are generally written on a spur of the moment and often without cause. If such are answered in like spirit, then an impasse is created and mutual ill will ensues, lasting indefinitely on both sides. We will confess that under provocation we have written many letters containing adjectives and expressions the reverse of friendly, but it has been our invariable rule to act as advised in No. 22, with the result that very few indeed of the letters so written have ever gotten beyond the desk; another, couched in more moderate language, has been written to take its place. The business point involved is simply that if you use force to fight force, the impact is likely to shatter all possibilities for future reconciliation or future mutual business. After a lengthy experience, with all kinds of characters I can truthfully say that the milder letter is always the better, notwithstanding the provocation, for, all said and done, the men who write spitfire letters are to be pitied rather than condemned. Fortunately, the percentage is not a heavy one; better than a reply in kind is to maintain a dignified silence.

No. 24, "Are you hitching your advertising and publicity in your locality to the S. A. F. publicity campaign and using the slogan 'Say it with Flowers' with every chance you can get?" No retailer should allow a day to pass by without using this slogan in an effective way to make it count—on signs in the shop, over the counter, in his advertising on his wagons: Everywhere, "Say it with Flowers" should be conspicuous.

No. 25. Asking if you are making it known in every possible direction that you can make deliveries of flowers through any other one of six hundred fellow retailers all over the United States and Canada, requires similar advice to No. 24. You can take it from an advertising expert that there can be no overdoing in the advertising for either one or the other. The mottoes and the preachments would bear repetition millions upon millions of times and even at that two-thirds of the people of the country would still remain in ignorance. The heaviest and most continuous advertising that has been done by any specialist in any direction has never yet reached the knowledge of fifty per cent. of our population. A. T. D.

The Undertaker and the Florist

I do not know just how it can be done, this cutting out of the undertaker. Many people at the time of a death ask him to recommend a good florist and naturally the undertaker will try to land the job "for a friend." There are some florists who have no friend who is an undertaker; they have to put up the commission proposition, as the florist is just as hungry for the "coin" as the average undertaker.

What we are trying to get at is a modern method of getting business without having to use "lubrications" to do it. The average person at the time of a death in the family does not think of flowers but has to be reminded of them. Now I know for a fact that the average undertaker does not want anything to do with flowers. Why? Well, it means an extra man to take care of the flowers, an extra carriage and extra expense for the family, and goodness knows they have enough expense, without loading them up with extras.

If the florist had his innings before the undertaker, why there would be nothing said. But there is always someone, who wants to "start something." The whole point is to know just how to handle the matter of flowers. If you send a book around just as soon as a death happens, you are listed as a "crape puller" by the florists. There are plenty of people nowadays who like to have a florist call on them at a time of bereavement, as it saves time, the trouble of "dressing up" to go downtown, etc. Then there are others who would not give a florist a "look in."

The undertaker as a rule has more to say in regard to the added expense of taking care of the flowers sent to a funeral than we in the trade have any idea of. As a rule, if the members of the family do not think they can stand the expense of an elaborate funeral someone has to suffer and generally it is the "poor florist." The undertaker has enough to do without taking care of a lot of flowers, which often come in at just the last moment before the services, and many times he does not get credit for what he does.

I am in a section of the city where there are five undertakers and some years ago I was located with an undertaker, that is I had business in connection with him. So I know something about the subject. There has been some talk in the trade papers about how to overcome the "kindly omit flowers" evil. In connection with this I will say that at this time, when the florist's business is having a hard time of it the least said about the undertaker the better. If you do not want to give a commission, why that is your business.

I am a florist and my family has been in the florist business for some generations. I love flowers for their own sake, apart from the money to be made from them and I don't like to see the florist abused. I do not want to part with my coin any better than my friend from New Jersey, but this is a time when you must use "uncommon sense," and the less you have to say about the undertaker the better, for he is the fellow who can help you at this time.

Your correspondent wants to know where he can get 20 per cent. Well, if he will write to Secretary Pochelon at Detroit, Mich., and join the F. T. D. Mr. Pochelon will put him "wise" as to how to make 20 per cent. without having to work very hard for it.

In regard to that famous "$10 pillow with the words 'Mary Ann' on it," I will say that the florist who furnishes this pillow is rated in Dun's and Bradstreet's as good for any amount and pays his bills promptly. There is a firm in Massachusetts and several in other places that pay 33 per cent.

This practice of paying commission to the undertaker has been going on for something like 50 years and I think that in these days, when everything is more or less uncertain, it is a bad time to get after the undertaker, for he can turn much business your way, or turn you down flat. I am going to do as I have always done heretofore; if I have to pay a commission to an undertaker I will do so. I do not mean that I would be satisfied to do this always, but at least till after the war; then if some of the "up-to-date florists" want to cut out the undertaker, I am with them. I am not speaking from what I have read in the trade papers or from what somebody else has told me, but from my own experience of 30 years as a florist and from my personal knowledge and experience of the undertaker, and the plan I suggest I believe is for the best good of the trade at this time.

Hartford, Conn. G. G. McClunie.

Another Slogan

The Burlington Willow Ware Shops, Burlington, Iowa have adopted the slogan "Say It with a Basket of Flowers." One form in which it is being used is on a rubber stamp; in a long rectangular space is shown, on either side, a basket of flowers enclosed in a circle, with the wording between the two circles.

Flowers to Cheer Our Wounded Heroes

Reports from the Y. W. C. A. in France state that the Blue Triangle workers who are located in the Y. W. C. A. huts for nurses are cheering the wounded and ill soldiers in the hospitals there by distributing among them Roses, Snapdragons, Larkspurs, Foxgloves, Gladioli and other blooms. These are contributed by the owners of gardens in the neighborhood of the hospitals. The soldiers are said to ask eagerly for the flowers and are evidently delighted to receive them.

It might be as well for store employees to avoid the use of the words "clerk" and "florist" when asked to state their occupation. Decorators and designers may not be more essential, but they have been less talked about.—*A Chicago Contemporary.*

—Would there not be renewed danger here? The camouflage corps is in great need of skilled designers we hear. Might not these men be jumping out of the frying pan into the fire?

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary Central New York orders efficiently filled. Wells College.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass.

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va: WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Dover, Del. J. J. VON REIDER Your orders solicited

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity.

Kalamazoo, Mich. G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery

Kansas City, Mo. W. J. Barnes FLORIST, KCMO. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890

Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient service

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and all points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Pawtucket, R. I. LAPHAM FLORAL CO. Covers Rhode Island

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad St.

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. FRED H. LEMON & CO. Florists nd Decorators Send us your orders.

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railroads Reach all points. Wires received any hour.

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D.

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Winnipeg, Canada THE "KING" FLORIST 270 Hargrave Street F. T. D. Florist

Yonkers, N. Y. R. T. BRODERICK, Phone: 4681 Prompt delivery and orders filled satisfactorily

York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhouse

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

The Retail Advertisers in these columns are the men you will find it to your interest to deal with.

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	14.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 16 x 7	$10.50
18 x 18 x 8	12.50
20 x 20 x 9	14.50
22 x 22 x 9	18.50

Bouquet Boxes

	Per 100
19 x 9 x 8	$10.00

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY

$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

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WHOLESALE FLORISTS
2 WINTHROP SQUARE
32 OTIS STREET
Boston, Mass.

Telephones
Main 2439-2616-2617-2618-52144

MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
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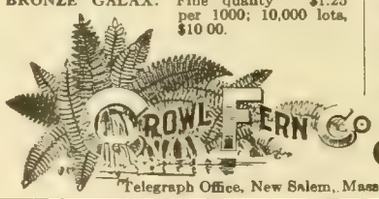
When ordering, please mention The Exchange

DAGGER and FANCY FERNS.

kind you are all looking for.

New Crop, Now Ready. $1.00 per 1000
All selected stock and extra long. Just the

LAUREL FESTOONING, for Fall weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.
BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.
SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb cases only, $5.00 per large case.
LAUREL WREATHS. $2.50 to $3.00 per doz
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted.
Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens



Telegraph Office, New Salem, Mass

CROWL FERN CO.
MILLINGTON, MASS.

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JOS. G. NEIDINGER CO., Florists' Supplies

1309-11 North Second Street, PHILADELPHIA, PA

REED & KELLER

122 West 25th Street
NEW YORK

We Manufacture Our Own - -
FLORISTS' SUPPLIES
METALS WIRE WORK and BASKET WORK

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Southern Wild Smilax

$2.50 per case; $1.50 per half case
Wire or write

Southern Evergreen Co.

J. L. CUMBIE, Manager
MORRIS STATION :: GEORGIA

When ordering, please mention The Exchange

Sixth City Wire Works

Manufacturers of Wire Floral Designs
Hanging Baskets, Wire Lamp Shade Frames and all Special Wire Work to order

224 High Ave., S. E., - CLEVELAND, OHIO

When ordering, please mention The Exchange

PITTSBURGH CUT FLOWER COMPANY

Florists' Supplies

116-118 Seventh St., PITTSBURGH, PA

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Eagle Wire Works

Manufacturers of Florists' designs of all descriptions
Satisfaction guaranteed
Catalogues on request
CLEVELAND, - - - OHIO

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX

$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.

Caldwell The Woodsman Co., EVERGREEN, ALA.

Cincinnati, O.

The Market

Roses are fairly plentiful and meet with a good market. Carnations are in fair supply and are proving good property. Dahlias have become plentiful and recents in this line include many choice offerings. Asters are still plentiful, but the season is nearing the end. Some excellent Gladioli may be had. Other offerings include Chrysanthemums and Cosmos.

Glimpses of Business Men

Robert Warren Hardesty, son of Mr. and Mrs. Thomas Hardesty, was killed last Saturday when an automobile in which he was riding was hit by an L. & N. train. Mr. and Mrs. Hardesty have the sympathy of their friends in their bereavement.

C. E. Critchell has been getting excellent Boston fern and Adiantum plants from Wm. Shafer who has taken over the Hoffmeister Floral Co. greenhouses. Burglars entered Mr. Critchell's place last Friday night and stole some ribbons.

Ed Bossemeyer has advanced to Co. A in the U. S. military training work.

Mr. Cox, representing the Sefton Mfg. Co., Chicago, Ill.; J. R. Goldman, Middletown, Ohio, and Mrs. G. W. Frisch, Dayton, Ohio, were among last week's visitors.

TEDDY.

Detroit, Mich.

The Market

Flowers are scarce in the local market. A week of cool weather with one or two frosts has pretty nearly cut off the supply of Asters and Gladioli. Chrysanthemums are just beginning to make their appearance, being shipped in, however. Local Roses are still rather short. Outside markets must be depended upon for the supply of the better grades. This supply is adequate and brings rather stiff prices for the time of year. Following are the current wholesale prices: Killarney, 4c. to 10c.; Hoosier, 6c. to 20c.; Russell, 6c. to 20c.; Ophelia, 4c. to 10c.; Shawyer, 5c. to 15c.; American Beauty, $3 to $5 per doz.; Carnations, short, 4c.; Asters, $2 to $4 per 100; Gladioli, $2 to $6.

The retail stores have enjoyed an unusually busy week owing to heavy demand for funeral flowers. This item continues to be the mainstay of the business, although several stores report booking orders for wedding decorations for the near future. The sale of house plants has been given impetus by the approach of Fall weather. This is putting new life into the trade. Altogether things look favorable for the coming season.

Club Meeting

A regular meeting of the Detroit Florists Club, held at the Statler Hotel, on Tuesday, Sept. 10, was the first meeting under the new president, J. F. Sullivan. Things started with a bang. After a few preliminary remarks he reflected upon the necessity of making the club a successful one in view of the coming S. A. F. and O. H. convention to be held in Detroit in 1919. This he said could be brought about only by faithful attendance at the meetings and the cooperation of members of various committees in the tasks set before them. His remarks met with enthusiastic applause. He promised interesting meetings with talks by men of prominence on subjects vitally important to the trade. For the October meeting he announced Mr. Gammage of London, Ont., as the speaker.

Harry Balsley in a short address brought up many interesting reminiscences. Chas. Plumb explained the bulb situation to the retailers. The greatly increased cost on the other side, he said, together with cost of freight, duty and short credits will make bulb flowers highly unprofitable this year. He estimated that a 6in. pan, which ordinarily sells at retail for 75c. to $1.25, will this year have to bring $2.50.

In the discussion of the coal situation it was questioned if the privilege of using screenings above the 50 per cent. allowance of coal, as granted in Indiana and Illinois might not be acquired for Michigan. A committee was appointed to investigate. The following were unanimously elected to membership. Chas. Vodica, Chas. Gibson, Walter Cooke and George Street.

The report of the judges in the local school gardening contest showed much

WIRE DESIGNS

PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If made of wire we can make it.
GEORGE B. HART, Manufactur
24-30 Stone Street, Rochester, N. Y.

PREPARED
Magnolia Leave

IN CASES OR CARTONS
Pass us your orders
THE RUMBLEY CO
EVERGREEN, ALA.

Florists' Supplies
McCallum Co.
Pittsburgh, Pa.

Michigan Cut Flower Exchange

INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
264-66 Randolph St., Detroit, Mich

SOUTHERN WILD SMILAX

$3.00 per case
Natural Log Moss $1.75 per bag of 100 sq. ft.
Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.
E. A. BEAVEN, Evergreen, Ala.

WIRED TOOTHPICKS

10,000 $2.00; 50,000, $8.75
Manufactured by
W. J. COWEE, Berlin, N. Y.
Samples Free. For Sale by Dealers.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

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Reliable Supplies for both Wholesale and Retail Florists

The Florists' Supply House of America

Chiffons, Ruscus *and* Roping

WATERPROOF CREPE PAPER—NEW STOCK

ORDER NOW = NO REGRETS LATER

NEW YORK FACTORY, 709 FIRST AVENUE, NEW YORK TELEPHONE: VANDERBILT, 4976

H. BAYERSDORFER & CO., 1129-31 Arch Street, Philadelphia, Pa.

WAREHOUSES and FACTORY: 113 N. 12th St. and 1127 Appletree St.

When ordering, please mention The Exchange

painstaking work on the part of the children. Ferns and other plants donated by various members of the club served as prizes. Detroit florists deeply appreciate the work and results attained by Mr. Gude of Washington in his late interview with Gen. Crowder in regard to florists being exempt from the work or fight rule. A resolution drawn in acknowledgment of this will be mailed to Mr. Gude shortly. A strong appeal was made by Mr. Pochelon for florists to close their shops on Sundays.

Detroit florists have observed the gasless Sunday rule by refusing to make deliveries with their cars on this day. Mr. Pochelon believes this would be an opportune time to bring about Sunday closing. His appeal met with much favorable comment. Final action was postponed to the next meeting.

A party of local florists recently visited the various greenhouses of the Mt. Clemens growers. Among those visited were Fred Breitmeyer, Robt. Klagge, Arthur Van Beversluys and Aug. Von Boeselager. H. C. F.

Denver, Col.

With the return of cool Autumn weather a more steady increase in business is noted in the flower stores. There is a larger call for cut flowers, blooming plants and Boston ferns. Several October weddings are being booked already. The large and small wedding decorations are missed by all. Most of the decorations these days are pulled off in one's store or window. However, this keeps one in practice. Asters are about a thing of the past. Gladioli and Dahlias are still to be had. Roses are coming in better every day and are selling up fairly well. Carnations are beginning to come in larger quantities, the flowers having better size and the stems getting longer.

In the Spot Light

C. R. Root of the Colorado Seed Co. was much pleased, having just received word from New York that the Dutch bulbs had arrived. This firm disposes of a large quantity of these bulbs every Fall.

Elitch Gardens Co. has a house of fine Begonias, the color being exceptionally good. It is cutting a fair quantity of Easter Lilies. The plants in the Rose and Carnation houses look strong, clean and healthy. Some of the early 'Mums are showing color. Paul Howard says the demand for good stock is greater than the supply. The out of town business was very good in September.

H. G. MacLellan of the Ove Gnatt Co. opened up at the Brown Palace Hotel with a fine line of florists' supplies, baskets, Christmas goods and decorative stock. He is on his way to the Coast. He reports business very good so far, and is glad to say that Denver treated him O. K.

The City Floral Co. has added a new leanto house, 16 x 100, which will be used for pot plants. The Poinsettia plants have never been better at this time of year. Mr. Lamerman states he can never grow enough to supply the demand.

Conrad Lengenfelder has his houses all planted and his stock looks healthy. He is growing a large variety of Roses this season—Columbia, Rose-Marie, Double Ophelia, Francis Scott Key, Mock, Mrs. Shawyer, Hoosier Beauty, Ophelia and Hadley; also five houses of Carnations. He is trying three benches of Tomatoes this season as an experiment. If he has good success in this venture he will go at it stronger next year.

S. R. Lundy is back at the store again after spending a week in Salt Lake City.

O. H. Frank, resident representative for the A. L. Randall Co., Chicago, has opened an office and show room in the Charles Building. C. F. E.

PITTSFIELD, MASS.—By the recently probated will of the late John White, florist of this city, the bulk of the estate, consisting largely of real estate and having an estimated value of about $40,000, goes to his widow.

GNATT'S

"Queen Quality"

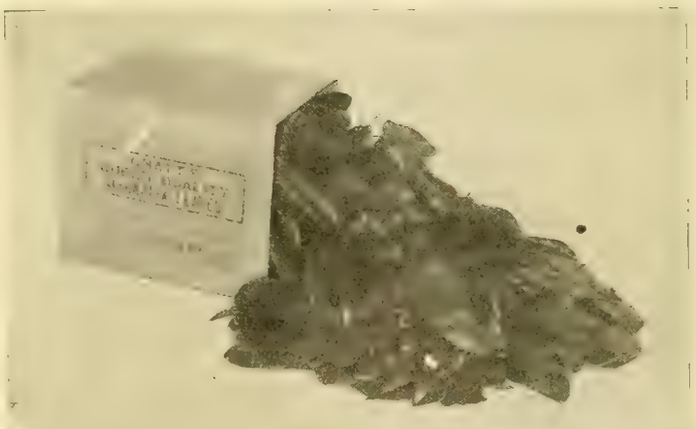
Magnolia Leaves

They will not mold. Packed from selected leaves. Uniform size.

BROWN—GREEN—PURPLE

10 Carton Lots, per carton...$1.35

Single Cartons, per carton.... 1.50



GNATT'S

Prepared and Green Dyed

Lycopodium or Princess Pine

Keeps fresh and green all the year.

Per carton.....$2.75

Order today and be convinced

ALL PRICES F. O. B. LA PORTE, IND.

We also manufacture a large line of Baskets and carry a full line of Florists' Supplies.

Please order now for Oak Sprays, Red Ruscus and Green Painted Ruscus

Write for our latest catalogue and get the new and practical things

2 ESSENTIALS FOR FLORISTS

THE OVE GNATT CO., LA PORTE, Indiana

2 ESSENTIALS FOR FLORISTS

When ordering, please mention The Exchange

M. RICE CO. Buy "Keystone Quality" Florists' Supplies PHILADELPHIA, PA.

When ordering, please mention The Exchange

THE KERVAN CO.

Fresh Cut Decorative Evergreens of all kinds

New Crop DAGGER FERNS

Largest stock in America. Write for our Illustrated Catalog of Greens and Florists' Supplies

119 WEST 28th STREET, NEW YORK

When ordering, please mention The Exchange

On Sale Every Morning at 7 o'clock

ROSES

Columbia Russell Hadley
Sunburst Ward Ophelia
Hoosier Beauty *and*
Double White Killarney

INCLUDING THE ENTIRE CUT FROM THE DUCKHAM-PIERSON RANGE

Miesem's **LILIES** Every Day

TOTTY'S 'MUMS

DAHLIAS

Good Results with Parcel Post Shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

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NEW YORK

Wholesale Market and News of the City

The Market

Sept. 24.—There is little change from last week's conditions in the wholesale cut flower market. Arrivals are not over large, and the demand is moderate. American Beauty and hybrid tea Roses are both in fair supply and are meeting with a moderate demand. Am. Beauty of special grade are selling at from 8c. to 25c. each, and other grades at corresponding prices. The best grades now arriving of the hybrid teas are selling all the way from 2c. to 3c. each for the Killarney varieties up to about 10c. for the preferred newer varieties.

Carnations are in fair supply and are meeting with a little better demand, as the offerings of Asters grow less. The best blooms are selling for about $1.50 per 100.

Cattleya orchids are in much larger supply, and prices have declined from last week's quotations to 25c. to 50c. each, with only a moderate demand. White Lilies are temporarily in short supply and on Monday sold for $10 per 100; rubrums at $2 to $5 per 100. Lily of the Valley is very scarce and is selling at about $10 per 100 for the best grade.

As regards Summer and Autumn flowers, Asters are in decidedly shorter supply and the best are realizing from $1.50 to $3 per 100; Gladioli, too, are passing out of the market, but Dahlias, Cosmos and Eupatoriums are coming in, not in large, but in a slowly increasing supply. A little Delphinium and a considerable supply of Tritoma are seen. Of the indoor grown Autumn flowers there is a moderate supply of 'Mums of only medium quality, some of the best realizing about $3 per doz.

Outdoor grown greens are now dominant, especially boughs of Oak foliage, ferns and sprays of Asparagus.

Liberty Loan Meeting

There was a special meeting of the Florists' Club held on Monday night of this week, called to appoint committees on the sale of the Fourth Liberty Loan bonds. A full report will be found in this issue.

At the Oct. 14 meeting of the club, Edward L. Farrington, of Weymouth Heights, Mass., will give an illustrated lecture on "The Arnold Arboretum, the World's Greatest Tree Museum." Mr. Farrington will go through the Arboretum from end to end, showing pictures of the different groups of trees and shrubs as they are found along the way.

Posters were up in several parts of the city on Monday emanating from the National League for Woman's Service appointing Tuesday, Sept. 24, for the sale of boutonnières by the young ladies of the league, who "tagged" each man, asking him to wear a flower. The proceeds of the sale are to help along the financial drive being made by the league. Mrs. J. Clark Curtin, president of the league had charge of this sale, and it was reported that she had marshaled hundreds of young women, many of them society "buds," to help promote the good work.

The American Dahlia Society held its fourth annual show in the Engineering Building, 25 W. 39th st., this week. The show opened Tuesday night and closed Thursday night. A report will be found in this issue.

P. Welch, Boston, Mass., was a caller in the wholesale district this week.

Mrs. Ernest Asmus, who was critically injured in an automobile accident last week (see p. 465), at latest accounts, as we go to press, is reported as absolutely without change from the condition then noted.

News has reached C. B. Weathered, of this city, of the death of his son, C. B. Weathered, Jr., in action in France, at the passage of the river Ourcq, on July 31, which date commemorated the young man's 24th birthday. Mr. Weathered, who has long been a familiar figure in local trade circles, has the deep sympathy of his many friends.

George Patrick Buckley, who died suddenly at his residence, 1275 Atlantic ave., Brooklyn, aged 70 years, was in his day a noted gardener and florist. For years his place on Fulton st. was known as the Crystal Palace, named after the London institution of that name, where, as a boy, he cultivated flowers used in Queen Victoria's palace. He leaves a son and a daughter.

Horticultural Society of New York

The Horticultural Society of New York held a Dahlia show at the Museum building, Bronx Park, on Sept. 21 and 22. The show was somewhat smaller than usual because of the poor season for Dahlias, but blooms of excellent quality were exhibited. The trade exhibitors were C. Louis Alling, West Haven, Alfred E. Doty, New Haven, Conn. and Mills & Co., Mamaroneck, N. Y. who divided the awards in the commercial classes. Mr. Alling took first for the largest collection and Mills & Co. three firsts, several seconds and thirds. There were also good exhibits by amateurs.

Horticultural Courses at Columbia

The courses in agriculture offered by Columbia University beginning Sept. 26 included flower culture, tree fruits, introduction to agriculture, soils and fertilizers, field crops, agronomy, and research in soil management. From Oct. 15 to Nov. 23 a special course in poultry will be given All these classes are open to the public without entrance examination and previous education. Each session continues 15 weeks. Classes meet usually twice a week, some in the evening. For full information address the secretary of Columbia University, New York City.

HOW did the proceeds of that last shipment of flowers please you—was it up to your expectations?

If not, consign that next shipment to us.

We are in close touch with the best buyers, give every shipment, no matter how small, our personal attention, and remit promptly.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.
111 WEST 28th STREET, NEW YORK CITY

Boston

Sept. 24.—The demand for flowers is so large there aren't enough to fill orders. It has been necessary to get flowers from other large cities. So many deaths have occurred from influenza and pneumonia that there is an unprecedented call for all kinds of indoor and outdoor flowers.

A fair quantity of American Beauty Roses comes from out of town and is cleaned up quickly at prices ranging from $6 to $9 a doz. Hybrid tea Roses are in moderate supply at advanced prices, $4 to $12 a hundred. Carnation are steadily increasing. Quality is not very high but they are eagerly sought at $3 to $6 a hundred. Lilies are scarce at 12c. to 16c. and some at 20c. each. Gladioli are not plentiful and are selling well at 95c. a doz. Asters are of poor grade but sell quickly at 3c. to 6c. each. Chrysanthemums are more plentiful and are now realizing $1.50 to $2.50 a doz. Dahlias sell well but the heavy rains spoiled them. Late perennial Sunflowers. Heleniums. Pyrethrum uliginosum and all kinds of outdoor flowers are flowers, Heleniums, Pyrethrum uliginotum are moderately plentiful and selling well.

Gardeners and Florists' Club of Boston

The regular monthly meeting of the Gardeners and Florists' Club was held at Horticultural Hall on Sept. 17. The picnic committee made a favorable report. Resolutions on the deaths of George Barker and Carl Denayere were read. Two additional deaths were reported, John Lally and Alexander Lister, and the following were appointed to draw up resolutions: Peter Miller, W. N. Craig, John Ness, Richard Calvert, Duncan Finlayson, and Wm. C. Rust. Though it was the first meeting of the season attendance was good. The at-

(Concluded on page 516)

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New York Cut Flower Market
Up to Tuesday, Sept. 24, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	8.00 to 25.00	Adiantum Cuneatum	.20 to .25
" Fancy	6.00 to 12.00	Hybridum and Croweanum	.25 to .50
" Extra	4.00 to 8.00	Antirrhinum, per bunch	.05 to .10
" No. 1	3.00 to 6.00	Asters	.50 to 3.00
" No. 2	1.00 to 2.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	.50 to 1.00	Carnations, Select	1.00 to 1.50
Killarney	.25 to 2.00	Ordinary	.50 to 1.00
Killarney Brilliant	.25 to 2.00	Chrysanthemums, per doz	.75 to 3.00
White Killarney	.25 to 3.00	Cosmos, per bunch	.05 to .10
White Killarney, Double	.50 to 4.00	Dahlias	2.00 to 4.00
My Maryland	.25 to 3.00	Delphinium, per bunch	.15 to .50
Columbia	1.00 to 12.00	Ferns, per 1000	1.75 to 2.00
Hadley	1.00 to 10.00	Galax, green and bronze, 1000	..... to 1.00
Hoosier Beauty	.25 to 5.00	Leucothoe, per 1000	4.50 to 7.00
Key	10.00 to 25.00	Gladiolus	1.00 to 3.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Lilies, Longiflorum	..... to 10.00
Mme. Pl. Euler (Prima Donna)	.50 to 8.00	" Rubrum	2.00 to 5.00
Mrs. George Shawyer	.50 to 6.00	Lily of the Valley	2.00 to 10.00
Sunburst	.50 to 5.00	Mignonette, per doz	..... to .....
Mrs. Aaron Ward	.50 to 5.00	Orchids, Cattleyas	25.00 to 50.00
Lady Alice Stanley	.50 to 6.00	Smilax, per doz., strings	.75 to 1.00
Ophelia	.75 to 8.00	Sweet Peas, Spencers	..... to .....
J. J. L. Mock	.50 to 6.00	Tuberoses, per doz	.50 to .60
Mrs. Charles Russell	1.00 to 10.00		..... to .....

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Fine Grade CARNATIONS
and all Seasonable CUT FLOWERS
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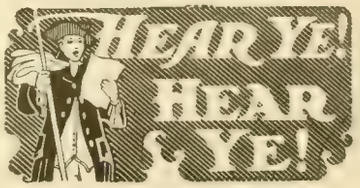

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AND EVERYTHING SEASONABLE
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Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Sept. 23, 1918	Cincinnati Sept. 23, 1918	NAMES AND VARIETIES	Boston Sept. 24, 1918	Denver Sept. 18, 1918	Pittsburgh Sept. 23, 1918
5.00 to 30.00	..... to	Roses—American Beauty	20.00 to 75.00	6.00 to 25.00	4.00 to 25.00
3.00 to 10.00	..... to	Hadley	4.00 to 12.00	to	..... to .....
3.00 to 10.00	3.00 to 8.00	Hoosier Beauty	4.00 to 8.00	4.00 to 10.00	2.00 to 8.00
..... to	..... to	Kaiserin Augusta Victoria	2.00 to 8.00	..... to	..... to .....
2.00 to 6.00	2.00 to 6.00	Killarney	4.00 to 6.00	3.00 to 8.00	to
3.00 to 8.00	2.00 to 6.00	White Killarney	4.00 to 6.00	..... to	2.00 to 8.00
3.00 to 6.00	..... to	Killarney Queen	4.00 to 8.00	3.00 to 8.00	to
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	to	2.00 to 6.00
6.00 to 10.00	4.00 to 8.00	Mrs. Chas. Russell	4.00 to 12.00	8.00 to 15.00	2.00 to 12.00
..... to	..... to	Francis Scott Key	2.00 to 8.00	8.00 to 15.00	..... to .....
3.00 to 10.00	..... to	Mrs. George Shawyer	..... to	4.00 to 10.00	2.00 to 8.00
..... to	4.00 to 8.00	Columbia	..... to	..... to	..... to .....
3.00 to 8.00	..... to	My Maryland	..... to	..... to	2.00 to 6.00
..... to	..... to	Prima Donna	..... to	6.00 to 12.00	2.00 to 8.00
3.00 to 10.00	3.00 to 8.00	Ophelia	4.00 to 8.00	4.00 to 10.00	2.00 to 8.00
2.00 to 5.00	2.00 to 8.00	Richmond	4.00 to 6.00	2.00 to 8.00	2.00 to 6.00
3.00 to 10.00	2.00 to 8.00	Sunburst	2.00 to 8.00	..... to	2.00 to 6.00
3.00 to 5.00	..... to	Killarney Brilliant	4.00 to 8.00	2.00 to 8.00	..... to .....
..... to	..... to	J. J. L. Mock	..... to	2.00 to 10.00	..... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	2.00 to 4.00	..... to .....
..... to	..... to 1.00	Adiantum, ordinary	..... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	.50 to 1.50	Antirrhinums, per bunch	..... to	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, per bunch	.25 to .50	..... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, per bunch	.25 to .40	.25 to .50	.35 to .50
.50 to 2.00	2.00 to 4.00	Asters	3.00 to 6.00	2.00 to 4.00	1.00 to 3.00
.50 to 2.50	..... to	Calendula	.50 to 1.00	..... to	..... to .....
1.00 to 2.00	..... to	Carnations, Select	3.00 to 6.00	..... to 4.00	..... to .....
.50 to 1.50	1.00 to 2.00	Ordinary	..... to	2.00 to 3.00	1.00 to 2.00
1.00 to 3.00	..... to	Coreopsis	..... to	..... to	..... to .....
.50 to 1.00	2.00 to 4.00	Dahlias	..... to	..... to	..... to .....
..... to	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... to	..... to	Delphinium, per doz	..... to	..... to	..... to .....
..... to 2.00	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to 12½
2.00 to 6.00	3.00 to 8.00	Gladioli	4.00 to 6.00	4.00 to 6.00	2.00 to 4.00
75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
10.00 to 12.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
10.00 to 12.00	8.00 to 10.00	" Longiflorum	12.00 to 16.00	12.50 to 15.00	12.00 to 15.00
3.00 to 5.00	..... to	" Rubrum	6.00 to 8.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	10.00 to 12.00	..... to	..... to .....
..... to	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
60.00 to 75.00	..... to	Orchids—Cattleyas	50.00 to 100.00	..... to	40.00 to 50.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, per doz. strings	..... to	..... to 2.00	..... to 2.00
.25 to .60	..... to	Sweet Peas	..... to	.25 to 1.00	..... to .....

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Boston, Mass.

(*Continued from page 514*)

Another was a paper by W. N. Craig, "What Can Gardeners and Florists Do to Help Win the War." A lengthy discussion followed, in which Fred E. Palmer, James Wheeler, James Methven, Robert Cameron, William Downs and A. P. Calder took part. There was an interesting and well grown exhibit of Onions from Thomas W. Little of Clifton, Mass. The varieties exhibited were Danvers Yellow Globe, Southport Red Globe, Southport Yellow Globe, Cranston's Excelsior, and Ailsa Craig. It was awarded a cultural certificate of merit. Frederick Cave exhibited St. Regis Raspberry. It was voted to hold a vegetable exhibition at the October meeting and to continue it for two days. The State Board of Agriculture has offered to give money for some prizes. The service flag of the club has ten new stars added, making in all now 37 members with the Colors.

His friends are grieved to learn that John W. Duncan has lost his only daughter Emily, who died of Bright's disease, on Aug. 30, after an illness of only three weeks.

A severe epidemic of Spanish influenza started in Boston about two weeks ago, first among sailors and radio men. Now there are hundreds of cases in the city. Many deaths have occurred. I have never seen the retail stores as busy as they are now. Many have to work all night the orders for funeral work are so heavy. There are not enough flowers coming in to supply the demand. Many wholesale houses are getting supplies from New York and Philadelphia. Penn the Florist supplied practically all the elaborate funeral pieces sent to the funeral of Prof. Jens I. Wassengard of Harvard University and advisor of the Siamese King. Wreaths were sent by the King of Siam, to which was attached the Siamese flag; the Queen of Siam; members of the foreign legations; the legation officers at Washington, and the Siamese students. All the wreaths were elaborate and expensive and were made from foliage. This week Penn has a big decoration of Chrysanthemums and Gladioli at Symphony Hall for the Real Estate Association.

Spokes in the Hub

At Thomas F. Galvin's Park st. store they are wonderfully busy with funeral work. They had a number of orders for the funeral of Postmaster Murray of Boston.

Henry M. Robinson Co. is unusually busy and although stock is short with the increased demand they have a knack of procuring flowers when it is practically impossible to get them in the market.

At Welch Bros they have been so busy during the past week that they had to work up to midnight and all day Sunday to fill orders. R. C.

Chicago, Ill.

For the first time in weeks the market has snap and vim. Conditions in all lines have improved. The shipping trade keeps wholesalers moving rapidly to get stock for their orders. Local retail circles are also active, not so much with funeral work as with social functions. The supply of stock is about enough with nothing to spare. There is no over supply of anything. Stock in general is of better quality due to cooler weather. With the large supply of poor quality Summer stock out of the way, prices in all lines show tendency to advance. The wholesalers and growers believe a good season is at hand. With the amount of glass taken down and the closing of houses on all the large places it means a much shorter supply of stock and better prices. Dealers believe there will not be as much stock to handle but the amount of business in dollars and cents will be well up to if not ahead of the records of former seasons.

American Beauty Roses are in limited supply but what there are sell daily at list prices. In other varieties the supply is moderate. Quality is good with an absence of low grade and open stock. Prices range from $3 to $10 a hundred with Russell and Columbia bringing much higher prices. Gladioli are gradually falling off and the demand is also on the decline, at $2 to $4 a hundred. Buyers' thoughts turn to other, more seasonable stock now that the frosts have brought Autumn styles. Asters are approaching the end of their season, not as many poor ones as formerly. The tall late branching varieties in pink, purple and white are about all the market affords. Prices range from $2 to $4 a hundred for medium and good stock.

Easter Lilies, while not in large supply, are just about enough for the demand. Valley is limited with an increasing demand. Orchids are remarkably scarce; what few there are command highest prices.

Chrysanthemums of all the early varieties are to be had in quantity; the supply is gradually on the increase. Prices range from $1.50 to $4 a doz. Calendula is a noticeable feature on the market. In its color during Summer it held sway but with the arrival of so many yellow 'Mums, sales are on the decline. The first Violets have begun to come in. They are chiefly home grown and of the single varieties. So far, they have not been in much demand. The supply of greens is sufficient for all market requirements.

All preparations are made for the Fourth Liberty Loan campaign under the direction of an executive committee, of which Fred Lautenschlager is chairman. Committees have been appointed for every section of the city, as well as for every branch of the florist, nursery and allied trades. When the whistles blow on the morning of the 28th the trade will begin active operations. It is safe to say that the showing will be a credit to all connected with our industry.

The sale of the Anton Then greenhouse stock was one of the principal features of the past week's transactions. This property was recently sold to Wm. Langhout who was later forced into bankruptcy by a Holland bulb firm which he formerly represented here. The plants and all working appliances were sold at auction on Tuesday by order of the United States District Court. Most prices received were low. Boston ferns in 4in. to 10in. pots, about 1500 in all, sold for 10c. each. Cyclamens in 6in. pots, excellent stock, about 3300 in all, went for 11¼c. each. Six hundred pot grown Lilies with about a 4in. growth went for $5 for the lot. Fifteen thou-

Chicago, Sept. 23, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty, Specials	per doz.	4.00 to 5.00
36-inch stems	"	3.00 to 4.00
30-inch stems	"	2.00 to 3.00
24-inch stems	"	2.00 to 2.50
18 to 20-inch stems	"	1.50 to 2.00
Short stems	per 100	8.00 to 10.00
Columbia		4.00 to 18.00
White and Pink Killarney		2.00 to 8.00
Killarney Brilliant		3.00 to 8.00
Milady		3.00 to 10.00
Mrs. Aaron Ward		3.00 to 8.00
Mrs. Chas. Russell		4.00 to 20.00
Richmond		3.00 to 8.00
Sunburst		3.00 to 8.00
Ophelia		3.00 to 8.00
Carnations, Select		1.50 to 2.00
" Ordinary		1.00 to 1.50
Asparagus plumosus, per bunch		.35 to .50
" Sprengeri, per bunch		.25 to .50
" plumosus, strings		40.00 to 50.00
Asters, Common		1.00 to 2.00
" Fancy		2.00 to 4.00
Adiantum		1.00 to 1.50
Calendulas		2.00 to 3.00
Chrysanthemums, Golden Glow		2.00 to 4.00
" October Frost		2.00 to 3.00
Cornflowers		to 1.00
Daisies		1.50 to 2.00
Ferns, Hardy, per 1000		2.00 to 2.50
Galax Leaves, per 1000		to 1.25
Gardenias, per doz		1.50 to 2.00
Gladioli, Fancy		3.00 to 4.00
" Common		1.00 to 2.00
Leucothoe Sprays		.75 to 1.00
Lilium Auratum		8.00 to 10.00
Lilium Longiflorum		8.00 to 12.00
Lilium Rubrum		3.00 to 4.00
Lily of the Valley		5.00 to 6.00
Mexican Ivy, per 1000		to 6.00
Mignonette		3.00 to 4.00
Orchids—Cattleyas, per doz		9.00 to 12.00
Smilax, per doz		2.50 to 3.00
Sweet Peas		.50 to .75

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchange

Are you guessing where you come out on profits? Have you a good bookkeeping system? Have you any system worth the name? In either case we would call to your attention the invaluable contribution on "Accounting for Plant and Flower Growers" by P. B. Rigby, an expert at figures and wellknown as a successful New York commission flower dealer, in the Gardeners and Florists' Annual for 1916. 35 cents, from this office to subscribers.

DAHLIAS Now, at the beginning of a new season, is the time to get your customers interested in flowers. There is nothing more attractive than a fine display of Dahlias. A trial shipment will convince you that you can handle Dahlias successfully. Start in now. The Dahlia season is short.

$2.00 to $5.00 per 100

All orders must be placed a day in advance.

OUR ROSES Show a big improvement in the size of the flowers, longer stems, better color; in fact, they are fine for so early in the season.

	Per 100
RUSSELL, PRIMA DONNA	$4.00 to $15.00
HADLEY, a large supply	$6.00 to $15.00
OPHELIA and SUNBURST	$4.00 to $8.00
SHAWYER MARYLAND	$3.00 to $8.00
SWEETHEART	$1.50

BEAUTIES Splendid flowers, good color and size $2.50 to $4.00 per dozen

THE LEO NIESSEN CO.

Wholesale Florists

BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses Asters Gladioli and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa Smilax Adiantum and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.

Easter Lilies and Asparagus Plumosus Sprays

When ordering, please mention The Exchange

sand Freesias well started in flats went very low. Forty-five hundred Cyclamen seedlings sold for $30. To add a finishing touch to the sale 200 tons of coal went for $300. The sum of $3200 was realized from the sale. This will be applied to the creditors of Wm. Langhout. The greenhouses and real estate reverts back to Anton Then who is now advertising the property for rent or sale. More florists were present at the sale than had ever assembled at the Chicago Florists' Club picnics.

George Schumer, son of Peter Schumer, a well-known Carnation grower of Evanston, also a member of the Chicago Flower Growers' Association, is the first wounded soldier connected with the florist trade to reach this section from France. The local papers at Evanston gave his return much publicity. At present he is at Camp Stewart, Va., where he is recovering from shrapnel wounds. His friends hope for his speedy recovery.

Racine, Wis.

Many changes in the trade have occurred in Racine during the past two years. The Flower Shop conducted by Henry Benz and Roy Auckenbach is now in the hands of its owner Joseph Rehl, whose sister, Miss Rehl, is manager under his direction. They enjoy a large portion of the trade, being popular with a wide circle of friends who spend their money freely for whatever they desire. Roy Auckenbach and Henry Benz are in the Army and from latest reports are now with the Expeditionary forces in France.

Mrs. T. J. Hinchliffe., who has been identified with the trade for many years, having conducted a small store on Wisconsin st., retired from business about Aug. 1, and has disposed of all stock to the Racine Floral Co.

Clark Adams, who conducted a greenhouse and florist business on Washington ave., is no longer identified with the city trade, having entered another line of business. The property which consists of one large house was taken over on Sept. 19 by Christ. Saaby. It is a good stand being close to the Mound Cemetery. While many Wisconsin cemeteries have greenhouses to grow bedding plants to ornament the grounds the laws of the State prohibit all cemetery companies to grow plants or cut flowers for profit.

W. S. Jackson, proprietor of the Lake Shore Greenhouses, who sustained serious loss a year ago by a hurricane, has never rebuilt. The remaining houses have all been taken down and he is at present employed in one of the Chicago seed stores.

The North Side Greenhouses, conducted up to two years ago by John Bourgaise, a report of whose suicide at that time appeared in THE EXCHANGE, have also been torn down. The property is in the hands of a real estate agent, and arrangements are under way to erect several flat buildings thereon.

M. B. Lassen continues in business at 942 Washington ave., where he has established a good trade in the outer section of the city.

Rudolph A. Brux, who over a year ago built three houses at Green and Gould sts., is well pleased with the success achieved so far. He grows Chrysanthemums, Carnations and a line of potted and bedding plants. J. M.

Saving and Serving

By economizing in consumption and with the resultant saving purchasing the Government's war securities the American citizen performs a double duty. The citizen and the Government cannot use the same labor and material; if the citizen uses it, the material and labor cannot be used by the Government. If the citizen economizes in consumption, so much material and labor and transportation space is left free for Government uses. And when the saving effected is lent to the Government more money is thus placed at the disposal of the Government.

The more the people save the more money, labor and materials are left for the winning of the war, the greater and more complete the support given to our fighting men.

BEAUTIES

We are strong on **BEAUTIES** now, and can fill all orders to your satisfaction.

Per 100: $12.50, $15.00, $20.00, $25.00 and $35.00

DAHLIAS, ASTERS, COSMOS and all other flowers in season, at lowest market prices.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

Business Hours: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florist of Philadelphia

Philadelphia, 1608-1620 Ludlow Street, Baltimore, Franklin and St. Paul Streets

New York, 117 West 27th Street

Washington, 1216 H St. N. W.

When ordering, please mention The Exchange

Philadelphia

Business has been quiet for the past week with a medium supply of flowers. The supply of Dahlias is not as heavy as usual for this time of year and so far the demand readily absorbs the supply. Asters are on the wane. Carnations are coming in more freely and are commencing to take the place of Asters. In Roses the market is liberally supplied in all grades and colors including American Beauty. The appearance of Columbia, the new pink Rose, has made a favorable impression, and it is predicted will fill the place of Killarney. Chrysanthemums are still confined to the two colors yellow and white. The demand is light. Lilies remain in ample supply with a demand that absorbs. Cattleya orchids are increasing; prices have declined. There are still some Gladioli. Cosmos is in free supply. Calendulas and Delphiniums in limited supply are to be had. There is a sufficient supply of all greens.

The Fourth Liberty Loan drive is now on. This is the first time that the florist trade has been officially listed by the National Liberty Loan campaign. A committee has been appointed, Arthur A. Niessen, chairman, to solicit subscriptions among the florists. Every florist in this district is requested to hold his subscription until one of the committeemen calls upon him or reaches him by letter. The regular monthly meeting of the Florists' Club takes place Tuesday evening, Oct. 1. There will be election of officers and a talk on "War Times Among the Florists," by J. Otto Thilow.

The Autumn exhibition of the Lansdowne Flower Show Ass'n will be held in the Twentieth Century Club Auditorium, Lansdowne, on Saturday, Oct. 5, from 4 until 10 p.m. Samuel S. Pennock is president of the association. Among the judges will be Mrs. J. Drew-Bear, Frederick J. Michell, J. Otto Thilow, Casper Pennock and Dr. Robert Huey.

The writer noticed among the novelties displayed at Wm. J. Baker's besides Delphiniums and Calendulas bunches of white veined Ivy leaves done up in bundles similar to Galax. For the finer grade of work it is far superior to Galax.

Talk of the Town

John Westcott was entertained by friends at Waretown on Sept. 20 and 21. Wm. F. Gude of Washington and John Walker of Youngstown, Ohio, were among those present.

Herman Zimmer plans closing down over half of his glass following the cutting of Chrysanthemums. The help question is more serious with him than the coal.

Michaelson Bros. have had to vacate their store on 52d street; due to the expiration of the lease. A. M. Michaelson is doing his bit in helping Uncle Sam at Hog Island.

John Albrecht of Pencoyd has his allotted quota of coal on hand, and as usual is as optimistic as of yore. He firmly believes in the future of the business.

Benjamin Gibbs after a little taste of the war industry has returned to his first love, the florist business.

The Century Flower Shop has closed for the duration of the war.

Philadelphia, Sept. 17, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	4.00 to 25.00
Kaiserin Aug. Vic.	2.00 to 8.00
Killarney	2.00 to 6.00
White Killarney	2.00 to 6.00
Mme. P. Euler (Prima Donna)	2.00 to 10.00
My Maryland	2.00 to 8.00
Richmond	2.00 to 6.00
Sunburst	2.00 to 6.00
Killarney Brilliant	2.00 to 6.00
J. J. L. Mock	2.00 to 10.00
Lady Alice Stanley	2.00 to 8.00
Mrs. Chas. Russell	2.00 to 15.00
Mrs. Francis Scott Key	2.00 to 10.00
Mrs. George Shawyer	2.00 to 6.00
Hadley	2.00 to 8.00
Hoosier Beauty	2.00 to 6.00
Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	..... to .....
" Ordinary	1.00 to 2.00
Chrysanthemums	15.00 to 20.00
Dahlias	1.00 to 4.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Orchids—Cattleyas	75.00 to 100.00

Fighting Hun Gas

Every man, woman and child in this country is urgently appealed to by the Gas Defense Division of the Chemical Warfare Service of the U. S. Army, 19 W. 44th st., New York City, to cooperate in furnishing material for making gas masks for combating German poison gas. The efficiency of these masks depends upon the quality of the carbon they contain and the best carbon for the purpose is obtained from charcoal manufactured from Peach stones and similar material, including the following:

Pits of Peaches, Apricots, Prunes, Plums, Olives, Dates and Cherries; also the shells of Walnuts, Hickory and Brazil nuts and Butternuts.

The Gas Defense Division makes these suggestions:

All pits or seeds should be thoroughly dried in ovens or in the sun. This is very important. Pits from Cherries imported in brines from Italy should not be included; only pits from native Cherries can be used. It is suggested that there are large quantities of Walnuts, Hickory nuts and Butternuts which are now not gathered; these could be collected, the meat extracted and the shells sent to the Army.

All the materials previously specified may be sent together, but no material of any other sort whatever should be included. Two hundred Peach pits or seven pounds of nuts will produce enough carbon for one mask. The campaign in each community is in charge of the Red Cross and full information may be obtained from that organization. As every soldier and every Red Cross or other organization worker near the firing line requires a gas mask, the importance of this work of collecting material for the manufacture of these masks can be seen.

In New York City several of the department and other stores have placed large barrels or other receptacles, painted red, white and blue, in front of their stores, in which people may deposit Peach stones and similar material.

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

ULTIMATELY
You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House
Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
34 Union Stock Yards. CHICAGO

Please mention the Exchange when writing.

FRIEDMAN'S BEST
TOBACCO POWDER, 4c. lb. in 100 lb. sacks
TOBACCO DUST, 2c. lb. in 100 lb. sacks
TOBACCO STEMS, $1.50 in 100 lb. bales
Special prices in Tons and Carload Lots
J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

Cleveland, O.

The first acute shortage of stock in many months was experienced in this market the latter part of the week ending Sept. 21. The continued rain prevented cutting outdoor stuff, and the absence of sunshine, together with a temperature bordering on frost, greatly reduced indoor cuts. Frost was predicted for the nights of Sept. 20 and 21, but rain fortunately prevented it. The wet, dreary period seems to be over now (Sept. 23) and according to present indications, bright weather will prevail.

Business is brisk and the market clears up early in the day. Receipts of stock are light but will be much heavier by the end of the week. Excepting Gladioli and Asters outdoor stuff is about over for the season. A few Carnations are being offered but not as yet in sufficient quantity to meet the demand. Roses are steadily improving in quality. The best commercial varieties in nice assortment are to be had. Valley is in small and irregular supply. Cattleyas are very scarce, but C. labiata will soon be ready in sufficient quantity to meet the call. Greens are plentiful, although owing to frequent delays in transit the market is occasionally destitute of New England ferns for brief periods.

The Florists' Club and Women

There is a tradition to the effect that women are not eligible to membership in the Florists' Club. This, however, is not borne out by the by-laws, as nothing is said therein upon the matter. On one occasion a prominent woman member of the trade applied for admission, but was rejected, largely on the ground that there had been no women members of the club during the many years since its foundation. But sentiment appears to be changing in favor of the innovation. At the last meeting the consensus of the members present substantially favored the acceptance of women florists, particularly those engaged in business. Obviously, the same standards of eligibility applied to men should apply to women, and any attempt to classify the latter because of condition should meet with a deserved condemnation.

Is the Women Florists' Club Deceased?

So little has been heard of late of the Women Florists' Club, a once potential body, that the belief exists it is dead. Certainly the present lack of vitality is to be deplored as women are taking a more prominent part in the business world than ever before in history. It cannot be that leadership and initiative are wanting; the presence of so many live-wire women florists disprove that. A possible total membership of half a hundred it would seem should provide ample material for permanent organization. Funds are not lacking nor is an excellent meeting place. What is the matter? Perhaps more could be accomplished by a considerable body of business women working harmoniously together in a body than by the efforts of a few, in the Florists' Club, where their influence would rarely be felt.

The F. T. D. Convention

The Florists' Telegraph Delivery meeting, Oct. 8 and 9, coming as it does midway in the Fourth Liberty Loan, will compel florists to do their loan work at the beginning and the end of the campaign. Indications point to an unprecedentedly large gathering of retail florists at this convention. Certainly no florist keenly alive to the needs of his business should fail to attend, because of its educational value.

A meeting of the committee in charge of the convention arrangements was called by Chairman Brown for Sept. 18, when the various sub-committees reported the progress of their plans. Much stress is laid upon the display of individual house publicity as a leading feature of the meeting, as examination and comparison of the various types of advertisements must prove of great value. Specimens of Mrs. Wilson's publicity will be given a prominent place in this display.

The funeral of Mrs. Myron T. Herrick, wife of the former ambassador to France, on Sept. 18, was an event that called forth great quantities of flowers, giving practically every florist in the city more or less business.

Pebbles on the Beach

Karl Ziechmann is now doing Government work as a metallurgical engineer, being located in Pittsburgh, Pa. F. H. Ziechmann is also in the Government service in Washington, D. C.

F. C. W. Brown and Rube Emsley, of the J. M. Gasser Co., made a business trip to Toledo, Ohio, Sept. 19. Mr. Brown's eldest son, Edgar, has enlisted in the Army.

Michael Bloy, of Detroit, Mich., called upon friends in the trade Sept. 17.

John Michelson, of the A. M. Amling Co., Chicago, made his annual trip to the Sixth City Sept. 18.

Trade visitors: R. E. Blackshaw, of the Ove Gnatt Co., Inc., La Porte, Ind.; A. M. Hanson, of A. L. Randall Co., Chicago.

J. McL.

Indianapolis, Ind.

Spurts of funeral work were noticeable in all the flower shops. Flowers for the sick room were also in big demand and now and then a wedding, even though it be of military simplicity, is noted on the florists' order books. Good, long stock for cut flower orders is not sufficient for the demand. Early 'Mums are snapped up at $1 to $3 per doz. wholesale; Carnations are taken immediately at $1 to $3 per 100, as are Cosmos at 25c. per bunch. A few rubrum Lilies still remain at $5 to $6 per 100. Giganteum Lilies are very scarce at $12.50 to $15 per 100. The Rose market is in superb condition so far as quality is concerned; Columbia, Russell and Ophelia are certainly a big three when it comes to the Rose line. The best of these sell at $10 to $15 per 100; seconds at $6 to $8 per 100, and shorts $3 to $4 per 100. American Beauty are also fine at $5 to $35 per 100.

Early frosts have cut heavily into the expected big cut of Dahlias. There are a few of them remaining, however, at $2 to $3 per 100. Corsage flowers are in much lighter demand than good, big stock and will no doubt remain so throughout the season because of the scarcity of the few social functions.

Jottings

Ben Feldner of Zanesville, Ohio, is looking after the pottery trade in this vicinity.

Frank Sacks, well known in the florist trade of Indianapolis 15 years ago, has written his friends that he has struck it rich in the oil fields in Oklahoma. We are glad to hear of his good fortune.

Clarence Thomas of the Circle Flower Store expects to take a trip East and attend the Cleveland F. T. D. meeting en route.

Some of the downtown stores used their automobiles last Sunday and others refrained from doing so. It seems a good plan to use store automobiles only for funeral orders and designate them as such by a large sign "For Funeral Deliveries Only."

There has been a noticeable improvement in out-of-town trade. The shortage of flowers has no doubt caused many of the small cities to appeal to the larger trade centers.

'Mums, while heavily planted in this section, will no doubt be scarce throughout the season. This shortage will be brought on by the fact that a number of growers in the smaller towns have gone out of business and have, therefore, turned buyers instead of producers in the 'Mum line.

John Michaelson of the E. C. Amling Co. has been visiting the wholesalers and retailers in Central Indiana.

A number of members of the flower fraternity will be busy with the Liberty Loan campaign and this, together with the general agitation, will no doubt cause a slowing up in all lines of business for some time.

Albert Clampitt has accepted a position as chauffeur with A. Wiegand's Sons Co. in N. Illinois st.

It is generally predicted that Carnations will be the best property they have been for years and an average price of $1.50 per doz. will no doubt be maintained throughout the coming season.

Tomlinson Hall Market is fairly well attended these days and a great amount of stock is sold there at wholesale early in the day. The 'Mum season is about to open there and a much bigger volume of business will be carried on.

I. B.

Portland, Ore.

Although it is already Sept. 19 we are still having hot, dry weather. The only cool part of the day is shortly before sunrise as the nights are generally very warm. Fuel is about all that we can really save as the stock is plentiful and the usual waste accompanies it. The variety of stock is about the same. 'Mums arriving are generally poor and there is little fancy stock in sight. Roses are excellent and plentiful. Carnations are sluggish in demand but the new crop looks well. Gladioli are still with us and most of these are sold. Business generally has lacked pep, and was there not a really busy day intermingled now and then we would hardly know that the Winter season is at our door.

Shows and Meetings

The State Fair opens Sept. 23. Effort has been made to have a larger display in the flower section than ever. Clyde Clancey has spent a great deal of time creating interest among the growers in this section so that in another year substantial prizes will be offered by the State. The Multnomah County fair is also open this week and for once the weather has been fine.

The September meeting of the Floral Society was held with a fair attendance. The annual ladies' night was dispensed with because of war conditions. It was voted that all members called to the Colors be relieved of the payment of dues and continued in good standing until they return. Albert Rahn spoke briefly on what was going on in Spokane, also touched somewhat on the prospects of our business in the near future. John Young, formerly of Young & Lester, was present. The matter of a credit rating was given the once over in order that at some near future date the trade will have a local and shipping credit rating book second to none in the country. E. H. White showed some of his new seedling Dahlias and also some of the new ones from Europe. H. E. Weed, an authority, told how to grow Peonies, what kinds to grow and what not to do. Mr. Bacher having been told by a Swiss tourist that all that is needed to beautify the Columbia is flowers, prepared a paper which has been sent to the authorities, drawing attention to this fact and explaining a good method of procedure. He states that we have an abundance of native flora and if the right steps are taken the plan will surely be a success.

H. Niklas.

Coming Meetings and Exhibitions

Cleveland, O.—F. T. D. annual meeting, beginning Oct. 8. Sec'y, Albert Pochelon, 153 Bates, st., Detroit, Mich.

New York City.—American Institute and Amer. Chrysanthemum Soc., exhibition of 'Mums Nov.. 6 to 8. W. A. Eagleson, Sec'y, 324 W. 23d st.

F. E. Ads Give Good Results

CLASSIFIED ADVERTISEMENTS

SITUATIONS WANTED

SITUATION WANTED—By a good and reliable all-round greenhouse man, with life long experience. Either commercial or private, but nothing less than $25 per week or equivalent considered. Particulars in first letter, please. Address H. A. care The Florists' Exchange.

SITUATION WANTED—By young man of 26; single; exempt from draft; 10 years' practical experience in commercial and private greenhouses; all round grower. Can furnish best references. State wages when writing
H. Miller, P. O. Box 432, Katonah, N. Y.

SITUATION WANTED—As store manager. Life long experience in decorating, designing, etc. Have had charge of best trade in several large cities. Strictly temperate. Above draft age. Address H. C. care The Florists' Exchange.

SITUATION WANTED—By gardener as working foreman, flower and vegetable grower, outdoor and under glass; 25 years' practical experience. Married; no children. P. O. Box 567, Harrison, N. Y.

SITUATION WANTED—As private gardener, by a Swiss, disengaged Oct. 1; single; 40. Competent in general gardening, outdoor and general greenhouse. Steady; sober. Good references. Address H. D. care The Florists' Exchange.

SITUATION WANTED—As head gardener, French; 40; married; no children. 22 years' practical experience in all branches, under glass and outside. Private place.
A1 references P. O. Box 342, New Canaan, Conn.

SITUATION WANTED—As head gardener on private place. 9 years' experience, inside and out. State salary and particulars. Address H. G. care The Florists' Exchange.

SITUATION WANTED—By greenhouse foreman, open for engagement. Thoroughly experienced in every line. Decorator. Single. Address H. E. care The Florists' Exchange.

HELP WANTED

WANTED—A good man for our landscape department; one capable of drawing plans and making good. Also foreman of greenhouses growing fancy plants and beeding stock, capable of building up fancy pots and baskets. State wages wanted, age and when ready.
Lang Floral & Nursery Co., Dallas, Texas

SEED TRAVELER WANTED
for
NEW ENGLAND STATES
A seed traveler by a large Eastern Wholesale Seed House. A man who knows the New England territory—a man of experience—to start January 1st, 1919. Permanent position.
In answering, please state experience, average sales per year, by whom employed, and how many years working New England. Also what part of the New England States traveled.
Address F. B. care The Florists' Exchange.

WANTED—Rose grower to take charge of Rose section, also a Carnation grower to take charge of Carnation section. Must be well recommended and must be able to show results, as only first class goods are required for our trade. $75.00 per month, 4-room house, garden and coal. Please state age, if single, $50.00 per month, room and board. Steady position for right parties.
T. Malbranc, Johnstown, Pa.

WANTED—A first class accountant, having practical knowledge of the fruit and ornamental nursery business and capable of taking charge of office management. This position requires a man with initiative and poise. Applicant to give references and detailed information regarding his experience. Address
Fancher Creek Nurseries, Fresno, Calif.

WANTED—A good, reliable, all round grower of potted plants, Carnations, Chrysanthemums, Sweet Peas and Calla Lilies. Must be sober and industrious. State wages and references in first letter.
Labo, Florist, Hobbs Bldg., Joliet, Ill.

WANTED—Bookkeeper-Stenographer; lady preferred; experienced; able to draw trial balance and keep full set of books. One familiar with the seed business preferred but not essential. Good opportunity. State salary expected. Address G. D. care The Florists' Exchange.

WANTED—A grower, one who is a live wire. Must be conversant with growing Carnations, Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—A reliable greenhouse man; good grower. Will have to work some days on decorating rooms and tables. Good wages; steady position. Apply to
Alb. Millard, Supt. "Greystone", Yonkers, N. Y.

WANTED—Working gardener, to take charge of 20 acre place with one assistant gardener. Apply by writing, giving age, nationality, references and experience. If children, state ages. Address H. B. care The Florists' Exchange.

Continued on Next Column

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is **12½ cts.** per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { **New York: Box 100 Times Square Station.** **Chicago: 66 East Randolph Street.**

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

Wanted—Middle aged man for general greenhouse work; one who understands the growing of cut flowers and plants. Good wages to the right man.
Myers Bros., 1016 Green av., Altoona, Pa.

WANTED—Experienced seedsman, as superintendent of mail order department. Fine future for the man who can make good. State age, experience and salary expected. Address H. F. care The Florists' Exchange.

WANTED—Two asssistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—Man for retail store. Salary $25.00 per week. Must be able to do design work and attend to trade. H. Bershad, care Frederick Loeser, Fulton st., Brooklyn, N. Y.

WANTED—A single man, to assist in growing cutflowers for my store. Wages, $50 per month board and room. Fare paid to Baltimore.
John Cook, 318 N. Charles st., Baltimore, Md.

WANTED—By Oct. 1st., a good, reliable general greenhouse man not liable to draft. Must understand low pressure steam boilers.
Humphrey Floral Co., 607 Chatham st. Rome, N. Y.

WANTED—An experienced store man for first class flower store. Must give references and state wages expected.
T. Malbranc, 406 Main st., Johnstown, Pa.

WANTED—Experienced packer of hardy plants and general Nursery stock for shipment. Steady job for right man. Apply by letter, giving experience, Palisades Nurseries, Sparkill, N. Y.

WANTED—A good Carnation grower; must be steady and reliable. Good position for the right man. Apply to
Jas. Horan & Son, Florists, Bridgeport, Ct.

WANTED—Several good greenhouse men, with experience in growing stock for retail store.
Mann & Brown, 5 West Broad st., Richmond, Va.
(Under new management)

WANTED—Young lady. A1 designer and saleslady. Call, or send all particulars: salary, experience, etc., to
Chas. L. Stanley, Plainfield, N. J.

WANTED—Assistant for general greenhouse work. Wages, $40 per month, board and room Address Chas. Thomas, Hood-Wright Estate, 174th st., Fort Washington av., New York.

WANTED—First-class greenhouse man, to take charge of my business. Good wages paid to the right party; permanent position.
Brooks Carson, Plainfield, N. J.

WANTED—Experienced man for general store work. Must be able to wait upon the highest class of customers. Refrences required.
Wm. Kather, 754 Madison av., New York

WANTED—Young woman for retail florist store. Apply to A. D. Mellis, 3421 Snyder av., Flatbush, Brooklyn, New York.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

PLUMOSUS
Strong Asparagus Plumosus seedlings, $6.00 per 1000, or 10,000 for $50.00 cash
Walter Armacost & Co.
221 East 4th st., Los Angeles, Cal.

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00 .Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

ASPARAGUS—Cut sprays, Plumosus and Sprengeri. Parcel Post 50c. bunch, 35 sprays.
O. Herms, Port Richey, Fla.

ASPARAGUS SPRENGERI—2½-in. 3c., extra strong. W. C. Ehmann, Corfu, N. Y.

ASPARAGUS PLUMOSUS—Spray. $2.50 per doz. bunches. Cash. Henry V. Shaw, Red Hook, N. Y.

BARBERRY

BARBERRY THUNBERGII—From cuttings from one original plant. Send for rates.
The Conard & Jones Co., West Grove, Pa.

BEGONIAS

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnati and Lorraine, 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. Chatelaine, 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

BEGONIA—Gloire de Chatelaine. Strong, 3-in., will make elegant stock for Christmas. $10.00 per 100. Cash. Henry Schmidt, 673 Church Lane, North Bergen, N. J.

BEGONIAS—Chatelaine. 3-in., extra fine. $10.00 per 100, orders of 250 at 8c.
Brant Bros. Inc., Utica, N. Y.

BOUGAINVILLEA

BOUGAINVILLEA SANDERIANA—Bargain. Strong, 3-in., trimmed plants, ready for 4 and 5-in. pots. Equal to Azaleas for Easter. $7.00 per 100, $65.00 per 1000. Cash, please.
The Urbana Floral Co., Urbana, Ohio.

BOUVARDIA

Field-grown	100	1000
Double White and Pink	$15.00	$120.00
Single Pink, Red and Wlite	15.00	120.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

BULBS

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

Continued on Next Column

STOCK FOR SALE

CALENDULAS

CALENDULA—2½-in. pots. selected strain, $4.00 per 100, $35.00 per 1000. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

CALENDULA—Orange King. "True" selected strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CALENDULAS—Orange King, from our own selected seed. 2¼-in., $4.00 per 100. Cash, please. H. D. Rohrer, Lancaster, Pa.

CALENDULAS—O. King, 2½-in., 3c. Grown from select seed. W. C. Ehmann, Corfu, N. Y.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

CALLAS—Bulbs, clean and healthy. See display ad., page 495.
Roman J. Irwin, 108 West 28th st., New York

CARNATIONS

Extra good, field grown plants

	100	1000
Alice	$6.00	$50.00
Mrs. C. W. Ward	6.00	55.00
Miss Theo	7.00	60.00
Pink Enchantress	6.00	55.00
Enchantress Supreme	8.00	70.00
Cottage Maid	7.00	60.00
Dorothy Gordon	6.00	55.00
Matchless	6.00	55.00
White Enchantress	7.50	65.00
White Perfection	6.00	55.00
Alma Ward	6.00	55.00
Merry Christmas	8.00	75.00
Benora	8.00	75.00
White Wonder	7.00	65.00
Victory	7.00	65.00
Beacon	7.50	65.00

Boxes and packing extra at cost. Special quotations on large quantities.
Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS
MATCHLESS we offer a surplus of Matchless, and offer an exceptionally fine lot of Dwarf, bushy, well-topped plants, in lots of one thousand or over, at the special price of $45.00.

	100	1000
Matchless	$7.00	$45.00
White Enchantress	7.50	65.00
White Wonder	7.00	60.00
White Perfection	7.00	60.00
Alma Ward	7.00	60.00
Pink Enchantress	7.50	65.00
Albert Roper	7.50	65.00
C. W. Ward	7.00	60.00
Alice	6.00	45.00
Miss Theo	7.00	60.00

Some of the varieties included in this list are in short supply, and are offered subject to being unsold on receipt of order.
Boxes and packing charges added.
S. S. PENNOCK COMPANY
1608 Ludlow st., Philadelphia, Pa.

FIELD-GROWN CARNATIONS

	100	1000
3000 Cottage Maid	$8.00	$75.00
500 White Wonder	7.00	60.00
500 Belle Washburne	8.00	75.00
2000 Benora	8.00	75.00
800 Alice	7.00	
500 Harvard	8.00	75.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CARNATION PLANTS
Field-grown
We can supply excellent stock of White Enchantress, Enchantress and Matchless. Send your orders to us to be assured of satisfaction. Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from parties not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

CARNATION PLANTS

	100	1000
Alice	$6.00	$45.00
Matchless	6.00	50.00
C. W. Ward	7.00	60.00
Theo	7.00	55.00
Philadelphia	7.00	55.00

The Leo Niessen Co.
1201 Race st., Philadelphia, Pa

CARNATIONS—Field-grown White Enchantress White Wonder, Matchless, Perfection, Enchantress, Enchantress Supreme, Mrs. C. W. Ward, Beacon, White Perfection, Benora, Light Pink Enchantress, A. Roper, Harlowarden, Pink Winsor, Alice, Peerless Pink $7.00 per 100, $60.00 per 1000. Prices on other varieties on application.
Roman J. Irwin, 108 West 28th st., N. Y.

Continued on Next Page

STOCK FOR SALE

CARNATIONS

CARNATION PLANTS
[illegible] strong, healthy
Enchantress Supreme
Enchantress } $50.00 per 100, $450.00 per
White Perfection } 1000
George Peters & Sons, Hempstead, N. Y.

CARNATIONS—1000 each Enchantress Supreme, Benora, Mrs. Ward, Rosetta, $60.00 per 1000; White Enchantress, Matchless, $50.00 per 1000. Cash with all orders.
C. B. Johnson, Woburn, Mass.

FIELD-GROWN CARNATIONS—White Wonder, $5.00 per 100. $45.00 per 1000; White Perfection, $5.00 per 100, $45.00 per 1000. Cash with order, please.
John Weston, Valley Stream, L. I., N. Y.

CARNATION PLANTS—Field grown, Enchantress Supreme, White Enchantress, Matchless, White Wonder. $6.00 per 100, $50.00 per 1000, 250 at the 1000 rate.
Brant Bros. Inc., Utica, N. Y.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless. $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—Field-grown. Excellent stock, 1300 Matchless, 150 Enchantress, 100 Beacon, 275 Dorothy Gordon, $6.00 per 100, $50.00 per 1000. Samuel Kinder & Bros., Bristol, R. I.

CARNATION PLANTS—500 Matchless, 400 White Enchantress, 275 Prospector. Fine plants. $6.00 per 100. Cash.
Stephen E. Shaw, No. Dartmouth, Mass.

CARNATIONS—Field-grown; excellent stock. 500 Enchantress Supreme, 200 Benora, 300 Matchless. $5.00 per 100. Cash, please.
Vose, The Florist, Woonsocket, R. I.

CARNATIONS—1000 Enchantress, $5.00 per 100, or will exchange for red or dark pink.
Van Scoter & Son, Bath, N. Y.

CARNATIONS—Field-grown. Sangomo; White and Pink Enchantress, $50.00 per 1000. Chas. A. Iffinger, Ozone Park, N. Y.

CARNATIONS—Pink and White Enchantress Strong, field-grown plants, $60.00 per 1000.
Henry Smith, Grand Rapids, Mich.

1000 MATCHLESS, fine plants, $50.00 per 1000.
Tripp Floral Co., Walton, N. Y.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready now. 3 in., $8.00 per 100. Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Finest dwarf strain, mixed varieties, 2½-in., $6.00 per 100, $50.00 per 1000. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS—2¼-in. See display, page 495.
Roman J Irwin, 108 West 28th st., New York

CYCLAMEN

Exceptionally good this season.	100	1000
2½-in., as they run	$8.00	$70 00
4-in., selected	25.00	
6-in., selected	60.00	

Salmon, Light and Dark, Pink, Light and Rose, Blood Red, Light Red, Pure White and White with eye. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

CYCLAMEN—See display ad page 495.
Roman J. Irwin, 108 W. 28th st, New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

2-inch rose pots	100	1000
Boston Yellow	$7.00	$60.00
Giant White	6.00	50.00
White Marguerites	6.00	50.00

Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

BELLIS—Daisy Monstrosata, white, pink and mixed. These mammoth, large flowers surpass all other strains, exceedingly abundant in double flowers, $2.50 per 1000.
Clark, Florists, Scranton, Pa.

DAISIES—Bellis Monstrosa. Pink or white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000, $8.25 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

DRACÆNAS

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

PRICES ADVERTISED ARE FOR THE TRADE ONLY

STOCK FOR SALE

DRACÆNAS

DRACÆNA INDIVISA—4-in. $15.00 per 100. Strong, healthy plants. Entire lot of 300 for $40.00. Elmer Coon, Rhinebeck, N. Y.

DRACÆNA INDIVISA—Seedlings, transplanted $1.50 per 100, p.p. W. C. Ehmann, Corfu, N.Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. Bird's Nest Ferns Asplenium, 2¼-in., $12.50 per 100; 3-in. 25c. each; 4-in. 50c., each; 5-in. 75c. each; 6-in. $1.00 each; 7-in. $1.50 each. Ferns for Fern Dishes: well established in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in. of above $25.00 per 100, 5-in. of above, 50c. each. Boston, 2¼-in., $5.00 per 100, $45.00 per 1000; 3-in. $9.00 per 100; Roosevelt, $5.00 per 100, $45.00 per 1000 Teddy Jr., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per 100, $50.00 per 1000; bench-grown, 5-in., fine plants, $6.00 per doz, $45.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 West 28th st., New York

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 2½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

FERNS—Verona and Roosevelt. Bench-grown, ready for 5½ and 6-in. pots; extra strong plants. Price, $25.00 per 100. Cash.
Bound Brook Greenhouses, Bound Brook, N. J.

BOSTON FERNS—From the bench, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100.
Quidnick Greenhouses Inc., Anthony, R. I.

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

BOSTON FERNS—From bench, 10 to 15 fronds, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100. Cotter-Granger Co., Jamestown, N. Y.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 496.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

100 FLATS, Cyrtomium Holy Fern seedlings. Price on application. H. Baumann, Gold st., and Highpoint av., West Hoboken, N. J.

BOSTON FERNS—From bench, ready for 5-in. pots, 20c. each, $15.00 per 100.
BRANT BROS., INC., Utica, N. Y.

BOSTON FERNS—For 5-in. pots, $20.00 per 100. Chas. A. Iffinger, Ozone Park, N. Y.

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early; stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

FREESIAS

GREENHOUSE GROWN FREESIA PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in.	$12.00
½-in. to ⅝-in.	15.00
⅝-in. to ¾-in.	18.00
Bulblets, flowering size	4.00
Bulblets, small	2.00

Cash with order, please,
George E. Lasher, Great Neck, L. I.

Continued on Next Column

STOCK FOR SALE

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in	$0.60	$3.50
½-in.	1.00	6 00
⅝-in.	1.50	10 00
¾-in.	2.50	18.00
⅞-in.	3.00	25.00

PAPER WHITES

12 cm.	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed

	1000
⅜ to ½-in	$4.00
½-in. plump	6.00
½ to ⅝-in	7 50
⅝ to ¾-in	12.00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

FREESIA PURITY—For high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

GENISTA

GENISTA—3½-in., $15.00 per 100. Strong, 5-in. $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

GENISTAS—Strong, healthy plants ready for 5-in. pots, $25.00 per 100. Cash, please.
Vose, The Florist, Woonsocket, R. I.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today?
S. A. Nutt, Buchner, Poitevine, Doyle, La Favorite, Castellane, Perkins, Rooted Cuttings, $2.50 the 100, $15.00 the 1000; Ricard, Helen Michell, Tiffin, De Presilly, Improved Poitevine, Duc de Montmort, Rooted Cuttings, $3.00 the 100, $20.00 the 1000. Parcel Post shipments safest. Add $1.00 the 1000 to cover mailing cost.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Poitevine, Ricard, S. A. Nutt, E. G. Hill La Favorite, Buchner, Viaud and others. Ready now. 2-in., $27.50 per 1000; 3-in., $40.00 per 1000. Theses prices for early orders only. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

GLADIOLUS—In all the latest improved sorts, for forcing and later outdoor planting. Apply for detail to
A. Rolker & Sons, 51 Barclay st., New York

HARDY PLANTS

The best selection of money maker varieties for florists. Strong seedlings at $3.00 per 1000; 40c. per 100; Wallflower dbl. hardy, Sweet Williams, hardy Pinks, Digitalis, Coreopsis, English Daisies. Delphinium, in varieties, $5.00 per 1000; Boston Ivy, ready for 3-in. pots, $7.00 per 1000 or 70c. per 100. Satisfaction guaranteed.
J. Dvorak, Nurseryman, Flushing, N. Y.

HERBACEOUS SEEDLINGS

HERBACEOUS SEEDLINGS—Hollyhocks, dbl. mixed or sorted colors, 3c., Dianthus, dbl., Scotch, choice colors; Eyrethrum, Campanula (Canterbury Bells), Gaillardia Grfla, Coreopsis Lanceolata, Aquilgea, assorted; Digitalis or Foxglove; Delphinium formosum and belladonna; 2c. each. Clark, Florist, Scranton, Pa.

HYDRANGEAS

FRENCH HYDRANGEAS
Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.

	Each
7-inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2½-inch	.05

A. Colle, Doylestown, Pa.

Continued on Next Column

STOCK FOR SALE

HYDRANGEAS

Nice large plants. Just the thing to bring in the money next Easter. Ready for delivery next September. Place your order now. Otaksa Radiant, Mme. Mouilliere, Mme. Maurice Hamard, La Lorraine, Gen. DeVibraye, Souvenir de Mme Chautard and Baby Bimbimette, in 6-inch pots except as noted.

Branches	100
7 to 10	$40.00
5 to 6	35 00
4	30.00
3	20.00
2, 4½-inch	15.00

Cash or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

HYDRANGEAS—Field-grown plants for Easter use. Beautiful stock, planted out from 4-in. pots of the following varieties: Generalde Vibraye, Bouquet Rose, Madam Mouilliere and Otaksa. Well branched and sturdy. Price: $40.00 per 100.
CHARLES H. TOTTY CO., MADISON, N. J.

HYDRANGEA OTAKSA—Prepared for forcing. Large plants for tubs, 8 to 10 branches, 40c. 6-in., 4 to 6 branches, 25c., 4-in., 3 to 6 branches 15c. Cash, please.
Benj. Connell, Merchantville, N. J.

HYDRANGEA OTASKA—Field-grown, from 2 to 7 branches, 15c. to 40c. per plant. Cash with order.
Paul Brunner, 85 Hunt st., Corona, N. Y.

HYDRANGEAS—Field-grown, Otaksa and French varieties. 2 shoots, $7.00 per 100; 3 to 4, 4 to 6, 6 to 8, 8 to 12 shoots, 3c. per shoot.
Roman J. Irwin, 108 West 28th st., New York

HONEYSUCKLES

HONEYSUCKLES
(Lonicera) 5 Choice Kinds Per 10 Per 100

H. CHINESE (Woodbine)		
2 to 3 ft.	2 year	$1.25 $10 00
3 to 4 ft.	3 year	2.00 14.00
H. JAPONICA AUREA-RETICULATA		
2 to 3 ft.	2 year	1.25 10.00
3 to 4 ft.	3 year	2.00 14.00
H. JAPONICA HALLIANA		
2 to 3 ft.	2 year	1.25 10.00
3 to 4 ft.	3 year	1.50 12.00
4 to 5 ft.	4 year	2.00 15.00
H. HENDERSONII		
2 to 3 ft.	2 year	1.10 9.00
3 to 4 ft.	3 year	1.25 10.00
H. HECKROTTII		
2 to 3 ft.	2 year	1.25 10.00
3 to 4 ft.	3 year	1.50 12.00

The Conard & Jones Co., West Grove, Pa.

IVY

ENGLISH IVY—Cut vines, 15 to 24-in. Selected, suitable for cuttings, in unlimited quantities for present and later delivery. $3.50 per 1000 $30.00 per 10,000 Cash
J. D. Knickman, Florist, East Northport, L. I.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—Fine stock. Order now before danger of freezing in transit. 4-in. $12.00 per 100; 4-in., selected, $15.00 per 100 5-in. $18.00 per 100; 5-in., selected, $25.00 per 100 6-in. $30.00 per 100.
New Cleveland Cherries, 3-in., $10 00 per 100
Roman J. Irwin, 108 West 28th st., New York.

JERUSALEM CHERRIES Field plants. Fine bushy well berried, good strain. $10.00 per 100 Cash with order. J. R. Mitchell, Madison, N. J.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each month
6-8-in., 400 bulbs to case $21.00
(1000 for $45.00)
7-9-in., 300 to case 20.00
Baby cases, 100 bulbs 7.50

LILIUM RUBRUM	100	1000
8- 9-in., 200 to case	$7.00	$65.00
9-11-in., 140 to case	10.00	95.00

LILIUM AURATUM

9-11-in., 100 to case	9.50	90.00

Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.
Single nose $20.00 per 1000
Double nose 30.00 per 1000
JOHN R. WALSH, 502 California st., San Francisco, Cal.

Cold Storage Lilies
Lilium Giganteum, 7-9
Price: $16.50 per case of 300
F. Macrae & Sons,
1138 Smith st., Providence, R. I.

VALLEY FROM COLD STORAGE

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $8.00; 500 $15.00; 1000, $30.00.
Vaughan's Seed Store, New York

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

Continued on Next Page

STOCK FOR SALE

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000 Spiræa Van Houtte, 18-24-in., 2-3 ft., 3-4 ft. and 4-5 ft.

300,000 Berberry Thunbergii, 2 and 3-yr., transplanted, 12-18-in., 18-24-in., 2-3 ft.

50,000 Carolina and Lombardy Poplars, 6-8 ft., 8-10 ft., 10-12 ft.

20,000 Elm, American, 6-8 ft., 8-10 ft., 10-12 ft., 12-14 ft.

25,000 Spruce, Norway, 12-18-in., 18-24-in., 2-3 ft. and 3-4 ft.

200,000 Privet, California, Ibota, Polish and Amoor River North 12-18-in., 18-24-in., 2-3 ft.

Also a large and complete line of Fruit trees, Shrubs, Ornamentals, Currants, Gooseberries Raspberries, Blackberries. Roses, etc., for the wholesale trade. Send for prices.

T. W. RICE, GENEVA, N. Y.

We offer a nice lot of NORWAY SPRUCE (Picea Excelsa), transplanted several times, in following sizes:

	10	1000
1½ to 2 ft.	$4 00	$35 00
2 to 2½ ft.	5 50	50 00
2½ to 3 ft.	6 50	60 00
3 to 4 ft.	8 00	70 00

Cash with order

A novelty for the Xmas trade

Clark, The Florist, Mt. Vernon, N. Y.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in pots	$6 00
Pandanus Veitchii, from open, for 4-in pots.	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.

J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

PANSY PARK PERFECTION—Is a mixture of more than 50 distinct thoroughbred varieties and sub-varieties of Giant Show and Fancy Pansies some new and not found in any other mixture. It contains a good percentage of red, bronze and brown in many shades and fancy varieties, in a wide range of rich and rare colors and markings, the colors are in the right proportions for the retail trade. I have made the growing of Pansy seeds and plants a specialty for nearly 50 years and have received thousands of testimonials from amateurs and florists in all sections of the country, many of whom say that my Pansies are the best in all respects that they ever had, for example: "The Pansy plants arrived in best possible condition and were strong, sturdy, well rooted. I used to buy the very best seeds and plants possible. Have bought from you for the past 8 years and have never been able to produce anything to equal yours. I have never seen such a variety of colors. C. C. Wonneman, The Florist, Mexico, Mo. I have the largest stock of field-grown plants for the Fall trade in America, and they are the best that my long experience and improved methods can produce. The seeds were sown thinly and evenly broadcast in sandy soil, which causes extra fine roots. Prices; from August sown seed: 1000, $4.50; 5000, $21.50; 10,000, $40.00; 25,000, $98.00. Plants from July sown seed: 1000, $5.50; 5000, $25.00; 10,000, $48.00; 25,000, $112.00. Cash. Write for special prices on lots of 50,000 or more.

L. W. Goodell, Pansy Park, Dwight, Mass.

BROWN'S

Giant Prize Pansy Plants. Mixed Colors.

Mixed colors, $3.50 per 1000.

Cash with order

Peter Brown, Lancaster, Pa.

PANSY PLANTS—Steele's Private Stock Mixed, $5.00 per 1000; Steele's Mastodon Mixed, $4.00 per 1000. These plants are heavily rooted, 6 to 8 leaves; seed direct from originators. Good packing. Cash. C. C. Breece, R. 7, Delaware, O.

PANSY PLANTS—Strong and stocky, "Superb Strain". $3.00 per 1000; $8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you.

Brill Celery Gardens, Kalamazoo, Mich

PANSIES—Steele's Mastodon Greenhouse Special, seed from originators, showing buds well rooted in Jersey sandy soil $5.00 per 1000, 75c per 100

Carter's Pansy Garden, Mt. Holly, N. J.

PANSIES—Fine plants, grown from good strain seed. 50c. per 100, $4.00 per 1000. Cash

Fisher Bros., Chambersburg, Pa.

PANSY PLANTS—First-class, $3.50 per 1000.

Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

PELARGONIUMS—2½-in. pots. Easter Greeting and the best of the other varieties, all named and separate, $10.00 per 100. Cash with order.

C. U. Liggit, Wholesale Plantsman

325 Bulletin Bldg., Philadelphia, Pa.

PELARGONIUMS—See page 495.

Roman J. Irwin, 108 W. 28th st., New York.

Continued on Next Column

STOCK FOR SALE

PEONIES

It requires no coal to grow PEONIES.

The following special offer for early order the best commercial cut flower varieties, selected,

Umbellata Rosea. Earliest, light pink	$30.00	
Edulis Superba. Very early, deep pink	15.00	$120.00
Madame deVerneville, Early, white.	15.00	120.00
Festiva maxima, Early, white	15.00	120.00
Duchess de Nemours. Early, white wonderful bloomer	15.00	120.00
Mons. Jules Elie. Early, pink	35.00	
Floral Treasure. Midseason, pink	15 00	120.00
Venus. Midseason, pink (beautiful)	30 00	
L'Eclatante. Midseason, red (fine).	15.00	120.00
Felix Crousse. Midseason, red	25.00	
Couronne d'Or. Late white	15.00	120.00

Special prices on lots of 2500 or more

Boxes and packing extra at cost. Cash with order.

C. U. Liggit, Wholesale Plantsman

325 Bulletin Building Philadelphia, Pa.

PEONY ROOTS

We offer for immediate delivery the following list of the best commercial varieties. All strong, three to five eye divisions, excepting Umbellata Rosea, which are one year old plants.

	50	100
PINK		
Umbellata Rosea, earliest light pink 1-yr. plants	$17.50	$33.00
Eduis Superba	7.50	13.50
Mons. Jules Elie-early	21.25	40.00
Floral Treasure, midseason	7.50	13.50
Venus, midseason	17.50	33.00
WHITE		
Madame de Verneville, early	7.50	13.50
Festiva Maxima	7.50	13.50
Duchess de Nemours, early	7.50	13.50
Couronne d'Or, late	7.50	13.50
RED		
L'Eclatante, midseason	7.50	13.50
Felix Crousse, midseason	16.50	30.00

S. S. PENNOCK CO.

1608-20 Ludlow st., Philadelphia, Pa.

PEONIES

Splendid roots, grown here 2 to 3 years, divisions 2 to 5 eyes. Per 100

Delachei, dark red	$15.00
Delicatissma, lilac-rose	15.00
Grandiflora, shell-pink	60.00
Jeanne d'Arc, pink	15.00
La Tulipe, pink	25.00
Mme. de Verneville, white	10.00
Marie Lemoine, white	15.00
Meissonier, purple-red	20.00
Modeste Guerin, red	25.00
Officinalis Rubra, crimson	15.00
Queen Victoria, white	10.00
Rubra Superba, crimson	50.00
Victorie Modeste, lilac-rose	12.00

The Conard & Jones Co., West Grove, Pa.

PEONIES—I have a surplus of about 30 plants of L. A. Duff, guaranteed absolutely true, of L. A. Duff, guaranteed absolutely true, which I will sell at $8.00 each, for good divisions. Many other fine varieties. Sent for catalogue.

W. L. Gumm, Peony Specialist, Remington, Ind.

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, midseason, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.

Harmel Peony Company, Berlin, Md.

PEPPERS

BERRIED PLANTS—Christmas or Celestial peppers. 1000 outdoor grown, exceedingly bushy stock, blooming and will be well set with fruit. By Christmas will sell for 25c., price now, 9c. Clark-Florist, Scranton, Pa.

CHRISTMAS PEPPERS—Field-grown. Bushy plants, full of cherries, ready to go into 5 and 5½-in. pots. Price, $8.00 per 100 $70.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

PEPPERS—Bird's Eye or Xmas Joy. 3 plants in a pot; bushy. $20.00 per 100.

Roman J. Irwin, 108 West 28th st., New York.

Celestial and Bird's Eye Peppers. 4-in. pots fine, bushy plants, set with fruit. $10.00 per 100 Cash with order. Henry Hanson, Catskill, N. Y

PHLOX

HARDY PHLOX—Clumps; 5 fine varieties: coral pink (tall), white (tall), white (medium height), lavender with white eyes, white with red eye. $7.00 per 100. Cash, please

Miss M. Dewey, 51 Hollenbeck av., Gt. Barrington, Mass.

POINSETTIAS

POINTSETTIAS—2½-in., true red Christmas variety, $7.00 per 100, $60.00 per 1000, 250 at the 1000 rate.

BRANT BROS., INC., Utica, N. Y.

POINSETTIAS—See page 495.

Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

PRIMULA—Obconica gigantea mixed, 3-in., $7.00 per 100. 2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; 4-in., $12.00 per 100; Malacoides Townsendii, giant flowering, 3-in., $15.00 per 100; Kewensis, yellow, 2¼-in., $5.00 per 100.

Roman J. Irwin, 108 West 28th st., New York

Continued on Next Column

STOCK FOR SALE

PRIMULAS

Primulas with a reputation now ready.

Obconica, true Silver Dollar strain.

Appleblossom, Rosea and Kermesina. and other varieties

From 2¼-in. pots, $5.00 per 100, $45.00 per 1000.

Chinensis, large flowering fringed. Defiance, Xmas Red.

Karfunkelstein, blood red.

La Duchesse, flesh color.

Rosea, alba, and cærulea.

From 2¼-in. pots. $4.00 per 100, $37.50 per 1000.

Kewensis (yellow) from 2¼-in. pots $5.00 per 100.

HENRY SCHMIDT

673 Church Lane, North Bergen, N. J.

PRIMULA 2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Chinensis	5.00	45.00
Malacoides, common strain	5.00	45.00
Malacoides, Robrer strain (new)	6.00	55.00

Cash with order

C. U. Liggit, Wholesale Plantsman

325 Bulletin Building, Philadelphia, Pa.

PRIMULA—Obconica. We offer for immediate delivery nice, sturdy obconica. 2-in., $5.00 per 100; also nice 3-in., $7.00 per 100. For delivery from Sept. 1st, on. Cash or satisfactory references from parties not having an account with us. Cotter Granger Co., Jamestown, N. Y.

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.

J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—2½-in. Ready now. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA MALACOIDES—3-in., strong, healthy plants, ready for shift $4.00 per 100. Cash with order Henry Hansen, Catskill, N. Y.

PRIMULA OBCONICA—Milier's Giant. Fine 2-in., $3.50. Malacoides, 2-in., $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

OBCONICAS—3-in., $6.00. Cash.

M.S.Etter, House of Primroses, Shiremanstown, Pa

ROSES

BEES' WELSH-GROWN ROSES

The necessity for reducing output of Roses etc., in order to increase National Good Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them and there are a few copies still available for applicants. Please let is have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!

BEES Ltd. 175-181 Millst., LIVERPOOL, ENG.

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

2-yr. olds, from lath-house. 3-in., 50%; 3½-in., 33%; 4-in., 25% discount off list 4-in., prices. Prime condition for safe shipment, with little or no soil, at light weight. Stock list on request. Leedle Co., Expert Rose Growers, Springfield, O.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SANSEVIERA

SANSEVIERA—2¼-in., $12.00 per 100; 3½-in. $20.00 per 100; 4-in., $35.00 per 100.

Roman J. Irwin, 108 West 28th st., New York.

SHRUBS

SHRUBS—See our price list, page 379, Florists' Exchange, Sept. 7th, or write for complete lists The Conard & Jones Co., West Grove, Pa.

SMILAX

SMILAX—Good, strong plants, from 2¼-in. pots, $3.50 per 100, $30.00 per 1000. Cash with order. J. R. Mitchell, Madison, N. J.

SMILAX—2¼-in., fine plants $3.00 per 100 Henry Smith, Grand Rapids, Mich.

SEEDS

SWEET PEA SEED

Zvolanek's Seed

We offer a complete list of all Zvolanek's best standard varieties. Also his latest tested novelties

Seed ready for immediate delivery.

Send for our complete list.

S. S. PENNOCK CO.

1608-20 Ludlow st., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

SEEDS

SWEET PEA SEED

The following varieties of Winter Orchid Flowering types are best suited for the commercial grower:

	PINK	1 oz.	¼lb.	1 lb.
Rose Queen (Greenhouse)	$3.00	$10.00	$35.00	
Yarrawa	1.00	3.00	10 00	
Fordhook Pink	1.00	3.00	10.00	
Miss Louise Gude	4.00	12.00	40.00	
Mrs. A. A. Skach	.50	1.75	5.00	
Morning Star	1.25	4.00	12.00	
Mrs. Jos. Manda	1 00	3.00	10.00	
Mrs. Paul Dusha	4.00	15 00	50.00	
Early Song Bird	.75	3.00	10.00	
Gertrude Welsh	4.00	15.00	50.00	
BICOLOR				
Xmas Pink Orchid	1.50	4.00	18.00	
Pink and White Orchid	.50	1 75	5.00	
Fordhook Pink and White	1.00	3.00	10.00	
WHITE AND BLUSH				
Venus	.75	2.50	10.00	
Mrs. M. Spanolin	.75	2.50	10.00	
Bridal Veil	.75	2.50	10.00	
Early Snow Flake	1.00	3.00	12.00	
Watchung Orchid	4.00	15.00	50.00	
LAVENDER, BLUE AND MAROON				
Mrs. Chas. A. Zvolanek	3.00	12.00	40.00	
Zvolanek's Blue	4.00	15.00	50.00	
Lavender Orchid	.50	1.75	5.00	
Lavender Nora	.50	1.75	5.00	
Lavender Queen	.50	1.75	5.00	
Zvolanek's Lavender Spanolin	4.00	15.00	50.00	
ROSE, ORANGE AND RED				
Britannia	1.25	3.50	12.00	
Orange Orchid	1.00	3.00	10.00	
Mrs. Sims Orchid	1.25	4.00	12.00	
Apricot Orchid	1.25	4.00	12.00	
Flora Fabing	.75	2.50	8.00	
Servian Prince	1.00	3.00	10.00	
Miss Y. Gilbert	4.00	15.00	50.00	

Cash with order

C. U. Liggit, Wholesale Plantsman

325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGONS

	100	1000
2½-inch		
Enchantress, one of the best	$5.00	$45.00
Bronze Beauty	5.00	45.00
Phelps' White	5.00	45.00
Phelps' Yellow	5.00	45.00
Nelrose	5.00	45.00
Keystone	6.00	50.00
Ramsburg's Silver Pink	5.00	45.00

Cash with order

C. U. Liggit, Wholesale Plantsman

325 Bulletin, Philadelphia, Pa.

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and New Enchantress Pink, Bronze Beauty, Garnet, 2¼-in., $5.00 per 100, $40.00 per 1000.

Roman J. Irwin, 108 West 28th st., New York

KEYSTONE SNAPDRAGON PLANTS—Out of 2¼-in. pots. Nice, bushy plants. $5.00 per 100, $45.00 per 1,000. Cash.

Bound Brook Greenhouses, Bound Brook, N. J.

SNAPDRAGON—Seedlings. A few thousands left. Transplanted Nelrose and Enchantress, $1.00 per 100, prepaid.

Carter & Son, Mt. Holly, N. J.

SNAPDRAGON—From seed. Fletcher's Nelrose and Peach Blow. 2¼-in., $4.00 per 100. Cash, please. Miss M. Dewey, 51 Hollenbeck av., Gt. Barrington, Mass.

SNAPDRAGON—Silver Pink, white and yellow. 2¼-in., strong, clean plants, $4.00 per 100, $35.00 per 1000 Cash.

Hopkins, The Florist, Brattleboro, Vt.

SNOWBALLS

JAPAN SNOWBALL

(Viburnum Tomentosum Plicatum)

	Per 10	Per 100
Strong rooted 3-in. pot plants	$0.75	$6.00
1 year field plants, 9 to 12-in	1.25	10.00
2 year field plants, 2 to 2½-ft	1.75	15.00
3 year field plants, 4 to 5-ft	2.25	25.00

The Conard & Jones Co., West Grove, Pa.

STEVIA

FIELD-GROWN STEVIA—$10.00 per 100; $80.00 per 1000. Cash with order.

Philip Haas, College Point, L. I., N. Y.

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 495.

Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCAS—Field-grown. Large, bushy plants. $60.00 per 1000. Cash with order.

C. U. Liggit, Wholesale Plantsman

325 Bulletin Bldg., Philadelphia, Pa.

VINCA VARIEGATA—Field-grown. $6.00 per 100. Cash, please. Miss M. Dewey, 51 Hollenbeck av., Gt. Barrington, Mass.

VINCA VARIEGATA—Fine field clumps. $4.00 per 100. Cash, please. Geo. L. Ely, Clyde, N. Y

VINES

VINES—Honeysuckles, Clematis, Wistarias, Euonymus, Matrimony Vine. See price list. just out.

The Conard & Jones Co., West Grove, Pa.

VIOLETS

FIELD-GROWN VIOLETS

	100	1000
Marie Louise	$7.00	$65.00
Lady Campbell	7 00	65 00
Princess of Wales	7.00	65.00
Marie Louise, 3-in.	6.00	55.00

Cash with order

C. U. Liggit, Wholesale Plantsman

325 Bulletin Bldg., Philadelphia, Pa

Continued on Next Page

STOCK FOR SALE

VIOLETS

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready now. $6.00 per 100, $50.00 per 1000. Princess of Wales and Gov. Herrick, $8.00 per 100.
Roman J. Irwin, 108 West 28th st., New York

VIOLETS—Strong, field-grown plants. Princess of Wales and Gov. Herrick. $6.00 per 100. Cash. John Morrison, 465 West Main St., Norwich, Conn.

MISCELLANEOUS STOCK

Potted strawberry plants, $3.00 per 100, $25.00 per 1000; strong, two-year-old Asparagus roots, 75c. per 100; $6.00 for 1000; extra good mixture of Pansy seedlings, 40c. for 100; $3.50 for 1000. C. F. Pierson'sMushroom Farm, Cromwell, Conn.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

FRUITS & VEGETABLES

STRAWBERRY PLANTS—Pot-grown and runner, for September and Fall planting. Will bear fruit next Summer. Also Raspberry, Blackberry, Gooseberry, Current, Grape, Asparagus, Rhubarb and Parsley Plants, Fruit Trees, Shrubs. Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

VEGETABLE PLANTS

FRENCH ENDIVE ROOTS—Selected size, cut to proper length. 75c. per doz., $3.50 per 100, $30.00 per 1000. For cultural directions, see issue of The Florists' Exchange, Sept. 21, page 456. Cash or reference. R. W. McClure, Sunny Slope Greenhouses, 401 McClure av., Syracuse, N. Y.

ASPARAGUS ROOTS—3-yrs. old, $1.50 per 1000 $7.50 per 1000. Large Rhubarb Roots for forcing Witloof Chicory Roots, Horse Radish Roots, Parsley, Tomato and Holt's Mammoth Sage plants. Catalogue free.
Harry P. Squires, Good Ground, N. Y.

10,000 Chicory Witloof or French Endive Roots. Easily forced under benches; no extra coal. Ready Oct. 15. 1st. size, $5.00 per 100, $45.00 per 1000; 2nd size, $4.00 per 100, $35.00 per 1000. Cash, please. John Weston, Valley Stream, N. Y.

CABBAGE, CELERY AND TRIPLE CURLED PARSLEY PLANTS—Field-grown, 50 cents per 100, $3.00 per 1000, prepaid. $2.00 per 1000, not prepaid. F. M. Pattington, Scipioville, N. Y.

LETTUCE PLANTS—Grand Rapids and Big Boston. $1.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PARSLEY PLANTS—Double curled, strong, $4.00 per 1000. Cash, please.
H. D. Rohrer, Lancaster, Pa.

ONION SETS—Orders booked now.
Cherryhill Onion Farm, Vinemont, Pa.

FOR SALE OR RENT

EXCEPTIONAL OPPORTUNITY

Retail Flower Store for Sale. Well equipped; best location in Germantown, Phila. Large volume of transient trade.
Can be bought very reasonable.
A great bargain for some one.
For details apply to
Leo Neissen Co., Philadelphia, Pa.

FOR SALE—GREENHOUSE PROPERTY

Consisting of 132,000 ft. of glass on 17 acres, fully equipped, in running order. Finest location in Central States for growing of cut flowers. Good market for everything that can be grown.
Biggest snap ever offered. Can be bought for ⅓ actual value. Will be sold in whole or in part. Private sale can be arranged.
R. G. Corwin
712 Schwind Building Dayton, Ohio

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York.
Jacob Hauck, 49 Montgomery st., Bloomfield, N.J.

WANTED—To purchase or lease, a range of greenhouses in N. Y. City or nearby. Address W. Rehm, 308 West 23rd st., New York.

Continued on Next Column

FOR SALE OR RENT

TO LEASE—30,000 sq. ft. modern glass doing cut flower business, near New York. Fully stocked for entire season and all crops in excellent condition. Seasons' coal supply on premises. Fully equipped with wagons machine, horse, tools, etc. Large, modern dwelling house and live stock. Present lessee in draft. To quick buyer $6,000, of which must have about $5,000 cash. No further expense on place for coming season, outside rent and labor; coal and all stock paid for. Fall crop alone will bring ½ buying price. All stock worth 50% more than I ask. Chapman, care L. I. Co., 460 West Broadway, N. Y.

FOR SALE—Greenhouse, electric light throughout, in manufacturing town of 2500, well stocked Good plant, cut flower and exceptional vegetable trade. Nearest competitor 18 miles. Poor health reason for selling.
Geo. W. Watkin, Camden, N. Y.

FOR SALE—At Palisades, N. Y., a first-class florist business, fully equipped. Established over 30 years Sale made necessary by death in family. Good bargain for right man. For details, apply to
George L. Brown, Palisades, Rockland Co., N. Y.

FOR SALE—Established florist business. Good locality. Greenhouse on premises. Very reasonable.
E. C. Thinnes, 245 De Kalb av., Brooklyn, N. Y.

FOR SALE—A flower shop in select neighborhood, on main business street, at reasonable terms, as men have been called to the colors. Address G. G. care The Florists' Exchange.

SUNDRIES FOR SALE

FOR SALE—16x24 greenhouse glass in perfect condition. Single strength, $5.00 per box; double strength, $7 00 per box.
THE McCALLUM COMPANY, Evans City, Pa.

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c. ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—Packard 30, 1 ton delivery, with pneumatic tires, large panel closed body. Price $750. H. Baumann, Florist, 920 High Point ave., West Hoboken, N. J.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

FERTILIZERS

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$3.25	$14.00	$27.50
Bone Meal Rose Grower, "Vaughan's Special"	4.00	19.00	36.00
Bone Meal, Regular	3.25	14.00	27.50
Dried Blood	10.00	49.00	96.00
Nitrate of Soda	7.50	35.00	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

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LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
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LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10-bbl. bale $2.95; 5 bales, $12.40; 5 5-bbl. bales $7.50. Orchid Peat, $1.25 per bag; burlap 50c. extra. Cash 5c. less
Jos. H. Paul, Box 156, Manahawkin, N. J.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

Springfield, O.

During the first two weeks of September a great improvement was noted in business, probably due to the cool weather. A few more weeks of such weather would make a wonderful improvement in greenhouse stock. Ferns, Vinca Minor, Begonia Chatelaine, Hydrangeas, Cyclamen and P. obconica are moving in large bunches. The retail florists report good business, plenty of cut flowers to work with: Asters, Dahlias, some short stemmed Carnations, Snapdragons and Roses are showing improvement.

Said to be Personal

The Good-Reese Co. has been improving its cold storage plant. Schmidt & Botly have rebuilt one range.

THE PETERS & REED POTTERY CO
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New Yo
Made of Washed Clays—Uniformly Burned—Carefully Packe
When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.

RAMSBURG'S SQUARE PAPER POT
Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.
G. S. RAMSBURG, Somersworth, N. H.
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Dracaena Indivisa
2-in., $2.00 per 100, in any quantity.

Geraniums
Nutt, Ricard and Viaud
2-in., $2.00 per 100, $20.00 per 1000
Also Buchner, Hill, Landry, Poitevine and Montmort

Boston Yellow Daisy
For September delivery, 2-in., $3.00 per 100
ELMER RAWLINGS
ALLEGANY - - NEW YORK
When ordering, please mention The Exchange

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.
When ordering, please mention The Excha
CAMBRIDGE NEW Y
World's Oldest and Largest Manufacturers
FLOWER POTS
A. H. HEWS & CO., INC
Cambridge, Mass.

Red Standard Pots
Look ahead and see whe you can get THE BEST PO for your money you a going to spend this F to stock your greenhous
Think of us—write us—try us
The Keller Pottery Co
213-223 Pearl St., Norristown, P
When ordering, please mention The Excha

Peirce Pape Flower Po
Made in standard s of 2-in. to 6-in. The b Paper Pot for shippi and growing purpos Samples furnished fr Ask your dealer for the
E. ALLAN PEIRC
40 Oaks Road, Waltham, M
When ordering, please mention The Excha

—PIPE—
Wrought Iron of sound second-hand quali with new threads and couplings. 16-fo lengths and up. Also pipe cut to sketch. guarantee entire satisfaction or return mone
Established 1902
Pfaff & Kendall, Ferry and Foundry St NEWARK, N. J.
When ordering, please mention The Excha

Fruits & Vegetables Under Gla
William Turner. Reduced to $3.5
A. T. DE LA MARE CO., INC.
438 to 448 West 37th Street, N.

F. L. Good and family have returned home from a six weeks' trip from Northern Michigan.

Recent visitors were James Frost of Greenville; M. D. Schmidt of Dayton; F. A. Brigel of Columbus; Fred W. Ritters of Dayton; G. A. Ackerman of Columbus, and Mac Low of the Garland Co. of Cleveland.

S. S. Ridge of the Reese Plant Co. spent a few days in Columbus on business. MORGAN SWOPE.

Business Difficulties

Edward J. Welch, wholesale florist of Boston, Mass., was adjudicated bankrupt Sept. 17. A meeting of creditors is called for Sept. 28, at rooms 142, 143 Post Office Building, Boston, at 10 a.m.

Manure Storing Experiments

British experiments by Dr. E. J. Russel and E. H. Richards in handling manure as reported in the Journal of the Agricultural Society have brought out some interesting facts. Losses are at their minimum when the manure is least exposed to the air, for air hastens decomposition and also reduces the quantity of nitrogen and dry matter, especially as the temperature rises toward and above 80 deg. In commenting on methods of storing the authors say:

"Unfortunately, satisfactory results cannot be secured by storage in heaps. No matter how carefully the heaps may be constructed, there is always a loss of nitrogen and never an accumulation of ammonia. Therefore, the ideal method of storage would be the watertight closed tank, to which access of air could be prevented. Needless to say, this method is not always practicable, and when it is not, the next best method must be practiced. If the manures can be kept undisturbed under the beasts, there is less loss than if it is removed regularly and placed in heaps.

"When it must be removed daily, there is nothing for it but to make the heap in the manner best adapted to keep down loss, that is to say, thoroughly compacted; and no less important is it to store the heap under cover. If left exposed to weather, the loss of dry matter is increased by 8 per cent., that of ammonia by anything from 10 to 33 per cent., and also a considerable loss of total nitrogen. Field experiments confirm the conclusion that manure stored under shelter is more valuable than that stored in the open, and show that even a slight shelter is beneficial."

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots.
$2.00 per single gallon.
HOSE
Non-Kink Woven
any length (one piece) with coupings, 14c. per ft. Remnants, 15 to ft., coupled, 9c. per ft. Unequalled the price.
HOSE VALVE 93c
All brass except the hand wheel. Has a removable leather disk, which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.
Metropolitan Material Co
PATENTED GREENHOUSES
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Eliminate The Fuel Wasting Factors
A boiler with bulky soot accumulating surfaces causes enormous fuel losses. Faulty coal wasting boilers that cannot be kept clean and which constantly keep you in trouble can no longer be tolerated.
Meet the high cost and limited supply of fuel with Kroeschell Boilers. These highly effective fuel-saving boilers will make every dollar you spend for fuel do its utmost.
Kroeschell Bros. Co,, 468 W. Erie St., Chicago

A Tank That Lasts
The Caldwell Cypress tank is the tank that every florist needs. It costs a little more than some tanks but it gives twice the service.
Cypress grows in the water, and it's the natural wood for tanks.
Backed by our experience of 30 years in tank building.
Send for Catalogue
W. E. CALDWELL CO.
Incorporated
2010 Brook St., LOUISVILLE, KY.
Caldwell TANKS AND TOWERS
When ordering, please mention The Exchange

JACOBS BUILT TO LAST GREENHOUSES
HOTBED SASH
MATERIAL AND GLASS
S. JACOBS & SONS
1365-1379 FLUSHING AVE., BROOKLYN, N. Y.
PLANS AND PRICES SUBMITTED

MASTICA
FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.
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Greenhouse Lumber
"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.
Lockland Lumber Co., Lockland, O.
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Any One Can Use The Skinner System
Mr. E. D. Shearer, of Reading, Pa., writes:
"AN inexperienced man can do better work with the Skinner System than an expert can do with a hose."
SKINNER SYSTEM OF IRRIGATION
The Skinner Irrigation Co.
225 Water St., Troy, Ohio
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Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
2000, 75c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.
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FOR GREENHOUSES
Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices
PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.
When ordering, please mention The Exchange

Putty Bulb
(Scollay's)
for Liquid Putty
The best tool for glazing and repairing greenhouse roofs.
Note the Improved Spout
For sale by your supply house or sent postpaid for $1.15
John A. Scollay,
INCORPORATED
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FLORISTS' SPECIALTIES
New Brand New Style
"RIVERTON" HOSE
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft.... 19c.
Reel of 500 ft.... 18½c.
2 reels, 1000 ft.... 18c.
½-inch, per ft.... 16c.
Reel of 500 ft.... 15½c.
Couplings furnished without charge
HENRY A. DREER
714-716 Chesnut St.
Philadelphia, Pa.
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FOLEY GREENHOUSES
SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
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CHICAGO
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Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
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6 x 8 to 16 x 24. Single or Double, at lowest possible prices.
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BOILERS
THAT LET THE FLORIST SLEEP
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When it comes to Greenhouses come to Hitchings & Co.
Send for Supply Book
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When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
GLASS
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Floral Designs de Luxe PRICE $2.50
A. T. DE LA MARE COMPANY, Inc
438 to 448 West 37th Street, N. Y.

Correcting an Incorrect Rumor About Burnham Boiler Shipments

SOMEONE, somehow, secured the impression that the Government had commandeered so much of our stock of iron, that we had to stop making greenhouse boilers.

Then someone hearing that, straight way told someone else that we had not a single Burnham to sell.

Then someone else told someone else—and the usual thing followed.

Here then, is the truth:

Even if it had been so, that the Government took all our iron for war purposes, it would'nt have made a bit of difference about your getting your boiler.

We made that boiler and hundreds of others, months and months ago.

This year, exactly as every other year, our store house has plenty of boilers, piled up there ready for you florists.

So if you want one, and want it quick, we can ship it just that quick.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

SALES OFFICES:

NEW YORK 42d Street Bldg. | CHICAGO Continental & Commercial Bank Bldg. | ROCHESTER 29 Avondale Park | CLEVELAND 1316 Ramona Avenue | TORONTO Royal Bank Bldg. | MONTREAL Transportation Bldg.

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Winter Coming and Not Enough Coal—Then What?

I Have Found a Way Out with my Specially Constructed

KEROSENE HEATERS

From February to May last year these KEROSENE HEATERS, placed in my boilers, kept my houses warm.

It is a proven fact that this means of heating is 100% better than any other method. It is quicker, cleaner and, above all, a tremendous time saver.

The

HEID KEROSENE HEATER

Needs no Electric Motor, no Air Pressure. There are no Ashes to Remove and it can be used in Any make Boiler

With a few lbs. of coal you **cannot** heat water, but with 5 gallons of oil in my **KEROSENE HEATER** you can.

Are you convinced? Don't forget this:

You know that from now on you will get only 50% of your coal, **but you are not limited in buying oil.**

When writing give height and width of feeding doors, also height of chimney.

Another Big Factor

The use of **THE HEID KEROSENE HEATER** will warm up your hot houses in one hour on a rainy day—no half day wait.

You can see this **HEATER** working successfully for me any time by appointment. I will be pleased to explain everything to you. Information will also be sent through the mail, but call personally, if at all possible.

FRANK HEID, 287 South Broadway, **Tarrytown, N. Y.**

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 14 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) OCTOBER 5, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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Extra strong, heavy plants, well finished for immediate delivery

	100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima compacta, muscosa and Smithii, 3½-in. pots	.35
Elegantissima, 6-in.	.75
8-in.	1.50
Elegantissima and elegantissima compacta, 10-in.	3.00
12-in.	5.00
Muscosa and Smithii, 5-in.	.75
6-in.	1.00
Harrisii, 8-in	1.50
Bostoniensis nanus (Dwarf Boston), 3½ in	.25
6-in.	.50
8-in.	1.00

F. R. PIERSON CO.
Tarrytown, New York

Foliage and Decorative Plants

Our stock is complete of fine well grown **Palms, Ferns,** and **Decorative Plants,** just what you need to brighten up the store and show windows to stimulate Fall sales.

FICUS Elastica (Rubber Plant). 5-in. 50c., 6-in. 75c. each.
BOSTON FERNS. 5-in. 40c., 6-in. 60c., 7-in. $1.00, 8-in. $1.50 to $2.00.
SCHOLZELII FERNS. 5-in. 40c. each.
BIRD'S NEST FERNS. 5-in. 60c., 6-in. $1.00 each.
DRACÆNA Terminalis and **Lord Wolseley.** Fine, well colored plants, 4-in. 50c., 5-in. 75c., and $1.00; 6-in. $1.50 each.
COCOS Weddelliana. Strong, 3-in. $2.50 per doz., $20.00 per 100.
KENTIA Belmoreana and **Forsteriana.** 2¼-in. $15.00 per 100, 3-in. $25.00 per 100, 4-in. $5.00 per doz., 5-in. $1.00 each.
KENTIA Forsteriana. 6-in. $1.50, 7-in. $2.00 each. Made-up, $3.00 to $6.00 each.
ARECA Lutescens. Extra heavy stock, 7-in. $2.50 to $3.00 each.
LATANIA Borbonica. 5-in. 75c., 6-in. $1.00. 7-in. $2.00, 8-in. $3.00 each.
PHOENIX Roebelenii. Nicely shaped, 7-in. $2.00 to $2.50 each, 8-in. $3.50 each.
ADIANTUM Croweanum. 2-in. $6.00 per 100, $50.00 per 1000, 3-in. $15.00 per 100, 4-in. $25.00 per 100, 5-in. 50c. each, 6-in. 75c. each.

For Growing On

POINSETTIA. Strong, 2¼-in. $8.00 per 100, $75.00 per 1000.
EUPHORBIA Jacquiniæflora. 2¼-in. $10.00 per 100.
GARDENIA Veitchii. 2¼-in. $8.00 per 100, $75.00 per 1000; 3-in. $15.00 per 100, $140.00 per 1000.

Send for our complete list of plants.

A. N. PIERSON, INC.
CROMWELL, CONN.

IN THIS ISSUE

Mr. Florist: It's Up to You

Fourth Liberty Loan

Meeting the Coal Shortage Situation

Annual Meeting of the F. T. D. Next Week

The Skies Are Clearing

PRIMULA Obconica
2¼-in. $5.00 per 100, $45.00 per 1000

BEGONIAS Xmas Red, Prima Donna
2¼-in. $5.00 per 100, $45.00 per 1000
250 at 1000 rate

JERUSALEM CHERRIES (CLEVELAND)
3-inch, fine stock, $10.00 per 100

FRENCH HYDRANGEAS, best colors, fine stock.
4 to 5 branches.....$20.00 per 100
5 to 7 branches..... 25.00 per 100

FIELD-GROWN CARNATION PLANTS NOW READY
MRS. C. W. WARD.....$7.00 per 100; $60.00 per 1000
ENCHANTRESS SUPREME..... 7.00 per 100; 60.00 per 1000

LILY BULBS
GIGANTEUM—7-9, 100 to the case..... } Write for
7-9, 300 to the case..... } Prices

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.

Buy Liberty Bonds
Secure Your Coal
Get Your Ferns and Palms

Three Things To Be Done At Once

We are not personally prepared to furnish you Liberty Bonds, or coal, but we would like to supply you, before cold weather set in with

BOSTON and SCOTTII FERNS. 5-in. 25c., 4-in. at 15c. each; Specimen plants, in 10 and 12-in. pots, from $5.00 to $10.00.
NORWOOD FERNS. 5-in. 50c., 6-in. 75c.
KENTIA BELMOREANA. 6-in. $1.00, 5-in. 75c. These prices are only good for immediate shipment. All good value for the money. Shipped without pots to save expressage.
GERANIUMS in good assortment, including Ivy-leaved and scented. 2-in. $2.50 per 100, $22.50 per 1000, 3-in. $3.50 per 100, $30.00 per 1000.
SALVIA Splendens, HELIOTROPE, COLEUS, BEGONIAS Vernon, HARDY ENGLISH IVY, SWAINSONA. 2-in. $2.00 per 100, 3-in. $3.00 per 100.
BRILLIANCY COLEUS, sometimes called **Christmas Gem.** 2-in. $3.00 per 100, 3-in. $4.00 per 100.

Send for catalogue. Cash with order

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

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A Cross Between OPHELIA and RUSSELL

If you value your place in the rotation, ***Enter your order early.***

As **large** and as **fragrant** as **American Beauty;**

As free as **Ophelia;**

And as impressive as **Russell.**

To be distributed in 1919 by

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List of Advertisers

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Allen, J. K. 535
American Bulb Co. 540
Ammann, Charles 536-39
Anderson, J. F. 538
Anderson, S. A. 544
Aphine Mfg. Co. 528
Aschmann Bros. 538
Aschmann, Godfrey. 538
Ashley, Ernest 544
Audubon Nurs. 540
Avenue Floral Co. 549
Baker Bros. 548
Baker, Wm. J. 557
Barnhart, P. D. 536
Barr, B. F. & Co. 540
Barrows, Henry H. 538
Baumer, A. R. 548
Baur & Steinkamp. 539
Bayersdorfer & Co. 552
Bay State Nurs., The 540
Beaven, E. A. 552
Beckers' Cons. 544
Beckets' Seed Store. 536
Begerow Floral Co. 548
Bemb Floral Co., L. 548
Bennett, C. A. 536
Bertermann Bros.,Co. 548
Boddington Co., Inc. 532
Bolgiano & Son, J. 534
Bonnet & Blake 555
Boston Floral Supply Co. 537
Bowe, M. A. 549
Braun, J. B. 537
Breitmeyer's Sons, J. 548
Briarcliff Realty Co. 530
Brown, Peter 537
Brown Bag Filling Mach. Co., The 540
Bryan, Alonzo J. 538
Buckbee, H. W. 550
Bunyard, A. T. 549
Burnett Bros. 538
Burpee, W. A. & Co. 534
Butler & Ullman 549
Byer Bros. 538
Caldwell the Woodsman Co. 552
Campbell Bros. 538
Caplan, Florist. 544
Carbone, Florist. 544
CarnationSupportCo. 530-52
'Castle," The. 538
Champion & Co.,John N. 549
Chicago Feed & Fertilizer Co. 562
Chicago Flower Growers' Ass'n, The 556
Childs, John Lewis 533
Chinnick, W. J. 536
Christensen, Thos. P. 538
Clarke's Sons, D. 549
Clay & Son 528
Colonial Flower Shop. 544
Conard & Jones Co. 536
Coombs, Florist 548
Cowee, W. J. 552
Cowen's Sons, N. 558
Craig Co., Robt. 536
Crouch, Mrs. J. W. 544
Crowl Fern Co. 552
Cut Flower Exch. 555
Danker, Florist 544
Dards. 530-49
Day Co., W. E. 551
DeBuck, John 536
Dietsch, A. & Co. 563
Donaghue, Alfred 549
Dorner & Sons Co. 536
Dreer, H. A. 558-62
Drumm Seed & Flora Co. 548
Eagle Wire Works. 552
Eble, Chas. 549
Edlefsen-LeidigerCo. 548
Edwards' Folding Box Co. 552
Edwards, Harry B. 539
Emmans, G. M. 531
Eskesen, Frank N. 538
F. & F. Nurseries 540
Fallon, Florist. 550
Farquhar Co., R. & J. 538
Fenrich, Joseph S. 554
Fetters, Florist. 548
Fletcher, F. W. 532
Foley Greenhouse Mfg Co. 563
Ford, M. C. 554
Ford, Wm. P. 555
Fottler, Fiske, Rawson Co. 532
Friedman, Florist. 544
Friedman, J. J. 528
Froment, H. E. 555
F. T. D. 546-47
Galvin, Thos. F. 549
Gasser Co., J. M. 544
Giblin & Co. 563
Girvin, Willis B. 536-52
Gnatt Co., The Ove. 553
Goldstein & Futterman 555
Gove, The Florist. 544
Graham & Son, A. 544
Grakelow, Florist. 550
Grandy, The Florist. 549
Gude Bros. Co. 551
Gunther Bros. 555
Habermehl's Sons 550
Hahn, Florist. 544
Hanford, R. G. 536
Hardesty & Co. 544
Hart, George B. 552
Heacock Co., Jos. 539
Heiss Co 548
Henshaw Floral Co. 554
Hentz & Nash, Inc. 555
Herr, A. M. 537
Hess & Swoboda 550
Hession 549
Hews & Co., A. H. 562
Highland Pk. Gnhs. 548
Hill Co., E. G. 526-56
Hill Floral Co., E. G. 544
Hill Nursery Co., The D. 539
Hitchings & Co. 564
Hollywood Gardens. 551
Holm & Olsen 550
Horan, E. C. 555
Horn & Co., J. F. 544
Hotaling, the Florist. 544
Howard Rose Co. 540
Hunt & Co., Wm. M. 536
Irwin, R. J. 535
Jackson & Perkins. 540
Jennings, E. B. 536
Johnston Bros. 550
Johnston & Co., T. J. 550
Joseph's Florist. 551
Joy Floral Co. 548
Kasting, Wm. F. Co. 525
Keller, John A. 548
Keller Pottery Co. 562
Keller Sons, J. B. 550
Kelway & Sons. 536
Kentucky Tobacco Product Co. 528
Kerr, The Florist. 548
Kervan Co., The 553
Kessler, Wm. 555
Knoble Bros. 541
Kooyman Co., Inc.C. 536
Kottmiller, Florist. 549
Kroeschell Bros. Co. 563
Kuebler, Wm. H. 555
Lager & Hurrell. 536
Lancaster Nurseries. 539
Lang Floral & Nurs. Co. 548
Lange, A. 544
Lange, H. F. A. 551
Langjahr, A. H. 555
Leahy's 548
Leonard Seed Co. 532
Liggit, C. U. 537
Littlefield & Wyman 540
Lockland Lumber Co 558
London Flower Shop. 550
Lovett, Lester C. 540
Lovett, Inc., J. T. 539
Ludwig Floral Co., E. C. 550
Mackie, W. 555
Macnair, Florist. 550
Mader, Paul. 536
Malandre Bros. 549
Marshall & Co., W. E. 532
McCallum Co. 552
McCarron, Miss. 548
McClunie, Geo G. 548
McHutchison & Co. 533-536
McManus, James. 555
Meehan, C. E. 557
Metarie Ridge Nursery Co., Ltd. 549
Metropolitan Material Co. 558-63
Meyer, Adolph. 549
Michell Co., Henry F. 535
Michigan Cut Flower Exchange. 552
Michler Bros. Co. 548
Miller, A. L. 539
Mills, the Florist. 548
Mountain View Floral Co. 540
Munk Floral Co. 548
Murray, Samuel. 548
Murray, Florist 549
National Florists' Board of Trade 537
Neidinger Co., J. G. 553
New England Florist Supply Co., Inc. 556
Nicotine Mfg. Co. 528
Niessen Co., Leo 557
Noe & Sampson. 555
Ouwerkerk, P. 540
Palmer, F. E. 544
Palmer & Son, W. J. 544
Papworth, Harry 549
Park Floral Co., The. 548
Park Floral C. 551
Parshelsky Bros., Inc. 558
Peacock Dahlia Farms. 536
Peirce, E. Allen. 563
Penn, The Florist. 544
Pennock Co., S. S. 557
Peters & Reed Pottery Co. 562
Pfaff & Kendall 563
Philips Bros. 549
Pierce Co., F. O. 563
Pierson, Inc., A. N. 525
Pierson Co., F. R. 525
Pikes Peak Floral Co. 548
Pillsbury, I. L. 548
Pittsburgh Cut Flower Co. 552
Polykranas, G. J. 555
Pulverized Manure Co., The 562
Purdie & Co., D. S. 548
Ramsburg, G. S. 536-562
Randall's FlowerShop 551
Randolph & McClements 550
Rawlings, Elmer 537
Reck, John & Son 544
Reed & Keller 552
Reinberg, Peter 556
Rice Co., M. 552
Rice Bros. Co. 540
Riedel & Meyer, Inc. 555
Ritchy, F. W. 532
Robinson Co., H. M. 555
Rock Flower Co., W. 548
Robinson & Co., Inc., H. M. 553
Rodgers Floral Co. 544
Roehrs Co., Julius 536
Rooney, John P. 540
Rosemont Gardens 548
Rosary Flower Shop 544
Royal Glass Works 563
Rumbley Co., The 552
Rupp, John F. 532
Sauter, A. 555
Seeery, Ed. 550
Schling, Inc., Max., Seeds 532
Schling, Inc., Max, Flowers 549
Schmidt, J. C. 538
Scholtz, the Florist, Inc 544
Schramm Bros. 551
Schulz Co., Jacob 548
Schwacke & Co., C. 532
Scottwood Gnhs. 551
Scott, Florist 544
Serphos, Norman. 533
Sheridan, Walter F. 555
Siebrecht, Geo. C. 555
Sixth City Wire Wks. 552
Skidelsky & Co., S.S. 532
Skinner Irrigation Co. 563
Smith & Fetters Co. 544
Smith & Hemenway Co. 563
Smith, Henry. 548
Smith, P. J. 555
Smith Co., W. & T. 540
Smith & Co.,Elmer D. 538
Smith, the florist. 548
Snyder Co., B. A. 556
Solomon & Son, L. 563
Southern Evergreen Co. 552
Spear & McManus. 548
Stearns Lumber Co. 563
Steele's Pansy Gardens 532
Storrs & Harrison Co. 536
Stumpp, Geo E. M 549
Stumpp & Walter Co 533-35
Syracuse Pottery Co. 562
Taepke Co., G. H. 548
Taylor, Edw. J. 539
Tegelaar & Co., Dreyon 544
Thompson & Co.,C.B. 548
Thorburn & Co., J.M. 536
Tomlinson Key Floral Co. 548
Traendly & Schenck 555
United Cut Flower Co., Inc. 554
Vaughan's Seed Store. 535
Vick's Sons, James 540
Vincent, Jr., & Sons 525
Walker Co., The F. 548
Ward, R. M. & Co. 534
Watkins & Simpson 535
Wax Bros. 544
Weber, F. H. 550
Weeks Nursery Co., Inc., C. H. 539
Weir, Inc., James. 544
Welch Bros. Co 556
Welch, The Florist 548
Wenk, Peter 537
Western Rose Co. 528
Westman & Getz. 548
Whilldin Pottery Co. 562
Wilk, John 533
Wilson, H. E. 550
Wilson, R. G 544
Wolfinger, Florist. 549
Wood Bros. 539
Woodruff & Sons,S,D. 540
Young & Co., A.L. 555
Young & Co., John. 555
Young & Nugent 549
Young & Sons Co., C. 550
Zech & Mann. 556
Zvolanek, Ant. C. 534

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Adiantum. 525-35-38
Alyssum. 538
Arbor Vitae 539
Areca. 525-39
Ash. 530
Asparagus. 532-35-36-37-538
Asplenium. 532
Azaleas. 540
Barberry 539
Beech. 530
Begonias. 525-35-37-38
Bellis. 5,32-35-38
Berberis. 539-40
Birch. 530
Bleeding Heart. 540
Bougainvilleas. 535-36-39
Buddleia. 539
Bulbs. 525-34-35-36
Calceolaria. 532-35
Calendula. 532-35-38
Callas. 532-33-35
Cannas. 536
Carnations. 525-35-36-39
Chrysanthemums 538
Cibotium. 538-39
Cineraras 532-35
Clematis. 540
Cocos 525-38
Coleus 525
Columbine. 538
Coreopsis 538
Cut Flowers. 554-55-56-57
Cyclamen. 532-35-36-38
Dahlias. 536-40
Daisies. 532-35-36-37-38
Decorative Plants. 525-36
Delphinium. 532
Dianthus. 532-35
Dracaena 525-36-37-38
Elms. 540
Euphorbia. 525-35
Evergreens 539-40
Farm Seeds. 536
Ferns. 525-35-36-38
Ficus. 525-36-38
Foxgloves. 538
Freesia 532-34-35-36
Fruit Trees. 539-40
Genista 535-36-38-39
Geraniums. 525-35-37-38
Gypsophila. 532-35
Heather. 539
Heliotrope. 525-38
Hemlock. 530
Hollyhocks. 532-38
Horse Chestnut 530
Hyacinths. 534
Hydrangeas. 535-36-39-40
Iris. 533-40
Ivy. 525-35-38-39
Japonica 540
Jerusalem Cherries. 535-538
Jonquils. 534
Kentias. 525-36-38-39
Lantanas. 538
Larch. 530
Latania. 525-38
Ligustrum. 540
Lilac. 540
Lilies. 525-32-33-35-40
Lily of the Valley. 534
Lindens. 540
Maples. 530
Mignonette. 532-35
Myrtle. 535
Narcissus. 534-35
Norway Maple. 530-39-40
Norway Spruce. 539
Nursery Stock. 539-40
Oaks. 540
Onion Sets. 532
Oranges. 539
Orchids. 536-38
Oriental Plane. 530
Palms. 533-36-38
Pandanus. 538
Pansies. 532-35-36-37-38
Pelargoniums. 535
Peonies. 533-40
Perennials. 532-35-38-40
Phlox. 538-40
Phoenix. 525-38-39
Pine. 530-39
Pinks. 538
Poinsettias .525-35-36-38-539
Primulas. 525-32-35-37-38
Primroses. 532
Privet. 539-40
Rhododendrons 540
Roses. 526-28-36-39-40
Salvia. 525-37
Seeds. 532-33-34-35-36
Shasta Daisy. 538
Shrubs. 536
Smilax. 535-38
Snapdragon. 532-35-36
Solanum 538
Spiræa. 535-40
Stevia 535-38
Stocks. 533
Swainsona. 525
Sweet Peas. 532-33-34-35-536
Sweet William. 532-36-38
Thuya 530
Trees. 530-40
Vegetable Plants 538
Vegetable Seeds. 532-33-534-35
Vincas. 537
Violets. 535-36-39

MISCELLANEOUS

Aphine. 528
Aphis Punk. 528-35
Artificial Flowers. 537
Bamboo. 536
Baskets. 537-52-53
Boilers. 563
Boxes. 537-52-53
Boxwood 552-53
Clarkii 552
Crepe Paper 552
Cycas Leaves. 537-53
Cypress 563
Dagger Ferns. 552-53
Directory of Rehable Retail Houses. 544-45-546-47-48-49-50-51
Dirt Bands 562
Evergreens 553
Ferns, Fancy 552
Fertilizers. 528-62
Florists' Accounts Insured 537
Florists' Supplies. 534-52-553
Fumigants 528
Galax Leaves 552-53
Glass. 537-63
Glass Cutters 563
Glazing Points 563
Greenhouse Construction. 563
Greenhouse Material. 563
Ground Pine. 552
Gutters 563
Heating 563
Hose. 563
Insecticides 528-62
Irrigation. 563
Laurel 552
Laurel Festooning 552
Lemon Oil. 535
Lumber 563
Lycopodium 553
Magnolia Leaves. 537-52-553
Manure. 562
Mastica 563
Moss. 552
Nico-Fume. 528-35
Nicoticide 535
Nikoteen. 528-35
Oak Leaves. 553
Paper Pots. 562
Pecky Cypress 563
Pipe. 537-63
Pipe Fittings 563
Plant Food. 528
Posts. 563
Pots. 536
Princess Pine 553
Putty. 563
Putty Machines. 563
Roping 552
Ruscus. 552-53
Sash. 563
Seed Packets. 536
Smilax 552
Sphagnum Moss. 552-53
Sprays. 537
Stakes. 536-39
Supports 539
Tobacco Products 528
Toothpicks 552
Tubs 562
Valves 563
Vermine 528
Wants. 550-560-562
Wax Goods. 537
WholesaleFlorists. 554-555-56-57
Wire. 552
Wire Designs. 537-52
Wreaths. 537-52

Editorial Contents

American Dahlia Society 529
Chrysanthemum Society of America 543
Coal Shortage Situation, Meeting the 543
Dahlias, Why Poor 531
F. T. D., The Annual Meeting 542
Fourth Liberty Loan 542
Iris Root Borer Again (Illus.). 531
Kerosene for Greenhouse Heating 531
Middle Atlantic States 529
Mr. Florist: It's Up to You!. 542
New England States 529
New York Dahlia Show 543
Nurserymen Rise Above Difficulties 543
Nursery Dept. (Illus.) 541
Obituary:
Crowe, Peter; Lerner, Nathan 543
Paper and Paper Boxes, Economize on 543
Seedsmen and the Draft 533
Seed Trade, The 533

Retail Dept.:
F. T. D.; Reaching Out After Trade; How to Make Both Ends Meet; Economize on Paper and Paper Boxes; F. T. D. Window Display Bemb Floral Co. (Illus.); F. T. D. Window A. Blick (Illus.) 545 551

S. A. F. and O. H.:
Publicity Campaign 529

Trade Notes:
Boston 554
Buffalo 529
Chicago 556
Cincinnati 557
Cleveland 558
Columbus 562
Denver 558
Detroit 552
Fort Wayne 557
Indianapolis 558
Kalamazoo 553
Kansas City 552
Lancaster 529
Newport 529
New York 554
Philadelphia 552
Pittsburgh 529
Portland 562
Providence 529
Washington 529
Worcester 529

Week's Work, The:
In the 'Mum House; Primula malacoides; Chinese Primulas; Carnations; Freesias; Ramblers in Pots 531

When is a Plant Out of Date?. 551

California Field-Grown ROSES

We offer strictly hardy, vigorous, two year old, own root stock, grown on land suitable for the development of the roots. If you have not tried our Roses, send for a sample order and be convinced. Satisfaction guaranteed. **Grade "A"**—This is our regular stock. Teas and Hybrid Teas, about 18 inches and up to 24 inches. Climbers and Hybrid Perpetuals, about 24 inches and up to 30 inches. **Grade "B"**—This is light stock, suitable for mailing or potting.

BUSH ROSES

	Price per 100 A	B
Amarie de Grief, H.T., flesh	$20.00	$15.00
American Beauty, H. P., red	15.00	12.00
Antoine Rivoire, H. T., flesh	15.00	12.00
Arthur R. Goodwin, A. B., copper-red	20.00	15.00
Baby Doll, pol., yellow edged pink	15.00	12.00
Baby Erna Teschendorff, pol., crimson	13.00	10.00
Baby Herriet, pol., shrimp pink each	.50	
Baby Rambler, pol., crimson	13.00	10.00
Beauty de Lyon, A. B., shrimp pink	20.00	15.00
Betty, A. T., copper pink	15.00	12.00
Black Prince, H. P., dark red	13.00	10.00
Bride, T., white	15.00	12.00
Bridesmaid, T., pink	15.00	12.00
British Queen, H. T., white	13.00	10.00
Captain Christy, H. P., pink	13.00	10.00
Cecil Brunner, pol., salmon pink	13.00	10.00
Champ Wieland, H. T., pink	20.00	15.00
Cheerful, H. T., orange pink each	.35	
Clara Watson, H. T., blush pink	13.00	10.00
Cleveland, H. T., pink each	.35	
Columbia, H. T., pink each	.50	
Crimson Queen, H. T., crimson	13.00	10.00
Deutschland, H. P., yellow	15.00	12.00
Donald MacDonald, H. T., red	20.00	15.00
Duchess of Albany, H. T., pink	13.00	10.00
Duchess of Brabant, T., pink	13.00	10.00
Duchess of Normandy, H. T., salmon pink	20.00	15.00
Duchess of Wellington, H. T., yellow	15.00	12.00
Edward Mowley, H. T., red	13.00	10.00
Etoile de France, H. T., red	13.00	10.00
Etoile de France, Jr., H. P., red	13.00	10.00
Etoile de Lyon, T., yellow	15.00	12.00
Francis Scott Key, H. T., red	20.00	15.00
Frau Karl Druschki, H. P., white	13.00	10.00
George Abrends (pink Frau Karl Druschki,) H. P., pink	13.00	10.00
George C. Ward, H. T., yellow	20.00	15.00
George Elgar, pol., baby yellow	13.00	10.00
George Dickson, H. P., red	13.00	10.00
Gorgeous, H. T., orange yellow	15.00	12.00
Gen. Jacqueminot, H. P., red	13.00	10.00
Gen. McArthur, H. T., red	15.00	12.00
Gen. Sup. A. Jansen, H. T., pink	13.00	10.00
Golden Gem, H. T., yellow	20.00	15.00
Grass an Teplitz, C., red	15.00	10.00
Hadley, H. T., red	20.00	15.00
Harry Kirk, H. T., yellow	20.00	15.00
Helen Gould, H. T., red	13.00	10.00
His Majesty, H. P., red	13.00	10.00
Hoosier Beauty, H. T., red	25.00	20.00
Hugh Dickson, H. P., red	$13.00	$10.00
H. V. Machin, H. T., dark red	20.00	15.00
Iona Herdman H. T., yellow each	.35	
Irish Elegans, H. T., single pink	13.00	10.00
Irish Fire Flame, H. T., single orange	15.00	12.00
Isobel, H. T., single orange edge scarlet each	.50	
J. B. Clark, H. P., red	13.00	10.00
Jonkheer J. L. Mock, H. T., pink	13.00	10.00
Joseph Hill, H. T., pink	20.00	15.00
Juliett, A. B., yellow	20.00	15.00
Kaiserin, H. T., white	15.00	12.00
Killarney, H. T., pink	15.00	12.00
Killarney Brilliant, H. T., deep pink	15.00	12.00
Killarney Queen, sport	15.00	12.00
La Detroit, H. T., pink	13.00	10.00
Lady Alice Stanley, H. T., pink	13.00	10.00
Lady Battersea, H. T., pink	13.00	10.00
Lady Hillingdon, H. T., yellow	15.00	12.00
La France, H. T., pink	13.00	10.00
Los Angeles, H. T., coral pink each	.75	
Ludwig Moller, or yellow Frau Karl Druschki	25.00	20.00
Miss Stewart Clark, H. T., lemon change each	.35	
Mme. A. Chatney, H. T., rose pink	13.00	10.00
Mme. C. Testout, H. T., pink	15.00	12.00
Mme. Colette Martinett, H.T., golden yellow each	.35	
Mme. Edward Herriott, H. T., copper pink	25.00	20.00
Mme. Leon Pain, H. T., pink	13.00	10.00
Mme. Melane Soupert, H. T., yellow	15.00	12.00
Mme. Philip Rivoire, H. T., yellow	15.00	12.00
Mme. Segond Weber, H. T., pink	15.00	12.00
Madison, T., white	15.00	12.00
Maman Cochet, T., pink	15.00	12.00
Marie Van Houtte, T., yellow	15.00	12.00
Mary Countess Ilchester, H. T., red	15.00	12.00
Melody, H. T., yellow	15.00	12.00
Meteor, T., red	13.00	10.00
Milady, H. T., red	13.00	10.00
Mrs. A. R. Waddell, H. T., salmon yellow	13.00	10.00
Mrs. Aaron Ward, H. T., yellow	20.00	15.00
Mrs. Bayard Thayer, H. T., pink	20.00	15.00
Mrs. Charles Russell, H. T., pink	25.00	20.00
Mrs. F. Dennison, H. T., flesh	20.00	15.00
Mrs. F. W. Vanderbilt, H. T., shrimp pink each	.35	
Mrs. Henry Winnett, H.T. red each	.50	
Mrs. George Shawyer, H. T., pink	$15.00	$12.00
Mrs. John Laying, H. P., pink	15.00	12.00
Mrs. Sarah Yeates, H.T., red	20.00	15.00
Mrs. Wakefield Christie Miller, H.T., pink	13.00	10.00
My Maryland, H. T., pink	13.00	10.00
Old Gold, H. T., single yellow	15.00	12.00
Ophelia, H. T., yellow	20.00	15.00
Ophelia Supreme, H. T., sport each	.50	
Papa Gontier, T., red	15.00	12.00
Paul Neylon, H. P., pink	15.00	12.00
Perle des Jardins, T., yellow	15.00	12.00
Perle d'Or, pol., baby yellow	13.00	10.00
Pink Cecil Brunner, pol., sport each	.50	
Pink Ophelia, H. T., pink	20.00	15.00
Prima Donna, H. T., pink	15.00	12.00
Primrose, H. T., yellow	20.00	15.00
Prince de Bulgarie, H.T., salmon pink	15.00	12.00
Prince C. D. Rohan, H. P., red	13.00	10.00
Radiance, H. T. pink	13.00	10.00
Ragged Robin, T., red	13.00	10.00
Rainbow, T., stripe	13.00	10.00
Rayon d'Or, A. B., copper yellow each	.35	
Rhea Ried, H. T., red	15.00	12.00
Robin Hood, H. T., red	20.00	15.00
Rosalind, H. T., glorified Ophelia each	.50	
Rose Marie, H. T., pink each	.50	
Red Radiance, H. T., red	15.00	12.00
Red Cochet, T., red	15.00	12.00
Richmond, H. T., red	15.00	12.00
Rodhatte, pol., baby cherry red	13.00	10.00
September Morn, H. T., pink	15.00	12.00
Silvia, H. T., yellow Ophelia each	.50	
Soleil d'Or, H. B., yellow	20.00	15.00
Souv de P Carnot, H. T., fresh	13.00	10.00
Sun Burst, H. T., yellow	15.00	12.00
Tipperary, H. T., yellow	20.00	15.00
Titania, or Indian Summer, H. T., yellow each	.50	
Ulrich Brunner, H. P., red	13.00	10.00
Verna Machey, H. T., yellow	15.00	12.00
Wellesley, H. T., pink	13.00	10.00
White Killarney, H. T., white	15.00	12.00
White La France, H. T., white	13.00	10.00
White Maman Cochet, T., white	15.00	12.00
Willowmere, A. B., shrimp pink	25.00	20.00
Winnie Davis, H. T., pink	15.00	12.00

CLIMBING ROSES

	Price per 100 A	B
Cl. American Beauty, H. N., red	$13.00	$10.00
Cl. Bell Siebrecht, H. T., pink	15.00	12.00
Cl. Bride, T., white	15.00	12.00
Cl. Bridesmaid, T., pink	15.00	12.00
Cl. Cecil Brunner, pol., salmon pink	15.00	12.00
Crimson Rambler, P., red	13.00	10.00
Cherokee, white	13.00	10.00
Cherokee, pink	13.00	10.00
Cherokee, Ramona, red	13.00	10.00
Dorothy Perkins, W., pink	13.00	10.00
Dr. W. Van Fleet, W., flesh	13.00	10.00
Duchess d'Auerstædt, T., yellow	20.00	15.00
Cl. Etoile de France, H. T., red	13.00	10.00
Cl. Frau Karl Druschki, H. P., white	13.00	10.00
Cl. Gruss an Teplitz, C., red	13.00	10.00
Gold Ophir, copper	13.00	10.00
Cl. Gainsborough, H. T., flesh	15.00	12.00
Cl. Helen Gould, H. T., red	13.00	10.00
Cl. Hoosier Beauty, H.T., red each	.50	
Cl. Hugh Dickson, H. P., red	20.00	15.00
Cl. Kaiserin, H. T., white	15.00	12.00
Cl. Killarney, H. T., pink	15.00	12.00
Cl. La France, H. T., pink	13.00	10.00
Lamarque, Noi., white	15.00	12.00
Cl. Liberty, H. T., crimson	13.00	10.00
Cl. Mme. C. Testout, H. T., pink	15.00	12.00
Cl. Maman Cochet, T., pink	20.00	15.00
Maréchal, Niel, yellow	20.00	15.00
Cl. My Maryland, H. T., pink	20.00	15.00
Cl. Papa Gontier, T., red	15.00	12.00
Cl. Perle des Jardins, T., yellow	20.00	15.00
Cl. Rainbow, T., stripe	20.00	15.00
Reine Marie Henriette, T., red	13.00	10.00
Rêve, d'Or, Noi., yellow	15.00	12.00
Cl. Rhea Ried, H. T., red	20.00	15.00
Cl. Richmond, H. T., red	13.00	10.00
Souv de Wooten, T., red	15.00	10.00
Cl. Sunburst, H. T., yellow	20.00	15.00
Tausendschoen or Thousand Beauty	13.00	10.00
Cl. White Cochet, T., white	13.00	10.00
Wm. Allen Richardson, Noi., copper yellow	15.00	12.00
White Banksia, white	13.00	10.00
Winnie Davis, H. T., pink	13.00	10.00
Yellow Banksia, yellow	13.00	10.00

TERMS: Five per cent off for cash with or her before December 1st. Thereafter two per cent off. If orders to be shipped by C.O.D., send one-fourth cash. **Quantity:** Five per cent off for assorted order of five hundred or more. Ten per cent off for five thousand or up. Please make all orders in multiples of ten, less than ten add one-half to price, except on varieties marked "cash." **Time of Shipment:** We usually begin digging stock about middle of December and ship January to March. Prices are net F. O. B. here. Free packing. **Express:** All stock packed very light with paper and burlap for express at the rate "General Special" unless otherwise ordered. Orders sent by freight are entirely at purchaser's risk. **Order Early:** Place your order at once and be sure of a prime list.

WESTERN ROSE CO., Pasadena, California

When ordering, please mention The Exchange

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can	$10.50	288-sheet can	$7.50
4-lb. can	5.50	144-sheet can	4.00
1-lb. can	1.50	24-sheet can	.85
¼-lb. can	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

When ordering please mention The Exchange

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black white fly thrips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affecting flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co., MADISON, N. J.

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants

MANUFACTURED BY

CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, 4c. lb. in 100 lb. sacks

TOBACCO DUST, 2c. lb. in 100 lb. sacks

TOBACCO STEMS, $1.50 in 100 lb. bales

Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN

For Spraying

APHIS PUNK

For Fumigating

Ask your dealer for it

Nicotine Mfg. Co. ST. LOUIS, MO.

The Prices Advertised in the Florists' Exchange are for The Trade Only

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

One of our Cincinnati friends sent us clipping from a newspaper in that city overing the following item: "We don't eed flowers to win the war," said officials f local draft board No. 3, in refusing to rant exemption to Richard G. Kootz, anager of a floral business. "We can't re flowers at the Germans and win the war, although may be they would prefer flowers to bullets," said Chairman Zimmerman. "We can leave the floral usiness to our crippled heroes when they eturn and to women."

In contrast is the following, clipped rom the report of an address by Miss laude Wetmore, national chairman of he National League for Woman's Service, at an enthusiastic campaign meeting held at the Hotel Biltmore, New ork, on Sept. 18: "We have had a onderful opportunity lately. It was iven us by the florists of the country, 0,000 strong. They gave us the opportunity to be their spokesmen at the bedides of the sick soldiers. They asked s to give to them the message which they were sending and they asked our women o be the ones to transmit that word of ympathy which is so wonderfully expressed and represented by a flower. All ver the country today, the florists of his country are giving, free of expense, housands of flowers to the sick soldiers s they are returning home. To me it is very wonderful and very beautiful hought, and I am sure that it is one of nterest to all of you today."

And this, by Lieut.-Col. E. G. Northington, commandant of the reconstruction hospital, Fort Douglas, Utah, referring to a generous donation of flowers ade to the post hospital by the Miller loral Co., of Farmington: "There is othing so cheerful, so brightening in heir influence upon sick people, as flowrs, and the offer of the Farmington rowers, to supply flowers for the soldiers ho may be confined to beds and wards f the post hospital, is deeply appreciated y Colonel Northington and all members f his staffs of doctors and nurses, as ell as by every patient."

Few among our florists have any idea f the many stupid and ill considered tatements our promotion bureau is called pon to challenge and upset, or the hought of what might be, were we obliged o do without our organized publicity ervice in these times, would be more genral. The public is ready to admit that here is a better use for our flowers right ere at home than to fire them at the nemy, and the more the public sees of ur slogan, "Say It with Flowers," and eads of the work the florists are doing, he less willing will it be to believe that owers can be really considered as nonssential.

Let not anyone think that our publicity work begins and ends with our agazine advertising. Our bureau is alled upon to organize and make effecive much outside assistance which can nly be obtained through ourselves being rganized.

Are you, Mr. Reader, not yet a part f our organization? Have you subcribed to our publicity campaign fund? f you have not, why not? Is there any art of our work which has not been exlained to your satisfaction? The obect of our weekly articles so kindly pubished for us, and for you, by our trade apers is to let you know what we are oing, and we are urgently requesting very florist who has not already subcribed to come forward with his "bit" ow, the time when we most surely need t, if we are to carry out the plans and xtend our usefulness. We are still short f the required amount of money to comlete our 1918 program, but with just a ittle effort on the part of those our work s to benefit, we can go ahead under full ail. Don't be half-hearted; don't be hought a non-essential.

Credits and Collections

Pres. Chas. H. Totty has appointed the ollowing committee on credits and collecons: Robert C. Kerr, chairman, Houson, Tex., Southern retail representative; Frederick Lautenschlager, secretary, Chicago Ill.; Philip Breitmeyer Detroit, Mich. Western retail representative; Charles L. Washburn, Chicago, Western commission representative; Frank X. Stuppy, St. Joseph, Mo., Western growers' representative; S. S. Pennock, Philadelphia Pa., Eastern representative.

Middle Atlantic States

Buffalo, N. Y.

For the past two weeks stock has not been any too plentiful, except for some outdoor flowers, such as Asters, Marigolds, etc. The cloudy, rainy weather of the past ten days shortened up the supply of everything. There is a scarcity of Roses and other indoor flowers.

Prices on Roses and Lilies ruled high. Some choice Russells, Sunbursts, Ophelias and other varieties are in the market in good quality; in fact, they are in their Winter form. The supply of American Beauty is fair and these, too, sold readily at satisfactory prices. Gladioli are not plentiful and those which are received sell quickly. Floral work kept the florists on the jump, as there has been an unusual demand for this line lately.

Boosting the Loan

Buffalo florists are playing a prominent part in the Fourth Liberty Loan campaign. The following members of the trade have been appointed a committee to solicit subscriptions: W. H. Eiss, Jacob Weise, S. A. Anderson, W. J. Palmer, J. H. Rebstock, Al Reichert, Robert Scott, Edward Werrick, Charles Schoenhut and W. H. Sievers.

The quota of the local florists is $85,000. The committee meets daily at Liberty Loan headquarters, where patriotic speakers keep up the enthusiasm of the workers in the campaign, and Liberty Loan posters are conspicuously displayed in the show windows of all the flower shops, and everything is being done to eclipse the fine showing made by the florists in the last campaign. Employers and employees alike are subscribing and are putting the question: "Have you bought your bond?" to every customer.

Automobile Stolen

Miss Bessie Bellanca, one of the owners of the Colonial Flower Shop, had her automobile stolen recently from in front of the Victoria Theater, this city, where she was doing Red Cross work. She has been using the machine for Red Cross purposes for some time. The car is a Buick roadster, the license number being 480,000. The auto belonged to her brother who is with the Colors.

JOSEPH A. MCGUIRE.

Pittsburgh, Pa.

The weather has been pleasant the past week and business has been good. Perhaps the cool sunshiny days have helped some, but most of the work is funeral designs. No flower is plentiful except short Roses of which there is an abundance. Everything on the market is selling at good prices, not nearly enough to meet the demand. Lilies, arriving in large quantities, clean up well at $15 per 100. The demand for them is exceptionally large as no other tall flower except American Beauty Roses is to be had. Medium grade American Beauty sell best; many specials are left on hand. The top price has been $35 per 100. The demand for Dahlias is large, even more so than other years. The flowers are much larger and in more variety. This city has developed into one of the best Dahlia markets in the country. Dahlias may be used for so many different purposes that no store can be up-to-date without them.

Some very beautiful window displays are seen along with colored foliage plants and ribbons. Asters, Gladioli and other outdoor flowers are almost over for this season. There was at no time this year an over supply of Asters. Gladioli did have a glut period, but present prices obtained make up for any that did not sell earlier in the season. Some new Carnations are very good. The demand is large. The first of the early 'Mums are now coming in. They find ready sale at good prices. Buyers are glad to get something new these days as they are tired of Summer flowers. Greens are in heavy supply with light demand.

At Home and Abroad

R. J. Blackshaw of the Ove Gnatt Co. was a caller on the trade this week.

Mrs. John Paul of Cumberland, Md., also was a visitor.

H. A. Irwin of Monessen, Pa., had a large amount of funeral work the last of the week and had his truck make several trips to town to get stock. When a soldier from Monessen is killed in action Mr. Irwin places a memorial wreath on the service flag which hangs in the center of the city.

Geo. McCallum, who is in training at Great Lakes, Ill., has been confined to the base hospital with pneumonia. The latest news is that he is recovering nicely.

John Dietz, of the John Kiel Co., East Liverpool, Ohio, has the sympathy of the trade in the loss of his wife who died suddenly last Saturday.

Geo. Frank left last Sunday for New York to attend the funeral of his uncle.

E. J. Malone of Cannonsburg, Pa., was a visitor last week.

A. Lorch is cutting fine Carnations for early flowers.

Lancaster, Pa.

In the retail trade funeral work has again come to the rescue and the shops have all had their share of the work.

King Frost was scheduled for the morning of Sept. 28 but touched things so lightly that no visible damage was done to any growing plants, and we can look for a few weeks longer of outdoor flowers with their colors deepened by the cool nights, which is a blessing, as stock is not over plentiful.

Our farmer florists have their Tobacco all housed and after the heavy rains of the past week are busy sowing Wheat to feed the world for 1919, with the greenhouses getting just what attention they must have. Elmer Weaver, our club president is in this class and has just finished cropping five acres of Sweet Corn at a price that for the labor expended puts the greenhouses in sixth class.

Ira Landis is taking up his acres of Gladiolus bulbs. He finds it "some job" as they run into Liberty Loan figures.

Mr. White, representing the Skinner Irrigation System, was in Lancaster a few days and found a large number of his firm's system installed in this section, the latest being for Celery growing on a hillside.

Andrew Irwin, a former employee of the writer's, later in business at Palmyra, and lastly at Lincoln, Neb., writes from "somewhere in France," saying that the Army is all right and that he is glad to be able to have some part in our American victories, but that he sometimes wishes he could have a few days in a greenhouse just for variety.

Liberty Loan

The Liberty Loan drive is on full head and Lancaster is going over the top as she always does. Mrs. Albert M. Herr as secretary of the Women's Committee has work enough for six and Albert M. Herr has some job holding back his Boy Scouts for the last week of the drive.

The recent ruling of the Fuel Commission allowing anyone to get all the buckwheat or smaller sizes of coal for either domestic or steam use they may want is going to help out some of our florists to run a little closer to their full capacity.

ALBERT M. HERR.

New England States

Worcester, Mass.

There has hardly been a holiday when the stores have been more rushed than last week. It was common for florists to work until midnight on funeral work. The shortage of blooms was of course the big handicap in rushing out the orders and prevented taking more. When local wholesalers were sold out and the small greenhouses cut clean, orders were placed in Boston, and such prices paid as $8 per 100 for Asters; $8 to $12 for Carnations, and $15 up for Roses. A visit on Saturday evening found the stores looking unusually bare of flowers and with many orders ahead for Sunday funerals. Customers were being turned away unless a single flower or potted plant was wanted. Asters were retailing for $1.50 per doz.; Carnations $1 to $2, and Roses $3 up. A little improvement in weather the past week over the week previous had a tendency to prolong the outdoor crop of Asters, Gladioli and other garden blooms. Salvia, Cosmos and Calendulas were pressed into service to help fill out in design work.

The usual prices asked by the local wholesalers the past week were as follows: Carnations $2 to $4; Asters $1 to $4; Roses $6 to $18; Lilies $15 per 100; 'Mums $1.50 to $3 per doz. Hardy ferns and Galax also Magnolia leaves were bought in large quantities from Boston, the past week as the only wholesaler was completely sold out.

F. L. M.

Providence, R. I.

Business has more than "come back." Every store has all the orders it could care for. The daily cut of local growers' stock is too short to cover the demand. Prices are higher than ever before for this season. Roses bring $5 to $16; Carnations $5 to $6; Asters $2 to $4 per 100. A few 'Mums are to be had at $1.50 to $3 per doz.

J. C. L.

Newport, R. I..

Our growers are at their wits' end to find substitutes for Azaleas and other plants usually imported. Of one thing they are confident, which is that there will be the usual demand; the puzzle is how to meet it. The demand for funerals and other occasions keeps stock cleaned up. The Bellvue ave. stores are preparing to close up. At the Rhode Island Nurseries home propagated stock is taking the place of that usually imported. Mr. Vanicer reports no falling off of orders on account of war conditions, but rather a gain.

ALEXANDER MACLELLAN.

NASHUA, N. H.—O. W. Wiig has been engaged as superintendent and foreman by Geo. E. Buxton, at the latter's extensive greenhouse establishment on Concord st. Mr. Wiig, who is well known as a floriculturist, has had wide experience, his training abroad including employment at the Kew Gardens, England, and at the famous Baron Rothschild gardens at Paris, France. He has also been with J. B. Keller & Sons, Rochester, N. Y., and J. W. Howard, Somerville, Mass.

American Dahlia Society Exhibit

Additional Notes to last week's report

Mills & Co., Mamaroneck, N. Y. were mentioned in our last issue as showing only 100 blooms in the class for singles, as they were not able to stage all their exhibits till late Tuesday. We noted later that they were awarded a special prize for general collections of Dahlias, also a special for display of 1917 introductions of Dahlias, a special on Gladioli and for blooms of Gladiolus "Golden West."

James H. Bowman, Paterson,N. J. was awarded the American Dahlia Society's first prize for "Bowl or vase decoration of Peony flowered or decorative Dahlias, any foliage."

Washington, D. C.

Flowers of all kinds find ready sale. All varieties are scarce so it is anything but a buyer's market. Flowers suitable for funeral work are short because Asters are completely off the market. Dahlias are not coming in usual quantities and Easter Lily stocks have been cut considerably. Growers located in distant points no longer find it desirable to ship stocks for sale here because of uncertain express service. It has been found difficult to get Easter Lilies from Eastern points to Washington in salable shape so the growers have stopped catering to the Washington market.

Chrysanthemums are not to be had in appreciable quantities. Those offered are not of good quality. They are bought up, however, because every flower counts. More Roses are to be had than last week. White Roses are more plentiful, although not yet enough to fill orders. So are Hadley and Russell. Ophelia is good and sells well. Some good Wellingtons are to be had. This seems to be a desirable Rose and meets with ready sale. Orchids are bringing 75c. each. Greens are more plentiful than for some time.

E. A. D.

See Florists' Telegraph Delivery Association Notes, pages 545 to 547

BRIARCLIFF REALTY COMPANY

is discontinuing its Private Nursery at **Briarcliff Manor, N. Y.,** and offers for sale in any quantities a

Choice Selection of Healthy Trees

of all varieties ***at less than one-half market price for quick disposal.*** The Stock includes:

5000 Norway Maples
1½ to 5 inch caliper

5000 Sugar Maples
1½ to 4 inch caliper

200 Hemlock
3 to 5 ft. high

Also **Horsechestnut, White Birch, American Beech, American White Ash, European Larch, Oriental Plain, White Pine, Thuya Occidentalis,** and **Austrian Pine.**

STATE INSPECTED SEPTEMBER 16th, 1918

If you are in the market for trees this Fall it will pay you to visit the Nursery and make your selection—no reasonable offer will be refused.

Briarcliff Realty Company, Briarcliff Manor, Westchester County, N. Y.

When ordering, please mention The Exchange

HELP EQUIP 50 SOLDIERS WITH RIFLES!

Twenty members of a WAR SAVINGS SOCIETY, each buying only one WAR SAVINGS STAMP a month for a year, can equip 50 American soldiers with rifles!

HERE'S YOUR CHANCE TO BE A *LEADER* IN VERY IMPORTANT WAR WORK.

Get together twenty or more of your friends or employees.

Organize a War Savings Society. Call it the "FIFTY RIFLES CLUB." Appoint a CAPTAIN or Secretary and plan for systematic savings as a group.

Tell others what you are doing and encourage them to join or to organize other Societies.

YOUR EXAMPLE will stamp you as a *leader* and encourage others to save.

YOUR ECONOMIES will release men, money and material for essential war work.

YOUR SAVINGS will be of direct help in WINNING THE WAR.

You will be under no obligations except to SAVE for yourself and your country.

Will *you* volunteer TO-DAY for this work?

For full information write

Pioneer Division
NATIONAL WAR SAVINGS COMMITTEE
51 Chambers Street New York, N. Y.

SPACE DONATED BY **CHAS. A. DARDS**

LEGAL NOTICES

Statement of the Ownership, Management, Circulation, etc., Required by the Act of Congress of August 24, 1912,

Of THE FLORISTS' EXCHANGE, published weekly at New York, N. Y., for October 1, 1918.
State of New York } ss.
County of New York }

Before me, a notary public, in and for the State and county aforesaid, personally appeared A. T. De La Mare, who, having been duly sworn according to law, deposes and says that he is the Business Manager of THE FLORISTS' EXCHANGE, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publishers, editor, managing editor, and business manager are:

Name of	Post Office Address
Publishers, A. T. De La Mare Company, Inc	438 to 448 West 37th Street, New York, N. Y.
Editor, A. T. De La Mare	438 to 448 West 37th Street, New York, N. Y.
Managing Editor, A. T. De La Mare	438 to 448 West 37th Street, New York, N. Y.
Business Manager, A. T. De La Mare	438 to 448 West 37th Street, New York, N. Y.

2. That the owners are (Names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock).

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Anchell, Mrs. Nettie B	480 Central Park West, New York, N. Y.
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De La Mare, A. T	438 to 448 West 37th Street, New York, N. Y.
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Dorey, Arthur L. L	122 West 94th Street, New York, N. Y.
Dorey, Edward W	126 West 94th Street, New York, N. Y.
Esler, John G	Saddle River, N. J.
Griffith, Robert F	Barrington, R. I.
Hatch, Miss Maria E	294 Washington Street, Boston, Mass.
Hatch, Miss Lucy P	294 Washington Street, Boston, Mass.
Henderson, Chas	35 Cortlandt Street, New York, N. Y.
Magill, Estate of Jos	304 New York Ave., Jersey City, N. J.
Magill, Mrs. Anna S., Executrix	304 New York Ave., Jersey City, N. J.
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O'Mara, Patrick	35 Cortlandt Street, New York, N. Y.
Phelps John J	Red Towers Greenhouses, Hackensack, N. J.
Peck, Estate of Andrew	1345 Bedford Ave., Brooklyn, N. Y.
Welch, Patrick	262 Devonshire Street, Boston, Mass.
Ward, C. W	Box 198, Eureka, Cal.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

A. T. DE LA MARE
(Signature of Business Manager)

Sworn to and subscribed before me this twenty-fifth day of September, 1918.

WM. R. MASON.

My commission expires March 30, 1919.
Notary Public for New York County, No. 63.

In the 'Mum House

Did you ever receive a shipment of cut Chrysanthemums, good flowers, stems and foliage, but just alive with aphis at the necks? This sometimes happens even to good growers. The pest gets a foothold while you are looking the other way and before the trouble is realized the flowers are so far advanced that fumigation or spraying is out of the question. The only way to prevent this trouble is to fumigate or spray faithfully right up to the time the first petals appear. If you keep the stock perfectly clean up to that time everything will be all right afterward. If you haven't made up your mind just where to overwinter the stock plants, consider a deep coldframe, one in which it isn't likely to freeze much with proper protection. I would far rather have the stock in a frame up to about the first of February than carry it along in a dry house or one where it gets too warm for the plants. A good rest does the stock good, but the roots must be kept moist at all times. Even a little frost won't hurt them, but let them dry out a few days and the life will be gone. A good way to do is to plant the cut down stock in 3in. deep flats, label properly and take at once to the frames. You will be ready with the early ones pretty soon now.

Primula malacoides

If wanted for cut flowers you can't do better than to plant the stock out on a sunny bench in a cool house. Don't attempt to grow this sort warm; it can't be done, but when grown cool and given plenty of root room it will pay the retail grower as well as anything else in the house. Plants in pots as soon as ready should be shifted and never permitted to crowd in the least on the benches. From now on these Primulas will make their heaviest growth and if not watched properly the best of them will be ruined.

Chinese Primulas

To grow specimen plants of the Chinese Primulas a 5in. or 6in. pot is not too large for the best results, but we appreciate them more around Christmas when in a 4in. pot and full of flower. They make better material that way for the filling or making up of baskets, hampers or pans. The larger a plant and the smaller the pot the more attention required on the part of the man who does the growing. With stock partly potbound light doses of liquid cow manure are of great help. Once every few days is enough. It means better foliage, better flowers on plants grown in small sized pots, but don't neglect plenty of space between the plants.

Carnations

Get those supports in place on the benches, especially if you still grow Enchantress White, a wonderful sort still. With most growers it has a weak stem. It needs support of some kind; in fact, you couldn't grow any Carnations today unsupported, no matter what the particular variety, and make money on them. Keep on stirring up the surface soil between the plants, just lightly; if you go down too deeply roots will be inured. If you made use of good soil there isn't any reason to feed the stock as early as this. If you didn't have a liberal dose of manure in the soil when the benches were filled, a light topdressing of bonemeal worked into the surface may be applied now. Usually there is enough nourishment in the soil until the first good crop of flowers has been cut. Don't make the mistake in dosing the Carnation benches with a lot of fertilizer now. Rather pay more attention to cultivation, watering and supporting the plants properly. Get the sun to strike the soil between the plants. Keep the surface worked over lightly. Don't water when the soil is wet nor let the plants suffer for the lack of moisture. Bear always in mind you are growing the stock in just a few inches of soil. Success or failure depends a great deal on the man in charge.

Freesias

Matters haven't changed any since the first part of the Summer so what was said then in the "Week's Work" about Freesias is true now. More of them will be grown this coming Winter under glass than ever before to take the place of French Romans and Paperwhites. While both of these may reach us for late forcing and maybe more Paperwhites than we can use to advantage, Roman Hyacinths will not be plentiful. By all means plant Freesias and keep it up as long as solid bulbs can be had. The first planted ones, by this time 4in. to 5in. high, should be in the sunniest spot in the Carnation house. Whether you have them up to the glass or 15ft. away from it, it doesn't matter much if the house has had a coat of white paint this Summer and the glass is clean. The trouble with shelf culture is that the plants are likely to be neglected and dry out too often. For extra early forcing the plants in pots or pans will be best and the early planted ones will flower for Christmas if given about 54 deg. or so during the end of November and early part of December. But you can't do any forcing with stock where the bulbs have been planted as late as September. All you get out of such will be a lot of leaves; it is far better to keep such plants in a cool house and have them come into flower later on. If Roman Hyacinths don't get here by the middle of October they are likely to be too late for Christmas flowering, so in the meantime pay attention to Freesias. It will pay.

Ramblers in Pots

If you are fortunate enough to have a nice lot of Ramblers in pots, take the best of care of the stock. With no importation these great Easter Roses will not be over plentiful. Such as have been grown in pots during the Summer, while having made less growth, are by far the best for early flowering and the amount of flowers on the canes. In early October it is well to begin to harden the wood, keep the plants a little on the dry side and if a rainy spell should set in lay the pots on their sides. It is best to have the wood well hardened before heavy frosts are the rule. As soon as cold weather sets in bring the plants to a coldframe. If not deep enough to stand the plants upright they may be laid down. Cover the frame well and by the first week in January bring the stock into a cold house where it should remain for a few weeks. Field grown Baby Ramblers should be lifted after the first heavy frost. They are best off if potted up at once. If given a liberal sized pot, heavy soil and potted firmly, the plants may go to a frame. With just a little fair weather the roots will keep on growing for some time. This is of benefit for such stock will respond quicker next February when wanted than plants consisting of dormant stock with half dried up wood which has to be pruned back considerably. Don't fail to keep the freshly potted plants well watered.

Kerosene for Greenhouse Heating

On Thursday, Sept. 26, a representative of THE EXCHANGE called on Frank Heid, 287 South Broadway, Tarrytown, N. Y., to take a look at a block of everblooming Fuchsia Christmas Red and selected strains of ever flowering Begonias which he is growing both at Flushing, L. I., and Tarrytown for Christmas sales. While there the representative had an excellent opportunity to inspect the operation of the Heid Kerosene Heater which Mr. Heid invented and is putting on the market. He is using it to supply heat for the hot water apparatus in his own greenhouses.

The boiler in use in Mr. Heid's greenhouse is an old style, Lord & Burnham hot water heater, made some 20 years ago. The flue cleaning door is closed and sealed, as is also the ash pit door. The heating door was wide open. Just inside and at the bottom of this doorway the kerosene heater is placed. The pipe drafts of the furnace were wide open. Kerosene oil is fed into the heater through a ⅛in. pipe, through which it is brought from a tank or barrel of oil placed above and out of doors. The flow of oil is controlled by a valve placed in the ⅛in. pipe.

In operating this invention a little oil is first let into the heater and lighted with a piece of blazing paper or any other material. As the burning oil gives increasing heat the supply of oil is increased and the flames are carried back into the furnace.

THE EXCHANGE representative took a chair and sat directly in front and close to the flames coming from the burning oil in the heater. He could see no smoke nor detect any smell whatever coming from the flame, because there was no back draft, the flames being carried steadily inward. In its workings the device as far as could be seen is simplicity itself. When the fire is once started, the water warmed to the circulating point, or the steam producing temperature, and the flow of oil regulated to suit the weather, the apparatus needs no further attention until there is a decided change in the outdoor temperature. The fire is extinguished by cutting off the supply of oil. It takes, in Mr. Heid's furnace, about 2½ gallons of oil to heat water to the circulating point, after that about ½ gallon an hour to maintain the heat in ordinary weather.

It was a cool, rainy day when THE EXCHANGE representative called, but in about 1¾ hours after the heater was started the water was circulating freely in the hot water pipes. Apparently this heating device can be used in all hot water and steam heaters.

Iris Root Borer Again

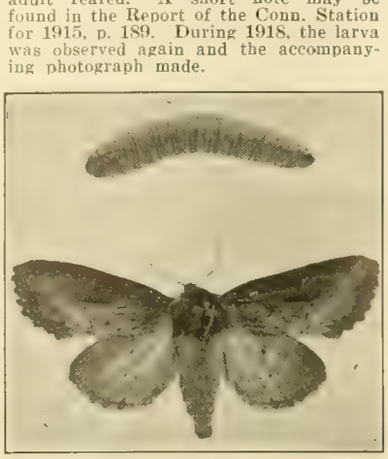
I have read with interest the article by Bertrand H. Farr in THE FLORISTS' EXCHANGE (p. 451) regarding the Iris Root Borer (Macronoctua onusta, Grote). Mr. Farr is in error when he states that it is one of the hawk moths. The name "hawk moth" is applied to the members of the family Sphingidæ, which are also called "Humming Bird moths." Macronoctua onusta shown in the accompanying figure (see illus.) belongs to the family Noctuidæ, the cutworms. All of these are night-flyers.

Though I have not made a special study of the life history of the Iris Borer, the statements of Mr. Farr are so much at variance with the observations of other workers that I wish to call attention to some of the published records in connection with this insect. An adult in the station collection was reared from a nearly mature larva collected July 30, 1915. This larva pupated and the adult emerged in October. Mr. A. F. Winn (see *Canadian Entomologist*, vol. 46, p. 296) observed the moth to lay eggs the latter part of September at Westmount, Que., in cracks near the base of the leaves of German Iris, and some eggs were deposited between the leaves where the edges overlap. Mr. Winn believes that in nature most of the eggs are laid underneath the edges of these overlapping leaves near the base and that the insect passes the Winter in this manner.

Mr. Henry Bird of Rye, N. Y., (*Journal New York Entomological Society*, vol. X, p. 215) states that the larva bores in the native Iris (I. versicolor), the adults emerge in September, and that the larvæ are more highly parasitized than other species of Noctuidæ which have come under his observation. Apparanetly Dr. Roland Thaxter (*Canadian Entomologist*, vol 23, p. 35) was the first to record the species from Iris versicolor, where he found it at Kittery, Me. Arthur Gibson (*Canadian Entomologist*, vol. 36, p. 355, and 34th Report of Ontario Entomological Society, p. 49) records the rearing of several adults which emerged in September.

Perhaps the most complete account of this insect which so far has been published occurs in the 27th Report of the New York State Entomologist, p. 52, 1912, by Dr. E. P. Felt. An illustration of the adult appears on plate 17, fig. 3, of the report just mentioned. Dr. Felt also published a brief note in the 30th Report, p. 71.

The present author has received material of this borer at various times (see Report Conn. Agr. Expt. Station for 1906, p. 306) but not until 1915 was an adult reared. A short note may be found in the Report of the Conn. Station for 1915, p. 189. During 1918, the larva was observed again and the accompanying photograph made.



Macronoctua onusta Grote (Iris Root borer)

The upper cut shows the full grown larva, the lower the adult moth. Both are natural size

From all of the observations and data gathered it seems probable that the adults emerge and lay their eggs in the Fall and that these eggs hatch the following Spring. Of course, it is possible that more than one generation occurs in Mr. Farr's latitude, or perhaps the eggs which he has observed as being deposited at the tips of the leaves are laid by some other species. Here is a chance for careful investigation. It is hoped that some entomologist may be able to carry out such studies with a large amount of material in order to determine the exact facts in regard to the life history of this interesting species. Then we may more intelligently discuss the subject of remedies. In Conn. the injury is fairly common, but occasional, and only a small amount of material can be found in any single Iris plantation. Most of the larvæ which we have secured fail to produce adults.

W. E. BRITTON,
State Entomologist, Conn.

Why The Poor Dahlias?

From many parts of the country come reports that Dahlias this year have not been up to the standard; in fact that in many cases the blooms have been disappointing and the foliage unsatisfactory. Various explanations have been offered, among them being that the trouble was due to white fly, to a disease of the roots, or to the prolonged cool spell. THE EXCHANGE would be pleased to hear from Dahlia growers as to the results obtained this year and to receive information as to the cause of the trouble, from their oservation and experience. Such an interchange of ideas would surely prove interesting and valuable to THE EXCHANGE readers.

Six thousand meals in which only 50 pounds of sugar were used for all purposes is the record of the cafeteria in the food administration building in Washington. How will your record, in proportion, compare?

Your Money Should Not Be Neutral; Enlist It In the Fourth Loan.

WINTER-FLOWERING
Spencer Sweet Peas
NOW READY FOR DELIVERY

Australian Winter-Flowering Spencer Sweet Peas (We advise every florist to try a few)

BLUE FLAKES.
CÆRULEA.
CONCORD BLUSH SHADES.
CONCORD CHARM (Blue-white).
CONCORD CHRISTMAS PINK SHADES.
CONCORD COUNTESS (Pink).
CONCORD COUNTESS IMPROVED (Pink).
CONCORD CHIEF (Maroon).
CONCORD DAYBREAK (Cream).
CONCORD EMPEROR (Crimson).
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CONCORD PURPLE.
CONCORD RADIANCE (Rose).
RUBY (Crimson).
SALMONEA.
YARRAWA (Rose Pink).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except **Yarrawa**, as noted above.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.15	.50	1.50	5 00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.15	.50	1.50	5.00

	¼ oz.	Oz.	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush / **Red Orchid.** Bright cherry red	.15	.50	1.75	5.00
Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
Fordhook Rose	.20	·75	2.50	10.00
Rose Queen. A variety of sterling merit and one of the most popular ½ oz. 75c		1.00	3.00	12.00
BLUE				
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50	12.00

Mixed Winter-Flowering Spencers
Containing many of the best and most expensive sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

PANSY, CYCLAMEN AND FLORISTS' FLOWER SEEDS. Send for complete catalog

FREESIA PURITY—Special Offer: ½-inch, $3.50 per 1000; ⅝-¾-inch, $7.50 per 1000

Arthur T. Boddington Co., Inc., *Seedsmen*
128 Chambers Street **NEW YORK CITY**

When ordering, please mention The Exchange

LILIUM Giganteum
(Cold Storage)

We have them, 7|9 (300) $20.00 per case
9|10 (200) $25.00 per case
at New York, Chicago, Cincinnati and Detroit
Secure your stock for Easter planting, since is CERTAIN that no fresh bulbs from Japan w be procurable this season.

Bulbs Sound and Dormant

HOME-GROWN CALLAS

Fine stock. 1-in. to 1¼-in., $4.50 per 10 $40.00 per 1000; 1¼-in. to 1½-in., $5.50 p 100, $50.00 per 1000; 1½-in. to 1¾-in., $8. per 100, $75.00 per 1000; 1¾-in. to 2-in., $12. per 100, $110.00 per 1000; 2-in. to 2½-i $13.50 per 100, $130.00 per 1000. Rea now.

Purity Freesia

From California. The best we have ever h We carry the two most desirable sizes.
First size, $9.00 per 1000.
Mammoth, $14.00 per 1000.
Complete list of Florists' Choice Seeds. postal card will bring our catalogue.

S. S. SKIDELSKY & CO.
1004 Lincoln Bldg. **Philadelphia, P**
When ordering, please mention The Exchar

F. W. FLETCHE
(For 25 years at Auburndale, Mass.)
Offers Fresh Seed of the Famous **SNAPDRAGON** of his origination: **Nelrose, Phelps' Whi Enchantress, Bronze Beauty,** 50c. per tra packet; 6 for $2.50.
New Address:
Rosalind Gardens, Orlando, Flori
When ordering, please mention The Exchan

SWEET PEAS Winter-Flowering SPENCER
Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING
Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.
The Seed Store **12 and 13 Faneuil Hall Square, BOSTON, MASS.**

READY NOW
CYCLAMEN SEED (Giant Strain)

Pure White, White with eye, Bright Pink, Delicate Pink, Bright Red, Salmon King. $9.00 per 1000
Superb Red, Delicate Salmon (Medal winners, best of their kind) $17.50 per 1000
Grow **CYCLAMEN.** There will be no Lilies and no Azaleas
PANSY SEED. Florists' Prize Mixture, giant strain and extra fine. $6.00 per oz.
MIGNONETTE SEED. Giant Greenhouse grown. $7.00 per oz.

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Sixty-Five Dollars
for a basket of **Mastodon Pansies,** "sold under the hammer," is a story of interest to you. Write for it.
Write now. 1918 seed prices ready.
Latest novelties. Write us now.
1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00. oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

When ordering, please mention The Exchange

FROM COLD STORAGE
LILIUM GIGANTEUM
7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Prices*

LEONARD SEED CO.
226-230 West Kinzie St., CHICAGO

ONION SETS **GROWERS FOR THE TRADE**

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½pkt.50c.; 1000 seeds$1.50. Colors separate also
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
CYCLAMEN. Giants. 150 seeds $1.00; ½ pkt. 50c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.; oz., $3.50; 3 ozs., $10.00.

There will be a demand for good Pansies next Spring

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved fr named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pin mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest doub Oz. $1.00.
SWEET WILLIAM. Single, mixed, select stra Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YOR
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The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

George Dicks, son of S. B. Dicks, both gentlemen well known to the seed trade of this country, has been appointed submanager by the directors of Cooper, Taber & Co., London.

Seedsmen and the Draft

With reference to the telegraphic dispatch from the Seedsmen's War Service at Washington, relative to the seed industry and mentioned in our Seed Trade notes, page 493, of last issue, we understand that same has been put in Class 3 in the preference list of industries, as follows:

"Seeds:—Plants (establishments) engaged principally in assembling, cleaning, treating, preparing, storing and shipping seeds for growing food and feed, and for growing medicinal and chemical plants, excluding flower seeds."

While this classification is to be considered by the local draft boards in the "work or fight" rule and, in fact, in any matter pertaining to the employment of clerks in seed establishments in their relation to the draft, it does not follow that a man in such employment may not be called, but the classification referred to should have a bearing and should receive consideration.

European Notes

Tosti's gem "Good-bye Summer" is singularly appropriate at the present time, for while we have some gloriously bright intervals between storms the night temperature is reminiscent of March and already light frosts are reported. This will serve to check the too luxuriant late growth on Radish and Mangel crops which are still standing. As regards the former, late threshings are inevitable this season, and this is always a very troublesome affair. An even greater cause of anxiety is the absence on military duty of the men who understand the work of threshing this article, which is much more difficult than many seedsmen imagine. The English system of allowing the seed to remain in the straw until the following Summer is in every respect, both as regards the seed and the crop it produces, the most satisfactory. In any case we must ask our friends to be as patient as possible.

Second Lieut. F. A., Albert H. Mangelsdorf, of Atchison, Kan., was a recent caller. He was on his way from duty in France to a course of special training at Avonmouth, near Bristol. He reported a very busy time in France, and was in the best possible health and spirits.

European Seeds.

Dutch and French Bulb Shipments

Never before in the history of America's trade in European bulbs were the importers kept in such utter ignorance of the situation as they are today. The large firms may guess approximately what they will receive, and with good luck may get some or all of the bulbs here in October. At present it looks as if French and Dutch bulbs will make a "dead heat" in the trans-Atlantic race, although advices from England inform us that some Dutch bulbs are already loaded, and if they have not been held up in some port, should reach here this week. If Dutch growers have shipped via England, without appointing someone there to look after the transshipment, it is unknown when they will get here. Possibly this may be the case with some of the importers of small lots for their own growing, and if such is true, I should be sorry for the future business that that Dutchman will get next year. Most of the large importers, I presume, have forwarding agents in England. The delay in French shipments is seemingly due to having missed two sailings at a time when steamers were most needed. One boat, I understand, was commandeered by the French Government; the other took fire in New York harbor previous to her Eastern trip. No advice has as yet been received whether the steamer which is to bring the greater bulk of French bulbs has sailed or not, so I cannot see any French bulbs here before Oct. 20 at the earliest.

All Eastern importers will no doubt arrange for the selection and prompt handling of their cases on the docks, and I predict those who have placed orders through these channels will receive their bulbs far in advance of those who bought direct from the producer. Nemo.

New York Seed Trade

Dutch and French Bulbs

Reports from several reliable bulb importers are to the effect that at least three ships with Holland bulbs on board are on their way here. The time of their arrival at an Atlantic port is conjectural, but it is believed that these bulbs may be confidently expected to arrive, as all cablegrams to importers in this city are to that effect. Cablegrams from France, confirmed by letters, give assurance that French bulbs also, unless the unexpected happens, will arrive.

Frank C. Woodruff of S. D. Woodruff & Sons, 82-84 Dey st., returned on Thursday of last week from an eight weeks' visit to the Pacific Coast, being accompanied on his trip by Mrs. and Miss Woodruff. Mr. Woodruff devoted nearly all his time during this trip to inspecting the seed crops in the seed growing sections of the Pacific Coast States. After careful observation and study of the whole situation, Mr. Woodruff has arrived at the conclusion that aside from a few items such at Peas, Cabbage seeds, a few varieties of Beans, Turnip and Onion seeds and a few other unimportant kinds, the prospect for seeds is betier than last year, and on most items contracts will be filled 100 per cent. There is, however, considerable uncertainty as to vine seeds, since these were planted late, and unless the growers have an unusually prolonged Fall, there will probably be a shortage of those seeds.

William M. Hunt & Co., 37 Warren st., have added a nursery department to their seed, bulb and horticultural supplies business, and are now mailing out a list of shade, ornamental and fruit trees and shrub which they are offering for Autumn planting.

It is reported that all fertilizers will advance in price some time this month. This applies more especially to tankage, blood, sheep manure, and the several grades of ground bone. The fortunate individuals who stocked up with these fertilizers last Spring have probably, it is said, saved themselves between $5 and $15 a ton on these fertilizers.

Burnett Bros., 92 Chambers st., have begun their "Harvest Home" window display with an exhibition of ears of Longfellow field Corn on the stalks.

Chicago Seed Trade

Vaughan's "Book for Florists" is ready and is being mailed to all customers and others who may write for it.

There is nothing new in the import bulb situation. Seedsmen and dealers are patiently awaiting developments from day to day.

The news that the Dutch Government has ordered bulb growers in that country to reduce their acreage for 1919 crops has aroused much interest among the bulb dealers here.

The Albert Dickinson Co., seedsmen, silenced the guns of the State of Illinois temporarily at least, by the Yankee trick of beating 'em to it. Both the State and the Albert Dickinson Co. are claiming land which was once the site of the old Illinois and Michigan canal. The strip lies close to Thirty-fifth st. and Ashland ave., and since the city has developed, and the canal has been filled up, it is worth a heap of money. The Albert Dickinson Co. through their attorney, Eugene H. Garnett, filed an injunction

WHY DON'T YOU ORDER SOME

Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	
Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, flushed pink	.25	1.25	3.50
Wedgewood. Clear blue	.25	1.25	3 50
White Orchid. Pure white	.15	.75	2.50

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
Yarrawa. Rose pink and cream	.15	.60	1.00

We have on hand fresh seed of **Giant Flowered Cyclamen** in all popular colors, also **Primula, Cineraria, Calceolaria; Perennial Flower Seeds** for summer sowing and Annuals for winter flowering under glass

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

1918 CROP

BEET Per lb.
1000 Detroit Dark Red $0.50
1000 Crosby's Egyptian ..... .50
1000 Early Egyptian ..... .50

CARROT
1000 Danvers Half Long ..... .60
1000 Chantenay ..... .60
1000 Imp. Long Orange ..... .60
1000 Oxheart ..... .60
1000 Nantes ..... .65

ENDIVE
500 Broad Leaf Batavian ..... .75

PARSNIP Per lb.
1000 White Hollow Crown $0.65

RADISH
500 Early Scarlet Globe ..... .75
500 White Tipped Scarlet Turnip. .75
500 White Tipped Scarlet Globe.. .75

TURNIP
1000 Early White Flat Dutch 1.00
500 Cow Horn 1.25
500 White Egg 1.25
500 Purple Top Strap Leaf 1.25
500 Purple Top White Globe 1.50
500 American Purple Top Rutabagas 1.25

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

NEW CROP **PALM SEEDS** JUST ARRIVED

KENTIA BELMOREANA and ARECA LUTESCENS

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

When ordering, please mention The Exchange

LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pink

LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

When ordering, please mention The Exchange

USE IT and SAVE TIME OUR STOCK AND MATERIAL INDEX

PAGE 527

Fresh Crop French Bulbs

	Per 1000
White Roman Hyacinths, 11/12 cm	$35.00
White Roman Hyacinths, 12/15 cm	45.00
White Roman Hyacinths, 13/up cm	55.00
Paper White Grandiflora, 13 cm	20.00
Paper White Grandiflora, 14 cm	25.00
Grand Soliel d'Or (Yellow P. W.)	40.00
Trumpet Majors	25.00
Double Romans Constantinople	14.00
Jonquil Campernelle	7.00
Alliums Neapolitanum	6.00
Freesias, 1st size	9.00
Freesias, Extra	12.00

Cold Storage Giganteum

Size 7x9	$25.00 per case of 300 bulbs
Size 8x9	25.00 per case of 280 bulbs
Size 8x10	30.00 per case of 250 bulbs
Size 9x10	30.00 per case of 200 bulbs

Cold Storage Magnificums

Size 11x13" ..... $18.00 per case of 80 bulbs

Terms: Settlement by Trade Acceptance, due January 1st, 1919: or 5% for cash with order

Not How Cheap But How Good

Ralph M. Ward & Co.
25 Murray Street
New York City

When ordering, please mention The Exchange

TO OUR BULB TRADE

WE take this opportunity of advising our trade that after a great many complications, formalities and other shipping encumbrances we were successful in securing the exportation of our FRENCH GARDEN BULBS.

The Garden Bulbs have been shipped on a steamer and will arrive in the United States within a very short time.

It gives us great pleasure to be able to notify our clients through this medium that we have been successful in being able to attend to their supplies.

• DREVON TEGELAAR •
AND
• COMPANY •

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

J. BOLGIANO & SON
Careful Seed Growers and Seed Distributors For One Hundred Years
Write for Our 1918 Special Catalogue to Market Gardeners and Florists
Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

suit in the United States Court Friday. A similar suit was filed in the State Circuit Court 59 minutes later. Each faction seeks to enjoin the other from entering upon the disputed land. Under court practice the court first attaining jurisdiction in such a matter retains it. The case will come up for hearing before Federal Judge Carpenter this week.

A. Miller, president of the American Bulb Co., is in New York this week on business.

Leonard H. Vaughan has been appointed by the Chicago Ass'n of Commerce as chairman of the draft exemption committee that will consider claims from an occupational standpoint. The recommendation of the committee will be attached to questionnaires, it being felt that a recommendation by a trade committee will carry more weight than one made by a firm or individual. Mr. Vaughan's appointment is for the selective service committee of Sub-division No. 22, which embraces seedsmen, florists, greenhouse builders and Onion set dealers. The committee will not pass on dependency claims.

Wm. Langhout, a well-known local representative of various Holland bulb growing firms, had a hearing before Judge Carpenter in the United States Court on Sept. 23. The judge bound him over to the Federal Grand Jury and placed his bond at $5000. Mr. Langhout, it will be remembered, recently purchased the Anton Then greenhouse property in this city, and was soon afterward forced into bankruptcy by the agent of a Holland firm, which has claims against him for several thousand dollars. These amounts are alleged to be due from former business transactions conducted while he was acting as the firm's agent in this country.

California Seed Trade

The damage done by the rain of last week is hard to calculate, owing to the number of conflicting estimates expressed by growers. Until the harvest has been completed in October, it will be impossible to give any reliable figures. Up to a week ago the season for drying in the field was very unsatisfactory, because the ground was wet, humidity high, and there was little wind or sunshine to take up the moisture. On Sept. 21 we had a severe electrical storm, fortunately accompanied by only a little rain. The week following saw a great improvement, there having been considerable sunshine in the Delta section and the Santa Clara Valley.

Carrot seed seems to have suffered more than any other, although a considerable amount of Onion seed was out. Any loss of Onion seed this year would be severely felt, owing to the light yield due to extensive flower blasting early in the season. All Beet and Spinach seeds, so far as the writer can learn, were warehoused before the rain. Considerable Lettuce seed standing will likely be a total loss. Large quantities of other seed were exposed to the rain, and the damage was great. Harvesting has been fully ten days later than last year, in spite of which larger quantities than ever have been stored in the warehouse on time.

Canvas drying sheets cost real money these days, as those who have had to replace them have found out.

J. R. W.

JAMESPORT, N. Y.—It is reported that J. Ebb Weir has several of his greenhouses planted to Tomatoes, the fruit from which is expected to follow the outdoor crop.

He Buys Best who Buys Quickly. Buy Your Bonds Now.

Our Advertising Man's Corner

THE HIGH WATER MARK OF SERVICE

In all the testimonials from advertisers printed in this column there is, in addition to the compliment paid the paper, a silent tribute to the subscribers who have responded to the advertising in question.

A letter received at this office from the Mersey Advertising Co., who handle the advertising of Bees, Ltd., the well known Rose house of Liverpool, England, advising of the reasons for not advertising this season, particularly defines this in the following paragraph:

"The American and Canadian Nurserymen have turned up trumps. It is a pleasure to do business with them, because they appreciate the efforts made to serve them."

While the quality of service THE EXCHANGE, through its American and Canadian connections, is able to give advertisers is well indicated in the following:

"The series of advertisements placed with you in past seasons have been productive of markedly good results and numerous repeat orders."

Here's one more paragraph of a most interesting letter:

"Our clients, Bees, Ltd., in the interests of national food production, have reduced their output of Roses in favor of food crops. The result is that we think it would be unfair, as well as unbusinesslike, to publish the usual full page advertisements, seeing that the stock for export will be taken up by those American and Canadian Nurserymen who have become regular buyers."

The medium securing immediate business for its advertisers, out of which a regular trade is built up, is the medium which should make a direct appeal to you.

Do your Fall plans on the wholesale end call for some well thought out opportune advertisements in THE EXCHANGE?

A recent advertisement prepared by this office brought 128 inquiries in four days, and additional letters are still being received.

Maybe we can add that touch, or whatever you care to name it, which will make your advertisement of the kind that pulls.

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed
If you have not received one, let us know
Ant. C. Zvolanek & Son
LOMPOC, CAL.

Lily of the Valley
XXX Quality
Very plump pips, from cold storage. Case o 100, $4.50; case of 250, $10.00; case of 1750, $66.00
MAX SCHLING, Inc.
Seed Merchants and Growers
22 West 59th Street, New York City

Dutch Bulbs Afloat

The following are Now Ready for Early Forcing and Counter Sales

EMPEROR. Mammoth Bulbs

NARCISSUS

	100	1000
EMPEROR, 100% Bloomers, all large, round bulbs.	$2.50	$21.00
PRINCEPS, (Double Nose) To bloom in January	2.00	17.50
Sir Watkin, fancy grade	2.50	23.00
Barri Conspicuus, fancy grade	1.50	12.50
Poeticus (Pheasant Eye) fancy	1.00	9.50

French Paper Whites on the way. Lilium Candidum making port now

LILY BULBS FROM STORAGE

GIGANTEUM — Per Case

7 to 9 in. (Case of 300) $20.00

RUBRUM

9 to 11 in. (Case of 140) 14.00
10 to 11 in. (Case of 125) 15.00
11 to 13 in. (Case of 90) 15.00

Ask for Fall "Book for Florists"—It will pay you

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

When ordering, please mention The Exchange

Cold Storage Bulbs

We have in cold storage, in good condition, for prompt express shipment, the following, which we offer subject to being unsold:

		Doz.	100
135	SPIRÆA, Avalanche	$2.25	$15.00
300	SPIRÆA, Queen Alexandra	2.00	14.00
185	SPIRÆA, America	2.00	14.00
165	SPIRÆA, Pink Perfection	2.50	17.00
225	SPIRÆA, Rubens	2.25	15.00
950	SPIRÆA, Gladstone	1.75	12.00

LILIUM GIGANTEUM

	Per case
20 cases LILIUM Giganteum, 300 to case	$20.00
20 cases LILIUM Giganteum, 100 to case	10.00
20 cases LILIUM Giganteum, 225 to case	20.00

Stumpp & Walter Co. *Seedsmen* 30-32 BARCLAY ST. NEW YORK CITY

When ordering, please mention The Exchange

Michell's New Crop Flower Seeds

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Price List.

Asparagus Plumosus Nanus

WE ARE HEADQUARTERS FOR THE TRUE GREENHOUSE GROWN STRAIN

1000 seeds ..... $3.50 — 10,000 seeds $30.00
5000 seeds ..... 15.50 — 25,000 seeds 72.50

Asparagus Sprengeri

1000 seeds ..... $0.75 — 10,000 seeds $5.50
5000 seeds ..... 3.00 — 25,000 seeds 12.50

Cyclamen Seed
Distinctive Giant Strain

	100 Seeds	1000 Seeds
Duke of Connaught. Crimson	$1.25	$10.00
Excelsior. White with red base	1.25	10.00
Grandiflora Alba. White	1.25	10.00
Princess of Wales. Pink	1.25	10.00
Salmon Queen. Salmon pink	1.50	12.00
St. George. Delicate salmon, foliage marbled	1.50	12.00
Mixed Colors	1.00	9.00

SWEET PEAS, WINTER FLOWERING SPENCER in all the best varieties. Send for price list.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

***Write to* 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAND**

When ordering, please mention The Exchange

New Crop FLORISTS' SEEDS To Sow at once

SATISFACTION GUARANTEED—SEND FOR NEW COMPLETE PRICE LIST

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

BELLIS (Daisies) Giant Monstrosa

	☆	⅛	¼	1 Oz.
White, Rose, Red	$0.50	$1.00	$1.50	$5.00
Mixed	.50	1.00	1.50	5.00

BELLIS (Daisies)

Snowball	.25	.50	1.00	2.50
Longfellow Rose	.25	.50	1.00	2.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

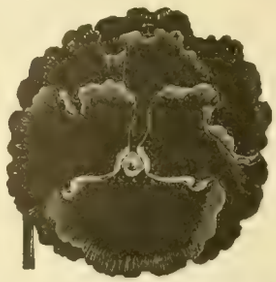
CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wansbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wansbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

DRACÆNA Indivisa. ¼ oz. 15c.; 1 oz. 50c.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ¼ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.



PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ¼ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ¼ oz. $3.50; 1 oz. $6.00.

Greenhouse Forcing Giant Exhibition Mixture. (Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties.

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

Stocks Winter Flowering Selected Strain. 75% Double Flowers. Beauty of Nice White, Beauty of Nice Purple, Beauty of Nice Flesh Pink Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00

Sweet Peas ZVOLANEK'S and IRWIN'S WINTER ORCHID FLOWERING. New seed, ready now. Refer to issue June 29, page 1262, for full list. I have his New York Agency. Catalog on application.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SPECIAL OFFER EXPRESS PREPAID

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs

½ to ⅝ in., $1.25 per 100; $10.00 per 1000

Prices on large quantities on application.

CALLA AETHIOPICA

FINE, HEALTHY BULBS HOME-GROWN

	100	1000
1¼ to 1½ inch	$6.00	$50.00
1½ to 1¾ inch	$8.00	$75.00

Lilium Giganteum. Fresh Cold Storage Bulbs

7-9 300 Bulbs in a Case $21.00

PLANTS, CUTTINGS, ETC.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100. 3 in., $15.00 per 100. Strong, 4 in., $25.00 per 100.

ASPARAGUS Plumosus and Sprengeri. See classified list.

BEGONIA. Mrs. J. A. Peterson, Lorraine, etc. See classified list.

BOUGAINVILLEA Sanderiana. 4 in., fine plants, $3.50 per doz., $25.00 per 100; 3 in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼ in., $4.00 per 100; $35.00 per 1000.

CARNATION PLANTS. Field-grown. See classified list.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st. 2¼-in., $5.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors. $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100 $3.50, 1000 $30.00. **Single White Margaret Daisy,** 2¼ in., $5.00 per 100. Strong, 4 in., $15.00 per 100.

DRACÆNA Indivisa. See classified list.

EUPHORBIA Jacquiniflora. 2¼-in., $12.00 per 100.

FERNS. In all varieties. See classified list.

GENISTAS. See classified list.

GERANIUMS. 2¼-in., $3.50 per 100, $30.00 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

IVY. English, 2-in. $3.00 per 100, $27.50 per 1000; 3-in. $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. See classified list.

JERUSALEM CHERRIES (New) Cleveland. 3 in., $10.00 per 100.

KENTIA Belmoreana. 2½-in., $9.00 per 100.

MYRTLE. Hardy, for covering graves, etc., divided, field-clumps, $6.00 per 100, $50.00 per 1000.

PANSY Seedlings. (Strong.) See classified list.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in. pots, $8.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000.

PRIMULAS. All varieties. See classified list.

SMILAX. 2¼-in. $3.00 per 100. Strong, 2½ in., $4.00 per 100.

SNAPDRAGON. See classified list.

STEVIA, Double. 2¼-in., $3.50 per 100; $30.00 per 1000; 3½-in., strong, $6.00 per 100, $55.00 per 1000.

VIOLETS. See classified list.

"The Bugs Are Busy Now"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50.
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ¼ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN, 108 West 28th Street, NEW YORK Phones, 3738-2326 Farragut

When ordering, please mention The Exchange

Seasonable Stock READY NOW

BOUGAINVILLEA Glabra Sanderiana. Well shaped, trimmed plants, 4-in. pots, $25.00 per 100.

GENISTA. 5-in., special stock, well trimmed and heavy, at $30.00 per 100.

FICUS Elastica. 4-in., 10 to 12 in. high, $40.00 per 100.

HYDRANGEA, French Type. Hamar, Vibraye, Chautard, E. Mouilliere, 5-in., 3 to 4 branches, $30.00 per 100; 4-in., 2 to 3 branches, $20.00 per 100.
Heavy, field-grown, for tubs. 7 to 10 branches, $40.00 per 100.

KENTIA Belmoreana. 2¼-in., heavy, $10.00 per 100; 3-in., $20.00 per 100.

FERNS. Cyrtomium Falcatum. 2½-in., $3.50 per 100, $30.00 per 1000.
Aspidium. 2½-in., $3.00 per 100.
Birds' Nest Fern. 2½-in., $8.00 per 100; 3-in., $15.00 per 100.

DISH FERNS. All varieties, bushy stock, $3.50 per 100, $30.00 per 1000; 3-in., $6.00 per 100, $50.00 per 1000.

ASPARAGUS Sprengeri. 2¼-in., $3.50 per 100, $30.00 per 1000.

ASPARAGUS Plumosus. 2-in., $3.50 per 100, $30.00 per 1000.

ROSES. Dorothy Perkins, White Dorothy and Excelsa, or Red Dorothy, especially long tops. These plants have been staked up in open field and are well ripened. $15.00 per 100, for selected grade.

The Storrs & Harrison Co.
Nurserymen, Florists, Seedsmen
PAINESVILLE - - - OHIO

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.
Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

Sweet Pea

YARRAWA
Original Stock Australian Grown
Oz., $1.75; ¼ lb., $6.50

WILLIAM M. HUNT & CO.
37 Warren Street, New York

When ordering, please mention The Exchange

KELWAY'S SEEDS

GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100
Cash with order

W. J. CHINNICK
TRENTON NEW JERSEY

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

POINSETTIAS

No finer plants in the country. Strong, well rooted stock, 2-in., 7c.

YELLOW DAISY, Etoile d'Or. Large, bushy plants, in perfect condition, grown from selected stock, 12c.

1500 Matchless. Extra fine plants. Make an offer for lot.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

PANSIES

MY GIANT SUPERB PANSY PLANTS NOW READY

Very Finest Mixture, choicest colors. 500 by parcel post, $2.50; 1000 by express, $4.00, by parcel post, $4.50, to 1st and 2d zone. Cash with order.

E. B. Jennings, Box 25 GREENS FARMS, CONN.
(My nearest post office)
GROWER OF FINEST PANSIES

When ordering, please mention The Exchange

Pansy Plants

Strong. Steele's Strain
$4.00 per 1000 $35.00 per 10,000

CHARLES AMMANN
Central Ave. and Tuckahoe Road Yonkers, N. Y.

When ordering, please mention The Exchange

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.
Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

ROSES, CANNAS and SHRUBBERY

WRITE FOR PRICES

The Conard & Jones Co.
WEST GROVE, PA.

When ordering, please mention The Exchange

Carnations

8000 Matchless. Field-grown plants. Good, strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

W. B. GIRVIN :: Leola, Pa.

When ordering, please mention The Exchange

Carnations

F. Dorner & Sons Co
LA FAYETTE, IND.

When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.
We are now collecting all of the standard kinds for cut flower growing.
Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.
ORCHIDS PALMS
and Plants of Every Variety

When ordering, please mention The Exchange

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

The Truth Concerning California

AS a health resort, the state has become famous. Because of the multiplicity of climates within its borders, there are all sorts of erroneous notions in the minds of men and women who would be benefited by their (climates') curative powers.

Five dollars the minimum charge to those who wish to know where to locate for health.

P. D. BARNHART
SAWTELLE, CAL.

The publishers of The Florists' Exchange guarantee Mr. Barnhart's integrity

SNAPDRAGON

Florists who know are stocking up on Snapdragon. This is a year when space must count. SNAPDRAGON will do the trick.

We have added some new ones. Note the following list: Seed of our famous Silver Pink $1.00 per pkt ; 3 for $2.50; 7 for $5.00. Seed of our new Hybrid Pink, and of our new Golden Pink Queen, same price. Seed of Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton and Fancy Mixed. 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

PLANTS of Keystone, Nelrose, Yellow, White and Buxton, $5.00 per 100, $45.00 per 1000; less than 100 plants 6c. each. Cash with order. Plants travel at purchaser's risk.

G. S. RAMSBURG
SOMERSWORTH, N. H.

FREESIA PURITY

Mammoth Size, also ⅝-in. and up.
FREESIA refracta alba, ⅝-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

J. M. THORBURN & CO.
53 BARCLAY STREET thro. to 54 PARK PLACE
NEW YORK CITY

BAMBOO Cane Stakes

		Per bale	Per bale
Natural,	6-9 ft...	600....	$7.00
,,	9-12 ft...	400....	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

New Primula Malacoides

It is just as essential in Business as in War to be prepared for the future.

Your Business is largely what **you** make it.

The first step in **selling** is to have something worth while to sell, with a conscientious belief that it is all and more than you represent it to be. This is the case with the **New Rohrer Primula Malacoides.**

Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink and Light Lavender. A cool temperature, 40 to 45 degrees, produces the best results. For September and October delivery:

Pink *and* Lavender

2½-inch pots

$6.00 per 100; $55.00 per 1000

Shipped Parcel Post, Special Delivery, anywhere in in the U. S.

C. U. LIGGIT, Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS :: All sold until Dec
S. A. Nutt and **Buchner**.. ... $15.00 per 1000
Ricard and **Poitevine** ..... $17.50 per 1000

Parcel Post shipments are surest. Bill will be rendered with shipment for postage and special packing at actual cost.

A SPECIAL BARGAIN: This stock must be sold before freezing weather, as the houses they are in will be cut for the winter.

SALVIA (America) the finest ever put on the market.
Rooted Cuttings.....$2.00 per 100
Pot Plants.....2.50 per 100
ASPARAGUS Plumosus. Fine stock. $3.00 per 100.

These prices are for free delivery Parcel Post, up to 4th zone.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked until October 15th

FRED. W. RITCHY

LANCASTER, PA.

When ordering, please mention The Exchange

GERANIUMS

STOCK PLANTS

Ricard, Poitevine, S. A. Nutt and **Buchner,** $30.00 per 1000.

It will be impossible to supply the demand, for Geraniums were never so scarce. If you want cuttings, raise your own.

J. B. BRAUN

Parkside Greenhouses HIGHTSTOWN, N. J.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked for August and September

PETER BROWN

LANCASTER, - - - - PA.

When ordering, please mention The Exchange

Our September Supplement

With its 650 new ratings, has been mailed to our members. Are you among them? If not, you are indeed the loser.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE

56 Pine Street, New York City

When ordering, please mention The Exchange

Dracaena Indivisa

2-in., $2.00 per 100, in any quantity.

Geraniums

Nutt, Ricard and **Vlaud**

2-in., $2.00 per 100, $20.00 per 1000

Also **Buchner, Hill, Landry, Poitevine** and **Montmort**

Boston Yellow Daisy

For September delivery, 2-in., $3.00 per 100

ELMER RAWLINGS

ALLEGANY - - NEW YORK

When ordering, please mention The Exchange

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK

Oxford Ave., OZONE PARK, N. Y.

When ordering, please mention The Exchange

PANSIES

Only Stocky Seedlings

$4.00 per 1000, delivered to your address.

Transplanted, for cut flowers, $10.00 per 1000.

Seedlings, 5000 lots, $14.00; 10,000 lots, $25.00.

J. B. Braun, Parkside Greenhouses **Hightstown, N. J.**

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 **Double B. Glass,** $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

Are You Well Prepared for the Winter, Mr. Florist?

BOXES

Size	Per 100	Size	Per 100
18x5x3	$2.95	28x8x5	$7.00
21x5x3½	3.70	30x8x5	8.45
24x5x3½	4.75	36x8x5	10.50
28x5x3½	5.45	30x12x6	11.65
21x8x5	5.45	36x12x6	12.80
30x5x3½	6.10	36x14x6	14.00
24x8x5	6.55		

Bouquet Boxes

Size	Per 100
19x9x8	$9.00

Wreath Boxes

16x16x5	$8.15	20x20x6	$11.65
16x16x7	9.00	20x20x9	14.25
18x18x6	10.00	22x22x6	14.00
18x18x8	12.10	23x22x9	17.35

Printing free on orders of 300 or more. Small quantities, $1.25 per 1000. Bronze Ink, $3.00.

We guarantee that our prices are lower than any of our competitors. Why? We are large manufacturers and sell direct, eliminating the jobbers' profit. **Give us a trial and be convinced.**

CYCAS

Size	Per 100	Size	Per 100
8x12	$2.90	28x32	$8.55
12x16	3.60	32x36	9.00
16x20	4.75	36x40	10.35
20x24	5.85	40x44	11.05
24x28	7.45	44x48	11.70

These leaves are prepared in our own factory. They are flexible, do not mould, and are of a fine color. Cycas are very scarce, and we have been fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, Cycas Leaves in the future will be very scarce, and the price must rise accordingly. **Take advantage of our low prices, while we have some on hand.**

Save 20% on your Baskets

We are Headquarters for Baskets and Window Boxes. Try our Line Listed Below, at this Special Price Reduction

25 Tumbler Baskets, two tone, with waterproof line $7.75

12 Pot Baskets, with handles, two tone effects, waterproof liners, sizes 6-10 in., a very satisfactory assortment $10.80

2 Pot Covers, with handles .....
3 Tumblers .....
3 Princess Baskets... $7.00
1 Long Stem Flower Basket .....
3 Cut Flower Baskets .....

ALL WITH WATERPROOF LINERS

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. **Remember, if the goods are not entirely satisfactory, send them back at our expense.**

WAX FLOWERS

MR. FLORIST:—Why don't you do the same as other successful florists are doing? Work in **artificial Roses, Carnations, Sweet Peas, Callas, Easter Lilies,** etc., along with your natural flowers in your floral pieces. No one can tell the difference between our artificial flowers and the natural when worked in together. We have spent a fortune in perfecting our ***artificial flowers*** so that they will **look like the natural.** For your own sake, just give us a trial order amounting to $10.00 or $15.00. If the goods are not to your liking, return them at our expense. In these times of war, the best florists are using these flowers on account of the scarcity and high prices of natural flowers.

WE ARE DIRECT MANUFACTURERS OF

CYCAS, BASKETS, WAX FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, SPECIAL FLORAL PIECES, and WIRE FRAMES

We carry a full line of FLORISTS' SUPPLIES

Prices will certainly not be any lower than they are now. Therefore, stock up now for your winter needs and save considerable money

BOSTON FLORAL SUPPLY CO.

347-49-51-53-55-57 Cambridge St. BOSTON, MASS.

Prices subject to change without notice

When ordering, please mention The Exchange

Cocos Weddelliana

FINE PLANTS

2½-inch, $12.00 per 100; 3-inch, $18.00 per 100

Pandanus Veitchii

5-inch,
$9.00 per dozen

6-inch,
$15.00 per dozen

8-inch,
$30.00 per dozen

R. & J. FARQUHAR & CO.

6 SOUTH MARKET STREET

Boston, Mass.

When ordering, please mention The Exchange

Ferns for Fall and Winter

Stock up your houses now with good saleable stock and be prepared to fill your customer's wants with plants, as there will be a shortage this Winter on cut flowers. Don't let your customer walk out, a choice Fern in a fine basket makes a pretty gift, so be prepared. Send us your order at once.

NEPHROLEPIS Scottii and Teddy Jr.
4-in. pots, $3.00 doz., $22.00 per 100.
6-in. pots, $7.20 per doz.
7-in. pots, $12.00 per doz.
8-in. pots, $1.25 and $1.50 each.
Scottii. 2¼-in. $6.00 per 100.

NEPHROLEPIS Norwood. 4-in. pots, $4.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 doz. and $9.00 doz. 7-in. pots $12.00 doz.

DRACÆNA Terminalis. 6-in. pots, very heavy, $15.00 doz.

HARDY IVIES. 6-in. pots, fine plants, $6.00 doz.

PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.

Cash with order.
All plants travel at purchaser's risk.

ASCHMANN BROS.

Second and Bristol Streets **PHILADELPHIA, PA.**

When ordering, please mention The Exchange

FERNS

TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

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FERNS

Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: Bostons, Roosevelts, Whitmanii and Teddy Jr.

HENRY H. BARROWS
WHITMAN, MASS.

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FERNS

MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima and Dreyerii. Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

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TO WIND UP AN ESTATE

Palms, Kentias, Phœnix, Latanias (large and small.) Orchids, Choice Decorative Plants, and contents of hothouses.

Apply to head gardener

At the "CASTLE"

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New York Phone: John 408

POINSETTIAS

From 2¼-in. pots, $7.00 per 100, $60.00 per 1000.

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ASPARAGUS Plumosus Nanus Seedlings. $1.00 per 100, $8.00 per 1000.

Sprengeri Seedlings. $1.00 per 100, $7.00 per 1000.

Frank N. Eskesen, Madison, N. J.

Ferns for Jardinieres

NOW READY

Fine, strong plants, in best Varieties and ready for immediate use.

From 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

From 3-in.pots, $10.00 per 100, $90.00 per 1000.

KENTIA and COCOS. Just right for centers. From 2¼-in. pots, $12.00 per 100.

BIRDS' NEST FERNS. From 4-in. pots, 25c. each; 5-in. pots, 50c. each.

BOSTON FERNS. From 5-in. pots, 35c. each; 6-in. pots, 60c. each; 7-in. pots, $1.00 each.

Thomas P. Christensen, Short Hills, N. J.

FERNS and PALMS

FERNS. Scottii and Teddy Jr., 4-in. pots, 25c., 6-in. pots, 50c.

KENTIA Belmoreana. Strong, 4-in., 40c.

DRACAENA Terminalis. 4-in. pots, 35c.

BIRDS' NEST FERNS. 3-in. pots, 25c.

SOLANUM or Jerusalem Cherries. 2½-in. pots, $5.00 per 100.

GODFREY ASCHMANN

1012 W. Ontario St., Philadelphia, Pa.

Chrysanthemum Specialists

ELMER D. SMITH & CO. ADRIAN, MICH.

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; **GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOX-GLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS.** Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also **Longfellow and Snowball.** Fine, strong plnats, $3.00 per 1000.

HARDY ENGLISH IVY, strong, field grown, bushy plants, 3 to 4 ft. $4.00 per 100, $35.00 per 1000.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and Grand Rapids. Strong, $1.00 per 1000, $8.50 for 10,000.

Celery Plants

Best varieties, $1.25 per 1000.

J. C. SCHMIDT

BRISTOL, PA.

When ordering, please mention The Exchange

PRIMULA

Obconica Giant and Grandiflora. Mixed also **Apple Blossom and Kermesina.** Extra fine stock. 2-in. $4.00 per 100, $35.00 per 1000.

Malacoides. Fine, 2¼-in. $2.50 per 100.

PANSIES

Giant varieties, in fine assortment, sown thin, $3.00 per 1000.

GENISTA. 2-in. $3.00 per 100.
SMILAX. 2-in. $2.00 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.

DAISIES. Snowball and Longfellow. $2.50 per 1000. **Mrs. Sanders,** 2-in. $2.50 per 100. **R. C. Sanders and Single White,** $1.25 per 100.

Cash

Byer Brothers

Chambersburg - - Pa.

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Some Excellent Stock

Inch		100	1000
2½	ALYSSUM. Double	$4.00	$35.00
2½	ASPARAGUS Sprengeri	2.75	25.00
4	ASPARAGUS Sprengeri	7.00	65.00
4	ASPARAGUS Plumosus	7.50	70.00
4	BEGONIA Chatelaine	20.00	
2¼	CYCLAMEN. 8 varieties	5.50	
3	CYCLAMEN (fine plants)	8.00	75.00
	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
5	DRACÆNA Indivisa	25.00	
3½	STEVIA. Dwarf or tall	6.50	60.00
2½	SMILAX. Large plants	3.50	30.00
2	SMILAX	2.75	25.00

For GERANIUMS, FUCHSIAS, HELIOTROPE, LANTANAS, etc., write for prices.

Liberal extras for early orders

ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

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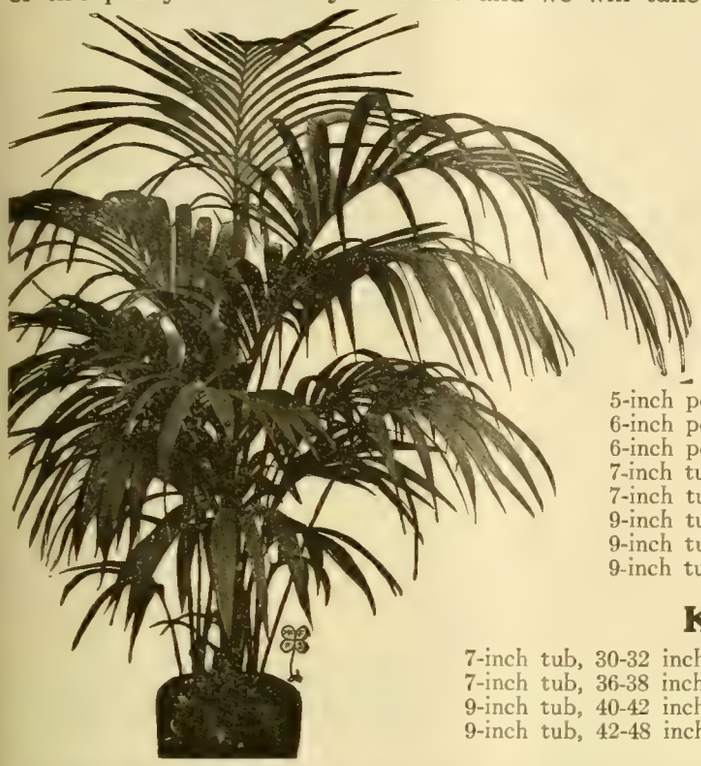
There is no scarcity of **KENTIAS** at Wyncote. We have never been importers of Palms, but for years have sown the Kentia Seed that would later grow into salable decorative plants. We are now getting the benefit of this policy. Send in your order and we will take care of it.



ARECA Lutescens

6-inch pot .....$1.00, $1.50, $2.00 each

CIBOTIUM Schiedei

9-inch tubs.....$5.00 each

PHOENIX Roebelenii

7-inch tubs.....$3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
9-inch tub, 4-4½ feet high	10.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½-6½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. Ophelia and Mrs. Russell, own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN	100	1000
Enchantress Supreme. Pink	$7.00	$65.00
British Triumph. Crimson	7.00	60.00
Enchantress. Light Pink	7.00	60.00
Matchless. White	6.00	55.00
Philadelphia. Pink	6.00	50.00
Lady Bountiful. White	6.00	55 00
Winsor. Pink	6.00	50.00

VIOLETS Field Clumps

Princess of Wales.....$6.00 per 100

Wood Brothers

Fishkill, N. Y.

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Rose Stakes

No. 9 GALVANIZED WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16 00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING

$22.00 per 1000 Plants 3 Rings to a Plant

THE CARNATION SUPPORT CO.

CONNERSVILLE, IND.

When ordering, please mention The Exchange

Gloire de Chatelaine

Elegant stock, from 3-inch pots, to grow on for Christmas sales. Shift these *now* into 5- or 6-inch Azalea pots and grow them in Carnation temperature. This is one of the best Christmas subjects and should show a handsome profit. $8.00 per 100.

BAUR & STEINKAMP

CARNATION BREEDERS

INDIANAPOLIS - - INDIANA

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CALIFORNIA PRIVET

	1000
2 to 3 feet, 2 year old	$18.00
18 to 24 inches, 2 year old	14.00
12 to 18 inches, 2 year old	10.00
6 to 12 inches, 2 year old	6.00
3 to 6 inches, 2 year old	3.00

Cash with order. Packed free

Harry B. Edwards, Little Silver, N. J.

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Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Complete assortment in large and small sizes. Price list now ready

The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill.

Evergreen Specialists
Largest Growers in America

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Bushy, 3 to 4 ft., 5- to 6-in. pots
$35.00 per 100

CHARLES AMMANN

Central Ave. and Tuckahoe Road Yonkers, N. Y.

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Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

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NORWAY MAPLE	
6 to 8 ft., each	$0.35
8 to 10 ft., each	.50
10 to 12 ft., each	.75
CALIFORNIA PRIVET	
2 and 3 yr. old. Cut back, well branched	
12 to 18 in., per 1000	10.00
18 to 24 in., per 1000	13.00
2 to 3 ft., per 1000	15.00
3 to 4 ft., per 1000	20.00
HYDRANGEA P. G.	
18 to 24 in., each	$0.10
2 to 3 ft., each	.12
BARBERRY Thunbergii	
12 to 18 in, per 100	$6.00
18 to 24 in., per 100	8.00
AMERICAN ARBOR VITÆ	
3 to 4 ft., each	$0.35
4 to 5 ft., each	.50
AUSTRIAN PINE	
18 to 24 in., each	$0.20
2 to 3 ft., each	.30
3 to 4 ft., each	.40
NORWAY SPRUCE	
12 to 18 in., each	$0.15
18 to 24 in., each	.25
2 to 3 ft., each	.40
CURRANTS	
Fays, Cherry, White Grape, Victoria	
2 yr. No. 1½, per 100	$4.00
2 yr. No. 2, per 100	3.00

Send for complete price list.

Terms: Cash or satisfactory reference. Boxing at cost.

The Lancaster County Nurseries

R. F. D. No. 7, Lancaster, Pa.

When ordering, please mention The Exchange

Floral Designs de Luxe PRICE $2.50

A. T. DE LA MARE COMPANY, Inc.
409 to 448 West 37th Street, N. Y.

If Interested in

HEATHER

BUDDLEIA Asiatica and Officinalis *for* CHRISTMAS

BOUGAINVILLEAS and GENISTAS *for* EASTER

and OTAHEITE ORANGES *for* GROWING ON

Communicate with, Yours truly,

A. L. MILLER, Jamaica, N.Y.

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HEADQUARTERS

for **California Privet** *and* **Berberis Thunbergii**

Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery

J. T. LOVETT, Inc., Little Silver, N. J.

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There are hundreds of nursery orders from nearby home owners

that you can take if you will. Let us suggest a simple way of adding a profitable nursery business to your florist business. Write us today.

C. H. WEEKS NURSERY CO., Inc.
NEWARK, Wayne Co., NEW YORK

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Perennial Phlox

Strong field-grown stock

Should not be compared in value with the small plants from two-inch pots which are sold so cheaply. These are one season older.

	Per 100		Per 100
Beranger, white suffused with pink, rosy-lilac eye	$6.00	**La Vague,** lavender-pink	$6.00
***Bridesmaid,** white with large crimson center	6.00	***Le Mahdi,** velvety-purple; large spike	6.00
Bouquet Fleuri, white with carmine eye, large truss	6.00	***Lothair,** bright crimson	6.00
Champs Elysees, bright, rosy magenta	6.00	***Lumineaux,** pinkish	6.00
Coquelicot, a fine scarlet	6.00	***Mme. Bezanson,** best crimson	6.00
Coquette, white with pink eye	6.00	***Mme. Pape Carpentier,** pure white; very early, dwarf	6.00
Elizabeth Campbell, soft pink, large flower	8.00	***Miss Lingard,** earliest white, pale pink eye; long, graceful panicles	8.00
***Fantome,** deep lavender, edged and shaded with white; dwarf	6.00	**Mrs. Charles Door,** a beautiful shade of lavender	6.00
Ferdinand Cortez, deep crimson	6.00	***Mrs. Jenkins,** early white, immense panicles	6.00
***Fraulein G. von Lassburg,** pure white; immense panicles	6.00	***Pecheur d'Islande,** lavender cerise	6.00
***Independence,** pure white, of low growing habit	6.00	***R. P. Struthers,** cherry-red, suffused with salmon	6.00
***Iris,** light purple	6.00	***Sir Ed. Landseer,** bright crimson	6.00
Isabey, salmon pink	6.00	**Terra Nueva,** lavender, light center	6.00
		***Thebaide,** rosy-pink	6.00

Varieties marked * will be supplied at $45.00 per 1000 for not less than 500 plants nor less than 100 of a kind.

JACKSON & PERKINS COMPANY
Nurserymen and Growers of Florists' Stock
NEWARK, NEW YORK

When ordering, please mention The Exchange

Barr's Choicest Trees

AMERICAN LINDEN ..... 1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE ..... 1½-3-in. Cal., 12-15-ft.
AMERICAN ELM ..... 1½-3-in. Cal., 12-15-ft.
PIN OAK ..... 1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

B. F. BARR & CO.
KEYSTONE NURSERIES LANCASTER, PA.

When ordering, please mention The Exchange

MAPLE SILVER

6-8 ft., 8-10 ft., 10-12 ft.

LOTS OF THEM

Rice Brothers Company
Nurserymen GENEVA, N. Y.
GROWERS OF FRUITS, ORNAMENTALS, ROSES, ETC.
GET OUR PRICES

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P. Ouwerkerk

216 Jane Street
WEEHAWKEN HEIGHTS, N. J.

JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

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California Privet

The Largest Stock in the World

BERBERIS Thunbergii
in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

When ordering, please mention The Exchange

THE FRAGRANT PEONY DAHLIA

MRS. FREDERICK GRINNELL

SEEDLING 1911 WINNER 14 FIRST PRIZES

LIST OF AWARDS

1st Class Certificate New Bedford Horticultural Society, September 14, 1911.
1st Class Certificate Massachusetts Horticultural Society, August 8, 1914.
1st Class Certificate Newport Horticultural Society, August 13, 1914.
Bronze Medal Massachusetts Horticultural Society, August 7, 1915.
Bronze Medal Newport Horticultural Society, August 12, 1915.
Special Award Southern New England Country Fair, September 14, 1915.
Silver Medal New Bedford Horticultural Society, September 21, 1915.
Silver Medal Massachusetts Horticultural Society, September 9, 1916.
Gold Medal Rhode Island Horticultural Society, September 12, 1916.
1st Class Certificate American Dahlia Society, New York, September 27, 1916.
1st Premium Blue Ribbon, Hyattsville, Md., October 5, 1916.
Diploma American Institute, New York, at the American Dahlia Society Show, September 25, 1917.
Special Award Southern New England Country Fair, September 10, 1918.
Awarded Silver Medal by the American Dahlia Society, given by Toronto Horticultural Society, for best seedling Dahlia of any type.

Tested in the American Dahlia Society Trial Gardens, Geneva, N. Y.

Some of its Fine Points Its fragrance and shipping qualities. Its color, the finest pink of all the Dahlias; more beautiful in the artificial light than the natural. Its keeping qualities, six to eight days. The best as cut flower, exhibition, garden. Splendid in all ways. It grows in water.

100 Clumps Only FOR SALE AT **$10.00 per Clump**

Delivery in Fall or Spring. Order quickly.
This is the only time this offer will appear.

Address for particulars

JOHN P. ROONEY 93 Bedford Street Bell Phone, 2486-W **New Bedford, Mass.**

When ordering, please mention The Exchange

TREES
Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon Send for catalog and special trade prices.

The Bay State Nurseries
North Abington Mass.

SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

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HOWARD ROSE CO. Own Root ROSES Desert Climate Grown HEMET, CAL.

OWN ROOT FIELD-GROWN
EXPRESS
WINTER SHIPMENTS
HOWARD ROSE CO., Hemet, Cal.

When ordering, please mention The Exchange

WE ARE THE LARGEST GROWERS OF

ROSES—PORTLAND—ROSES

Superior Quality—Choice Varieties—Sell better—Grow better
Ask for price lists. ORDER NOW

MOUNTAIN VIEW FLORAL CO.
PORTLAND - - - - - - OREGON

When ordering, please mention The Exchange

NURSERY STOCK

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

W. & T. SMITH CO.
Geneva, N. Y.

70 Years 1000 Acres

When ordering, please mention The Exchange

F. & F. NURSERIES

SPRINGFIELD, N. J.

Offer a nice line of young

EVERGREENS

for lining out, two and three year old transplanted stock.

For you, Mr. Florist, there is a nice lot of plants for box-work and tubs to be had. Come and see them, or ask for a list and prices.

When ordering, please mention The Exchange

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NURSERY DEPARTMENT

American Association of Nurserymen—President, J. R. Mayhew, Waxahachie, Texas; Vice-President, J. Edward Moon, Morrisville, Pa.; Treasurer, J. W. Hill, Des Moines, Iowa; Secretary, Curtis Nye Smith, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

New Species of American Hawthorns

Arnold Arboretum, through E. I. Farrington, reports specially interesting discoveries. Instead of only 16 species as formerly known, the group appears to consist of more different forms than any other American tree group. Nearly 750 have been found. Among these are several of great ornamental value and probable wide adaptability. They flower and fruit at different times and some retain their highly colored fruit all Winter

Much interest is manifested by horticulturists in the nouncement by Professor Charles S. Sargent, director the Arnold Arboretum in Jamaica Plain, near Boston, at nearly 750 species of American Hawthorns have en discovered, raised and named under his direction. w people have realized the extent of the work which e Arnold Arboretum has been doing along this line. ly eighteen years ago the number of Cratægus species own as natives of the United States was limited to six- en. At that time botanists in general believed that actically all the species on the continent had been dis- vered.

Except for the Arboretum's investigation, it is prob- le that little more would be known about Cratægus en now, as the work of locating and classifying the horns is not an easy one. Two visits must invariably made, one in the Spring when the trees are in flower, other in the Fall when they are in fruit. Of course, it neeessary that exactly the same tree be visited each ne, so the plant hunter must tag each one visited in me way. All this work is complicated by the fact that e various species do not flower or produce their fruit the same time. Moreover, a tree cannot be depended on to blossom every year, and the fruit may be de- royed by insects or diseases. It is not strange, there- re, that botanists in general labored so long under the pression that only a few species existed. The mistake uld not readily be discovered except in some institution e the Arboretum, where large numbers of trees are grown.

Professor Sargent's attention was first called to the atter by the fact that trees collected from various parts the country, especially in Missouri and Arkansas, ffered constantly from any species which had been de- ribed by writers. They did not flower at the same time. hey had a different number of stamens. The color of e anthers differed, and the fruit varied widely. It as surmised at first that many hybrids had sprung up, it this conjecture was soon set aside, for it was found at the various trees maintained their characteristics solutely without change. There is not a variation und, as among the Crabs. Professor Sargent recently id that he has never seen what he considers a hybrid ratægus.

As soon as it was discovered that numerous unnamed species were growing in the Arboretum, the whole subject was opened up for investigation. Plant hunters were set to work in various parts of the country. When results were tabulated, they proved hardly less than astounding. It was found that instead of sixteen species this country has many more than all the rest of the world combined, the number running up to many hundreds. Just how many there are nobody knows even yet. In the Arboretum's opinion many remain to be located and classified. There are at least 150 which have been indexed but not named.

The Hawthorn appears in more different forms than any other tree growing on this continent. In time it will come to be, probably, among the most important of our native plants used for park and garden decoration. The Hawthorns are doubly useful, for the handsome display of flowers which they make in the Spring is succeeded by an equally fine display of Fall fruit. This is true of nearly every species, although they fruit and flower at different times. The earliest to fruit is C. Arnoldiana, a species found growing wild in the Arnold Arboretum and other parts of New England. The fruit obtains its full color before the end of August. Others ripen their fruit all through the Fall, and some hold this fruit until Spring. It is too early yet to make any definite statements as to all the kinds of Hawthorns most useful for ornamental work. Some especially good kinds, though, have been described in detail by Professor Sargent.

Cratægus Arnoldiana

Found growing wild in the Arnold Arboretum and other parts of New England. The earliest of the Hawthorns. The fruit attains its full color before the end of August

Cratægus succulenta

The flowers have rose-colored anthers and the fruit is two-thirds of an inch in diameter, scarlet and very lustrous

Cratægus nitida is found growing wild in the bottom lands of Mississippi River. It has a broad, rather open, unsymmetrical head. The leaves are dark green and lustrous, turning yellow, orange or red late in October. Neither the flowers nor the fruit are large, but they are borne in great profusion. Its Autumn color makes it one of the handsomest of the Thorns. Probably it should have a place with the six or eight most beautiful species of the genus. Although growing well in the Arboretum, it did not flower as well this year as usual.

Cratægus succulenta represents a group of Thorns distinguished from other groups by deep longitudinal cavities on the inner face of the nutlets of the fruit. The flowers have rose colored anthers and the fruit is two-thirds of an in. in diameter, scarlet and very lustrous. Although the foliage does not turn to handsome colors in the Fall, it is especially attractive all Summer.

Cratægus coccinioides is native near St. Louis. It is a round topped, densely branched tree, with broad, dark green, lobed leaves, from 2-in. to 3-in. long. The large flowers are produced in compact clusters, and have deep rose-colored anthers. The crimson fruit ripens in October.

Cratægus fecunda, also a native of the St. Louis region, belongs to the great Crus-galli group, of which the well-known Cockspur Thorn is a type. It is a round topped tree, with lustrous leaves, small flowers and abundant, orange-red fruit on slender stems. This is a wide-spread group, including species in the Puget Sound region, several in the southern Rocky Mountains, and the beautiful Cratægus Arnoldiana already mentioned. Cratægus Arnoldiana is the earliest Thorn to fruit. Several good specimens are growing near the Center st. gate in the Arboretum, and attract much attention when fruiting, as well as when flowering.

Cratægus punctata is an interesting Thorn because of the variations shown in the color of the fruits in various individuals. Some of the trees have red, others orange fruit, and still others fruit that is a strong yellow. C. punctata is one of the largest and widely distributed of the species in the Eastern states. It has been known for more than a century, and is now growing in many gardens.

Nearby are two specimens of C. cordata, which is the so-called Washington Thorn, a narrow tree with erect branches and small lustrous leaves. This is one of the trees to carry its fruits until Spring, making is highly attractive all through the Winter months. It is the latest of the species in the Arboretum to flower. Brittle branches is its drawback. It has been used as a hedge plant.

One especially attractive Hawthorn is C. pruinosa, which has flowers an inch in diameter and rendered conspicuous by the large, deep rose-colored anthers. The fruit, often an inch in diameter, is bright blue-green and five-angled at the end of Sept. Later it loses its angles, turns orange, and finally becames dark purplish-red.

These are only a few of the hundreds of Hawthorns which Professor Sargent has described growing in the Arboretum grounds. The Hawthorns being long-lived plants, individuals often survive for a huundred years. None of the trees in the Arboretum have yet reached their maximum size. They grow well when once established, and large specimens are easily transplanted. All the species thrive in any well drained soil, but when growing naturally are more abundant in those parts of the country where the soil is impregnated with lime.

Perhaps no task to which the Arboretum has devoted itself has been more worth while than this one of revealing to American gardeners the wealth of material offered by the native Hawthorns. This work has been watched with great interest by horticulturists abroad, so many of the best of the American trees will doubtless be found growing in Europe as well as in American gardens before many years have passed.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Fourth Liberty Loan

How Bonds May be Bought

The Fourth Liberty Loan will dispose of approximately $6,000,000,000 bonds. They will be dated Oct. 24, 1918, and bear 4¼ per cent. interest.

The first coupon will be payable April 15, 1919, and will be for 173 days' interest.

In the Metropolitan district of New York bonds may be bought in any one of four different ways, as follows:

1. Subscribe and pay in full for any amount, on or before Oct. 19, at which date the offerings close.

2. Buy on the Government plan:
Initial payment, 10 per cent.; Nov. 21, 20 per cent.; Dec. 19, 20 per cent.; Jan. 16, 20 per cent.; Jan. 30, 30 per cent.

3. Subscribe on the weekly partial payment plan of the Liberty Loan Association of Banks and Trust Companies of New York City, and use the book with adhesive receipts. Payments as follows:

	$50 Bond.	$100 Bond.
Initial payment	$4	$8
Twenty-three weekly payments	2	4

4. Subscribe on the weekly or monthly partial payment plan, using cards. Payments as follows:

Weekly Plan

	$50 Bond.	$100 Bond.	$500 Bond.	$1,000 Bond.
25 payments of	$2	$4	$20	$40

Monthly Plan

	$50 Bond.	$100 Bond.	$500 Bond.	$1,000 Bond.
October	$4	$8	$40	$80
November	8	16	80	160
December	10	20	100	200
January	8	16	80	160
February	8	16	80	160
March	10	20	100	200
April	2	4	20	40

Subscription terms Nos. 1 and 2 are general to the entire country, but Nos. 3 and 4 are local to New York City through an arrangement of the banks and trust companies thereof. We are informed, however, that somewhat similar methods of time payments may be arranged for in any other town or city.

Where payments similar to those given above as Nos. 3 and 4 are arranged for, the employer can considerably assist his employees by taking charge of the transaction. In the first place the employer should personally see to it that all his employees are made fully conversant with the terms of payment, and should make the personal solicitation for subscriptions. The employer confers a real benefit on the employee by taking entire charge of the transaction, and the amount subscribed for to be paid weekly can readily be deducted, with employee's permission, from the weekly payroll. Some employers have expressed their intention of assisting their people by assuming in advance some of the payments which, it will be noted, are double those asked for in the Third Loan (Now—a first payment of $4, and $2 a week on each $50 bond in lieu of $2 and $1 as before). In this way: an employee would like to take two Bonds, we'll say, but he is called on to pay $8 down and $4 a week for 23 weeks—more cash outlay than he can afford; so the employer goes half on the payments for the first 24 weeks and then holds the bond until employee completes his payment at the end of 49 weeks. Or the employer can obtain the bonds through any good bank and arrange for easy terms of repayment.

DELAYS IN THE MAIL—If your current issue of THE FLORISTS' EXCHANGE does not reach you on time, we ask the exercise of a little patience on your part; it will reach you in due course. The Post Office Department is doing the best it can, but delays are unavoidable due to these days of strenuous endeavor.

Giving Prominence to World Conditions

We have judged it the proper course, in these days through which we are passing, to give more emphasis to the world conditions affecting our every day lives than to the gossipy news of the cities, or even to cultural directions and those discussions on professional matters which, in times of peace, naturally occupy the mind of the trained observer. We are doing this because we believe our readers are far more interested in the forward march of events and the trend of the world's affairs, to the exclusion of practically all else except the obtaining of their daily necessities. We have reason to believe that in our efforts we are backed by the great majority of our subscribers.

The Skies Are Clearing

It seems almost too good to be true, but the facts are before us, and therefore it must be true. In the short period of seven weeks the situation of the Allies in Europe has changed from one of extreme gravity, to say the least, to one full of confidence, the natural result of a succession of victories, not on one front, but on at least three of the four fronts. Thus, from all indications, we cannot help but feel assured that the scales have turned, finally and for good, to the benefit of the Allies. While it is quite possible that it may take until late in 1919 to conclude the war, in the only manner in which it can be concluded, that is decisively and on our own terms, the end does seem to be coming near. And it may come sooner than expected, who knows? Just now the decision for a quick peace is in the hands of the German people themselves; should they rise in their might and rid themselves of the military caste which has so long ruled them with a rod of iron, we might see peace by Christmas.

The Annual Meeting of the F. T. D.

The Society of American Florists has evolved from within its ranks two great commercial bodies—the first and oldest being the Florists' Hail Association which does wonderful work, quietly at that, so quietly indeed that we have no doubt there is many a grower who does not even know of its existence. Unfortunately, in those early days, the S. A. F. did not recognize the coming value of its child, and today a great percentage of the F. H. A. members are not in any way interested in the S. A. F. The F. H. A. has grown to be a great dollars and cents 100 per cent. efficient organization, and the protection against loss which it securely affords is the tie that binds its members solidly one to the other.

The Florists' Telegraph Delivery Association is a much later offspring, but already going strong, with every symptom of becoming a dominant factor in the business. In fact, it is practically as good as that now. It has become an established institution. Its operations have materially expanded the florist industry; it has not only made new business for its members, but it has added materially to that of the florist-grower and, incidentally, to that of the supply dealer. And, as yet, it is only in its infancy. We doubt if one million of our population know of its workings—therefore it has one hundred millions more to educate—some task.

Its operations, when peace returns, will encircle the globe. Think of that opening, gentlemen, and cast around in the whole field of your vision for a business that offers like opportunities for direct transmission of orders between a retailer in Kalamazoo, and another in Bombay. This is no idle dream, its fulfillment rests upon yourselves.

And in the United States and Canada, alone, what tremendous opportunities are open to you! Where you clear now as a body a hundred orders a day perhaps, shortly, if you build aright, you will be clearing a thousand. The possibilities exist; it's up to you to cleave your way through.

Wise counsel, broad and liberal views will effect the purpose. Members generally understand the value of "service," but that must be further impressed. Prompt settlements and honorable treatment, member to member, must prevail. As we see it the question of judicious advertising to the limit, is the base on which you must build. You may think you are doing that pretty thoroughly now but it is not a circumstance to what you will see yourselves doing in the near future.

Great preparations for a successful meeting are making at Cleveland; we advise all who can to be present there this next week, Oct. 8 and 9, so they may be partakers in the inspiration and enthusiasm which springs from a meeting of the character which this union of earnest workers is bound to provide.

Mr. Florist: *It's Up To You!*

In his address in New York City last Friday, President Wilson asked five searching questions concerning the issues of the war. They are printed below so every florist may decide which side he personally is fighting on. He will then be ready to support President Totty's appeal to members of the Society of American Florists for the florists to support the Government to the utmost in conducting the war to victory. President Wilson asks:

Shall the military power of any nation or group of nations be suffered to determine the fortunes of peoples over whom they have no right to rule except the right of force?

Shall strong nations be free to wrong weak nations and make them subject to their purpose and interest?

Shall peoples be ruled and dominated, even in their own internal affairs, by arbitrary and irresponsible force or by their own will and choice?

Shall there be a common standard of right and privilege for all peoples and nations or shall the strong do as they will and the weak suffer without redress?

Shall the assertion of right be haphazard and by casual alliance or shall there be a common concert to oblige the observance of common rights?

Have You Contributed to Our Fourth Liberty Loan? IF NOT, WHY NOT?

Madison, N. J., Sept. 28, 1918

Fellow Florists:

Give thanks to the Creator:

That you are living in such wonderful times.

That you have the privilege of contributing to such a marvelous emancipation of humanity.

That you are permitted to back up our glorious army at the front, the boys who stop at nothing and ALWAYS GET WHAT THEY GO AFTER.

Never mind where we came from; it's what we ARE, that counts. Now is our chance to show the world that we are 100% AMERICAN and 120% PATRIOTIC, ready with the last dollar we have to stand by the Flag.

What does it matter if our coal must be curtailed so the Government may use it for some other purpose more vitally necessary for the moment? What matters it if many of our best employees have had to leave for service "Over There," and we have nothing left but girls and the men over draft age to do our work? Look at the wonderful age we are living in.

We always knew what America is and what it stands for. Now the whole world knows and looks on in delighted wonder. The name "America," will be one to conjure with in years to come, standing for nothing but "Equal Rights for All," and fighting for nothing but a glorious principle.

Some of us, with our noses to the grindstone, cannot look out on God's glorious sunshine and see the broader aspects of life and read the epoch-making era, through which we are passing.

Our business will not suffer in the long run. The rebound from death and desolation will be quick and lasting and we shall make more money in the future in the business of plants and flowers than we ever dreamed of before. Faith and vision, are all we need. Let the weakling drop out if he wants to; the florists are not whiners! They are real men and the way they are working for Our Fourth Liberty Loan, will prove it.

Let us do our utmost to help administer the "final punch" to militarism, so we may once more settle down to our normal vocations.

In conclusion, the following from the *Literary Digest*, covers the situation far better than any feeble words of mine can do.

Americans! Here is your God-given land of liberty, far from the furious battles and the countless hospital-beds of France. What flame leaps to your eyes when you say "My Country, 'Tis of Thee?" Have the words filled your soul with a passion of love and holy zeal which make service of country the greatest thing of life, the only thing worth while, these days? Are you ready and eager to enroll in the army of twenty-five million men and women now summoned to carry the Fourth Liberty Loan to victory?"

Yours for Success

CHARLES H. TOTTY
President S. A. F. and O. H.

The florists and trades allied thereto of Greater New York are expected to purchase $500,000 worth of Bonds. As we understand it, only those transacting their banking business in Greater New York are requested to report direct to the Florists and Allied Trades Liberty Loan Committee, with headquarters at 1170 Broadway, New York.

In another column is told by one of our staff correspondents a remarkable story of the successful installation by Frank Heid of Tarrytown, N. Y., of a kerosene heater to heat his greenhouses in lieu of coal. Last Winter Mr. Heid carried his greenhouses successfully from February to May through the use of the kerosene heater, it being impossible for him to obtain coal.

The Fuel Administration issued a proclamation last Monday to operators and miners detailing a program to produce 12,234,000 bituminous, and 2,030,000 anthracite tons of coal weekly until April 1, in an effort to avert a coal famine this Winter and meet the needs of the war. This represents weekly increases of 1,731,000 and 121,000 tons or 16½ and 6⅓ per cent. respectively over the corresponding period ast year.

Economize on Paper and Paper Boxes

The restrictions urged by the War Industries Board on the use of paper and paper (cardboard?) boxes may save money, especially for the retailer, but it is going to be just a trifle hard to make as presentable a looking pakage as heretofore. We construe the order, however, with regard to the above, to direct that all "unnecessary" wrappings be discontinued to the end that the strictest economy be maintained.

The Fourth Liberty Loan

Editor The Florists' Exchange:

When the New York Florists' Club resolved to ascertain how much its members subscribed to the Fourth Liberty Loan (no matter whether such subscriptions were made in New York or elsewhere), that was a step in the right direction, but if it is desired to ascertain what the florists of the country have done to entitle them to be called patriotic, the S. A. F. and O. H. ought to call upon all members of the trade to report to its secretary, not only the subscriptions to the Fourth Liberty Loan, but also to the first, second and third Loans as well. Fifty years hence, this might not only be a valuable statistic, but one of which our offspring, as well as the present generation, might feel justly proud. JOHN G. ESLER.

Nurserymen Rise Above Difficulties

War time conditions have hit hard at the nurseries about Geneva, N. Y. Formerly most of the seedlings, the basis for trees, were imported from France and Holland. It has been with great difficulty that supplies for the plantings during the last two years have been secured and those obtained have been supplemented by home grown stocks.

For years, Raffia, a fiber imported from Madagascar has been used for tying the buds. This year it was impossible to secure any. American ingenuity has supplied a substitute—the spring clothespin. This was found to hold the bud in place just as well as the Raffia. Indeed, the pin can be put on much easier than the Raffia and may be used several times.

Nurserymen are preparing for next Memorial Day. It is figured that under existing conditions cut flowers will be scarce next Spring. Accordingly there is to be an extra demand for shrubs and other ornamentals that may be used instead. Special attention has been given by growers this year to this class of shrubs.

Chrysanthemum Society of America

Examining Committees

President Wm. W. Vert announces the committees to examine new Chrysanthemums for the ensuing year as follows:

Boston: Wm. Nicholson, chairman; James Wheeler, Alex. Montgomery. Ship flowers to chairman, care of W. J. Thurston, Manager, Boston Flower Exchange, 1 Winthrop sq. and Otis st., Boston, Mass.

New York: Eugene Dailledouze, chairman; Wm. H. Duckham, A. Herrington. Ship flowers to New York Cut Flower Co., 55 W. Twenty-second st., New York, care of chairman.

Philadelphia: A. B. Cartledge, chairman; John Westcott, S. S. Pennock. Ship flowers to A. B. Cartledge, 1514 Chestnut st., Philadelphia, Pa.

Cincinnati: R. Witterstaetter, chairman; James Allen, J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago: N. J. Wietor, chairman; E. A. Kanst, Thomas W. Head. Ship flowers to chairman, 162 North Wabash ave., Chicago, Ill.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committee. Must be prepaid to destination and an entry fee of $2 should be forwarded to the secretary not later than Tuseday of the week they are to be examined, or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years' trial to determine their true character, in not less than six blooms of each variety to be shown. Special attention is called to the rule that sports, to receive a certificate, must pass at least three of the five committees.

The committees will be in session to examine such exhibits as may be submitted on each Saturday during October and November the dates of which will be October 5, 12, 19, 26 and November 2, 9, 16, 23, 30.

CHAS. W. JOHNSON, Sec'y.
2242 W. 109th st., Chicago, Ill.

The New York Dahlia Show

For the purpose of general trade information a member of our staff makes the following report as to his pick of the many varieties shown:

In a close study for individual varieties of more than ordinary excellence, the following in the several classes as they appeared when staged, seemed to us worthy of special mention. Others equally good, no doubt, escaped our notice.

Peony-flowered Varieties. Mrs. Frederick Grinnell, general color rose pink; Gen. Maurice, bright scarlet; Duchess of Brunswick, light red; Weber, pink; America, apricot orange; Dr. Peary, maroon; South Pole, white; Queen Wilhelmina, white; Billionaire, golden orange and pink.

Decorative Varieties. Hortulanus Fiet, shrimp pink tipped with gold; Oregon Beauty, oriental red; Mrs. J. G. Cassatt, rose; George Walters, pink; Millionaire, lavender pink; General Joffre, canary yellow; Mina Burgle, deep-red; Glory of New Haven, soft rose; Delice, pink.

Cactus Varieties. General Pershing, bright scarlet; Conquest, deep crimson; Tom Lundy, crimson; Kalif, scarlet; Marguerite Bouchon, soft rose with white center and tips; Attraction, pink; Mr. Gordon, variegated; Rene Cayeux, geranium red; a vase of this variety shown on long stems was one of the best features in the Show.

Single Varieties. Rose pink Century; Miss Emma, rich red and golden yellow; Scarlet Century; Golden Shower; Golden Century; Twentieth Century, white and pink.

Collarette Varieties. Maurice Revoire, blood red with a white collarette; Souv. de Chabanne, lemon yellow and red; Meteor, scarlet penciled with rose; Pres. Viger, carmine red with white collarette.

Show and Fancy Varieties. Ethel Maule (Show), white, tinted lavender; Frank Smith (Fancy), red, tipped white; Queen Victoria (Show), lemon yellow; W. W. Rawson (Show), white overlaid with amethyst-blue; Gold Medal (Fancy), lemon yellow striped with crimson; Dreer's white, snow white.

Pompon Varieties. Gretchen Heine, blush white, rose tipped; Velle of Springfield, light red; Darkest of All, maroon; Nerissa, pink; Little Beauty, pink; Little Bessie, white.

Were we asked to name a few of what seemed to us the handsomest Dahlia in the show without regard to color or class, we would mention Mrs. Frederick Grinnell, Weber, Rene Cayeux, Hortulanus, Fiet, Frank Smith, Kalif and Mina Burgle.

Meeting the Coal Shortage Situation

SOME ROSE GROWERS' VIEW

We learn from the Flushing Rose Gardens, Flushing, L. I., that their method of coping with the 50 per cent. fuel restriction order for the coming Winter has been put in practice by cutting down their glass surface more than 50 per cent., combining in the restricted space the varieties that have shown the best returns. They state that probably most growers carry more or less stock which, upon close analysis, would show a loss, that having been their experience. They are satisfied that the net returns from their reduced equipment, all profitably employed, will be fully equal to those derived from their establishment as formerly operated.

A. S. Burns, Jr. of Spring Valley, N. Y., writes that he expects to run all of his Rose houses throughout the Winter. He can keep within the 50 per cent. coal limit by running them at a night temperature four or five degrees lower than he formerly did and by discontinuing his Lily houses, as there seems no likelihood of Japanese bulbs coming into this country this season. He has pretty nearly his 50 per cent. allowance of coal on hand and does not expect to have to use any other fuel this season unless he determines to swing in a couple of small houses of Hadley that he is using for Summer Roses, in which event he would use wood for fuel, having six or eight acres of heavy woodland on his property. Mr. Burns states that these are his plans as nearly as he could determine at the time he wrote us (last August), but the crop, market and labor conditions may make it necessary to alter them completely at any time.

From Murray Hill, N. J., we hear that L. B. Coddington will use coal only for fuel, having no wood or peat available. He will make endeavors to run most of his plant and keep the frost out so that he can save his plants. Much depends on the Winter, however, he says. If it is as cold as last Winter, he may find it necessary to change his plans. He also says that if his greenhouses are any good for the winning of the war, the Government could have them all. Mr. Coddington also expresses the wish that if he were only strong enough and could leave his business, he would engage in Y. M. C. A. work and do what he could to help the boys on the other side. We regret to learn that Mr. Coddington has only just returned to his home, having been ill and away for a number of weeks.

The editor would much appreciate hearing from other growers in the belief that these mutual confidences would prove beneficial in many ways. Some time ago we predicted that prices for cut flowers would jump considerably about Christmas but our market reports already show remarkable increases at many points and, if we mistake not, there is likely to prevail higher prices and a greater rush to secure stock than has ever before been known in the history of the business, not so much on account of increased demand as on account of shortage of supply.

Obituary

Nathan Lerner

Nathan Lerner, a salesman at the Boston Flower Exchange, died of influenza on Monday morning Sept. 30. He was 29 years old. He had been in the market about six years and sold the flowers of W. C. Stickell of Lexington, Joseph Fuller of Leominster, and C. S. Andem, Putnam, Conn. He leaves a mother and a sister. R. C.

Peter Crowe

A life devoted to his family, flowers and the welfare of his community came to a peaceful close last Sunday morning, Sept. 29, when Peter Crowe died in Utica, N. Y., after less than two day's illness, though he had been in poor health for some time. He was 77 years and two months old when he died.

Peter Crowe was born in Limerick, Ireland, July 9, 1841, was educated there and, when twelve years old, worked with his father for a neighbor, John Gray, who soon removed to Perthshire, Scotland. Gray was a gardener and young Crowe worked for him three years. Then he worked on the estate of Lord Kinneard at Carse O'Gowrie greenhouse and gardens near Dundee, where he remained ten years and became an expert. In 1865, just as the Civil War closed, he came to America and located at East Newark, N. J. where he worked for an Englishman, Frank Newbold, and remained for a year. For another year he worked for Richard Purdue, a commercial florist at East Orange, N. J. Next he obtained a situation as head gardener for four years, with O. S. Carter at Orange, N. J.

In 1872 he went into business for himself in Utica, in which he continued for 47 years. He was not only successful in raising flowers but studied the wants of the local market and catered to them. No wedding was thought to be complete for which he did not decorate the house and church and furnish the bridal bouquet. He knew what was appropriate, had good taste and strove to deal so with all people that they would call on him again. His son, William J., became his business partner, and the firm of Peter Crowe & Son became well and favorably known in floral circles throughout the State. Mr. Crowe made a specialty of Roses, and was successful. He became a member of the American Rose Society, served on its executive committee and was a successful exhibitor at many shows.

In 1903 he originated a new variety of fern, Adiantum Croweanum, which has been grown largely ever since and which has proved one of the most adaptable Adiantums grown for cut frond purposes. His son died in 1902 and, to relieve himself of work and responsibility, Mr. Crowe leased two-thirds of his greenhouses to Brant Brothers of Madison, N. J., who have since conducted them. From that time on he has devoted himself entirely to the growing of Adiantum Croweanum, which he sold at wholesale in all leading markets.

Mr. Crowe was a member of the florists' clubs of New York City and of Utica. He was successful in business, was well and favorably known, well informed, very intelligent and always progressive. He visited the old country and traveled extensively in England, Ireland, Scotland, France, Germany and a part of Italy, as well as in this country.

In 1870, at Orange, N. J., Mr. Crowe married Jane Hulmes, who was a member of the Chamerlain Society. When their only son passed away it proved a great blow to Mr. Crowe and he became a different man. However, he and his wife took a new lease of life and devoted themselves to the two granddaughters and their mother. Mr. Crowe also leaves three brothers, Martin of Utica, David of Orange, N. J., and John of Paterson, N. J. The funeral services were private. He was buried in Forest Hill Cemetery, Oct. 2.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Albany, N. Y.
Danker
The best service
Our business is growing

The Rosery Flower Shop
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa.
Ernest Ashley
FLORIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa.
John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.
HOTALING, *The Florist*
58 MARKET STREET
Satisfaction and personal attention guaranteed

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
BOSTON
All orders will be reciprocated

Carbone
BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers
BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc.
220 Washington St.
BROOKLINE, MASS.
Established 1886

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y. *ESTABLISHED 1869*
James Weir, INC.
324 Fulton Street, Our only store

Wilson FLORIST
Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

W. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

Scott the Florist
Buffalo, New York

Gove The Florist
Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist
Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Scholtz, the Florist, Inc
CHARLOTTE, N. C.
Charlotte and Vicinit

Mrs. J. W. Crouch's
CHATTANOOGA
TENN.
Office, 807 Market S
The Leading Florist
100,000 feet of glass

Friedman Flowers
CHICAGO
ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange
CHICAGO, ILL.
25 E. Madison St

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO.
The Best Flowers That Gro and Experts to Arrange The

CINCINNATI, OHIO
E. G. Hill Floral Co
532-34 RACE STREET
Also Motor Delivery to Newport, Covingto and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son
CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Floris
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE A EAST 105th STREET

KNOBLE BROS
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists
CLEVELAND, OHIO
735 Euclid Avenu

One of the best things done for the retailer by THE EXCHANGE was the getting up of an "ALBUM OF FLORAL DESIGNS" for Agencies, and the "DESIGN BOOK DE LUXE" for counter trade. Most every retailer invests in one or other and keeps o buying. If you are not acquainted with these Business Getters ask us for further particulars.

RETAIL DEPARTMENT

The Great F. T. D. Meeting Next Week

THE HOLLENDEN, CLEVELAND, OCTOBER 8 AND 9

There never was greater need for the retail florists to come together, compare notes, take council, and be prepared and ready to meet every possible contingency than exists at the present time. For these reasons a great and representative meeting is to be expected

More F. T. D-ism

Our meeting at Cleveland, Oct. 8 and 9, ought to merit the largest attendance we have ever had, due to the war and the situation occasioned by the war. Shipping conditions, which are so unreliable today, due to the congestion of rail traffic, must be met with, and how much may we be thankful to the F. T. D. and its organization in being able to transmit our orders from one to another with the fullest confidence of their being properly filled.

Nowadays this means much. Having the confidence of 600 members located all over the United States and Canada, and feeling that any order taken will be carried out to the fullest detail as though it were done in your own shop! And all this accomplished in a few short years—brought about in a most inspiring manner by the leaders who had the foresight and spirit of cooperation to help one another, who met from time to time and learned to appreciate each other's efforts so that they gave the best that was in them not only to merit the business but also the friendship.

It was these conventions, where everyone present entered into the spirit of "all for one and one for all" that brought the success of the F. T. D. to its proper level; take it from me, boys, when you meet the bunch at Cleveland you will meet the livest crowd connected with the flower business. From the moment Bill Gude, our president, takes the gavel to open up the meeting to the time hustling Secretary Pochelon says "meeting adjourned," will be found inspiration and instruction for still further cooperation.

Now, what has brought about the success of the F. T. D? One of the most important things I know of is the service rendered by the members. By that I mean, that if one member transmits an order to another, there has never been a time that if that order did not go through right but what the member who received the order was ready to make good and send another, gratis, with the proper explanation so that the good-will was held by all parties concerned, customer, sender and receiver of the order. It means much to those who are members to know that there is dependability, and should warrant the making of more members for our association.

This get-together spirit once a year by our members cements a friendship that is lasting and is worth more than all else; for the price of fellowship is not purchasable—only by personal contact can it be brought about. So that for a retailer who can attend our F. T. D. gathering there is a real treat in store both from a friendship as well as an instructional standpoint.

So here's success to the next F. T. D. meeting at Cleveland, where abound some of the livest wires in the business, and from whom we can gather and learn how to "Say it with Flowers."

Yours for the Fourth Liberty Loan,

HENRY PENN.

Penn the Florist, Boston, Mass.

No Limit to What F. T. D. Does

We cannot tell in a few words what F. T. D. has done for us nor could a non-member florist comprehend what this would mean to him. To be a live florist and not a member of the F. T. D. would be like fixing up a beautiful show window and locking the front door. Our experience is that we did several thousand dollars more business last year than the year before when we thought we were doing a big business. This shows that there is no limit to this branch of the business; namely, the exchange of orders between its members all over the country. I advise every good florist and my best friends to join and then push.

Very truly yours, LANG FLOWER & NURSERY CO.

Dallas, Texas. OTTO LANG, President.

F. T. D. Increased Business 200 Per Cent.

To florist members of the F. T. D. I say: Attend the Cleveland convention and join. If you cannot attend send in your subscription to the secretary. You will surely profit by it. Since becoming a member my out-of-town business has increased at least 200 per cent. and local 50 per cent., good, clean business that I get paid for within at least 30 days.

S. W. COGGAN

Battle Creek, Mich.

F. T. D. Greater Than Individual Advertising

We are pleased to comply with your request and add our testimony to that of other members of the F. T. D. whom we know must have a good word to say on its behalf. We consider the publicity campaign of the F. T. D. Association and its members to have brought the florist business more prominently before the public, and with greater direct results than all the individual advertising in the last ten years. The delivery of flowers through the F. T. D. is now so universal that no florist who is alive to his own interests can afford not to become a member.

J. GAMMMGE & SONS, LTD., London, Ont.

F. T. D. Affords Great Accommodation

We are only too glad to say all the good things that any one could say for such a business enterprise as the F. T. D. It is a great thing for us financially, as well as for the great accommodation which it affords. There should be at least one florist in every town of any size representing the F. T. D. If the "outs" knew its value they would be only too glad to jump in, and therefore the more the F. T. D. is advertised the better it is for all connected with it.

VALENTINE BURGEVIN, INC., Florists, Kingston, N.Y.

Only Beginning to Realize F. T. D. Possibilities

We have been members of the F. T. D. almost from the start. We have found that we are only beginning to realize its possibilities as our customers become thoroughly acquainted with the idea.

It is, of course, a commonplace for many of our customers to use the service; but we find many new customers feel there is something unreal or mysterious about it so will not trust their order with anyone but the proprietor!

Since the first of the year we have had occasion to send over 350 orders and have received about half that number. Practically all this business would not have reached us had it not been for the F. T. D.

The service adds prestige to the business and gives an up-to-dateness that can be played up to good advantage.

The writer feels he profited more by attendance at the Detroit convention than at any convention previously attended. He is looking forward to the Cleveland meeting with much pleasure. Yours respectfully,

A. WASHBURN & SONS, Bloomington, Ill.

F. T. D. Gives Store Prestige and Increases Business

The Florists' Telegraph Delivery has increased our business in various ways. It is a means of bringing our name more forcibly before the public by showing we have something special to offer in service. It shows we are awake to the times and gives our store prestige. It brings increased business through telegraph orders from customers. We get an average of 100 orders a year from out-of-town for delivery in Mt. Vernon and vicinity. This business has increased and is increasing each year.

ARTHUR DUMMETT, INC., Mount Vernon, N.Y.

Reaching Out After Trade

What "The Man Who Stood Still" Learned From "The Man Who Went Ahead"

By MAJOR P. F. O'KEEFE

Because they were rival florists, they were almost enemies. Their stores were just around the corner from each other. Both seemed to have equal facilities. Both seemed to be getting about equal trade. But that was before they joined the Society of American Florists and Ornamental Horticulturists. With membership in the Society, they began to realize that each other was what you'd call a real man's man. Not at all the sort each had thought his competitor must be. As business acquintance grew into friendship they fell in the habit of talking things over after closing hours. And when there came a time that the business of one stood still while the other's grew apace, they freely and frankly compared notes.

The "man who stood still" couldn't understand why his business grew slack. His offerings were better than ever, the neighborhood around him was building up, he was giving each customer the same personal, courteous attention he always had given. Yet his business wasn't progressing, while his neighbor's seemed to be steadily forging ahead. And so far as he could see, Friend Competitor had "nothing on him"—in stock, service or store.

So one day he laid all the cards on the table, and said "Charley, what do you think is wrong." Charley thought things over for quite a little while, and then gave this frank advice. "You have everything I have, apparently; and you seem to be doing everything I do. But there's one thing you've entirely overlooked. You're waiting for trade, while I go out after it. I don't mean I peddle flowers along the sidewalk, but I reach out after trade that might othewise never exist. Take, for instance, my windows. You know hundreds of people pass your windows and mine every day. And you know how easy it is to 'dress' a window by throwing in samples of everything in stock. But have you ever stopped to think of the effect of such a display on the folks who ordinarily don't buy flowers. They wouldn't know what to ask for, and chances are they'd be too bashful to even step in.

"Now, notice how I fix my windows. Just a few choice sprays of the most seasonable blooms, and a change of windows every other day. A little card naming the flowers, suggesting an appropriate occasion for their use, and telling the price. That's all. But it does the work. That simple display of just a few attractive offerings seems to focus peoples minds on what they see. And the beauty of it is, they come in, three-quarters 'sold'. They know what to ask for, and they know the price. Of course, it takes more time and work to change windows so often but, man, it surely pays me well.

"That's how I reach out after the folks who pass my windows. But they're only a fraction of the folks who live here and ought to buy flowers from us. We've got to to find ways to bring those other people to our store, and there are many ways in which it can be done. I don't use all of them, but I do use all I can afford. Advertising in the newspapers is one way, and it costs much less than you think. You'll find my ad. in twice a week, and I try to feature some special offering in every ad. I find it easier to interest folks in a certain flower for a certain occasion than to just talk flowers, flowers, flowers! Those attractive cuts I use come from the promotion bureau of the society of American Florists, 53 W. 28th st., N. Y. They furnish complete ads. or just the cuts—whichever you want. Then I have a list of what you might call 'comfortable' folks, families that can well afford to buy more flowers than they ever do. I used the 'phone book to get the basis of my list, and then I add new names as I get them in various ways—weddings, socials and so forth. To each of these I've mailed a little booklet on 'The Etiquette of Flowers.' When to send them and what kind to send. It's the kind of book they keep and refer to. These books are little beauties. They also come from the promotion bureau—but they carry my name and address on the back. Yet they don't cost me much more than a postage stamp.

"Each month I remind my friends to consult the book, by sending a letter suggesting flowers for the coming month's events. New Year, St. Valentine's Day, Easter; why, almost every holiday in the calender calls for flowers

Members of the FLORISTS' TELEGRAPH

WHY NOT add your firm to this representation of retail Florists of the United States and Canada? **HELP** to develop this field of the Retail Florists' business still more, as you will gain by it.

OFFICERS

W. F. Gude, President, Washington
Philip Breitmeyer, Vice-Pres., Detroit
W. L. Rock, Treasurer, Kansas City
Albert Pochelon, Secretary, Detroit

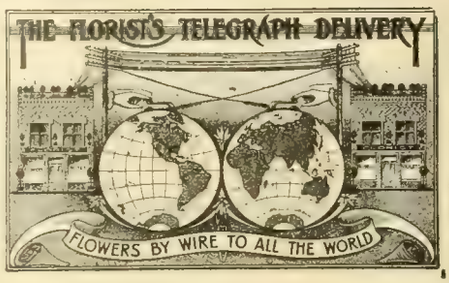
Payment Into Trustee Fund

500,000 and over	shall pay	$50.00
250,000 and less than 500,000	shall pay	30.00
100,000 and less than 250,000	shall pay	20.00
50,000 and less than 100,000	shall pay	15.00
25,000 and less than 50,000	shall pay	10.00
25,000 and less	shall pay	5.00

Retailers' Section
S. A. F. and O. H.

Albert Pochelon
Secretary
Care of The
L. Bemb Floral Co.
153 Bates Street
Detroit, - Mich.

Rate of Membership Fee, $5.00



DIRECTORS

For Term Expiring 1918
August Lange, Chicago, Ill.
Frank D. Pelicano, San Francisco
Frank X. Stuppy, St. Joseph, Mo.

For Term Expiring 1919
Wm. J. Smith, Chicago, Ill.
Karl P. Baum, Knoxville, Tenn.
T. J. Wolfe, Waco, Tex.

For Term Expiring 1920
H. G. Dillemuth, Toronto, Ont.
H. P. Knoble, Cleveland, O.
E. Sceery, Paterson, N. J.

ANNUAL DUES Per Year

100,000 and less than 150,000	shall be	$20.0
50,000 and less than 100,000	shall be	15.0
25,000 and less than 50,000	shall be	10.0
10,000 and less than 25,000	shall be	8.0
10,000 and less	shall be	5.0

Mutual Discount 20 Per Cent.
Accounts Guaranteed by the Association.
Membership open to All Retail Florists wh are members of the S. A. F. and O. H.

Always at Your Service fo Out of Town Telegraph Orders

AKRON, O.
The Heepe Co.,
ALBANY, N. Y.
Danker, Fred A.,
Gloeckner, W. C.,
The Rosery Flower Shop
ALBERT LEA, MINN.
Lake Shore Greenhouses
ALBUQUERQUE, N. M.
Ives, Byron Henry
ALLENTOWN, PA.
Ashley, Ernest,
ALTON, ILL.
Alton Floral Co.
AMES, IOWA
Kemble-Smith Co.
AMSTERDAM, N. Y.
Hatcher
50 E. Main St.
ANDOVER, MASS.
Playdon, J. H.
ANN ARBOR, MICH.
Cousins & Hall,
ANNISTON, ALA.
The Flower Shop
ARDMORE, PA.
Primrose Flower Shop
12 W. Lancaster St.
ARKANSAS CITY, KAN.
Arkansas City Floral Co.
ASHEVILLE, N. C.
Brownhurst Greenhouses,
E. E. Brown
ASHTABULA, O.,
Tong & Weeks Floral Co., The,
ATCHISON, KANS.
The Atchison Seed & Flower Store
ATLANTA, GA.
C. A. Dahl Co.
ATLANTIC, IA.
Atlantic Greenhouses
ATLANTIC CITY, N. J.
Berke, Geo. H.,
Edwards' Floral Hall Co.
Egg Harbor Flower Shop
AUBURN, N. Y.
Dobbs & Son,
AUGUSTA, GA.
Stulb's Nursery
AUGUSTA, ME.
Augusta Flower Shop
AURORA, ILL.
Aurora Greenhouse Co.
Smely, Joseph M.
AUSTIN, MINN.
Kinsman, A. N.
AUSTIN, TEXAS
Hillyer's For Flowers
BALTIMORE, MD.
Feast, Samuel & Sons
Johnston, Mary
231 W. Madison Ave.
Smith, Charles E.
207 N. Liberty St.
BAR HARBOR, MAINE
Stalford, John H.
Main St.
BATAVIA, N. Y.
Stroh & Sons, L. C.
BATON ROUGE, LA.
The Roseland Florist, Sam Scheinuk
BATTLE CREEK, MICH.
Coggan, S. W.,
BAY CITY, MICH.
Boehringer Bros.,
BEATRICE, NEB.
Dole Floral Co.
BETHLEHEM, PA.
Foulsham, The Florist
Vorkeller, Charles
817 Seneca St.
BIDDEFORD, ME.
Strout's
BILLINGS, MONT.
Partingtons Greenhouses
BINGHAMTON, N. Y.
Fancher, A. E.
BIRMINGHAM, ALA.
Empire Flower Shop
Fraser Nursery Co.
Parker's Flower Store
Tutwiler Flower Shop
Tutwiler Hotel
BISMARCK, N. D.
Hoskins Floral Co.
BLOOMINGTON, ILL.
Washburn, A., & Sons,
BLOOMINGTON, IND.
Morris The Florist
BOONE, IOWA
Kemble & Smith Co.
BOSTON, MASS.
Caplan, Florist
144 Massachusetts Ave.
Carbone, Inc.
342 Boyiston St.
Cassidy, John J.,
6 Beacon St.
Penn, Henry,
124 Tremont St.
Wax Bros.
143 Tremont St.
BOULDER, COLO.
North Boulder Greenhouse
2648 Twelfth St.
BRADFORD, PA.
Gunton, C. E.
BRIDGEPORT, CONN.
Reck & Son, John,
985 Main St.
BRISTOL, CONN.
Andrew Bros.,
Paul M. Hubbard & Co.
BROCKTON, MASS.
Belmont Flower Shop
25 Belmont St.
Hathaway, Wm. W.
BROOKLINE, MASS.
Palmer, F. E.,
BROOKLYN, N. Y.
Phillips, John V.,
272 Fulton St. and 7 Clinton St.
Weir & Co., Inc., J. Ebb.,
Cor 5th Ave & 25th St.
Wilson, Robert G.
3-5 Greene Ave.
BRYN MAWR, PA.
Connolly, Est. J. J.,
BUFFALO, N. Y.
Anderson, S. A.,
440 Main St.
Neubeck, L. H.
Main and High sts.
Palmer, W. J. & Son,
304 Main St.
BURLINGTON, VT.
Gove, Mrs. Cora E.,
184 Main St.
Peters, W. E.,
BUTTE, MONT.
Butte Floral Co.
Columbia Floral Co.
47 W. Broadway
CAIRO, ILL.
Cade The Florist
228 Eighth St.
CALGARY, ALBERTA, CANADA
Terrill, Ltd., A. M.
CAMBRIDGE, MASS.
Becker's Conservatories,
1730 Cambridge St.
CAMDEN, N. J.
Thoirs, J. M.,
524 Market St.
CANAJOHARIE, N. Y.
Traudt, Joseph
CANTON, ILL.
Jacobs, Geo. W.
CANTON, OHIO
Cowgill, J. Rollin
306 Tuscarawas St., W.
Geltz, Fred C.
Jacobs, Geo. W.
CASPER, WYO.
The Casper Floral Co.
CEDAR FALLS, IA.
Bancroft, Joseph, & Sons.
CEDAR RAPIDS, IA.
Kramer, I. N. & Son
CHARLESTON, S. C.
Bolger, T. T.
88 Society St.
Rodgers Floral Co.
174 Tradd St.
CHARLESTON, W. VA.
Charleston Cut Flower & Plant Co.
19 Capitol St.
Winter Floral Co., H. F. Winter,
811 Quarrier St.
CHARLOTTE, N. C.
Scholtz, The Florist, Inc.,
306 N. Tyron St.
CHATTANOOGA, TENN.
Haeger, W. F.
Joy's
721 Market St.
CHEYENNE, WYO.
The Underwood Flower .. Shop 122 W. 17th St.
CHICAGO, ILL.
Alpha Floral Co.
146 S. Wabash Ave.
Bohannon Floral Co.,
57 E. Monroe St.
Bruns, H. N.
3040 W. Madison Ave.
Friedman, Oscar J.
516 S. Michigan Ave.
Lange, A.,
25 E. Madison St.
Neiglick, Chas. T.,
834 N. State St.
Samuelson,
2132-2134 Michigan Ave.
Schiller, The Florist,
2221 W. Madison and 4599 Broadway
Smyth, W. J.,
31st and Michigan Ave.
Weinhoeber Co., Ernst,
22 E. Elm St.
CINCINNATI, O.
Baer, Julius,
138 E. 4th St.
Forter, Edward A.
128 W. 4th St.
Hardesty, T. W., & Co.,
150 E. 4th St.
Hill Floral Co., E. G.,
332 Race St.
CLARKSBURG, W. VA.
Hayman Greenhouse Co.
411 W. Main St.
CLEVELAND, O.
Gasser Co., J. M.,
1006 Euclid Ave.
Graham, A., & Son,
5523 Euclid Ave.
The Jones-Russell Co.,
1284 & 1308 Euclid Ave.
Knoble Bros.,
1836 W. 25th St.
Westman & Getz
[illegible] Euclid Ave.
CLINTON, IA.
Andrew Bather Co.
CLYDE, OHIO
Hall's Greenhouse
Maple & Race Sts.
COHOES, N. Y.
Carpenter, Ansel D.
59 Remsen St.
COLDWATER, MICH.
D. Vogt's Greenhouses
COLORADO SPRINGS, COLO.
Crump, Frank F.
Pikes Peak Floral Co.
COLUMBUS, O.
Franklin Park Floral Co..
Ludwig, T. J.
52 N. High St.
CORSICANA, TEX.
Holm, Alfred
COUNCIL BLUFFS, IA.
Wilcox, J. F., & Sons,
COVINGTON, KY.
Ruttle, Robt. D.
CRAWFORDSVILLE, IND.
McDonald & Co.
126 W. Main St.
DALLAS, TEX.
Dallas Floral Co.'
Lange Floral & Nursery Co.
DANVILLE, ILL.
Smith, F. B., & Sons
DANVILLE, VA.
Eldridge Stores, Inc.
DAVENPORT, IA.
Bills Floral Co
104 W. Second St.
Forber & Bird
DAYTON, O.
Heiss Company,
Rodgers, J. W.
Elks Bldg.
DAYTONA, FLA.
Royal Art Floral Co.
10 S. Beach St.
DECATUR, ILL.
Daut Bros.
DEFIANCE, O.
Winterich, Christ
DE KALB, ILL.
Johnson, J. L.
DENVER, COLO.
The Park Floral Co.,
Cooper, George F.
The Mauff Floral Co.
1225 Logan St.
DES MOINES, IA.
Alpha Floral Co.
Lozier, The Florist,
Wilson Floral Co., J. S.
DETROIT, MICH.
Bemb Floral Co., The L.,
153 Bates St.
Breitmeyer's Sons, John,
Gratiot Ave. & Broadway
Brown, W. B.
13 W. Elizabeth St.
Central Floral Co.
35-37 Broadway
Fetters, Edward A.,
17 E. Adams Ave.
Plumb, Chas. H.,
Burns and Gratiot Aves.
Scribner Floral Co.,
604 E. Fort St.
Taepke, Gust. H., Co.,
95 Gratiot & 450 Elmwood Aves.
DOVER, N. J.
Herrick, Alonzo D.
11 W. Blackwell St.
DUBUQUE, IA.
Harkett's Floral Co.
DULUTH, MINN.
Duluth Floral Co.
DURHAM, N. C.
Fallon, J. J.
EASTON, PA.
Buenning, Chas. H.
EAST CLEVELAND, OHIO
Friedley Co.
EAST ORANGE, N. J.
Hornecker, H.
Reichey & Lake
373 Main St.
George Smith & Sons
557 Main St.
EAU CLAIRE, WIS.
Lauriten, A. F.
ELIZABETH, N. J.
Leahy, Henry.
ELKHART, IND.
West View Floral Co.
525 S. Main St.
ELLSWORTH, ME.
Clark, Miss M. A.
EL PASO, TEX.
Potter Floral Co.,
Mills Bldg.
ELYRIA, O.
Elyria Flower Store
224 Middle Ave.
Hecock Floral Co., The,
333 E. Broad St.
ENGLEWOOD, N. J.
Burrows, Edw. G.
52 Dean St.
ERIE, PA.
Layer, John V.,
704 State St.
Miller, Miles B.,
924 Peach St.
ESCANABA, MICH.
Peterson & Son, Christ.
EVANSTON, ILL.
Fisher Bros.,
614 Dempster St.
Weiland, M.
602 Davis St.
EVANSVILLE, IND.
Blackman Floral Co.,
The Wm.
522 Main St.
EXETER, N. H.
Perkins, John R.
23 Lincoln St.
FAIRBURY, NEB.
Hurlburt, C.
FARGO, N. D.
Shotwell Floral Co.
Smedley & Co.
FAYETTEVILLE, ARK.
The Southwestern Seed Co.
18 W. Center St.
FLORENCE, S. C.
De Witt House,
FLUSHING, N. Y.
Williams, G. P.
2 Jamaica Ave.
FOND DU LAC, WIS.
Haentze Co.,
414 Linden St.
FORT COLLINS, COLO.
Espelin & Warren
FORT DODGE, IA.
Atwell Florist
FORT MADISON, IA.
Auge, J. M.
Eighth and Broadway.
FORT MORGAN, COLO.
Morgan Floral Co.
FORT SMITH, ARK.
Rye, Geo.
The Plaza
FORT WAYNE, IND.
Flick Floral Co.
207 W. Berry St.
FORT WORTH, TEX.
Baker Bros. Co.,
1013 Houston St.
Drumm Seed & Floral Co.
507 Houston St.
McAdam, J. E.
FRAMINGHAM, MASS.
Goddard, S. J.
37 Main St.
FREEPORT, ILL.
Bauscher, John,
104 Chicago St.
GALESBURG, ILL.
Pillsbury, I. L.
65 Locust St.
GRAND RAPIDS, MICH.
Cross, Eli,
60 Monroe Ave.
Harnett Flower Shop
19 Park St., N. E.
Freyling & Mendles
1057 Wealthy St.
Smith, Henry,
GREAT FALLS, MONT.
Electric City Cons.
GREEN BAY, WIS.
Meier-Schroeder Co.
119 N. Wash. St.
GREENFIELD, MASS.
Richards, E. A.
GREENSBORO, N. C.
Van Lindley Co.,
GREENSBURG, PA.
Thomas, Joseph,
GUTHRIE, OKLA.
Furrow & Co.,
HACKETTSTOWN, N. J.
Herrick, Alonzo D.
404 Center St.
HAGERSTOWN, MD.
Bester & Sons, Henry A.
40 East Baltimore St.
HAMILTON, ONT., CAN.
Connon Co., Ltd., John,
69 E. King St.
HARRISBURG, PA.
Keeney's Flower Shop
814 N. 3d St.
Ridenour, F. E.,
1221 N. Third St.
Schmidt, Charles,
313 Market St.
HARTFORD, CONN.
Brodrib, J. Albert
639 Main St.
Coombs, John F.
McClunie, Geo. G.
165 Main St.
Spear & McManus,
242 Asylum St.
Welch, The Florist,
180 Asylum St.
HAVANA, CUBA
Carballo & Martin
HELENA, ARK.
The Ball Floral Co.
HELENA, MONT.
State Nursery & Seed Co.
HIGHLAND PARK, ILL.
Highland Park Greenhouses
HIGH POINT, N. C.
Ford, Frank H.
HILLSDALE, MICH.
Stoll, Otto A.
HOBOKEN, N. J.
Grulich, J. & Sons,
616 Washington St.
HORNELL, N. Y.
Wettlin Floral Co.
HOULTON, ME.
Chadwick, H. L.
16 High St.
HOUSTON, TEX.
Boyle & Pendervis
721 Main St.
Carroll, Paul M.
Kerr, R. C.,
Main and McKinney Sts.
HUDSON, N. Y.
The Allen Greenhouses
36 Green Ave.
HUTCHINSON, KAN.
Smith's Floral Co.
INDEPENDENCE, KANS.
Hasselman, Wm.
Tenth and Railroad Sts.
INDIANAPOLIS, IND.
Bertermann Bros. Co.,
241 Massachusetts Ave.
Weigand's Sons Co., A.
1610-1620 N. Illinois St.
IONIA, MICH.
Smith, Byron L.
ITHACA, N. Y.
Bool Floral Co.
JACKSON, MICH.
Blessing, J. B.
JACKSONVILLE, FLA.
Mills the Florist, Inc.,
36 W. Forsyth Ave.
JANESVILLE, WIS.
Janesville Floral Co.
JOHNSTOWN, PA.
Malbranc, T.
JOLIET, ILL.
Labo, Florist
Hobb's Bldg.
KALAMAZOO, MICH.
Van Bochove & Bro.,
KANKAKEE, ILL.
Faber, George
KANSAS CITY, KANS.
Fields, L. C.
KANSAS CITY, MO.
Barnes, W. J.
Murray, Samuel,
Rock Flower Co., W. I
Newell, Arthur F.
10th and Grand Aves.
KENOSHA, WIS.
Turner & Sons, L.
KINGSTON, N. Y.
Valentin Burgevin Sor Inc.
KNOXVILLE, TENN.
Baum, Chas. L.,
Crouch, Charles W.
KOKOMO, IND.
Coles Flower Shop
LA CROSSE, WIS.
La Crosse Floral Co.
Salzer Seed Co., John .
LA FAYETTE, IND.
Dorner, F., & Sons Co.
LA GRANGE, ILL.
La Grange Floral & Se Co 9 So. Fifth St.
LAKE FOREST, ILL.
Calvert Flower Co.
LANCASTER, PA.
Barr Co., B. F.
116 N. Queen St.
LANCASTER, WIS.
Stratton's, C. D., Gree houses
LANSING, MICH.
Bissinger, John A.,
Saier, Harry E.
Smith, G. B. & Alph Floral Co.
105 W. Michigan Ave.
LAWRENCE, MASS.
Campbell, W. C.
LEAVENWORTH, KANS.
Sunnyside Floral Co.
5th and Delanse Sts.
LEBANON, PA.
Vavrous' Sons, J. F.
LEBANON, TENN.
Anderson Floral Co.
LEXINGTON, KY.
Honaker, The Florist,
160 W. Main St.
Keller Co., John A.,
LEXINGTON, VA.
McCrum's, M. B., Corse
LIMA, O.
Zetlitz, Eggert N.
LINCOLN, NEB.
Chapin Bros.
127 S. 13th St.
Eiche Floral Co.
1333 O St.
Frey & Frey, Florists,
LITTLE FALLS, N. Y.
Graham, J. O.
520 Garden St.
LITTLE ROCK, ARK.
Tipton & Hurst,
521 Main St.
LOCKPORT, N. Y.
Thomas Mansfield Estate
475 Hawley St.
LONDON, ONT., CANADA
Dick's Flower Shop,
Gammage, J., & Sons,
The West Floral Co.
LONG BEACH, CAL.
Lowe's Flower Shop
220 West Ocean Ave.
LONG BRANCH, N. J.
Eisele, W. G.

With Wishes for an Ever Increasing Volume of Telegraph

For Better and More Efficient Floral Servi

to appropriately express the sentiments of the day. Also I watch the papers for marriage licenses and approaching weddings, and either send a neat card or letter, or make a personal call. And when I get advance news of banquets or social gatherings I make it a point to get in touch with the committee on arrangements. I've landed quite a few good contracts that way.

"Just now I'm working on a little scheme to learn the birthdays of the folks on my list. With my next monthly letter I'm going to enclose a card on which to fill in the birth-dates of the members of each family. Then I'm going to offer to send a little floral gift for each card filled in and returned. In that way, I'll know the right time to remind each family, and to suggest the right flowers to give. Frankly, I expect this plan to be the best thing I've ever tried. Of course, it will take a little time and cost a little money, but you can't get trade without putting up a little of both.

"So you see, while we both seem to have the same equipment, I'm using methods that you've overlooked. While you're waiting for trade to find you out I'm going out and finding the trade.

"I'm teaching the flower-habit to folks who've never thought of flowers before. And those who've been buying occasionally are rapidly learning that there's many a day in the year when nothing else is so delightful and welcomed as a gift of flowers. Just try these things in your busine six months—and you'll be more than surprised with r sults. And, remember, I'm only one of ten thousa fellow-florists who've found it pays to go after trade."

Economize on Paper and Paper Boxes

Washington, D. C.—Economy in the use of tissue a wrapping paper and boxes is urged upon every flor under instructions which have just been issued by theW Industries Board directing merchants to make every savi

DELIVERY ASSOCIATION

LORAIN, OHIO
Hecock Floral Co.
LOS ANGELES, CAL.,
Purdie, D. S. & Co.
212 W. 4th St.
Redondo Floral Co.,
218 West 7th St.
LOUISVILLE, KY.
Baumer, August E.,
Masonic Temple.
Schulz, Jacob Co.
560 S. 4th Ave.
Walker, F. Co.
312 W. Chestnut St.
LOWELL, MASS.
Morse & Beals,
8 Merrimack Sq.
LYNCHBURG, VA.
Fallon, J. J.,
1009 Main St.
McCarron, Miss Julia,
1015 Main St.
LYNN, MASS.
Gibbs Bros.
233 Union St.
Miller & Sons, Wm.,
884 Western Ave.
McKEESPORT, PA.
Johnson, J. M.
MACON, GA.
Idle Hour Nurseries.
MADISON, WIS.
Rentschler Floral Co.,
1301 Williamston St.
MALDEN, MASS.
Walsh & Son, J.
73 Summer St.
MALONE, N. Y.
Rennie, Miss L. G.
51 East Main St.
MANKATO, MINN.
Windmiller Co., The
MANSFIELD, O.
Mansfield Floral Co.
MARINETTE, WIS.
Vatter, George
MARSHALLTON, IA.
Dunmead, James L.
MASON CITY, IA.
Kemble & Goodman
1207 S. Federal Ave.
MEMPHIS, TENN.
Johnson's Greenhouses
MIAMI, FLA.
Miami Floral Co.
Ave. J, 13th to 15th Sts.
MICHIGAN CITY, IND.
Reicher, August,
607 Franklin St.
MILFORD, MASS.
Howard, W. D.
MILWAUKEE, WIS.
Currie Bros. Co.,
108 Wisconsin St.
Edlefsen-Leidiger Co.
419 Milwaukee St.
Fox, J. M. & Son,
437-41 Milwaukee St.
Gimbel Bros.
Grand Ave. and West Water St.
McKenney & Co., M. A.
MINERAL POINT, WIS.
The Greenhouse
MINNEAPOLIS, MINN.
Donaldson, L. C. Co.
Cor. 6th & Nicollet Sts.
Mazey, The Florist,
2d Ave. at 8th St.
MINOT, N. D.
Valker's Green House
MITCHELL, S. D.
Dethlef's Greenhouses, Wm.
731 S. Montana St.
MOBILE, ALA.
The Minge Floral Co.
MONTCLAIR, N. J.
Massmann, F. W.,
416 Bloomfield Ave.
MONTGOMERY, ALA.
Rosemont Gardens,
MONTICELLO, IA.
VanMeter, C. L.
MONTREAL, QUE., CAN.
McKenna, Ltd.,
Cor. St. Catherine & Guy Sts
The Dominion Floral Co.
484 St. Catherine St.
MT. CLEMENS, MICH.
Von Boeselager, August,
MT. VERNON, N. Y.
Dummett, Arthur,
MUSKOGEE, OKLA.
Muskogee Carnation Co.
310 Broadway West.
NASHUA, N. H.
Buxton, Geo. E.
NASHVILLE, TENN.
Joy Floral Co.
NEVADA, MO.
Kaupp's Greenhouses
NEW ALBANY, IND.
Bettman, John G. & Son
NEWARK, O.
Duerr, Chas. A.

NEWARK, N. J.
Bergerow's
946 Broad
McDonough, Os. F.
276 Bellevue Ave.
Philips Bros.
938 Broad St.
NEW BEDFORD, MASS.
Murray, The Florist.
NEWBURGH, N. Y.
Yuess Gardens Co.,
91 Water St.
NEW CASTLE, PA.
Butz Bros.,
NEW HAVEN, CONN.
Champion & Co., J. N.,
1026 Chapel St.
Moore Co., S. H.
1054 Chapel St.
NEW LONDON, CONN.
Fisher, Florist, Inc.
186 State St.
Reuter's.
NEW ORLEANS, LA.
The Avenue Floral Co.,
3442 St. Charles St.
Eble, Charles
121 Baronne St.
Metairie Ridge Nursery Co., Harry Papworth, Pres.
NEWPORT, R. I.
Gibson, Thos. J.
NEWPORT NEWS, VA.
Van Sant, Henry C.
3112 Washington Ave.
NEW ROCHELLE, N. Y.
Chapman's
270 Main St.
NEWTON, MASS.
Newton Rose Conservatories
329 Newtonville Ave.
NEW YORK, N. Y.
Boulevard Floral Co.
2391 Broadway
Brown, Charles H.
2366 Broadway.
Bunyard, Alfred T.,
413 Madison Ave.
Campbell, Frank E.
1966 Broadway
Darda, Chas. A.,
44th St. & Madison Ave.
Drakus & Co.
2953 Broadway
Heaton, Fred R.,
Hotel Biltmore.
Hession, E. J.
984 Madison Ave.
Klausner, J. P.
275 Columbus Ave.
Leikens, J. G.,
Madison Ave. at 55th St.
Malandre Bros.
2077 Broadway
Myer, The Florist,
611 Madison Ave., cor. 58th St.
Siebrecht Bros., Inc.,
922 Madison Ave.
Schling, Max,
785 Fifth Ave.
Small, J. H. & Sons,
505 Madison Ave.
Stumpp, Geo. E. M.,
761 Fifth Ave.
Warendorff, Alex,
1193 Broadway.
Young & Nugent,
42 W 28th St.
NIAGARA FALLS, N. Y.
Harris & Lever
1218 Portage Road
NORFOLK, VA.
Blicks Inc.
Reid Bldg., Granby St.
Grandy, The Florist,
269 Granby St.
George, Inc., Florist
270 Granby St.
Newton, Wm. J.
303 Granby St.
NORTH EAST, PA.
Selkregg, F. E.,
NORTHAMPTON, MASS.
Butler & Ullman.
NORWICH, CONN.
Geduldiges Greenhouse
77 Cedar St.
NYACK-ON-HUDSON, N. Y.
Pye, Robt. Chester
OAKLAND, CAL.
Seulberger, J. & Co.
418 14th St.
OAKLAND, MD.
H. Weber & Sons Co., The
OBERLIN, OHIO
Cook, H. A.
OGDENSBURG, N. Y.
Lawrence, John.
OKLAHOMA CITY, OKLA.
Furrow & Co., Lon Foster, Mgr.
Stiles Co., The

OKMULGEE, OKLA.
Bell, Mrs. W. S.
721 N. Grand Ave.
OMAHA, NEB.
Bath, John H.
1804 Farnam St.
Henderson, Lewis,
1519 Farnam St.
Hess & Swoboda,
Rogers, Louis M.
210 S 16th St.
OSWEGO, N. Y.
Floral Art Studio
126 W. Second and Bridge Sts.
Workman, W. H.,
OWOSSO, MICH.
Owosso Floral Co.
201 Main St.
PADUCAH, KY.
Schmaus Bros.
504 Broadway
PALM BEACH, FLA.
Foster & Foster.
Hotel Royal Poinciana.
PARIS, ILL.
Helfrich, John A.
PARKERSBURG, W. VA.
Dudley & Sons. J. W.
PASADENA, CAL.
Siebrecht, Henry A., Jr.
The Orchid,
13 East Colorado St.
PASSAIC, N. J.
Sceery, Ed.
Main & Bloomfield Aves.
PATERSON, N. J.
Sceery, Edward
85 Broadway.
Thurston, Wm.,
88 Van Houten Ave.
PEORIA, ILL.
Loveridge, Charles
127 S. Jefferson St
PETERSBURG, VA.
Stiles, Mrs. Robert B.
PHILADELPHIA, PA.
Fox, Charles Henry,
221 S. Broad St.
Fox Flower Shop
1307 N. Broad St.
Gracey, John C.
2034 Columbia Ave.
Gaehring, E. W.
2854 Frankford Ave.
Grakelow, Chas. H.
2452 N. Broad St.
Habermehl's, J. J. Sons
Bellevue-Stratford Hotel
Pennock Bros.
1514 Chestnut St.
PHOENIX, ARIZ.
Denofrio's Floral Dept.,
PIQUA, OHIO.
Gerlach The Florist,
PITTSTON PA.
Houser, Mrs. M. H.

PITTSBURGH, PA.
E. C. Ludwig Floral Co.
North Side
710 E. Diamond St.
Randolph & McClements,
5936 Penn Ave.
Smith Co., A. W.,
Grannis Bldg.
Williams, Mrs. E. A.
621 Penn Ave.
PITTSFIELD, MASS.
The Flower Shop,
40 Fenn St.
POCATELLO, IDAHO
Worel, W. A. & Son
314 W. Clark Ave.
PORT HURON, MICH.
Ullenbruch, Mathias
PORTLAND, ME.
Talbot, Philip H.,
Congress St.
PORTLAND, ORE.
Martin & Forbes Co.
354 Washington St.
Tonseth Floral Co.
287 Washington St.
POTTSVILLE, PA.
Payne, W. Guy,
POUGHKEEPSIE, N. Y.
Salfferd Flower Shop
PRAIRIE DU CHIEN, WIS.
Dial Greenhouse
PRINCETON, N. J.
Heeremans, John
PROVIDENCE, R. I.
Johnston & Co.
107 Washington St.
Johnston Bros.,
38 Dorrance St.
PROVINCETOWN, MASS.
Newton, William C.
PUEBLO, COLO.
Fleischer G.
QUINCY, ILL.
Gentemann Floral Co.
RACINE, WIS.
Flower Shop, Rehl & Benz
673 Main St.
RALEIGH, N. C.
O'Quinn, J. L.
READING, PA.
Bauder, J. C.
Giles J. H.
RED BANK, N. J.
Kennedy, W. W., & Son.
41 Broad St.
RICHMOND, IND.
Lemon, Fred H., & Co.,
1015 Main St.
RICHMOND VA.
Hammond Co., Inc.,
109 E. Broad St.
Mann & Brown
5 Broad St W.
Mossmiller, Florist
115 E Main St.
Ratcliff & Tanner
207 N 6th St

ROANOKE, VA.
Fallon, Florist
210 Jefferson St.
ROCHESTER, MINN.
Parkin Candy Shop
114 S. Main St.
Queen City Greenhouses
111 W. Zumbro St.
Rochester Floral Co., The
ROCHESTER, N. Y.
Boucher, Geo. T.
345 E. Main St.
Keller & Sons, J. B.
25 Clinton Ave.
Wilson, H. E.,
ROCKFORD, ILL.
Buckbee, H. W.
ROCK ISLAND, ILL.
The Flower Shop
ROCKVILLE CENTER, N.Y.
Ankers, Clarence R.
ROCKY FORD, COLO.
Ustick, C. M.
ROSEMONT, PA.
Connelly Estate, John J.
RUGBY, N. D.
Rugby Greenhouse
SACRAMENTO, CAL.
Meldrum, W. J.
1015 K St.
SAGINAW, MICH.
Frueh, Chas., & Sons
Grohman, The Florist
Roethke, Wm. Floral Co.
East Side Store
200 Michigan Ave.
West Side Store
Michigan and Adams
SALINA, KANS.
Leighton Floral Co.
407 E. Iron Ave
SALT LAKE CITY, UTAH.
Bailey & Sons Co.
61 E. 2d St. S.
Huddart Floral Co.,
62 S. Main St
SAN ANGELO, TEXAS
The Nussbaumer Floral Co.
SAN ANTONIO, TEX.
Green, Edward
Avenue C and 8th St.
Hauser Floral Co.
109 Ave. D
Suchy, Frank C.
412 E. Romana St.
SAN DIEGO, CAL.
Boyle & Darnaud
412 East C St.
SANDUSKY, O.
The Matern Flower Shop
915 W. Washington St.
Wagner Greenhouses, Leo. Wagner, Prop.
SAN FRANCISCO, CAL.
Art Floral Co.,
235 Powell St
Darbee, Mrs. R. E.
Eppstein, Julius
Hotel St. Francis

SAN FRANCISCO (Cont'd)
Joseph, B. M.,
253-255 Grant Ave.
MacRorie & McLaren
141 Powell St.
Pelicano, Rossi & Co.,
123-125 Kearny St.
SANTA BARBARA, CAL.
Gleaves Flower Shop
SARATOGA SPRINGS, N.Y.
Ralph's Greenhouses, John.
SAVANNAH, GA.
Oelschig, A. C. & Sons
SCHENECTADY, N. Y.
Hatcher
N. Y. C. Arcade, State
SCOTTSBLUFF, NEB.
The Flower Shop
217 Main St.
SCRANTON, PA.
Baldwin, The Florist.
Clark, G. R.
New York Floral Co.
401 Spruce St.
Schultheis, Florist
SEATTLE, WASH.
Hollywood Gardens,
SEDALIA, MO.
Archias Floral Co.
State Fair Floral Co.
SHEBOYGAN, WIS.
Matthewson, J. E.,
SHERMAN, TEXAS
Texas Nursery Co., The
SHREVEPORT, LA.
Begbie, James W.
SIOUX CITY, IA.
Rennison, J. C., Company.
Rocklin & Lehman,
SIOUX FALLS, S. D.
Strong, M. M.
SOMMERVILLE, MASS.
Sloane & Sons, A.
SOUTH BEND, IND.
Williams & Co.,
SOUTH BETHLEHEM, PA.
Vorkeller, Chas.
SOUTHAMPTON, L. I., N.Y.
Stumpp, G. E. M.
SPARTANSBURG, S. C.
Moss, Charles A.
SPOKANE, WASH.
Hoyt Bros. Co., 11 Post St.
Spokane Florist Co., Inc.
513 Riverside Ave.
SPRINGFIELD, ILL.
Brinkerhoff, Geo. M.
Brown, A. C.
Hembreiker & Cole
SPRINGFIELD, MASS.
Aitken, Mark,
483 Main St
STATESVILLE, N. C.
Barringer's Greenhouse
STEELTON, PA.
Keeney's Flower Shops
STERLING, COL.
Sterling Greenhouses & Gardens
STEUBENVILLE, OHIO
Huscroft's Flower Shop
McDowell, Miss Jane
STURGIS, MICH.
John Vogt's Greenhouses
506 S. Nottawa St.
ST. CATHERINES, ONT.
Dunn, Robert L.
104 Queenston St.
ST. JOSEPH, MO.
Stuppy Floral Co.
ST. LOUIS, MO.
Grimm & Gorly,
Meinhardt, F. A.,
4942 Florissant Ave.
Mullanphy
8th and Locust Sts.
Scruggs-Vandervoort & Barney Co.
Weber, Fred C.,
4326 Olive St.
Weber, F. H.,
Taylor and Olive Aves.
Windler's Flowers
2300 S. Grand Ave.
ST. PAUL, MINN.
Holm & Olson.
ST. THOMAS, ONT.
Crockers, Ralph
41 St. Anne's Place
SUMMIT, N. J.
Macdonald, Inc.
5 Summit St
The Rose Shop
383 Springfield Ave.
SWAMPSCOTT, MASS.
Blaney, H. C.
SYCAMORE, ILL.
Swinback, Wm.
SYRACUSE, N. Y.
Bard, Robt. H. O.
Day Co., W. E.
TAMPA, FLA.
Knull Floral Co.
408 Tampa St.

TARRYTOWN, N. Y.
McCord, Wm. F. Co.
Pierson Co., F. R.
TEMPLE, TEX.
Schroeder Floral Co.
TERRE HAUTE, IND.
Heini, John G.
TOLEDO, O.
Freeman, Mrs. J. B.,
336 Superior St.
Helmer Flower Shop
Metz & Bateman
Schramm Bros.,
1307-1315 Cherry St.
Suder, Mrs. E.,
2941-3001 Cherry St.
TOPEKA, KAN.
Hayes, James
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Dunlop, J. H.
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Clark, Frank J.
Ribsam, Martin C.
TUCSON, ARIZONA.
Howe, John
TULSA, OKLA.
Boston's Flower Store
URBANA, OHIO
Carey & Koehle
UTICA, N. Y.
Baker, C. F., & Son.
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Utica Floral Co.
212 Genesee St.
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Brand & Co., James
723 Robson St.
Brown Bros. & Co. Ltd.
48 E. Hastings St.
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Schultz, Paul C.,
WACO, TEXAS.
Schroeder, The Florist
Raleigh Hotel
Wolte, The Florist.
WAKEFIELD, MASS.
Parker, A. S.
WALLA WALLA, WASH.
Young & Lester
WALLACE, IDAHO
Lowe, Robert G.
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Ruane, M. F.
121 Moody St.
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Louise Flower Shop
1400 Conn. Ave. N. W.
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Fraser, Jno. A.
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WEST PALM BEACH, FLA
Foster & Foster
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WICHITA, KAN.
Mueller, Chas. P.,
WILKES-BARRE, PA.
Marvin Ira G.
WILKINSBURG, PA.
Turner, Wm. M.
WILLIAMSPORT, PA.
Evenden Bros.
WILMINGTON, DEL.
Cartledge, A. B., Jr.
WILMINGTON, N. C.
Rehder, Will
WILSON, N. C.
Starr The Florist
Maplewood Ave.
WINNIPEG, MANITOBA
The King Florist
270 Hargrave St.
The Rosary
289 Donald St.
WORCESTER, MASS.
Lange, H. F. A.,
Randall's Flower Shop,
YONKERS, N. Y.
Broderick, R. T.
5 Manor House Sq.
YOUNGSTOWN, O.
Kay-Dimond Co.
Walthers, Harry C.
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Smith, Chas. E.
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102 Michigan Ave.
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to the Public as well as from Florist to Florist

possible. "Paper conservation is essential as a war measure," it was pointed out by the board. "Every retail store, therefore, is directed to discontinue the unnecessary wrapping of merchandise, and to reduce its consumption of wrapping paper, bags, paper boxes, office stationery, etc., to that which is absolutely necessary."

Following is a resumé of the reductions which have been suggested:

Wrapping Paper

In addition to the discontinuance of unnecessary wrapping, your consumption of wrapping paper can be reduced by the following practices:

Do not use more paper than necessary to wrap merchandise.
Do not use heavier paper than necessary. Consult your paper dealer as to the most serviceable and economical grade.
Use the old paper taken from parcels delivered to you.
Use old newspapers when possible.

Tissue Paper

Eliminate as far as possible the use of tissue paper for packing.

Paper Boxes

Your consumption of paper boxes can be reduced by the following methods:
Eliminate the Holiday Box for Christmas gifts and use lighter weight boxes.

Use old boxes for delivery and have your delivery man return them for further use.

Office Stationery

Your consumption of office stationery can be reduced by the following methods:
Use lighter weight paper and smaller size envelopes.
Write on both sides of the paper for long letters.
Use half and three-quarter sheets of correspondence paper for short letters.
Use the backs of letters for carbons.
Make use of spoiled sheets and backs of envelopes for scratch pads.

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How to Make Both Ends Meet

B. F. Barr of Lancaster, Pa., discusses production conditions and emphasizes his points by experience in his own establishment. Prices, he declares, must be advanced to show a profit.

Those who read THE FLORISTS' EXCHANGE last week no doubt noted Mr. Totty's call for volunteers on the subject of production cost as a means of educating both grower and retailer as to the prices each should have for his products. Unless we can meet the existing condition without sacrificing the things that rightfully belong to us and at the same time contribute our share towards winning the war, we surely cannot class our business as essential.

F. T. D. window display of the L. Bemb Floral Co., Detroit, Mich., designed by Albert Pochelon

Note in the foreground the minature F. T. D. flower shop and in the background the telegraph office. Suspended from the ceiling will be seen an airplane and in front of the store and at the foot of the hill two automobiles, thus suggesting various ways in which the F. T. D. delivers flowers

This is a matter of utmost importance and one that must be worked out individually, as every florist has different conditions which enter into the cost of production. Some of us are probably more successful than others, too. The principal matter, however, is now to govern prices on our product in order to make both ends meet.

Every successful enterprise governs its selling prices on the cost of production, distribution, sales, overhead or any other division of expenses that may accrue. Until we do this, we have no way of knowing whether we are going forward or backward. It is true the market is glutted at times, usually because of climatic conditions. Stock is sold below cost in order to move it. This is a great mistake. How much better would it be to send this suplus to one of our hospitals or cantonments than to flood the markets and drive prices downward! I have reference to those who ship flowers on commission. When the commission houses have an oversupply

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Store open Day and Night

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PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

the price tumbles because they are obliged to move the stock and get what they can out of it for the benefit of the shippers.

You have all noticed how prices advance when stock is scarce. Why not keep it scarce until prices rise to where they belong? I feel sure if the producers knew their costs, their products would be selling at very much higher prices than they are today. In the face of the rising costs encountered, it is foolish to continue selling stock at prices formerly used. In the long run one does not sell much more stock at a cheap price than at a profitable price. I realize this fact more and more every day. People are accustomed today to high prices so unless we can advance our prices in comparison with the cost of production we had better get into some other line of business.

We all know the cost of labor is double what it was last year. As this item is 50 to 60 per cent. of our expense account against 28 to 30 per cent. last year, it is easy to figure what we should have for our product at the present time.

From our own expense accounts, tabulated monthly, in comparison with last year's accounts, I am convinced that the cost of production is 30 to 40 per cent. higher than last year. We keep an accurate monthly record of all our expenses separated and take this instead of our competitor's prices into account in fixing our selling prices. We would rather take a chance on losing a little business than losing money, in doing it. In comparing nursery lists from the various sections I find the big houses have advanced their prices 25 per cent. over prices one year ago, and in some cases even higher.

Whether the florist business is 50 or 100 per cent. essential depends largely on ourselves. If we cannot make a reasonable margin on our goods we certainly cannot contribute to the winning of the war, which is after all, the most important business of today.

Let me say again: Watch your expense account and base your selling price on the cost, or on the same margin of profit you had two years ago; this was, even then, as you all know, too small.

B. F. Barr.

"To even accounts and balance the books, the Allies should be permitted to name the date on which the war is to end," writes George Ade to the National Security League. "Be fair, Germany, and grant us this small favor—you, who have reveled in the initiative. And, for goodness sake, don't hurry us. Don't be offering suggestions as to peace terms. Can't you see that we are busy?"

Why do florists lose an excellent and cheap means of advertisement by failing to put up a sign over their establishments and keeping it in repair. Frequently on a trip through the country, we pass large and small greenhouse ranges with absolutely no indication (except the glass) that a florist business is being conducted there? A neat sign with the firm name and the specialty grown would be a good investment.—C.

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The quarter that clunks in your pocket,
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Will help to buy guns for a soldier
Or to send him a Red Cross nurse.

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VIA THE LIBERTY LOAN METHOD

Whenever the world seems in a jam
And the future looks black and blue,
Lend your money to Uncle Sam
And he'll straighten things out for you.

N. Y. American.

"What's your business?" queried a judge in an American court of a prisoner. "I am a sailor," was the reply, in a rich Irish brogue. "A sailor! I don't believe you ever saw the ocean," declared the justice. "Does your honor think I came from Ireland in a wagon?" quickly retorted the ready Celt.—*New York Globe.*

A minister was preaching in a small town in Scotland and in his sermon he stated that he liked to interpret his subject his way but the commentators did not agree with him. Monday morning a very nice old lady sent him a basket of potatoes with this message: "I heard you say yesterday that 'common taters' did not agree with you, so I am sending you some of my very best Peachblows."—I. F.

When is a Plant Out-of-date

Editor The Florists' Exchange:

It was interesting and inspiring to read the prophetic letter from the pen of Mrs. Francis King in a recent issue of THE FLORISTS' EXCHANGE. In the main I agree with her sentiments expressed. Optimism and faith in the future for horticulture are most refreshing these days when so many pessimists are much like the scouts of the Biblical Israelites who saw only the giants in the land and missed seeing the huge clusters of grapes which the other fellows brought back with them as a sample of the fruits of the Promised Land.

The expression relative to the untrained individual, posing as a landscape gardener and imposing on the unsuspecting public, is well understood. The term landscape gardener and landscape architect have been so sorely abused that many in the profession would welcome its proper restriction. Superficial knowledge is dangerous in any line. In our association and dealings with plant life, it is highly important to be grounded on right principles and to possess the knowledge of a plant's requirement as well as being able to "design prettily."

The question of any plant being "out-of-date" presents to my way of thinking several angles. It is certainly out-of-date and under ban to the individual who dislikes it, but very much up-to-date to the one who desires it; so that strictly speaking, no plant is out-of-date as long as there is a demand for it. But the too free use and the abuse of anything make it undesirable and distasteful. So it is with the use of plants when employed in the wrong place. Because of this, however, we should not condemn the plant but the planter.

How often have we seen Blue Spruce dotted senselessly all over a lawn or piled into a porch-bed planting where it should never be. The landscape man is not always of course to blame for these examples of landscape art (?). He is sometimes forced into pleasing some whim of the garden owner, who has a surplus of money but a deficit of natural good taste and who overrules the designer and forces an undesirable planting.

A well placed group or a specimen of Koster's Blue Spruce is beyond question a beautiful object. I well recall seeing a group of fifteen to eighteen of these plants set as the distant point in an extensive planting. They stood some sixteen to twenty feet high and against the skyline the foliage almost merged with the blue-gray of the sky.

Some few weeks ago, THE FLORISTS' EXCHANGE had, as its weekly illustration for the nursery page, a picture of the Golden-leaf Mock Orange. The unique use made of it in this particular instance and the striking effect produced was such as to call forth approval.

The matter all simmers down then to the use or abuse of any particular plant and to the likes and dislikes of the individual. Finally we should remember that a plant is not a manufactured product but something that is a part of Nature which, though we may not condone, we should not condemn.

EDWIN MATTHEWS.

[We would recommend to Mrs. Francis King to auto to Mt. Thompson when next in the vicinity of Denver, returning from the plateau thereof by way of Bear Creek canyon. On the sides of this canyon, at 100 to 200ft. elevation above the creek, one catches an occasional sight of a Colorado Blue Spruce guarded by forest trees in their garb of living green, creating a wonderful color effect and, so far as the writer is concerned, one of the most impressive views in Nature's own landscaping it has yet been his fortune to look upon.—ED.]

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Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D.

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Reliable Supplies for both Wholesale and Retail Florists

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MOSS WREATHS — WATERPROOF CREPE PAPER—New Stock

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DAGGER and FANCY FERNS. New Crop, Now Ready. $1.50 per 1000. All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Fall weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c. per yard.

BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.
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$3.00 per case
Natural Log Moss $1.75 per bag of 100 sq. ft.
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PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.
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Eagle Wire Works
Manufacturers of Florists' designs of all descriptions
Satisfaction guaranteed
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Detroit, Mich.

The Market

The week has wrought few changes in the local market conditions. Business is a little better if anything, with marked indications of a steady future. Funeral work is in heavy demand. The supply of flowers is not over plentiful and is always cleaned up. The local cut of Roses is much heavier this week and should be abundant in a short time. 'Mums are hardly ready, although a few early ones are beginning to arrive. Carnations are longer and better and the supply is increasing. Novelties are almost off of the market and we miss them. Prices are practically the same as a week ago.

Pushing Liberty Loan Drive

Florists are enthusiastic workers in the Liberty Loan campaign. About $75,000,000 has been apportioned, as Detroit's share. This means that each individual will have to purchase twice as much as last time. The local selling organization has been meeting for the past two or three weeks to get in trim for this task. Indications are that the work will be put over in the characteristic Detroit way. Among the florists who are giving their entire time to this work are E. A. Fetters, Walter Topske, Philip Breitmeyer, Robert Plumb, Albert Pochelon and Albert Sylvester.

Talk of the Town

A large delegation of the local trade is planning to attend the coming F. T. D. convention at Cleveland. Secretary Albert Pochelon has devoted many long but seemingly tireless hours to making this event the best ever. Literally volumes of correspondence are being received and answered daily. Better than anything else this indicates the general interest in and importance of this coming meeting. The coal situation is causing the growers considerable worry. Although reluctant some have planned and are making arrangements to cut off some of their houses. Others are going to run at lower temperatures until their 50 per cent. supply gives out and then close down for the balance of the Winter. In several instances improvements have been made in the efficiency of the heating apparatus, and so much of the heat leakage has been eliminated, that it is estimated the 50 per cent. will almost carry these concerns throughout the Winter.

Clevelanders take notice: George Doemling says this will be a banner year for Detroit bowlers. The manner in which he has gone about to prove this should surely produce the much desired result—Cleveland's defeat! H. C. F.

Kansas City, Mo.

Roses are the only stock that the florists have in abundance. The cool, damp nights and sunshiny days have brought all kinds of Roses to perfection in the last week or two. They are selling for from 2c. to 16c. apiece. There are a few Lilies and these are commanding 15c. each. Gladioli are 5c. and 6c. apiece and are very scarce even at these prices. Asters are gone for this season. Carnations have not yet come in. 'Mums will begin to appear soon.

Business has picked up wonderfully lately. The early part of September was extremely quiet but some of the florists say that they have had triple the usual amount of business in the last week or two. There are no social affairs and only a few weddings, so that most of the business consists of funeral and hospital orders. There has been noted an increase in orders for the sick, both at hospitals and at homes.

Death of Florist Sailor

Jesse Hayes, who enlisted in the Navy in June, died of influenza, Sept. 23, at the Great Lakes training station. He had been an employee of the Kellogg Flower & Plant Co. since he was 12 years old and had proved capable and trustworthy. The young man is survived by his parents, who reside in Pleasant Hill, and two brothers who are in France. The body was brought back to Pleasant Hill where the funeral was held on Sept. 28.

Edward Amerhol, of Janesville, Wis., is in Kansas City visiting his son, who is in the hospital there. Young Amerhol is a student in the local motor mechanics service.

Mr. and Mrs. John Furrow, of Guthrie, Okla., were in Kansas City en route to Chicago, where they will spend their

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Natural Log Moss $1.75 per bag 100 sq. ft.
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18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
21 x 5 x 3½	4.10	28 x 8 x 5	7.70
24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	14.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

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16 x 16 x 7	$10.50
18 x 18 x 8	12.50
20 x 20 x 9	14.50
22 x 22 x 9	18.50

Bouquet Boxes

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Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

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Best quality, $1.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $3.00 per bale

BOXWOOD FINEST QUALITY
$18.00 per 100 lbs. 20c. per lb.

Assortments of Baskets, $5 to $10
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honeymoon. They were married in Guthrie on Sept. 23.

Women as Motor Drivers

William L. Rock, president of the Wm. L. Rock Flower Co., has applied to one of the local motor training schools for experienced women drivers. As soon as these are secured Mr. Rock will put women on all of his delivery trucks to take the place of the men who will be called for service. Young boys will help on the trucks but the women will be responsible for the cars and the goods. Two or three additional women clerks have been employed in the retail store; others will be taken on as soon as they can be secured. "The war is being felt more keenly right along in our line of business," said Mr. Rock. "We expect to lose several more men in this new draft. We are only too glad to do everything we can to help win the war and we are employing women now so that they may be experienced when the men are called. We have thought of employing the wives of some of the men now at work in our greenhouses. These women could work half a day two or three times a week and still look after their homes. By dividing the time among them they could get along nicely and be a great help in the business."

Memorial Trees

Planting a tree as a memorial for every Kansas City man who dies in the war has been discussed by several local organizations. The city or park board may be asked to designate some memorial grove or avenue which would be frequently visited by large numbers of people. The entrance to Swope Park has been suggested. An avenue of trees that will grow to a great size, forming a complete arch overhead, and leading toward a spot where Kansas City will one day build a monument to her dead soldiers, is the plan suggested by Miss Lucy Bigelow. This idea was adopted from a similar plan carried out in an Ohio city. Eventually the trees of the grove or avenue would bear tablets with names of the dead soldiers. The expense of planting would be borne by a common fund to which everyone could contribute. Trees outlive human beings by many generations it is pointed out, and there are many other reasons, too, why trees are the finest soldiers' monuments.

B. S. B.

Kalamazoo, Mich.

The interest in the fuel question now has given way to that of labor as a recent order issued from Lansing requires that all men engaged in work that can be done by women must find employment in essential industries—store clerks, bookkeepers and so on among the florists' employees will probably be the first called on. Greenhouse help may not be interfered with in most instances but the high prices offered for common labor now make it difficult to induce men to keep at steady employment. Almost any man can get $4 per day as a minimum for common labor while I am told of girls getting all the way from $15 to $25 per week when employed on piece work and skilled men in trades are making anywhere from $5 to $10 per day and often in some special work much higher. Yes, and they are spending it too, as a glance at the price marks in the store windows and the classy clothes seen on both men and women on the streets indicate. All of this should give courage to the florist as showing the ability to buy flowers at fair prices when they want to and they "will want to" oftener or otherwise, according as the trade goes after the business. This is no time to "sob," but a good time to get busy. S. B.

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They will not mold. Packed from selected leaves. Uniform size.

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10 Carton Lots, per carton...$1.35
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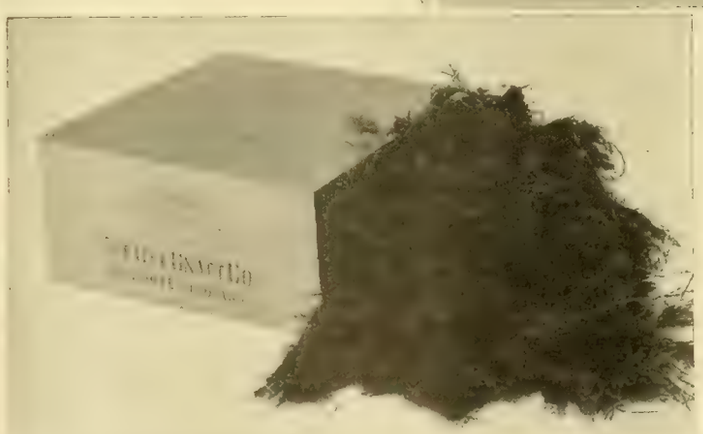

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Keeps fresh and green all the year.

Per carton.....$2.75

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We also manufacture a large line of Baskets and carry a full line of Florists' Supplies.

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New Crop DAGGER FERNS

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Columbia Russell Hadley
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New York City

Meeting of the New York Florists' Club, Monday Oct. 14, at the club's rooms, Grand Opera House bldg., 23rd St. and 8th Ave., at 7.30 p. m.

The Market

Oct. 1.—Conditions in the wholesale cut flower market have changed greatly since our last review. The general supply now arriving in the market is much less than usual at this season, especially that of 'Mums and Dahlias, and large buying by parties from Boston and other cities has, during the last week, depleted this limited supply. As a result prices are abnormally high on most items of stock.

American Beauty Roses are in fair supply and demand. Specials are selling at from 10c. to 35c. each with small sales of the choicest selections at 40c., and other grades at corresponding prices. As regards hybrid teas, by far the strongest demand is for grades No. 2 to extras inclusive, which are bringing relatively better prices than the higher grades. No. 2 grade blooms are selling at 3c. to 4c. each; No. 1 at 4c. to 6c.; extras at 6c. to 8c., and fancies and specials at from 8c. to 15c. The demand cleans up the No. 2 and extra grades daily.

Carnations are in moderate supply, and are moving well at from 3c. each for very ordinary blooms on short stems and 4c. to 5c. for the best now arriving.

Cattleya orchids are in larger supply and are about the only staple flower in the market which is meeting weak demand, prices ranging from 20c. to 50c. each. White Lilies are in moderate supply and are meeting with a strong demand, especially from out of town buyers, prices ranging from 12c. to 15c. each, the latter price prevailing. The fair supply of Lily of the Valley is also meeting with a fair demand, and the best is selling at from $12 to $15 per 100.

As regards the supply of miscellaneous outdoor grown flowers, Dahlias and 'Mums, Dahlias are in short supply and selling at from 35c. per doz. for those of insignificant quality up to $1.25 for the best arriving, which, by the way, are inferior to the best of other years. 'Mums are in short supply and largely of poor quality. They are selling at from 75c. to $4 per doz.; the latter price being paid for a few of fair quality. Cosmos is of good quality and the moderate supply is moving well. There are very few Asters, but plenty of Celosia.

The Fourth Liberty Loan

The florists in the Metropolitan district are expected to purchase $500,000 worth of bonds. Letters have been mailed broadcast to all concerned, and a personal solicitation will follow. Chas. Schenck, chairman of the Liberty Loan Committee of the Florists and Allied Trades, asks that all in the district subscribe through this designated committee in the endeavor to make a strong showing; the actual purchase, however, can be made at any bank the purchaser prefers to designate.

Pres. Wilson Sends Roses

Before leaving for Washington on Saturday morning the President and Mrs. Wilson sent a large bouquet of American Beauty Roses to the 700 wounded American soldiers at the hospital on Ellis Island. The flowers were placed on a standard in the center of the main ward where the men could all see them from their cots. On a card attached the President and Mrs. Wilson sent their best wishes for speedy recovery.

Club Meeting

The Florists Club will hold its regular meeting at the club's rooms, Grand Opera House Building, 23d st. and Eighth ave., on Monday evening, Oct. 14, at 7:30.

The exhibition committee C. W. Knight, chairman, is desirous of making a comprehensive exhibit of any new or standard varieties of flowers or plants at this meeting, such as Dahlias, Roses or early 'Mums; in fact anything of sterling merit that will be of interest to the members of the florist's trade in general. The committee therefore requests that members and others bring or send some of their products to this meeting and have same passed upon by our awards committee. This will be an important meeting and no doubt largely attended by members and visitors. Flowers shipped by express or parcel post should be addressed to H. C. Reidel, No. 49 W. 28th street and must reach him not later than 6 p.m., Oct. 14th. Mr. Reidel will see that consignments sent to him are taken to the club's rooms and properly arranged.

The Beechwood Heights Nurseries, Thomas Young, Jr. proprietor have opened a salesroom for the disposal of their flowers—Gardenias, orchids, Roses at 53 W. 28th st. F. L. Suplee is manager.

The first Violets noted in the market this season were seen this week at J. S. Fenrich's, 51 W. 28th st. They were the variety Marie Louise, and though a little light on color, were very fragrant. Violets in the markets are always harbingers of the cool season.

Aconitum Fischerii (Monkshood): a variety of this flower with immense hoods of a pleasing blue shade arranged in very close spikes was seen this week at J. J. Coan's, 115 W. 28th st.

Some of the finest Lily of the Valley seen in the market for many a day was noted this week at the W. S. Allen Co.'s establishment, No. 53 W. 28th st.

The Henshaw Floral Co., 127 W. 28th st., has this week a table of samples of well grown ornamental plants embracing Dracænas, palms, ferns, Pandanus and Myrtle. New plants are from the growing establishment of A. N. Pierson, Inc., Cromwell, Conn. Some of the first Unaka and White Frost 'Mums were noted at this same store.

There has been not a few changes in the wholesale and retail flower stores recently as regards the employees. Andrew Scott is now with Wadley & Smyth, 491 Fifth ave., E. J. Van Reyper and Joseph Vocke have joined the sales force at George C. Siebrecht's, 109 W. 28th st. and Edward Brenner is now with J. J. Coan 115 W. 28th st.

Make arrangements for the handling of your stock—don't wait until you are ready to ship. We invite correspondence with shippers of flowers, and you will find it well worth while corresponding with us, too, for many of the largest buyers of flowers depend upon us for their supply.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.
111 WEST 28th STREET, NEW YORK CITY
When ordering, please mention The Exchange

Boston

Gardeners and Florists' Club monthly meeting at Horticultural Hall, Oct. 8. Vegetable show Oct. 8 and 9.

The Market

Oct. 1, 1918.—Conditions at the wholesale flower markets are much the same as last week. The demand for flowers is larger than the supply. Prices are exceptionally high and the call for flowers for funeral work is unprecedented. American Beauty Roses are not overabundant. They sell at 8c. to 60c. each. Hybrid tea Roses of excellent quality are in fair supply. The heavy demand quickly cleans up the supply at 6c. to 20c. or even more. Carnations are slightly more plentiful but quality is poor. They sell at 6c. to 10c. Asters are poor except a few grown in greenhouses. They sell at 4c. to 10c. each. 'Mums are more plentiful, the quality good at $1.50 to $3.50 per doz. Gladioli are not abundant but sell well at 8c. to 12c. each. Lilies are scarce—15c. to 20c. each. Gypsophila elegans and Candytuft are in exceptional demand and are cleaned up at once. Wild flowers are being used to good advantage and all kinds of herbaceous flowers are selling well. Asparagus is largely called for; hardly enough to fill the demand. Price is unchanged but the bunches are smaller. Plants are selling well and are largely used in the retail store windows.

Trade Notes

George Hamer, assistant manager at the Boston Flower Exchange, and John McNamara, salesman for the Montrose Greenhouses have been sick with influenza.

H. M. Robinson & Co. are exceptionally busy. In spite of the heavy demand and

(*Concluded on page* 556)

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130 Livingston St., BROOKLYN, N. Y.
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Seasonable Flowers of all kinds
The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignments solicited.
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HEADQUARTERS FOR NOVELTIES
ORCHIDS A SPECIALTY
THE HIGHEST GRADE OF VALLEY ALWAYS ON HAND
GARDENIAS, DAISIES, ROSES, CARNATIONS
JAMES McMANUS. TELEPHONE FARRAGUT 759 105 W. 28th St., New York

ROSES in all the leading varieties CARNATIONS of high quality
Longiflorum and Rubrum LILIES throughout the year
LILY OF THE VALLEY. All other Flowers in their season
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148 WEST 28th STREET TEL. {300 301} FARRAGUT NEW YORK
THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, and WARD ROSES
VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON
When ordering, please mention The Exchange

New York Cut Flower Market
Up to Tuesday, Oct. 1, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	10.00 to 35.00	Adiantum Cuneatum	.20 to .25
" Fancy	8.00 to 20.00	Hybridum and Croweanum	.25 to .50
" Extra	6.00 to 12.00	Antirrhinum, per bunch	.10 to .20
" No. 1	5.00 to 10.00	Asters	1.50 to 2.00
" No. 2	3.00 to 4.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	2.00 to 3.00	Carnations, Select	4.00 to 5.00
Killarney	3.00 to 5.00	Ordinary	3.00 to 4.00
Killarney Brilliant	3.00 to 5.00	Chrysanthemums, per doz	.75 to 4.00
White Killarney	3.00 to 5.00	Cosmos, per bunch	.10 to .20
White Killarney, Double	3.00 to 8.00	Dahlias	3.00 to 10.00
My Maryland	3.00 to 8.00	Delphinium, per bunch	.15 to .50
Columbia	4.00 to 15.00	Ferns, per 1000	1.75 to 2.00
Hadley	3.00 to 12.00	Galax, green and bronze, 1000	..... to 1.00
Hoosier Beauty	3.00 to 10.00	Leucothoe, per 1000	4.50 to 7.00
Key	6.00 to 25.00	Gladiolus	2.00 to 4.00
Cecile Brunner, Elgar, etc. bun	.05 to .10	Lilies, Longiflorum	12.00 to 15.00
Mme. Pl. Euler (Prima Donna)	4.00 to 12.00	" Rubrum	4.00 to 8.00
Mrs. George Shawyer	3.00 to 8.00	Lily of the Valley	6.00 to 15.00
Sunburst	3.00 to 8.00	Mignonette, per doz	..... to .....
Mrs. Aaron Ward	3.00 to 8.00	Orchids, Cattleyas	20.00 to 50.00
Lady Alice Stanley	3.00 to 12.00	Smilax, per doz., strings	.75 to 1.00
Ophelia	3.00 to 10.00	Sweet Peas, Spencers	..... to .....
J. J. L. Mock	3.00 to 10.00	Tuberoses, per doz	.50 to .60
Mrs. Charles Russell	4.00 to 15.00		..... to .....

All the New and Standard ROSES
Fine Grade CARNATIONS
and all Seasonable CUT FLOWERS
WALTER F. SHERIDAN, 133 West 28th St., NEW YORK
TELEPHONE, FARRAGUT 3532
When ordering, please mention The Exchange

WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses
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The best source of supply in the city
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Personal Attention—Consignments Solicited
Satisfaction Guaranteed
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WHOLESALE FLORISTS
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Wholesale Commission Florists
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AMERICAN BEAUTIES
A SPECIALTY
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Established 1887
J. K. ALLEN
Pioneer Commission Dealer in Cut Flowers
Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
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Consignments of good stock solicited
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Goldstein & Futterman
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Telephone, Farragut 9761
When ordering, please mention The Exchange

William Mackie
WHOLESALE FLORIST
105 West 28th Street, NEW YORK
Consignments Solicited
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A. L. Young & Co.
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CONSIGNMENTS SOLICITED
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The Florists' Exchange
Best Advertising Medium

B. A. SNYDER CO. *Wholesale Florists..*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552
When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Sept. 30, 1918	Cincinnati Sept. 30, 1918	NAMES AND VARIETIES	Boston Oct. 2, 1918	Denver Sept. 30, 1918	Pittsburgh Sept. 30, 1918
5.00 to 30.00	..... to	Roses—American Beauty	20.00 to 75.00	6.00 to 25.00	4.00 to 35.00
3.00 to 10.00	..... to	Hadley	1.00 to 20.00	..... to	..... to .....
3.00 to 10.00	3.00 to 8.00	Hoosier Beauty	4.00 to 12.00	4.00 to 10.00	4.00 to 12.00
..... to	..... to	Kaiserin Augusta Victoria	2.00 to 8.00	..... to	..... to .....
2.00 to 6.00	2.00 to 6.00	Killarney	4.00 to 6.00	3.00 to 8.00	..... to .....
3.00 to 8.00	2.00 to 6.00	White Killarney	4.00 to 6.00	..... to	3.00 to 10.00
3.00 to 6.00	..... to	Killarney Queen	4.00 to 8.00	3.00 to 8.00	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	..... to	2.00 to 6.00
6.00 to 10.00	4.00 to 8.00	Mrs. Chas. Russell	8.00 to 20.00	8.00 to 15.00	4.00 to 15.00
..... to	..... to	Francis Scott Key	2.00 to 8.00	8.00 to 15.00	..... to .....
3.00 to 10.00	..... to	Mrs. George Shawyer	..... to	4.00 to 10.00	4.00 to 10.00
..... to	4.00 to 8.00	Columbia	..... to	8.00 to 15.00	..... to .....
..... to	..... to	Rose Marie	..... to	8.00 to 15.00	..... to .....
3.00 to 8.00	..... to	My Maryland	..... to	..... to	2.00 to 6.00
..... to	..... to	Prima Donna	4.00 to 12.00	6.00 to 12.00	4.00 to 12.00
3.00 to 10.00	3.00 to 8.00	Ophelia	4.00 to 8.00	4.00 to 10.00	4.00 to 12.00
2.00 to 5.00	2.00 to 8.00	Richmond	4.00 to 8.00	2.00 to 8.00	2.00 to 8.00
3.00 to 10.00	2.00 to 8.00	Sunburst	4.00 to 12.00	..... to	..... to .....
3.00 to 5.00	..... to	Killarney Brilliant	4.00 to 8.00	2.00 to 8.00	..... to .....
..... to	..... to	J. J. L. Mock	..... to	2.00 to 10.00	..... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	2.00 to 4.00	..... to 1.50
..... to	..... to 1.00	Adiantum, ordinary	..... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	.50 to 1.50	Antirrhinums, bunch	..... to	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, bunch	.25 to .50	..... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, bunch	.25 to 40	.25 to .50	.35 to .50
.50 to 2.00	2.00 to 4.00	Asters	5.00 to 10.00	..... to	2.00 to 4.00
.50 to 2.50	..... to	Calendula	1.00 to 2.00	..... to	..... to .....
..... to 3.00	..... to	Carnations, Select	6.00 to 8.00	..... to 4.00	..... to .....
1.50 to 2.00	1.00 to 2.00	Ordinary	..... to	2.00 to 3.00	2.00 to 3.00
..... to	..... to	Chrysanthemums, Early	..... to	..... to 12.50	..... to .....
1.00 to 3.00	..... to	Coreopsis	..... to	..... to	..... to .....
.50 to 1.00	2.00 to 4.00	Dahlias	..... to	..... to	6.00 to 8.00
..... to	..... to	Daisies	.50 to 1.00	..... to	..... to .....
..... to	..... to	Delphinium, dos	..... to	..... to	..... to .....
..... to 2.00	..... to .15	Ferns, Hardy	..... to	..... to	..... to .20
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .12½
2.00 to 6.00	3.00 to 8.00	Gladioli	4.00 to 6.00	4.00 to 6.00	2.00 to 4.00
75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
10.00 to 12.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
10.00 to 12.00	8.00 to 10.00	" Longiflorum	12.00 to 16.00	12.50 to 15.00	12.00 to 15.00
3.00 to 5.00	..... to	" Rubrum	6.00 to 8.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	10.00 to 12.00	..... to	..... to .....
..... to	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
60.00 to 75.00	..... to	Orchids—Cattleyas	50.00 to 100.00	..... to 75.00	..... to 75.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, doz. strings	..... to	..... to 2.00	..... to 2.00
.25 to .60	..... to	Sweet Peas	..... to	.25 to 1.00	..... to .....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.
When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street — BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.
When ordering, please mention The Exchange

Boston, Mass.

(Continued from page 554)

The great shortage of flowers they are now to obtain a supply. Their wire department was never busier.

The Gardeners and Florists' Club will hold a free exhibition of vegetables at Horticultural Hall, on Oct. 8 and 9. On the first evening, when the club will hold its monthly meeting, there will be a lec- [illegible] pictures.

[illegible] Park [illegible] with the Boston Florists' Exchange now with Carl Rasmussen.

Probably at this season there never [illegible] for funeral work. Prices are almost unprecedented. Large numbers of orders have been turned down because florists could not obtain flowers.

Wm. R. Nicholson of Framingham has had a splendid crop of early 'Mums, including Golden Glow and Early Snow.

Max Cohen's greenhouses at Brighton are well filled with plants to be sold before or during Christmas week: Cyclamen, Begonia, Heliotrope and 'Mums. After Christmas he will close half his [illegible]

Thomas Roach, who lost part of his big Rose houses at Revere, but all his houses at Nahant will have crops that stand [illegible]

Some of the best late Asters reaching the market are coming from James Tocci of South Sudbury. They have long stems with large flowers and resemble 'Mums more than Asters.

James Wheeler of Natick is cutting Carnations. He will lower his temperatures but with only 50 per cent. coal allowance will have to shut down some of his houses.

R. C.

Chicago, Ill.

Satisfactory Market

Oct. 1.—The improvement in market conditions noted in last report has continued to a point where all conditions are highly satisfactory. The cool weather has improved the quality of all greenhouse grown stock. It is also good for shipping, which is a striking feature of the wholesale market. There is no more stock than what is required and prices are better for everything of medium to good quality. That there is a general shortage of stock in the surrounding country is shown by the increase in shipping trade. Buyers from the wholesale houses in other cities have been on the ground for some time picking up such stock they could for their home market. The closing of a number of greenhouses and the partial closing of some of the larger establishments means less stock and better prices for the season about to open. This will not be felt very much however until the 'Mum crops are over. These are large this season for reasons given in former reports.

The supply of Roses is not large but the quality is good. No more are coming in than each day's demand consumes. In red Milady is a favorite with buyers, while Mrs. Russell is the choice in dark pink. In an off color Ophelia has the field to itself. Columbia is holding its place as a novelty and commands an equal price with Russell. Prices are stiff, short stock bringing $3 to $4 per 100, with a proportionate increase for all the medium and better grades.

The Aster season is about over; not many good ones coming in, with the exception of some indoor grown stock. Some growers who intend to close have crops of late Asters in their houses. Gladioli are still holding on but the demand is fast waning. Easter Lilies have a good call and are a little short in supply; the stock offered brings the highest prices of the season. There are a good many Rubrum Lilies to be had and these are in good demand for funeral work. Most of the stock is cut short for this purpose. Violets are coming in but so far are not in large supply and meet with only moderate demand.

Carnations are in short supply. More could be used daily than the market offers and considering the quality prices are much higher at this season than they have ever been before. Some short stock sold as high as $4 per 100 the past week.

In orchids, Cattleyas are becoming more plentiful and will continue to increase in supply as the season goes on.

'Mums are fast becoming a leading feature in the market. Stock is coming in freely and in a much wider range of colors and varieties. Some really fine whites and pinks are to be had, although the best blooms so far have been mostly yellow. In two weeks more the season will be at its height and will continue so for several weeks, as the late flowering varieties have been planted more freely, the growers desiring to make the most of the season. California grown stock has already reached the market but has not come through in good shape; the delay in transit can be noted by the yellow foliage on some stock seen. As the transportation facilities for flowers under the supervision of the American Railway Express are not as good as they were under the old companies for the past two years, undoubtedly due to war conditions, it is safe to say that California grown stock will not cut much figure in the local market this season and the growers of the Middle West will have little to fear from this competition.

There is plenty of everything in greens with a tendency to advance the price on fancy Ferns.

Florists Make Fine Loan Showing

The sale of the Fourth Liberty Loan Bonds opened at 9 o'clock Saturday morning, when every bell and whistle and noise-making device in the city sounded for five minutes. The florists' division, with Fred Lautenschlager chairman, were at work immediately after the noise stopped and a wonderful showing was made for the trade in the first day's work. One enthusiastic worker drew $500 in cash from his bank with which to make the initial payment on the bonds for all who might not be prepared to purchase the first day. He has made a creditable showing.

T. E. Waters, supt. of the supply department of the Poehlman Bros. Co. has moved from his Summer home in Evanston to 3607 Wilton ave., on the north side.

Paul Reissig, a grower for the Chicago market, with greenhouses at Hollywood, on the La Grange car line, has his houses planted with 'Mums. He will close all his houses for the Winter as soon as the 'Mum crop is disposed of, which he thinks will be about the middle of November.

Walter Scott of La Grange Floral Co. will close all his houses except one in which he will carry over his stock of bedding plants for Spring trade. He will buy his cut flower supply from the Chicago wholesale market.

Martin Radtke, who conducted the National Grove greenhouses is entirely out of the business for the present and is employed by the Government in the construction of of a hospital which, it is said, when finished will be one of the largest in the country. It will be used for the returned wounded soldiers coming from overseas and will be on the site of the speedway track in Maywood.

A. J. Schmidt, who has a splendid range of glass in Riverside intends to run all his houses this Winter, having made the necessary arrangements for his coal supply, including screenings. Mr. Schmidt registered on Sept. 12 and takes pleasure in showing his registration card, which he calls his "ticket to Berlin". His son A. J. Jr. volunteered his services to the Government and is in training for the operation of a field tank.

Lieut. William George Asmus, son of George Asmus is at home, from Camp Grant, on sick leave.

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
When ordering, please mention The Exchange

Chicago, Sept. 30, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty. Specials	per doz.	4.00 to 5.00
36-inch stems	"	3.00 to 4.00
30-inch stems	"	2.00 to 3.00
24-inch stems	"	2.00 to 2.50
18 to 20-inch stems	"	1.50 to 2.00
Short stems	per 100	8.00 to 10.00
Columbia		4.00 to 20.00
White and Pink Killarney		4.00 to 8.00
Killarney Brilliant		4.00 to 8.00
Milady		4.00 to 10.00
Mrs. Aaron Ward		3.00 to 10.00
Mrs. Chas. Russell		4.00 to 20.00
Richmond		3.00 to 8.00
Sunburst		3.00 to 8.00
Ophelia		3.00 to 10.00
Carnations, Select		2.00 to 4.00
" Ordinary		1.00 to 1.50
Asparagus plumosus, per bunch		.35 to .50
" Sprengeri, per bunch		.25 to .50
" plumosus, strings		40.00 to 50.00
Asters, Common		1.00 to 2.00
" Fancy		2.00 to 4.00
Adiantum		1.00 to 1.50
Calendulas		2.00 to 3.00
Chrysanthemums, Ordinary	Doz.	2.00 to 3.00
" Fancy	"	3.00 to 4.00
Cornflowers		to 1.00
Daisies		1.50 to 2.00
Ferns, Hardy, per 1000		2.00 to 2.50
Galax Leaves, per 1000		to 1.25
Gardenias, per doz		1.50 to 2.00
Gladioli, Fancy		3.00 to 4.00
" Common		2.00 to 3.00
Leucothoe Sprays		.75 to 1.00
Lilium Auratum		10.00 to 12.00
Lilium Longiflorum		12.00 to 15.00
Lilium Rubrum		3.00 to 4.00
Lily of the Valley		5.00 to 6.00
Mexican Ivy, per 1000		to 6.00
Mignonette		3.00 to 4.00
Orchids—Cattleyas, per doz		7.50 to 9.00
Smilax, per doz		2.50 to 3.00
Sweet Peas		.50 to .75
Violets		.50 to .75
		to

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana

In ROSES

The market seems to offer the best value. Roses are not scarce with us, and we can promise you splendid stock at reasonable prices. In fancy Roses of the better grades we recommend to you:

RUSSELL COLUMBIA PRIMA DONNA
HADLEY SHAWYER AARON WARD
SUNBURST OPHELIA

BEAUTIES

The quality of our Beauties is of a high standard, such as has been a feature with us for years. We have an ample supply of them, and can fill your order at any time.

DAHLIAS

There has been an unusual demand for our Dahlias, and the supply has not been equal to the demand. With an increased supply reported by our growers, we will be in a better position to take care of your orders. Order them a day in advance to avoid disappointment.

THE LEO NIESSEN CO.

Wholesale Florists

BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses
Asters
Gladioli
and a full line of all other Season-able Cut Flowers.

CHARLES E. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, WHOLESALE FLORIST

12 South Mole St., PHILADELPHIA, PA.

Easter Lilies and Asparagus Plumosus Sprays

When ordering, please mention The Exchange

Earl L. Hempstead, formerly of the firm of Hempstead & Callahan Bloomington, Ill. has been in the city several days giving demonstrations in some of the greenhouses of a new insecticide called "Insectomus."

The prospects for a good attendance at the F. T. D. convention in Cleveland, Oct. 8 to 10, are excellent. Several of the wholesalers as well as prominent retailers will attend.

The next meeting of the Chicago Florists' Club is scheduled to be held at the Randolph Hotel, Wells and Randolph sts., on Thursday eve., Oct. 10. As this conflicts with the meeting of the F. T. D. in Cleveland the same week it is being suggested that it might be well to postpone the club meeting till the following week.

Geo. Kuehner, a representative of the St. Louis wholesale cut flower market, has been in the city several days on business.

Swan Peterson, Rockford, Ill. was in the city Saturday purchasing material for boiler improvements in his greenhouse. Mrs. M. C. Sadewater of Rockford is looking over the wholesale supply market this week being on a visit to a brother in this city.

Illinois is to have its first great Apple show, to be held in connection with the sixty-third convention of the Illinois State Horti. Society which will meet at the Sherman house in this city on Nov. 19 to 22. The premium list is already out and can be had from the secretary A. M. Augustine, Normal, Ill.

Fort Wayne, Ind.

The market was brisk last week, especially on Friday and Saturday, when funeral work kept florists hustling both to obtain stock and to fill orders. Cold weather has checked production so there is a short supply. Several frosts in this vicinity have reduced outdoor stock. Roses are more plentiful than other flowers, with Columbia, Milady, Richmond, Shawyer and the Killarney in the lead both as to quality and quantity. Hoosier Beauty of irreproachable quality are arriving. Russell is very scarce. Carnations sell at especially high prices because scarce and of their quality. Snapdragons are fairly plentiful. Many florists are relying upon these to help them out. Asters are decidedly poor, and Gladioli are practically out of the running. Few Lilies are offered. Mums are few and far between because planted late.

People are Talking

George M. Cohen, representing the firm of Wm. Porter Bros., of New York City, called on members of the craft last week.

Miss S. L. Nelson, secretary for W. J. and M. S. Vesey, has returned from a two weeks' vacation.

Herman Leitz of the New Haven Floral Co., an active worker on the Liberty Loan team, reports success.

Miss Margueite Flick has returned from Huntington, Ind., where she secured an order for decoration and bouquets for an early October wedding.

The New Haven Floral Co. reports enough coal for next Winter at its greenhouses, as they have already stored their 50 per cent. allotment, and filled their bins with stock, according to Government ruling.

Lilies are missed more than other flowers this Fall. They are almost no factor on the market.

The Style Show, an annual event, will be held during the second week of October. Flowers will play a prominent part in decorations. Orders for these are being booked.

The Flick Floral Co. has finished the installation of its new vacuum heating system. It has its full allotment of coal, supplemented with slack.

Paul Shive, son of Aaron Shive, of the Flick Floral Co., enlisted in the Home Guards Militia, and is looking forward to entering the National Army soon.

The drafting of workmen will make a big gap in the large working force of W. J. & M. S. Vesey as many had to register under the new law.

Retailers and wholesalers report an improvement in business during September as compared with other years, and especially last year. In general, prices have shown a good increase. Many retailers have booked wedding orders for October. Prompt all affairs, and the Style Show, give promise that October will be a lively and profitable month. D. B.

RUSSELL

With cool weather, this grand Rose has improved wonderfully.

Specials,	$25.00
Fancy,	20.00
Extra,	15.00
First,	12.50
Second,	10.00

A few extra choice Specials, at $35.00.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

Business Hours: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

PHILADELPHIA 1608-1620 Ludlow Street
NEW YORK 117 West 28th Street
BALTIMORE Franklin & St. Paul Sts.
WASHINGTON 1216 H St., N. W.

When ordering, please mention The Exchange

Philadelphia, Pa.

Increased Demand

Oct. 1. The market has undergone a remarkable change, a change that has never been experienced before in this market for this time of year. Starting with last Thursday the demand increased to such an extent that by Saturday it was impossible to fill orders. The long week-end alone was sufficient to clean up the supply, not counting the shipping trade which increased volume of business for the week-end. In other years gone by the market here has always been oversupplied with flowers at this season. There are several reasons for the sudden shortening up of the market, among them being the fact that the Duke's supply is probably 50 per cent. less than last year, due to decreased plantings and with the cool weather of the past two weeks the cut has been materially reduced. Once again, Mums are not yet a factor, as the only varieties to be had thus far, are Smith's Advance and Golden Glow, and the supply of these is negligible. There are scarcely any Carnations to be had and with Asters as a rule off the list, Roses are the mainstay of the market. Even the latter, however, are rather short in supply. There are a few Gladioli, a quantity of Cosmos, and an increasing supply of Cattleyas. All in all everything in flowers is selling up close including greens. Asparagus plumosus is taking fast. Conditions are such that the market would be considerably improved with an increased supply.

Liberty Loan

The florists' quota for the Fourth Liberty Loan for this district calls for $250,000. The committee in charge of the florists section of which Arthur A. Niessen is chairman and Robert Kift secretary, is working hard to obtain this quota in the shortest time possible and to oversubscribe it. The committee men have all been assigned their respective sections and are asked to make returns before Oct. 6.

Douglas Laird, formerly with Henry A. Dreer Inc. and now with the Royal Flying Corps somewhere over there has been writing very interesting letters from the fighting line. He states that the percentage of deaths in the aviation corps is due more to engine trouble, collisions and poor landings than to combats, the number of deaths from the latter cause being small in comparison.

Wesley Clark, one of the old regulars of the S. S. Pennock Co., has resigned to go into war work.

Sydney Bayersdorfer comments on the unusually heavy demand for artificial flowers, partly attributed to the shortage of fresh flowers.

All the retail stores report much funeral work.

Advices received by the seed houses show that a shipment of French and Dutch bulbs are on the way and may be looked for at any time.

George Carpenter has his houses filled with a fine grown lot of pot Mums for the Fall trade.

Club Pushes Loan

The regular monthly meeting of the Florists' Club was given over to the boosting of the Liberty Loan and an urgent appeal was made by Chairman Arthur A. Niessen for the Florists as a body to raise the stipulated quota of $250,000. H. A. Coles of the Fuel Administration was the speaker of the evening and gave statistics and facts concerning the Government's requirements and the production of coal and fuel.

The speaker gave specific instances of the conservation of coal as practised in some of the large coal-consuming establishments. Mr. Coles' talk pointed to one thing and that was thrift. "Every shovelful counts."

Robert Craig and P. O'Mara of New York responded to Mr. Cole giving their assurance that the florists were backing up the Administration to their fullest ability.

The newly elected officers are: Pres., Mark P. Mills; Vice Pres., E. A. Harvey; Treas., George Craig; Secy., Robt. Kift. The exhibit of the evening was a splendid vase of the new Rose Columbia grown by Stephen Mortensen, Southampton, Pa.

We regret greatly to learn of the death on Sept. 25 of the wife of S. S. Skidelsky, the latter head of the well-known firm of S. S. Skidelsky & Co. Mrs. Skidelsky's death was due to pneumonia, after an illness of six days. The late Miss Skidelsky was married to Mr. Skidelsky on Sept. 24, 1916, after he had been a widower for eight years.

Philadelphia, Oct. 1, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses American Beauties	6.00 to 30.00
" Kaiserin Aug. Vic.	2.00 to 8.00
" Killarney	2.00 to 6.00
" White Killarney	2.00 to 6.00
" Mme. F. Euler (Prima Donna)	2.00 to 10.00
" My Maryland	2.00 to 8.00
" Richmond	2.00 to 6.00
" Sunburst	2.00 to 6.00
" Killarney Brilliant	2.00 to 6.00
" J. J. L. Mock	2.00 to 10.00
" Lady Alice Stanley	2.00 to 8.00
" Mrs. Chas. Russell	2.00 to 15.00
" Mrs. Francis Scott Key	2.00 to 10.00
" Mrs. George Shawyer	2.00 to 6.00
" Hadley	2.00 to 8.00
" Hoosier Beauty	2.00 to 6.00
" Ophelia	2.00 to 6.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 8.00
Carnations, Select	7.00 to 10.00
" Ordinary	1.00 to 2.00
Chrysanthemums	15.00 to 50.00
Dahlias	2.00 to 6.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	2.00 to 4.00
Lilium Longiflorum	8.00 to 12.50
Lilium Rubrum	3.00 to 6.00
Orchids Cattleyas	50.00 to 75.00

Cincinnati, O.

The Market

Roses are plentiful and of good quality. They are taking care of the previous demand for flowers and have a surplus. Carnations have come on and somewhat. Asters are coming in good shape. Dahlias are a good variety and sell well. Gladioli are now very well. Single Violets have made their appearance. Teddy

GREENHOUSES
ALL KINDS

When contemplating the building of a greenhouse, the wise course is to avoid extravagance and delay by hiring an organization which features speed and economy

PUT YOUR GREENHOUSE PROBLEMS UP TO US
We go anywhere in the United States to submit plans and prices

Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 FLUSHING AVE. BROOKLYN, N. Y.

When ordering, please mention The Exchange

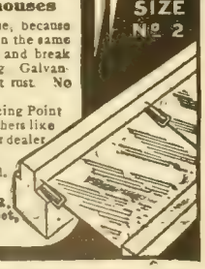
1866-1917
Greenhouse Lumber
"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.
Lockland Lumber Co., Lockland, O.

When ordering, please mention The Exchange

GLASS
FOR GREENHOUSES
Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices
PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 75c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.



When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
GLASS
N. COWEN'S SON, 14-16 Wooster St. NEW YORK
When ordering, please mention The Exchange

F. E. Ads Give Good Results

Denver, Col.

The wholesale cut flower market shows gratifying improvement, with stock of all kinds cleaning up well each day. A decided shortening of supply has also occurred and in some lines it is often found difficult to fill orders. In Roses this is especially true of American Beauty, Francis Scott Key and Russell.

Carnations are in active demand. Though not yet noteworthy, the quality is steadily improving and some good stock is arriving; not enough, however, to satisfy the brisk call. The season for Gladioli is nearing its close. Not much stock is arriving and the demand also has fallen off. Easter Lilies are in sufficient supply, and yellow and white 'Mums have made their appearance.

The city retail business is picking up, there having been a distinct gain in activity since the last report.

About Town

B. F. Gillis and Harry Collins of the Park Floral Co. have returned to business after spending a pleasant vacation.

The Denver Wholesale Florist Co. is receiving a few good 'Mums, the varieties being Golden Glow and Smith's Advance.

Herbert Clawson of the American Flower Shop has been sick for several days, but we hope to see him back at his post soon again.

Chas. N. Page, proprietor of the Bright Spot greenhouses, has bought the business formerly conducted by Davison & Western, at Fifth ave. and Josephine st. This is a modern, retail place of about 25,000ft. of glass, iron frame houses in A-1 condition, with a brick store and office building and a nine room residence in a district of good homes. Both Mr. Davison and Mr. Western came from Des Moines, Ia., where they were connected with the Iowa Seed Co., of which Mr. Page was president. Mr. Page spent 37 years in the seed business. Mr. Page has been at Point Loma, Cal., for the last five years, recovering from a nervous breakdown, but now is ready to go back into the trade again.

At the greenhouses of the Park Floral Co. American Beauty Roses and Keys look strong and healthy. This firm is growing more Carnations this season than ever before. The houses are all planted and stock is doing finely. A house of Snapdragon, pink, white and yellow is showing color. 'Mums are also showing color. In the orchid house six fine Cattleyas were ready to be cut. The new one-ton truck is found very useful. It is in action every day.

At the city park the flower beds were a mass of bloom during the week of Sept. 23, and well worthy of a visit by flower lovers. Cannas, Geraniums, Salvias, Zinnias, Verbenas, Coxcombs, Marigolds and Sweet Williams were included in the collection. Credit is due Superintendent John Russell for the excellent display.

The Hamlin Dahlia Gardens are advertising in the daily papers, urging customers to come and select bulbs now from fine varieties in bloom.

Elmer Grover of Elitch Gardens was married on Sept. 10, to Miss Bessie Widen. The trade extends its best wishes to the happy couple.

Recent visitors were Carl Espelin of Espelin & Warren, Fort Collins, Colo., and George Fleischer, Pueblo, Colo.

C. F. E.

A False Alarm

The *Denver Post* of Sept. 27 published a list of non-essential industries purporting to be given out by the Government and which included the florist in a list of 25 other industries and occupations. This identical list was published by the newspapers of the country on Thursday, Aug. 22. Immediately after, W. F. Gude, the Washington representative of the S. A. F., took the matter up with General Crowder who, on Sept.6, assured Mr. Gude in a personal interview that the florists had not been classed as non-essential, nor was there any idea of doing so. Coming direct from General Crowder Mr. Gude said this statement should in a measure alleviate the discontent among the florists, especially the heads of departments. This information appeared in the issue of THE EXCHANGE of Sept. 14, and florists of this city should be reassured accordingly.

Cleveland, O.

The next meeting of the Cleveland Florists' Club will be held at the Hollenden on Oct. 7 at 8 p. m.

The demand for all flowers greatly exceeded the supply; the shortage of stock at times being acute. Everything coming into the market clears up at good prices. As yet 'Mums have not begun to cut any figure. Some choice Roses of the varieties Russell, Hadley, Ophelia, Winnett, Columbia and Ward are to be had in limited quantities. Carnations are getting more plentiful but are still short stemmed. Asters are practically over and the last cuts of Gladioli will soon be made. The cool weather is retarding Dahlias and in some sections of Northern Ohio frost has seriously damaged the crop.

Tritomas, Larkspurs, Helianthus and Marigolds are the best of the outdoor flowers and sell readily. The call for Easter Lilies is heavy and the light supply will doubtless continue until after the 'Mum season. Both Valley and orchids are scarce. Greens are plentiful.

September Business

A large number of funeral orders throughout the entire month enabled most of the retailers to do a large and satisfactory business during September. Receipts would have been even larger had it not been for an entire week of rain toward the latter part of the month which depressed trade considerably. Inability to procure the needed stock at times also doubtless limited sales.

Wholesalers report a volume of business slightly in advance of the records for the corresponding month a year ago. City trade was well sustained throughout the month and out-of-town buying, both of cut flowers and supplies, was particularly good. In the early part of the month low prices prevailed, but changed quickly as the supply lessened.

Ready for the F. T. D.

Final arrangements for the F. T. D. convention to be held at the Hollenden Hotel, Cleveland, Oct. 8 and 9, are completed and a record-breaking attendance is anticipated. The fact that all florists whether members of the F. T. D. or not are requested to be present, is sufficient guarantee of that.

The window prizes offered by the Kennicott Bros. Co., C. H. Grakelow and Sam Seligman being respectively $100, a silver cup and $25 are expected to produce some fine displays. At first it was thought that the contest would be restricted to organization members but it is announced that it is open to all retailers of the city.

Judging by the way specimens of advertising are coming in it may safely be said that the publicity committee, of which H. P. Knoble is chairman, will have a busy time making the display. This exhibition of the advertising of various firms will be one of the many features of the meeting and should be given careful study by every florist present.

One of our florists possessing a lively sense of humor has facetiously dubbed our Mrs. Ella Grant Wilson "Mary Pickford," and no one gets more fun out of it than the tireless publicity expert herself. The Cleveland type of co-operative advertising will occupy a conspicuous place at the convention.

General Chairman Brown has appointed Frank Friedley, George Bate and James McLaughlin to stimulate the interest of florists not members of the F. T. D. in the matter of suitable window trims for convention week. The plan is to have the association and its aims advertised in the window displays of every flower store in Cleveland and its environs, which will also serve as a token in recognition of the presence of the country's ablest florists.

The next meeting of the Cleveland Florists' Club will be held at the Hollenden, Monday, Oct. 7, at 8 p.m. A number of leading F. T. D. members are expected to be present at this meeting, so all members are urged to turn out and give them a hearty welcome.

Mrs. George Barber, wife of the former florist at Beloit Ohio, died on Sept. 25, at her home in that city. Death was caused by Bright's disease. Mrs. Barber was in her 52d year. She was the mother of A. B. Barber, of the Jones-Russell Co., Cleveland, and Lottie B. Barber. Interment was held on Sept. 27, at Sebring, Ohio.

J. McL.

Indianapolis, Ind.

Trade Report

The long predicted shortage of flowers is now apparent. 'Mum season will be the only relief during the coming season. Shortage of coal and scarcity of labor will doubtless result in shortage of stock and high prices. Lilium giganteum is retailing at $5 per doz. and wholesaling at $15 to $20 per 100. Fancy Carnations bring $3 to $4 per 100 wholesale and maintain $1 per doz. retail. 'Mums for some unknown reason are much later than last season and are bringing $3 to $4 per doz. for stock ordinarily worth $2.50. Roses are decidedly off crop. Best grades bring $15 to $20 per 100; medium $10 to $12, and shorts $3 to $4. The Northern Michigan Aster crop is about gone at $3 to $4 per 100. Very few Dahlias are being shipped in at $3 to $4 per 100. A few home grown orchids sell readily at 40c. to 50c. each. The first 'Mum plants of the season to arrive retail at $2 to $4 each. If it is possible for any grower to produce more stock, let him do so, for he certainly will have an outlet at good prices.

Bird's Eye View

The funeral of Capt. Hammond, the British aviator, called for many flower pieces in which the Circle Flower Shop, A. Wiegand's Sons Co. and Bertermann Bros. Co. mainly participated.

Will Roepke returned from Rochester, Ind., with a nice string of fish and a dozen wild ducks.

Carl Sonnenschmidt is home from a vacation at the St. Clair Flats.

Walter Bertermann is on an automobile trip to Los Angeles, Cal. He expects to be gone about a month.

About ten of the local boys are included in the present draft; some have already gone into preliminary training.

The October meeting of the State Florists' Ass'n. of Indiana will no doubt be largely attended as much interesting business is scheduled.

Ben Feldner of Zanesville was a recent visitor.

I. B.

RYE, N. Y.—The Ford Nurseries, Inc., recently reorganized, has secured the services as grower of Alexis L. Thunberg, well-known florist. He formerly held a similar position with E. W. Fengar, Irvington, N. J.

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By gardener-florist as head gardener or caretaker on private place, where a man of ability is wanted. Bohemian; 41; married; 2 children; 26 years' experience in landscaping, greenhouse work, vegetables, fruit, etc., Address Gardener, care Yor Sanchr, 62 West 66th st., New York.

SITUATION WANTED—By experienced grower of Carnations, 'Mums, Easter, Xmas and bedding stock; able to take charge. German; 46; married. State wages and particulars in first letter, please.
Geo. Klupfel, 438 5th ave., No. Pelham, N. Y.

SITUATION WANTED—By storeman, able manager, with long experience; good designer, decorator and salesman; well acquainted in the trade and in buying. Interest in a good business preferred. Address J. D. care The Florists' Exchange.

SITUATION WANTED—By a good and reliable all-round greenhouse man, with life long experience. Either commercial or private, but nothing less than $25 per week or equivalent considered. Particulars in first letter, please. Address H. A. care The Florists' Exchange.

SITUATION WANTED—By all round grower; 20 years' experience, private and commercial. German-American. Near New York preferred. Address J. B. care The Florists' Exchange.

SITUATION WANTED—By designer and salesman, with a first-class florist. Best of references. Address W. care The Rosary, Market st., Newark, N. J.

HELP WANTED

WANTED—A good man for our landscape department; one capable of drawing plans and making good. Also foreman of greenhouses growing fancy plants and beeding stock, capable of building up fancy pots and baskets. State wages wanted, age and when ready.
Lang Floral & Nursery Co., Dallas, Texas

SEED TRAVELER WANTED
for
NEW ENGLAND STATES
A seed traveler by a large Eastern Wholesale Seed House. A man who knows the New England territory—a man of experience—to start January 1st, 1919. Permanent position.
In answering, please state experience, average sales per year, by whom employed, and how many years working New England. Also what part of the New England States traveled.
Address F. B. care The Florists' Exchange.

WANTED
At once, man to pack cut flowers (Roses and Orchids). Good salary and permanent position to capable party. Also man for general greenhouse work. Address:
Beechwood Heights Nurseries, Bound Brook, N. J

ORCHID GROWER
WANTED
To take charge of a good collection of Orchid plants. Steady position, with good wages. Address J. C. care The Florists' Exchange.

WANTED—A first class accountant, having practical knowledge of the fruit and ornamental nursery business and capable of taking charge of office management. This position requires a man with initiative and poise. Applicant to give references and detailed information regarding his experience. Address
Fancher Creek Nurseries, Fresno, Calif.

WANTED—A good, reliable, all round grower of potted plants, Carnations, Chrysanthemums, Sweet Peas and Calla Lilies. Must be sober and industrious. State wages and references in first letter.
Labo, Florist, Hobbs Bldg., Joliet, Ill.

WANTED—Two good, reliable men; one for Rose and Carnation section, one for plant section, to work under foreman. Permanent position. Wages, $90.00 per month.
Charleston Cut Flower & Plant Co., Charleston, West Virginia

WANTED—A capable man, not subject to army draft, to take charge of greenhouse and nursery sales business, in a Florida city. State experience and salary expected. Address J. F. care The Florists' Exchange.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—Experienced seedsman, as superintendent of mail order department. Fine future for the man who can make good. State age, experience and salary expected. Address H. F. care The Florists' Exchange.

WANTED—Two asssistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Single man for commercial greenhouse. Board and room furnished. State age, nationality, experience and wages expected. Address J. A. care The Florists' Exchange.

WANTED—Man for retail store. Salary $35.00 per week. Must be able to do design work and attend to trade. H. Bershad, care Frederick Loeser, Fulton st., Brooklyn, N. Y.

WANTED—A day fireman for hot water system. Hard coal. $20.00 per week; extra pay Sundays. S. Kahn, Signs' Road, Bull's Head, Staten Island. Telephone, West Brighton, 130-J.

WANTED—3 greenhouse men to grow Roses, under foreman; also night fireman for steam boilers. Wages, $4.00 per day.
Aug. Doemling, Lansdowne, Pa.

WANTED—An assistant for general greenhouse work. State experience, references and wages.
E. L. Riley, R. F. D. 2., Trenton, N. J.

WANTED—Working foreman, to grow Christmas and Easter stock, Ferns and Decorative Plants. Able to handle men. State wages in first letter. Address J. E. care The Florists' Exchange.

WANTED—Saleslady, experienced in the florist business. Permanent position. Call.
M. A. Bowe, 332 5th av., New York

WANTED—Young woman for retail florist store. Apply to A. D. Mellis, 3421 Snyder av., Flatbush, Brooklyn, New York.

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
From bench, equal to 3-in.	$4.00	$35.00
2½-in.	3.50	30.00
3-in. extra heavy	7.00	60.00
4-in., extra heavy	12.00	

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building Philadelphia, Pa.

ASPARAGUS PLUMOSUS—Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100. Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

PLUMOSUS
Strong Asparagus Plumosus seedlings, $6.00 per 1000, or 10,000 for $50.00 cash
Walter Armacost & Co.
221 East 4th st., Los Angeles, Cal.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00 .Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

ASPARAGUS SPRENGERI—2½-in. 3c., extra strong. W. C. Ehmann, Corfu, N. Y.

ASPARAGUS PLUMOSUS–Spray. $2.50 per doz. bunches. Cash. Henry V. Shaw, Red Hook, N.Y.

ASPARAGUS SPRENGERI—2-in., $2.00 per 100. Cash. W. S. Gibney, Hagerstown, Md.

ASPIDISTRA

ASPIDISTRA LURIDA—Strong plants; good condition. Price on application.
Henry Rudolph, Essex Fells, N. J.

BARBERRY

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in.	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra	7.00	60.00

Packed free of charge
CHARLES BLACK, HIGHTSTOWN, N. J.

BARBERRY THUNBERGII—From cuttings from one original plant. Send for rates.
The Conard & Jones Co., West Grove, Pa.

BEGONIAS

BEGONIAS—Melior, 2¼-in., top cuttings, $15.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Mrs. J. A. Peterson, 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. Cincinnati and Lorraine, 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in. $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. Chatelaine, 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

BEGONIA—Gloire de Chatelaine. Strong, 3-in., will make elegant stock for Christmas. $10.00 per 100. Cash. Henry Schmidt, 673 Church Lane, North Bergen, N. J.

BEGONIAS—Chatelaine. 3-in., extra fine. $10.00 per 100, orders of 250 at 8c.
Brant Bros. Inc., Utica, N. Y.

BOUVARDIA

Field-grown	100	1000
Double White and Pink	$15.00	$120.00
Single Pink, Red and White	15.00	120.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

BULBS

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

Continued on Next Column

Bonds Buy Food For Soldiers. Buy Liberty Bonds.

STOCK FOR SALE

CALENDULAS

CALENDULA—Orange King, 2½-in. Selected strain, exceptionally good. $4.00 per 100, $35.00 per 1000. Cash with order.
C. U. Liggit, Wholesale Plantsman, 325 Bulletin Building, Philadelphia, Pa.

CALENDULAS—Orange King. 500 strong plants, from selected seed, $12.50 for the lot. Cash with order
Rose Hill Nurseries, New Rochelle, N. Y.

CALENDULA—Orange King. "True" selected strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CALENDULAS—O. King, 2½-in., 3c. Grown from select seed. W. C. Ehmann, Corfu, N. Y.

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100. $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

CALLAS—Bulbs, clean and healthy. See display ad., page 535.
Roman J. Irwin, 108 West 28th st., New York

GODFREY CALLAS—Clumps, few hundred left, $8.00 per 100. O. Herms, Port Richey, Fla.

CARNATIONS

MATCHLESS (we have a surplus of Matchless, and offer an exceptionally fine lot of Dwarf, bushy, well-topped plants, in lots of one thousand or over, at the special price of $45.00).

	100	1000
Matchless	$7.00	$45.00
White Enchantress	7.50	65.00
White Wonder	7.00	60.00
White Perfection	7.00	60.00
Alma Ward	7.00	60.00
Pink Enchantress	7.50	65.00
Albert Roper	7.50	65.00
C. W. Ward	7.00	60.00
Alice	6.00	45.00
Miss Theo	7.00	60.00

Some of the varieties included in this list are in short supply, and are offered subject to being unsold on receipt of order.
Boxes and packing charges added.
S. S. PENNOCK COMPANY
1608 Ludlow st., Philadelphia, Pa.

Extra good, field grown plants

	100	1000
Alice	$6.00	$50.00
Mrs. C. W. Ward	6.00	55.00
Pink Enchantress	6.00	55.00
Enchantress Supreme	8.00	70.00
Matchless	6.00	55.00
White Enchantress	7.50	65.00
White Perfection	6.00	55.00
Alma Ward	6.00	55.00
Benora	8.00	75.00
White Wonder	7.00	65.00
Victory	7.00	65.00
Beacon	7.50	65.00

Boxes and packing extra at cost. Special quotations on large quantities.
Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

FIELD-GROWN CARNATIONS

	100	1000
3000 Cottage Maid	$8.00	$75.00
500 White Wonder	7.00	60.00
500 Belle Washburne	8.00	75.00
2000 Benora	8.00	75.00
800 Alice	7.00	
500 Harvard	8.00	75.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

CARNATION PLANTS
Field-grown
We can supply excellent stock of White Enchantress, Enchantress and Matchless. Send your orders to us to be assured of satisfaction. Price: $7.00 per 100, $60.00 per 1000.
Cash, or satisfactory reference from parties not having account with us.
Cotter-Granger Co., Jamestown, N. Y.

CARNATIONS—Field-grown White Wonder, Matchless, Perfection, Enchantress, Mrs. C. W. Ward, Beacon, White Perfection, Benora, Light Pink Enchantress, Harlowarden, Pink Winsor, Alice Peerless Pink $7.00 per 100, $60.00 per 1000. Prices on other varieties on application
Roman J. Irwin, 108 West 28th st., New York

CARNATION PLANTS
Large, strong, healthy
Enchantress Supreme, Enchantress, White Perfection } $6.00 per 100, $50.00 per 1000
George Peters & Sons, Hempstead, N. Y.

Continued on Next Page

STOCK FOR SALE

CARNATIONS

CARNATIONS—Field grown plants. Matchless, Lawson, Enchantress, Harlowarden. $5.00 per 100. Over 2000 plants, all good varieties, named. $4.00 per 100. Good plants. Frank H. Chase, Cumberland Center, Me.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless, $5.00 per 100, $45.00 per 1000. Cash with order please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—Field-grown. Excellent stock, 1300 Matchless, 150 Enchantress, 100 Beacon, 275 Dorothy Gordon, $6.00 per 100, $50.00 per 1000. Samuel Kinder & Bros., Bristol, R. I.

CARNATION PLANTS—500 Matchless, 400 White Enchantress, 275 Prospector. Fine plants. $6.00 per 100. Cash.
Stephen E. Shaw, No Dartmouth, Mass.

CARNATIONS—Field-grown. Sangomo; White and Pink Enchantress, $50.00 per 1000. Chas. A. Iffinger, Ozone Park, N. Y.

CARNATIONS—Pink and White Enchantress Strong, field-grown plants, $60.00 per 1000. Henry Smith, Grand Rapids, Mich.

CHERRIES

CLEVELAND CHERRIES—They are fine. Weather and shipping conditions are good. Order now. 3-in., selected, $12.00 per 100 4-in., selected, $20.00 per 100. Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high grade strain. Ready now.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Finest dwarf strain, mixed varieties, 2½-in., $6.00 per 100, $50.00 per 1000. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS—2¼-in. See display, page 535. Roman J Irwin, 108 West 28th st., New York

CYCLAMEN

Exceptionally good this season.	100	1000
2½-in., as they run	$8.00	$70.00
4-in., selected	25.00	
6-in., selected	60.00	

Salmon, Light and Dark, Pink, Light and Rose, Blood Red, Light Red, Pure White and White with eye. Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

CYCLAMEN GIGANTEUM—Fine, large plants, full of buds and flowers, in splendid shape for the holidays. 3-in. $10.00 per 100; 4-in. $18.00 per 100; 5-in. $30.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N.Y.

CYCLAMEN—See display ad. page 535. Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

	100	1000
2-inch rose pots		
Boston Yellow	$7.00	$60.00
Giant White	6.00	50.00
White Marguerites	6.00	50.00

Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

DAISIES—Bellis Monstrosa. Pink or white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000, $8.25 per 3000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

DELPHINIUMS

DELPHINIUM—Choice Hybrids, mixed, one year old stock, $4.00 per 100. Thos. Parkinson, 26 Grand View av., Norwalk, Conn.

DRACÆNAS

DRACAENAS—Fine, clean plants. 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000. Roman J. Irwin, 108 West 28th st., New York.

DRACÆNA INDIVISA—4-in. $15.00 per 100. Strong, healthy plants. Entire lot of 300 for $40.00. Elmer Coon, Rhinebeck, N. Y.

DRACÆNA INDIVISA—Seedlings, transplanted $1.50 per 100, p.p. W. C. Ehmann, Corfu, N.Y.

ERICAS

ERICA melanthera
Something a little out of the ordinary to offer your trade next Christmas.
Buy a few for your more particular customers. $1.00 to $3.00 each.
Cash, or satisfactory reference from parties not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Continued on Next Column

STOCK FOR SALE

FERNS

TABLE FERN SEEDLINGS—Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. Bird's Nest Ferns Asplenium, 2¼-in., $12.50 per 100; 3-in. 25c. each; 4-in. 50c., each; 5-in 75c. each; 6-in. $1.00 each; 7-in. $1.50 each. Ferns for Fern Dishes: well established in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000. 3½-in. of above $25.00 per 100. 5-in. of above, 50c. each. Boston, 2¼-in., $5.00 per 100, $45.00 per 1000; 3-in. $9.00 per 100; Roosevelt, $5.00 per 100, $45.00 per 1000 Teddy Jr., $6.00 per 100, $50.00 per 1000; Verona, strong 2-in., ready now, $6.00 per 100, $50.00 per 1000; bench-grown, 5-in., fine plants, $6.00 per doz., $45.00 per 100, Whitmani, 2¼-in., $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 West 28th st., New York

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 2½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

FERNS—Verona and Roosevelt. Bench-grown, ready for 5½ and 6-in. pots; extra strong plants. Price, $25.00 per 100. Cash.
Bound Brook Greenhouses, Bound Brook, N. J.

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

BOSTON FERNS—From bench, 10 to 15 fronds, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100. Cotter-Granger Co., Jamestown, N. Y.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 538. J. F. Anderson, Fern Specialist, Short Hills, N. J.

HARDY FERNS—Illustrated descriptive list mailed.
Ludwig Mosbaek, Ferndale, Askov, Minn.

BOSTON FERNS—From bench, ready for 5-in. pots, 20c. each, $15.00 per 100.
BRANT BROS., INC., Utica, N. Y.

BOSTON FERNS—For 5-in. pots, $20.00 per 100. Chas. A. Iffinger, Ozone Park, N. Y.

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early; stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in.	$0.60	$3.50
½-in.	1.00	6.00
⅝-in.	1.50	10.00
¾-in.	2.50	18.00
⅞-in.	3.00	25.00

PAPER WHITES

12 cm	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed

	1000
⅜ to ½-in.	$4.00
½-in. plump	6.00
½ to ⅝-in.	7.50
⅝ to ¾-in.	12.00
¾ to 1-in., mammoth	17.00
Jumbo selected	20.00

VAUGHAN'S SEED STORE
Chicago New York

GREENHOUSE GROWN FREESIAS PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in.	$5.00
½-in. to ⅝-in.	7.00
⅝-in. to ¾-in.	10.00
Bulblets, flowering size	2.00

George E. Lasher, Great Neck, L. I., N. Y.

Continued on Next Column

STOCK FOR SALE

FREESIAS

FREESIA PURITY—For high class florist trade. The kind to grow for profit. Carefully selected strain of Purity.
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in.	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

GENISTA

GENISTA—3½-in., $15.00 per 100. Strong, 5-in. $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today?
S. A. Nutt, Buchner, Poitevine, Doyle, La Favorite, Castellane, Perkins, Rooted Cuttings, $2.50 the 100, $15.00 the 1000; Ricard, Helen Michell, Tiffin, De Presilly, Improved Poitevine, Duc de Montmort, Rooted Cuttings, $3.00 the 100, $20.00 the 1000. Parcel Post shipments safest. Add $1.00 the 1000 to cover mailing cost. Cash, or satisfactory reference from parties not having an account with us. Nov. 1st delivery.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order. No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Poitevine, Ricard, S. A. Nutt, E. G. Hill La Favorite, Buchner, Viaud and others. Ready now. 2-in., $27.50 per 1000; 3-in., $40.00 per 1000. Theses prices for early orders only. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

Clean, healthy, young stock, absolutely free from disease. 40 leading commercial varieties. Prompt shipment after Nov. 1st. Reasonable prices. Send for wholesale lists.
T. H. Fuller, Gladiolus Specialist
649 Marshal st., Battle Creek, Mich.

HARDY PLANTS

The best selection of money maker varieties for florists. Strong seedlings at $3.00 per 1000; 40c. per 100; Wallflower dbl. hardy, Sweet Williams, hardy Pinks, Digitalis, Coreopsis, English Daisies. Delphinium, in varieties, $5.00 per 1000; Boston Ivy, ready for 3-in. pots, $7.00 per 1000 or 70c. per 100. Satisfaction guaranteed.
J. Dvorak, Nurseryman, Flushing, N. Y.

HYDRANGEAS

FRENCH HYDRANGEAS
Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.

	Each
7-inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2¼-inch	.05

A Colb, Doylestown, Pa

The best French varieties and Otaksa

	100
4-in.	$20.00
5-in.	35.00
6-in.	50.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

HYDRANGEAS—Field-grown plants for Easter use. Beautiful stock, planted out from 4-in. pots of the following varieties: Generalde Vibraye, Bouquet Rose, Madam Mouilliere and Otaska. Well branched and sturdy. Price: $40.00 per 100.
CHARLES H. TOTTY CO., MADISON, N. J.

HYDRANGEA OTAKSA—Prepared for forcing. Large plants for tubs, 8 to 10 branches, 40c.; 6-in., 4 to 6 branches, 25c., 4-in., 3 to 6 branches, 15c. Cash, please.
Benj. Connell, Merchantville, N. J.

HYDRANGEA OTASKA—Field-grown, from 2 to 7 branches, 15c. to 40c. per plant. Cash with order.
Paul Brummer, 85 Hunt st., Corona, N. Y.

HYDRANGEAS—Field-grown, Otaksa and French varieties. 2 shoots, $7.00 per 100; 3 to 4, 4 to 6, 6 to 8, 8 to 12 shoots, 3c. per shoot.
Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

STOCK FOR SALE

HONEYSUCKLES

HONEYSUCKLES
(Lonicera) 5 Choice Kinds Per 10 Per 100

H. CHINESE (Woodbine)			
2 to 3 ft.	2 year	$1.25	$10.00
3 to 4 ft.	3 year	2.00	14.00
H. JAPONICA AUREA-RETICULATA			
2 to 3 ft.	2 year	1.25	10.00
3 to 4 ft.	3 year	2.00	14.00
H. JAPONICA HALLIANA			
2 to 3 ft.	2 year	1.25	10.00
3 to 4 ft.	3 year	1.50	12.00
4 to 5 ft.	4 year	2.00	15.00
H. HENDERSONII			
2 to 3 ft.	2 year	1.10	9.00
3 to 4 ft.	3 year	1.25	10.00
H. HECKROTTII			
2 to 3 ft.	2 year	1.25	10.00
3 to 4 ft.	3 year	1.50	12.00

The Conard & Jones Co., West Grove, Pa.

IVY

ENGLISH IVY—Cut vines, 15 to 24-in. Selected, suitable for cuttings, in unlimited quantities for present and later delivery. $3.50 per 1000, $30.00 per 10,000. Cash.
J. D. Knickman, Florist, East Northport, L. I.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—Fine stock. Order now before danger of freezing in transit. 4-in. $12.00 per 100; 4-in., selected, $15.00 per 100; 5-in. $18.00 per 100; 5-in., selected, $25.00 per 100 6-in. $30.00 per 100.
New Cleveland Cherries, 3-in., $10.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

JERUSALEM CHERRIES—Field plants. Fine bushy well berried, good strain. $10.00 per 100. Cash with order. J. R. Mitchell, Madison, N. J.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs.
We ship First, Tenth, Twentieth each month.

6–8-in., 400 bulbs to case		$21.00
	(1000 for $45.00)	
7–9-in., 300 to case		20.00
Baby cases, 100 bulbs		7.50
LILIUM RUBRUM	100	1000
8– 9-in., 200 to case	$7.00	$65.00
9–11-in., 140 to case	10.00	95.00
LILIUM AURATUM		
9–11-in., 100 to case	9.50	90.00

Ask for other sizes
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.

Single nose	$20.00 per 1000
Double nose	30.00 per 1000

JOHN R. WALSH, 502 California st., San Francisco, Cal.

VALLEY FROM COLD STORAGE

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $8.00; 500 $15.00; 1000, $30.00.
Vaughan's Seed Store, New York

MYRTLE

MYRTLE—Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000. Roman J. Irwin, 108 W. 28th st., New York.

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000	Spiræa Van Houtte, 18-24-in., 2-3 ft., 3-4 ft. and 4-5 ft.	
300,000	Berberry Thunbergii, 2 and 3-yr., transplanted, 12-18-in., 18-24-in., 2-3 ft.	
50,000	Carolina and Lombardy Poplars, 6-8 ft., 8-10 ft., 10-12 ft.	
20,000	Elm, American, 6-8 ft., 8-10 ft., 10-12 ft., 12-14 ft.	
25,000	Spruce, Norway, 12-18-in., 18-24-in., 2-3 ft. and 3-4 ft.	
200,000	Privet, California, Ibota, Polish and Amoor River North 12-18-in., 18-24-in., 2-3 ft.	

Also a large and complete line of Fruit trees, Shrubs, Ornamentals, Currants, Gooseberries Raspberries, Blackberries. Roses, etc., for the wholesale trade. Send for prices.
T. W. RICE, GENEVA, N. Y.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

Continued on Next Page

Liberty Bond or Liberty Bound—
Which will you have?

STOCK FOR SALE

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

1000
Extra fine strain.. .....$5.00
Special Prize Mixed..... 4.00
Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

PANSY PLANTS—Steele's Private Stock Mixed, $5.00 per 1000; Steele's Mastodon Mixed, $4.00 per 1000. These plants are heavily rooted, 6 to 8 leaves; seed direct from originators. Good packing. Cash. C. C. Breece, R. 7, Delaware, O.

PANSY PLANTS—Strong and stocky, "Superb Strain". $3.00 per 1000; $8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you.
Brill Celery Gardens, Kalamazoo, Mich

PANSIES—Steele's Mastodon Greenhouse Special, seed from originators, showing buds well rooted in Jersey sandy soil. $5.00 per 1000, 75c. per 100.
Carter's Pansy Garden, Mt. Holly, N. J.

PANSIES—Strong seedlings. Giant Exhibition Forcing strain; finest strain in the country. $3.00 per 100, $25.00 per 1000. Fine giant mixture $4.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

PANSIES—Giant flowering, in great assortment of colors, fine plants sown thin, $3.00 per 1000. Cash. Byer Bros., Chambersburg, Pa.

PANSY PLANTS—First-class, 60c. per 100, $3.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PANSIES—Fine plants, grown from good strain seed. 50c. per 100, $4.00 per 1000. Cash
Fisher Bros., Chambersburg, Pa.

PELARGONIUMS

PELARGONIUMS—2½-in. pots. Easter Greeting and the best of the other varieties, all named and separate, $10.00 per 100. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

PELARGONIUMS—See page 535.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONY ROOTS
We offer for immediate delivery the following list of approved varieties. All strong, three to five eye divisions, excepting Umbellata Rosea, which are one year old plants.

PINK	50	100
Umbellata Rosea, earliest light pink 1-yr. plants	$17.50	$33.00
Edulis Superba	7.50	13.50
Mons. Jules Elie-early	21.25	40.00
Floral Treasure, midseason	7.50	13.50
Venus, midseason	17.50	33.00
WHITE		
Madame de Verneville, early	7.50	13.50
Festiva Maxima	7.50	13.50
Duchess de Nemours, early	7.50	13.50
Couronne d'Or, late	7.50	13.50
RED		
L'Eclatante, midseason	7.50	13.50
Felix Crousse, midseason, 3-5	16.50	30.00

S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

PEONIES
Splendid roots, grown here 2 to 3 years, divisions 2 to 5 eyes. Per 100

Delachei, dark red	$15.00
Delicatissma, lilac-rose	15.00
Grandiflora, shell-pink	60.00
Jeanne d'Arc, pink	15.00
La Tulipe, pink	25.00
Mme. de Verneville, white	10.00
Marie Lemoine, white	15.00
Meissonier, purple-red	20.00
Modeste Guerin, red	25.00
Officinalis Rubra, crimson	15.00
Queen Victoria, white	10.00
Rubra Superba, crimson	50.00
Victorie Modeste, lilac-rose	12.00

The Conard & Jones Co., West Grove, Pa.

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, midseason, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.
Harmel Peony Company, Berlin, Md.

PEPPERS

CHRISTMAS PEPPERS
Large, bushy field plants, suitable for 5 and 6-in. pots, $10.00 per 100, $90.00 per 1000.
Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CHRISTMAS PEPPERS—Field-grown. Bushy plants, full of cherries, ready to go into 5 and 5½-in. pots. Price, $8.00 per 100 $70.00 per 1000. Cash. Bound Brook Greenhouses, Bound Brook, N. J.

PEPPERS—Bird's Eye or Xmas Joy. 3 plants in a pot; bushy. $20.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

Celestial and Bird's Eye Peppers. 4-in. pots fine, bushy plants, set with fruit. $10.00 per 100 Cash with order. Henry Hanson, Catskill, N. Y

Continued on Next Column

STOCK FOR SALE

PERENNIALS

PERENNIALS—German Iris, in 5 varieties, $3.00 per 100. Golden Glow Hardy Asters, in variety; Helianthus, in variety; Boltonias and Hardy 'Mums; $4.00 per 100. Japan Iris, gold bound and purple and gold, strong divisions, $5.00 per 100, $40.00 per 1000.
W. H. Nichols & Son, Painesville, Ohio

PHLOX

HARDY PHLOX—Clumps; 5 fine varieties: coral pink (tall), white (tall), white (medium height), lavender with white eyes, white with red eye. $7.00 per 100. Cash, please
Miss M. Dewey, 51 Hollenbeck av., Gt. Barrington, Mass.

POINSETTIAS

POINSETTIA PLANTS—Christmas red variety. 2½-in. $6.00 per 100, $50.00 per 1000; 250 plants at the 1000 rate.
Brant Bros., Inc., Utica, N. Y.

POINSETTIAS—See page 535.
Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

Primulas with a reputation
now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermesina.
and other varieties
From 2¼-in. pots,
$5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and cærulea.
From 2¼-in. pots.
$4.00 per 100, $37.50 per 1000.
Kewensis (yellow) from 2¼-in. pots
$5.00 per 100.
HENRY SCHMIDT
673 Church Lane, North Bergen, N. J.

PRIMULA—Obconica gigantea mixed, 3-in., $7.00 per 100. 2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Chinensis, large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Primula Malacoides Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; Malacoides, mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; 4-in., $12.00 per 100; Malacoides Townsendii, giant flowering, 3-in., $15.00 per 100; Kewensis, yellow, 2¼-in., $5.00 per 100.
Roman J. Irwin, 108 West 28th st., New York

PRIMULA 2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Chinensis	5.00	45.00
Malacoides, common strain	5.00	45.00
Malacoides, Rohrer strain (new)	6.00	55.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULA—Obconica. We offer for immediate delivery nice, sturdy obconica. 2-in., $5.00 per 100; also nice 3-in., $7.00 per 100. For delivery from Sept. 1st, on. Cash or satisfactory references from parties not having an account with us. Cotter Granger Co., Jamestown, N. Y.

PRIMULA OBCONICA GIGANTEA—Fine, large plants, mostly rose and red, in bud or bloom. 4-in. $8.00 per 100; 5-in. $15.00 per 100. Chinese 4-in. $8.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N.Y.

PRIIMULA OBCONICA GRANDIFLORA—Finest varieties, mixed, from 2¼-in. pots; strong plants. Price on application.
Henry Rudolph, Essex Fells, N. J.

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.
J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—2½-in. Ready now. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA MALACOIDES—3-in., strong, healthy plants, ready for shift. $4.00 per 100. Cash with order Henry Hansen, Catskill, N. Y.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50. Malacoides, 2-in., $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

OBCONICAS—3-in., $6.00. Cash.
M.S.Etter, House of Primroses, Shiremanstown, Pa.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	
AMOOR RIVER NORTH		
18 to 24-in., well branched	$3.00	$25.00
2 to 3 ft., well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK, HIGHTSTOWN, N. J.

ROSES

Field-grown, two year old, hardy own roots stock. See this issue Page 528
Western Rose Co., Pasadena, California

Continued on Next Column

On the Value of Little Things

At least once a year you have a surplus of a few hundred or a few thousand rooted cuttings, young plants, bulbs, or whatever it may be.

Don't Throw Them Away!

For fifty cents or maybe only twenty-five cents you can advertise all your surpluses in our Classified Department—*and invariably sell them.*

14 words 25c. 28 words, 50c.

Just keep this in mind so that when your next surplus is known you can make a trial.

STOCK FOR SALE

ROSES

BEES' WELSH-GROWN ROSES
The necessity for reducing output of Roses etc., in order to increase National Good Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them and there are a few copies still available for applicants. Please let is have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!
BEES Ltd. 175-181 Mill st., LIVERPOOL, ENG.

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

See ad. Sept. 28, or send for complete stock list.
Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SANSEVIERA

SANSEVIERA—2¼-in., $12.00 per 100; 3¼-in. $20.00 per 100; 4-in., $35.00 per 100.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

ZVOLANEK'S SWEET PEA SEED
We offer for immediate delivery Zvolanek's compelte list of the best Standard Varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

SHRUBS

SHRUBS—See our price list, page 379, Florists' Exchange, Sept. 7th, or write for complete lists The Conard & Jones Co., West Grove, Pa.

SMILAX

SMILAX—Good, strong plants, from 2½-in. pots, $3.50 per 100, $30.00 per 1000. Cash with order. J. R. Mitchell, Madison, N. J.

SMILAX—2¼-in., fine plants $3.00 per 100
Henry Smith, Grand Rapids, Mich.

SNAPDRAGONS

2½-inch	100	1000
Enchantress, one of the best	$5.00	$45.00
Bronze Beauty	5.00	45.00
Phelps' White	5.00	45.00
Phelps' Yellow	5.00	45.00
Nelrose	5.00	45.00
Keystone	6.00	50.00
Ramsburg's Silver Pink	5.00	45.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin, Philadelphia, Pa.

SNAPDRAGON—2¼-in., $5.00 per 100, $45.00 per 1000. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and New Enchantress Pink, Bronze Beauty, Garnet, 2¼-in., $5.00 per 100, $40.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

KEYSTONE SNAPDRAGON PLANTS—Out of 2¼-in. pots. Nice, bushy plants. $5.00 per 100, $45.00 per 1,000. Cash.
Bound Brook Greenhouses, Bound Brook, N. J.

SNAPDRAGON—Seedlings. A few thousands left. Transplanted Nelrose and Enchantress, $1.00 per 100, prepaid.
Carter & Son, Mt. Holly, N. J.

SNAPDRAGON—From seed. Fletcher's Nelrose and Peach Blow. 2¼-in., $4.00 per 100. Cash, please. Miss M. Dewey, 51 Hollenbeck av., Gt. Barrington, Mass.

SNAPDRAGON—Silver Pink, white and yellow. 2¼-in., strong, clean plants, $4.00 per 100, $35.00 per 1000. Cash.
Hopkins, The Florist, Brattleboro, Vt.

Continued on Next Column

STOCK FOR SALE

SNOWBALLS

JAPAN SNOWBALL
(Viburnum Tomentosum Plicatum)
Per 10 Per 100

Strong rooted 3-in. pot plants	$0.75	$6.00
1 year field plants, 9 to 12-in	1.25	10.00
2 year field plants, 2 to 2½-ft	1.75	15.00
3 year field plants, 4 to 5-ft	2.25	25.00

The Conard & Jones Co., West Grove, Pa.

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4-in. 15c.; 5-in. 30c.; 6-in. 40c. None but well berried plants sent out; pot grown.
Abbey Ave. Greenhouses, Dayton, O.

STEVIA

FIELD-GROWN STEVIA—$10.00 per 100; $80.00 per 1000. Cash with order.
Philip Haas, College Point, L. I., N. Y.

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 535.
Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCAS—Field-grown. Large, bushy plants. $60.00 per 1000. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

VINCA VARIEGATA—Field-grown. $6.00 per 100. Cash, please. Miss M. Dewey, 51 Hollenbeck av., Gt. Barrington, Mass.

VINCA VARIEGATA—Fine field clumps. $4.00 per 100. Cash, please. Geo. L. Ely, Clyde, N. Y

VINES

VINES—Honeysuckles, Clematis, Wistarias, Euonymus, Matrimony Vine. See price list. just out.
The Conard & Jones Co., West Grove, Pa.

VIOLETS

FIELD-GROWN VIOLETS

	100	1000
Lady Campbell	$7.00	$65.00
Princess of Wales	7.00	65.00
Marie Louise, 3-in	6.00	55.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

VIOLETS—Double Marie Louise. Strong, clean plants, from soil, ready now. $6.00 per 100, $50.00 per 1000. Princess of Wales and Gov. Herrick, $8.00 per 100.
Roman J. Irwin, 108 West 28th st., New York

VIOLETS—Strong, field-grown plants. Princess of Wales and Gov. Herrick. $6.00 per 100. Cash. John Morrison, 465 West Main St., Norwich, Conn.

MISCELLANEOUS STOCK

CARNATIONS PLANTS—Field-grown, free from disease, nice and bushy: 10,000 Matchless, 1000 Albert Roper, $7.00 per 100, $60.00 per 1000. Also 1200 nice Colossal Mignonette plants for sale. Owner coming in draft age, reason for selling. T. E. Palmer & Son, Mendenhall, Pa.

Pot and tub Vines, Climbing Roses, Specimen lvies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

FRUITS & VEGETABLES

STRAWBERRY PLANTS—Pot-grown and runner, for September and Fall planting. Will bear fruit next Summer. Also Raspberry, Blackberry, Gooseberry, Current, Grape, Asparagus, Rhubarb and Parsley Plants, Fruit Trees, Shrubs. Catalogue free. Wholesale trade price list sent to florists. Harry P. Squires, Good Ground, N. Y.

RHUBARB ROOTS—Large, forcing size. $1.50 per 12, $6.50 per 100.
Harry P. Squires, Good Ground, N. Y.

VEGETABLE PLANTS

FRENCH ENDIVE ROOTS—Selected size, cut to proper length. 75c. per doz., $3.50 per 100, $30.00 per 1000. For cultural directions, see issue of The Florists' Exchange, Sept. 21, page 456. Cash or reference. R. W. McClure, Sunny Slope Greenhouses, 401 McClure av., Syracuse, N. Y.

10,000 Chicory Witloof or French Endive Roots. Easily forced under benches; no extra coal. Ready Oct. 15. 1st. size, $5.00 per 100, $45.00 per 1000; 2nd size, $4.00 per 100, $35.00 per 1000. Cash, please. John Weston, Valley Stream, N. Y.

CABBAGE, CELERY AND TRIPLE CURLED PARSLEY PLANTS—Field-grown, 50 cents per 100, $3.00 per 1000, prepaid. $2.00 per 1000, not prepaid. F. M. Pattington, Scipioville, N. Y.

LETTUCE PLANTS—Grand Rapids and Big Boston. $1.50 per 1000.
Harry P. Squires, Good Ground, N, Y.

ASPARAGUS ROOTS—3-year, $1.50 per 100, $7.50 per 1000; 4-year, $2.75 per 100, $12.00 per 1000. Harry P. Squires, Gound Ground, N.Y.

WITLOOF CHICKORY ROOTS—$4.00 per per 100, $30.00 per 1000.
Harry P. Squires, Good Ground, N Y.

PARSLEY PLANTS—Double curled, 40c. per 100. Harry P. Squires, Good Ground, N. Y.

ONION SETS—Orders booked now.
Cherryhill Onion Farm, Vinemont, Pa.

Continued on Next Page

STOCK WANTED

Good market for all kinds of outdoor cut flowers. If you have any Dahlias, Gladioli, Asters or other flowers, ship them to us at once, along with any indoor stock that you may have. Good prices. Prompt returns.
A. L. Young & Co., 54 West 28th st., New York

WANTED—To buy for cash, 1000 2 or 3-yr. old Baby Ramblers for forcing.
Holmes Bros., 20 Steuben st., Albany, N. Y.

FOR SALE OR RENT

EXCEPTIONAL OPPORTUNITY
Retail Flower Store for Sale. Well equipped; best location in Germantown, Phila. Large volume of transient trade.
Can be bought very reasonable.
A great bargain for some one.
For details apply to
Leo Neissen Co., Philadelphia, Pa.

FOR SALE—GREENHOUSE PROPERTY
Consisting of 132,000 ft. of glass on 17 acres, fully equipped, in running order. Finest location in Central States for growing of cut flowers. Good market for everything that can be grown.
Biggest snap ever offered. Can be bought for ⅓ actual value. Will be sold in whole or in part. Private sale can be arranged.
R. G. Corwin
12 Schwind Building Dayton, Ohio

FOR SALE OR RENT—A part or the whole of five greenhouses and five acres of land. Central Pennsylvania. Address R. M., care The Florists' Exchange.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York.
Jacob Hauck, 49 Montgomery st., Bloomfield, N.J.

SUNDRIES FOR SALE

FOR SALE—16x24 greenhouse glass in perfect condition. Single strength, $5.00 per box; double strength, $7 00 per box.
THE McCALLUM COMPANY, Evans City, Pa.

FOR SALE
20 boxes of double thick glass, 16x24, $5 00 per box
1000 ft. of 2-in. pipe
100 ft. of 3-in. pipe
500 ft. of 1½-in pipe
400 ft. of 1¼ in. pipe
John McMenamin, Florist
212 Merrimack st., Lowell, Mass.

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.00 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c. ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—Greenhouse glass, used, single 10x12-in. at $2.50 per box; double, 10x14-in. at $3.00 per box. Good 2nd hand pipe, 1½-in. at 8c. per ft. 1¼-in. Globe valves at 75c. each, 4 Jenkins, angle disc valves at $1.25 each.
F. Hahman, Harrowgate Lane, Frankford, Phila., Pa

FOR SALE—About 10,000 glass, 10x12, 12x14. Also 150 hot-bed sash, various sizes, all suitable for greenhouse purposes. A large quantity of 1¼-inch iron pipe.
Harry Jenson, Wisner ave., Newburg, N. Y.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

COAL

FOR SALE—By carload, Anthracite Coal Screenings consisting of 2-3-4- Buckwheat sizes and silt. $1.60 per ton, F. O. B. mines. Address 622 Scranton Life Bldg., Scranton, Pa.

Continued on Next Column

SUNDRIES FOR SALE

FERTILIZERS

FERTILIZERS	100 lb	500 lb.	1000 lb
Sheep Manure	$3.25	$14.00	$27.50
Bone Meal Rose Grower, "Vaughan's Special"	4.00	19.00	36.00
Bone Meal, Regular	3.25	14.00	27.50
Dried Blood	10.00	49.00	96.00
Nitrate of Soda	7.50	35.00	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10-bbl. bale $2.95; 5 bales, $12.40; 5 5-bbl. bales $7.50. Orchid Peat, $1.25 per bag; burlap 50c. extra. Cash 5c. less
Jos. H. Paul, Box 156, Manahawkin, N. J.

POTS

35,000 new 2¼-in. standard pots, packed in crates of 2,500. Quote price F. O. B. put on rail or truck at Chester, N. Y. Address
Laney's, Florist, Woodhaven, L. I.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

MISCELLANEOUS WANTS

WANTED—22 hot bed mats, 76x76. Advise prices, etc., to F. H. Presby, Montclair, N. J.

Portland, Ore.

Caught on the Fly

Julius Brotje is making his usual Fall killing with his Michaelmas Daisy (Perennial Aster). He also has a new Gladiolus he imported from Holland that outstrips all reds. The flowers are as large as Panama and there are as many as nine out at one time which makes a spike over a foot long. It keeps well, but the retail stores hardly know this quality as they don't keep them; they sell them!

Harry Bamford, of the Martin & Forbes Co., is now in the employ of the Willamette Iron & Steel Co.; timekeeper in its steel ship yard.

Liberty Loan week saw several florists on the solicitor list: James Forbes, Max M. Smith and the writer. Business was not rushing so they could be well spared.

Clarke Bros. were the first to ship in early California 'Mums, which arrived in fair shape; but the weather is still somewhat too warm.

Miss Else Schnapp, formerly with Smyth & Co., of Chicago, is now the first permanent lady employee with Clarke Bros. She has been a florist since childhood and is stepping in her father's footsteps. No wonder her father is proud of her. H. NIKLAS.

Columbus, O.

With most florists in this section September was the best in the business. The greatest difficulty is to get stock to fill orders. Nearly all outdoor flowers, except a few Dahlias that escaped frost, are done. So Roses and Carnations have to fill most orders. The rather large cuts of Roses of good quality coming in are used up quickly so there are not nearly enough to go around. Carnations coming in only slowly bring 3c. to 4c. wholesale and are always ordered days ahead. Every florist expects flowers to be scarce during the coming Winter, more than they are now. The grower who has the stock will get the prices. 'Mums this season are rather late; it will be several weeks before they figure much on the cutflower market.

Peeps in Florists' Windows

The Munk Floral Co. had a Liberty Loan window that caused much attraction.

Emil Metzmaier is confined in the Mercy Hospital undergoing an operation. Mrs. M. Metzmaier is also confined in the same hospital. Both are much improved.

Mr. White, bookkeeper of the Columbus Floral Co., has been drafted in the army. This firm is employing many girls in its greenhouses. Frank Miller, superintendent, says they are very satisfactory.

Prof. Hottes took a class of his students to Dayton to see the flower attraction of that city. W. J. ENGEL.

Liberty Bond or Liberty Bound, which will you have?

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3 25	$37.50	$287.50
20	18 in.	2.75	30 00	237.50
30	16 in.	2.25	26 00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15 00	$110.0
60	10 in.	.95	10.50	77.5
70	8 in.	.75	8.25	62.5

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest, and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed
When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.

Peirce Paper Flower Pot
Made in standard sizes of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them
E. ALLAN PEIRCE
40 Oaks Road, Waltham, Mass.
When ordering, please mention The Exchange

ULTIMATELY You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House *Why Not Do It Now?*
Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG. PHILADELPHIA, PA.

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write a direct for prices and freight rates.
THE PULVERIZED MANURE CO.
Union Stock Yards. CHICAGO

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.
Think of us—write us—try us
The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa.
When ordering, please mention The Exchange

SYRACUSE Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.
When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., INC.
Cambridge, Mass.

RAMSBURG'S SQUARE PAPER POT
Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.
G. S. RAMSBURG, Somersworth, N. H.
When ordering, please mention The Exchange

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots.
$2.00 per single gallon.
HOSE
Non-Kink Woven
In any length (one piece) with couplings, 14c. per ft. Remnants, 15 to 20 ft., coupled, 9c. per ft. Unequalled at the price.
HOSE VALVE 93c
All brass except the hand wheel. Has a removable leather disk, which is easily replaced to keep water-tight. Stuffing box prevents leaks at stem.
Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

Next To Nature

THIS is what Mr. J. E. Cowgill, of Kennebunkport, Me., writes of the System:

"There is nothing like it, only God's own way of watering."

SKINNER SYSTEM OF IRRIGATION

The Skinner Irrigation Co.
225 Water St., Troy, Ohio

When ordering, please mention The Exchange

FOLEY GREENHOUSES
SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
3075 S. SPAULDING AVE.
CHICAGO

When ordering, please mention The Exchange

Our Advertising Columns
READ FOR PROFIT
USE FOR RESULTS

A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?
More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass
Pecky Cypress for Bench Lumber Cypress Clapboards and Boarding
ASK FOR CIRCULAR E
The A. T. Stearns Lumber Co.
NEPONSET--BOSTON, MASS.

When ordering, please mention The Exchange

CAN SHIP ANY SIZE AT ONCE
Telephone or Telegraph Order at Our Expense
KROESCHELL BROS. CO., 468 W. Erie Street CHICAGO, ILL.

When ordering, please mention The Exchange

MASTICA
FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.
F. O. PIERCE CO., 12 W Broadway, New York
When ordering, please mention The Exchange

Let Us Do The Work
For the Sake of Economy The Greenhouseman Should Use
"Red Devil" REG. U.S. PAT. OFF. TRADE MARK. GLASS CUTTERS
Keep within the spirit of the times. Whether you have much or little cutting to do, you will find they are more economical all around.
A sample tool for 15c., style No. 024 (shown in upper left hand corner) will prove this to you. Write for free Glaziers' Tool Booklet.
SMITH & HEMENWAY COMPANY, Inc., 90 COIT STREET, IRVINGTON, N. J.

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

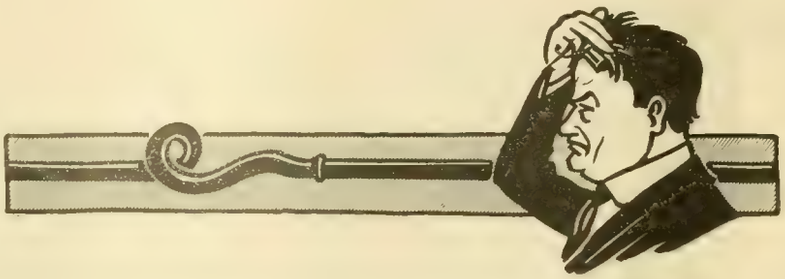
Greenhouse Material and Hot-Bed Sash
of Louisiana Cypress and Washington Red Cedar
Greenhouse Hardware and Posts--Patent V and U Gutters
Our Grade Invariably the best. Our Prices Right.
(Our new catalog should be in the hands of every grower. Write to Dept. C.)
A. DIETSCH CO., 2638 Sheffield Ave., Chicago, Ill.

When ordering, please mention The Exchange

GLASS
6 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS
When ordering, please mention The Exchange

—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.
When ordering, please mention The Exchange

CAST IRON
BOILERS
THAT LET THE FLORIST SLEEP
GIBLIN & CO. 107 Broad St. UTICA, N. Y.
When ordering, please mention The Exchange



Koil Kinks
How to Comb Them Out

IF coils would only kink like this coil, anybody could tell it was kinked.

But coils kink all by themselves in their own little way.

One of their kinkiest kinks is air pocketing.

There are a lot of systems right this minute kinked that way. They are costing shovelful after shovelful, ton after ton of coal that they needn't.

Kinks may be prevented and overcome.

We do both.

While you are slow firing is the time to study your heating troubles.

Solving heating troubles is right in our line of business.

When shall we come and find out whether your heat is kinked or kinkless?

Send for our **Coal Eater Detective.** He will find Kinks where you would never think a Kink could be.

What he will charge for his expert service will be small in comparison to what he may save you.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON
49 Federal Street

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 15 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) OCTOBER 12, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

FERNS

Extra strong, heavy plants, well finished for immediate delivery

	100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima compacta, muscosa and Smithii, 3½-in. pots	.35
Elegantissima, 6-in.	.75
8-in.	1.50
Elegantissima and elegantissima compacta, 10-in.	3.00
12-in.	5.00
Muscosa and Smithii, 5-in.	.75
6-in.	1.00
Harrisii, 8-in.	1.50
Bostoniensis nanus (Dwarf Boston), 3½ in.	.25
6-in.	.50
8-in.	1.00

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Tarrytown, New York

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Our stock is complete of fine well grown **Palms, Ferns,** and **Decorative Plants,** just what you need to brighten up the store and show windows to stimulate Fall sales.

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BIRD'S NEST FERNS. 5-in. 60c., 6-in. $1.00 each.
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LATANIA Borbonica. 5-in. 75c., 6-in. $1.00. 7-in. $2.00, 8-in. $3.00 each.
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ADIANTUM Croweanum. 2-in. $6.00 per 100, $50.00 per 1000, 3-in. $15.00 per 100, 4-in. $25.00 per 100, 5-in. 50c. each, 6-in. 75c. each.

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Send for our complete list of plants.

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IN THIS ISSUE

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BEGONIAS Xmas Red, Prima Donna
2¼-in. $5.00 per 100, $45.00 per 1000
250 at 1000 rate

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3-inch, fine stock, $10.00 per 100

FRENCH HYDRANGEAS, best colors, fine stock.
4 to 5 branches.....$20.00 per 100
5 to 7 branches..... 25.00 per 100

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ENCHANTRESS SUPREME..... 7.00 per 100; 60.00 per 1000

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GIGANTEUM—7-9, 100 to the case..... } Write for Prices
7-9, 300 to the case..... }

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GERANIUMS in good assortment, including Ivy-leaved and scented. 2-in. $2.50 per 100, $22.50 per 1000, 3-in. $3.50 per 100, $30.00 per 1000.
SALVIA Splendens, HELIOTROPE, COLEUS, BEGONIAS Vernon, HARDY ENGLISH IVY, SWAINSONA. 2-in. $2.00 per 100, 3-in. $3.00 per 100.
BRILLIANCY COLEUS, sometimes called **Christmas Gem.** 2-in. $3.00 per 100, 3-in. $4.00 per 100.

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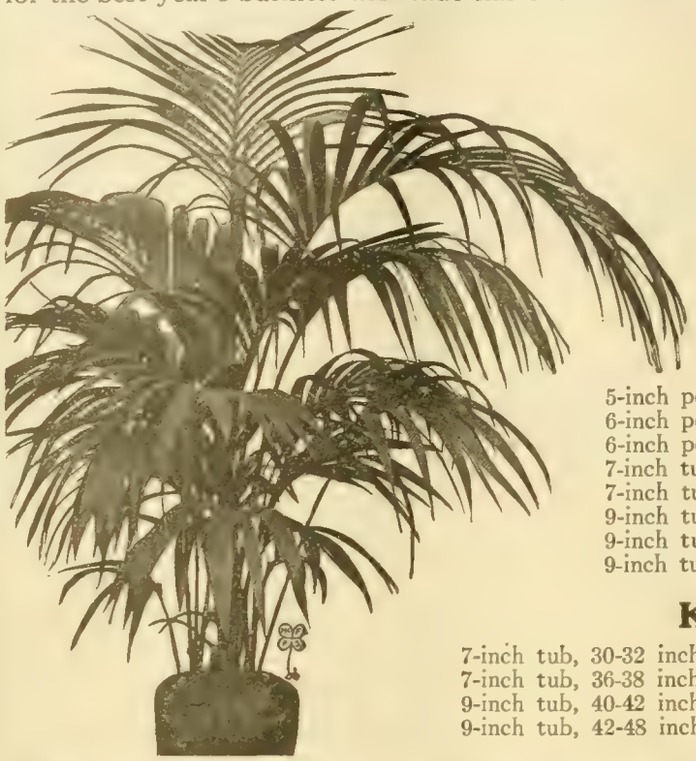

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6-inch pot ..... $1.00, $1.50, $2.00 each

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9-inch tubs..... $5.00 each

PHOENIX Roebelenii

7-inch tubs..... $3.00 each

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5-inch pot, 20-22 inches high	$1.00 each
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7-inch tub, 32-34 inches high	3.50 each
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Allen, J. K. 597
American Bulb Co. 572
Anderson, J. F. 578
Anderson, S. A. 588
Aphine Mfg. Co. 578
Aschmann Bros. 566
Aschmann, Godfrey 566
Ashley, Ernest 588
Audubon Nurs. 579
Avenue Floral Co. 591
Baker Bros. 590
Baker, Wm. J. 599
Barnhart, P. D. 578
Barr, B. F. & Co. 582
Barrows, Henry H. 566
Baumer, A. R. 590
Baur & Steinkamp 577
Bayersdorfer & Co. 594
Bay State Nurs., The 582
Beaven, E. A. 594
Beckers' Cons. 588
Beckets' Seed Store 572
Begerow Floral Co. 590
Bemb Floral Co., L. 590
Bennett, C. A. 582
Bertermann Bros. Co. 590
Boddington Co., Inc. 572
Bolgiano & Son, J. 579
Bonnet & Blake 597
Boston Floral Supply Co. 568
Bowe, M. A. 591
Braun, J. B. 577-78
Breitmeyer's Sons, J. 590
Brown, Peter 578
Brown Bag Filling Mach. Co., The 572
Bryan, Alonzo J. 576
Buckbee, H. W. 592
Bunyard, A. T. 591
Burnett Bros. 579
Burpee, W. A. & Co. 572
Butler & Ullman 591
Byer Bros. 576
Caldwell the Woodsman Co. 594
Caldwell, W. F. Co. 604
Campbell Bros. 566
Caplan, Florist. 588
Carbone, Florist. 588
Carnation Support Co. 577
Champion & Co., John N. 591
Chicago Feed & Fertilizer Co. 603
Chicago Flower Growers' Ass'n, The 598
Childs, John Lewis 574
Chinnick, W. J. 576
Christensen, Thos. P. 566
Clarke's Sons, D. 591
Clay & Son 603
Colonial Flower Shop. 588
Conard & Jones Co. 577
Coombs, Florist 590
Cowee, W. J. 594
Cowen's Sons, N. 603
Craig Co., Robt. 566
Crouch, Mrs. J. W. 588
Crowl Fern Co 594
Cut Flower Exch. 597
Danker, Florist 588
Dards 568-91
Day Co., W. E. 592
DeBuck, John 579
Dorner & Sons Co. 577
Dreer, H. A. 603
Drumm Seed & Floral Co. 590
Eagle Wire Works. 594
Eble, Chas. 591
Edlefsen-Leidiger Co. 590
Edwards' Folding Box Co. 594
Edwards, Harry B. 579
Emmans, G. M. 577
Eskesen, Frank N. 576
F. & F. Nurseries. 582
Fallon, Florist. 592
Fargo, Clarence F. 574
Fenrich, Joseph S. 596
Fetters, Florist. 590
Fletcher, F. W. 579
Foley Greenhouse Mfg Co. 603
Ford, M. C. 596
Ford, Wm. P. 597
Fottler, Fiske, Rawson Co. 572
Friedman, Florist. 588
Friedman, J. J. 603
Froment, H. E. 597
Galvin, Thos. F. 591
Gasser Co., J. M. 588
Giblin & Co. 604
Girvin, Willis B. 577
Gnatt Co., The Ove. 595
Goldstein & Futterman 597
Gove, The Florist. 588
Graham & Son, A. 588
Grakelow, Florist. 591
Grandy, The Florist. 591
Gude Bros. Co. 592
Gunther Bros. 597
Habermehl's Sons. 591
Hahn, Florist. 588
Hanford, R. G. 577
Hardesty & Co. 688
Hart, George B. 594
Heacock Co., Jos. 566
Heiss Co. 590
Henry Co., John 594
Henshaw Floral Co. 596
Hentz & Nash, Inc. 597
Herr, A. M. 578
Hess & Swoboda 591
Hession 591
Hews & Co., A. H. 578
Highland Pk. Gnhs. 590
Hill Co., E. G. 588
Hill Floral Co., E. G. 598
Hill Nursery Co., The D. 579
Hitchings & Co. 604
Hollywood Gardens. 592
Holm & Olsen 592
Horan, E. C. 597
Horn & Co., J. F. 588
Hotaling, the Florist 588
Howard Rose Co. 582
Irwin, R. J. 575
Jackson & Perkins. 582
Jacobs, S., & Sons. 604
Jennings, E. B. 576
Johnston Bros. 592
Johnston & Co., T. J. 592
Joseph's Florist. 592
Joy Floral Co. 590
Kasting, Wm. F. Co. 565
Keller, John A. 590
Keller Pottery Co. 603
Keller Sons, J. B. 592
Kelway & Sons. 579
Kerr, The Florist. 590
Kervan Co., The 595
Kessler, Wm. 597
Knoble Bros. 588
Kooyman Co., Inc. C. 574
Kottmiller, Florist. 591
Kroeschell Bros. Co. 603
Krombout & Sons. 582
Kuebler, Wm. H. 597
Lager & Hurrell. 579
Lancaster Nurseries. 582
Lang Floral & Nurs. Co. 590
Lange, A. 588
Lange, H. F. A. 592
Langjahr, A. H. 597
Leahy's 590
Leonard Seed Co. 573
Liggit, C. U. 579
Littlefield & Wyman. 579
Lockland Lumber Co. 604
Lord & Burnham Co. 604
London Flower Shop. 592
Lovett, Lester C. 579
Lovett, Inc., J. T. 579
Ludwig Floral Co., E. C. 592
Mackie, W. 597
Macnair, Florist. 592
Mader, Paul 579
Malandre Bros. 591
Marshall & Co., W. E. 579
McCallum Co. 594
McCarron, Miss. 590
McClunie, Geo. G. 590
McHutchison & Co. 572-574
McManus, James. 597
Meehan, C. E. 598
Metarie Ridge Nursery Co., Ltd. 591
Metropolitan Material Co. 603
Meyer, Adolph. 591
Michell Co., Henry F. 572
Michigan Cut Flower Exchange. 594
Michler Bros. Co. 590
Miller, A. L. 576-78
Mills, the Florist. 590
Mountain View Floral Co. 582
Munk Floral Co. 588
Murray, Samuel. 590
Murray, Florist 591
National Florists' Board of Trade. 579
National Nurseryman Pub. Co. 582
Neidinger Co., J. G. 594
New England Florist Supply Co., Inc. 598
Nicotine Mfg. Co. 603
Niessen Co., Leo 599
Noe & Sampson. 597
Ouwerkerk, P. 582
Palmer, F. E. 588
Palmer & Son, W. J. 588
Papworth, Harry 591
Park Floral Co., The. 590
Park Floral C. 592
Parshelsky Bros., Inc. 603
Peacock Dahlia Farms. 576
Peirce, E. Allen 603
Penn, The Florist 588
Pennock Co., S. S. 599
Peters & Reed Pottery Co. 603
Pfaff & Kendall 603
Philips Bros. 590
Pierce Co., F. O. 603
Pierson, Inc., A. N. 565
Pierson Co., F. R. 565
Pikes Peak Floral Co. 588
Pillsbury, I. L. 590
Pittsburgh Cut Flower Co. 594
Polykranas, G. J. 597
Pulverized Manure Co., The 578
Purdie & Co., D. S. 590
Ramsburg, G. S. 572-603
Randall's Flower Shop 592
Randolph & McClements 592
Rawlings, Elmer 576
Reck, John & Son 588
Reed & Keller 594
Reinberg, Peter 598
Rice Co., M. 594
Rice Bros. Co. 582
Riedel & Meyer, Inc. 597
Ritchy, F. W. 578
Robinson Co., H. M. 597
Rock Flower Co., W. 590
Robinson & Co., Inc., H. M. 595
Rodgers Floral Co. 588
Roehrs Co., Julius 579
Rosemont Gardens 590
Rosary Flower Shop 588
Royal Glass Works 603
Rumbley Co., The 594
Rupp, John F. 579
Sauter, A. 597
Sceery, Ed. 591
Schling, Inc., Max., Seeds 579
Schling, Inc., Max, Flowers 591
Schmidt, J. C. 576
Scholtz, the Florist, Inc. 588
Schramm Bros. 592
Schulz Co., Jacob 590
Schwacke & Co., C. 573
Scollay, John A., Inc. 604
Scottwood Gnhs. 592
Scott, Florist 588
Serphos, Norman. 573
Sheridan, Walter F. 597
Siebrecht, Geo. C. 597
Sixth City Wire Wks. 594
Skidelsky & Co., S.S. 568
Skinner Irrigation Co. 604
Smith & Fetters Co. 588
Smith, Henry 590
Smith, P. J. 597
Smith Co., W. & T. 582
Smith & Co., Elmer D. 579
Smith, the florist 590
Snyder Co., B. A. 598
Solomon & Son, L. 604
Southern Evergreen Co. 594
Spear & McManus. 590
Steele's Pansy Gardens 568
Storrs & Harrison Co. 566
Stumpp, Geo. E. M. 591
Stumpp & Walter Co. 573-74
Syracuse Pottery Co. 603
Taepke Co., G. H. 590
Taylor, Edw. J. 577
Thompson & Co., C. B. 590
Thorburn & Co., J. M. 572
Tomlinson Key Floral Co. 590
Traendly & Schenck 597
United Cut Flower Co., Inc. 596
Vaughan's Seed Store. 574
Vick's Sons, James 572
Vincent, Jr., & Sons 565
Van Bourgondien, K. & Son 568
Walker Co., The F. 590
Watkins & Simpson 574
Wax Bros. 588
Weber, F. H. 592
Weeks Nursery Co., Inc., C. H. 582
Weir, Inc., James. 588
Welch Bros. Co. 598
Welch, The Florist 590
Wenk, Peter 576
Westman & Getz. 588
Whilldin Pottery Co. 603
Wilk, John 579
Wilson, H. E. 592
Wilson, R. G. 588
Wolfinger, Florist. 590
Wood Bros. 577
Woodruff & Sons, S, D. 574
Young & Co., A. L. 597
Young & Co., John 597
Young & Nugent. 591
Young & Sons Co., C. 592
Zech & Mann 598
Zvolanek, Ant. C. 572

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Adiantum. 565-75-78
Ageratum 575
Alyssum 576
Andromeda 582
Arbor Vitæ 582
Areca 565-66
Asparagus. 566-72-75-76-578
Azaleas 582
Barberry 582
Begonias. 565-75-76-77
Bellis 572
Berberis 579-82
Bleeding Heart 582
Bougainvilleas. 566-75-76
Boxwood 582
Buddleia 576
Bulbs. 565-68-72-73-74-75
Calceolaria 572-75
Calendula. 572-74-75-76
Cannas 577
Carnations 565-75-77
Chrysanthemums. 579
Cibotium 566-78
Cinerarias 572-75-79
Clematis 579-82
Cocos 565
Coleus 565-76
Columbine 576
Coreopsis. 596-97-98-99
Cyclamen 566-72-75-76-79
Dahlias 576
Daisies 572-75-76-77
Decorative Plants. 565-66
Delphinium 579
Dianthus 579
Dracæna. 565-66-75-76-79
Elms 582
Euphorbia 565
Evergreens 579-82
Farm Seeds 579
Ferns. 565-66-75-76-78
Ficus 565-66
Foxgloves 576
Freesia 572-74
Fruits 582
Fruit Trees 582
Fuchsia 575-76
Gaillardias 576
Gardenia 565
Genista 566-75-76
Geraniums 565-75-76-77-578
Gladiolus 575
Gypsophila 572-75
Heather 576
Heliotrope 565-75-76
Hemlock 582
Hollyhocks 576
Hydrangeas. 565-66-79-82
Iris 582
Ivy 565-66-75-76
Japonica 582
Jerusalem Cherries. 565-566-75
Junperus 582
Kalmias 582
Kentias 565-66-75-78
Lantanas 576
Latania 565
Ligustrum 579
Lilac 582
Lilies. 565-68-72-73-74-82
Lily of the Valley 579
Linden's 582
Magnolias 582
Mignonette 572-75
Myrtle 575
Narcissus 568-74
Norway Maple 582
Norway Spruce 582
Nursery Stock 579-82
Oaks 582
Onion Sets 573
Oranges 576
Orchids 579
Palms 566-74-79
Pansies. 568-72-75-76-77-579
Pelargoniums 575
Peonies 574-82
Peppers 575
Perennials 575-76-82
Phlox 576-82
Phœnix 565-66
Pine 582
Pinks 576
Poinsettias. 565-75-76-77
Primulas 566-75-76-79
Primroses 579
Privet 579-82
Rhododendrons 582
Roses 566-77-82
Salvia 565-78
Sanserviera 575
Seeds. 568-72-73-74-75-79
Shasta Daisy 576
Shrub 577-82
Smilax 575-76
Snapdragon 572-75-79
Solanum 566
Spiræa 574-79-82
Spruce 582
Stevia 575-76
Stocks 575-79
Swainsona 565
Sweet Peas 572-73-75
Sweet William. 572-76-79
Taxus 582
Thuya 582
Trees 582
Tulips 574
Vegetable Plants 576
Vegetable Seeds. 572-73-574-79
Vincas 577
Violets 576-77

MISCELLANEOUS

Aphine 578
Aphis Punk. 575-603
Artificial Flowers 568
Bamboo 572
Baskets 568-94-95
Boilers 603-04
Boxes 568-94-95
Boxwood 594-95
Chiffon 594
Christmas cards 594
Crepe Paper 594
Cycas Leaves 568-95
Cypress 603-04
Dagger Ferns 594-95
Directory of Reliable Retail Houses. 588-89-590-91-92-93
Dirt Bands 603
Evergreens 594-95
Ferns, Fancy 594
Fertilizers 603
Florists' Accounts Insured 579
Florists' Supplies. 568-94-599
Fungine 578
Galax Leaves 594-95
Glass 577-603-04
Glazing Points 603
Greenhouse Construction 603-04
Greenhouse Material. 603-604
Ground Pine 594
Heating 603-04
Hose 603
Insecticides 603
Irrigation 604
Laurel 594
Laurel Festooning 594
Lemon Oil 575
Lumber 603-04
Lycopodium 595
Magnolia Leaves. 568-94-595
Manure 578
Mastica 603
Moss 594
Nico-Fume 575
Nicoticide 575
Nikoteen 603
Oak Leaves 595
Paper Pots 603
Pecky Cypress 603-04
Pipe 577-603
Pipe Fittings 603
Plant Food 603
Posts 604
Pots 578-603
Princess Pine 595
Putty 603
Putty Bulbs 604
Putty Machines 603
Roping 594
Ruscus 594
Sash 603-04
Seed Packets 572
Smilax 594
Sphagnum Moss 594
Sprays 568
Stakes 572-77
Supports 577
Tanks 604
Tobacco Products 603
Toothpicks 594
Valves 603
Vermine 578
Wants 568-94
Wax Goods 568
Wholesale Florists 596-97-598-99
Wire 594
Wire Designs 568-94
Wreaths 568-94

Editorial Contents

Boston Conference Postponed .. 584
Burpee & Co., W. Atlee, Fordhook Farms 573
Catalogs Received 574
Dahlia Society Awards 581
Dahlias, Why the Poor 584
Florist Soldiers, Our 580
Florists' Telegraph Delivery (Illus.) Annual Meeting 569, 570, 586, 587
French Horticulture, Glimpses of 580
Garden in a Wilderness, A 580
Hailstorm at Wichita 593
Heat in the Greenhouses, Economizing on 584
Hodge Podge 585
Importation Regulations, Hearing on 584
Middle Atlantic States 581
Nassau Co. (N. Y.) Hort. Society 579
Nursery Dept. (Illus.) 583
Obituary:
Gibson, Thomas J.; Graves, Nathan R.; Roebling, Chas. Gustavus; Schmutz, Jr., Louis; Weir, Mrs. Jas. E. M. 585
Points on Lime and Lime Spreading 571
Potash Supply, America's Assured 571
Potato Disease, Dangerous New (Illus.) 581
Potato Scab 581
Question Box 581
Re-Education and Re-Construction 584
Retail Dept. (Illus.):
Practical Talks to the Management; Say It with Flowers
An Interpretation 589
Rose Culture, Notes on 585
Seed Trade, The 573
Society of American Florists:
National Publicity Campaign. 579
Soldier and Sailor Insurance ... 580
Soldiers' and Sailors' Civil Rights Bill 580
Southern States 577
Stamford (Conn.) Hort. Society 579
Sunflowers Supply Potash 571
Trade Notes:
Boston 598
Chicago 599
Cincinnati 593
Cleveland 593
Denver 593
Fort Wayne 593
Houston 577
Kansas City 593
Lancaster 581
Los Angeles 594
Louisville 578
Nashville 577
Newport 581
New York 596
Philadelphia 599
Pittsburgh 581
Portland 595
Rochester 581
Rockford 593
St. Paul 593
Washington 578
Worcester 581
Vegetable Crops Uunder Glass and in the Open 576
Week's Work, The:
October Notes; Carnations; Geraniums for Easter; Geraniums for Next Spring 571
Western States 593

Are You Well Prepared for the Winter, Mr. Florist?

BOXES

Size	Per 100	Size	Per 100
18x5x3	$3.10	28x8x5	$7.20
21x5x3½	3.70	30x8x5	8.45
24x5x3½	4.25	36x8x5	10.70
28x5x3½	4.95	30x12x6	12.40
21x8x5	5.75	36x12x6	14.95
30x5x3½	6.10	36x14x6	16.30
24x8x5	6.55		

Bouquet Boxes

Size	Per 100
19x9x8	$9.40

Wreath Boxes

16x16x5	$8.25	20x20x6	$11.65
16x16x7	10.15	20x20x9	15.30
18x18x6	10.75	22x22x9	18.10
18x18x8	12.10	22x22x6	14.25

Printing free on orders of 300 or more. Small quantities, $1.25 per 1000. Bronze Ink, $3.00.

We guarantee that our prices are lower than any of our competitors. Why? We are large manufacturers and sell direct, eliminating the jobbers' profit. **Give us a trial and be convinced.**

CYCAS

Size	Per 100	Size	Per 100
8x12	$2.90	28x32	$8.55
12x16	3.60	32x36	9.00
16x20	4.75	36x40	10.35
20x24	5.85	40x44	11.05
24x28	7.45	44x48	11.70

These leaves are prepared in our own factory. They are flexible, do not mould, and are of a fine color. Cycas are very scarce, and we have been fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, Cycas Leaves in the future will be very scarce, and the price must rise accordingly. **Take advantage of our low prices, while we have some on hand.**

Save 20% on your Baskets

We are Headquarters for Baskets and Window Boxes. Try our Line Listed Below, at this Special Price Reduction

25 Tumbler Baskets, two tone, with waterproof line — $7.75

12 Pot Baskets, with handles, two tone effects, waterproof liners, sizes 6-10 in., a very satisfactory assortment — $10.80

2 Pot Covers, with handles
3 Tumblers
3 Princess Baskets
1 Long Stem Flower Basket
3 Cut Flower Baskets

— $7.00

ALL WITH WATERPROOF LINERS

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. **Remember, if the goods are not entirely satisfactory, send them back at our expense.**

WAX FLOWERS

Mr. Florist:—Why don't you do the same as other successful florists are doing? Work in **artificial Roses, Carnations, Sweet Peas, Callas, Easter Lilies,** etc., along with your natural flowers in your floral pieces. No one can tell the difference between our artificial flowers and the natural when worked in together. We have spent a fortune in perfecting our ***artificial flowers*** so that they will **look like the natural.** For your own sake, just give us a trial order amounting to $10.00 or $15.00. If the goods are not to your liking, return them at our expense. In these times of war, the best florists are using these flowers on account of the scarcity and high prices of natural flowers.

WE ARE DIRECT MANUFACTURERS OF

CYCAS, BASKETS, WAX FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, SPECIAL FLORAL PIECES, and WIRE FRAMES

We carry a full line of FLORISTS' SUPPLIES

Prices will certainly not be any lower than they are now. Therefore, stock up now for your winter needs and save considerable money

BOSTON FLORAL SUPPLY CO.

347-49-51-53-55-57 Cambridge St. BOSTON, MASS.

Prices subject to change without notice

When ordering, please mention The Exchange

HOW MANY EMPLOYEES HAVE YOU?

Ten? Fifty? One Thousand?

Are they organized to economize on non-essentials?

Are they banded together to *save* systematically so that they can do their part in buying Government securities?

Why not help them save *by companies and regiments* instead of singly?

It's the best way to fight with guns—and *it's the best way to fight with dollars!*

The Hun doesn't fear individual attacks HALF as much as he fears an ORGANIZED attack.

A War Savings Society among your employees means an organized CASH ATTACK on the Hun that will *definitely* help win the war.

NOW WILL *YOU* TAKE THE LEAD IN ORGANIZING A SOCIETY?

Will you show by your example and your initiative that you are a *leader* in this important war work?

Why not write us to-day and let us give you full imformation?

Pioneer Division
NATIONAL WAR SAVINGS COMMITTEE
51 Chambers Street New York, N. Y.

Space Donated by **CHAS. A. DARDS**

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case)	$22.50 per case
9-10 (200 per case)	27.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on **GLADIOLI** and **CANNAS** for this season; we will have the stock, and good

BUY A LIBERTY BOND, AND BUY IT NOW

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Sixty-Five Dollars

for a basket of **Mastodon Pansies,** "sold under the hammer," is a story of interest to you. Write for it.

Write now. 1918 seed prices ready.
Latest novelties. Write us now.
1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00. oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

Ready for Immediate Shipment

GUERNSEY GRAND SOLEIL D'OR

2250 to a case—Write for prices

FREESIA PURITY. ½-in. $6.50 per 1000

HILLEGOM HOLLAND **K. Van Bourgondien & Sons** Am. Office ARLINGTON New Jersey

When ordering, please mention The Exchange

FLORISTS' TELEGRAPH DELIVERY

Rousing Convention at Cleveland, O., OCTOBER 8 AND 9

ALL OFFICERS RE-ELECTED

1919 MEETING IN BUFFALO

The first day's session opened on Tuesday morning at o'clock in the ballroom of the Hotel Hollenden, which s beautifully decorated. The decorations were of a triotic character. The ceilings were draped with nerican flags and flags of the Allies. On the stage were anged palms and ferns and a great vase of Premier ses grown by E. G. Hill Co. Three sides of the hall re lined with advertising matter, arranged by H. P. noble. There was a good attendance. Canadian dele- tes were prominent, among them W. J. Gammage and ed Dicks, West Hamilton, London; Geo. M. Geraghty, J. Higgins, J. C. Harrison and H. G. Dillemuth, Toronto; H. King, Winnipeg; Frank McKenna, Montreal, and ank Smith, Hamilton, all wearing large Canadian ensigns their breasts.

The convention was called to order by Fred W. C. Brown, airman of the local committee of arrangements. Mr. rown emphasized the business character of the conven- on, saying that the delegates were there for business and ot for pleasure. The opening by Mr. Brown was followed y a salute to the Colors of the United States and of anada, flags being presented by Mrs. Frank Friedley and Irs. Herman Knoble, the audience rising and singing merica. The meeting was now turned over to President ude, who delivered his address as follows:

President's Address

Permit me to thank you for your presence here this morning hich is an evidence of your paramount interest in this work, hich I claim is not only of a material nature, but of that higher nd nobler calling, of doing unto others as you would they hould do unto you, for the betterment of all mankind through- ut the world, irrespective of any financial gain.

"Say it with Flowers" and Buy More Bonds!

The last year has been an eventful one. Many unexpected roblems have arisen among the growers and producers of lowers throughout the country; consequently, the producers nd distributors have also been much disturbed, and finally he retail florists, whose interest we represent, have had all orts of unusual problems confronting them since the meeting n Detroit last year, but in general the retail florists have not much to complain of so far, but much to be thankful for, since ve are in a business and profession which has many problems o solve, such as no other business has, and many problems hich each one must solve for himself, largely on account of he peculiar conditions which arise and the unusual requests hat are made of every retail florist. Therefore, these gather- ngs, such as we have here this morning, are more needed now han ever before in the history of our business, because there s no way that we know of that will better facilitate the light- ning of our burdens than the fact of getting in touch with each other here on this floor and evolving new thoughts and new ideas which should be brought out here and can be dis- cussed to our mutual advantage.

"Say it with Flowers" and Buy More Bonds!

Philip Breitmeyer
Re-elected Vice-President of the F. T. D.

Telegraph Delivery Orders

I believe this business has more than doubled in volume in twelve months over any previous twelve months since the existence of our organization; hence, the necessity of more up-to-date methods of doing business among many of our members, and especially non-members. I refer particularly to the transmission of orders by telephone, telegraph or mail, apparently conducted by many of our members and non- members, where no copy is kept of the same that can be used to settle disputes with the telegraph companies and parties who receive orders to execute. Quite a few cases have come to my notice in the past twelve months that would have been much easier adjusted if copy of the original order could have been produced.

"Say it with Flowers" and Buy More Bonds!

Another important item which many of our florists seem to neglect is not promptly acknowledging orders, so that the sender of the order can satisfy his customer that his com- mission has been attended to.

Wm. F. Gude
Re-elected President of the F. T. D.

"Say it with Flowers" and Buy More Bonds!

Another item of serious reflection is the careless manner in which many florists seem to keep their accounts. I know from personal experience that it is frequently necessary to write to florists and ask them if they received an order, why they have not acknowledged it, if they have filled it, and will they not kindly send a statement so that we can settle up. All of this would not be necessary, and it should not exist, if our members would be more accurate in transmitting orders and more prompt in acknowledging the same and sending out bills at once in accordance with our constitution and by-laws. By so doing it might inspire our non-members, to whom it is fre- quently necessary to send orders, because there may be no F. T. D. member in that particular locality.

"Say it with Flowers" and Buy More Bonds!

Another item which is of utmost importance is the prompt and careful filling of orders when they are received and the little details and instructions which are to go with them carried out to the letter. It is really deplorable to think that any employer or employee should fill an order any old way with the idea in his mind, "What difference does it make; nobody will ever know how much was paid for it and I will execute it to make the biggest profit, irrespective of whom it may hurt." The motto of every individual or corporate member of this organization should be "He who serves best profits most."

"Say it with Flowers" and Buy More Bonds!

Is there anything in the transmission of orders that will inspire more confidence in your customer than to write the order of transmission in his presence, give him the name of the party you are going to send it to, if desired, and insert the exact amount of money which you received, plus telegraph charges or charges deducted, transmit the order and take copy of same for future reference?

"Say it with Flowers" and Buy More Bonds!

Several cases have come to our notice where orders have been executed for less than the amount transmitted and some- times with inferior flowers and service, without any explanation to the sender of the order.

"Say it with Flowers" and Buy More Bonds!

Are flowers non-essential? I should answer positively NO! Because flowers signify life itself and we know that without flowers there would be no fruit of any kind. So flowers are used to cheer the human race everywhere, from childhood to old age, and are used to express our sympathies when our loved ones finally pass over to that great beyond of a higher life. There are no words in our language that express thoughts sympathies, kindly feelings and good cheer like flowers can, especially in these trying times with so many loved ones away from their homes serving their country for you and me. Mem- bers of families become sick or injured or pass away. It is then that flowers play their greatest part and in many cases do more to heal the wounds inflicted than any other agency in existence.

"Say it with Flowers" and Buy More Bonds!

Oh, what more wonderful part can our association play right now, when our loved ones are hurt or become sick on foreign soil, than to send to mother or nearest kin a few flowers to cheer and help heal the wounds of those who are fighting our battles and giving their all.

"Say it with Flowers" and Buy More Bonds!

Indeed, I am told that our Canadian brothers have worked up a wonderful and beautiful custom and sentiment along these lines, and if there is no profit, counting our gain in dollars and cents, could anyone imagine anything more beautiful or inspiring or more beneficial in upholding the morale of our soldiers and sailors all over the world than telling their mothers and fathers in God's own language that we stand unitedly backing them?

"Say it with Flowers" and Buy More Bonds!

Foreign Relations

The possibility of sending flowers and doing good to all mankind all over the world is simply immense, and there is opportunity everywhere awaiting to be grasped. Why not amend our by-laws so as to cover international conditions for the whole universe?

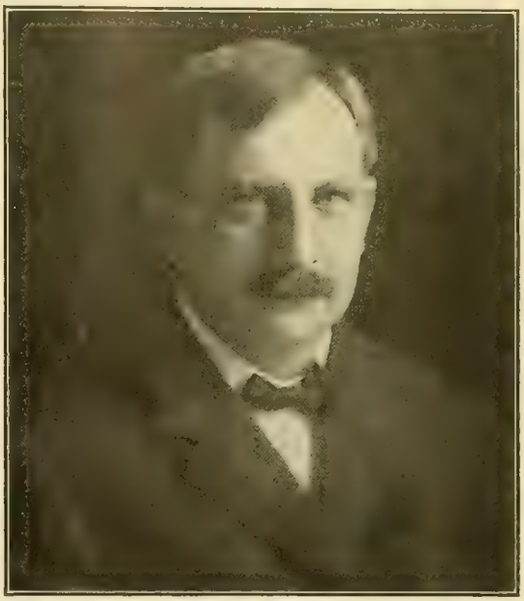
"Say it with Flowers" and Buy More Bonds!

The Use of Flowers in War Times

Indeed, they were essential in ordinary times and they are much more so in war times when the world seems sad, for the beauty and fragrance of flowers give strength to the spirit and lightens the heavy heart of sorrow, and those who supply the world with them at this time are benefactors and deserve the praise of their fellow beings.

"Say it with Flowers" and Buy More Bonds!

(Continued on next page)



Albert Pochelon
Re-elected Secretary of the F. T. D.

President Gude's Address, F. T. D. Meeting

(*Continued from previous page*)

Window Displays

The movement that was started some time ago to stimulate window displays and recognize ability in this direction has been given another forward step at this convention. Prizes have been offered by Sam Seligman and Kennicott Bros. of Chicago and Charles H. Grakelow of Philadelphia. Any florist who will carefully study the florists' window displays in this city will no doubt get ideas, which when taken home and put into effect, will bring him more than his trip cost to Cleveland.

"Say it with Flowers" and Buy More Bonds!

Associate Membership

Secretary Pochelon has heretofore brought up the question of making some provision in our constitution for associate memberships. There are few associations of any importance in any line of industry that have not found it expedient to receive associate members. No doubt this question will be favorably considered by this convention, but it remains to be determined the condition on which such associate membership will be received. In connection with this is the kindred matter of foreign membership. Perhaps at this time, while the war is in progress, there may be some difficulty in adjusting this matter, but it should not be allowed to sleep as its importance is manifest to all.

"Say it with Flowers" and Buy More Bonds!

Relations with the S. A. F. & O. H.

The fundamental aims of the F. T. D. and the parent organization, the S. A. F., are the same. Unquestionably the two organizations can mutually assist and forward each other's purposes and objects. This is forcibly illustrated thus far in the Publicity Campaign.

"Say it with Flowers" and Buy More Bonds!

Finance

The financial condition of this association, as shown by the reports of the secretary and treasurer, are highly satisfactory, but no association can afford to neglect the future, and your president would recommend that steps be taken at the earliest possible date toward the establishment of a permanent fund. This will give the association better standing and is in all respects highly favorable.

"Say it with Flowers" and Buy More Bonds!

Membership Present and Prospective

The condition of the membership will be reported in detail by Secretary Pochelon and I need not refer to same, except to say that our membership has been growing steadily. During the past six years it has increased to more than ten times the initial enrollment of 57. Members should lose no opportunity to interest and bring in new members. In union there is strength, and the more we increase our membership the greater will be our usefulness to the public and the greater the rewards we may expect to derive.

"Say it with Flowers" and Buy More Bonds!

Cost Finding and Overhead

In the great campaign that has been going on in this country, notably in the last five years, looking toward greater efficiency in all lines, investigations into costs and overhead have been playing a considerably greater and greater part. This is a matter which we cannot afford to ignore, and too much credit cannot be given to the work of those far-seeing members who have been interesting themselves to bring this matter properly before you. Your president predicts that the work of this convention will see another forward step taken in this matter, with corresponding benefit to our entire membership.

"Say it with Flowers" and Buy More Bonds!

Business Conservation

Conservation is a term that has been used so often during the present war that we sometimes pass it over too lightly and fail to appreciate its full meaning and its vital importance. The fast crowding events of the last three years have only served to more strongly emphasize the necessity of conserving in all lines. We understand the conservation of coal and of fuel generally. We realize the necessity for conservation of food and of all of our natural resources, but it is just as necessary to conserve manpower and capital and to stop waste wherever it may be found.

It has been well said that the cost of merchandise and overhead and operating expenses have gone up and will increase still further. In order to maintain normal profits, it is obvious that it is necessary to cut down expenses as far as possible, stop losses, avoid lost motion, eliminate waste and work faster. No store can hold on to the old, wornout methods and yet operate at the speed that is required by present day conditions. The war has called thousands of trained workers out of stores; the new employees are untrained. One of the most difficult problems that the florist of today has to meet is how to carry on business more efficiently than ever before, yet with less help, and at the same time avoid all waste. The florist owes it to himself, as well as to his country, to make certain that neither his time, his goods nor his money are wasted. If he is to actively cooperate with our government in this crisis, and at the same time benefit himself, he must conserve labor, eliminate waste and speed up his business. He can only achieve this through evolving a more efficient system than he has heretofore used.

"Say it with Flowers" and Buy More Bonds!

Aims and Objects of the Association

A writer in one of our prominent trade papers recently had this to say of the Florists' Telegraph Delivery Association: "It stands for the closer union of retail florists for mutual help, a standardized method of bookkeeping and accounting, a better system of credits, enlarged sales channels, the exchange of the best thought on floral matters; in short, it means the breaking down of cut-throat competition and the substitution of genuine cooperation, to the end that the florists' business everywhere shall develop more normally, healthfully and broadly."

That portion of humanity which has not as yet been made receptive to the business tendency of the age is prone to consider such aims too altruistic, too Utopian for any use. But the fact that, in rapid succession, men and firms, not hitherto actively enjoying its benefits, are becoming members (to see how it pans out) is the *prima facie* evidence that the association is on the high road to success. When these renew their membership, it is their usual comment that they are sorry they did not join years before because they have profited so largely in their first year's experience. The history of the association further shows that scarcely has a member dropped out on account of being dissatisfied with the results derived from membership.

"Say it with Flowers" and Buy More Bonds!

Flowers in Hospitals

At a recent meeting of the New York Florists' Club, Mrs. J. Clark Curtin, chairman of the Committee on Home and Overseas Relief of the National League for Woman's Service, described the distribution of flowers to sick and wounded soldiers and sailors at the different hospitals in and around New York. She expressed the thanks of her organization to the New York Florists' Club who had given liberally to aid this work, and read several letters from the wounded who had been cheered by gifts of flowers. This is true of another Committee, notably in Washington, D. C.

"Say it with Flowers" and Buy More Bonds!

W. L. Rock
Re-elected Treasurer of the F. T. D.

Non-essentials

Charles A. Hinsch, president of the American Bankers' Association, at a recent convention of that body held in Chicago, Ill., has this to say of non-essentials: "Every single line of activity runs into all the others. Every question is tied up with all the others—questions of banking, financing, transportation by land and sea, and by lake, river and canal as well, questions of industrial and agricultural production, of wages, efficiency, of social content and social unrest, and the still subtler questions concerned with the health, vigor, education and morality of the people—all are linked together. So it is that we cannot conduct the war without also conducting 'the war after the war.' It is not permitted that we live only for today. Prudence demands that the work of next week and next month be so ordered that the work of next week and next month be developed rationally and normally. Whatever our inclinations, we find ourselves inevitably looking forward."

"Say it with Flowers" and Buy More Bonds!

Business Ethics

Questions are constantly arising between members that may lead to differences that will prove embarrassing unless they receive broad-minded and intelligent treatment. The policy of this association has been, and it is hoped will continue to be, broad-minded and liberal. It is recognized that this is an organization for service and that if we are to be of any use to ourselves or to our communities, we must at all times furnish the very best services at the least expense consistent with fair and reasonable profits.

"Say it with Flowers" and Buy More Bonds!

Telegrams of regret and greeting were read from Grandy, Florist, Norfolk, Va., Chas. H. Totty, president of the S. A. F., C. H. Grakelow, F. S. Webb, A. F. Borden, Albe Knopf, Redondo Floral Co. and W. L. Rock, all deep regretting their enforced absence. On motion of Geor Asmus a telegram of sympathy was sent to Mr. Grakelo together with a floral remembrance.

Treasurer W. L. Rock's report was read by Secreta Pochelon who announced the investment of the associ tion's funds, of $1000 in Liberty Bonds in Kansas Cit $500 in Washington, $500 in Detroit, and $500 in Clevelan

A balance on hand of $12,989.87 in the treasury of th F. T. D. was announced.

The convention was then enlivened by a sextette soldiers in khaki singing patriotic songs, urging Liber Loan subscriptions. They were given a vote of thanl and presented with a unique bouquet made of cigars ar cigarettes, designed by Max Schling, New York Cit He referred to the bouquet as a few everlasting flowers show everlasting love for the soldier boys.

Secretary Pochelon then presented his report, whi read as follows:

Secretary Pochelon's Report

Mr. President, Ladies, F. T. D. Members, retail florists ar friends:

Our worthy President, Wm. F. Gude, has instructed me n to weary you with a long, tiresome paper but to read you few lines from the Cleveland *Plain Dealer*.

I have never had the pleasure of watching our Clevelar boys at the card table do any plain dealing, but I can tho oughly assure you that they can trim other florists good ar *plain* in bowling.

Our President has given me strict orders against talking you in Billy Sunday style; nevertheless I hope that when get through you will all walk up the sawdust trail to the pulp and solemnly swear allegiance to our organization and th you will faithfully promise to go home from this Clevelar meeting to work, cooperate and preach the gospel of th F. T. D. to your fellow florists.

The F. T. D. Canal Boat

The text of my sermon today will be "The F. T. D. Can Boat." At first I thought of starting with Noah's Ark, bu time limit prevents this. The canal boat F. T. D. was saile by that able captain, J. A. Valentine, but it was a cumbersom affair. The crew he had to work this boat with was absolutel too small and, besides, it carried too many passengers, wh even in the roughest kind of weather would not give a helpin hand. His annual allowance was only about $205 and no on can blame him for becoming downhearted and tired of his jol He appointed Irwin Bertermann as captain and the latte looked around for a new crew to sail this boat.

Captain Bertermann and his crew took it into their own hands to sell this old boat over the heads of the directors and bought a Great Lakes steamer, which a great many of our members thought was just a pleasure steamer, and more and more passengers were crowded on board this ship, with very little increase in the number of the crew.

This F. T. D. ship sailed around the Great Lakes and prospered. Finally it stopped at Chicago and Captain Gude, who was appointed at that most enthusiastic meeting in the hot month of August, on the hottest day of the year during the S. A. F. Convention at Houston, Texas, took command. He soon felt that we ought to have a good sized ocean going boat to carry our passengers, which by that time numbered five hundred and the crew about fifty.

Things were going along fairly well with the exception of here and there a sneaky submarine or the noise of an undermine explosion, and after sailing this boat for about a year he could find his bearings almost blindfolded. He called a meeting at Detroit of all the directors and stock-holders of the F. T. D. ship and this meeting was so enthusiastic that he accepted the Captaincy for another year. After consulting with Purser Will L. Rock he said that the time would soon come when we would buy a boat of still better type, and behold last week orders came from Washington that out F. T. D. ship, from the Cleveland meeting on, shall be, as it ought to be, to measure up to the spirit of our great country, a fast cruiser, submarine and mine destroyer, burning oil in order to save coal for the florists.

I wired back to our Captain, "What will we do with our big bunch of passengers?" A quick, snappy official reply came back: "Transfer every F. T. D. passenger to cruiser." Reason in war time no war ship shall carry passengers, Make a working crew out of the whole outfit; in other words make every F. T. D. member "work or fight."

Although he sighted small mines, treacherous submarines and other obstacles in the way of this last F. T. D. cruiser, our Captain, who is not afraid of anything, managed to run right over them without as much as doing the least little harm to our hull.

Can you find a better or more courageous captain than Capt. Bill Gude? And as we are at war would we make such a sad mistake as to change our country's President at Washington? No. Would you think it wise to change presidents in our F. T. D. work? No. Rather than make a change we should try get a still better boat and become a volunteer in the crew. Become a worker like First Mate Philip Breitmeyer.

Ladies and Gentlemen, let this sermon sink deep into your thoughts. Every F. T. D. member can do a great deal to keep this cruiser full speed ahead at all times.

Mr. Pochelon then submitted some

Facts and Figures

The finances of the F. T. D. are now in fine shape. Seven years ago our income annually was $205 and we were then about $385 to the bad for the year. We have today in our guaranty fund nearly $9000 invested safely by our treasurer in Liberty Bonds and other securities. We have bought $1000 in Liberty Bonds from Kansas City, the home of our treasurer,

(*Concluded on page 586*)

October Notes

During October we start into Winter conditions. While we may have spells of Summer weather we are every bit as likely to experience a touch of real Winter conditions before the end of the month. For this we should be prepared—just a light dose of frost will ruin a batch of Stevia ready to be cut; it will do the same thing to other tender plants—watch the ventilators, doors, the fires and the frames outdoors. I don't know of anything more important for us to bear in mind than the help question. We are very apt to keep on propagating or laying out our work as we have been used to for many years in the past, forgetting or paying little attention to the fact that it may be impossible to obtain help to do the work. To propagate 10,000 Geraniums or transplant thousands of seedlings in itself isn't a big job, or, rather, nothing to be compared with what it takes to attend to these plants later on. In other words don't undertake too much; there isn't a plant we grow under glass that will get along without attention, and in order to get anything out of it more is required than just attention. All this means work. You are better off in cutting down a little on the number of plants to be grown than to try and grow the same amount as usual and not be able properly to take care of things. Things will be worse before they get better in the way of getting help to do work for you. You will have to adjust yourself to existing conditions and the sooner this is being done the better. It is well worth your while to consider it; there are many establishments already showing the effects of lack of help and the small grower will feel it every bit as much as the larger ones. Some of us will help do firing this Winter who haven't done anything of this sort for many years. Lucky the man who is still able and willing to do it.

Carnations

With many retail growers Carnations during the Summer months can be made to pay, and especially is this true with the man located in the smaller cities and towns where most people have a little garden of their own. Whenever in such localities a spray or funeral design is wanted, Roses or Carnations have the preference over Asters, Gladioli or anything else the customer may herself have in her own garden. This will always be that way; the florist is supposed to furnish something different. I know of several growers around the Chicago market who had some fine field grown Carnations on hand after their houses were all planted, but they wouldn't sell this surplus for it paid them better to wholesale the flowers—for which they received 2c.—which in many instances made the plants bring in from 12c. to 16c. each instead of 5c., had they disposed of them for benching. It isn't always that one strikes the market under present conditions and yet I am sure it pays to grow on a certain number of plants just for the purpose of furnishing flowers during the Summer months and the present is the proper time to root a batch of cuttings for this purpose. Practically every flower stem has two or more good cuttings at the base; just remove them and place in sand; no knife or cutting away of a part of the foliage is necessary. Every one will root and if you keep the young stock in 2½in. until January, pinch and keep shifted. After that flowering plants can be had by the end of June and they will improve and keep on flowering up to the end of October.

Geraniums

Plants for Easter

If you have rooted cuttings out in frames these can remain there for some time yet with proper glass protection and with favorable weather maybe long enough to wait for the 'Mums to get out of the way. However, stock rooted in the propagating bench inside should not be allowed to suffer and as soon as well supplied with roots should be potted up and placed on a sunny bench. Don't be under the impression that any old place is good enough for the plants. Stock having been allowed to suffer is hard to get back into shape later on. To grow a good Geranium the plants must at all times have the proper care and cuttings potted up now, and kept going all Winter, will not only grow into extra fine plants by Spring but furnish several cuttings. I am sure it will pay any florist to put forth extra effort this coming Winter to grow on a fair sized batch of pink and white Geraniums for next Easter. While we were never able to dispose of many flowering plants of Geraniums during the Winter months there is no trouble in selling any amount of them when it gets near Easter and after that date. Try to grow on a nice lot of plants; start now and take good care of them. Bear in mind that hardly ever do all of the plants come into flower the same time so if you want, for instance, 300 plants for Easter week you should grow at least 500 of them. If you haven't good stock to start out with why wait with ordering until November or December? Do it now while the weather is in your favor.

For Use Next Spring

There are always some of us who keep on selling out too close in Spring. We know that we must reserve just so many Geranium stock plants in order to get ready with more plants for the next year's demand and we also know just what a time we had the year before in not having put aside enough stock. But in spite of all that, being offered a good price tempts us to let go of the plants in Spring instead of reserving them and we trust to good luck in obtaining cuttings in some way the following Fall. For those short on stock and wishing to propagate as many plants as possible the best way by far is to take the old plants and bench them. In that way with a Carnation house temperature you can obtain good sized cuttings all Winter which is not possible from plants in pots, at least not anywhere near the quantities bench plants will furnish. May be you haven't room at this time in which case the plants can be kept in pots until the Chrysanthemums are cut. If wanted, the plants in the benches after having furnished cuttings up to the end of February, can be lifted and again potted up into 5in. or 6in. They will, with just a little care grow into salable stock by the end of May or they may be planted out into the field to furnish cuttings next Summer and Fall. You can get a lot of cuttings from a single Geranium plant in the course of a year, but you must keep the plant going; you can't do it from a stunted pot plant.

America's Potash Supply Assured

Papers read at the National Exposition of Chemical Industries in New York City last week indicated that Germany cannot hope to use her potash resources as an economic trump card at the peace conference, to secure satisfactory terms. So far as the United States is concerned, the experts discussing the subject were unanimous in declaring that with proper application American requirements of potash can be met adequately without the necessity of importing from Germany after the war.

Linn Bradley, chief engineer of the Research Corporation of New York City, who spoke on "Recovery of Potash from Iron Blast Furnaces and Cement Kilns by Electrical Precipitations," said the recovery of potash in the United States is making rapid strides. The industry may be roughly divided into those plants in which the recovered potash is the main product and those in which the potash is recovered as a by-product. It is believed that while the largest immediate tonnage may be obtained from desert lakes, kelp, alunite and a few other sources, nevertheless a study of the economic problems will show that the surest way of making the American potash industry permanent and enduring and able to supply all of our requirements even against German competition is to develop and rely upon by-product potash.

The production of pig iron in this country is such that over 1,000,000 tons of potash per annum may be secured from it, an amount far in excess of our pre-war requirements.

The South as a Potash Producer

It was pointed out that serecites and Cambrian potash-bearing slates have been located in Georgia. These carry as high as eight or nine per cent. potash. Commenting upon this, he said freight rates should be very low since this material is located close to a large market—the cotton fields of Georgia and Alabama.

Referring to the relation of the iron industry to the potash question, he said: It should be pointed out that in the Alabama district there is an abundance of excellent coal and cheap labor, and that the climatic conditions are such that the district may be considered an all-year one as far as operating is concerned. When it is realized that there is immediately at hand an enormous tonnage of high-grade iron ore which carries a large potash content and that the South produces our cotton and therefore is the large consumer of potash, and thus provides a market within a few miles, the economic importance of this situation can be better appreciated.

Sees Need of Federal Aid

It does not seem, Mr. Bradley said, that our own Government should falter or lag behind in this field, but on the contrary should immediately make comprehensive plans and take energetic action of such a character as will insure the proper solution of the problems under discussion. It seems ridiculous, he said, that the United States should be playing the rôle of food granary for ourselves and our Allies, also raising the cotton so necessary in connection with the war, and yet do nothing to provide the potash either for food purposes or for the cotton, except the limited and inadequate efforts due to private initiative. It ought to be emphasized that potash is a subject which should be understood and appreciated by every one in the Nation, and that it should be considered primarily from the National point of view.

Potash from Seaweed

C. A. Higgins, of the Hercules Powder Co., told of the recovery of potash from kelp, certain species of seaweed, and the utilization of kelp ashes for fertilizer, but gave it as his opinion that kelp, solely as a source of potash, would never compete with unrestricted supplies from Europe, or even with that recovered in modern cement or blast furnace practice.

The failure of this industry to develop before the war is due to the unwillingness of American enterprise to attempt to overcome the lead of the German Government-fostered combines.

With the opening of hostilities in 1914 attempts to commercialize the giant kelps of the Pacific Coast failed, owing to uncertain backing, poor equipment and inefficient means of harvesting, but in the Summer of 1915 the demand for acetone, a solvent vitally necessary in the production of explosives, became so great that new attempts on a large scale were made to utilize the sea weeds of the Pacific.

Kelp never really entered into a huge industry and there were no standard methods of handling it and its products. It taxed inventive genius to design the proper equipment and apparatus for harvesting and manufacturing the desired acetic acid and potash from it. Yet in May, 1916, in San Diego, Cal., the largest kelp plant in the world was in operation. Sodium acetate and potassium chloride were among the first products.

In 1917 the manufacture of ethyl acetate, which is in big demand for artificial leather and lacquers, was in full operation. Today a large proportion of the "dope" with which airplane wings are being coated comes from the kelps of the Pacific, as well as belt cement for glueing strands of leather belting, and film cement for joining together motion picture films. Acid-proof paint is another product. The business is not a mere war venture, but is established on a permanent basis, ready for competition with the best that the German chemists are able to produce at the end of the war.

Sunflowers Supply Potash

Those who grow Sunflowers should bear in mind that the ash obtained from the plants after the seed has been harvested is, owing to its richness in potash, a manure of considerable value, says *The Gardeners' Chronicle*. Of the ash obtained from burning the Sunflower stems, leaves and heads, 62 per cent. consists of potash, and as an acre of Sunflowers produces 2500 to 4000 lbs. of tops, the total yield of potash is considerable. Allowing 3000 lbs. of top there would be produced 160 lbs. of ashes per acre of crop, which should contain upward of 50 lbs. of potash. After the seed crop has been gathered, therefore, the tops of the plants should be collected and burnt, care being taken to choose a dry day. The ash should be stored in a dry place until required for use as manure for Potatoes or other root crops in the following year. It should be spread over the ground before the Potato crop is planted at the rate of from ½ to 1 oz. to the square yard.

Points on Lime and Lime Spreading

Aside from the percentage of total oxide which lime contains, its efficiency is also influenced largely by the evenness of spreading, and the thoroughness with which it is mixed with the soil by harrowing, says the N. J. Agri. Exp. Sta. The more soil particles there are in contact with lime particles, the better and quicker will be the results. Therefore, it is desirable to have a lime drillable, and at least reasonably fine. Extreme fineness in ground limestone, however, is not necessary, especially if it increases the cost greatly. If all the fine dust is present, a limestone that will all pass a 10-mesh screen is so much cheaper that it can be applied in larger amounts and will give more lasting results. Because it always contains some lumps, and because it cannot be spread by machinery, lump lime is generally considered about equal in efficiency to hydrated lime. Increased labor in handling, slaking, and spreading lump lime also adds materially to its low first cost. Ground, burned lime is the most concentrated drillable form of lime, but cannot be held in sacks long on account of slaking and swelling. The discomfort to men and teams in handling caustic lime is also an argument for ground limestone. The latter has no burning effect, and can be held for any length of time without loss or change of form.

For a more detailed discussion of lime values, write to the New Jersey Agri. Exp. Sta., New Brunswick, N. J., for Circular 2.

Often prevailing winds may, for several days, prevent the spreading of the lime. To keep the wind from blowing the lime about, the U. S. Dept. of Agri. suggests a home-made, improvised wind shield for the spreading machine. Gunny sacks or an old tarpaulin of sufficient length to reach from the lime box to the ground should be attached to the machine in order to protect the spouts through which the line is distributed. It is necessary to weight the free ends of the sacks or canvas with pieces of wood or iron so that these shields will be held perpendicularly.

WINTER-FLOWERING
Spencer Sweet Peas
NOW READY FOR DELIVERY

Australian Winter-Flowering Spencer Sweet Peas (We advise every florist to try a few)

BLUE FLAKES.
CÆRULEA.
CONCORD BLUSH SHADES.
CONCORD CHARM (Blue-white).
CONCORD CHRISTMAS PINK SHADES.
CONCORD COUNTESS (Pink).
CONCORD COUNTESS IMPROVED (Pink).
CONCORD CHIEF (Maroon).
CONCORD DAYBREAK (Cream).
CONCORD EMPEROR (Crimson).
CONCORD EXQUISITE (Pale Pink).
CONCORD PURPLE.
CONCORD RADIANCE (Rose).
RUBY (Crimson).
SALMONEA.
YARRAWA (Rose Pink).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except Yarrawa, as noted above.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
Sensation. Pink and white	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.15	.50	1.50	5.00
Spanolin. Double white	.20	.75	2.50	10.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Mrs. A. A. Skach. Bright pink	.15	.50	1.75	5.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00		12.00
APRICOT AND ORANGE				
Apricot Orchid	.20	.75	2.50	8.00
Orange Orchid	.15	.50	1.50	5.00

	¼ oz.	Oz.	¼ lb.	Lb.
RED AND ROSE				
Belgian Hero. Beautiful rose	$0.30	$1.00	$2.50	$10.00
Orchid Beauty. Dark rose-pink, with orange blush	.15	.50	1.75	5.00
Red Orchid. Bright cherry red				
Sensation Scarlet. Bright scarlet	.30	1.00	2.50	10.00
Fordhook Rose	.20	.75	2.50	10.00
Rose Queen. A variety of sterling merit and one of the most popular ½ oz. 75c		1.00	3.00	12.00
BLUE				
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50	12.00

Mixed Winter-Flowering Spencers
Containing many of the best and most expensive sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

PANSY, CYCLAMEN AND FLORISTS' FLOWER SEEDS. Send for complete catalog

Arthur T. Boddington Co., Inc., *Seedsmen*
128 Chambers Street **NEW YORK CITY**

When ordering, please mention The Exchange

Michell's New Crop Flower Seeds

Asparagus Plumosus Nanus
WE ARE HEADQUARTERS FOR THE TRUE GREENHOUSE GROWN STRAIN

1000 seeds.....$3.50 10,000 seeds.....$30.00
5000 seeds.....15.50 25,000 seeds..... 72.50

Asparagus Sprengeri
1000 seeds.....$0.75 10,000 seeds.....$5.50
5000 seeds..... 3.00 25,000 seeds.....12.50

Cyclamen Seed
Distinctive Giant Strain

	100 Seeds	1000 Seeds
Duke of Connaught. Crimson	$1.25	$10.00
Excelsior. White with red base	1.25	10.00
Grandiflora Alba. White	1.25	10.00
Princess of Wales. Pink	1.25	10.00
Salmon Queen. Salmon pink	1.50	12.00
St. George. Delicate salmon, foliage marbled	1.50	12.00
Mixed Colors	1.00	9.00

SWEET PEAS, WINTER FLOWERING SPENCER in all the best varieties. Send for price list.

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Price List.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

SWEET PEAS Winter-Flowering SPENCER
Australian Varieties, Direct from the Originator

FOTTLER FISKE RAWSON CO. BOSTON — HIGHEST GRADE SEEDS

FLOWER SEED FOR SUMMER SOWING
Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.
The Seed Store 12 and 13 Faneuil Hall Square, BOSTON, MASS.

When ordering, please mention The Exchange

FREESIA PURITY
Mammoth Size, also ⅝-in. and up
FREESIA refracta alba, ⅜-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

J. M. THORBURN & CO.
53 BARCLAY STREET thro. to 54 PARK PLACE
NEW YORK CITY

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.
Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

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James Vick's Sons
Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

SNAPDRAGON

Florists who know are stocking up on **Snapdragon.** This is a year when space must count. **SNAPDRAGON** will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink:** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new **Golden Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed.** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

PLANTS of **Keystone, Nelrose, Yellow, White** and **Buxton,** $5.00 per 100, $45.00 per 1000; less than 100 plants 6c. each. Cash with order. Plants travel at purchaser's risk.

G. S. RAMSBURG
SOMERSWORTH, N. H.
When ordering, please mention The Exchange

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6-9 ft	600	$7.00
" 9-12 ft	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed
If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

Seed Packets
FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.
When ordering, please mention The Exchange

Burpee's Seeds
PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit
When ordering, please mention The Exchange

A Time Saver and Handy Reference
Our Stock and Material Index
Page 567

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

New York Seed Trade

We are reliably informed that a steamer has sailed for an Atlantic port with several thousand cases of Paperwhite Narcissus bulbs on board. As regards Dutch bulbs we have authentic information that several steamers have sailed having bulbs aboard and that they are expected at Atlantic ports. This is the only information available up to Monday afternoon.

In compliance with the general orders of the Department of Health the seed stores in this city are, until further notice, opening at 8 a.m. and closing at 4 p.m.

A "harvest home" window display of Winter Squashes and Pumpkins in variety are noted this week at Weeber & Don's, 114 Chambers st. These fruits are reported in many farming sections to be in short crop this year.

Vaughan's Seed Store, 41 and 43 Barclay st., is sending out its Autumn bulb catalog.

K. Van Bourgondien & Sons, of Arlington, N. J., report that they have received word from their Holland offices to the effect that the third shipment of bulbs has left Europe for an Atlantic port. They further report that they have received a large consignment of Guernsey Soleil d'Or Narcissi and that, on account of the scarcity of Paperwhites, these are meeting with a brisk demand.

Arrival of Dutch Bulbs

As we are going to press we learn that another shipment, the second of this season, the first being only 100 cases, has actually arrived, but no information is yet available as to kinds and number of cases.

The Wholesale Seedsmen's League held a meeting in this city on Tuesday of this week at the Hardware Club. There were present at this meeting F. W. Bolgiano, Washington, D. C., Joseph Brack and H. E. Fiske, Boston, Mass., David Burpee, Philadelphia, Pa., L. W. Bowen and Kirby White, Detroit, Mich., B. Landreth, Sr., and Jr., Bristol Pa., S. F. Leonard and Leonard Vaughan, Chicago, Ill., Lester Morse, Santa Clara, Cal., Mr. Page, Greene, N. Y., John Hunt, Cambridge, N. Y., T. W. Wood, Richmond, Va, Watson Woodruff, Frank C. Woodruff, Frederick W. Bruggenhof, E. E. Bruggehof and A. Lee Don of New York City.

Chicago Seed Trade

There is nothing new in the import bulb situation. Retailers in various sections of the city as well as in the surrounding towns report a good demand, which so far they are unable to satisfy.

A. Miller, president of the American Blub Co. has just returned from a stay of several days in New York City. He reports that the florist's business is quite brisk there but times are quiet with the seedmen.

The Onion set crop in the Chicago district has been harvested under most favorable circumstances.

The W. W. Barnard Co. reports the booking of orders for Onion sets to be equal to the standard of other seasons. Inquiries for Holland blubs are numerous, all inquirers asking for immediate shipment. W. W. Barnard is now in excellent health. He spends much time in motoring to the firm's seed farms in Wisconsin and Michigan.

Leonard H. Vaughan, of Vaughan's Seed Store left Sunday to attend a meeting of the Wholesale Seedsmen's League in New York City on Oct. 8.

Louisville Seed Trade

There has been considerable improvement in the demand for Kentucky field seeds during the past month. Bluegrass seed which was very slow in starting is now in much better demand, although a large percentage of the crop is still in the hands of the growers and strippers. Good 21-lb. seed is quoted around $2.75 to $2.85 a bushel, carlots, dealers' prices, on re-cleaned basis. Nineteen pound seed is worth 5c. to 7c. a bushel less.

Orchard Grass seed has been moving rather freely, the buyers going high for it, with the result that No. 1 seed is quoted around $3.25 a bushel, carlots, cleaners' price, for re-cleaned seed. It is claimed that very little of this crop remains in the hands of the farmers. Redtop has been in active movement, with good seed selling in a jobbing way at 12c. to 12½c. a bushel.

Onion sets are stronger and farmers are asking $9.25 for yellows and reds and $11 a barrel for whites. On a resale basis, figuring bushels at 32 lbs., yellows and reds are quoted at $2.50 a bushel for immediate delivery, and $2.85 for Jan. and Feb. delivery. Whites on immediate delivery are quoted at $3, and for Jan. and Feb. delivery at $3.25. There hasn't been much speculation in the market this year. Buying prices have been too high to cover contracts and to fill immediate demand in the South.

Indications are that Jefferson Co. will produce a big crop of seed Potatoes this year, as the crop was very late, and a considerable amount of stock promises to be too small for table use. It is estimated that on the second crop almost 50,000 barrels of seed were planted, as against an average of 30,000 barrels. Bad growing weather is expected to reduce production for the county, in spite of the largely increased acreage, it being estimated that the growers will not get seven barrels to one barrel of seed, whereas they should make about twenty.

W. Atlee Burpee & Co's Fordhook Farms

That 800 acres embraces quite an area of territory was plainly evident on the occasion of a somewhat hasty ride through the farms of W. Atlee Burpee & Co., known as the Fordhook Farms, and located just west of Doylestown, Pa. The property lies in a rolling country of pleasant hills and fertile valleys, and is well diversified with here and there good looking stands of timber. A Peach orchard on one of these farms occupies a prominent position and the trees are young and thrifty. Last year was produced some $10,000 worth, but this season, owing to the severe Winter, the returns were much lighter. The farms, apparently bought from time to time, each have their own tenant buildings, barns and outbuildings, and each one possesses some distinct feature of interest. For instance, at one we found colonies of pigs, many of them pedigreed, and in size all the way from big motherly sows to "teeny" youngsters, in appearance and size akin to that of a big rat and almost as agile. The Red Jerseys convey an idea of weight with plenty of lean in among the fat, but the Berkshires are far and away the aristocrats of the family with their sleek, almost silky black coats. They are really "classy."

The point of greatest interest on the day in question (near end of September) was concentrated on the Tomato fields and cannery. In the fields large groups of pickers were still in evidence, while the cannery was working full. This latter was described in our issue of Sept. 14, page 413. The chemist in charge reported that another expert analysis had classed the product as equal to the best on the market. The high grade canned Tomatoes are put up in one gallon enameled lined cans and will be taken largely by the hotel trade.

The ever interesting trial grounds devoted to vegetable and flower seeds, and which occupy probably more acres than any similar institution in the country, were still largely in crop but time was not at our disposal to allow of our stopping at any point to make close examination. The one thought uppermost, however, was what must be the magnitude of a business which could clean up annually the output of seed from this one place alone without taking into consideration the supplies grown for the same company

WHY DON'T YOU ORDER SOME

Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	¼ lb.
Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, flushed pink	.25	1.25	3.50
Wedgewood. Clear blue	.25	1.25	3.50
White Orchid. Pure white	.15	.75	2.50

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
Yarrawa. Rose pink and cream	.15	.60	1.00

We have on hand fresh seed of **Giant Flowered Cyclamen** in all popular colors, also **Primula, Cineraria, Calceolaria; Perennial Flower Seeds** for summer sowing and Annuals for winter flowering under glass

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

1918 CROP

BEET	Per lb.
1000 Detroit Dark Red	$0.50
1000 Crosby's Egyptian	.50
1000 Early Egyptian	.50

CARROT	
1000 Danvers Half Long	.60
1000 Chantenay	.60
1000 Imp. Long Orange	.60
1000 Oxheart	.60
1000 Nantes	.65

ENDIVE	
500 Broad Leaf Batavian	.75

PARSNIP	Per lb.
1000 White Hollow Crown	$0.65

RADISH	
500 Early Scarlet Globe	.75
500 White Tipped Scarlet Turnip	.75
500 White Tipped Scarlet Globe	.75

TURNIP	
1000 Early White Flat Dutch	1.00
500 Cow Horn	1.25
500 White Egg	1.25
500 Purple Top Strap Leaf	1.25
500 Purple Top White Globe	1.50
500 American Purple Top Rutabagas	1.25

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

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United States Food Administration License Number G38089

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LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY :: NEW YORK

When ordering please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Prices*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

When ordering, please mention The Exchange

Dutch Bulbs (EXPECTED THIS WEEK)

The following are Now Ready for Early Forcing and Counter Sales

EMPEROR. American-grown

NARCISSUS

	100	1000
EMPEROR, 100% Bloomers, all large, round bulbs.	$2.50	$21.00
PRINCEPS, (Double Nose) To bloom in January	2.00	17.50
Sir Watkin, fancy grade	2.50	23.00
BarriConspicuus, fancy grade	1.50	12.50
Poeticus (Pheasant Eye) fancy	1.00	9.50

LILIUM CANDIDUM

French Stock, Just Arrived

	100
20-22 ctm.	$9.00
22-24 ctm.	12.00
24-28 ctm.	15.00

PAPER WHITES EXPECTED SOON

LILY BULBS FROM STORAGE

GIGANTEUM

	Per Case
7 to 9 in. (Case of 300)	$20.00

RUBRUM

9 to 11 in. (Case of 140)	$14.00
10 to 11 in. (Case of 125)	15.00
11 to 13 in. (Case of 90)	15.00

VALLEY from storage. Per 1000, $27.00; 500, $14.00; 250, $7.50

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

When ordering, please mention The Exchange

Cold Storage Bulbs

We have in cold storage, in good condition, for prompt express shipment, the following, which we offer subject to being unsold:

	Doz.	100
135 SPIRÆA, Avalanche	$2.25	$15.00
300 SPIRÆA, Queen Alexandra	2.00	14.00
185 SPIRÆA, America	2.00	14.00
165 SPIRÆA, Pink Perfection	2.50	17.00
225 SPIRÆA, Rubens	2.25	15.00
950 SPIRÆA, Gladstone	1.75	12.00

LILIUM GIGANTEUM

	Per case
20 cases LILIUM Giganteum, 7/9 300 to case	$20.00
20 cases LILIUM Giganteum, 7/9 100 to case	10.00
20 cases LILIUM Giganteum, 8/10 225 to case	20.00

Stumpp & Walter Co. *Seedsmen* 30-32 BARCLAY ST. NEW YORK CITY

When ordering, please mention The Exchange

NEW CROP **PALM SEEDS** JUST ARRIVED

KENTIA BELMOREANA and ARECA LUTESCENS

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

Write to 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAND

When ordering, please mention The Exchange

LOOKING FOR SOMETHING? LIST OF ADVERTISERS, INDEX TO STOCK and MATERIAL ADVERTISED, NEWS CONTENTS

SEE PAGE 567

at their vegetable farms in Southern Jersey, their flower farms in California and, as well, as the great stocks grown under contract throughout the country at favored spots.

It is with great regret that W. Atlee Burpee & Co. part with Howard M. Earl whose resignation took effect Sept. 27, after his return from California. Mr. Earl takes this step mainly for personal reasons and leaves the Burpee organization with every good wish on its part for the success of his future efforts. For several years past Mr. Earl has taken charge of the entire production; growing contracts, etc., for W. Atlee Burpee & Co., and it is not expected that it will be a simple proposition to find another man of corresponding ability and so thorough an experience as was possessed by Mr. Earl to fill the position thus left vacant.

Catalogs Received

Forest Nursery Co., Rt. 2, McMinnville, Tenn., Wholesale trade list of forest and shade trees and ornamental shrubs, season 1918-1919.

Martin Kohankie Nurseries, Painesville, O., wholesale list, Fall, 1918 of flowering perennials, Peonies, Roses, shrubs and flowering trees; 8 pages.

Framingham Nurseries. W. B. Whittier & Co., Framingham, Mass. Fall, 1918 trade price list of hardy evergreens, Rhododendrons, deciduous trees, flowering and other shrubs, Roses and fruits; 32 pages.

Henry F. Michell Co., 518 Market st., Philadelphia, Pa., Wholesale price list of seeds, bulbs, plants, flower, vegetable and farm seeds, and accessories, for Sept., Oct., and Nov., 1918, containing a full list and including many desirable sorts; 34 pages, illustrated.

S. G. Harris, Rosedale Nurseries, Tarrytown, N. Y., catalog devoted mostly to Peonies, but including also hardy perennials, Irises, Phlox, trees and shrubs and fruits; 20 pages, illustrated, including an attractive cover showing in color, Peony Jeanne d'Arc.

Foreign

V. Lemoine & Son. nurseries, Rue du Montet, 136 to 142, Nancy, France, Autumn 1918 and Spring, 1919 catalog No. 192, listing greenhouse plants, ferns, new and rare shrubs, flowering perennials in variety, including Peonies, Delphiniums, etc.; also Gladiolus and other bulbs, and a few sorts of seeds; 52 pages, illustrated.

Princeton Nurseries, Princeton, N. J., a book about Princeton products, 1918. An interesting piece of printing in the form of catalog 9in. x 12in., consisting of 24 pages. A fine quality of India tint sepia paper is used throughout and the numerous halftones showing the firm's thrifty stock of fruits and ornamentals are lifelike reproductions. The aim of the catalog is to tell the reader something about the nursery stock grown at Princeton, and to give him an idea, with comment and illustrations, of its quality. A comprehensive list of deciduous ornamental and shade trees is given, as also a complete listing of deciduous shrubs, together with broad-leaved evergreens, coniferous evergreens, Roses, deciduous climbing vines, hardy perennial plants and fruit trees. In producing such a well printed trade list in these war times the Princeton Nurseries are evidently convinced that activities of the nursery trade are not useless and that their business is worth while, and we laud their efforts.

Pointers for Catalog Makers

In making catalogs do not fall into the mistake of talking to yourself instead of to your prospect.

* * *

The majority of catalog makers are too prone to look upon the money spent as something given away rather than as a paying investment.

The report on the exhaustive trials of runner (Pole) Beans made by the Royal Hort. Society in the Wisley Gardens has just been published. The premier position has been assigned (as regards Scarlet Runners) to the very distinct variety which is appropriately named "Prizewinner." The strain comes from one of the Northern firms, Dickson & Robinson, Manchester, having been awarded the only first class certificate. An award of merit was accorded to Sutton's A. 1 and Sutton's Scarlet and Carter's Scarlet Emperor. Eleven varieties were "highly recommended," while Sutton's "Best of All" was lowest on the list.

Our Advertising Man's Corner

A recent ruling to all newspapers and periodicals from Washington read as follows:

"Discontinue selling advertising with a guarantee of circulation required and rebate, if circulation falls below guaranteed amount."

It appears that this ruling caused considerable misunderstanding, so that the following explanation was necessary:

"The purpose of this ruling is is to prevent the printing of copies of newspapers and periodicals which are not called for by the legitimate circulation, but are printed by the publisher and circulated by forced means in order to make good the guarantee and save such rebate. Such circulation is, of course, a waste of paper and during the war must be stopped."

Without any desire to accentuate matters for those publishers of forced circulation, we could not but help recognizing that the advertisers in THE EXCHANGE have little to worry about paying for a circulation forced to meet a guarantee of copies sold.

The circulation of THE EXCHANGE week by week is as great as the number of paid-up subscribers we have on our mailing list—no greater.

It means that those who buy advertising space in THE EXCHANGE buy it solely on that basis.

The form of circulation most appreciated by the keenest advertisers is that of concentrated circulation, which a paid up subscription list, such as ours, constitutes, and which is so well confirmed in the following letter:

"I did not receive my copy of Sept. 28th. *Too good to miss in these changing days.* Boyden Road Greenhouse, Holden, Mass."

TULIPS

FOR IMMEDIATE SHIPMENT

Cash with order

	100	1000
Single, mixed, good quality	$1.20	$10.00
Single, mixed, superfine	1.50	13.50
TRUMPET NARCISSUS	1.75	15.00
Double Narcissus	1.50	13.50
***Mixed Narcissus,** small	.90	6.00
***Single** and **Double Tulips**	.50	4.00

*Two last items are small bulbs suited to planting out permanently in borders, shrubbery, etc., to grow on.

CLARENCE B. FARGO

DESK F-X,

FRENCHTOWN - NEW JERSEY

When ordering, please mention The Exchange

LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS

2 Dey St., NEW YORK, and ORANGE, CONN.

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Fruits & Vegetables Under Glass

WILLIAM TURNER

Reduced to $3.65 postpaid

A. T. DE LA MARE CO., INC.

438 to 448 West 37th Street, N. Y.

Florists' Seeds

NEW CROP To Sow at Once

Satisfaction Guaranteed—Send for New Complete Price List

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $17.50 per 1000.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ⅛ to ⅝ in., $1.25 per 100; $10.00 per 1000. Prices on large quantities on application.

SAVE COAL

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
BICOLOR, or PINK & WHITE COLORS			
Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00
PURE WHITE OR BLUSH			
Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

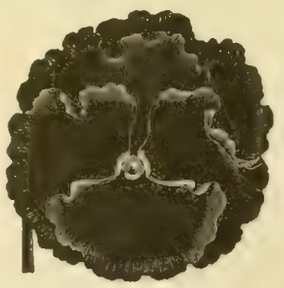
SALMON, APRICOT & FANCY COLORS	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00
LAVENDER AND LIGHT BLUE COLORS			
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00
SCARLET AND RED COLORS			
Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00
DARK BLUE AND MAROON COLORS			
Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEAS IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices on all the following, ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate; 4 oz of one variety at price quoted.

Asta Ohn (New lavender).
Apricot Orchid, buff pink.
Blanche Ferry Spencer, extra sel.
Fordhook Pink.
Fordhook Rose.
Helen Lewis (new), orange salmon.
Mrs. A. A. Skach, fine pink.
Hercules (new) mam pink.
Mrs. Sim, apricot pink.
Pres. Wilson, rose carmine.
Red Orchid.
Rose Queen, rose pink.
Selma Swenson, soft pink.
Scarlet Emperor (new), rich scarlet.
White Orchid, pure white.
Venus, similar to Dainty, the Sweet Pea with orange blossom fragrance.
Wedgewood (new), bright blue.
Yarrawa, bright rose pink with light wings.
Choice Mixed, of all above colors.



PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00.

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties.

Tr. pkt.		Tr. pkt.	
Keystone	$1.00	**Phelp's White**	$0.50
Buxton, Silver Pink	1.00	**Garnet**	.50
Ramsburg's	1.00	**New Enchantress Pink**	.50
Nelrose Deep Pink	.50	**New Peachblow**	.50
Giant Yellow	.50	**New Bronze Beauty**	.50

STEVIA, Double. 4-inch, $10.00 per 100. Fine field grown plants, $10.00 per 100.

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application*

GLADIOLUS BULBS in all varieties. Best L. I. grown. Price on application.

LILIUM GIGANTEUM

Fresh Cold Storage Bulbs

7-9 300 Bulbs in a Case $24.00

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100; 3-in., $15.00 per 100. Strong, 4-in., $25.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse-grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEGONIAS Melior. 2¼-in., top cuttings, $15.00 per 100; 4-in., 50. each; 5-in., 65c. each; 5-in., 75c. each. **Mrs. J. A. Peterson,** 2¼-in., $20.00 per 100; top cuttings, $15.00 per 100. **Cincinnati** and **Lorraine,** 2¼-in., top cuttings, $14.00 per 100; 4-in., 50c. each; 5-in., 65c. each; 5½-in., 75c. each. **Rex,** 10 varieties, 2¼-in., $7.00 per 100; 3-in., $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.

BOUGAINVILLEA Sanderiana. 4-in., fine plants, $3.50 per doz., $25.00 per 100; 3-in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000.

CARNATIONS. Field-grown **White Wonder, Matchless, Perfection, Enchantress, Mrs. C. W. Ward, Beacon, White Perfection, Benora, Light Pink Enchantress, Harlowarden, Pink Winsor, Alice, Peerless Pink,** $7.00 per 100. $60.00 per 1000. Prices on other varieties on application.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st., 2¼-in., $5.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Rooted cuttings, $4.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100, $3.50; 1000 $30.00. **Single White Margaret Daisy,** 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100.

DRACÆNAS. Fine, clean plants, 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000.

GENISTA. 3½-in., $15.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $30.00 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HYDRANGEAS. Field-grown, **Otaksa** and French varieties. 2 shoots, $7.00 per 100; 3 to 4, 4 to 6, 6 to 8, 8 to 12 shoots, 3c. per shoot.

IVY. English, 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. Fine stock. Order now before danger of freezing in transit. 4-in., $12.00 per 100; 4-in., selected, $15.00 per 100; 5-in., $18.00 per 100; 5-in., selected, $25.00 per 100; 6-in., $30.00 per 100. **New Cleveland Cherries,** 3-in., $10.00 per 100.

KENTIA Belmoreana. 2½-in., $9.00 per 100.

MYRTLE. Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 100.

PANSIES. Strong seedlings. Giant Exhibition Forcing strain; finest strain in the country. $3.00 per 100, $25.00 per 1000. Fine giant mixture, $4.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100.

PEPPERS. Bird's Eye or **Xmas Joy.** 3 plants in a pot; bushy. $20.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer** strain, **Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. **Chinensis,** large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. **Primula Malacoides Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; **Malacoides,** mixed, 2¼-in., $3.50 per 100, $30.00 per 1000, 4-in., $12.00 per 100; **Malacoides Townsendii,** giant flowering, 3-in., $15.00 per 100; **Kewensis,** yellow, 2¼-in., $5.00 per 100.

SANSEVIERIA. 2¼-in., $12.00 per 100; 3½-in., $20.00 per 100; 4-in., $35.00 per 100.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. 2¼-in., $5.00 per 100, $45.00 per 1000. **Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White** and **New Enchantress Pink, Bronze Beauty, Garnet, Blood Red,** 2¼-in., $5.00 per 100, $40.00 per 1000.

TABLE FERN SEEDLINGS. Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. **Bird's Nest Ferns Asplenium,** 2¼-in., $12.50 per 100; 3-in., 25c. each; 4-in., 50c. each; 5-in., 75c. each; 6-in., $1.00 each; 7-in., $1.50 each. Fern for Fern Dishes: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above, 50c. each. **Boston,** 2¼-in., $5.00 per 100, $45.00 per 1000; 3-in., $9.00 per 100; **Roosevelt,** $5.00 per 100, $45.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; bench-grown, 5-in., fine plants, $6.00 per doz., $45.00 per 100, **Whitmani,** 2¼-in., $5.00 per 100, $45.00 per 1000.

"THE BUGS ARE BUSY NOW"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints, $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50 ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN

Phones, 3738-2326 Farragut

108 West 28th Street, NEW YORK

PRIMULA

Obconica Giant and Grandiflora. Mixed also Apple Blossom and Kermesina. Extra fine stock. 2-in. $4.00 per 100, $35.00 per 1000.

Malacoides. Fine, 2¼-in. $2.50 per 100.

PANSIES

Giant varieties, in fine assortment, sown thin, $3.00 per 1000.

GENISTA. 2-in. $3.00 per 100.
SMILAX. 2-in. $2.00 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.
DAISIES. Snowball and Longfellow. $2.50 per 1000. Mrs. Sanders, 2-in. $2.50 per 100. R. C. Sanders and Single White, $1.25 per 100.

Cash

Byer Brothers
Chambersburg - - Pa.

When ordering, please mention The Exchange

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK
Oxford Ave., OZONE PARK, N. Y.

When ordering, please mention The Exchange

Dracaena Indivisa

2-in., $2.00 per 100, in any quantity.

Geraniums

Nutt, Ricard and Viaud
2-in., $2.00 per 100, $20.00 per 1000
Also Buchner, Hill, Landry, Poitevine and Montmort

Boston Yellow Daisy

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BUDDLEIA Asiatica and Officinalis *for* CHRISTMAS
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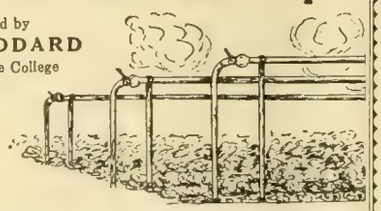

Patriotic Philadelphia florist running houses on low temperature to meet war conditions—Is not growing vegetables because he does not know market—Example in unselfishness—Cultivation of Lettuce essential to success—Cultivate shallow to avoid injury—Radishes must be marketed promptly—Growing Chinese Cabbage under glass—Sweet Potatoes—Cutting Asparagus tops

A Patriotic Florist

On my way through Philadelphia, I had the pleasure of visiting a florist in the western part of the city. We had an interesting conversation concerning the business and the kinds of plants being grown. No doubt, as it is with many others, the crops being planted are those which require low temperatures. In fact, no fires have been started and plants which are usually grown at 60 deg. are growing along slowly at 45, or to whatever temperature the thermometer may fall.

There were several houses of Chrysanthemums at various stages of growth coming along nicely. Some houses containing ferns presented a fine appearance, but under the lower temperatures the plants were not growing as desired. It is his intention to keep some of his stock at temperatures just high enough to hold it over the Winter.

While he has no vegetable crops, he has heard of other houses where vegetables are being grown this Winter. It is not expected that every florist will devote part of his space to vegetables this Winter. Our friend remarked that with a little coaching on the subject he would be able to grow certain vegetable crops but that a man must study his market in order to dispose of his crop to the best advantage. This is the important point. A great many men can grow the crops, but the most important part is to sell them.

Many florists who were considering the growing of some cool vegetable crops this Winter have been making a study of their market for some time and this has guided them in making the selection of the kinds of crops to grow. Every town and city presents a different problem but there are demands for fresh vegetables in the Winter as well as in the Summer.

I admired the patriotism of our friend. Under the present conditions of a slow trade, less coal and fewer men to do the work, he is ready to do the best he can by buying Liberty bonds and War Savings Stamps to help win the war. There are many more citizens among our florists and men in other lines of work who are giving all they possibly can in money, time and energy in order to help our country to be a leading factor in winning the war. These men are really patriotic.

There is another class of people, which I am glad to say is very small, trying to make all the money they can out of the present conditions of high prices. They do not buy Liberty bonds, War Savings Stamps nor give any money to the Red Cross and other lines of work that need help. Such selfish men and women are not only unpatriotic but are openly helping the cause of our enemies.

Public opinion of true Americans will not permit such people to hide behind false fronts. Every patriotic florist should do everything he can in his community to make people show where they stand, and to see that slackers receive such treatment as they deserve.

Cultivation of Lettuce

Lettuce should be cultivated occasionally to keep the ground loose. Overhead watering will settle the soil considerably and will check the growth somewhat unless the soil is porous. If Radishes are grown between the Lettuce the ground should be worked a little as soon as the Radishes are harvested.

It should be remembered that Lettuce is a shallow rooted crop and that the depth of cultivation must not be more than 1½in. between the rows and less close up to the plants. As soon as the leaves begin to touch, cultivation should cease since the leaves may be injured.

Watch the Radishes

As the Radishes reach their maturity they should be examined frequently and be marketed promptly when they are of proper size. If they are left too long they become pithy and are not a desirable product. Such Radishes should not be offered for sale since they will hurt future sales. The temperature should be kept low but if the sun warms up the house plenty of free ventilation should be given.

Chinese Cabbage as a Cool Greenhouse Crop

Chinese Cabbage known also as Pe Tsai, has been tried by some growers in search for a new salad plant which may be grown in greenhouses. It is being grown very successfully outdoors and is seen frequently in some of our large markets. Some of the attempts to grow it under glass have not been as successful from a commercial standpoint as desired, since the crop does not thrive as well in greenhouses as in the open. On the other hand, for greenhouse use, it is desirable to have a strain which produces heads somewhat smaller than those produced outdoors on good soil. In the greenhouse closer planting distances are generally employed.

The seed is sown in flats or on beds similar to Cabbage, and the young seedlings are transplanted two inches apart in flats or beds when the first rough leaf appears. They remain here until four to five inches tall when they are ready for permanent planting in the greenhouse. A well branched root system is essential.

The young plants grow very well, but when the leaves become large there is likely to be some tip-burn since they transpire water faster than the roots can take it up. Another disadvantage is that Chinese Cabbage cannot be grown in the greenhouse in the early Fall or late Spring. At the Maryland State College, the writer has grown it at nearly every season of the year. The temperatures are usually too high in the early Fall and late Spring, and the Chinese Cabbage tends to go to seed rather than to form good heads.

The crop which was started about the middle of October and grown as a Winter crop was the best of all the crops. Chinese Cabbage is very hardy and seems to produce the best heads when grown under cool conditions. There was practically no tip-burn on this Midwinter crop, but the other crops had some tip-burn.

The time required to grow a crop is 12 to 16 weeks. About four weeks of this time is required to grow the plants large enough to plant in the greenhouse. The soil should be rich. The temperatures may be 42 to 55 degs. This crop is not suggested for general use by all growers but there will be some growers who will try it on a small scale since it may be grown in Midwinter. On rich soil, the plants may be set one foot apart each way. Since a constant supply of moisture at the roots is needed, the crop will grow better on the ground level or solid beds, than on raised benches.

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DAISIES (Bellis) Monstrous, pink and white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000.

HARDY ENGLISH IVY, strong, field grown, bushy plants, 3 to 4 ft. $4.00 per 100, $35.00 per 1000.

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		100	10
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4	ASPARAGUS Sprengeri	7.00	65
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4	BEGONIA Chatelaine	20.00	
2¼	CYCLAMEN. 8 varieties	5.50	
3	CYCLAMEN (fine plants)	8.00	75.
	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
5	DRACÆNA Indivisa	25.00	
3½	STEVIA. Dwarf or tall	6 50	60
2½	SMILAX. Large plants	3.50	30.
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Assorted varieties for dishes Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ADIANTUM Farleyense Gloriosa. 2¼-inch $1.75 per doz., $12.00 per 100.

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FIELD-GROWN	100	1000
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ft. 6 in.	14.00	16 00
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ft. 6 in.	17.50	19.50
5 ft.	19.25	21 25
ft. 6 in	21 00	23.00
6 ft.	22.75	24.75

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22.00 per 1000 Plants 3 Rings to a Plant

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Elegant stock, from 3-inch pots, to grow on for Christmas sales. Shift these *now* into 5- or 6-inch Azalea pots and grow them in Carnation temperature. This is one of the best Christmas subjects and should show a handsome profit. $8.00 per 100.

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Notes on Vegetable Crops—Continued

Harvesting and Storing Sweet Potatoes

Sweet Potatoes are being harvested and stored before heavy frosts come. The first light frost which merely kills a few leaves will not injure the Potatoes but a heavy frost will injure the crop. Commercial growers use special Sweet Potato plows for taking out the Potatoes, but those who have grown a small quantity for home use may dig them carefully with a spade to prevent bruising them as far as possible.

They are usually dug on a clear bright day in order that the Potatoes may dry off thoroughly in the sun before they are stored. In order that the Potatoes will keep well in storage, they must be dry and the bruised places must be healed over. To do this, the Potatoes are usually hauled from the field to a special storage house or to a room where a temperature of 80 to 85 degs. may be maintained for several days. When the bruised spots are healed over and the Potatoes are dry, the temperature may be lowered to about 55 to 60 degs. Sweet Potatoes must not be placed in root storage cellars such as are used for White Potatoes, Beets, Turnips, etc.

The home supply may be stored in slat boxes or crates near a chimney in an upstairs room that is kept warm at night as well as during the day. Some people store them in barrels or boxes in the kitchen not far from the stove. If the furnace room is warm enough they may be placed on high shelves or in baskets hung from the ceiling. They should not be placed on the cellar floor where it is likely to become too cool or damp.

Cut Asparagus Tops

As soon as Asparagus tops turn yellow and growth has stopped, they may be cut off and moved from the land. This practice not only places the Asparagus field in better condition for early cultivation in the Spring but any disease or insects which may be on the plants be destroyed. The tops are removed to a place where they may be burned. It is important to see that all of the stems are burned in order to make sure that all Asparagus rust is destroyed. This is the worst disease of Asparagus. The ashes contain some potash and may be distributed over another field. If the tops are not cut this Fall the stems will become hard and tough during the Winter and will not be cut as easily in the Spring. The Fall cutting will also relieve the pressure of Spring work.

Southern States

Houston, Texas

All the florists report a good business. Some of them have had to work overtime in order to keep up with the rush of orders.

Mr. Eichling of Kerr the Florist reports that the store has been very busy for the past two weeks, and that Thursday of last week was the biggest day this year. This shows that the people of Houston, at least, have not decided to look upon the florist as non essential. The store furnished the decorations for a big banquet at the Rice Hotel given by the officers of the 57th Infantry. The designs were emblematic of this branch of the service; smilax and palms and the new Columbia Rose were used. The greenhouses of the R. C. Kerr Co. give promise of producing some fine Roses and a big crop of 'Mums.

R. G. Hewitt of the Brazos Greenhouses says that his force has been working day and night. They have been rushed particularly with funeral work. He is receiving shipments of fine 'Mums from California and Roses from Denver. He says, however, that it is hard to supply the demand for flowers. In order to fill orders, he has had to buy from private persons who have flowers in the yard. He will soon be cutting 'Mums from his own crop.

The Q and S Florists report a rushing business. They have had a great deal of funeral work; they have also booked a big wedding for next Sunday, and in addition have orders for 30 designs on that day.

Mrs. C. Thomas has returned from a pleasant vacation, which she spent around Seabrook instead of going North.

President S. J. Mitchell of the Houston Hort. Society has called a meeting of the club for next Monday, at the offices of the public parks. Secretary Laughlin will present a report on the project to make Houston a Crape Myrtle city, and has prepared a paper to read before the club. C. L. B.

Nashville, Tenn.

Fall is here with its first whiff of frost. No damage has been done, however. With the rains of the past few days, the Fall crops should come on well. Cosmos is in full glory now, but there seems to be but little of it, this Summer having killed it. Dahlias were so injured by the hot dry season that they are not coming yet in any quantity. Gladioli are scarce also.

There will be few flowers from the out of doors this Fall. This will be an advantage to the florist if he has enough stock to meet the demand which has been above normal all Summer, and is showing no signs of falling off now. There will be a good crop of 'Mums of all kinds. The early ones are about ready for use. Roses are on the short side still, and Carnations are not yet coming in sufficient quantities to meet the demands. What are coming are unusually good, however, possibly because the Fall has been abnormally cool.

As the Winter approaches we see more nearly what we can expect in the amount of space to be used. Some of the growers have cut space considerably; others little if any. All agree there will be almost as many flowers grown this season as

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Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

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YELLOW DAISY, Etoile d'Or. Large, bushy plants, in perfect condition, grown from selected stock, 12c.

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World's Oldest and Largest Manufacturers of

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SOUTHERN STATES

Nashville—Continued

last, partly through more economical use of the space.

A good many home grown bulbs have been dug and potted up, so even though the Dutch bulbs should be delayed or not come we shall not be wholly without our usual flowers. A good many Valley will be dug and forced as well. The past two seasons have proved that our locally grown Valley is as good as any that ever came from Germany.

There promises to be less variety of plants for the customer to choose from this Winter than ever before. Most of the growers are pinning their faith to Cyclamen, Primulas of various kinds, and Cinerarias. Perhaps there are no better Cyclamen growers in the country than our local men, and Nashville people have come to be great buyers of this plant.

Some of the growers have not used any of their year's coal supply as yet, having relied entirely on Corn cobs and wood for the Summer. These items have been allowed by the fuel administrator, and as they do not count on the quantity of fuel allowed, makes it possible to use the normal amount of coal in cold weather. Corn cobs have proved satisfactory fuel for Summer and early Fall firing, though the fireman needs to be on his job. They are obtained from the mills and grain elevators.

The population of Nashville and vicinity has increased to nearly 50,00 during the last few months, on account of the giant powder plant near by. The pay roll of this institution has grown to over $1,000,000 every week. This has proved a hardship as well as a blessing. It is almost impossible to secure competent men laborers at all, or at least at a price they can be used. Much of the work is now being done by colored women, and white boys. Where it has been possible to retain the growers and foremen this is giving good if not satisfactory results.

MRS. MERTIE BRAILLIAR.

Madison, Tenn.

Louisville, Ky.

Fall stocks of flowers are unusually good this season, and retailers have excellent merchandise to offer. Cool weather through Summer and Fall has aided stock materially, so Dahlias are unusually good. Roses are in good supply. Few growers are cutting Carnations. Some good Violets are coming at comparatively low prices. Snapdragon is about gone as are Asters. The Fall crop of 'Mums is especially promising, and there is a good acreage, as florists figured upon being able to market a large percentage of this crop without the consumption of much fuel.

Several frosts arrived in late September and early October, but little harm has been done. The State Agri. Dept. reports that crops haven't been damaged. There hasn't been any coal burning weather so far.

The Fourth Liberty Loan kept things humming in Louisville. Several florists gave their plate glass windows to be decorated by sign painters, with campaign lettering. Louisville as usual has exceeded her allotment, more than $13,000,000.

Seen Through the Binoculars

August Baumer was an active high private in the ranks during the campaign. He got out with the bond sellers, canvassed the city for subscriptions, and proved that he should have been in the stock and bond business instead of the florist business, as he cleaned up.

In the Jefferson st. window of Fred Haupt is an attractive service flag carrying two stars, for his men who entered service.

Saul Rosenfield, representing the New York ribbon house of Wertheimer & Co., was a visitor in Louisville on Oct. 3.

John A. Keller, at Lexington, Ky., has a greatly improved retail store in the Ada Meade Theater Building, which has been recently remodeled from top to bottom.

Sickness has interfered with business at the store of C. B. Thompson & Co., where two of the principal workers are away on account of illness. Miss Mary Schleeter, Mrs. Thompson's niece, has also been away for several days.

George Schulz, of the Jacob Schulz Co., reports that business is excellent. He has been getting a nice volume of local as well as country business, and feels very well satisfied with the demand so far.

At the William Walker Co., things are generally humming. Miss Edith Walker reports that the greatest trouble is in getting help at the store and the farm.

The Nanz & Neuner Co., in moving from Fourth ave. to the growing establishment at St. Mathews, Ky., left Fourth ave. for the first time in more than 50 years. This is one of the pioneer florist organizations of the State. For many years it has had a farm at St. Mathews, with a retail store on Fourth ave. It is believed that what business is lost through going to the country will be made up in reduced overhead.

Clarence and Hattie Walker, who took over the F. Walker Co.'s greenhouses at New Albany a few weeks ago, when the property of the old house was split up between Herbert Walker and his brother and sister, are now operating as "The Walker Greenhouse."

Mrs. H. Walker, of the F. Walker Co., has been ill for several days and away from the store, but is showing some improvement, and expects to get back shortly.

Herman Kleinstarink, Jr., who was with his father in the retail and growing business for some time, is now doing nicely at Youngstown, Ohio, where he is holding down a foremanship in a big plant working on war orders. Mrs. Kleinstarink, who was formerly Miss Bertha Walker, is with her husband at Youngstown.

Washington, D. C.

Florists report an unprecedented business coupled with disconcerting shortage of stock of all kinds. The large number of deaths has caused the placing of more orders than retailers can fill to advantage, or for which they can find sufficient flowers. For the most part prices paid for designs have been good. One firm booked more than 100 orders in a single day, and every retail establishment is going along heavily.

Retail establishments in the District of Columbia have been ordered closed until 10 o'clock each morning except for the receipt of goods. The new store hours are 10 a.m. to 6 p.m. Florists have notices tacked up on their doors notifying the public of their compliance with this order.

Violets have made their appearance, but as yet they are obtainable in but small quantities. Speaking of the situation generally, one of the wholesalers said: "The scarcity of flowers and the demand for them is unprecedented. It is impossible to fill orders. Very few 'Mums are coming in as yet and nothing to take their place. Last week we could fill a few orders if given to us the day before, but now the retailers are crowding both wholesalers and growers with orders. Growers haven't anything to offer. They have been cutting down their fuel consumption for fear they will run short when cold weather sets in. Further, the draft and enlisting have made heavy inroads on the working forces so that the growers are really without sufficient help to continue their businesses on their usual scale. The market is further hampered through the inability of out of town growers to get stocks into Washington in salable condition, because the express service is poor and inadequate."

Orchids are more plentiful than they have been and sell up well at $9 per doz. Very few Easter Lilies are to be had and the wholesalers have standing orders for these. Not many Carnation are coming in. Dahlias are good. They are being marketed direct by the growers and few are coming through the wholesalers.

Washington's growers will try to get through the Winter on limited coal supplies, rather than shut down their houses. John Gutman, however, is going to operate his houses in Congress Heights as long as he can without coal and then do what he can with his outdoor stock.

Among the recent visitors in Washington were Elise L. and Edith M. Archias, of Sedalia, Mo.; F. M. Johnson and Edw. Gallivan, of Chicago, Ill., and Patrick O'Mara, of New York City.

E. A. D.

By 4:30 p.m., Oct. 6, the firm of Gude Bros. Co. and its employees, the latter totaling about 70, had all subscribed for the Fourth Liberty Loan, giving them a record of 100 per cent. The firm also subscribed 100 per cent. on the Third Liberty Loan.

DOVER, N. H.—E. A. Corson, florist, has moved his store to the Snow Block, on North Main st.

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready fo potting, in assortment of best 10 Fern Dish va rieties, undivided clumps, guaranteed to pleas or money back. $1.35 per 100, $11.50 per 100(In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in stock, in largest and best assortment. $5.00 pe 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima an Dreyerii. Strong, clean runners, $3.00 per 10($25.00 per 1000.

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ADIANTUM Cuneatum. Strong Seedlings $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in stock, $1.75 per dos., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong thrifty, 3-in. stock, $5.00 per doz., $40.00 pe 100; 4-in., $9.00 per dos., $70.00 per 100; 6-in $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best green house-grown seeds, ready for potting, $1.00 pe 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J
FERN SPECIALIST

When ordering, please mention The Exchang

GERANIUMS

ROOTED CUTTINGS :: All sold until De
S. A. Nutt and Buchner..... $15.00 per 10(
Ricard and Poitevine..... $17.50 per 10(
Parcel Post shipments are surest. Bill will b rendered with shipment for postage and speci packing at actual cost.
A SPECIAL BARGAIN: This stock must b sold before freezing weather, as the hous they are in will be cut for the winter.
SALVIA (America) the finest ever put on th market.
Rooted Cuttings..... $2.00 per 1(
Pot Plants..... 2.50 per 1(
ASPARAGUS Plumosus. Fine stock. $3.(per 100.
These prices are for free delivery Parcel Pos up to 4th zone.

ALBERT M. HERR, Lancaster, Pa
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GERANIUMS
UNROOTED CUTTINGS
Poitevine, Ricard and Buchner
$7.00 per 1000.
Stock of same, $30.00 per 1000.

If you are doubtful of our cuttings, we ca refer you to florists who bought 1000 and 10,00 It will be impossible to supply the demand f Geraniums, as they have never been so scarc If you want cuttings, raise your own.

J. B. BRAUN
Parkside Greenhouses HIGHTSTOWN, N.
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GERANIUMS
ROOTED CUTTINGS
All booked until December 1st
FRED. W. RITCHY
LANCASTER, PA.
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GERANIUMS
ROOTED CUTTINGS
All booked for October
PETER BROWN
LANCASTER, - - - - PA
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Sweet Peas for Profi
J. HARRISON DICK
$1.50
A. T. DE LA MARE CO., Inc.
438 to 448 West 37th Street, New York, N. Y

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Send for a copy of

Greenhouse Heating

A booklet of 52 pages, containing a reprint of four prize essays on the subject, which passed through the columns of THE FLORISTS' EXCHANGE several years ago, with comments by John McArthur, heating engineer for Hitchings & Co. There is also included a collection of answers to pertinent questions on greenhouse heating.

The problem of greenhouse heating is a vital one in the face of the 50% fuel restriction order, and all growers desiring information upon the choice of a boiler, the installing of a proper amount of piping, both as to the quantity and the proper placing of it, the stoking or feeding of the furnace and the general management of the heating apparatus should be in possession of a copy of this valuable little pamphlet.

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438 to 448 West 37th St., NEW YORK

California Privet
The Largest Stock in the World

BERBERIS Thunbergii
in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

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CALIFORNIA PRIVET

	1000
... 3 feet, 2 year old	$18.00
... 24 inches, 2 year old	14.00
... 18 inches, 2 year old	10.00
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Cash with order. Packed free

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...Hill's Evergreens
BEST FOR OVER HALF A CENTURY
...mplete assortment in large and small sizes. Price list now ready
...he D. Hill Nursery Co., Inc., Box 407 Dundee, Ill.
Evergreen Specialists
Largest Growers in America

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HEADQUARTERS
for **California Privet** *and* **Berberis Thunbergii**
Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery
J. T. LOVETT, Inc., Little Silver, N. J.

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...DRANGEA, Pan-grown, 3 to 4 ft., 4 branches ...d up, $12.00 per 100.
...RÆA, Anth. Waterer, 24 to 30 in., $15.00 ...er 100.
...RÆA, Anth. Waterer, 18 to 24 in., $10.00 ...er 100.
...USTRUM Ibota, 4 to 5 ft., $6.00 per 100; ... to 4 ft., $4.00 per 100.

Audubon Nursery
...O. Box 731 Wilmington, N. C.
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...RICES ADVERTISED ARE ...FOR THE TRADE ONLY

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

On Monday, Oct. 14, there will be on sale throughout this country, and delivered to over half a million homes of the better sort, the November issue of the *Metropolitan Magazine*. All florists are requested to secure a copy or copies of this number, remove therefrom our campaign page, in two colors, featuring Chrysanthemums, and post it conspicuously in the store windows, or in other places where it will be seen by the public. Such posting will connect any establishment with the magazine publicity and should very materially stimulate a demand for Chrysanthemums, which this season are in unprecedented supply. For the convenience of the trade, our Promotion Bureau has arranged for a supply of these pages, printed on only one side. Two copies, packed in a strong tube, will be mailed on receipt of ten cents to cover cost.

This prominent advertisement opens our Fall program for magazine publicity. To get the best results from it florists should link up their establishments with the magazine advertising through their own local advertising. It is best done through the use of the electrotypes the promotion bureau is supplying. These feature as closely as possible the magazine advertisements. So closely do they match that one of our subscribers actually reports a mail order wherein credit was given him for "seeing your ad. in the *Saturday Evening Post* and local papers."

The Thanksgiving and Christmas holidays are to be especially featured in some half-dozen magazines of large circulation. Plate advertisements for local newspapers will be provided. All that is necessary to complete them is the insertion of name and address.

The committees have planned to the last penny the expenditure of the funds at their disposal. This, sad to say, is so short of actual requirements as to make an important part of the publicity arrangements tentative. You, Mr. Non-subscriber can help to change this condition very materially. Of course, we know you are buying Liberty bonds - the money you pay for them you are lending to the Government. Whatever you give to our campaign fund you lend to yourself—at an extraordinarily high rate of interest, easily collected. Cannot you see your way to advance yourself just a little money for your own good?

Stamford (Conn.) Hort. Society

A meeting of the society took place Friday evening, Oct. 4, President H. Wild presiding. There was a fine collection of flowers and vegetables, and numerous certificates were awarded.

During the meeting, after a stirring appeal for the Liberty Loan had been made by G. B. Cannon, proprietor of the Quality Seed Store, also by President H. Wild, and a patriotic recitation had been rendered by James Foster, the society decided to buy five bonds, one for each member in the service. This emptied the treasury. A collection replenished the funds and a new treasury was started. It was announced that the members would participate in the Liberty Day parade and that they promised to excel themselves with a wonderful spectacle of vegetables for the occasion. The Fall show will take place Nov.1, 2 and3.

W. RICE, Cor. Secretary.

Nassau Co. (N. Y.) Hort. Society

There was a large attendance at the regular monthly meeting, held in Pembroke Hall, Glen Cove on Wednesday evening Sept. 11, Pres. Robt. Jones presiding. The exhibition tables were well filled with a fine display of flowers, fruit and vegetables. The president appointed Thos. Twigg, Frank Watson and Wm. Milstead to act as judges for the monthly exhibits. The following members exhibited: Wm. Noonan, Frank Petroccia, Arthur Smith and Jas. Holloway. John Scheepers & Co., New York City were awarded the thanks of the society for their La France Raspberry.

The preliminary schedule for the show to be held on Oct. 31 and Nov. 1 was read and adopted. Vice-President Thos. Twigg reported that George Ford, one of our members had been killed in action on Aug. 8. Mr. Ford was a well respected member of this society, ever ready to extend a helping hand where needed, and the deepest sympathy is extended Mrs. Ford in her sad bereavement. Competition for the next monthly meeting, to be held on Wed. Oct. 9 are: Three heads of Cauliflower, best six Carrots, and the heaviest head of Cabbage. Robt. Jones will be the manager for the Dahlia show, to be held on Wed. Oct. 2. Schedules can be had upon application.

HARRY GOODBAND, Cor. Secretary.

New Primula Malacoides

It is just as essential in Business as in War to be prepared for the future.

Your Business is largely what you make it.

The first step in **selling** is to have something worth while to sell, with a conscientious belief that it is all and more than you represent it to be. This is the case with the **New Rohrer Primula Malacoides.**

Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink and Light Lavender. A cool temperature, 40 to 45 degrees, produces the best results. For September and October delivery:

PINK and LAVENDER $6.00 per 100; $55.00 per 1000 2½-inch pots
Shipped Parcel Post, Special Delivery anywhere in the U. S.

C. U. LIGGIT, Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

J. BOLGIANO & SON
Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists
Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

Clematis Paniculata

	Per 100
3-years, fine	$15.00
2-years, heavy	9.00
2-years, medium	7.00

LITTLEFIELD-WYMAN NURSERIES
No. Abington, Mass.

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HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

A Client Writes:

"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

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ORCHIDS

Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

Julius Roehrs Co.
RUTHERFORD, N. J.
ORCHIDS PALMS
and Plants of Every Variety

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Chrysanthemum Specialists
ELMER D. SMITH & CO. ADRIAN, MICH.

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SEVERAL OF THE MOST DESTRUCTIVE OF THE INSECT PESTS THAT ATTACK FRUIT TREES AND PLANTS ARE MENTIONED, AND MEANS OF COMBATING THEM GIVEN IN THE RULES AND RECIPES SECTION OF THE GARDENERS & FLORISTS' ANNUAL FOR 1918, PRICE 50c., TO F. E. SUBSCRIBERS, 35c. THE OFFICE OF THE EXCHANGE.

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½pkt.50c.; 1000 seeds$1.50. Colors separate also
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
CYCLAMEN. Giants. 150 seeds $1.00; ½ pkt. 50c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.; os., $3.50; 3 ozs., $10.00.
JOHN F. RUPP, Shiremanstown, Pa.

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KELWAY'S SEEDS
GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.
KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

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STOCKS-STOCKS
GREENHOUSE-SAVED SEED
LENOX, White LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00
JOHN WILK, 155 WEST 33d STREET NEW YORK

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Burnett Bros.
SEEDSMEN
Catalogue on application
92 Chambers Street, NEW YORK CITY

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PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.
SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.
W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

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F. W. FLETCHER
(For 25 years at Auburndale, Mass.)
Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: Nelrose, Phelps' White, Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.
New Address:
Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange

Lily of the Valley
XXX Quality
Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.
MAX SCHLING, Inc.
Seed Merchants and Growers
22 West 59th Street, New York City

When ordering, please mention The Exchange

ORCHIDS
Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Frank Cawte of Cottage Grove, Bloomfield, Conn. is now serving with the boys in France.

Douglas Laird, formerly with Henry A. Dreer, Inc., Philadelphia is with the Royal Flying Corps in France.

Geo. McCallum, who is training at Great Lakes, Ill. is recovering from pneumonia in the base hospital.

Edgar Brown, eldest son of F. C. W. Brown of Cleveland, Ohio, has enlisted in the Army.

Tom White, bookkeeper of the Columbus (Ohio) Floral Co., has been drafted into the Army.

George Brod, son of George F. Brod of Stratford, Conn. is at camp, having been called to the Colors.

A. M. Michaelson of Michaelson Bros., Philadelphia, Pa., is doing his bit helping Uncle Sam at Hog Island.

About ten of the Indianapolis, Ind., florists have been included in the present draft; some have already gone into preliminary training.

The H. W. Buckbee Co. of Rockford, Ill., has three stars in its service flag, but still has sufficient help to keep its greenhouses going.

After a taste of the war industry Benjamin Gibbs of Philadelphia, Pa., has returned to his first love, the florist business.

Henry Meyer, of Kenosha, Wis., has two sons in the Army. Frank E., the elder, is in France, and Henry in Key West Fla.

The service flag of the Gardeners and Florists' Club of Boston has recently added ten new stars, making a present total of 37 members with the Colors.

Paul Shine, son of Aaron Shine of the Flick Floral Co. of Fort Wayne, Ind., has enlisted in the Home Guards Militia, and is looking forward to joining the National Army soon.

Private James Schowles is reported as being at the base hospital in Lakewood, N. J., having gone "over the top" three times, being gassed and seriously wounded.

We are sorry to learn that Jesse Hayes, who enlisted in the Navy in June, died of influenza on Sept. 23. Further details will be found in the Kansas City newsletter.

We regret to learn that Chas. Brown, formerly employed on the J. Ogden Armour estate and also at one time with Vaughan's, at Western Springs, Ill., has recently been killed in action abroad, while serving with a Canadian regiment.

Albert Geisert, grower for the Park Floral Co. of Denver, Colo., has received a letter from a French hospital saying that his son Fred had been wounded in both arms and both legs when in the front line.

Henry Masten who was with the Alpha Floral Co. of Denver Colo., has written from the Naval Training Camp at Mare Island, San Francisco, Cal., saying that he is doing well. He expects to be sent across any day.

Roy Ackenbach and Henry Benz, who have until recently conducted a florist's business in Racine, Wis., are with the expeditionary forces in France. Their business is now in the hands of Joseph Rehl.

J. Harper Hetherington, manager of the Washington Floral Co., has been notified that his two brothers have entered a French hospital, Horace D. gassed, Frank W. crippled with rheumatism.

W. W. Wilmore of Denver, Colo., has received a letter from his son Charles who is with the Tank Corps at Gettysburg, Pa., saying that his company was taken to New York City where it did some marching and was taken to the theater in the evening.

Mrs. Gertrude H. Lowen, formerly Miss Nellie Toogood, who was employed as a bookkeeper and cashier of the Washington Floral Co., Washington, D. C., is now serving as private in the U. S. Marine Corps. Mrs. Lowen is now the wife of Private Lowen of the Medical Corps.

Frank Spikermann, son of Mrs. Frances Spikermann who conducts the Sandwich Greenhouses at Sandwich, Ill. is a wireless operator on the U. S. Cruiser Alabama on the Great Lakes. Her oldest son, Dr Arthur Spikermann, is in the Army service at Ft. Sheridan.

Pte. Paul F. Viguier, formerly linotype operator on THE EXCHANGE, notifies us that he has at last arrived in Europe on Uncle Sam's business of helping to establish law and order in the world. He sends best wishes and good luck to all.

George Schumer, son of Peter Schumer, a well-known Carnation grower of Evanston, Ill., is said to be the first wounded florist to return. The Evanston papers gave the event much publicity. He is at present at Camp Stewart, Va., recovering from shrapnel wounds.

Louis Turner, Jr., of Louis Turner & Sons, of Kenosha, Wis., is with the Wisconsin Signal Service Corps in France. Walter Turner, a younger brother, has also joined the Colors to serve in the mechanical department. He is at present at the Sweeney Auto School in Kansas City, Mo., but will join the auto field service when proficient.

Henry L. Jacobs, son of Joseph Jacobs, connected with the firm of S. Jacobs & Sons, greenhouse builders, Brooklyn, N. Y., is now an ordnance sergeant, and is stationed at Washington D. C. Sergt. Jacobs was formerly a mechanical engineer. He was assigned to the engineering division of small arms and machine gun section. He expects to go across very soon.

That Charles Bartlett Weathered of New York City, whose untimely death in France was recorded in THE EXCHANGE of Sept. 28, was held in high esteem is shown by the following testimonial from his employers, S. Jacobs & Sons, Brooklyn, N. Y., with whom he had been connected until the time of his enlistment: "We regret his death deeply. He certainly had a bright future before him and was well liked."

Harry A. Bunyard of New York, who recently signed up with the Y. M. C. A. for overseas work, is stationed at the Bristol Hotel, New York City, awaiting arrival of his passports, immediately after receipt of which he expects to go abroad. In the meantime he is editing the "Kit Bag," a paper on behalf of the Y. M. C. A. secretaries stationed in that city. A postscript to No. 33, now in our hands, is characteristic of its editor. This is not the "Kid" Bag.

Joseph J. Lane, formerly advertising manager of the *Garden Magazine*, writes from France that he is now a corporal and that he expects to "take over Pershing's job in about a month." Yet he has thought for "the bunch," for he wonders "if they will ever wake up to the need of flowers, and the opportunities the present and the future contain for sales to Americans everywhere. A little girl gave me a Rose in a French town just after we landed. It made me cry! What would our boys think of receiving flowers as they marched along to come overseas, or other times when we are nearly overcome with our emotions. Florists have a noble work to perform in this line."

"A glorious death is his
Who for his country falls."

We regret to learn that Geo. Ford, a former member of the Nassau County (N. Y.) Hort. Society, was killed in action on Aug. 8.

Soldiers' and Sailors' Civil Rights Bill

WASHINGTON, D. C.—Frequent complaints are being received here from florists, seedsmen and nurserymen regarding the difficulty they are having in collecting debts from men now in the military service. Numbers of business men have been called to the Colors, often with but little notice, and it has frequently been difficult for such men to adjust their business affairs before going away, and they have sometimes left behind unpaid bills.

To meet this situation Congress some time ago passed what is known as the Soldiers' and Sailors' Civil Rights Bill, in which provisions were made for the temporary suspension of legal proceedings and transactions which may prejudice the civil rights of persons in the service during the war.

Under the law, in actions or proceedings in court to collect debts owed by men in service, the court may require as a condition before judgment is entered that the plaintiff file a bond to indemnify the defendant against any loss or damage that he may suffer by reason of any judgment, should it thereafter be set aside in whole or in part.

It is also provided that if any judgment is rendered and it appears that the defendant was prejudiced by reason of his military service in making his defense thereto, it may, upon application made by him or his legal representative not later than 90 days after the termination of his service, be opened by the court rendering the same and the defendant or his legal representative let in to defend.

At any stage an action commenced against a person in military service during the period of such service, or within 60 days thereafter may be stayed until the termination of military service, and no fine or penalty shall accrue by reason of such stay.

The law provides further that "in any action or proceeding commenced in any court, against a person in military service, the court may, in its discretion, on its own motion or on application to it by such person or some person in his behalf shall, unless in the opinion of the court the ability of the defendant to comply with the judgment or order entered or sought is not materially affected by reason of his military service: "(1) Stay the execution of any judgment or order entered against such person, as provided in this act, and (2) Vacate or stay any attachment or garnishment of property, money, or debts in the hands of another, whether before or after judgment." E. A. D.

Glimpses of French Horticulture

The interesting notes which follow are taken from letters received by Geo. Arnold, Glenwood Beach Gardens, Ensenore, N. Y. from his son now serving with the Colors in France. The younger Arnold is a member of the Rochester (N. Y.) Florists' Ass'n.

In the fields all through this part of France (near the St. Mihiel sector) there are many species of leguminous plants. I suppose that they like this limestone soil. At any rate Pea-like flowers are much more in evidence than in Western New York, and ranging all the way from the little White Clover to the Locust trees. A considerable proportion of them I have not seen before; and I am still without means of identifying them. In the Botanical Gardens at Lyon I found four of them with labels. Vicia Gerardii is a rather neat Little Vetch. Hippocrepis (species illegible) is a low growing shrubby looking plant with yellow flowers. Indigofera Dousa (I. Gerardiana) is prettily decorative, with its silvery leaves. *Colutea arborescens* is an early blooming shrub, 5ft. to 7ft. high, with flowers of a good yellow. I have seen it doing fairly well on high, rocky banks along the roads.

The Centaurea that I have mentioned as being so abundant around here is the C. sempervirens. The Scabiosa is the S. caucasica, blue. There is a great variation in type, but I have seen no white sports growing wild. M. Leonard Lilile, at Lyon, had a very nice stock of the white. Harpalium rigidu was the label on a plant in Lyon, to 4ft. high, that looked like one of perennial Sunflowers, (Helianthus rdus). Several species of Ceanothus two of Echinops, all good garden jects, are common here. Knautia lo folia is a good perennial with light flowers, resembling Scabiosa caucas (synonym for Scabiosa longifolia).

Annual Pentstemons are used a bit for bedding in Lyon, and are reds and whites. There was a Gai dia, too, that was a mighty fine s of yellow for cutting. Not quite so in flower or plant as grandiflora, better as a cut flower. In these dens, too, are many fruit trees tra on walls or on espaliers, especially trees, quite in contrast with the W ern New York orchard method.

The country about here is very and the soil extremely shallow, underlaid with soft limestone. I orders to arrange for three company dens of eight to ten acres each, an to 20 small detachment gardens. waiting for a special pass and preter to enable me to start out work, as this point is so near the that there is a guard at nearly road crossing. As the gardens w scattered over a territory at leas miles in length I shall have to around pretty lively. Well, we are all ing to get out of here before vege are ready next year. Foreign tra all right, but I would like to see people from the old home town on a while. There is one of the boys camp who was transferred with me the Signal Corps; and the other ev one of the old Signal Corps fellows through on a motorcycle. You b were glad to see him. THE FLO EXCHANGE copies are coming reg now. They look mighty good t Pte. Schuyler Arnold, Co. D. 13t gineers, (Ry.).

A Garden in a Wilderness

Late in June Private Joseph Ros of the base hospital at Camp Upt gan, with the assistance of Private Leab, to convert some of the acid the camp site into a garden. ter clearing away the stumps the are worked by hand, limed and part p with vegetables, part with ornam als. Good crops of Corn, Tomatoes, ea Celery Beets, Lettuce and two cr of Beans were grown for the officers' ess. But what attracted most attention were the floral designs in which 4000 ants were used. These plants were d ted by Samuel Untermeyer and the houses of Central Park, New York. The most striking were a replica of the edical Caduceus, 14ft. by 16ft.; a bell, 9ft. by 8ft.; the American flag, 10ft. by 7ft., and the American dal of honor, 30ft. square.

Before joining the Army Pvt. Ros thal had been a head gardener f Mr. Untermeyer, for whose estate nea Yonkers he planned the $2,000,00 garden. Prior to that he had lived in Russian Poland where his family before the war owned famous nurseries now ruined through the Bolshevist tr bles. His right hand man had had no gar ning experience before this season.

Soldier and Sailor Insurance

The business of insuring our s and sailors is scarcely a year yet we have written more than $30,000,000,000 of insurance, insuring approximately 3,500,000 soldiers and sailors. This gigantic business employing 10,000 individuals has done a greater business than the largest insurance company of the world. The total for August will approximate $5,000,000,000 in new insurance.

More than 90 per cent. of our army and naval force are insured. This insurance has strengthened the morale of our fighting men and brought comfort and courage to their dependents at home. In addition to the insurance there are added soldier and sailor family allotments and Government allowances to dependents, the disbursement of allotments and allowances already totaling more than $140,000,000.

RIDGEWOOD, N. J.—The stock planting in the greenhouses of the late A. V. D. Snyder has been sold at public auction. The greenhouses have also been sold and will be torn down.

J. C. L.

Middle Atlantic States

Lancaster, Pa.

The florists as a class did not take any special interest in the recent Lancaster ... as little inducement is offered aside ... the advertising obtained by exhibit... Adam Felsinger, who makes a spe... of Dahlias for local sales, staged ... 125 varieties, all of them of ex... quality, including standard va... Mrs. Gantz and Jane Rose, two ... seedlings that he showed, compare ... with anything ever offered in the ... line. The exhibit did more to ... Dahlias to the attention of the ... public than any other method ... advertising, and Mr. Felsinger took ... number of orders for stock.

... F. Barr & Co. had an unusually ... exhibit of trees and conifers, ar... with a view to landscape effect, ... added much to the attractiveness ... the fair judging from the number of ... who constantly crowded the walks ... drives of this exhibit. They had a ... number of copies of a finely illustrated ... klet on home beautifying, in line with ... work and the exhibit printed es... for distribution, but unfortu... they did not come until the last ... of the fair.

The Liberty Loan campaign is pro... favorably, despite adverse con... and Lancaster expects to furnish ... than her quota.

ALBERT M. HERR.

Pittsburgh, Pa.

The Market

Oct. 7.—Business is still booming. ... all indications it will continue so ... Each day the market is cleaned ... well that a dealer is "stuck" should ... in need of stock later than usual. ... are advancing right along and ... thing has reached midseason price. ... outdoor flowers except Dahlias are ... for this season. Greenhouse stock ... blooming fast enough to meet the ... Dahlias are the most popular ... at present and are much in de... The varieties are great and the ... the largest ever seen in this city. ... are hoping the frost will stay away ... the 'Mums come in larger quan... The first 'Mums of the season ... this market last week and sold ... prices. Roses are much in de... and sell at good prices. The largest ... 15c. last week. Lilies have ... to $18 per 100 and may reach ... before this week is out. American ... are selling well and still continue ... $35 per 100 for the specials. ... Daisies are now coming and find ... sale. Carnations are up to $4 ... for the best. A few Gladioli ... come. They sell on sight. There is ... of all greens. Ferns have ad... to $2.50.

Florists at Home and Abroad

B. L. Elliott, A. E. Gibson and J. McCallum left last Tuesday via ... to visit the trade in Eastern ...

Theo. Veischaren has been having ... cuts of good Lilies for the past ... weeks. They have been returning ... prices.

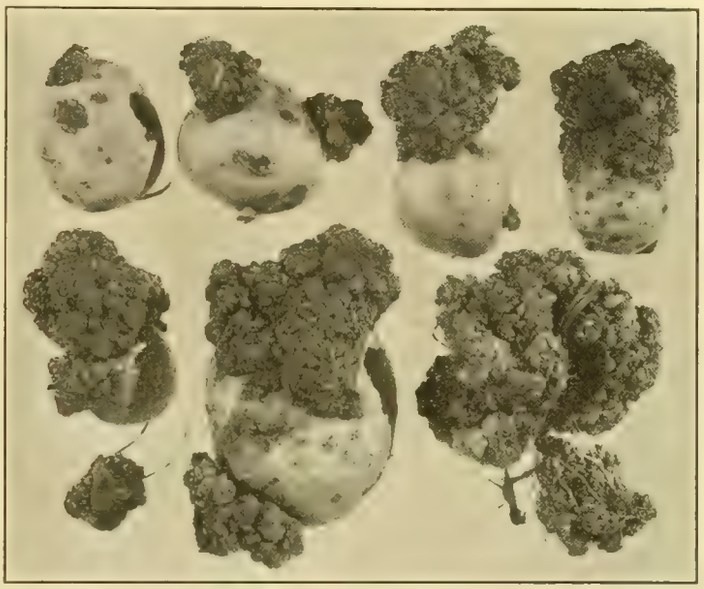
I. V. Kinder, of Charleroi, has decided ... his greenhouses for the Winter. ... now cutting fine Dahlias that he ... inside late last Spring. As soon ... they are through he will close the ...

Club Meeting

A campaign to beautify the gar... and parks of Pittsburgh during the ... and incidentally to furnish food ... the birds was inaugurated at a meet... of the Pittsburgh Florists and Gar... Club last week, in the North Side ... Library, by Wm. Falconer, ... superintendent of the Allegheny Ceme... Mr. Falconer said that in October ... is not much in our gardens that ... for the frost has come and ... of the flowers are past. Our eyes ... on the beautifully colored foliage ... trees and shrubs. Here is where ... showy fruited plants come in. No ... if the bushes on which they grow ... withered, the berries stand out ... beauty for weeks, and in sev... cases last well through the Winter. ... instances these shrubs, the Vi... and Crab Apples for example, ... our most popular and showy ... plants when in bloom."

Mr. Falconer illustrated his address with an exhibition of 90 different kinds of fruited or berried shrubs, most of which were sent to him from the Rochester, N. Y., botanical parks which, next to the Arnold Arboretum at Boston, have the richest collection of rare trees and shrubs in the country. The exhibition included 19 varieties of Barberry; 7 of vividly berried Cottoneasters; 11 of Haws; 4 of Euonymus or Spindle trees; 11 of Crab Apples, whose fruit ranged from size of Peas to that of marbles; 14 of Roses; 7 of Viburnums, the Snowball family of the shrubs, the Buffalo berry, the Sea Buckthorn and two forms of Buckthorn from the mountains of Northern Asia with showy black fruit. Among the plants in the Pittsburgh collection were sprays of Euonymus fruits, brilliant Viburnums, strings of Golden Climbing Waxworks, red Haws and Snowberry. The exhibit was very interesting to all present, and a vote of thanks was extended to the city parks of Rochester and Mr. Falconer.

"Dahlias" was the subject for the evening. Some beautiful local and out-of-town exhibits were shown. Dixmont Hospital had a fine collection of new seedling single and show type Dahlias, which were awarded a culture certificate.



Potatoes affected by the new desease recently discovered in Pennsylvania

The illustration shows the various stages of the disease, resulting in the final destruction of the tuber. See text.

McCallum Co. showed a fine variety of commercial Dahlias grown by W. W. Maytrott of Vineland, N. J., the finest ever exhibited here. Mr. Knauf had a vase of outdoor Roses, exceptionally fine, considering the conditions and time of year in which they were grown. He lives in the heart of the city. The quality of flowers shown was really remarkable. "'Mums" is the subject for the next meeting. Hereafter the meetings will be held in the rooms of the Pittsburgh Cut Flower Co., on Seventh st.

Word has been received that David Schlegal has been killed in action with the American forces in France. Before entering the Service he was manager of the Homestead store for J. M. Johnson.

Rochester, N. Y.

Never in the history of the flower business has such a scarcity of stock existed as at present. The demands have been such in fact that it has been necessary to refuse business for want of material to fill orders. Prices have advanced to unheard of figures, Roses going from 8c. to 25c., and the demands far in excess of the supply. Carnations brought 6c. last Saturday, a price never before heard of in this market at this season of the year. No 'Mums are coming in as yet which makes matters worse. The few Asters still coming move at good prices even though the quality is generally poor. Dahlias are very scarce; the frosts have no doubt put an end to them. If present conditions are a gauge as to what they are to be in the future the outlook is anything but cheerful for a supply of stock to take care of the demands.

Flower City Personals

The property and greenhouses of the late Frank O'Brien have been purchased by George B. Hart. The plant is situated in Fairport, N. Y. There are about 17 acres which will be used as trial grounds for Hart & Vick, Inc., seedsmen.

The regular meetings of the Rochester Florists' Ass'n will be resumed on Monday, Oct. 14. Arrangements are being made to have a good attendance and a topic of interest to all for discussion.

The retail store of Max the Florist has been closed permanently because Max has been called for the second time to the Colors, this time for limited service.

Rochester has cause to mourn the passing of Nathan R. Graves, whose horticultural photographs have helped to establish for it the title of "Flower City." His obituary will be found in another column.

H. B. S.

Dangerous New Potato Disease

A Potato disease, probably the most serious thus far known, has very recently been discovered by Prof. J. G. Sanders, Economic Zoologist of the Pennsylvania Dept. of Agri. The disease was found by Prof. Sanders near Hazelton, Pa. and had apparently gained access there previous to the quarantine established by the Federal Horticultural Board on Sept. 20, 1912, prohibiting the further importation of Potatoes into the United States.

The infection of the tuber takes place at the eye, or near it. A warty growth, not unlike a piece of Cauliflower, is quickly formed. Before long the Potato is entirely covered, becoming a warty mass. This decays in the soil and results finally in a brown, ill-smelling, pulpy mass, resembling a decayed puffball. This mass contains great numbers of spores, millions of which are thus freed in the soil and remain virulent there for at least seven or eight years, as experiments in Europe have shown that after rotation of crops for six years, during which no Potatoes were grown on the infected ground, the disease returned when Potatoes were once more planted. The progress of the disease is shown in the accompanying illustration.

The disease is readily carried by infected seed and may even be transmitted by parings from infected Potatoes thrown on the ground. Manure from animals fed with such infected, uncooked Potatoes may also be a means of spreading it. The fact that the disease destroys the tubers completely, combined with its insidious character and the long life of the spores, adds to its seriousness as a menace to the Potato growing industry.

The Pennsylvania State as well as the Federal authorities are taking every possible measure to fight the disease and prevent its spreading beyond the present area of infection. The entire anthracite mining section region of Pennsylvania is being carefully watched and it is suggested that State inspectors and others in various parts of the country keep a lookout for the disease, especially in those localities in which imported Potatoes may have been used during the past eight or ten years.

Worcester, Mass.

The Market

Local market quotations were as follows: Roses $6 to $20 per 100; Carnations $2 to $6; Asters $2 to $4; Gladioli, in limited supply, $6; Lilies $15 per 100; 'Mums are more plentiful and of good quality, selling from $1.50 to $3.50 per doz. Candytuft, Gypsophila, Dahlias, Celosia, Calendulas and other small flowers sell readily, as the supply of everything is far from meeting the demand.

The past week has been good weather. Florists were swamped with orders for funerals. Practically the same continue this week, with flowers high and scarce, the annual fruit and vegetable exhibition of the Worcester County Hort. Society will be Oct. 10, open to the public from 3 p.m. to 9 p.m. The only call for flowers on this schedule will be 'Mums, four vases, six blooms in each. This will be the last show of the season until the Chrysanthemum exhibition, Nov. 7 and 8. It has been decided by the committee on arrangements to turn the 'Mum show over to the local chapter of the Red Cross to make whatever it can. It is probable that a small admission fee will be charged and at the close there will be an auction of cut blooms and potted plants donated by the exhibitors. Thus a good sum should be realized as the florists are taking great interest and are eager to make the display the best ever.

Peeps in Florists' Windows

H. F. Littlefield has a fine showing of potted ferns in variety at his Main st. store and reports the call is good.

Estabrook & Luby are cutting some fine Carnations for early season, which find a ready sale.

Violets made their first appearance in local stores this past week. They were of good color though rather small.

F. L. M.

Newport, R. I.

An unusually high death rate has made busy times for the trade with long hours. While the local growers have not raised their prices materially, complaint is heard that out-of-town dealers have in some instances nearly doubled the price of Roses and other stock.

Thomas W. Gibson died at his home last Sunday, aged 68 years. His obituary will be found in another column.

ALEXANDER MACLELLAN.

Dahlia Society Awards

In our issue of Sept. 28, page 504, it was stated that John H. Slocombe of New Haven, Conn. won first prize for a collection of 25 varieties of Dahlias at the exhibition of the American Dahlias Society held in New York on Sept. 24 to 26. In addition to this we learn that Mr. Slocombe also won first prize for 50 blooms, as well as first prize for ten blooms, all Dahlias of his own raising.

Prevention of Potato Scab

How should seed Potatoes be treated previous to planting to prevent scab?—A. I., Wis.

Scab of Potatoes and Beets is due to a fungus which lives from year to year in the soil and on the tubers and roots. It is increased by manure and by lime, hence these should be applied not nearer than the year before Potatoes and Beets are planted. Plant clean seed in clean, uninfested land. If only scabby seed is available soak the uncut tubers in formalin solution 1 pint in 30 gallons of water for two hours. Drain and either cut at once or let dry. Use the solution over and over as far as it will go. Avoid having treated seed touch infested bins, floors, bags, tools, etc.

Walter A. Finney, florist of Leominster, Mass., has, according to reports, filed a petition in bankruptcy; liabilities $1280, assets none.

NORRISTOWN, PA.—Joseph Luneman, known to florists and nurserymen of the United States and Europe, died Oct. 3. He represented Kallen & Luneman of Boskoop, Holland as salesman.

PEORIA, ILL. The barn of Cole Bros., florists of this city, located on Perry st., was recently destroyed by fire.

Perennial Phlox

Strong field-grown stock

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Beranger, white suffused with pink, rosy-lilac eye	$6.00
***Bridesmaid,** white with large crimson center	6.00
Bouquet Fleuri, white with carmine eye, large truss	6.00
Champs Elysees, bright, rosy magenta	6.00
Coquelicot, a fine scarlet	6.00
Coquette, white with pink eye	6.00
Elizabeth Campbell, soft pink, large flower	8.00
***Fantome,** deep lavender, edged and shaded with white; dwarf	6.00
Ferdinand Cortez, deep crimson	6.00
***Fraulein G. von Lassburg,** pure white; immense panicles	6.00
***Independence,** pure white, of low growing habit	6.00
***Iris,** light purple	6.00
Isabey, salmon pink	6.00
La Vague, lavender-pink	$6.00
***Le Mahdi,** velvety-purple; large spike	6.00
***Lothair,** bright crimson	6.00
***Lumineaux,** pinkish	6.00
***Mme. Bezanson,** best crimson	6.00
***Mme. Pape Carpentier,** pure white; very early, dwarf	6.00
***Miss Lingard,** earliest white, pale pink eye; long, graceful panicles	8.00
Mrs. Charles Door, a beautiful shade of lavender	6.00
***Mrs. Jenkins,** early white, immense panicles	6.00
***Pecheur d'Islande,** lavender cerise	6.00
***R. P. Struthers,** cherry-red, suffused with salmon	6.00
***Sir Ed. Landseer,** bright crimson.	6.00
Terra Nueva, lavender, light center	6.00
***Thebaide,** rosy-pink	6.00

Varieties marked * will be supplied at $45.00 per 1000 for not less than 500 plants nor less than 100 of a kind.

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BUYING MADE EASY CONSULT OUR STOCK AND MATERIAL INDEX PAGE 567

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8 to 10 ft., each	.5
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CALIFORNIA PRIVET	
2 and 3 yr. old. Cut back, well branched	
12 to 18 in., per 1000	10.0
18 to 24 in., per 1000	13.0
2 to 3 ft., per 1000	15.0
3 to 4 ft., per 1000	20.0
HYDRANGEA P. G.	
18 to 24 in., each	$0.1
2 to 3 ft., each	.1
BARBERRY Thunbergii	
12 to 18 in, per 100	$6.0
18 to 24 in., per 100	8.0
AMERICAN ARBOR VITÆ	
3 to 4 ft., each	$0.3
4 to 5 ft., each	.5
AUSTRIAN PINE	
18 to 24 in., each	$0.2
2 to 3 ft., each	.3
3 to 4 ft., each	.4
NORWAY SPRUCE	
12 to 18 in., each	$0.15
18 to 24 in., each	.25
2 to 3 ft., each	.40
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Fays, Cherry, White Grape, Victoria	
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Some Hardy Ornamental Flowering Trees

These interesting and valuable notes are part of an address by John Dunbar, Assistant Superintendent of Parks of Rochester, N. Y., delivered before the meeting of the American Cemetery Superintendents' Association on September 11. It will be noted that Mr. Dunbar endorses the high opinion of our American Hawthorns held by Dr. Chas. S. Sargent, director of the Arnold Arboretum, and referred to in the article on American Hawthorns by Mr. Farrington in our last issue. Readers will also doubtless recall the interesting article on Lilacs by Mr. Dunbar, which appeared in THE EXCHANGE this June

In the embellishment of woodlands in parks, cemeteries and private estates, what are known in gardening language as "ornamental flowering trees" should receive a large degree of attention. Of course as a matter of fact all trees have their flowers. Oaks, Hickories, Beeches, Hornbeams, Elms and Birches, all have interesting blossoms, but they are more or less inconspicuous and never attract attention from the ordinary observer. There are many hardy trees however whose flowers are very showy and conspicuous and when they are used extensively in plantations and woodlands, or placed individually on the borders of lawns and meadows they produce a particularly showy and noticeable effect, and attract the attention of even the most indifferent observers.

It would seem to be very important to use this class of trees largely in cemetery plantations and woodlands, or wherever opportunity and requirements present themselves for such planting. The superintendents of modern cemeteries, it is pleasant to observe, are making every possible effort to beautify with trees, shrubs and plants the areas and surroundings that contain the remains of our departed relatives and friends. Surely this is altogether fitting and proper. No effort should be spared to make cemeteries beautiful with the most ornamental of hardy trees, shrubs and plants.

More About the American Hawthorns

American Hawthorns have come into much prominence, at least botanically, during the last fifteen to twenty years. During that time over a thousand species have been described in North America. Many of them are handsome, roundheaded trees, but the majority are either arborescent shrubs or shrubby in habit. They are very numerous in many places about the Great Lakes in heavy clay-limestone soil. They are very showy when in flower in Spring; some species are much more showy than others. Many of them are singularly attractive with their conspicuous crimson, scarlet, orange red, or orange yellow fruits in late Summer, Autumn and early Winter. No mistake can be made in planting these native Hawthorns liberally, as they fit remarkably well into all planting schemes where there is room for them to grow. They germinate the second year after sowing; that is they pass two Winters in the dormant state. We have raised thousands of them and we treat them in the same way as the Amelanchiers. We recommend the twelve species following as beautiful small trees to plant: Cratægus Arnoldiana, C. Barryana, C. Dunbari, C. durobrivensis, C. Ellwangeriana, C. ferentaria, C. genseensis, C. macracantha, C. nitida, C. opulens, C. rotundifolia, and C. regalis.

In a short time some prominent American nurserymen will be offering most of these Hawthorns for sale. During recent years the species in the Crus-galli group, and some species in some of the other groups have been attacked by a leaf miner which considerably disfigures them. This however can be destroyed by spraying with Black Leaf 40, according to formula, just about the time the leaves have attained nearly full size in Spring.

Our Native Amelanchiers

Our native shade trees or Juneberries (Amelanchiers) among hardy ornamental flowering trees, have so much to commend them that it is strange that the planting of them is hardly ever considered. In our city park woodlands, and particularly on the banks of the Genesee River in Seneca and Maplewood Parks, during the first week in May, it is a charming sight to see the shade trees in full bloom. The graceful, feathery branches, smothered with myriads of white blossoms, cannot be excelled in graceful beauty by any other flowering trees. I have noticed the woodlands on the western side of Mt. Hope Cemetery look particularly attractive with Shade Trees in bloom. A great deal is said about the wonderful beauty of Japanese Cherries. I have seen individual Shade Trees standing alone; fine specimens, wreathed in flowers, and perfect cynosures at a long distance, and I am sure that no Japanese Cherry in Japan could excel them in graceful beauty.

We propagate them in our parks extensively. The fruits are gathered when ripe, usually some time in July, soaked in water and the seeds separated and dried, as in this condition they can be distributed in sowing much more easily. We sow them in flats which are exposed to the weather and always kept moist and they germinate the following year. When large enough they are planted in the nursery and in three or four years they are of sufficient size to plant out permanently. Four species and one variety grow here, namely: Amelanchier canadensis, A. lævis, A. sanguinea, A. sanguinea, var. grandiflora, and A. humilis. The last three are shrubby in habit and flower later than the tree forms.

Cratægus macracantha, one of the twelve beautiful small tree Hawthorns recommended for planting

Various Attractive Crab Apples

The different species of ornamental Crab Apples are charming when in bloom. It takes a good many years, perhaps 15 to 20 years, to get a well roundheaded Crab Apple tree, but such a tree, with the branches wreathed in rose tinted, carmine red, blush, or white blossoms is indeed remarkably beautiful. One of the most popular is perhaps the Japanese form, known in catalogs as Malus floribunda, with rose tinted flowers. The form known as M. floribunda, var. atrosanguinea, with carmine red flowers, which however, I think has nothing to do with M. floribunda—is remarkably attractive in bloom. We have two native species in Western New York, namely M. coronarius and M. glaucescens. The double flowered Bechtel's Crab, a form of M. ioensis, is being extensively planted of late years, and is very desirable. Some equally handsome foreign species are M. baccata, M. Halliana, M. spectabilis, M. Sargenti (the last named seldom exceeds in size an arborescent shrub) and M. zumi.

The American species can be raised from seed, but that method is not reliable with the Asiatic species, as they seem to hybridize freely, and seedlings are usually very different from the parents, as we have found out from experience. We have propagated a great many by tongue grafting on common Apple roots, always using the central root on one year or two year seedlings. This is done in Winter and they are planted out in Spring. However, we shall probably bud them in August hereafter, as it is less trouble, and they grow into large plants much more quickly. It is difficult to purchase the different forms of Crab Apples in nurseries today, and park and cemetery superintendents must resort to propagation if they intend to use them to any extent.

The Red Buds and Halesias

The Red Buds add a charming color note to parks and cemeteries towards the end of May with their myriads of red or pale red flowers. Cercis canadensis can be grown into a shapely and handsome tree, but it needs considerable pruning attention, for, if left to grow at will it divides into numerous large limbs which are readily smashed by storms. The white flowering form sent out by the Teas of Carthage, Mo. is very beautiful. I don't think this is in the trade today. We have one plant, and we budded it this Summer on young seedling stock of the type of our own raising. The Chinese Red Bud, Cercis chinensis is much smaller growing than the American species. The flowers are a deeper red. It was severely injured with us last Winter. In an ordinary Winter it is not injured.

The Silver Bell, or Snow Drop Tree, Halesia carolina, when its beautiful bell-shaped, drooping white flowers appear, about the third week in May, is a handsome sight. Although it is a tree distributed in its wild state from Virginia to Texas it was not injured with us during last Winter. It has lately been observed that there are two important forms of this tree. One commonly sold in nurseries and now growing in ornamental grounds is the type, H. carolina, with low branching habit, and does not make a one stemmed tree. The variety monticola which under its native conditions, grows into a tree 80ft. to 90ft. tall, has much larger and showier flowers than the type, and when in full bloom is singularly handsome. One tree with us is now about 40ft. in height. We are much interested in this tree, because we were the first to call the attention of the distinguished dendrologist, Dr. C. S. Sargent to this form. Previous to this it had not been observed scientifically.

The Beautiful Dogwoods

The White Flowering Dogwood, Cornus florida, is perhaps one of the most beautiful flowering trees of North America. In seasons when it flowers abundantly there is no more beautiful sight to be seen than when copses, plantations and woodlands are adorned with hundreds of specimens in full flower. Unfortunately in the most Northern parts, where it is native, the flower buds are frequently Winter-killed. Last Winter with us all the flower buds were killed, and in numerous cases the wood was partly killed. We raise thousands of specimens of the Dogwood from seed, planting it extensively, and will continue to do so, because in years with ordinary Winters we can always depend upon it to make a fine display in Spring. The Kousan Dogwood, Cornus Kousa, from Japan, bears a strong resemblance to the White Flowering Dogwood. It flowers a month later, and the branches covered with numerous white bracts produce a charming effect.

Little attention has been paid to our American Plums as flowering subjects. We have admired them very much during late years. The American Plum, Prunus americana, and the Black Plum, Prunus nigra, when flowering in established groups, or as single, well-developed individuals, are remarkably attractive, as myriads of showy flowers are produced from every joint of the previous year's wood. The Allegheny Plum, Prunus allegheniensis; the Wild Goose Plum, P. hortulana; Munson's Plum, P. Munsoniana, and the Beach Plum, P. maritima—the last named is somewhat shrubby—are all highly decorative.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Hearing on Importation Regulations

In my circular of Aug. 29 accompanying the proposed revision of the Rules and Regulations governing the importation of nursery stock, plants, and seeds into the United States, it was suggested a conference be called for the discussion of the proposed regulations. In order to give ample opportunity for the presentation and discussion of any reasonable objections that may be made to these proposed regulations, the boards calls a conference for its final consideration at the Dept. of Agri., Room 11, Federal Horticultural Board, Washington, D. C., at ten o'clock, Oct. 18. All interested parties are invited to attend. C. L. Marlatt, Chairman.

All concerned will meet at the office of Wm. . Gude, 1214 F. st., N. W., Washington, at 9 a. m.

Boston Conference Postponed

In Massachusetts, owing to the order of the Health Dept., it has been found necessary to postpone the New England Gardeners' Conference which was to have been held in Boston on Oct. 18 under the auspices of the Boston members of the National Ass'n of Gardeners. Another date will be arranged as soon as restrictions are raised possibly in early November. M. C. Ebel, Secretary.

Why the Poor Dahlias?

I noticed in a recent issue of The Exchange an article entitled "Why the Poor Dahlia?" so contribute my part to the discussion you invite. I have always wondered why Dahlia growers, both professional and amateur, cannot determine what really troubles their Dahlias. As far back as ten years ago, I saw Dahlias become stunted, produce unnatural foliage, curl their leaves, show yellow edges, and cease to produce flowers or very poor ones.

My diagnosis is that this trouble is due to "white fly". Root disease and weather conditions have in my opinion, nothing to do with it. Any grower who has had troubles with white fly either indoors or out, on any or all plants, will soon recognize it if he grows Dahlias and has this particular trouble.

Ten years ago, I wrote to experimental stations, and the Dept. of Agri. in Washington, but none of these institutions gave me the least inkling how it can be fought. I am convinced that no spray or treatment will effectively fight it. By the way, it is by many growers called "thrip".

One Dahlia grower who has studied this insect told me an interesting experience he had this year. The white fly appeared in July. The grower soon noticed three species of ladybird betles in great quantities on certain plants, with the result that the plants seemed to pick up soon and were perfect in September. It seems that the beetles had feasted on the white fly and kept them off the plants. I therefore believe that the white fly can be destroyed only through some such agency.

Another grower informed me that in order not to waste any space he planted lettuce between the Dahlias, with the result that the white fly feasted on the lettuce and ruined it while the Dahlias were left unmolested and succeeded.

It is of great importance that something be done to check white fly out of doors, for if unchecked, it will be impossible to grow Dahlias.

It is peculiar that the white fly attacks only certain varieties of Dahlias. I found that the more robust the foliage, the less chances of attack.

I think that The Exchange rendered a valuable service by opening its pages to the discussion of this subject, for we may find someone who perhaps has solved this problem, and he can do a great good by letting the world at large benefit by his experience.

Very truly yours,

Maurice Fuld.

The Belgians had no chance for a Liberty Loan. We have. Make the best of it now. Keep the Hun away from your home.

Check! Mate in Two Moves!!

By this time the German Imperial Government must know that shrewdness is a poor makeshift for rectitude. Its attempt to trick the United States into a cessation of hostilities by its recent "peace offensive" has been met by President Wilson's straightforward questions as to the exact intention of that Government. In substance the President asks:

1. Is the Imperial German Government ready to accept the fourteen principles laid down by the United States as necessary for peace?
2. Does it consent to withdraw its forces from all occupied territory?
3. Is the German Chancellor speaking for the constituted authorities of Germany by whom the war has been conducted?

No matter how these questions are answered it means—checkmate! For if answered one way it will mean an end to the war because the answers will be equivalent to unconditional surrender; and if answered in the other way the answer will mean precisely the same thing—unconditional surrender, not through diplomacy but through force of arms.

In the first case unconditional surrender will mean that Germany shall evacuate Belgium, France, Russia, Serbia, Italy, Montenegro and Rumania and withdraw her submarines from the high seas, also that she shall hold herself ready to allow the adjustment of colonial claims with reference to the wishes of the governed populations, abandon economic control of Russian territory, indemnify Belgium, restore Alsace-Lorraine, restore Italia-Irredenta, consent to the establishment of an independent Polish state, see to the relinquishment of Turkish control of non-Turkish populations, and the establishment of autonomous governments for the Austria-Hungarian nationalities.

If Germany agrees to do all these things, her promise must come from one other than a Hohenzollern mouthpiece and the military autocracy that plunged the world into war. If the chancellor replies that he talks for the "constituted authorities" his words on this point alone will end the "peace offensive" for the President has said: "We cannot accept the words of those who forced the war upon us. We do not think the same thoughts or speak the same language of agreement."

Florists, this means that we must continue to fight. The command is: "Forward, in the cause of humanity! Force to the utmost!!" This cause demands mountains of munitions, enormous amounts of material, millions of mighty men, the help of every man, woman and child in the nation. Nothing short of unconditional surrender will make the world safe for democracy. To insure this end it is imperative that everyone devote his best efforts and contribute unstintingly to the Victory Loan Campaign which our soldiers—many of them florists, nurserymen, fruit growers, truckers, farmers—all lovers of peace—are more than justifying by their "last full measure of devotion." Lend them, your brothers, your fullest aid!

Lend to Your Utmost!

Re-Education and Re-Construction

As our boys return from the war there will have to be made provision for many who will not be able again to take up the vocation they laid down when, sacrificing all interests, they joined the Colors and then encountered the rough and tumble campaigns, the most strenuous ever known. These will need education along new lines to the end that they will be enabled still to maintain themselves creditably on our generous American standard of good living which has ever been open to those who are willing to labor.

What part will the florist, the seedsman and the nurseryman play in teaching these men and in giving them employment?

Here is a condition which now exists, for men are already returning who will be unable to do any more fighting, and they will soon be ready for work.

It being impossible for us to conduct a personal canvass we ask readers to send us in suggestions as to positions such men, especially crippled men, could fill in their own lines. There must be scores of openings, in all our varied lines, especially now that labor is scarce.

The Vocational Rehabilitation Act recently enacted by Congress places disabled soldiers and sailors under the joint authority of Surgeon General of the Army and the Federal Board for vocational education. We learn that reconstruction hospitals have been established at Washinton, D. C., (Walter Reed Hospital) Ft. McPherson, G San Francisco, Cal. (Letterman General Hospital) N Haven, Conn., Fort Bayard, N. M., Markleton, P Cape May, Lakewood and Colonia, N. J., and Otisvil Plattsburg and Ft. Porter, N. Y. Hospitals at otl points are in process of organization. Various use trades are taught at these hospitals, besides such edu tional subjects as may be necessary.

In New York City there is in operation the Red Cr Institute for Crippled and Disabled Men, which a trains disabled soldiers.

Remarkable things have also been done in the way supplying these disabled men with appliances to take t place of the limbs they have lost. For instance, t French have devised artificial arms and hands that able the crippled workers to perform with entire efficie such operations as pruning, grafting, digging, etc. and ports from France show that it is taken as a matter course there that the disabled man, after he has be trained and properly equipped, take his place with question by the side of the normal worker.

In Canada considerable progress has been made in t re-education of disabled soldiers; in that country hor culture, agriculture and related lines hold a high place the vocational scheme. At the Agricultural College Guelph, Ontario, the classes in market gardening a similar subjects are among the most popular.

Economizing on Heat in the Greenhouses

The coal situation has raised the question of h greenhouses may be operated at a minimum of c consumption without impairing the safety of the pla housed therein.

The problem is a most perplexing one, for it is g erally regarded that tender greenhouse plants can long survive without proper temperatures and con quently fast rules are usually adhered to in the nec sary heating for the care of stove and other tender plan The drastic experiments of a gardener in England, rela in the *Gardeners' Chronicle* (London), demonstrate t remarkable degree the hardiness of many so called ten subjects (and as the gardener stated), plants for wh our forefathers would have considered the stove h absolutely necessary. As his experiments will undoubte prove of interest and a possible aid at this time the meth employed are repeated in his own words, which follow:—

"In my particular establishment firing has been duced to the veriest minimum. Throughout the Su mer, artificial heat, except a little necessary for pro gation, has not been used; and even now we have o sufficient to guard against the effects of frost and t occasional wet and foggy nights. Yet, speaking g erally, the various batches of plants are very little low the usual standard.

"Kentias, such ferns as Nephrolepis, Adiantiums, Pte and Aspleniums, Crotons, Gardenias, and many oth stove and greenhouse plants are looking perfectly healt The ferns made excellent growth during the Summ the palms have also grown, though slowly, and are app ently quite happy. Many of the true stove (*i.e.*, wa house) plants are now practically at a standstill, do not appear to be suffering in any way, and insect pe have given very little trouble. Begonia Gloire de Lorrai and the Winter-flowering hybrids, such as Mrs. He Optima, and their kindred varieties, are flowering w although the night temperature is often below 40 d The plants might have been larger, perhaps, but t flowers are strong and free, and their colors, seem ex bright. The variety Gloire de Sceaux looks a little comfortable, and probably needs warmth to develop flowers. Gloxinias and Streptocarpuses grew and flower well, though a little later than usual, and the form plants made excellent tubers. The Cyclamen tasted degree or so of frost, and appear none the worse for they are throwing up good flowers, though they ha scarcely known fire-heat. So with many other indo subjects, a few have suffered, but, considering the savi effected, it might justly be called a negligible few.

"Naturally, such drastic reductions in temperatu are not resorted to except as an emergency measur and are not recommended. Such conditions can on be safe and successful in co-operation with special ar careful treatment, particularly in regard to the use the watering pot. Reduction of temperature must accompanied by an equal reduction of moisture, bot at the roots of plants and in the atmosphere. Fre air should be afforded whenever possible. During th Winter months syringing and damping should be entirel suspended, and water applied with great care, only wh absolutely necessary. Experiments prove that the m jority of greenhouse plants require very little water indee under Winter conditions, and if kept on the dry side a much better able to withstand frost and the evil effects fog.

"Perhaps a little more fresh air and cooler treatmer might reveal the hidden charms of many of our ove coddled inhabitants of the greenhouse."

In spite of the high cost of living, Turkey feels like 30 cents. —*New York American.*

Those who admire the dark red Pæony of our grandmothers Rubra officinalis) ought to plant it now.—J. G.

The Bride: I want a piece of meat without fat, bone, or gristle. The Butcher: Then, madam, I'd suggest that you buy an egg.—*Orchard and Farm.*

A doubter is self thrashed. Impossibilities are personal opinions. The mind that dwells upon the adverse chance is soon blinded to anything else. *Carry On*—K.

Colonel: Well, what do you want? Hobo: Colonel, believe me, I am no ordinary beggar. I was at the front. Colonel: You were? Hobo: Yes, sir, but I couldn't make 'em hear, so I came round to the back.—*Orchard and Farm.*

King Alphonso evidently wants the world to know that he is a patriot. He has contracted the Spanish influenza. In contrast, gaze on the Kaiser and his sons. Not one of them has contracted German measles.—*New York American.*

In a fair prize list a line should have read, "Squashes, two, large, for cattle;" but as the secretary dictated it, it sounded like, "Squashes too large for cattle," so it was printed that way to the no small amusement of the exhibitors.

Now that Bevo, Belo, Bevera and other near-beer beverages are wiped off the map, it is time to inquire if Brother Bryan has enough influence left to save grape juice, which, being a horticultural product, deserves a mention in the Hodge Podge column.—J. G.

Notes on Rose Culture

By EBER HOLMES

The problems of the Rose grower are many and varied in these times, the most important being the scarcity and high price of coal and labor. In regard to the former difficulty, houses will be run at a lower temperature than formerly; some will be closed for the Winter after the Fall crop has been cut, or after Christmas, depending somewhat on individual requirements and circumstances. On some places where it has been customary to burn up several carloads of coal previous to the date of this writing, Sept. 20, practically none has been used so far this Fall. It is now time, however, that fire heat be used for a part of the night at least, and by putting in a night man, coal may be saved by using in part any cheap substitute that may be available, such as old lumber, corncobs, sawdust, or anything that will burn and give off heat. During the coal shortage of last Spring we commenced on Feb. 6 in very cold weather with a mixture of four parts of Pine sawdust to one of soft coal and pulled through from that date until the end of May with a minimum consumption of coal. Air should be carried in the houses at all times with the fire heat to keep up the health and vigor of the plants. If dew forms on the foliage over night it is a sure indication that you lack steam heat and air, and a week of this treatment will produce disastrous results to your plants. With a little cooler treatment than usual you may not get quite so many flowers as is customary at this time of the year, but with careful treatment your plants will be more vigorous and the flowers of better quality. With a curtailed production and an increasing expenditure the prices obtained should be higher and it would seem that the growers should come to some definite agreement among themselves and demand a fair price for their goods, to cover the higher cost of production. There should be an end to the reckless waste of flowers, and the old practice of dumping stock into the ash barrel ought to be discontinued. The serious shortage of labor may be overcome somewhat by employing women or young people to do the lighter kinds of work, including grading and packing of flowers, tying, cleaning up, etc. A great deal of work has to be curtailed and it is important to decide properly what is essential work, and what may be left undone without detriment to the stock.

Watering and Pinching

The general care and methods of cultivation will be much the same as usual. Less use of the hose for syringing at this time is advisable, as red spider is not troublesome now as when hard firing is practiced, when the sun is getting hot in the Springtime. Careful attention should be paid to watering, doing this thoroughly when needed and early in the day, so that the surplus moisture may evaporate before night. A light top-dressing of rich loam and manure may be applied with advantage to any plants that were set out early, or on old plants where the soil is becoming exhausted.

There is nothing better than a careful regulation of the crop by pinching off about half the growth at regular intervals. Take out the points from the short growth, and cut off about one-third the length of the longer ones, leaving the best and strongest growth if the best grade of stock is wanted. By dividing the place into sections and pinching a part every week you can have a continuous supply of flowers. About Oct. 10 would be a good time to pinch for a Thanksgiving crop and a relatively later date for Christmas, making allowances for prospective temperatures to be carried, location of beds and arrangement of heating pipes, which may make a difference of a week in the crop in certain parts of the place.

An Early Shut-down

Where it is the intention to shut down the house shortly the pinching may be eliminated and everything possible cut from the stock in the meantime. For an early shut-down the cooling off process may begin in October, going down gradually until a minimum of 26 deg. is reached in November. The house may be kept around the freezing point at night for a few weeks, when the plants may be cut down, watered every day for a week and then have a top-dressing of manure which should be well watered in and then no more water should be given for several weeks, or until the plants are leafed out and growing nicely. When cut down and being started into growth a night temperature of 40 deg. is advisable, which may be raised gradually as growth progresses. These plants will give fine flowers in February or March, according to the time of starting. To get the best results the first growth should be pinched which adds greatly to the vigor of the plants. The resting period may be changed to suit requirements, allowing about three months from the time of starting to cutting the crop.

Where it is the intention to close altogether for the Winter, the water and heating pipes should be drained at the required time and the plants may be covered with Marsh Hay or any similar cheap covering and kept frozen until Spring; about the only care required would be to see that mice do not get inside the covering and eat the bark from the plants, and to give air during warm spells so that the plants are kept dormant. They may be uncovered in the Spring when required and will give a splendid crop for Memorial Day or earlier with little expense.

Cuttings

Cuttings may be put in the sand at any time now, which will make fine stock for early benching in the Spring. Select good stock from the best flowering plants and as soon as rooted pot them into small pots, using good loam, or if there is a sunny bench available set them out close together in about 2in. of loam, where they will make better plants than they would in pots. Get all the soil that you will require during the Winter under cover before the bad weather sets in and before it gets too wet. Handle this while it is dry for the best results.

Obituary

Thomas J. Gibson

Thomas J. Gibson who had been ill for some time with an affection of the heart died at his home on Bliss Road, Newport, R. I., Sunday October 6, in his 68th year. The deceased established the Gibson Brothers florist business on Malbone road in 1872. It continued under that name until 1912 when the partnership was dissolved; the two brothers Joseph and John W. continuing it at 9 Malbone road until the death of the latter on Sept. 8, 1918, leaving Joseph Gibson the sole partner of the firm. From 1912 on until the present Summer, Thomas J. Gibson continued business in his own name, at the store on Washington Square, formerly occupied by the old firm. He was thus in the florist business continuously for 46 years, and leaves an unblemished reputation behind him. He was a member of the Representative Council of the City continuously for almost 11 years. Newport *Daily News* has this to say of him: "Mr. Gibson was ever ready to help others, and his cheerful disposition made and kept many friends throughout the city. He was a man of sterling worth, and in his business relations and personal friendships showed those characteristics which gave him the esteem of his fellow citizens and made him universally respected." A widow, one brother, Joseph Gibson, and three sisters, Mrs. George Taylor, and the Misses Caroline L. and Susan E. Gibson survive. ALEXANDER MACLELLAN.

Mrs. James E. M. Weir

Mrs. James E. M. Weir died on Wednesday, Oct. 2, at her residence 8216 Ridge boulevard, Brooklyn, N. Y., of a complication of diseases. Mrs. Weir was 47 years of age. She had been sick since last January and confined to her home for the past three months, previous to which time she had, since her husband became an invalid, successfully conducted the flower shop of James Weir, Inc., corner of Fulton and Pierrepont sts., Brooklyn, for about eight years. A requiem high mass was celebrated on Friday morning, Oct. 4, at 9 a.m., in the Church of Our Lady of Angels. Interment was at Greenwood Cemetery on Friday. The funeral was largely attended and there were many beautiful floral offerings. Mrs. Weir was a native of Augusta, Ga. She is survived by her husband, two daughters and a son. The business of which she was the head will be continued under the management of Edward J. McCarthy who had been manager for some time before Mrs. Weir's death.

Charles Gustavus Roebling

In the death, on Oct. 5, of Charles Gustavus Roebling of Trenton, N. J., president of the John A. Roebling Sons Co., one of the world's greatest organizations of engineers, floriculture has lost an eminent enthusiast and patron.

Mr. Roebling was born in Trenton in 1849, and became engaged in the business of his father, the late John A Roebling, in 1871, becoming active in the progress of the plant from practically its infancy, until it reached the enormous valuation of fifty million dollars, furnishing employment for 8000 workers. For many years Mr. Roebling was head of the enterprise.

In the early eighties, Mr. Roebling, as a relaxation from the cares of business, engaged in floriculture as a hobby, specializing in orchids, and it was in orchid culture that he became best known to the trade in both America and Europe. He gathered together a collection of orchids which was recognized as the finest in America, and which compared very favorably with some of the best of the European collections. He spared neither money nor pains to secure the rarest of specimens, the collection eventually requiring about 12,000 ft. of glass to accommodate it. He was known as a successful hybridist, and not a few of his hybrids have found their way into commerce, notably Cypripedium Wm. McKinley, C. Pres. Garfield, C. Abraham Lincoln, Zygopetalum Roeblingianum and many others. Some of the varieties in his collection were considered as priceless, and he had at all times facilities for hybridization work such as few would consider possible.

He was well known as an exhibitor at our most important shows and won many prizes. He is remembered as the winner of the second prize at the big orchid show held in Boston in 1910, in competition with the largest commercial firms in the business. He was a regular exhibitor at the flower shows in New York, and any movement looking to the advancement of horticulture had his unstinted support. The town of Roebling, which he founded, very naturally benefited horticulturally through his interested effort, home plantings receiving his especial commendation and encouragement. Every year this prosperous little town held a flower show of no mean order. Of this he was patron and leading spirit. It evoked much enthusiasm among the population.

The deceased will be greatly missed in horticultural circles where he was greatly esteemed and looked up to as one who had done much for horticulture in this country. He was very easy of approach and was at all times ready to give time and attention to the many in the trade with whom he was acquainted. It was the privilege of the writer to enjoy business relations with the deceased extending over a period of nearly thirty years, during which time his constancy to his well-chosen hobby was most marked, and his faith in the ultimate appreciation generally of the benefit and pleasure to be derived from the study and practice of horticulture was remarkable in its strength.

Mr. Roebling was a member of the S. A. F. & O. H., of the Horticultural Society of New York, Mass. Horticultural Society and the Pennsylvania Horticultural Society.

JOS. A. MANDA.

Nathan R. Graves

Nathan R. Graves, horticultural photographer, passed away on Oct. 5 at his home, 88 Kingston st., Rochester, N. Y. He leaves his wife, four daughters and one son. Mr. Graves' success was due to his natural love for flowers and plants. He helped to make Rochester famous by contributing to many publications and magazines photographs of Rochester's parks and most popular streets. His photographs were used in the catalogs of almost every prominent seedsmen in the United States. His reputation for photographs of trees, shrubs and flowers was world wide extending to many of the foreign countries. His contribution of photographs to American horticulture are of priceless value to this great industry. The business since his illness has been under the supervision of Mrs. Greenwood, his assistant for the past ten years. As there are thousands of negatives and prints on hand, she and Mrs. Graves will continue the business. Mr. Graves was a member of the Rochester Florists' Ass'n and keenly interested in all its endeavors. He was also recently appointed official photographer for the Society of American Florists. His passing is an irreparable loss to American horticulture and particularly to this community. H. B. STRINGER.

Louis Schmutz, Jr.

At the time of going to press we were notified that Louis Schmutz, Jr., has passed away. Mr. Schmutz was associated in business with his father, Louis Schmutz, Sr., with greenhouses on Clarkson st., Brooklyn, N. Y.

Florists' Telegraph Delivery Report

Continued from pages 569 and 570

$500 worth of bonds in Washington, the home of our president, and we will this year buy $500 worth of the Fourth Liberty Loan Bonds in Detroit, the home of your secretary, and $500 worth will be bought in Cleveland, the home of our hosts.

To show you the progress our little organization has made, let me tell you that in the month of September the secretary's office forwarded to the treasurer the neat little sum of $3879.50; pretty good for one month. This is the largest sum ever sent to the treasurer at one time. Our guarantee fund is intact and amounts today to $9000.

You may perhaps wish to know what we are doing with all the money we get hold of. Well, we "blow it all in" as fast as we get it, with the exception of our income towards the guarantee fund. All other incomes are spent for your benefit to the best of our ability. We have shown you results; we have that from your own figures returned in the questionnaires. If all your investments bring you as good results as those brought by your little annual dues in the F. T. D., you can safely congratulate yourself.

All the officers of the F. T. D. have done their work for your benefit and have done it voluntarily for the past eight years. They had to stand abuse, nasty criticisms and many other petty annoyances but they have fought your fight and feel that at last they are getting a little appreciation.

The F. T. D. Clearing House

The F. T. D. Clearing House has been very busy for the past twelve months but has not had any serious trouble because usually one letter from the clearing house brings results both with members and non-members; 90 per cent. of bills sent to the clearing house are paid. In most cases failure to pay is due to negligence, or possibly a little financial trouble on account of present conditions. One remarkable feature, however, is that we hardly ever get a bill through the clearing house from Canada or have to collect from our Canadian members and I do hope they will enlighten all American retail florists on this subject.

Hundreds of bills have gone through the clearing house. Our records are open only to our members as every discretion must be used to forestall legal trouble. Many retail florists and even some of our members have been taught to follow the straight and narrow path and the golden rule of paying bills promptly, and today many of them do not have their credit questioned for a minute.

It is a great deal better policy to cure such evil than to kill and destroy a man's business. Let us rather help a brother member, providing he is of the kind who deserves help, than to give him another kick if he has been a little more unfortunate than we have, and in nine out of ten cases we will be rewarded by his becoming an excellent member of our organization.

One of the questions left out of the questionnaire was: "Has the F. T. D. Clearing House of past due bills been of any benefit to you, and to what extent? I believe that this Clearing house system can be made of utmost value to our members. It is a step in the right direction, to bring about cleaner and better business relations. It will also have the most marked effect on all retailers who are not F. T. D. members and will help to win some of them over to joining our organization and working with us.

The correspondence in our F. T. D. files in regard to collections speaks volumes and no one not familiar with the work has the slightest idea of what an immense pressure we can put behind our organization, and I can safely say that the time will come when all good retailers must be F. T. D. members, not alone for the sake of sending and receiving orders but in order to establish credit with all F. T. D. members, and for their own protection. I can see the time coming when we will fill orders only for F. T. D. members.

The road we are traveling has not yet been touched by our American Engineer Corps but when they get through with their job on the other side they will see that we also get better roads in this country.

"Amount of Business Increase Gained Through Membership in the F. T. D. "

The answers to this question disclosed an extraordinary condition of affairs. Out of our entire membership not more than twenty-five can actually tell you what amount of out of town business they are doing annually. It is small wonder to me now that our organization is not more fully appreciated. The ones whose answers were in figures I can safely state are the retail florists whom you hear mentioned as being successful in all the different departments of their business.

Judging from the majority of the answers, there has been a considerable increase in the out of town business. Some day our members will get down to actual figures and we will be able to tell what has been accomplished. In most cases they have roughly guessed at it but as the F. T. D. has not got down to a guessing contest I will give a few specific figures. Here are the figures given by one retailer: 913 orders received, amounting to $3909.03, each order averaging $4.25; 773 orders sent out, amounting to $4829.27, each order averaging $6.25. This means a total volume of new business of $8738.30 for one year. Six or seven years ago I doubt whether this party had more than $500 or $600 worth of this kind of business. The party in question pays $20 annual dues. Naturally he is in a large city. If all F. T. D. members will keep close tab on their out of town business in this same city they could pleasantly surprise themselves, as their business in this branch is probably just as large, if not larger.

Do not think that because there may be a good many F. T. D. members in a town that any one florist necessarily gets the lion's share; if he does get it, it is for the simple reason that he sends out a great many reciprocating orders.

Study how you can manage to send out more orders than anyone else in your town and your figures will climb upward from year to year. Some of our members' figures run considerably over the $10,000 mark and even in some of the smaller towns members have big figures to show.

One man said in one of the trade papers, that the total of F. T. D. exchange orders amounted to $2,000,000 per year. He was merely guessing at the figure; I believe, however, that it is even more than that. At any rate he started something, for a number of our members wrote in to the F. T. D. office and said that they did not get their share. I had but one answer for all of them and that was: How much and how many orders have you sent out? Remember that in F. T. D. business you must first learn to put in your share of work before you can expect to get results.

Membership

Our membership has not increased a great deal and not at all the way it ought to, considering the great amount of new business we have developed, not alone for our own members but for all retail florists throughout the country.

It is strange that, on many occasions we have to send orders to or fill orders for retailers who are not members. Why can we not make them see the benefit of becoming members and why does it take so long for some of them to join us.

I have almost come to the conclusion that, even with the great publicity campaign of the S. A. F., which, I am very glad to say, our F. T. D. members are supporting loyally, a great many retail florists do not yet see the great benefit they are deriving from this great work and the money which is being spent by others. I think they ought to almost feel ashamed not to do their bit to help carry the burden.

The slogan "Say it with Flowers" has become a valuable asset to every man and woman who grows or sells flowers and no better advertisement could be gotten up for publicity from florist to the people. But we must adopt a different sort of publicity for ours, from florist to florist, and the proper slogan that come to my mind is: "Say it with a club."

There are several ways of carrying on such publicity. The most direct, and best of all is one that costs our members only a little cooperation and very little work.

How many times are you compelled to send an order to a retailer in a town where we have no member and how many times do you receive orders from retailers who are not members? Just there and then is the time for you to strike: write him a note and ask him why he does not join and work with us? At the same time put his address on a postal card and notify your secretary.

The second way of reaching the retail florist is by publicity through the trade papers, and every time one of our members states that his business from out of town sources has grown larger than it was the previous year he is setting some retailer thinking.

The third method is by keeping him supplied with our membership list and continuing to send him literature from the F. T. D. office. Some have taken three, four and five years but have finally joined us. A number of good retailers have promised six or seven years ago to join but are not with us yet.

We have lost members. Some are overseas and doing their best to help our country. Others have been forced out of business, some of these having been compelled to do so through loss of help. The answers to our questionnaire can tell volumes about the help situation. Our help is "over there" fighting the battle for us and it is our foremost duty to keep the "home fires burning" and keep things going so that when they come back they will find their places open for them again.

At all times be lenient with your fellow florist if he is the kind who deserves leniency; at the same time be on your guard, and watch the charges on your books. We all have to be a little more conservative in order to be fully prepared for the immense amount of trade which we will undoubtedly get after the boys come back.

Can any of us write a letter of appreciation better than to "Say it with Flowers"? Every kind of celebration will "Say. it with Flowers." To every convalescent sailor or soldier boy we will "Say it with Flowers."

Our membership represents in the neighborhood of 400 towns. Have any of you an idea as to how many towns we have in this great country? There are 2996 towns with a population of 1000 to 3000; 711 have 3000 to 5000; 599 have 5000 to 10,000; 351 have 10,000 to 25,000; 182 have 25,000 to 100,000; 42 have 100,000 to 500,000 and there are nine cities with a population of more than 500,000. I have more detailed figures which I will give you later.

Can you tell me that there is any town in the United States and Canada today that has not at least one florist? I doubt it. Now let us all get together and see whether we can not enlist some of them.

Ladies and gentlemen, I can read your answer. You will tell me that there are many small florists, who in your opinion, do not amount to much. However, do not forget that any or all of them can and will, sooner or later, send out of town orders for you and me to fill. Many times we need them for orders that we would not be able, for lack of time, to have shipped from some larger florist. It is time that, instead of finding fault with smaller florists' concerns, we helped and educated them to see things our way. I know that some of these so-called smaller town florists are on a better and more up to date footing than some of our well known and old established firms are.

The F. T. D. will not be satisfied until we have enlisted every good reliable retailer in every town, small or large. The F. T. D. will not wait for the local members' endorsement of a prospective member in any town as there is often petty jealousy shown by members, which prevents them from recommending new members. If you F. T. D. members and retailers only realized what cooperation and concerted efforts in our line of business by all retailers in one town could do, you would never talk of competitors again; there would not be such a thing; but only friends in the same line of business.

In a great many towns florists do not even know each other, for if they did they would find out soon enough that none of them are as black as the other thought they were. Occasionally an F. T. D. member will say that he will not have anything to do with Greek florists. Ladies and gentlemen, we have in this country no English, German or Greek florists. The time has come when we must think of all as American florists.

And are we not all working toward the same end, that is to increase the sale of flowers, or to get the public to "Say it with Flowers."

A good deal of criticism comes into our office on account of slow remittances. The cause of the trouble is that the credit system in the florists' business is about the poorest piece of guesswork that ever existed and only through steady and everlasting education can this ever be remedied. The greatest help of late has been the tightening of credits in all business branches and the average florist today is waking up to the fact that he is behind the time. There are still some of this kind; if you send one or the other an order, behold in about six months' time you may get a bill and then perhaps find that he has made a delivery for you. He will tell every traveling man that so and so owes him a bill. But why he does not send you a bill immediately after delivery is made, is absolutely beyond my understanding. Some even go so far as sending their customers a bill only once a year because they are afraid that they will lose a customer if they send a bill. Does this kind of florist ever figure that if he had all the money that is owing him by his customers loaned out at six per cent or invested in Liberty Bonds, he would have money enough to attend a good F. T. D. meeting, with money left and experience gained?

A number of suggestions for the good of the F. T. D. were received from members, to be passed on.

Vice-president Breitmeyer then addressed the convention, paying a high tribute to the work of secretary Pochelon and referring to the continued advancement of both the S. A. F. and F. T. D.

A telegram was read from Treasurer Rock regretting his absence and with sincere wishes for the success of the convention and of the Fourth Liberty Loan, and mentioning the fact that Cleveland was his original home town, which it would have given him great pleasure to have visited at this time.

Afternoon Session, Tuesday

At the Tuesday afternoon session it was announced that a telegram of felicitation from the F. T. D. had been sent to President and Mrs. Wilson, together with a special wire delivery floral remembrance at 9 o'clock Tuesday morning, which the Washington florists wired back had been delivered as per order.

An address was made by Floyd E. Waite, director of the Parks Department, representing the Mayor, who was out of the State speaking for the Liberty Loan. Concluding his remarks Mr. Waite said that the florists bring light and sunshine into the souls of men and women everywhere, and therefore contribute to the strength and morale of the nation during the war. W. J. Gammage made an apt response.

The F. T. D. questionnaire was then taken up, but was not completed at this session. Various florists explained their methods of keeping track of orders sent out and received. Secretary Pochelon said his object was to bring florists to realize the great volume of business done as an argument for enlisting new members who cannot afford to stay out any longer. Messrs. Schling, Washburn, Feast, Rogers, Penn, Asmus, Baum, Breitmeyer, Gammage, McKenna, Harper, Brown of Cleveland, Brown of New York and others spoke of the system of keeping tab of orders, to be prepared by a special committee, for members desiring to purchase and make use of the necessary forms, etc.

On motion of Mr. Asmus it was decided that foreign members be received on the $5 per annum payment basis without guarantee. Secretary Pochelon, it was pointed out, had a number of foreign applications, which will be favorably acted upon.

The question of stimulating prompt payment between members was discussed fully and referred to the executive board for action.

Irwin Bertermann moved that a committee be appointed on relations with the S. A. F. to report at the next session. The committee was authorized and named as President Gude, George Asmus, Philip Breitmeyer and Irwin Bertermann.

Contestants for window displays in Cleveland were: Gasser Co., Smith & Fetters, Jones-Russell Co., Knoble Bros., Park Flower Shop, A. Graham & Son, Taylor Arcade Shop, and Wagner Avenue Flower Shop. The Committee on Awards for same, with W. J. Gammage as chairman, reported as follows: First prize, $100, Knoble Bros.; 2d prize, silver cup, J. M. Gasser Co.; 3d prize, $25, Smith & Fetters. The report was approved and prizes awarded were, by suggestion of President Gude, either in Liberty Bonds or Thrift Stamps.

The entire convention was asked to rise and announce their names in rotary fashion.

The nominating committee with Irwin Bertermann as chairman, reported for president Wm. F. Gude; vice-president, Phil. Breitmeyer; treasurer, W. L. Rock; directors, A. F. Borden, W. J. Palmer, J. W. Grandy, George Schultz, Chas. H. Brown, James S. Wilson, Vincent Gorley, J. W. Furrow, Sam Murray, three of the nine to be selected, with privilege of further nominations from the floor.

Phil. Breitmeyer urged a more adequate allowance of expenses for the president and secretary. This was

referred to the board of directors, with power to act, on motion of Mr. Geraghty. Mr. Asmus suggested that secretary John Young solicit, on his travels, new members for the F. T. D.

Past president Adam Graham was recognized in the audience and invited to address the convention. He reviewed the wonderful progress made by the F. T. D. and recalled the meeting of the S. A. F. in Cleveland in 1896 when he was president and appointed Mr. Gude on the executive board, who next year became president. Mr. Gude acknowledged his debt to Mr. Graham for putting him on the S. A. F. map. Mr. Graham said in reply that it was not he, but Mr. Gude's own ability that caused this.

Evening Session, Tuesday

A presentation of film pictures, affording pleasure and instruction, showed F. T. D. officers, leading Cleveland florists at their daily vocation, newspaper retail florists' advertising, concluding the presentation with showing the growth of a marvellous fern arranged by Mrs. Ella Grant Wilson, to whom was given a standing vote of thanks. This film show elicited continuous applause.

Herman P. Knoble then read a paper on publicity, which was earnestly listened to, it being one of the best papers ever prepared, and of which more will be published later.

Following this Major O'Keefe gave an extempore address on national advertising. Both gentlemen were given a rising vote of thanks.

Geo. Asmus then asked for contributions for the publicity campaign. The meeting then adjourned.

Wednesday Morning Session

The members met at 9 o'clock. Vincent Gorley of St. Louis presented an idea for a flower to be adopted for each month—a standard language of flowers. This suggestion was accepted and a committee of three appointed to work out the proposition.

The committee on the cost of doing business occupied a good portion of this session.

On motion of Mr. Geraghty the matter of admitting traveling men as associate members was referred to the Board of Directors.

F. W. C. Brown of Cleveland moved the appointment of a committee on better business to censor objectionable advertising and other questionable practices, said committee to bring in its recommendation at the next meeting.

With regard to the F. T. D. emblem, it was decided to continue the original design, improved. It turned out in discussion that the Detroit artist who drew the original Mercury was also awarded the $200 prize for the emblem selected by the committee, but now rejected in favor of the original.

The important step in the morning session was the adoption of Mr. Breitmeyer's motion that a conference be held between directors of the S. A. F. and the F. T. D., the latter with the power to endeavor to effect an agreement whereby the F. T. D. as an organization could pay modified dues to the S. A. F. on behalf of its members.

At this point thirty Columbia girls, draped with American flags, headed by Uncle Sam and escorted by a body of Marines, paraded the hall. Tumultuous applause ensued. W. C. Gloeckner of Albany, was announced the winner of the $50 Liberty Bond for best suggestion for improvement and betterment of the F. T. D., which suggestion is to offer $5 to traveling men for each F. T. D. member brought in from points where no member now exists.

New directors elected were A. F. Borden, Los Angeles, Cal.; W. J. Palmer, Buffalo, N. Y., and Chas. Grakelow of Philadelphia.

Exhibits

The Poehlmann Bros. Co., Chicago, had an exhibit of supplies in Room 328 at the Hollenden Hotel. About everything in the supply line known to the trade was on display.

Henry A. Dreer Inc., Philadelphia, exhibited a handsome group of Crotons, ferns, Dracænas and other decorative plants in the Convention hall.

Chicago Flower Growers' Ass'n. exhibited vases of Milady, Russell and Columbia Roses around the speakers' stand.

Carl Hagenberger, West Mentor, O., had on exhibition Solanum Cleveland and decorative plants.

The Friedley Co., Cleveland, exhibited a group of Cyclamens, Begonias, ferns and decorative plants.

Nauman Co., Cleveland, exhibited Crotons, Ficus and ferns.

A few ribbon salesmen had exhibits in their rooms.

Knoble Bros., Jones Russell Co., and Smith & Fetters had each a table of novelties in vases filled with dainty and appropriate flowers.

The new Roses, Mme. Butterfly from the J. H. Hill Co., and Premier from the E. G. Hill Co., both of Richmond, Ind., were prominent features of the meeting and exhibition. One hundred of each in tall pedestal vases on each side of the stage gave inspiration to every one of the speakers.

A number of florists exhibited samples of advertising used by them in their local papers, including special advertising for all occasions, from January to December on which flowers are in extensive demand. This advertising also took in folders for general use by the retailers for mailing to their own trade. These advertisements were exhibited on panels that covered the entire walls of the meeting room. They were generally most creditable, showing much of the art of the florist blended and with that of the typographical expert. The panels were 80in. long by 54in. deep. There were about 25 in all, some being smaller. Those who had displays were as follows:

John M. Cassidy, Boston, Mass; A. Warendorff, New York (sample poster); Jacob Schultz Co.; Louisville, Ky.; Phillipe Bros., Newark, N. J.; Dahls, Atlanta, Ga.; Holm & Olsen, St. Paul, Minn.; Schiller the Florist, Chicago, Ill.; Jos. Bancroft & Sons, Cedar Rapids, Ia.; Highland Park Greenhouses (Fritz Bahr), Highland Park, Ill.; Randolph & McClements, Pittsburgh, Pa.; State Fair Floral Co., Sedalia, Mo.; Stulbs Nurseries, Augusta, Ga.; Atchison Seed & Floral Co., Atchison, Kans.; A. W. Smith Co., Pittsburgh, Pa.; Park Floral Co., Denver, Colo.; Dick's, London, Ont., Can.; McKenna, Quebec and Montreal; J. F. Wilcox Sons, Council Bluffs, Ia.; Anderson, Buffalo, N. Y.; The Hess Co., Dayton, O.; Kerr the Florist, Houston, Texas; Knoble Bros., Cleveland, O.; John Breitmeyer's Sons, Detroit, Mich.; Schramm Bros, Toledo, O. ;E. G. Hill Floral Co., Cincinnati, O.; Chas. H. Grakelow, Finger Floral Co., West Allis, Wis.; S. J. Clark, Mt. Vernon, N. Y.; Samuel Murray, Kansas City, Mo.; The Jones Russell Co., Cleveland, O.; Dobbs & Son, Auburn, N. Y.; Chas P. Muller, Wichita, Kan.; I. L. Pillsbury, Galesbury, Ill.; J. N. Kramer Son, Cedar Rapids, Ill.; Joseph Bancroft & Son, Inc., Cedar Falls, Ia.; Joy's, Nashville and Chattanooga, Tenn.; P. F. O'Keefe Auditing Agency, Boston, Mass.; Wm. C. Stroh, Buffalo, N. Y.; State Fair Floral Co., Sedalia, Mo. (fraternal emblems); Grimm & Gorly, St. Louis; Van Lindley Co., Greensboro, N. C.; Jos. Traudt, Canajoharie, N. Y.; The King Florist, Winnipeg, Man., Can.: Randall Flower Shop, Worcester, Mass.; The Espelin-Warren Floral Co., Fort Collins, Col.;Scribner Floral Co., Detroit, Mich.;William Street Florist, Pittston, Pa.; John A. Keller Co.; Lexington, Ky.;The Hews Co., Dayton, O.;A. Lange ,Chicago, Ill.; Tongs & Weeks Floral Co.; Gloeckner, Albany, N. Y.; Val. Burgevin Inc., Kingston, N. Y.; Weber, St. Louis, Mo.; Penn the Florist, Boston, Mass.;W. L. Rock Floral Co., Kansas City, Mo., (literature and photos, two panels, the latter 80in. long x 54in. deep. About 25 panels some smaller.)

Luncheon

An excellent luncheon was served by the local committee in the parlors adjoining the meeting room at the close of the opening session on Tuesday. The parlors were handsomely decorated with new Roses from J. H. Hill Co. and the E. G. Hill Co. of Richmond, Ind. The tables were decorated with Boltonia asteroides, a handsome vase in the center of each table and sprays scattered profusely among china and silverware.

During the progress of the luncheon Flora Handoff Andrews of considerable fame as a reader and elocutionist gave some humorous readings, recited many gems of poetry pertaining to flowers and gave a toast to our boys over there that was drunk amid great cheering.

Wm. F. Gude spoke a few minutes in favor of the Liberty Loan. He later introduced Seaman Jack Borker a quartermaster now stationed in the Cleveland harbor. His singing was highly enjoyed. Being recently back from England he sang American rag time songs as the English Tommy's do. He was given a rising vote of thanks for his entertainment and a dozen of the local florists each offered to donate for one month enough flowers for the Jackies' Canteen in this city thus insuring a supply of flowers for twelve months by which time the war will be over.

Reception by Mrs. J. M. Gasser

At 4 o'clock on Tuesday afternoon the F. T. D. members were taken out in automobiles to the J. M. Gasser Co. range. The route was through Edgewater Park and Lake ave., finally crossing the bridge over Rockey river, affording one of the greatest drives obtainable anywhere in this land of impressive views, the Boulevard being lined with splendid homes and always Lake Erie in full view. The greenhouses and plants were in first-class condition although, as with all other florists, labor is almost unobtainable. Roses, Carnations and Chrysanthemums were largely in evidence, but many houses were given over to miscellaneous stock. The immense Lord & Burnham house, devoted to Roses, was a center of attraction. The range covers 342,000 sq. ft.

Retracing the way a stop was made at Mrs. Gasser's wonderful home, right on the lake, at the very spot where the greenhouses stood 22 years ago, at the time of the S. A. F. Convention. Here the visitors were received by Mrs. Gasser, Mrs. Pettee (her daughter), and Mrs. Bartels, and most hospitably entertained. On behalf of the visitors Wm. F. Gude and Adam Graham both made touching speeches, extolling the personality of the late J. M. Gasser, his humanness and the business ability which had guided him, and, since his death, Mrs. Gasser to the great success achieved in a business way.

The afternoon's outing was a delightful success, and Mrs. Gasser was heartily thanked by the delegates for extending the invitations to visit her at her home. As Mr. Gude well pointed out, the success attained here was open to any young florist starting in business, if he followed the course of the Gasser family in giving everyone a square deal, exacting the same for himself and pursuing his business assiduously.

Those Present

Anderson, S. A., Buffalo, N. Y.
Anderson, W. H., Lebanon, Tenn.
Asmus, Geo., Chicago.
Barton, Chas. E., Norwalk, O.
Baum, Karl, Knoxville, Tenn.
Bertermann, Irwin, Indianapolis, Ind.
Blind, H. L., Pittsburgh, Pa.
Breitmeyer, Philip, Detroit, Mich.
Brown, C. H., New York City.
Brown, D. S. Cincinnati, O.
Cohen, Arthur, New York City.
Cook, W. E., Cleveland.
Cowgill, D. A., Salem, O.
Critchell, C. E., Cincinnati, O.
Davis, Guy E., Ypsilanti, Mich.
De La Mare, A. T., New York City.
Dicks, F. G., London, Ont.
Dillemuth, H. G., Toronto, Ont.
Feast, Chas., Baltimore, Md.
Ferguson, Mrs., Sandusky, O.
Freund, Sam, Chicago.
Friedly, Frank, Cleveland.
Gammage, J. G., London, Ont.
Garaghty, G. M., Toronto, Ont.
Gloeckner, W. C., Albany, N. Y.
Gorley, Vincent, St. Louis, Mo.
Graham, Adam, Cleveland.
Greenbaum, M. New York City.
Gude, Miss Amelia, Washington, D. C.
Gude, W. F., Washington, D. C.
Hamilton, E. B., London, Ont.
Harper, Ira W., Pittsburgh, Pa.
Harrison, J. T., Toronto, Ont.
Heacock, L. C., Elyria, O.
Heuman, Leo, Chicago.
Higgins, J. J., Toronto, Ont.
Hoffman, R., Cleveland.
Howard, H. B., Chicago.
Hughes, Robt. J., Cleveland, O.
Karins, J. J., Philadelphia.
King, A. R., Winnipeg, Man.
Klingsporn, Paul, Chicago.
Knoble, H. C., Cleveland.
Knuth, Frank, Hamilton, Ont.
Koeour, Frank, Cleveland.
Kuhner, T. J., Cleveland.
Lambert, John A., Toledo, O.
Langhans, A., Wheeling, W. Va.
Lemon, Fred H., Richmond, Ind.
Ludwig, De Forest, Pittsburg, Pa.
Mann, E. H., Richmond, Ind.
McCabe, Frank, Chicago.
McKenna, Frank, Montreal, Can.
McLaughlin, Jas., Cleveland.
Merrick, H. P., Cleveland.
Morton, Jas., Chicago.
Munsell, G., Detroit.
Nelson, F. G., Cleveland.
O'Connor, Kathleen, Sandusky, Ohio.
O'Keefe, P. F., Boston, Mass.
Olsen, Harry, Chicago.
Penn, Henry, Boston.
Pochelon, Albert, Detroit, Mich.
Priest, W. C., Cleveland.
Pruner, E. C., Chicago
Quallach, Jno. A., Chicago.
Rodgers, J. W., Dayton, O.
Rosnosky, I., Chicago.
Russell, Chas. E., Cleveland.
Salmon, J. J., Akron, O.
Schling, Max, New York City.
Schluriff, H. M., Erie, Pa.
Schramm, Frank, Toledo, O.
Seligman, S., New York.
Selkrigg, F. E., North Easton, Pa.
Shepperd, H. W., Cincinnati, O.
Smith, Henry, Grand Rapids, Mich.
Sullivan, J. F., Detroit, Mich.
Thomas, C. C., Indianapolis, Ind.
Vogh, H. H., Coldwater, Mich.
Washburn, H. W., Bloomington, Ill.
Waters, T. E., Chicago.
Weber, F. C., St. Louis, Mo.
Weeks, T. J., Ashtabula, O.
Welherling, E. R., Cleveland.
Wilson, Mrs. Ella Grant, Cleveland.
Wilson, H. L., St. Paul.
Wilson, James S., Des Moines, Ia.
Young, John, New York City.

Agricultural Committee Reaches England

The U. S. Dept. of Agri. announces the arrival in England of a committee of men familiar with food production and agricultural organization and activities in the United States. The committee will secure general information regarding food production conditions in England, France, and Italy, so that when they return, they will be able to reveal the needs more effectively to the leaders of agriculture in the United States and to farmers generally. They will also study the seed situation and the probabilities of securing supplies from Europe.

THE FLORISTS' EXCHANGE has for some time advocated the adoption of the Laurel as the symbolic flower of America. Accordingly we are glad to note that the citizens of Berlin township, Pa. want the name changed so that it will be something more typically American; to attain this they are proposing to adopt the name of "Laurel" as being exclusively American.

Not Profiteering.—The profits of one big fertilizer company have been merely doubled in the past year, although the cost of fertilizer to the consumer has been increased more than five times. The increase in the manufacturer's profit is due chiefly to the greater use of sulphuric acid. A doubled war profit, due to largely increased sales in one line, as contrasted to a fivefold rise in selling prices, does not suggest any profiteering. It does demonstrate the magnitude of increased labor and material costs.—*N. Y. Sun.*

Coal.—Once more the weekly report of coal production shows a great gain. Better late than never, but it is no reason for relaxation of all possible economies and still less for any let-up in maintaining production. The total of 13,043,000 tons of bituminous is still below the best previous record, and the total output still falls below the estimate of immediate need by about 3 per cent. There is, moreover, much reason to believe that this estimate is very far below the actual demand, and this demand is steadily growing and must keep on growing while war needs continue. There is encouragement in the newest figures but no reason for optimism.—*N. Y. Sun.*

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST

Albany, N. Y.

The best service

Our business is growing

The Rosery FLOWER SHOP

ALBANY, N. Y.
23 Steuben Street

The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FflorIST

Store, 1012 Hamilton St.
Both Telephones

Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.

STORE:
20 North Sixth Street

Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.

HOTALING, *The Florist*

58 MARKET STREET

Satisfaction and personal attention guaranteed

Boston-Becker's

Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.

BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897

Caplan FLORIST

144 Massachusetts Ave.
BOSTON

All orders will be reciprocated

Carbone

BOSTON
Massachusetts,
342 Boylston Street

War Brothers

BOSTON
MASSACHUSETTS
143 Tremont St.

The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.

JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS.

Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT

F. E. Palmer, Inc.

220 Washington St.
BROOKLINE, MASS.
Established 1886

BROOKLYN, N. Y. *ESTABLISHED 1869*

James Weir, INC.

324 Fulton Street, Our only store

I should like to write a little essay on

"The Sweet Perfume of Courteous Service"

but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.

Penn *The Florist*

"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

Wilson FLORIST

Brooklyn, N. Y.

Main Store:
3 and 5 Greene Ave.
Corner Fulton Street

Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON

440 MAIN ST., BUFFALO, N. Y.

Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop

219 DELAWARE AVENUE, BUFFALO, N. Y.

Flower Arrangements That Are Different

W. J. PALMER & SON

Palmer's

304 MAIN STREET
BUFFALO, N.Y.

Members Florists' Telegraph Delivery Association

Scott the Florist

Buffalo, New York

Gore The Florist

Burlington, Vt.

Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for

Charleston or lower South Carolina

National Florist

Rodgers Floral Co.

219 KING STREET
CHARLESTON, S. C.

Schultz, the Florist, Inc.

CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch

CHATTANOOGA, TENN.

Office, 807 Market St.
The Leading Florist
100,000 feet of glass

Friedman Flowers CHICAGO, ILL.

522 So. Michigan Ave.
Congress Hotel

Courtesies Extended to all Florists

A. Lange

CHICAGO, ILL.
25 E. Madison St.

CINCINNATI, OHIO

150 EAST FOURTH STREET

HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

---

CINCINNATI, OHIO

E. G. Hill Floral Co.

532-34 RACE STREET

Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

A. Graham & Son

CLEVELAND, OHIO

5523 Euclid Avenue

HAHN, The Florist

For CLEVELAND, OHIO and Suburbs

Artistic Work Furnished

SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.

1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists

CLEVELAND, OHIO

735 Euclid Avenue

Westman & Getz

Flowers and Service
5923 Euclid Ave.

CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY

promptly and carefully executed by

The Pikes Peak Floral Co.

104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY

THE MUNK FLORAL COMPANY

GROWERS
Can fill all retail orders

19 South High Street

RETAIL DEPARTMENT

Practical Talks to the Management

Making Up—Watch Profits from Designs—Make Your Telegraphic Orders Simple and Clear—Should Price be Featured in Advertising?

W. CLEAVER HARRY

LET all the regular employees of the store learn to make up. By that I do not mean that they should neglect their regular work, the special work they have been detailed to look after but, in view of the present situation and circumstances, it is a good idea to break every one into the design department with the exception of the office force. Indeed, it is often true that much talent is found in the rank and file that is undeveloped because the florist does not avail himself of it. I strongly advocate this especially at the rush season—Christmas and Easter and other big days—as it is one department of the work with which everybody in the establishment should be familiar.

Most workers in the trade do not realize that the art of floral designing and floral arrangement, is one of the simplest and most easily acquired of arts. Almost anyone can master it and become remarkably proficient in a short time, providing he gets started right. There are certain best ways of doing everything which are based on the principles of that particular art. The man who does good work is both practical and artistic, although he often follows the principles unconsciously. He does things well, but it is often difficult for him to show others how. He frequently is hard to please, for instance, if one is stemming for him. If he possesses the artistic temperament those who work under him may never learn anything. "It takes time to learn how to make up" said an old, experienced worker, who considers himself a good designer, in answer to my question, "How long?" He had been working at making up for thirty years, yet judging from his work, I should say, if his statement is correct, he will never be a good designer.

More Profit from Designs

The future demand for made up work will be larger than ever. If the use of flowers for gifts should decrease, of which, however, we see no present indications, the florists will have to depend more on funeral work. Materials, from moss to wire frames, will cost more, but the supply will be adequate for the demand.

The cost of workmanship will be higher and time will be, and is, a more important item in the cost of floral work than ever before. Time has never been fully paid for by the customer, even in the first class establishments. Indeed, the cheap florist, who counterfeits good work, gets a proportionately higher price for his product than does the florist who conscientiously seeks to turn out only the best work.

When we speak of art, we think of something that is being liberally paid for. The price of a work of art should not be based on the cost of the canvas and paint, the wood in the furniture, or the number of Roses in a design. The florist's business was once on the level of the greengrocers and by Midwinter it may be a toss up as to which is the more artistic judged by the costs of production and distribution.

The retailer has underestimated his art. He seems to get high prices but these are largely an illusion when he comes to figure up every item that goes into the work. Let us therefore watch this department more carefully this season. Let us keep up the price and at the same time keep the cost down by making the most of the help and material available, for it is evident that funeral designs will not be by-product work to use up surplus stock this year.

Better Wording of Telegrams

When you send a telegraphic order, word the telegram so that the man at the other end can make out his order sheet in logical order and do so quickly. Don't leave part of the message to his imagination to fill out, nor obscure the order with unnecessary words. There is no sense in telling your correspondent to send a handsome wreath or fragrant Violets, yet I have had my time taken up with both these adjectives, at unfair prices. Without a doubt, the best order of arrangement for a telegraphic order is: first, when it is wanted; second, the kind of goods, followed by the price; next, to whom they are to be sent—giving full name and address— and closing with the text of the card to be enclosed. The message would then read: "Today wreath twenty dollars Mrs. Harry Davidison, sixteen twelve Erie Avenue, Card Office Carnegie Steel Company." In writing the address spell out the numbers or "1612 Erie Avenue" may be "16" or "12" when it reaches the correspondent. Do the same with the price and reduce the liability of error to the minimum. In dictating a telegraphic order for flowers never use a code, as the possibility of error is too great; the slight saving in expense is too small, in proportion to the risk of having the message go wrong.

Advantages of Stating the Price

The advertisement that does not give the price is incomplete. The national copy used in the *Saturday Evening Post* and other publications to feature flowers for the great gift days failed to give a price suggestion, or assist the interested prospective customers in placing his order. The S. A. F. publicity campaign wants dealers to tie up with it locally, but it is a poor rule that does not work both ways. The national copy did not identify itself with the average retail florist. [As we understand it the advertising to date promulgated by the publicity committee of the S. A. F. has been solely for the purpose of inciting a desire in the people at large to buy flowers.—Ed.] The only way to help the dealer is to show the customer how easy it is to buy from him. National copy, in order to serve its purpose, will have to adjust its text to help the retailers, instead of calling on the retailers to tie up with something that is up in the air. If it's "flowers for the masses," then name your prices, for "the masses" have the money. Nobody knows this quite so well as the so-called bon-ton florist, who has spent all his business life catering to the society folk. Today these florists' assets are mostly the overdue bills of first families; the bills of the papas of the débutantes. The other florists are busy as bees and have money to pay their bills, because they offer their goods to no particular class.

Quote prices in your advertising and in the show windows. Don't miss any opportunities to sell. It is not enough that you should just interest people. It is your business to keep sales moving. The following actual experience illustrates the point on price marking. A show window was filled with fine Sweet Peas, tastefully arranged in artistic vases and grouped in baskets and other receptacles. The colors were harmoniously blended and the whole effect was most pleasing. The window decoration attracted much attention but the sales of Sweet Peas were light. The crop was on and they must be sold. Someone, not a florist, suggested that a price card be placed on the Sweet Peas; to show that they were not meant merely as a decoration but were for sale. The following day the same stock was arranged in ordinary vases, with a handmade card reading "50c. per bunch" on each vase. The result was that sales emptied the window every day for nearly six weeks, the duration of the crop. To increase your sales and make quick turnover, state the price, for price is one of the principal reasons for buying.

Basket of unnamed White Dahlia seedlings, with trimmings of Asparagus Sprengeri, Pteris ferns and Clematis paniculata

Exhibited by W. Will, Katonah, N. Y., at the recent exhibition in New York City of the American Institute and the American Dahlia Society

Say It with Flowers—An Interpretation

By Dr. Thos. S. Blair

The following somewhat radical article is written by a man who evidently is keenly sensitive to the beauty of flowers and their inner meaning. Although he considers the slogan from the artistic viewpoint, yet valuable working hints may be drawn from his suggestions.

"Say it with Flowers"

Yes, "Say it with Flowers", but don't stutter it with flowers by chewing up a dozen kinds into a horror of diverse colors. Don't yell it with flowers, but tone down the high lights with a bit of shade and blending in. Never swear with flowers; unless sufficient green, blue or white is used to take off the vulgarity, badly arranged flowers speak a profaned "language of flowers."

To whisper with flowers is real art; it is like a delicate perfume; it comes like the gentle zephyrs of Spring, like the caress of the lover; it is the kiss of love, not of passion, to whisper with flowers. Violets and Maidenhair Fern whisper to each other. Lily of the Valley speaks in whispers. Rose buds always speak gently; don't spoil their language with the admixture of assertive blossoms.

Light and shade are the foundation of any good picture; the tint only brings out the perspective and atmosphere of good drawing. And green and white are the foundation of any good floral arrangement; tint them only to bring out the perspective and atmosphere.

Strength in design is like a man's hat—usually ugly; but give a woman that same hat, and she puts a bit of ribbon and veiling on it and it becomes a creation. So is a wire design or frame ugly; but it has potential possibilities seldom attained except by mixing in soul and a smile.

Many bouquets are like a shotgun prescription; they fail to hit the disease, for their many birdshot never hit like a rifle ball, nor do they penetrate far. The effective bouquet, like the valuable prescription, has few ingredients.

Funeral flowers should be like the picture of the impressionist—gently expressed in purples laid in fog; like the sun setting behind a bank of cloud but shooting up into the darkness above rays of hope and promise of the dawn to come.

A monochrome may be the very summation of art, and the best monochromes are green. Did you ever notice how many greens are seen in a landscape? Yes, dozens of them are there. But the florist seems to forget this. He needs to develop as many tones and tints of green as are possible in his range; if he uses them well in designing his work will have a distinction which the man who does not know how to use green can never successfully imitate. One can say a lot in green.

And the next most valuable thing in a bouquet is white, not paper or chalk white, but tinted whites, whites in varying values, whites of every kind. But the values in whites must be discreetly blended. Cut a few of every white thing you have and experiment in mixing them. You will find that floral horrors and floral poems can be

· Directory of Reliable Retail Houses ·

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company DAYTON, OHIO
FLORISTS 112 South Main St.

The Park Floral Co. DENVER, COLO.
B. E. Gillis, Prest. E. P. Neiman, Sec.
1643 Broadway Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

The L. Benth Floral Co. DETROIT, MICH.
ALBERT POCHELON, 130-136 BATES ST.
If we fill your order, our reputation is your guarantee of efficiency Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS 95 Gratiot Ave.
WALTER G. TAEPKE DETROIT, MICH.

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist of Elizabeth, N. J.
We give the best of service 1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders PILLSBURY'S CARNATION STAPLE

HENRY SMITH, *THE FLORIST* GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

The editor of THE EXCHANGE values news notes sent to him by readers, or any information of general interest to the whole body of the trade.

Coombs LEADING FLORIST HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST Hartford Connecticut
ANDREW W. WELCH GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING

Highland Park Greenhouses
Telephones 75 and 85 HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co. INDIANAPOLIS, IND.
241 Massachusetts Ave
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist, Inc.*
36 West Forsyth Street
We reach all Florida and South Georgia points Jacksonville, Fla.

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

THE FLORISTS' EXCHANGE gives splendid value to the Retailer

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co. INCORPORATED EST. 1873
550 FOURTH AVENUE - LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co. INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens *Florist*
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's *Nashville, Tennessee*
200,000 Feet of Glass

NEWARK, N. J.
Begerow's 946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

· Directory of Reliable Retail Houses ·

NEW HAVEN, CONN.

John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE
135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones { 358 } MADISON { 359 } SQUARE
Our Motto: THE GOLDEN RULE

We Guarantee Satisfaction
A. T. Bunyard
FLORIST
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones { 1552 / 1553 } Columbus
ESTABLISHED 1849

DARDS
341 Madison Avenue
New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue
Boston 1 Park Street, 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession
MADISON Ave. at 76th St.
NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916
Grand Central Palace
Out-of-town Orders Solicited. Location Central
Personal Attention.

VIRGINIA

NORFOLK — **Grandy** THE FLORIST, 269 GRANBY ST, NORFOLK VA — **FORTRESS MONROE**
Special Messenger Service to above City $1.00
NORFOLK'S TELEGRAPH FLORIST

New York

MAX SCHLING
Phone, 7241 Plaza
785 FIFTH AVENUE

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY
ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue
NEW YORK

Young Trumbull
42 West 28th St.
NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN
Successors to H. W. FIELD
SMITH COLLEGE FLORISTS
NORTHAMPTON, MASS.

Omaha, Neb.
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. — PASSAIC, N. J.

PHILADELPHIA

CHAS. H. GRAKELOW
Everything in Flowers Broad St. at Cumberland

J. J. Habermehl's Sons
PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

made wholly from white blossoms. Make the white values blend with the tint in the colored elements of the design.

The "language of flowers" needs a grammar. Grammatical language flows smoothly and is a thing of beauty, especially if the words are simple and express real thought. "Say it with flowers" accurately, simply and to the point; for flowers will talk if we only help them a little.

We can pray with flowers, and we can sing with flowers; we can laugh and weep with them. We can show our culture or our vulgarity with these expressive emblems. But it takes an artist to do these things, even as it takes an artist to rightly use the brush and pigments of his craft.

The hand-me-down floral design is like canned music or the cheap chromo. The thing is too commercialized, too conventionalized, too standardized, too loud. We see awful things in the shops. Yes, they *are* awful! Forget the trade aspect for once and critically view your cherished designs disinterestedly; then laugh, for that is what you need to do. Discriminating patrons often laugh at your efforts.

Many florist shop methods were "made in Germany", and the German never was an artist in color or fabric. Take our designs and specialties for Christmas and Easter—nearly all Teutonic in expression. Branch out, Brother, branch out a bit. The German can sing, but he can't paint; hence his designs talk but are ugly, like his carpets and monuments. Did you ever visit a French florist. If not, do so, for you will learn much from him. He understands how to make a gesture speak, and his arrangement of flowers follows out the same national bent.

Then go and see the little Jap. This Oriental is a fair genius in arrangement, and he laughs at our crudities, as he has a right to do. The Oriental uses white for mourning, principally because black is ugly. What excuse is there, after all, for the widow's weeds. Weeds are ugly and they express nothing except waste of fertile soil. Why can't the widow "Say it in Flowers" in place of crepe?

Most floral arrangements are a generation behind public taste. True, a few artists cater to the rich; but why can't more of us cater to the good taste of the middle classes? If we ourselves know how to "Say it in Flowers" the people will readily enough listen to our slogan. Watch the nurses in a hospital tear apart the used emblems and formal designs sent in as a charity "after the ball is over", and re-arrange them in better taste than we did; then learn from these nurses, for they get *results*.

If the war exigency shuts off our wire, ribbons, etc., and makes us use flowers as flowers instead of as expensive accessories to undertaker goods, Christmas gewgaws, and artificialities generally, it may really promote floral art and make artists of the florists. "The play's the thing", not mere painted scenery and stage properties that are mere accessories to the artist. We are too much inclined to make the flowers accessory to the junk on which we hang them. Ribbons and wire can't talk. One never sees a pink bow on a telephone. Yes, "Say It in Flowers", not too much in ribbons and dyed and varnished accessories which are useful only in their place and ugly out of it.

Sometimes—only sometimes—we may "Say It with Flowers", fortissimo. To celebrate a football victory a Chrysanthemum bred up to look like a bunch of pink coldslaw tied to a stick will match the mood of the rooter, for it "says it" like a bass drum. Even the Tulips and Hyacinths of the howlingly swell type, looking like the art of a beer stein, may be used when the gay and festive is appropriate; but the wild Mariposa tulip is far more beautiful, and it is American, and the Indian Hyacinth (Triteleia grandiflora) is truly lovely, while the Sarcodes sanguinea is so transcendently brilliant and beautiful that the United States Government forbids its being picked. For genuine beauty in Tulips and Hyacinths, go to the wilds of the West.

To him who in the love of Nature seeks communion with her floral forms, to paraphrase the poet, they speak a various language. For his gayer hours they have a voice of gladness and a smile and eloquence of beauty and they glide into his deep and darker musings with a mild and

Filling telegraph orders from distant cities was formerly "a consummation devoutly to be wished." Today it is one of the most profitable branches of the retail business. That is why there are so many cards in our Directory of Reliable Retailers

Directory of Reliable Retail Houses

Trade Mark "We Serve You Better"

Pittsburgh, Pa.

"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
Store open Day and Night

PITTSBURGH, PA.

Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.

AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND

Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.

2 Broad Street

Macnair, Florist

Roanoke, Va.

Fallon, Florist

J. B. Keller Sons
ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

ROCHESTER, N. Y.

H. E. Wilson FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee
FOREST CITY GREENHOUSES
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

St. Louis, Mo.

Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.

Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson
St. Paul. Minn.
20-22-24 West Fifth Street
National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

San Francisco, Cal.

Joseph's, Florists

When remitting for subscriptions or advertising kindly make cheques or money orders payable to The Florists' Exchange.

healing sympathy that steal away their sharpness ere he he is aware. And when thoughts of the last bitter hour come like a blight over his spirit, and sad images of the stern agony and shroud and pall and the breathless darkness and the narrow house make him to shudder and grow sick at heart, he should go forth to the flower-decked fields and list' to Nature's teachings. Nature "says it with flowers."

There is no better time than RIGHT NOW to take up the study of landscape gardening, and it is fortunate indeed that such a book as Cridland's is obtainable for, on account of its simple explanations of details and its devotion to the requisites of small properties, it is of far greater value to the average nurseryman and florist than the usual "heavy" books on the same subject. Cridland's is obtainable from THE EXCHANGE office for $1.90, delivery postpaid.

Seattle, Wash.

Hollywood Gardens

Seattle's Leading Flower Shop
1534 Second Ave.

National Florist
Syracuse, N. Y.

ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS

SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY

SCHRAMM BROS.
1315 Cherry Street

R. ABBOTT — Both Telephones
Park Floral Company

FLORISTS TRENTON, N. J.
Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

WASHINGTON, D. C.
Gude Bros. Co.

Florists 1214 F. ST. N.W.

H. F. A. Lange

WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.

Randall's Flower Shop

Albany, N. Y. — WILLIAM C. GLOECKNER, Leading Florist, Member F. T. D.

Auburn, N. Y. — DOBBS & SON, The Florists, F. T. D., Rotary. Central New York orders efficiently filled. Wells College.

Battle Creek, Mich. — COGGAN, F. T. D. and Sanitarium Orders

Binghamton, N. Y. — BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Bloomington, Ill. — A. WASHBURN & SONS, Members Florists' Telegraph Delivery

Brattleboro, Vt. — HOPKINS, THE FLORIST, Excellent shipping facilities for Vt., N. H. & Mass.

Canajoharie, N. Y. — JOSEPH TRAUDT, F. T. D. Florist

Charleston, W. Va. — CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass. Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. — WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D.

Dayton, O. — MATTHEWS, The Florists, 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio — J. W. RODGERS, Florist, Third and Jefferson Sts. Member F. T. D.

Dover, Del. — J. J. VON REIDER, Your orders solicited

Dover, N. J. — ALONZO D. HERRICK, National and Florists' Telegraph Delivery

Elmira, N. Y. — RAWSON, The Florist, Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.

Ft. Smith, Ark. — GEORGE RYE, The Plaza, "Some Florist"

Greensboro, N. C. — and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. — ALONZO D. HERRICK, National and Florists' Telegraph Delivery

Johnstown, N. Y. — WOLLAGER BROS. Est 1897. Orders promptly delivered for Johnstown and vicinity.

Kalamazoo, Mich. — G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. — L. C. FIELDS. Quick Service. Member Florists' Telegraph Delivery

Kansas City, Mo. — W. J. Barnes FLORIST, KC, MO. Kansas and Western Missouri. Up-to-date Service. F. T. D. Est. 1890

Lancaster, Pa. — B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient service

Lebanon, Pa. — J. F. VAVROUS' SONS. Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis — Deliveries to Loomis Sanitorium and all points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. — F. W. MASSMANN, Telephone L. D. 438. Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. — McKENNA Limited, Largest Retailers in Canada. Members F. T. D.

Nashville, Tenn. — GENY BROS. 150,000 square feet of glass

Omaha, Neb. — JOHN H. BATH, 1804 Farnam Street, F. T. D.

Peoria, Ill. — C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.

Philadelphia, Pa. — Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad St.

Quebec, Can. — McKENNA Limited, Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. — FRED H. LEMON & CO. Florists and Decorators. Send us your orders.

Roanoke, Va. — WERTZ, FLORIST, Inc. Leading Florist of Southwest Va. All orders given special attention

Saginaw, Mich. — WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. — A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. — CLARK, Florist. Estab. 38 years. 7 Railroads Reach all points. Wires received any hour.

Scranton, Pa. — NEW YORK FLORAL COMPANY, Leading Florists of Scranton

Springfield, Ill. — HEMBREIKER & COLE, Flowers for central Illinois, Members F. T. D.

Terre Haute, Ind. — HEINL'S, Members F. T. D.

Toledo, Ohio — METZ & BATEMAN, Members F. T. D.

Trenton, N. J. — CLARK, THE FLORIST, Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY — Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM, F. T. D.

Troy, N. Y. — THE ROSERY FLOWER SHOP, The Leading Florist

Westfield, N. J. — CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Winnipeg, Canada — THE "KING" FLORIST, 270 Hargrave Street, F. T. D. Florist

Yonkers, N. Y. — R. T. BRODERICK, Phone: 4681. Prompt delivery and orders filled satisfactorily

York, Pa. — CHAS. A. SCHAEFER. Leading Florist. Prompt and efficient service.

Youngstown, O. — H. H. CADE, The only store in the city having greenhouse

Zanesville, O. — THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Western States

Denver, Col.

The market the past week was active. Funeral work was heavy on Sunday, Sept. 29, and still continues. Store trade has also improved. Calls for cut flowers and blooming plants are increasing because outdoor stock is practically done. There is still a shortage of Roses and Carnations. Orchids find a ready sale at 75c. each wholesale. Chrysanthemums are becoming prominent, but only early varieties so far. Blooming plants in fair selection are obtainable, such as 'Mums, Cyclamen, Primula obconica, Begonia luminosa, Begonia Prima Donna and Gloxinias.

Viewed From the Peak

Mrs. Wm. D. Black has returned after spending the Summer months in Indiana.

Herbert Clawson, after filling out his questionnaire has gone gunning for a few days to get in practice for Hun hunting.

C. F. Maler's greenhouses are in shape to meet the season's demands.

The store men are commencing to realize that the Summer is over. As Messrs. Hoyte, Gleason, Scott Wilmore and Art Davis are the men on the job every day from Spring to Fall with a fine collection of outdoor stock; one is lucky nowadays to see them two or three times a week.

James Carnsew, of the Park Floral Co. store, is back on the job after a long spell of sickness.

O. H. Frank, representative for A. L. Randall, has gone to the Coast in the interest of his firm. Salt Lake City will be his first stop.

The Alpha Floral Co. has an attractive window display for the Fourth Liberty Loan drive. Using Liberty Loan posters, small flags and a huge Fuchsia plant with a large sign reading: "The Most Wonderful Blossoming Plant in the World," applying to the Liberty bond. This sign was originated by Henry Penn of Boston.

The American Flower Shop has an artistic window display of plant and cut flower baskets.

Albert Geisert, grower for the Park Floral Co., received a letter from a French hospital, written by a Red Cross nurse, saying that his son Fred who had been in the front line had been wounded in both legs and both arms.

Henry Masten who was with the Alpha Floral Co. wrote a letter saying he is doing well and yearning to go. He is in the Naval Training Camp at Mare Island, San Francisco, Cal., but expects to be sent across any day.

W. W. Wilmore received a letter from his son Charles, who is in the U. S. Tank Corps, Training Camp, at Gettysburg, Pa., saying that his company went to New York City where they did some marching and were all taken to a theater in the evening. He is in the best of health and doing well.

George M. Quackenbush, one of the Boldt-Lundy store men, is enjoying camp life and is well and happy. He is at Camp Sheridan, Ala. C. F. E.

St. Paul, Minn.

Never before at this season has stock been so scarce; the demand far exceeds the supply and it is difficult to get stock from distant sources. All local stock is readily snapped up, even before it is in fit condition to cut, and prices are keeping up well. 'Mums are not yet in full swing; a great many have been planted but it is questionable whether there will be a glut. Carnations are coming in slowly; also good single Violets, and these are quickly taken up; even Calendulas and Mignonettes sell on sight.

In potted plants the stores have now a varied assortment of Cyclamen, early 'Mums, ferns and Primroses. The marked increase in trade is due probably to the cold snap, 8 deg. of frost having recently been recorded. There has also been considerable sickness and some funerals.

The Merriam Park Floral Co. is pressed very hard for labor, having only three men in place of twelve. Holm & Olson have also lost several more men who were called in the draft.

Sawdust and Shavings for Fuel

The Hiawatha Greenhouses are running full speed. After negotiations with various sawmills, Mr. Lindsey has stored the Winter fuel supply, consisting of shavings and sawdust. These, Mr. Lindsey claims, make an ideal fuel for his range. While this fuel requires a little more stoking, there is not the necessity for flue cleaning. This firm at one time ran a retail store in connection with the greenhouses but disposed of it and has converted both the St. Paul and the Minneapolis places into growing establishments for the wholesale trade.

Dean Bros., on Rice st., the one-time vegetable growers, are extending their plant business.

Landscape business and general planting will be in full swing shortly, as the leaves are about off the trees. A heavy rain on Oct. 4 and 5 will greatly facilitate the work.

From a letter received from Alfred Brown of Holland, Mich., it was learned that his brother Charles, who had been on the J. Ogden Armour estate and also formerly at Vaughan's, Western Springs, Ill., had enlisted with a Canadian regiment and had been killed in action just recently. E. C. T.

Kansas City, Mo.

Liberty Loan

Kansas City's Fourth Liberty Loan campaign promises to go through with a flourish. The week of Sept. 30 was devoted to publicity and the greatest enthusiasm was displayed by the men and women who will act as solicitors, and by the citizens generally.

On Saturday morning, Sept. 28, all the whistles and bells in the city were sounded for 15 minutes, giving notice that the preparations for the campaign were on and reminding people that they must be ready to contribute to their utmost when the canvassing began. The solicitors held daily meeting for the purpose of organizing the work and receiving instructions for the big drive which started Monday morning, Oct. 7. On the afternoon of Oct. 5 a big parade was held through the downtown section of the city. All the workers, men and women, were in line, headed by J. W. Perry, head of the executive committee. Others who took part were members of the Seventh Regiment, National Guard, Home Guards, Boy Scouts, city firemen, policemen and a number of bands.

There is no variety in the way of stock on the market. Roses hold sway and are at their best. They are very plentiful, and perhaps because of that reason there have been many requests for Carnations and 'Mums, which, however, have not yet come in. Roses are bringing from 6c. to 20c. each, according to variety, Columbia being now the highest priced sort.

William L. Rock, president of the W. L. Rock Flower Co., expected to attend the F. T. D. convention, but was unable to do so on account of the Fourth Liberty Loan campaign, in which he is an active worker. Mr. Rock is head of Team No. 1 in Division 5. Mr. Rock is also a member of the Seventh Regiment National Guard, of which M. E. Carter, manager of the firm, is likewise a member. The regiment will hold an encampment in Nevada, Mo., for two weeks, beginning Oct. 12. Mr. Rock will go to camp for one week and Mr. Carter for the other. B. S. B.

Rockford, Ill.

Talk of the Town

Swan Peterson, at 513 W. State st., while not the largest has the neatest and most up-to-date establishment in the city. A couple of years ago the entire establishment was rebuilt and with good care everything, including the stock of plants is up to the best standard of perfection. Mr. Peterson is heavy on 'Mums and will go into bedding stock as soon as the crops are off. He will be able to run his establishment at full capacity during the coming Winter.

The H. W. Buckbee Co. has three stars in its service flag but still has sufficient help to keep the greenhouses running in good condition. J. T. Buckbee reports a good season. Part of the greenhouses is devoted to old time plants for catalog trade. Houses of Begonias in many varieties not often seen are interesting. Old fashioned plants such as Agathæa cœlestis, Justicia carnea, Mesembryanthemum, Plumbago capensis, Olea fragrans and other old time favorites are grown. In Geraniums old varieties, favorites of 30 years ago are to be seen—Mountain-of-Snow, Mrs. Pollock, Happy Thought, Bijou, Wm. Languth, and many others. A house of Fuchsias in varieties that had almost slipped memory is interesting, all so old that they are new to the younger generation in the trade.

The Cherry Seed Co. has been conducting a cut flower department in connection with its seed trade at 127 N. Main st. with apparent success.

The Midway Flower Shop at 903 E. State st. is the latest addition to the trade in Rockford. Business is reported to be good.

Norman Ostlin, who conducts a small range of greenhouses at 720 S. Fourth st., reports business good but complains much of the scarcity of suitable help for greenhouse work.

J. J. Soper also complains of the difficulty of getting help for ordinary greenhouse work at consistent prices.

Carl Begsterman, who conducted a flower store, and B. B. Pohlman who had small greenhouses doing a business in rooted cuttings, are both out of the trade.

Fort Wayne, Ind.

The demand last week surpassed all weekly records for this season, especially for large funeral pieces, due to the demise of several prominent citizens. There was no noticeable effect upon business as a result of the Liberty Loan campaign. Nearly all cut flowers have been short. Although Roses are of excellent quality, they are opening slowly, due to the dark, cool weather. The retailer who does not grow his own flowers is at the mercy of the grower and wholesaler. Columbia and Russell sell as fast as they arrive. Some especially good Hoosier Beauty, Shawyer and Milady command satisfactory figures. The supply of Carnations is inadequate. Many local growers have disbudded their stock to strengthen the young plants for the coming season. Lilies are hardly to be reckoned with, the supply probably never having been so small at this time nor the demand so heavy. Prices of Carnations are surprisingly good, considering quality. A few late Asters are coming in, but outside of these, the Aster and Gladiolus season is over. 'Mums are coming into the market very gradually this season, last week saw the first pompons. Some good double pink varieties also made their debut October 1. All varieties clean up well each day, at good figures. Dahlias are of splendid quality, but not plentiful. Orchids are increasing slowly and prices remain stiff. Snapdragons are in better supply than most other flowers. Marigolds, Cosmos and Calendulas make up the variety of outdoor flowers.

Some fine, large, dark red 'Mums made their appearance last week. Green goods and foliage wreaths were in great demand. The call for blooming plants is increasing, with only a small variety to choose from, principally Begonias, Aster and Lily plants.

At Home and Abroad

Visitors who called on the craft were: I. M. Bayersdorfer of H. Bayersdorfer Co., of Philadelphia, Pa., and M. I. Hollander, representing the Duro Paper Box Co., of Chicago, Ill.

Edgar Wennighoff sent out many large funeral pieces the past week, but reports the supply far inadequate to the big demand. He has a fine crop of single and double 'Mums. His brother, A. S. Wenninghoff, has charge of the growing end of the business.

The Flick Floral Co. has several large decorations booked for the Style Show this week. Large ferns and palms, Autumn foliage and baskets of 'Mums will be the main flowers used.

Seitleitz, the florist, of Lima, Ohio, is shipping excellent Shawyer, Russell and Killarney Roses to this market.

A. J. Lanternier and Co. sent out a handsome casket blanket last week, composed of Lilies, with a cross of Shawyer Roses in the center. They are specializing in Magnolia wreaths during the shortage of cut flowers. D. B.

Cleveland, O.

Stock Scarce

This market is in the midst of a pronounced scarcity of stock. As yet very few Chrysanthemums have arrived and receipts of Carnations are very light. The former are very late this Fall, due to the unseasonably cool weather in early September, and it will be November before they begin to arrive in sufficient abundance to meet the demand. Asters are practically over, likewise Gladioli, and to make matters worse, many promising crops of Dahlias were seriously injured by frosts the beginning of the month. Easter Lilies are exceedingly scarce and are eagerly snapped up at $15 per 100. Miscellaneous stock commands a ready sale at good prices.

Notwithstanding the shortage of stock the volume of business exceeds that in early October of last year. This is explained in part by the fact that everything coming into the market is absorbed at good prices. Local florists are also buying more heavily in the home market because of the great delay of shipments coming from a distance. Demand is general, being equally strong downtown, the outer portions of the city and in the neighboring smaller towns as well.

Where are those fellows who a few months ago predicted poor business ahead? We all recall their dismal prognostications. They haven't been heard from lately, perhaps because they are too busy filling orders.

The acute scarcity of stock is only a temporary condition, as favorable weather, which is sure to follow, will hasten the 'Mums and greatly increase the cuts of Roses, Carnations and all other flowers.

Notes

Louis Hody formally opened a retail store, Oct. 5, at 726 Broadway, Lorain, Ohio. Mr. Hody has purchased the well-known establishment, long operated by F. J. Stehle, on Oberlin ave., at which place the greater part of the stock will be produced.

H. P. Merrick, of the Lord & Burnham Co., has the sympathy of his many friends in the trade, on account of illness which has confined him to the house for several days.

A special meeting of the Florists' Club was held in the rooms at the Hollenden, Oct. 4, at which F. T. D. convention business was given chief attention.

Joseph M. Stern and Jay Stranahan, of the Joseph M. Stern Co., dealers in artificial flowers and florists' supplies, have returned from an extended business trip in the Northwest.

H. B. Wilkinson, proprietor of the Penn Square Flower Shop, now makes his calls at the market in his newly purchased automobile. J. McL.

Cincinnati, O.

The Market

Oct. 7.—Roses are in a good supply and sell well. In fact everything available is cleaning up readily. Carnations are somewhat scarce and a great many more could be used. Lilies are again in fair supply so are Dahlias. Few Asters are coming into the market. The current week will probably see the last of them. Some Gladioli still available are proving good property. Cosmos sells fairly well. A few single Violets are finding their way into the wholesale houses.

Straws in the Wind

J. A. Peterson & Sons have an excellent large lot of Cyclamen for their trade later in the year. They are some of the best that firm has ever had.

Mr. and Mrs. C. J. Ohmer and their son Jim, of West Palm Beach, Fla., have passed through Atlanta, Ga. on their way home in their new Buick.

C. E. Critchell is attending the F. T. D. meeting in Cleveland, O. this week.

Recent visitors include Chas. Baum of Knoxville, Tenn., and Mr. Miller of Washington, D. C.

Geo. Klotter has begun to cut single Violets.

Roy Rudolph is shipping excellent yellow 'Mums to C. E. Critchell.

Fred Brueggemann of P. J. Olinger's place at New Castle, Ind., who was in this city recently, reports the outlook at the greenhouses as encouraging.

TEDDY.

Hailstorm at Wichita, Kan.

A severe hailstorm hit the east side of the town on Sept. 25 and broke from 50 per cent. to 75 per cent. of the glass in the greenhouses in its path. Chas. P. Mueller and other members of the Florists' Hail Ass'n were among those in the path of the storm. J. G. E.

Question Box

Branch for Identification.—Please let me know the name of enclosed branch. It was found growing wild in the woods.—J. K. W., N. J.

—The fruited branch submitted for identification is a Crataegus, but just which one of the several hundred species it is we cannot determine unless we have the flowers in their season for examination, as well as the fruit and foliage which were present on the branch. You will be interested, we think, in reading the article on page 541, in the Oct. 5 issue of "The Exchange" on "New Species of American Hawthorns (Crataegus.)—J. H. S.

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DAGGER and FANCY FERNS. New Crop, Now Ready. $1.50 per 1000. All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Fall weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c. per yard.

BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $3.50 per large bale

BRANCH LAUREL, large bundles 35c.

GROUND PINE, 10c per lb. Made into festooning, 8c and 10c. per yd.

FINE BOXWOOD. In 50 lb. cases, $8.50.

Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case

LAUREL WREATHS, $2.50 to $3.00 per doz.

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We also make special sizes when wanted. Samples sent if desired.

Order in advance and have fresh stock.

All Kinds of Evergreens

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$2.50 per case; $1.50 per half case

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Los Angeles, Cal.

Big Four Meet in Riverside

The week of Nov. 10 promises to make horticultural history in Riverside, when seedsmen, plantsmen, fruit growers, entomologists, research men and official horticulturists will attend the eighth annual convention of the California Ass'n of Nurserymen, a meeting of the County Horticultural Commissioners Ass'n, the fifty-first annual Fruit Growers' and Farmers' convention, the Potato Growers' conference, and the plant quarantine conference, with delegates from all the States, British Columbia, Eastern Canada, Mexico, the Philippines and Hawaii. The programs in process of formation promise to be of more than local interest, particularly that of the economic entomologists, in which "Quarantines, Their Purpose and How They May Best Be Imposed and Enforced," will be the address by Frederick Maskew, chief deputy quarantine officer, San Francisco, Cal. The nurserymen's sessions will be largely confined to trade matters.

Passing of Louis J. Stengel

Louis J. Stengel, almost the last remaining figure in the early Southern California nursery industry has passed beyond. He was not of the original pioneers—the men of 1850 to 1870; but of those hardy men who were active from the middle eighties until the late nineties. He specialized in forest trees, being especially interested in the Eucalyptus, which he grew for years in large numbers, supplying the trade in all sections of the State. Mr. Stengel was born in Germany 75 years ago, but when a lad of 15 came to America, making the 68 day voyage in a sailing vessel, and arriving at Boston in time to celebrate his first Fourth of July in 1858. Soon after he joined the United States cavalry and served in Oregon as an Indian fighter. A bullet wound in his foot was a memento of those days. In 1866 he was given a contract to carry the mail between Kiamath, Ore., to Eureka, Cal., an 104 mile route which he covered with a horse and a pack mule in 24 hours. For 30 years he conducted a nursery in Los Angeles. He leaves a widow, a daughter Lillian and three sons, Carl, Elmer and Louis.

An Omission in Law

George H. Hecke, State horticultural commissioner, writes from Florida, requesting that I place before the trade some correspondence from F. M. O'Byrne, nursery inspector of Florida. He asks that nurserymen carefully observe the legal requirements of quarantine in that State. Mr. O'Byrne says in substance: We have seen what appears to be a growing tendency on the part of California nurseries, which have secured Florida permit tags, to allow shipments to go forward to Florida points without attaching a Florida permit tag to them. This necessitates careful inspection on arrival at the point of entry and a letter to the firm calling attention to this omission. Please advise California nurserymen, urging upon them the necessity of properly tagging shipments of nursery stock consigned to Florida points with a Florida permit tag, and the necessity of sending an invoice covering such shipment to the undersigned. You might advise them that

SOUTHERN WILD SMILAX

$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss

$3.50 per bag of 100 sq. ft.

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10,000 $2.25; 50,000, $9.75

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Samples Free. For Sale by Dealers.

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Natural Log Moss $1.75 per bag of 100 sq. ft.

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$3.50 per bag of 100 sq. ft.

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18 x 5 x 3½	$3.30	24 x 8 x 5	$7.10
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24 x 5 x 3½	5.10	30 x 8 x 5	9.10
28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	14.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

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16 x 16 x 7	$10.50
18 x 18 x 8	12.50
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22 x 22 x 9	18.50

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19 x 9 x 8	$10.00

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Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
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32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

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f there is no improvement in this line t will be necessary for the Florida authorities to take steps to prevent further arelessness and irregularities of this nature.

John S. Armstrong and Fred H. Howrd judged the fruit, flower and plant exibits Oct. 1 and 2 at the Fresno District Fair.

George C. Roeding was a visitor to Los Angeles during the last week in September, combining business with pleasure.

Theodore Payne is about to put on the market the seed of a new Tomato which has taken high rank with consumers, and especially the canneries and market gardeners. He has appropriately named it Victory.

The California Nursery Co., of Niles, made a splendid exhibit at the State fair in Sacramento, in the shape of an estate in miniature, properly designed and planted.

E. S. Welch of Shenandoah, Ia., was a caller on the office of THE FLORISTS' EXCHANGE. He has large orchard interests near Ceres in Modesto County.

The Germain Seed and Plant Company is now comfortably situated in its new quarters at the corner of Sixth and Main sts., where it has one of the finest appointed seed stores West of Chicago.

Several nurserymen had fine exhibits at the Oakland Land Show, chief among which was the California Nursery Co. of Niles.

Chas. Kavan of the San Bernardino Nurseries is branching out into the mail order business, having now in press a booklet along that line.

The Fresno Nursery Co. will make fruit bearing trees and shrubs its big lead from now on. War conditions have put the economics in the lead generally in California. HENRY W. KRUCKEBERG.

Portland, Ore.

Market Notes

The rain has at last arrived and cooled the atmosphere so that everyone feels better and business is coming into its own again. The rain will naturally cut off a great deal of the supply of outdoor stock, but on the other hand, the available stock coming out of their own gardens that the flower buyers have been making use of has also been cut off. The local crop of 'Mums is hardly to be considered, but as the California stock is coming up well, we can manage very richly. Some of the varieties, such as Turner, do not ship as well as the more sturdy types. Carnations are fairly plentiful but are used up clean. The cut of Dahlias is prime, and so long as the stores are not oversupplied, they can handle them at a fair profit, epecially in the better keeping varieties. Minna Burgle is the one, money-making red, and in pink we have Delice.

News of the City

W. G. Wood writes that he is leaving Frisco for Baltimore, Md., via the Canal. He says that business seems good in Frisco and that they have a fine display of flowers there. He sends his regards to all the boys.

E. H. White is another of the boys who will leave for the service soon. He barely avoided this draft on the strength of harvesting his crop of Dahlias.

E. A. Shepard also of the White Floral Gardens, has arrived safely overseas.

Two employees of Clarke Bros. Greenhouses at Mt. Tabor were recently arrested and held under the seditious utterance charge. There is no ground for the charges except that they objected to buying Liberty bonds. Their religion is the entire difficulty as they are perfectly harmless.

A. Herbert is back on the job again and getting stronger every day.

Herbert & Fleischauer of McMinnville state that their Aster crop was very successful, and although the flowers were not as fancy as they have been in the past, considering the weather condition, which was contrary to what Asters require, they made a pretty good showing. The draft and help leaving for Portland is depleting the population of the surrounding towns. Mr. Fleischauer says that outside of his wife and himself there is but one other worker on the place, and the larger part of the crop of Aster seed is still to be harvested. H. NIKLAS.

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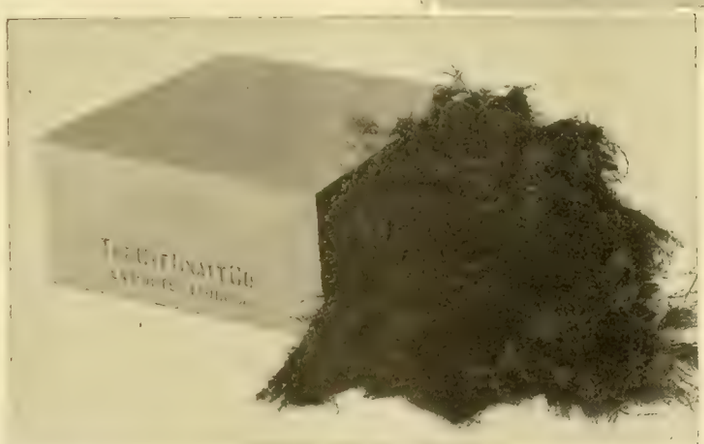
"Queen Quality"

Magnolia Leaves

They will not mold. Packed from selected leaves. Uniform size.

BROWN—GREEN—PURPLE

10 Carton Lots, per carton...$1.35
Single Cartons, per carton.... 1.50



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Please order now for Oak Sprays, Red Ruscus and Green Painted Ruscus

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MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

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IN TIMES OF WAR AS WELL AS TIMES OF PEACE

We find ourselves doing a large volume of business. We require heavier arrivals of Staple-Stocks, especially of Roses.

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New York City

Meeting of the New York Florists' Club, Monday Oct. 14, at the club's rooms, Grand Opera House bldg., 23rd St. and 8th Ave., at 7.30 p. m.

The Market

Oct. 8.—Men whose predictions come true are considered prophets, and those whose forecasts fail are, happily for them, soon forgotten. Was there anyone in August of this year whose prophetic vision was strong enough to see in the wholesale cut flower market of New York City in nearly October, No. 2 grade Roses selling at 4c. to 6c.; Lilies 15c. to 20c.; Carnations 4c. to 6c.; Dahlias 6c. to 12c.; Mums 25c. to 75c. each; Lily of the Valley $10 to $12 per 100 and Cosmos 20c. per bunch. Any florist a few weeks ago prophesying any such condition in prices would have been sent by his fellows in the craft to Bellevue Hospital "for observation," but, for all of that, these are the prices of today, Tuesday, Oct. 8. The cause of this unexpected rise in prices of the past two weeks are a rather short supply, heavy buying by florists from Boston and vicinity and a somewhat better demand from florists in New York City and nearby towns.

American Beauty Roses are in moderate supply and are in fair demand at about 35c. each for selected specials. The other grades are realizing corresponding prices. Hybrid tea Roses are in medium supply. The demand is largely for the No. 2, No. 1 and extra grades. The top grades are not abundant, but are in lesser demand and consequently not realizing relatively as high prices as the lower grades. No. 2 grade blooms are selling at from 4c. to 6c. and fancy and special grades at from 6c. to 15c. each.

Carnations are in fair supply. They are moving well, select blooms selling at from $4 to $6 per 100.

Cattleya orchids are in larger supply and are moving moderately well at about 50c. each for the best blooms. The supply of white Lilies is not large and few pink Lilies are arriving in the market. The demand for the former is very active and they are selling at from $15 to $18 per 100 with a few smaller sales at $20. Lily of the Valley is in small supply and is moving well at from $8 to $10 and occasionally somewhat higher prices per 100 for the choicest blooms.

The outdoor grown miscellaneous flowers are no longer arriving, as they have been cut down by the recent frosts, although a few Dahlias and some Cosmos which have escaped freezing, are seen, and are meeting with a good demand at unusual prices. 'Mums are in much larger supply and are meeting with a strong demand at from $2 to $6 per doz. with some smaller sales of exhibition blooms at a higher figure. Greens, especially boughs of Oak foliage, are meeting with a stronger demand.

The Florist Club, as announced in detail in our previous issue, will meet at its rooms on Monday evening, Oct. 14, at 7:30 o'clock. This meeting promises to be of unusual interest.

This week William Kessler had the first single Violets we have seen this season. The variety was Princess of Wales, grown by W. Bowman of White Plains, N. Y. He had also Golden Glow 'Mums from the greenhouses of Chester Hunt's Sons, of Staten Island, and Carnations of excellent quality for this time of year from Ryder Bros., of Wantagh, L. I.

In the pictorial section of the New York *World* of Sunday, Oct. 6, there was a group picture of those "Active in the movement to beautify camps with flowers." The group comprised A. L. Miller, Charles H. Totty, Capt. F. S. Moreau and Charles Schenck.

Some "near to" exhibition blooms of October King and Queen Mary 'Mums from the greenhouses of Charles H. Totty, of Madison, N. J., were seen at J. S. Penrich's, 51 W. 28th st. this week.

The Wholesale Cut Flower Protective Ass'n has purchased, through its treasurer, E. C. Horan, of the Florist Club's Liberty Loan committee, $200 worth of the Fourth Liberty Loan bonds. This speaks well for the organization which is in no way a money gathering, or making one, but a merely defensive one.

Among the recent callers in this city were Frank Dolansky, of Lynn, Mass.; L. J. Reuter, P. Welch, Mr. McDonald and Mr. Snyder of Boston, Mass.

Fourth Liberty Loan

A meeting of the Florists and Allied Trades Liberty Loan committee was held on Friday afternoon, Oct. 4, at the S. A. F. offices, 1170 Broadway, New York, at which considerable quiet optimism ruled as to the prospects for this committee being enabled to turn into the Government a favorable report of the bond purchases made by the florists and allied trades. Encouraging reports were received from members of the committee with others remaining to be heard from. The one thing which the committee endeavors to impress upon the trade above all others is that it is looked upon as the duty of every one in the trade, or connected therewith, whatever the line may be, to subscribe to the largest possible number of Fourth Liberty Loan bonds he possibly can, and to make the subscription through the trade's own Liberty Loan Committee so the total amount of bonds purchased may be put to the credit of the trade.

The gentlemen of the committee are actively engaged in soliciting among the trade of New York, and without doubt, every man connected therewith will be called upon in due course, and before the 19th of October. It is desired, however, to get the loan taken up well in advance of that date. For that reason prompt returns should be made.

Another meeting of the committee took place on Tuesday afternoon, Oct. 8, at the offices of the S. A. F., 1170 Broadway. G. W. Allen, with the Equitable Trust Co., bond adviser of the committee, presided. There were present the following members of the committee: Chas. Schenck, chairman, Herman Warendorff, Frank Traendly, Chas. A. Dards P. Gerlaird, A. T. Bunyard, Albert Friedman, Emil Schloss, H. F. Winter and A. S. Nash.

Vice-president Morris K. Parker of the Equitable Trust Co. was to have spoken, but, being unable to be present, his place was taken by Edgar Higgins, New York bond man of that company. Mr. Higgins gave a forceful talk, bringing out especially two points: First, that it is absolutely necessary to raise the amount of the loan. If it is not raised through bonds it will have to be raised by taxation. Second, that no matter how great a sacrifice one makes to buy bonds it is not as great as that being made by our soldiers abroad.

The members of the committee reported progress and showed by their remarks that they are putting every effort into making the best possible showing in an endeavor to have the quota of the florists and allied trades fully if not oversubscribed. It was remarked that some members of the committee do not attend the meetings and it was urged that these absent members make a special effort to be present and give their assistance. Tuesday's meeting was called at the request of Governor Strong of the Second Federal Reserve District, for the purpose of speeding up the loan, and the necessity of every member of the trade in Greater New York subscribing to his utmost and through the local committee is most urgent.

We give names and addresses of purchasers of Liberty Loan bonds through the committee. The total amount of all subscriptions, including not only those of $500 and over, but also those of less than $500, bought through the committee is about $135,000 up to Wednesday noon, Oct. 9.

It was due to the efforts of Frank H. Henry of Henry & Lee that the subscription of $25,000 was secured from the Railroad Co-operative Building and Loan Ass'n, which is the second largest association of its kind in the country. In view of this association's lining up and placing its purchase through the New

(Continued on page 598)

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VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON
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New York Cut Flower Market
Up to Tuesday, Oct. 8, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	12.00 to 35.00	Adiantum Cuneatum	.20 to .25
" Fancy	10.00 to 20.00	Hybridum and Croweanum	.25 to .50
" Extra	8.00 to 12.00	Antirrhinum, per bunch	.10 to .25
" No. 1	6.00 to 10.00	Asters	..... to .....
" No. 2	4.00 to 6.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	2.00 to 4.00	Carnations, Select	4.00 to 6.00
Killarney	4.00 to 6.00	Ordinary	2.00 to 4.00
Killarney Brilliant	4.00 to 6.00	Chrysanthemums, per doz	2.00 to 6.00
White Killarney	4.00 to 6.00	Cosmos, per bunch	.10 to .20
White Killarney, Double	4.00 to 8.00	Dahlias	3.00 to 12.00
My Maryland	4.00 to 8.00	Delphinium, per bunch	.15 to .50
Columbia	5.00 to 20.00	Ferns, per 1000	1.75 to 2.00
Hadley	5.00 to 15.00	Galax, green and bronze, 1000	..... to 1.00
Hoosier Beauty	4.00 to 12.00	Leucothoe, per 1000	4.50 to 7.00
Key	6.00 to 25.00	Gladiolus	..... to .....
Cecile Brunner, Elgar, etc. bun	..... to	Lilies, Longiflorum	15.00 to 20.00
Mme. Pl. Euler (Prima Donna)	5.00 to 15.00	" Rubrum	4.00 to 8.00
Mrs. George Shawyer	4.00 to 12.00	Lily of the Valley	4.00 to 12.00
Sunburst	4.00 to 12.00	Mignonette, per doz	..... to .....
Mrs. Aaron Ward	5.00 to 12.00	Orchids, Cattleyas	20.00 to 50.00
Lady Alice Stanley	5.00 to 12.00	Smilax, per doz., strings	.75 to 1.00
Ophelia	4.00 to 12.00	Sweet Peas, Spencers	..... to .....
J. J. L. Mock	5.00 to 15.00	Tuberoses, per doz	..... to .....
Mrs. Charles Russell	6.00 to 25.00		..... to .....

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Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Oct. 7, 1918	Cincinnati Oct 7, 1918	NAMES AND VARIETIES	Boston Oct. 8, 1918	Denver Sept. 30, 1918	Pittsburgh Oct. 7, 1918
5.00 to 40.00	..... to	Roses—American Beauty	20.00 to 60.00	6.00 to 25.00	4.00 to 35.00
4.00 to 12.00	..... to	Hadley	8.00 to 20.00	... to ...	..... to .....
3.00 to 10.00	3.00 to 8.00	Hoosier Beauty	4.00 to 12.00	4.00 to 10.00	4.00 to 15.00
... to	..... to	Kaiserin Augusta Victoria	..... to	..... to	... to ...
4.00 to 10.00	2.00 to 6.00	Killarney	6.00 to 8.00	3.00 to 8.00	4.00 to 15.00
4.00 to 10.00	2.00 to 6.00	White Killarney	6.00 to 12.00	... to	4.00 to 15.00
3.00 to 6.00	..... to	Killarney Queen	4.00 to 8.00	3.00 to 8.00	..... to .....
2.00 to 3.00	2.00 to 3.00	Mrs. Aaron Ward	..... to	... to	4.00 to 15.00
6.00 to 15.00	4.00 to 8.00	Mrs. Chas. Russell	8.00 to 20.00	8.00 to 15.00	4.00 to 15.00
..... to	..... to	Francis Scott Key	..... to	8.00 to 15.00	..... to .....
4.00 to 12.00	..... to	Mrs. George Shawyer	..... to	4.00 to 10.00	4.00 to 15.00
10.00 to 15.00	4.00 to 8.00	Columbia	..... to	8.00 to 15.00	..... to .....
... to	..... to	Rose Marie	..... to	8.00 to 15.00	..... to .....
3.00 to 8.00	..... to	My Maryland	..... to	... to	4.00 to 15.00
6.00 to 15.00	..... to	Prima Donna	..... to	6.00 to 12.00	4.00 to 15.00
3.00 to 12.00	3.00 to 8.00	Ophelia	8.00 to 16.00	4.00 to 10.00	4.00 to 15.00
3.00 to 6.00	2.00 to 8.00	Richmond	4.00 to 8.00	2.00 to 8.00	4.00 to 15.00
4.00 to 10.00	2.00 to 8.00	Sunburst	6.00 to 12.00	... to	4.00 to 15.00
4.00 to 10.00	..... to	Killarney Brilliant	8.00 to 12.00	2.00 to 8.00	..... to .....
..... to	..... to	J. J. L. Mock	..... to	2.00 to 10.00	..... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	2.00 to 4.00	..... to .....
... to ...	... to 1.00	Adiantum, ordinary	..... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	..... to	Antirrhinums, bunch	..... to	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, bunch	.25 to .50	..... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
.50 to 2.00	..... to ...	Asters	5.00 to 10.00	..... to	..... to .....
.50 to 2.50	..... to	Calendula	1.00 to 2.00	..... to	..... to .....
..... to 4.50	2.00 to 3.00	Carnations, Select	6.00 to 10.00	..... to 4.00	..... to .....
1.50 to 2.00	..... to	Ordinary	..... to	2.00 to 3.00	3.00 to 4.00
3.00to4.00doz	..... to	Chrysanthemums, Early	10.00 to 35.00	..... to 12.50	3.00to4.00doz
1.00 to 3.00	..... to	Coreopsis	..... to	..... to	..... to .....
3.00 to 6.00	2.00 to 4.00	Dahlias	..... to	..... to	6.00 to 12.00
..... to	..... to	Daisies	.50 to 1.00	..... to	..... to 1.00
..... to	..... to	Delphinium, doz	..... to	..... to	..... to .....
..... to 2.00	..... to .15	Ferns, Hardy	..... to	..... to	..... to .25
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .15
2.00 to 6.00	3.00 to 8.00	Gladioli	4.00 to 6.00	4.00 to 6.00	4.00 to 6.00
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to 1.00
12.00 to 15.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
12.00 to 15.00	8.00 to 10.00	" Longiflorum	16.00 to 25.00	12.50 to 15.00	15.00 to 18.00
3.00 to 5.00	..... to	" Rubrum	10.00 to 12.00	..... to	..... to .....
6.00 to 8.00	..... to	Lily of the Valley	10.00 to 12.00	..... to	..... to .....
..... to	..... to	Mignonette, Per 100	..... to	... to	..... to .....
60.00 to 75.00	..... to	Orchids—Cattleyas	50.00 to 75.00	..... to 75.00	75.00to100.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, doz. strings	..... to	..... to 2.00	... to 2.00
.25 to .60	..... to	Sweet Peas	..... to	.25 to 1.00	..... to .....

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Fourth Liberty Loan

(*Continued from page* 596)

York Florists' committee, it is permissible to suggest that when any of the florists of the metropolis or vicinity think of building through the operations of a building and loan, they remember the Railroad Co-operative Building and Loan Association.

List of Subscribers

Railroad Cooperation Building and Loan Association, 103 Park ave	$25,000
McHutchison & Co., 95 Chambers st	10,000
Frank H. Henry of Henry & Lee, 97 Water st	5,000
Joseph J. Levy, 56 West 26th st	1,000
Paul Meconi, 55 West 26th st	500
V. L. Outerbridge, 97 Water st	500
Roman J. Irwin, 108 West 28th st	500
Peter Gerlaird, 26th st. and 6th ave	500
Schloss Bros., 31 East 28th st	2,000
Aug. Rolker & Sons, 51 Barclay st	500
Jos. Fleischman, 5th ave. and 42d st	2,000
The Kervan Co., 119 West 28th st	1,000
Geo. Wernz of Wernz & Koehne, 61 5th ave	500
Gilmore Clarke of David Clarke's Sons, 2139 Broadway	500
Herman Warendorff, 635 Madison ave	5,000
Horace E. Froment, 148 West 28th st	2,000
Fred Stewig, 940 6th ave	1,000
P. L. Bogart's Bros., 970 6th ave	1,000
Wm. P. Ford, 107 West 28th st	1,000
M. C. Ford, 121 West 28th st	500
Henshaw Floral Co., Inc., 127 West 28th st	500
Lion & Co., 118 East 25th st (This house having obtained subscriptions from all its employees, is entitled to a hundred per cent. honor flag.)	3,500
Harry Gessner, 1256 Broadway	500
Meyer Othile, 49 West 28th st	500
Charles A. Dards, 341 Madison ave	5,650
Dards, Inc., 341 Madison ave	3,000
John Scheepers, 2 Stone st	2,000
Peter F. McKenney, 503 Fifth ave	1,000
John W. Hauser, 571 Madison ave	500
Stumpp & Walter Co., 30-32 Barclay at	10,000
J. M. Thorburn & Co. (for employees), Barclay st	1,500
Lulu J. Small, 505 Madison ave	500
Gustav M. Koppel, 2139 Broadway	500
M. Clement Galuba, 747 East 228th st	500
Patrick J. Smith, College Point	500
Henry Hart, 1000 Madison ave	2,100
E. J. Hession, 987 Madison ave	500
Dr. J. P. DeFrank	5,000
Julia W. Mansfield, 1184 Lexington ave	500
William C. Mansfield, 1184 Lexington ave	1,000
William Kessler, 113 W. 28th st	500
Russin & Hanfling, 134 West 28th st	500
Leo Lion, 118 E. 25th st	2,000
Thomas Daniel, 212 Fifth ave, Brooklyn	500
George D. Nicholas, 2059 7th ave	1,400
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T. A. Havemeyer, 129 Front st	5,000

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Boston

Oct. 8.—Conditions at the wholesale cut flower market continue good. The heavy demand from the city is lessening somewhat but the influenza is spreading to the small towns and country places and shipping business is very heavy now. Cut flowers are becoming more plentiful, but even with the increased supply there is hardly enough to fill the demand. There is a nice supply of American Beauty Roses and the quality is superb; prices are from 20c. to 60c. apiece. Hybrid tea Roses are more abundant and seldom have such fine Roses been seen as are being sent to the market at this early date. Prices still continue good. Nine inch Roses are selling for 8c. each and from that price up to 25c. In fact a good way to state the price is to say that Roses are selling at 1c. an inch.

Carnations are much more plentiful and quality is improving. Prices are as high as ever were paid in October; they are selling from 6c. to 10c. apiece. Some flowers of Laddie have been sold for 12c. each.

Cattleyas are more abundant and there is a good call for them, selling at $9 per doz. Lilies are more plentiful and are in good demand at 18c. to 25c. each.

Asters are of poor quality but are selling well from 6c. to 10c. each. Material that would hardly be looked at in ordinary times brings a good price today. Snapdragon is selling well at $1 per doz. Dahlias sell well and have not so far been injured by frost.

There is an increasing supply of 'Mums and they are of good quality, selling at $2 to $4 per doz. Cosmos is of good quality and sells well. The native Asters from the woods are selling well and are being used by all retailers.

Asparagus is not over abundant; the price has not advanced, but the bunches are smaller, and there is a good deal of complaint heard about the size. 'Mum plants are now in the market. Ferns are selling well. With the exception of the above the only other plants offered at this time are Dracænas and Crotons.

Wholesale houses have a heavy demand for flowers from out of town. The quantity of flowers coming from home growers is not sufficient to supply the demand, and quantities have come from New York and Pennsylvania.

The vegetale exhibition of the Gardeners and Florists' Club, scheduled for Oct. 8 and 9, has been postponed until Oct. 15 and 16.

People are Saying

George Hamer, assistant manager of the Boston Flower Exchange, is convalescing and will soon return to work.

Carl A. Borowski, of Roslindale, Mass., died at Camp Devens, on Sept. 26, of influenza. Before he joined the Colors he was associated with his father and brother, J. Borowski & Sons. He was an expert Cyclamen grower. He was 29 years of age.

During the past two weeks Patrick Welch, of Welch Bros. Co., has been kept busy visiting cities procuring flowers to fill the demand. He bought large quantities which helped the retailers. The company is receiving fine shipments of American Beauty and all kinds of hybrid tea Roses, also Lilium longiflorum and good 'Mums.

Thomas Roland is fortunate to have a fine cut of hybrid tea Roses. On Monday, Oct. 8, his morning shipment was 6500 good flowers.

James Galvin, head salesman at H. M. Robinson & Co., has been sick for the past two weeks, but is getting better and will soon be back to work again.

W. H. Elliott has the first 'Mum plants in the market. The variety is Bon Ton. He has also a good cut of Roses from his Madbury Rose Farm in New Hampshire.

The demand for funeral work at Penn's store continues to be large. The designers are working much overtime. He is featuring a Liberty Loan window where several captured German weapons will be on exhibition.

Chicago, Oct. 7, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty. Specials	per doz.	5.00 to 6.0
36-inch stems	"	3.00 to 4.0
30-inch stems	"	3.00 to 5.0
24-inch stems	"	2.50 to 4.0
18 to 20-inch stems	"	2.00 to 3.0
Short stems	per 100	8.00 to 10.0
Columbia		8.00 to 25.0
White and Pink Killarney		4.00 to 10.0
Killarney Brilliant		4.00 to 10.0
Milady		4.00 to 15.0
Mrs. Aaron Ward		4.00 to 10.0
Mrs. Chas. Russell		4.00 to 20.0
Richmond		6.00 to 20.0
Sunburst		4.00 to 8.0
Ophelia		4.00 to 8.0
Carnations, Select		3.00 to 4.0
" Ordinary		2.00 to 3.0
Asparagus plumosus, per bunch		.35 to .4
" Sprengeri, per bunch		.25 to .3
" plumosus, strings		40.00 to 50.0
Asters, Common		1.00 to 3.0
" Fancy		4.00 to 5.0
Adiantum		1.00 to 1.2
Calendulas		2.00 to 3.0
Chrysanthemums, Ordinary	Doz.	2.00 to 3.0
" Fancy	"	3.00 to 4.0
Cornflowers		.. to 1.0
Daisies		1.50 to 2.0
Ferns, Hardy, per 1000		2.00 to 2.5
Galax Leaves, per 1000		..... to 1.5
Gardenias, per doz		1.50 to 2.0
Gladioli, Fancy		4.00 to 8.0
" Common		3.00 to 6.0
Leucothoe Sprays		.75 to 1.0
Lilium Auratum		10.00 to 12.0
Lilium Longiflorum		12.00 to 15.0
Lilium Rubrum		3.00 to 4.0
Lily of the Valley		5.00 to 6.0
Mexican Ivy, per 1000		..... to 6.0
Mignonette		3.00 to 4.0
Orchids—Cattleyas, per doz		7.50 to 9.0
Smilax, per doz		2.50 to 3.0
Sweet Peas		.50 to .
Violets		.50 to .
		..... to ..

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO

E. G. HILL CO
Wholesale Florists
Richmond, Indiana

One of the daintiest flowers in the retail windows is Bouvardia Humboldtii grown by John W. Foote of Reading and handled at the Boston Co-operative Market by Herbert T. Capers.

Shipping trade was never better than now at H. M. Robinson & Co. The demand for cut flowers is large.

Gus Anderson of Woburn is on the sick list with influenza. R. C.

Horticultural Society of New York

The annual Fall exhibition of the society will be held Nov. 7 to 10, inclusive, at the American Museum of Natural History, New York City. Further details will appear later.

In ROSES

The market seems to offer the best value. Roses are not scarce with us, and we can promise you splendid stock at reasonable prices. In fancy Roses of the better grades we recommend to you:

RUSSELL COLUMBIA PRIMA DONNA
HADLEY SHAWYER AARON WARD
SUNBURST OPHELIA

BEAUTIES

The quality of our Beauties is of a high standard, such as has been a feature with us for years. We have an ample supply of them, and can fill your order at any time.

DAHLIAS

There has been an unusual demand for our Dahlias, and the supply has not been equal to the demand. With an increased supply reported by our growers, we will be in a better position to take care of your orders. Order them a day in advance to avoid disappointment.

THE LEO NIESSEN CO.

Wholesale Florists

BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses
Asters
Gladioli
and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.

Easter Lilies and Asparagus Plumosus Sprays

When ordering, please mention The Exchange

RIBBONS AND BASKETS

Now is a good time to arrange for your season's supply of Ribbons and Baskets, if you have not already done so. We carry an exclusive line, especially suited to the Florist Trade, and will be pleased to have your orders.

DO NOT DELAY

Stocks are getting scarcer, and prices are advancing in this department, as in many other lines, and orders should be placed at once to save money. Write us today.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

Philadelphia, 1608-1620 Ludlow St. **New York, 117 West 28th St.**
Baltimore, Franklin & St. Paul Sts. **Washington, 1216 H St., N. W.**

When ordering, please mention The Exchange

Chicago, Ill.

Tight Market

Oct. 8.—The present stringency of stock has surpassed all records of former years. It is only with the greatest difficulty that stock can be secured to fill partially the orders received. In the past, on tight markets, all stock has been sold; nothing went to waste and prices were satisfactory, but under conditions today the dealers cannot get stock at any price and consequently they are losing business that would otherwise be done if more stock were available.

The demand is excellent, showing no falling off in either shipping or local trade, but unfortunately most orders are only partially filled and some not at all. There are many reasons given for the scarcity of supply; frost cutting off the Aster crop, Roses pinched back for later blooming to follow 'Mums, late planting of Carnations, due to scarcity of labor, the closing of many growing establishments, unfavorable weather, etc.

The supply of Roses is far short of the demand; those that come in are easily disposed of at from $3 to $15 per 100.

Carnations are well on the short side; no dealer can fill all the orders received and while the stock is not as yet quite up to the standard as to stem and other qualifications the blooms are already bringing Winter prices of from $3 to $5 per 100.

There are still some Gladioli; the poorest are selling at $3 per 100 with some fancy varieties bringing as high as $8 per 100. Asters are nearly gone, although a few are to be seen, but even the poor stock is bringing full value because of their adaptability for funeral work. Lilies, Valley and orchids continue on the short list and all that come in are sold at good prices, without a murmur from the purchasers.

'Mums, which started the season well a couple of weeks ago, are not coming on as quickly as desired. A cold September is said to be the cause of the supply not being larger. Good stock is selling at $4 per doz. A little California stock comes through in poor condition, thus assuring the dealers and growers that it will cut no figure in this market this year.

A peculiar feature of the market is the large quantity of wild flowers offered by many of the wholesale houses. They help to meet the shortage of stock. More than one wholesaler said Saturday that all the stock he had in his ice boxes was "weeds" but that he was selling it just the same.

Boltonia asteroides, B. decurrens and B. incisa form a large part of this hardy stock. Next come the hardy Asters, Starworts, Michaelmas Daisies, in a wide range of color, Chelone gentianoides, with its purple Gentian-like blossom, Cimicifuga or Bugwort, with its tall, graceful, yellow spikes, Rudbeckia conspicua, Kochia scoparia and Rosa rugosa, and many other odds and ends of field flowers that heretofore would have found no place in a well-balanced market. The supply of ferns is unsteady; rains, slow picking and delayed transportation cause occasional shortage.

General News

Several of the cut flower stores on the West Side are offering for sale a collection of home grown Tulip bulbs from the grounds of Peter Pearson on Gunneson st.

Wm. Langhout has been admitted to bail by the Federal Grand Jury.

F. Blondeel, who conducts the Avenue Flower Shop, at 811 Lake st., in the Oak Park neighborhood, reports a large demand for Holland bulbs, that so far he has been unable to supply.

T. E. Waters and E. C. Pruner are representing the Poehlmann Bros. Co. at the F. T. D. meeting at Cleveland, Ohio. Gus Martial of the supply department has been laid up for a few days with a bad cold.

Rolf Zetlitz, of Lima, Ohio, has been in the city a few days looking out for a foreman grower for his establishment. He expects to be called for service in the U. S. Army soon.

Mrs. Frances Spikermann, Sandwich, Ill., who conducts the Sandwich Greenhouses, donated cut flowers and plants to a booth at the county fair, conducted under the auspices of the Red Cross. Her donation realized $178 for the cause. Her youngest son Frank is a wireless operator on the U. S. Cruiser Alabama on the Great Lakes. Her oldest son, Dr. Arthur Spikermann, is in the Army Service at Ft. Sheridan.

Geo. and Charles Armbrust have continued to conduct the business of their father, Nicholas Armbrust, at Randolph st. and Harlem ave., since his death on May 23. The oldest son George has seen service on the Mexican border but was granted his discharge.

E. H. Humiston, of the Chicago Feed and Fertilizer Co., has returned after an extended trip through the principal Eastern States. He says that under existing conditions there is no complaint to be made concerning business. The supply of animal and poultry food offered by the company is in better demand than ever.

The sale of the Fourth Liberty Loan bonds is progressing well. From recent estimates Division 19 B, which includes the florists, seedsmen and nurserymen will go well "over the top." The Kroeschell Bros. Co., with which President Lautenschlager of the Florists' Club is connected, has subscribed $3000, this including their own subscription and that of their employees.

Philadelphia

Scarcity of Stock

Oct. 8.—The market continues bare, with not enough flowers coming in to meet one-half the present demand. This is a very unsatisfactory condition, but, unfortunately, is beyond control. Practically everything is sold up before arrival, and fortunate indeed is the man who is able to fill over one-half his orders. High prices prevail and in many cases orders have been turned down as the florists could not fill them, being unable to obtain flowers. Nothing further can be said about the market in regard to the stock, as everything that resembles a flower is in demand. The demand for green corresponds.

Notes

The seed houses are awaiting the arrival of the French and Dutch bulbs which are now to be expected any day.

Duncan Macaw has put one over on his friends, but he has been very quiet about it. Last June he became a benedict. Belated congratulations!

Charles H. Grakelow and Theodore Schober are both reported as being dangerously ill with Spanish influenza.

One of the victims of the influenza epidemic is Herbert Hetsel Meehan, son of Chas. E. Meehan, only 20 years old, who died Oct. 3. The sympathy of the trade is extended to Mr. Meehan in his bereavement.

J. W. Shinn of Mt. Holly, N. J., is meeting with an unprecedented demand for Dahlias, his entire cut being sold weeks in advance.

Harry Betz has contracted for the entire cut of Dahlias from the fields of Henry A. Dreer, Inc., at Riverview.

All branches of the trade report being handicapped by illness of their help.

Robert A. Craig reports a good demand for Cyclamen flowers and Croton foliage.

Rodman Eisenhardt of Torresdale is sending in the first of the single Violets. He is the leading grower of Violets in this section.

Paul Berkowitz reports September as one of the busiest months for H. Bayersdorfer & Co. in the line of artificial flowers.

Henry I. Faust of Merion has a superb lot of Poinsettias. To conserve coal he resorts to oil heaters in keeping off the chill during the cool nights we are now experiencing.

Arthur Lanser of Ardmore will close down his greenhouse for the Winter.

The greenhouses of George Anderson are being dismantled; the material was purchased by a house wrecking concern.

Philadelphia, Oct. 8, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	10.00 to 50.00
Kaiserin Aug. Vic.	6.00 to 15.00
Killarney	6.00 to 15.00
White Killarney	6.00 to 15.00
Mme. P. Euler (Prima Donna)	6.00 to 20.00
My Maryland	6.00 to 15.00
Richmond	6.00 to 15.00
Sunburst	6.00 to 15.00
Killarney Brilliant	6.00 to 15.00
J. J. L. Mock	6.00 to 15.00
Lady Alice Stanley	6.00 to 15.00
Mrs. Chas. Russell	6.00 to 25.00
Mrs. Francis Scott Key	6.00 to 15.00
Mrs. George Shawyer	6.00 to 15.00
Hadley	6.00 to 20.00
Hoosier Beauty	6.00 to 15.00
Ophelia	6.00 to 15.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Asters	.50 to 3.00
Carnations, Select	6.00 to 8.00
" Ordinary	..... to .....
Chrysanthemums	15.00 to 30.00
Dahlias	5.00 to 10.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	4.00 to 6.00
Lilium Longiflorum	15.00 to 25.00
Lilium Rubrum	6.00 to 10.00
Orchids—Cattleyas	75.00 to100.00
Violets	..... to 1.00

Are you in need of a book of "Rules, Notes and Recipes" to help you solve the knotty problems in your work and business? Look into the Gardeners and Florists' Annual for 1917. There are 37 pages of recipes. 35 cents, from this office to subscribers.

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—As superintendent, private estate or institution, by a thoroughly reliable man, above draft age. Conversant in the repairs of buildings, sewers, water works and draining, plumbing (steam and hot water systems), road building, landscape, greenhouse and outside gardening. 30 years' experience. English; married. Disengaged after Nov. 1st Address K. B. care The Florists' Exchange.

SITUATION WANTED—By Swiss-American; 48 years; married; 32 years' practical experience. First-class grower of Roses, 'Mums, Carnations, Sweet Peas and all kinds of pot plants for the trade or show. Also experienced in landscape work, decorating and making up. Address K. A. care The Florists' Exchange.

SITUATION WANTED—With nursery firm of good standing, by experienced landscape man. Very capable of drawing plans, making surveys, supervising developments; landscape-architecture a specialty. Excellent references. Kindly state particulars in answer. Address K. D. care The Florists' Exchange.

SITUATION WANTED—By gardener; singie; 40; French; 18 years' experience in greenhouses and vegetables. Private or commercial place. Best references. State wages. Address R., care Vaughan's Seed Store, 43 Barclay st., New York.

SITUATION WANTED—By experienced grower of Carnations, 'Mums, Easter, Xmas and bedding stock; able to take charge. German; 46; married. State wages and particulars in first letter, please.
Geo. Klupfel, 438 5th ave., No. Pelham, N. Y.

SITUATION WANTED—By storeman, able manager, with long experience; good designer, decorator and salesman; well acquainted in the trade and in buying. Interest in a good business preferred. Address J. D. care The Florists' Exchange.

SITUATION WANTED—As head gardener. English; married; thoroughly experienced; 18 years in present position; highest references.
Gardener, Box 262, Ossining, N. Y.

SITUATION WANTED—By single man, to work on private place; little experience. California preferred. Address Confidential, care The Florists' Exchange.

SITUATION WANTED—As general greenhouse assistant. F. J. P., 126 Westchester ave., Port Chester, N. Y.

HELP WANTED

SEED TRAVELER WANTED
for
NEW ENGLAND STATES

A seed traveler by a large Eastern Wholesale Seed House. A man who knows the New England territory—a man of experience—to start January 1st, 1919. Permanent position.

In answering, please state experience, average sales per year, by whom employed, and how many years working New England. Also what part of the New England States traveled.

Address F. B. care The Florists' Exchange.

WANTED

At once, man to pack cut flowers (Roses and Orchids). Good salary and permanent position to capable party. Also man for general greenhouse work. Address:
Beechwood Heights Nurseries, Bound Brook, N. J

ORCHID GROWER
WANTED

To take charge of a good collection of Orchid plants. Steady position, with good wages. Address J. C. care The Florists' Exchange.

WANTED—A first class accountant, having practical knowledge of the fruit and ornamental nursery business and capable of taking charge of office management. This position requires a man with initiative and poise. Applicant to give references and detailed information regarding his experience. Address
Fancher Creek Nurseries, Fresno, Calif.

GARDENER—For truck garden. One with some knowledge of flowers and willing to assist in care of the house. Address Gardener, 810 Broad st., Newark, N. J.

WANTED—A capable man, not subject to army draft, to take charge of greenhouse and nursery sales business, in a Florida city. State experience and salary expected. Address J. F. care The Florists' Exchange.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—Two asssistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Single man for commercial greenhouse. Board and room furnished. State age, nationality, experience and wages expected. Address J. A. care The Florists' Exchange.

WANTED—A day fireman for hot water system. Hard coal. $20.00 per week; extra pay Sundays. S. Kahn, Signs' Road, Bull's Head, Staten Island. Telephone, West Brighton, 130-J.

WANTED—3 greenhouse men to grow Roses, under foreman; also night fireman for steam boilers. Wages, $4.00 per day.
Aug. Doemling, Lansdowne, Pa.

WANTED—Glazier, thoroughly familiar with greenhouse work, to do repairing. Apply Flushing Rose Gardens, 69 Colden Ave., Flushing, L. I. Telephone, 108 Flushing.

WANTED—By Oct. 15th., a good, reliable general greenhouse man not liable to draft. Must understand low pressure steam boilers. Humphrey Floral Co.,607 Chatham st.Rome,N.Y.

WANTED—Man for general greenhouse work, experienced in 'Mums and bedding stock. Address, stating wages expected, E. E. King, Attleboro, Mass.

WANTED—A competent second gardener above the draft age. One with practical knowledge of orchids and fruit under glass. Address K. C., care The Florists' Exchange.

WANTED—Married man as vegetable grower's assistant, outside in summer and greenhouse in winter. Wages, $85 per month and house. Apply John A. Forbes, Supt., Loretto, Pa.

WANTED—Single man as assistant in vegetable and fruit growing. Wages, $80 per month and room. Apply
John A. Forbes, Supt., Loretto, Pa.

WANTED—Experienced man for retail store. Permanent position. Call.
M. A. Bowe, 332 5th av., New York.

WANTED—Young woman for retail florist store. Apply to A. D. Mellis, 3421 Snyder av., Flatbush, Brooklyn, New York.

WANTED—Saleslady, experienced in the florist business. Permanent position. Call.
M. A. Bowe, 332 5th av., New York

BUSINESS OPPORTUNITIES

Florist and Nurseryman, with capital and automobile, knowledge of vegetables and fruits. Would take a position on private place.
W. R. J. Muller, Hawthorne, N. Y.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr XX heavy	$3.00	$26.00
2 yr No. 1	2.50	18.00
2 yr No. 2	2.00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries,331 Broad st.,Red Bank,N.J.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00 .Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS–Spray. $2.50 per doz. bunches. Cash. Henry V. Shaw, Red Hook, N.Y.

ASPARAGUS SPRENGERI—2-in., $2.00 per 100. Cash. W. S. Gibney, Hagerstown, Md

BARBERRY

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra	7.00	60.00

Packed free of charge
CHARLES BLACK, HIGHTSTOWN, N. J.

BARBERRY'S GOLDEN PRIVET—Barberry Thunbergii, 18 to 24-in., $5.00 per 100, $40.00 per 1000; 2 to 3-ft., $8.00 per 100, $75.00 per 1000. Golden Privet, 12 to 18-in., $3.00 per 100, 18 to 24-in., $5.00 per 100.
Wm. von Helms, Monsey, N. Y.

BARBERRY THUNBERGII—From cuttings from one original plant. Send for rates.
The Conard & Jones Co., West Grove, Pa.

BEGONIAS

	100	1000
Begonia Chatelaine, 2¼-in.	$5.00	$45.00
Luminosa, 4-in. extra good	15.00	
Luminosa, 5-in., extra good	35.00	
Cincinnati, 4-in.	50.00	
Lorraine, 4-in	40.00	

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

BEGONIA—Gloire de Chatelaine. Strong, 3-in., will make elegant stock for Christmas. $10.00 per 100. Cash. Henry Schmidt, 673 Church Lane, North Bergen, N. J.

BEGONIAS—Chatelaine. 3-in., extra fine. $10.00 per 100, orders of 250 at 8c.
Brant Bros. Inc., Utica, N. Y.

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

BOUVARDIA

	100	1000
Field-grown		
Double White and Pink	$15.00	$120.00
Single Pink, Red and Wlite	15.00	120.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

BULBS

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

CALENDULAS

CALENDULAS—Orange King. 500 strong plants, from selected seed, $12.50 for the lot. Cash with order
Rose Hill Nurseries, New Rochelle, N. Y.

CALENDULA—Orange King. "True" selected strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¼-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

CARNATIONS

Extra good, field- rown plants

	100	1000
Alice	$6.00	$50.00
Mrs. C. W. Ward	6.00	55.00
Pink Enchantress	6.00	55.00
Enchantress Supreme	8 00	70.00
Matchless	6.00	55.00
White Enchantress	7.50	65.00
White Perfection	6.00	55.00
Alma Ward	6.00	55 00
Benora	8.00	75.00
White Wonder	7.00	65.00
Miss Theo	5.00	45.00
5000 White Enchantress, 2nd size	4.00	35.00
5000 Rose Pink Enchantress, 2nd size	4.00	35.00

Good, healthy plants with several shoots
Boxes and packing extra at cost. Special quotations on large quantities.
Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS
MATCHLESS (we have a surplus of Matchless, and offer an exceptionally fine lot of Dwarf, bushy, well-topped plants. in lots of one thousand or over, at the special price of $45.00.)

	100	1000
Matchless	$7.00	$45.00
White Perfection	7.00	60.00
Albert Roper	7.50	65.00
C W. Ward	7.00	60.00
Alice	6.00	45.00
Miss Theo	7.00	60.00

Some of the varieties included in this list are in short supply, and are offered subject to being unsold on receipt of order.
Boxes and packing charges added.
S. S. PENNOCK COMPANY
1608 Ludlow st. Philadelphia, Pa.

FIELD-GROWN CARNATIONS

	100	1000
3000 Cottage Maid	$8.00	$75.00
500 White Wonder	7.00	60.00
500 Belle Washburne	8.00	75.00
2000 Benora	8.00	75.00
800 Alice	7.00	
500 Harvard	8.00	75.00

CHARLES H. TOTTY CO.
MADISON NEW JERSEY

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless, $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—Pink and White Enchantress Strong, field-grown plants, $60.00 per 1000.
Henry Smith, Grand Rapids, Mich.

CARNATION PLANTS
White Perfection, $6.00 per 100, $50.00 per 1000. Geo. Peters & Sons, Hempstead, N. Y.

CARNATIONS—Field-grown. Pink Enchantress, $4.00 per 100. Cash.
W. L. Jones, Nutley, N. J.

CARNATIONS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New York.

CHERRIES

CLEVELAND CHERRIES—They are fine. Weather and shipping conditions are good. Order now. 3-in., selected, $12.00 per 100 4-in., selected, $20.00 per 100. Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Page

Bonds Buy Food For Soldiers.
Buy Liberty Bonds

STOCK FOR SALE

CHRYSANTHEMUMS

We are now booking orders for young plants, early delivery of the following early Pompons, new of 1918:
olf, Salmon pink, ready to cut Oct. 10-15.
lma, Rose pink, ready to cut Oct 15-20
neta, Rosy cerise, ready to cut Oct. 15-20.
lironda, Golden bronze, ready to cut Oct. 15-20.
PRICE:
00 per 10, $8.00 per 100, $75.00 per 1000.
There will be no change in the price before ay 1st, 1919.
We can also supply the following early stand- d sorts.
ra, Bright yellow, ready Oct. 15-20.
ta, Light pink, ready Oct. 10-15.
bo, Golden chamois, ready Oct. 15-20.
PRICE:
. per 10, $4.00 per 100, $35.00 per 1000. 5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, and ose desiring early kinds should resort to those tioned above.
ner D. Smith & Co., Adrian, Mich.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real high ade strain. Ready now.
Cash, or satisfactory reference from parties t having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Finest dwarf strain, mixed varieties, 2½-in., 00 per 100, $50.00 per 1000. Cash with order.
C. U. Liggit, Wholesale Plantsman
5 Bulletin Bldg., Philadelphia, Pa.

INERARIAS—Mixed varieties, best strain, 2¼-in., $5.00 per 100. Cash.
Hopkins, The Florist, Brattleboro, Vt.

INERARIAS—2¼-in. See display, page 575.
oman J. Irwin, 108 West 28th st., New York

CYCLAMEN

Exceptionally good this season.	100	1000
-in., as they run	$8.00	$70.00
in., selected	25.00	
in., selected	60.00	

Salmon, Light and Dark, Pink, Light and Rose lood Red, Light Red, Pure White and White ith eye. Cash with order.
C. U. Liggit, Wholesale Plantsman
5 Bulletin Building, Philadelphia, Pa.

YCLAMEN—See display ad. page 575.
oman J. Irwin, 108 W. 28th st., New York.

YCLAMEN—3-in. Strong plants, $10.00 per 100. Cash. M. S. Etter, Shiremanstown, Pa.

DAHLIAS

AHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under ntract. Can fill immediately orders for hardy ilox, hardy Chrysanthemums and Iris. Write r quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

inch rose pots	100	1000
oston Yellow	$7.00	$60.00
ant White	6.00	50.00
hite Marguerites	6.00	50.00

Cash with order.
C. U. Liggit, Wholesale Plantsman
5 Bulletin Building, Philadelphia, Pa.

AISIES—Bellis Monstrosa. Pink or white, also Longfellow and Snowball. Fine, strong ants, $3.00 per 1000, $8.25 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

DRACÆNAS

RACÆNA INDIVISA—4-in. $15.00 per 100. Strong, healthy plants. Entire lot of 300 for 40.00. Elmer Coon, Rhinebeck, N. Y.

ERICAS

Younger stock for growing on. Strong, healthy nts out of 2½-in pots. Biggest percentage ill set buds and bloom for September and ctober delivery.

all varieties:	100
Gracilis Autumnalis	$12.00
Ovata	12.00
gas varieties	
Fragrans Melanthera	15.00
Hegerminans	15.00
Pres. Carnot	20.00
Pres. Felix Faure	20.00
King Edward	20.00
ster varieties	
Compressima	20.00
Persoluta Rosea	15.00
Persoluta Alba	15.00
Translucence	25.00

ricas can be kept at 40° to 45° night temrature in Winter.
Packing charges, 50cts. for each $10 value.
Terms: Cash with order, please.
ANTON SCHULTHEIS
6 19th street., College Point, N. Y.

STOCK FOR SALE

FERNS

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c each, $30.00 per 100; 2½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

BOSTON FERNS—From bench, 10 to 15 fronds, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100. Cotter-Granger Co., Jamestown, N. Y.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 578.
J. F. Anderson, Fern Specialist, Short Hills, N.J.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

HARDY FERNS-Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov Minn

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early; stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

FREESIAS

FREESIA PURITY

The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in	$0.60	$3.50
½-in	1.00	6.00
⅝-in	1.50	10.00
¾-in	2.50	18.00
⅞-in	3.00	25.00

PAPER WHITES

12 cm	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

FREESIA PURITY
True Fischer Strain

Size	1000
⅜-inch	$10.00
½ to ⅝-inch	7.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

FREESIA PURITY—For high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

GREENHOUSE GROWN FREESIAS PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
¾-in. to 1-in.	$5.00
½-in. to ⅝-in.	7.00
⅝-in to ¾-in.	10.00
Bulblets, flowering size	2.00

George E. Lasher, Great Neck, L. I., N. Y.

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed

	1000
⅝ to ¾-in.	$12.00
¾ to 1-in., mammoth	17.00

VAUGHAN'S SEED STORE
Chicago New York

STOCK FOR SALE

GERANIUMS

Our Geraniums are grown by a man who knows the ins and outs of their culture. You may buy cheaper stock but not better. A trial order will convince you. May we have it today?
S. A. Nutt, Buchner, Poitevine, Doyle, La Favorite, Castellane, Perkins, Rooted Cuttings, $2.50 the 100, $15.00 the 1000; Ricard, Helen Michell, Tiffin, De Presilly, Improved Poitevine, Duc de Montmort, Rooted Cuttings, $3.00 the 100, $20.00 the 1000. Parcel Post shipments safest. Add $1.00 the 1000 to cover mailing cost. Cash, or satisfactory reference from parties not having an account with us. Nov. 1st delivery.
Cotter Granger Co., Jamestown, N. Y.

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct' 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order. No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Poitevine, Ricard, S. A. Nutt, E. G. Hill La Favorite, Buchner, Viaud and others. Ready now. 2-in, $27.50 per 1000; 3-in., $40.00 per 1000. Theses prices for early orders only. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

Clean, healthy, young stock, absolutely free from disease. 40 leading commercial varieties. Prompt shipment after Nov. 1st. Reasonable prices. Send for wholesale lists.
T. H. Fuller, Gladiolus Specialist
649 Marshal st., Battle Creek, Mich.

HONEYSUCKLES

HONEYSUCKLES

(Lonicera) 5 Choice Kinds	Per 10	Per 100
H. CHINESE (Woodbine)		
2 to 3 ft. 2 year	$1.25	$10 00
3 to 4 ft. 3 year	2.00	14.00
H. JAPONICA AUREA-RETICULATA		
2 to 3 ft. 2 year	1.25	10.00
3 to 4 ft. 3 year	2.00	14.00
H. JAPONICA HALLIANA		
2 to 3 ft. 2 year	1.25	10.00
3 to 4 ft. 3 year	1.50	12.00
4 to 5 ft. 4 year	2.00	15.00
H. HENDERSONII		
2 to 3 ft. 2 year	1.10	9.00
3 to 4 ft. 3 year	1.25	10.00
H. HECKROTTII		
2 to 3 ft. 2 year	1.25	10.00
3 to 4 ft. 3 year	1.50	12.00

The Conard & Jones Co., West Grove, Pa.

HYDRANGEAS

FRENCH HYDRANGEAS

Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.	Each
7-inch	$0.50
6-inch	.35
5-inch	.25
4 inch	.15
3-inch	.08
2¼-inch	.05

A. Colle, Doylestown, Pa.

HYDRANGEAS—Field-grown plants for Easter use. Beautiful stock, planted out from 4 in. pots of the following varieties: Generale Vibraye, Bouquet Rose, Madam Mouilliere and Otaska. Well branched and sturdy. Price: $40.00 per 100.
CHARLES H. TOTTY CO., MADISON, N. J.

HYDRANGEA OTAKSA—Prepared for forcing, Large plants for tubs, 8 to 10 branches, 40c., 6-in., 4 to 6 branches, 25c., 4-in., 3 to 6 branches, 15c. Cash, please.
Benj. Connell, Merchantville, N. J.

HYDRANGEAS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New York.

JERUSALEM CHERRIES

JERUSALEM CHERRIES. See display.
Roman J. Irwin, 108 West 28th st., New York.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs from cold storage. We ship First, Tenth, Twentieth each month.

6-8-in., 400 bulbs to case	$21.00
7-9-in., 300 to case at Chicago	20.00

LILIUM RUBRUM

	100	1000
8- 9-in., 200 to case	$7.00	$65.00
9-11-in., 140 to case	10.00	95.00

LILIUM AURATUM

9-11-in., 100 to case	9.50	90.00

Ask for other sizes and kinds
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.

Single nose	$20.00 per 1000
Double nose	30.00 per 1000

JOHN R. WALSH, 502 California st., San Francisco, Cal.

Continued on Next Column

STOCK FOR SALE

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $14.00; 1000, $27.00.
Vaughan's Seed Store, New York

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000	Spiræa Van Houtte, 18-24-in., 2-3 ft., 3-4 ft. and 4-5 ft.
300,000	Berberry Thunbergii, 2 and 3-yr., transplanted, 12-18-in., 18-24-in., 2-3 ft.
50,000	Carolina and Lombardy Poplars, 6-8 ft., 8-10 ft., 10-12 ft.
20,000	Elm, American, 6-8 ft., 8-10 ft., 10-12 ft., 12-14 ft.
25,000	Spruce, Norway, 12-18-in., 18-24-in., 2-3 ft. and 3-4 ft.
200,000	Privet, California, Ibota, Polish and Amoor River North 12-18-in., 18-24-in., 2-3 ft.

Also a large and complete line of Fruit trees, Shrubs, Ornamentals, Currants, Gooseberries Raspberries, Blackberries. Roses, etc., for the wholesale trade. Send for prices.
T. W. RICE, GENEVA, N. Y.

Lining out stock: Deutzia Gracilis and Lemoinei Hydrangea P. G., Weigelias, Spiraea Van Houttei, Prunifolia, Kerrias and other stock. Send for prices. A. Ourada, Narragansett Pier, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

SEEDLING PANSIES
From my superb strain
$4.00 per 1000
Cash with order
Leonard Cousins, Jr.
Concord Junction, Mass.

PANSY PLANTS—Strong and stocky, "Superb Strain". $3.00 per 1000; $8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you.
Brill Celery Gardens, Kalamazoo, Mich

PANSIES—Steele's Mastodon Greenhouse Special, seed from originators, showing buds well rooted in Jersey sandy soil. $5.00 per 1000, 75c. per 100.
Carter's Pansy Garden, Mt. Holly, N. J.

PANSY PLANTS—Steele's Private Stock Mixed, $5.00 per 1000; Steele's Mastodon Mixed, $4.00 per 1000. These are strong, stocky plants, Aug. sown. Good packing. Cash with order.
C. C. Breece, R. 7, Delaware, O.

PANSIES—Giant flowering, in great assortment of colors, fine plants sown thin, $3.00 per 1000. Cash. Byer Bros., Chambersburg, Pa.

PANSY PLANTS—First-class, 60c. per 100, $3.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

PELARGONIUMS—2½-in. pots. Easter Greeting and the best of the other varieties, all named and separate, $10.00 per 100. Cash with order.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

PELARGONIUMS—See page 575.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES
Splendid roots, grown here 2 to 3 years, divisions 2 to 5 eyes.

	Per 100
Delachei, dark red	$15.00
Delicatissma, lilac-rose	15.00
Grandiflora, shell-pink	60.00
Jeanne d'Arc, pink	15.00
La Tulipe, pink	25.00
Mme. de Verneville, white	10.00
Marie Lemoine, white	15.00
Meissonier, purple-red	20.00
Modeste Guerin, red	25.00
Officinalis Rubra, crimson	15.00
Queen Victoria, white	10.00
Rubra Superba, crimson	50.00
Victorie Modeste, lilac-rose	12.00

The Conard & Jones Co., West Grove, Pa.

Continued on Next Page

Liberty Bond or Liberty Bound—
Which will you have?

STOCK FOR SALE

PEONIES

It requires no coal to grow PEONIES.
The following special offer for early order the best commercial cut flower varieties, selected, 3 to 5 eye roots.

	100	1000
Umbellata Rosea. Earliest, light pink		$30.00
Edulis Superba. Very early, deep pink	15.00	$120.00
Madame de Verneville, Early, white	15.00	120.00
Festiva maxima, Early, white	15.00	120.00
Duchess de Nemours. Early, white wonderful bloomer	15.00	120.00
Mons. Jules Elie. Early, pink	35.00	
Floral Treasure. Midseason, pink	15.00	120.00
Venus. Midseason, pink (beautiful)	30.00	
L'Eclantante. Midseason, red (fine).	15.00	
Felix Crousse. Midseason, red	25.00	120.00
Couronne d'Or. Late white	15.00	120.00

250 at the thousand rate
Special prices on lots of 2000 or more
Boxes and packing extra at cost
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

PEONY ROOTS

We offer for immediate delivery the following list of approved varieties. All strong, three to five eye divisions, excepting Umbellata Rosea, which are one year old plants.

	50	100
PINK		
Umbellata Rosea, earliest light pink 1-yr. plants	$17.50	$33.00
Edulis Superba	7.50	13.50
Mons. Jules Elie-early	21.25	40.00
Floral Treasure, midseason	7.50	13.50
Venus, midseason	17.50	33.00
WHITE		
Madame de Verneville, early	7.50	13.50
Festiva Maxima	7.50	13.50
Duchess de Nemours, early	7.50	13.50
Couronne d'Or, late	7.50	13.50
RED		
L'Eclatante, midseason	7.50	13.50
Felix Crousse, midseason, 3-5	16.50	30.00

S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, midseason, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.
Harmel Peony Company, Berlin, Md.

POINSETTIAS

POINSETTIA PLANTS—Christmas red variety. 2½-in. $6.00 per 100, $50.00 per 1000; 250 plants at the 1000 rate.
Brant Bros., Inc., Utica, N. Y.

POINSETTIAS—See page 575.
Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

Primulas with a reputation now ready.
Obconica, true Silver Dollar strain.
Appleblossom, Rosea and Kermesina. and other varieties
From 2¼-in. pots, $5.00 per 100, $45.00 per 1000.
Chinensis, large flowering fringed.
Defiance, Xmas Red.
Karfunkelstein, blood red.
La Duchesse, flesh color.
Rosea, alba, and cærulea.
From 2¼-in. pots. $4.00 per 100, $37.50 per 1000.
Kewensis (yellow) from 2¼-in. pots $5.00 per 100.
HENRY SCHMIDT
673 Church Lane, North Bergen, N. J.

PRIMULA 2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Obconica, 4-in.	15.00	
Chinensis	5.00	45.00
Chinensis, 4-in.	15.00	
Malacoides, common strain	5.00	45.00
Malacoides, Rohrer strain (new)	6.00	55.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

ENGLISH PRIMROSES

Are you wondering what to fill your houses with after the early 'Mums are cut? Why not plant English Primroses? They don't require much heat and are certain to prove a profitable investment. Superb as pot plants or for cutting. Field-grown clumps.
$8.00 per 100, $75.00 per 1000.
CHARLES H. TOTTY COMPANY
MADISON, NEW JERSEY

PRIMULA—Obconica. We offer for immediate delivery nice, sturdy obconica. 2-in., $5.00 per 100; also nice 3-in., $7.00 per 100. For delivery from Sept. 1st, on. Cash or satisfactory references from parties not having an account with us. Cotter Granger Co., Jamestown, N. Y.

PRIMULA OBCONICA GIGANTEA—Fine, large plants, mostly rose and red, in bud or bloom. 4-in. $8.00 per 100; 5-in. $15.00 per 100. Chinese 4-in. $8.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N.Y.

PRIMULA OBCONICA
Fine, large plants Mammoth flowering
3-in. 4c., 4-in. 8c.
SAMUEL WHITTON
Churchill ave., Utica, N. Y.

PRIMULA OBCONICA—3-in. Strong plants, $6.00 per 100. Malacoides, 3-in., $5.00 per 100. These plants will please you. Cash.
M. S. Etter, Shiremanstown, Pa.

Continued on Next Column

STOCK FOR SALE

PRIMULAS

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.
J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—2½-in. Ready now. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50. Malacoides, 2-in., $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	

AMOOR RIVER NORTH

18 to 24-in., well branched	$3.00	$25.00
2 to 3 ft., well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK, HIGHTSTOWN, N. J.

12-15,000 CALIFORNIA PRIVET—From 18-in. to 4-ft. high; cut back once. Would make very low price for all. Also will sell in 100 and 1000 lots. Wm. von Helms, Monsey, N. Y.

ROSES

BEES' WELSH-GROWN ROSES

The necessity for reducing output of Roses etc., in order to increase National Good Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them and there are a few copies still available for applicants. Please let is have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!
BEES Ltd. 175-181 Millst., LIVERPOOL, ENG.

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

Field-grown, two year old, hardy own roots stock. See this issue. Page 528
Western Rose Co., Pasadena, California

See ad. Sept. 28, or send for complete stock list
Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D.
Clover Leaf Floral Co., Springfield, Ohio.

SEEDS

ZVOLANEK'S SWEET PEA SEED
We offer for immediate delivery Zvolanek's compelte list of the best Standard Varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

PANSY SEEDS—Superior quality of Masterpiece. $2.00 per oz. M. L. Buchner, 120 West Florinda st., Kings Co., Hanford, Cal.

SHRUBS

SHRUBS—See our price list, page 379, Florists' Exchange, Sept. 7th, or write for complete lists The Conard & Jones Co., West Grove, Pa.

SMILAX

SMILAX—2¼-in., fine plants $3.00 per 100
Henry Smith, Grand Rapids, Mich.

SNAPDRAGONS

2½-inch	100	1000
Enchantress, one of the best	$6.00	$50.00
Bronze Beauty	6.00	50.00
Phelps' White	6.00	50.00
Phelps' Yellow	6.00	50.00
Nelrose	6.00	50.00
Keystone	6.00	50.00
Ramsburg's Silver Pink	6.00	50.00

Cash with order
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGON—Silver Pink, white and yellow. 2¼-in., strong, clean plants, $5.00 per 100, $45.00 per 1000. Cash.
Hopkins, The Florist, Brattleboro, Vt.

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SNAPDRAGONS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

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JAPAN SNOWBALL
(Viburnum Tomentosum Plicatum)

	Per 10	Per 100
Strong rooted 3-in. pot plants	$0.75	$6.00
1 year field plants, 9 to 12-in.	1.25	10.00
2 year field plants, 2 to 2½-ft.	1.75	15.00
3 year field plants, 4 to 5-ft.	2.25	25.00

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STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 575.
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VINCAS

VINCAS—Field-grown. Large, bushy plants. $60.00 per 1000. Cash with order.
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VINCA VARIEGATA—Fine field clumps. $4.00 per 100. Cash, please. Geo. L. Ely, Clyde, N. Y.

VINES

VINES—Honeysuckles, Clematis, Wistarias, Euonymus, Matrimony Vine. See price list. just out.
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FIELD-GROWN VIOLETS

	100	1000
Lady Campbell	$7.00	$65.00
Princess of Wales	7.00	65.00
Marie Louise, 3-in.	6.00	55.00

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	100	1000
BELLIS—Snowball and Longfellow		$4.00
Monstrosa Alba, very strong plants		4.50
SMILAX—Out of 2½-inch pots	$3.00	
PEPPERS—Xmas Joy, very heavily fruited, 4-in., pot-grown	12.00	
PANSIES—In separate colors, white yellow and Beaconsfield		5.00

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Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

300 Snapdragon Keystone, 2-in. 4c., 500 Calendula Orange King, 2-in. 3c. Very nice plants. Cash. S. Bertelsen, R.F.D. Box 11, Babylon, N.Y.

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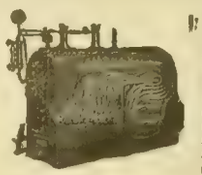

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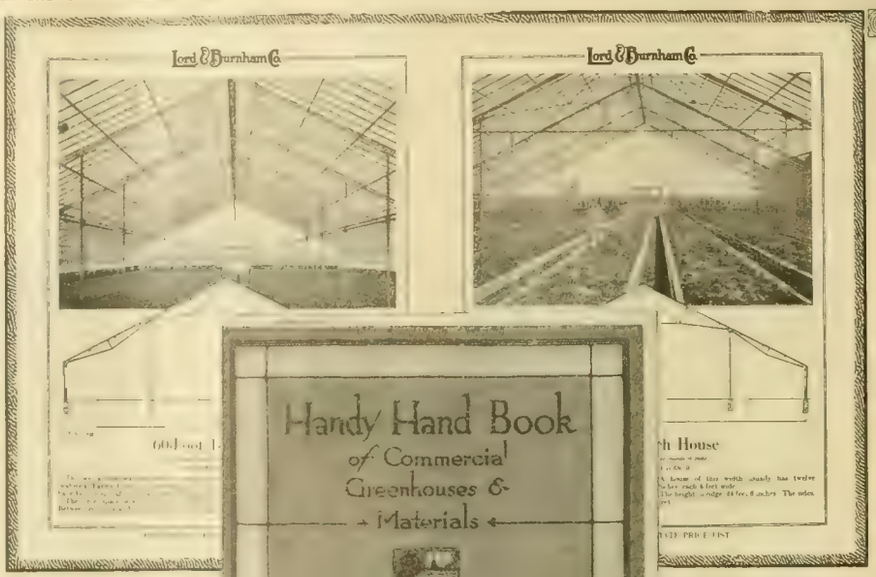

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Vol. XLVI. No. 16 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) OCTOBER 19, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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12-in.		5.00
Muscosa and Smithii, 5-in.		.75
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F. T. D. Report Concluded

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250 at 1000 rate

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4-inch, fine stock, $15.00 per 100

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4 to 5 branches.....$20.00 per 100
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First size of the above varieties	$6.50	$60.00
Second size of the above varieties	4.50	42.00
Large bedding of the above varieties	3.25	30.00
Bedding named of the above varieties	2.50	23.00
Miniature, (Dutch Romans) of the above varieties	2.00	18.00
Single Hyacinths, Mixed all colors	2.50	23.00

Tulips

Single Early Tulips

	100	1000
Artus. Scarlet bedder	$1.50	$13.00
Artus. Scarlet bedder, second size	1.25	11.00
Belle Alliance. Scarlet forcer	2.00	18.50
Chrysolora. Yellow bedder	2.00	18.00
Cardinal's Hat. Red bedder	1.50	13.00
Cottage Maid. Fine pink bedder	1.75	15.00
Couleur Cardinal. Deep red, extra	3.50	32.00
Crimson Brilliant	1.75	15.50
Europe. Very large red bedder	1.75	15.50
Duc Van Tholl. Scarlet, the earliest	1.50	13.00
Duc Van Tholl. Maximus, white	1.50	13.00
Granduc. (Keizerskroon) red yellow edge	2.00	17.00
Joost Van Vondel. Red	2.00	18.00
King of the Yellows. Pure yellow forcer	2.00	18.00
La Reine. White, turning light pink	1.75	15.50
L'Immaculee. Pure white bedder	1.50	13.00
Mon Tresor. Pure yellow, early forcer	3.50	32.00
Ophir d'Or. Pure yellow	2.00	18.00
Prince of Wales. (Austria.) Tall terra cotta, forcer	1.75	15.00
Princesse Marianne. Large white bedder	1.50	13.00
Rose Grisdelin. Pink forcer	1.75	15.00
Thomas Moore. Light terra cotta	1.50	13.00
Yellow Prince. Yellow, extra forcer	1.75	15.00
Bourgondien's Extra Mixed	1.25	12.00

Double Early Tulips

Couronne d'Or. Yellow orange shaded, forcer	3.25	30.00
Cousine. Extra fine violet bedder	1.50	13.00
Murillo. White, turning light pink	2.00	18.00
La Candeur. Pure white bedder	1.75	15.00
Tournesol. Red, yellow edge, forcer	3.00	28.00

Parrot or Dragon Tulips

Crimson Brilliant. Crimson	1.25	12.00
Perfecta. Yellow, red striped	1.25	11.00
Extra Fine Mixed	1.15	11.00

Darwin Tulips

	100	1000
Baron de la Tonnaye. Vivid rose	$1.75	$16.50
Clara Butt. Apple blossom	1.65	14.50
Anthony Roozen. Bright pink	2.25	20.00
Gretchen. (Margaret) Flesh color	1.50	13.00
Harry Veitch. Brilliant dark crimson	1.75	15.00
Laurentia. Orange Scarlet	2.25	20.00
La Candeur. (White Queen) Sulphur white	1.75	15.50
Loveliness. Satiny rose	1.75	15.50
Marconi. Large violet blue	2.50	22.50
Massachusetts. Bright rose	2.00	16.75
Mr. Stanley. Dark pink	2.25	20.00
Painted Lady. White	1.75	15.50
Palissa. Red lilac	1.75	16.00
Psyche. Soft pink extra	2.00	18.00
Rev. Ewbank. Heliotrope lilac	2.00	18.00
Pride of Haarlem. Carmine rose	2.00	19.00
Salmon King. Salmon with white center	1.75	15.00
Scylla. Scarlet	1.75	15.00
Seiraad Van Flora. Light pink	2.50	22.00
Zephir. Soft pink	2.00	17.50
Extra Mixed	1.50	14.00
In 4 varieties. (Our choice)	1.75	15.00

Cottage Tulips (May Flowering)

Bouton d'Or. Deep yellow	1.50	14.00
Gesneriana Spathulata. Scarlet	1.40	12.00
Gesneriana Macrospila. Scarlet	1.40	12.00
Golden Crown. Yellow, red striped	1.25	11.00
Inglescombe Yellow. Clear yellow	2.25	20.00
Isabella. Primrose yellow, red feathered	1.25	11.00
Picotee. White with clear pink edge	1.50	14.00
Bourgondien's Fine Mixed	1.25	11.00

Crocus

	100	1000
Marie. Light blue	$0.75	$6.50
Maximilian. Light blue, extra	.80	7.00
Mont Blanc. Pure white	.75	6.50
Sir Walter Scott. Striped	.75	6.50
Yellow. Mammoth	1.00	8.00
Yellow. Top size	.75	6.50
Yellow. First size	.65	5.50

Daffodils (Narcissus)

Emperor. Large yellow trumpet, top size	2.75	26.00
Golden Spur. Golden yellow, large	3.25	30.00
Mrs. Langtry. Free flowering, white Leedsii	1.25	10.00
Victoria. Bicolor, large, double nose	3.00	29.00
Victoria. Bicolor, Single Nose	1.75	17.00
Double Von Sion. Large Double Nose	3.25	30.00

Gladioli (Winter Flowering)

Blushing Bride. Light pink	1.25	10.00
Peach Blossom. Apple blossom	1.50	12.00
Fine Mixed	1.00	9.00

Grand Soleil d'Or

(YELLOW PAPER-WHITES)

We have a extra fine lot ready for immediate shipment Per case lot (2250), $42.00.

Less case lot	$2.00	$19.00

Calla Elliottiana

	Dozen	100
1½-inch, large	$1.75	$13.50
2-inch, very large	2.00	15.50

Ranunculus

	100	1000
Americaine. Orange	$1.00	$8.00
Asbeck. Cream-yellow	1.00	8.00
Mathilda Christina. White	1.00	8.00
Primrose Beauty. Primrose yellow	1.00	8.00
Mixed. All colors	.75	6.00

Freesia Purity

First size, ½-inch	.75	6.00

Scilla

Sibirica. Blue, mammoth	1.00	9.00
Sibirica. Blue, First size	.80	7.00

Spanish Iris

	1000
Alex. Van Humboldt. Fine blue	$7.50
Alex. Van Humboldt. Large forcing size	10.00
Belle Chinois. Deep yellow, large forcing size	10.00
British Queen. Fine white, large forcing size	10.00
Cajanus. Yellow, large forcing size	12.00
Chrysolora. Yellow, large forcing size	10.00
Darling. Deep blue, early	7.50
Darling. Large forcing size	10.00
Hercules. Bronze, large forcing size	15.00
King of the Blues. Large forcing size	10.00
L'Innocence. Extra fine white	7.50
L'Innocence. Large forcing size	10.00
Lilaceus. Blue with bronze falls	7.50
Lilaceus. Large forcing size	10.00
La Tendresse. Large canary yellow	7.50
La Tendresse. Large forcing size	10.00
Louise. Light blue, large forcing size	10.00
Princesse May. Blue with bronze falls	7.50
Princesse May. Large forcing size	10.00
Queen Wilhelmina. White, large forcing size	10.00
Raphael. White with blue tint, tall	7.50
Raphael. Large forcing size	10.00
Souvenir. Very attractive blue	9.00
Souvenir. Large forcing size	12.00
Extra Fine Mixed	5.00

English Iris

	100	1000
Fine Mixed	1.00	9.00

Terms of Sale 60 days net, 3% discount for cash with order. Unknown correspondents please give references. All prices F.O.B. Arlington, N. J. All goods are offered as far as unsold. One-half per cent. per month will be added to any overdue bill. We will not be in any way responsible for the crop.

K. VAN BOURGONDIEN & SONS :: Hillegom, Holland

Wholesale Bulb and Plant Growers

Write to Our AMERICAN BRANCH, ARLINGTON, NEW JERSEY

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List of Advertisers

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llen, J. K. . . . 635
lpha Floral Co. . . . 628
merican Bulb Co. . . 612
nmann, Charles..617-18
nderson, J. F. . . . 626
nderson, S. A. . . . 626
ne Mfg Co. . . 638
mann Bros 619
mann, Godfrey. . 616
ley, Ernest . . 626
udubon Nurs. . . . 620
venue Floral Co. . . . 629
ser Bros. . . . 628
ser, Wm. J. . . . 637
ehart, P. D. . . . 617
arr, B. F. & Co. . . . 620
arrows, Henry H. . . . 619
aumer, A. R. . . . 629
er & Steinkamp. . 618
ssendorfer & Co. . 632
. State Nurs., The 620
ven, E. A. . . . 632
kers' Cons. . . . 626
ckets' Seed Store. . 612
egerow Floral Co. . . . 629
emb Floral Co., L. . . 628
ernat, C. A. . . . 620
ertermann Bros.,Co.628
ddington Co., Inc. . 612
lmann & Son, J. . 619
mmet & Blake. . . . 635
ston Floral Supply Co. . . . 610
ve, M. A. . . . 629
wan, J. B 619
reitmeyer's Sons, J. .628
rown, Peter . . . 619
rown Bag Filling Mach. Co., The 616
ryan, Alonzo J. . . . 618
ckbee, H. W. . . . 630
unyard, A. T. . . . 629
rnett Bros 612
urpee, W. A. & Co...619
utler & Ullman . 630
Byer Bros. . . . 618
Caldwell the Woodsman Co. . . . 632
Campbell Bros. . . . 619
Caplan, Florist . . . 626
Carbone, Florist. . . . 626
Carnation Support Co 618
Champion & Co., John N. . . . 629
Chicago Feed & Fertilizer Co. . . . 639
Chicago Flower Growers' Ass'n, The 636
Childs, John Lewis . . . 614
Chinnick, W. J. . . . 619
Christensen, Thos. P.616
Clarke's Sons, D. . . . 629
Clay & Son. . . . 639
Colonial Flower Shop.626
Conard & Jones Co. . . 620
Coombs, Florist . . . 628
Cowee, W. J. . . . 632
Cowen's Sons, N. . . . 643
Craig Co., Robt. . . . 620
Crouch, Mrs. J. W. . . . 626
Crowl Fern Co. . . . 632
Cut Flower Exch. . . . 635
Danker, Florist. . . . 626
Darts. . . . 610-29
Day Co., W. E. . . . 631
DeBuck, John. . . . 619
Dietsch Co., A. . . . 643
Dorner & Sons Co. . . . 618
Dreer, H. A. . . . 618-38
Drumm Seed & Floral Co. . . . 628
Eagle Wire Works. . . . 632
Eble, Chas. . . . 629
Edlefsen-Leidiger Co.629
Edwards' Folding Box Co. . . . 632
Edwards, Harry B. . . 620
Emmans, G. M. . . . 617
Eskesen, Frank N. . . . 619
F. & F. Nurseries. . . . 620
Fallon, Florist. . . . 630
Fargo, Clarence F. . . . 614
Fenrich, Joseph S. . . . 634
Fetters, Florist. . . . 628
Fettler, Fiske, Rawson Co. . . . 612
Friedman, Florist. . . . 626
Friedman, J. J. . . . 639
Froment, H. E. . . . 635
Galvin, Thos. F. . . . 629
Gasser Co., J. M. . . . 626
Giblin & Co. . . . 643
Girvin, Willis B. . . . 618
Gnatt Co. The Ove. . 633
Goldstein & Futterman . . . 635
Gove, The Florist . . . 626
Graham & Son, A. . . . 626
Grakelow, Florist. . . . 630
Grandy, The Florist . 630
Gude Bros. Co. . . . 631
Gunther Bros. . . . 635
Habermehl's Sons . . . 630
Hahn, Florist. . . . 626
Hanford, R. G. . . . 619
Hardesty & Co. . . . 626
Hart, George B. . . . 632
Heacock Co., Jos. . . . 617
Heid, Frank . . . 643
Heiss Co. . . . 628
Henry Co., John . . . 632
Henshaw Floral Co. . . 634
Hents & Nash, Inc. . . 635
Herr, A. M. . . . 619
Hess & Swoboda. . . . 630
Hession . . . 630
Hews & Co., A. H. . . 638
Highland Pk. Gnhs. . 628
Hill Co., E. G. . . . 636
Hill Floral Co., E. G. .626
Hill Nursery Co., The D. . . . 620
Hitchings & Co. . . . 644
Hollywood Gardens. . 631
Holm & Olsen. . . . 631
Horan, E. C. . . . 635
Horn & Bro., John F. .626
Hotaling, the Florist .626
Howard Rose Co. . . . 620
Irwin, R. J. . . . 615
Jackson & Perkins. . . . 617
Jennings, E. B. 616
Johnston Bros. . . . 630
Johnston & Co., T. J. .630
Joseph's Florist. . . . 631
Joy Floral Co. . . . 629
Kasting, Wm. F. Co. .605
Keller, John A. . . . 629
Keller Pottery Co. . . . 638
Keller Sons, J. B. . . . 630
Kelway & Sons. . . . 616
Kentucky Tobacco Product Co., The. .639
Kerr, The Florist. . . . 628
Kervan Co., The. . . . 633
Kessler, Wm. . . . 635
Knoble Bros. . . . 626
Kooyman Co., Inc.C. .614
Kottmiller, Florist. . . 630
Kroeschell Bros. Co. . 643
Kromhout & Sons. . . . 620
Kuebler, Wm. H. . . . 635
Lager & Hurrell. . . . 619
Lancaster Nurseries. .620
Lang Floral & Nurs. Co. . . . 628
Lange, A. . . . 626
Lange, H. F. A. . . . 631
Langjahr, A. H. . . . 635
Leahy's. . . . 628
Leonard Seed Co. . . . 612
Liggit, C. U. . . . 619
Littlefield & Wyman .620
Lockland Lumber Co.643
London Flower Shop. .630
Lovett, Lester C. . . . 620
Lovett, Inc., J. T. . . . 620
Ludwig Floral Co., E. C. . . . 630
Mackie, W. . . . 635
Macnair, Florist. . . . 630
Mader, Paul. . . . 619
Malandre Bros. . . . 630
Marshall & Co., W. E.616
McCallum Co. . . . 632
McCarron, Miss. . . . 629
McClunie, Geo. G. . . . 628
McHutchison & Co. .612-614
McManus, James. . . . 635
Meehan, C. E. . . . 637
Metarie Ridge Nursery Co., Ltd. . . . 629
Metropolitan Material Co. . . . 643
Meyer, Adolph. . . . 630
Michell Co., Henry F.612
Michigan Cut Flower Exchange. . . . 632
Michler Bros. Co. . . . 629
Miller, A. L. . . . 620
Miller Floral Co. . . . 631
Mills, the Florist. . . . 628
Mountain View Floral Co. . . . 620
Munk Floral Co. . . . 626
Murray, Samuel. . . . 628
Murray, Florist. . . . 629
National Cash Register Co., The. . . . 608
National Florists' Board of Trade. . . .617
Neidinger Co., J. G. . .632
New England Florist Supply Co., Inc. . . .636
Nicotine Mfg. Co. . . . 639
Niessen Co., Leo. . . . 637
Noe & Sampson. . . . 635
Ouwerkerk, P. . . . 620
Palmer, F. E. . . . 626
Palmer & Son, W. J. .626
Papworth, Harry . . . 629
Park Floral Co., The.628
Park Floral C. . . . 631
Parshelsky Bros., Inc.638
Peacock Dahlia Farms. . . . 617
Peirce, E. Allen. . . . 638
Penn, The Florist. . . . 626
Pennock Co., S. S. . . . 637
Peerless Iron Pipe Exchange, Inc. . . . 638
Peters & Reed Pottery Co. . . . 638
Pfaff & Kendall. . . . 643
Philips Bros. . . . 629
Pierce Co., F. O. . . . 639
Pierson, Inc., A. N. . 605
Pierson Co., F. R. . . . 605
Pikes Peak Floral Co.626
Pillsbury, I. L. . . . 628
Pittsburgh Cut Flower Co. . . . 632
Polykranas, G. J. . . . 635
Pulverized Manure Co., The. . . . 639
Purdie & Co., D. S. . .629
Ramsburg, G. S. .612-38
Randall's Flower Shop631
Randolph & McClements. . . . 630
Rawlings, Elmer. . . . 616
Reck, John & Son. . . . 626
Reed & Keller. . . . 632
Reinberg, Peter. . . . 636
Rice Co., M. . . . 632
Rice Bros. Co. . . . 620
Riedel & Meyer, Inc. 635
Ritchy, F. W. . . . 619
Robinson Co., H. M. .635
Rock Flower Co., W. .628
Robinson & Co., Inc., H. M. . . . 633
Rodgers Floral Co. . . . 626
Roehrs Co., Julius. . 619
Rosemont Gardens. . . 629
Rosary Flower Shop. .626
Royal Glass Works. . 643
Rumbley Co., The. . . . 632
Rupp, John F. . . . 612
Sauter, A. . . . 635
Sceery, Ed. . . . 630
Schling, Inc., Max., Seeds. . . . 614
Schling, Inc., Max, Flowers. . . . 630
Schmidt, Henry. . . . 610
Schmidt, J. C. . . . 616
Scholtz, the Florist, Inc. . . . 626
Schramm Bros. . . . 631
Schulz Co., Jacob. . . . 629
Schwacke & Co., C. . . 613
Scottwood Gnhs. . . . 631
Scott, Florist. . . . 626
Serphos, Norman. . . . 613
Sheridan, Walter F. . .635
Siebrecht, Geo. C. . . . 635
Sixth City Wire Wks..632
Skidelsky & Co., S.S. 614
Skinner Irrigation Co.638
Smith & Fetters Co. . .626
Smith & Hemenway, Inc. . . . 643
Smith, Henry. . . . 628
Smith, P. J. . . . 635
Smith Co., W. & T. . .620
Smith & Co., Elmer D.618
Smith, the florist. . . .628
Snyder Co., B. A. . . . 636
Solomon & Son, L. . . .643
Southern Evergreen Co. . . . 632
Spear & McManus. . . .628
Steele's Pansy Gardens. . . . 614
Stearns Lumber Co., The A. T. . . . 643
Storrs & Harrison Co.616
Stumpp, Geo. E. M. .630
Stumpp & Walter Co. 613-17
Syracuse Pottery Co. .638
Taepke Co, G. H. . . . 628
Taylor, Edw. J. . . . 618
Thompson & Co., C.B.629
Thorburn & Co., J.M.612
Tomlinson Key Floral Co . . . 628
Traendly & Schenck. .635
United Cut Flower Co., Inc. . . . 634
Van Bourgondien, K. & Son. . . . 606-16
Vaughan's Seed Store.614
Vick's Sons, James. . .616
Vincent, Jr., & Sons. .605
Walker Co., The F. . . 629
Watkins & Simpson. .613
Wax Bros. . . . 626
Weber, F. H. . . . 630
Weeks Nursery Co., Inc., C. H. . . . 620
Weir, Inc., James. . . . 626
Welch Bros. Co. . . . 636
Welch, The Florist. . . 628
Wenk, Peter. . . . 618
Westman & Getz. . . . 626
Whildin Pottery Co. .638
Wilk, John. . . . 612
Wilson, H. E. . . . 630
Wilson, R. G. . . . 626
Wolfinger, Florist. . . . 629
Wood Bros. . . . 618
Woodruff & Sons, S, D.614
Young & Co., A. L. . . .635
Young & Co., John. . .635
Young & Nugent. . . .630
Young & Sons Co., C.630
Zech & Mann. . . . 636
Zvolanek, Ant. C. . . . 612

Index to Stock Advertised

Handy direct Index to everything advertised in this week's display columns

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

diantum. . 605-11-15
geratum 615
lyssum. . . . 618
ndromeda. . . . 620
rbor Vitæ. . . . 620
reca. . . . 605-17
sparagus. .612-15-16-18-619
zaleas 620
rberry 620
egonias. .605-15-16-17-18
ellis. . . . 612-16-18
rberis. . . . 620
leeding Heart. . . . 620
ougainvilleas. . 615-16
oxwood. . . . 620
uddleia 620
ulbs. . .605-06-12-13-14-616-17
alceolaria. . . . 612-15
alendula. . . . 612-15-18
allas 606-14-16
annas. . . . 620
arnations. .605-15-18-19
hrysanthemums. 616-18
ibotium. . . . 617-19
ineraias. . .610-12-15-16
lematis. . . . 620
ocos. . . . 605-16
olus 605
olumbine. . . . 616
ampsis. 616
rocus. . . . 606
aptoneria 616
yclamen. . .612-15-18-19
affodils 606
ahlias 617
aisies. . .610-15-16-18-19
ecorative Plants. .605-20
elphinium. . . . 616-17
anthus 616
racæna. .605-15-16-18-19
ens. 620
aphorbia. 602
vergreens 520
rm Seeds 616
erns. . . . 605-15-16-19
ias. 605-16-19
oxgloves. . . . 616
raxinus. 620
reesia. .606-12-14-15-16-17
ruits. . . . 620
Fruit Trees. . . . 620
Fuchsia. . . . 615-18
Gaillardias. . . . 616
Gardenia. . . . 605
Genista. . . . 615-16-18-20
Geraniums. .605-15-16-17-618-19
Gladiolus. . . . 606
Gypsophila 612-15
Heather. . . . 620
Heliotrope. . . . 605-15-18
Hemlock. . . . 620
Hollyhocks. . . . 616
Hyacinths. . . . 606
Hydrangeas. .605-15-16-20
Iris. . . . 606
Ivy. . . . 605-15-16-17-19
Japonica. . . . 620
Jerusalem Cherries 605-15
Juniperus. . . . 620
Kalmias. . . . 620
Kentias. . .605-15-16-17-19
Lantanas. . . . 618
Latania 605
Lilac. . . . 620
Lilies. .605-12-13-14-17-20
Lily of the Valley 614
Lindens. . . . 620
Lombardy Poplars. . . 620
Magnolias. . . . 620
Maples. . . . 620
Mignonette. . . . 612-15
Myrtle. . . . 615
Narcissus. . . . 606-14-16
Norway Maple. . . . 620
Norway Spruce. . . . 620
Nursery Stock. . . . 620
Oaks. . . . 620
Onion Sets. . . . 612
Oranges. . . . 620
Orchids. . . . 619
Palms. . . . 614-19
Pansies. . .612-14-15-16-18
Pelargoniums. . . . 615
Peonies. . . . 614-20
Peppers. . . . 615
Perennials. . . . 615-16-20
Phlox. . . . 616-20
Phœnix. . . . 605-17
Pine. . . . 620
Pinks. . . . 616
Poinsettias. . . . 605-15-18
Primulas 605-10-12-15-16-618-19
Primroses. . . . 612
Privet. . . . 620
Ranunculus. . . . 606
Rhododendrons. . . . 620
Roses. . . . 616-18-20
Salvia. . . . 605-19
Scilla. . . . 606
Seeds. .612-13-14-15-16-19
Shasta Daisy. . . . 616
Shrub. . . . 620
Smilax. . . . 615-18
Snapdragon. 612-15-16-19
Spiræa. . . . 620
Spruce. . . . 620
Stevia. . . . 615-18
Stocks. . . . 612-15
Swainsona. . . . 605
Sweet Peas. . . . 612-13-15
Sweet William. . . . 612-16
Taxus. . . . 620
Thuya. . . . 620
Trees. . . . 620
Tulips. . . . 606-14
Ulmus. . . . 620
Vegetable Plants. . . . 616
Vegetable Seeds. . .612-13-619
Vincas. . . . 615-17-18
Violets. . . . 618-19

MISCELLANEOUS

Aphine. . . . 615-38
Aphis Punk. . . . 615-39
Artificial Flowers. . . . 610
Bamboo. . . . 612
Baskets. . . . 610-32-33
Boilers. . . . 643
Boxes. . . . 610-32-33
Boxwood. . . . 632-33
Cash Registers. . . . 608
Chiffon. . . . 632
Christmas cards. . . . 632
Crepe Paper. . . . 632
Cycas Leaves. . . . 610-33
Cypress. . . . 643
Dagger Ferns. . . . 632-33
Directory of Reliable Retail Houses. .626-27-628-29-30-31
Dirt Bands. . . . 638
Evergreens. . . . 632-33
Fens, Fancy. . . . 632
Fertilizers. . . . 639
Florists' Accounts Insured. . . . 617
Florists' Supplies. .610-32-633
Fungine. . . . 638
Galax Leaves. . . . 632-33
Glass. . . . 617-38-43
Glass Cutters. . . . 643
Glazing Points. . . . 638
Greenhouse Construction. . . . 638-43
GreenhouseMaterial. .643
Ground Pine. . . . 632
Gutters. . . . 643
Kerosene Heater. . . . 643
Heating 613 44
Insecticides. . . . 639
Irrigation. . . . 638
Laurel. . . . 632
Laurel Festooning. . . . 632
Lemon Oil. . . . 615
Lumber. . . . 643
Lycopodium. . . . 633
MagnoliaLeaves. .610-32-633
Manure. . . . 639
Mastica. 638
Moss 632
Nico-Fume. . . . 615-39
Nicoticide. . . . 615
Nikoteen. . . . 615-39
Oak Leaves. . . . 633
Paper Pots. . . . 638
Pecky Cypress. . . . 643
Pipe. . . . 617-38-43
Pipe Fittings. . . . 643
Plant Food. . . . 639
Posts. . . . 643
Pots. . . . 638
Princess Pine. . . . 633
Putty. . . . 643
Putty Machines. . . . 643
Roping. . . . 632
Ruscus. . . . 632-33
Sash. . . . 643
Seed Packets. . . . 616
Smilax. . . . 632
Sphagnum Moss. . . . 632
Sprays. . . . 610-33
Stakes. . . . 612-18
Supports. . . . 618
Tobacco Products. . . . 639
Toothpicks. . . . 632
Tubs 638
Vermine. . . . 638
Wants. . . . 640-41-42
Wax Goods. . . . 610
Wholesale Florists. . .634-635-36-37
Wire. . . . 632
Wire Designs. . . . 610-32
Wreaths. . . . 610-32

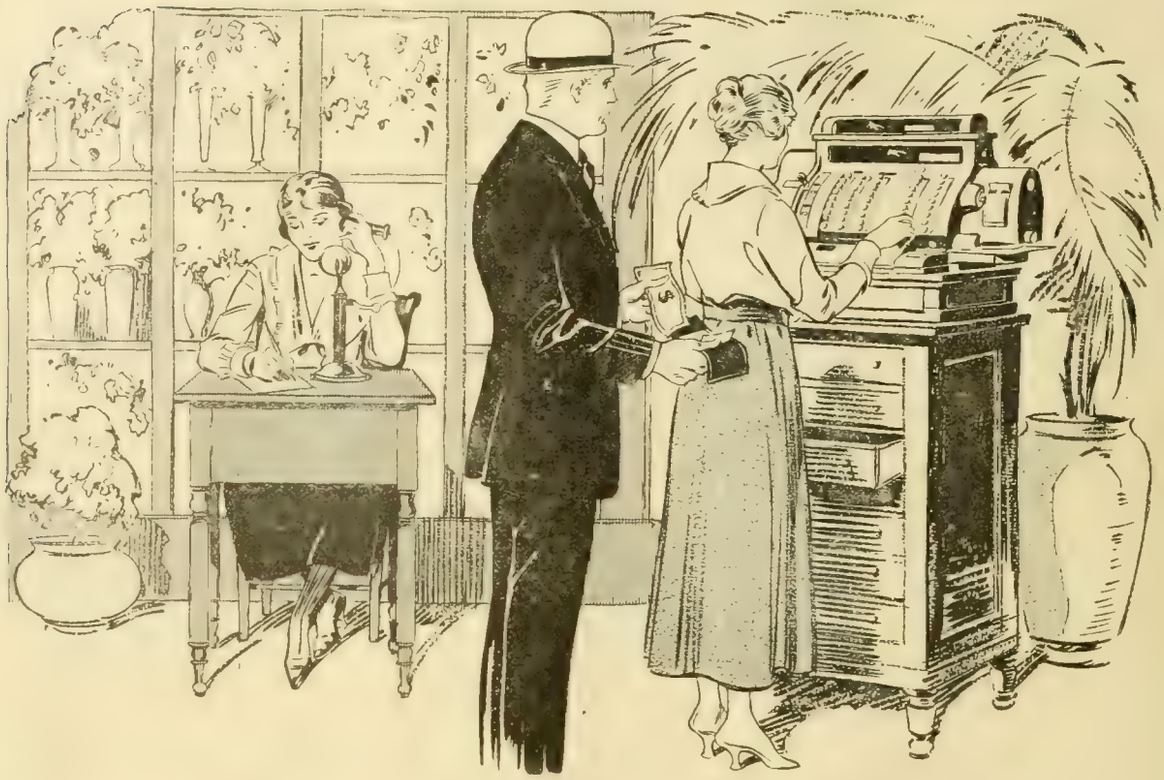
Editorial Contents

Back Orders, Your (verse) 618
Books Received 642
Coal Situation 622
Dahlias in the West 618
Dahlias, Poor, Due to Over Propagation 624
Daylight Saving 639
Dutch Bulb Growers' List 613
Employees, How Many Have You? 614
Florist Soldiers, Our 625
F. T. D. Meeting, Report of. . . . 609
Fourth Liberty Loan (N. Y. City) 634
Hort. Society of N. Y. 634
Nassau County Hort. Society. . . 633
New York Florists' Club Liberty Loan Meeting 624
Obituary:
Brown, Chas.; Halsted, Byron David; Koppelman, Mrs. Jos.; Mead, Alex.; Pollard, A. T.; Schober, Theo.; Weir, Mrs. J. E. M. 623
Potato Disease, New 614
Roses, Fires For, ... 642
Rose Buds Ruined 624
Schedule Received 642
Seed Trade 613
Slocombe's Dahlias 633
Retail Dept. (Illus.)
Advertising is the Keynote of Business Success; Impressions of the F. T. D. Convention; Original F. T. D. Emblem to be Retained; Savings on Delivery Boxes; The Artistic Florist Not Attacked; As to Non-essentials 627-631
S. A. F. and O. H. Publicity Campaign 625

Trade Notes:

Boston	636	Kansas City	616
Buffalo	619	Lancaster	619
Chicago	636	Milwaukee	625
Cincinnati	625	New Haven	632
Cleveland	637	New York	634
Dayton	624	Philadelphia	637
Denver	639	Pittsburgh	625
Fort Wayne	625	Portland	639
Fort Worth	618	Providence	632
Houston	617	San Francisco	639
Indianapolis	625	Toledo	624
Kalamazoo	625	Washington	616
		Worcester	633

Vegetable Crops Under and in the Open 611
Week's Work (Illus.):
Reminders for the Coming Week; Money Maker for Easter; Cold Storage Lilies; Get Ready for Dutch Bulbs; Flowering Shrubs for Easter; Cold Storage Spiræas 611



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A National Cash Register System will take care of every detail of your store records. It will enable you to handle all your cash and records by machinery.

Every sale—cash or charge—is accurately recorded.

At the end of every day a glance at the register shows you the exact amount of your sales. The register also gives a printed record of every charge, received on account, or paid out transaction. It shows you how much cash should be in the drawer.

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It stops store leaks.

It makes you careful, and your employees careful.

National Cash Registers help merchants overcome war-time troubles

Fill out this coupon and mail it today.

Department No. 8104

The National Cash Register Company,
Dayton, Ohio.

Please give me full particulars about an N. C. R. System for my business.

Name_____

ddress_____

Florists' Telegraph Delivery Association

Report of Cleveland Meeting concluded

Wednesday Morning, Oct. 9, 1918

Vincent J. Gorly of St. Louis championed the adoption by the F. T. D. of a formulation of the language of flowers and selection of a flower for each month to have a standard significance, something in the same way that the jewelers have adopted a standard of gems for the months and as expressive of certain sentiments. Mr. Gorly offered as a suggestion the following:

Let us Adopt a Standard Language of Flowers

JANUARY—Carnation—True Friendship.
FEBRUARY—Violets—Love, Faithfulness.
MARCH—Daffodils—Breath of Spring.
APRIL—Sweet Peas—Love, a Kiss.
MAY—Lilies—Purity, Sincerity.
JUNE—Roses—Fond Remembrance.
JULY—Calendula—Fidelity.
AUGUST—Gladiolus—Beauty in Retirement.
SEPTEMBER—Aster—Loyalty.
OCTOBER—Dahlia—Elegance, Confidence.
NOVEMBER—Chrysanthemums—Love, Devotion.
DECEMBER—Lilies of the Valley—Confession of Love.

On motion of F. C. Weber of St. Louis, the idea was referred to a special committee of three to work out and report at the next annual meeting. President Gude appointed: Vincent J. Gorly of St. Louis, Mo.; W. W. Gammage of London, Ont.; W. J. Smyth, Chicago, Ill.

Faulty Telegrams

The question of misinterpretation of orders through faulty wording of telegrams was an interesting topic; it brought out some amusing as well as embarrassing experiences, and afforded an opportunity for several of the members to illustrate the readiness with which they met unlooked for situations and made the best out of what otherwise would have been a bad complication. In one case where through delay in delivery of telegram a funeral order was received too late, the ready witted florist met the situation by turning the amount of the order over to the widow whom, it seems, was in great financial distress, and his action was warmly approved by the sender when apprised of it.

Give Leeway when Forwarding Orders

The matter of giving proper leeway to the florist filling an order was brought up and it was shown how, in many cases, it was possible to please all parties by the florist sending the order not being too specific as to the exact flowers that it would be filled with when such flowers were not obtainable.

Points on Salesmanship

Interesting points were developed as to salesmanship, one of the best of these being scored by Mr. Knoble of Cleveland who explained how he handled the customer who did not know exactly what he wanted by suggesting the higher price first and then gradually adjusting to meet the wishes of the customer and at the same time make the order one practicable of fulfillment satisfactorily to all concerned.

The Necessity of Being Resourceful

Max Schling related in one case where he had received a reply from the florist who had been requested to make the delivery that they were "all sold out." By the time this reply was received the funeral was over. But Mr. Schling was equal to the emergency and at once telegraphed back to have the flowers placed on the grave and notify the family that the telegram had been delayed, an arrangement which proved perfectly satisfactory to the sender. Mr. Schling illustrated at length how a florist who is resourceful can meet any emergency and be equal to the occasion.

President Gude related a case where, through unavoidable delay, it was found impossible to deliver in time for the burial services, but in this case he found that the internment was to take place in a distant city, and he at once wired his F. T. D. correspondent at that point and succeeded in having the floral remembrance delivered at the grave so that the order was substantially carried out to the sender's satisfaction.

Space will not permit us to detail all of these interesting matters which only those can get the full benefit of who attend the F. T. D. conventions. Many members present expressed their conviction that they had received valuable suggestions at the convention, in inspection of the advertising displays and otherwise, that had more than repaid them for the cost of the trip.

It developed in some of the discussions that there was considerable variation between prices, especially for American Beauty, in various parts of the country, so that this sometimes led to misunderstandings in the filling of orders. It was suggested by some members that the trade papers be asked to report the state of the market in various cities in order that the florists might have some guide. On the other hand it was stated that it was impossible to arrive at any prices in some localities, particularly New York City, except from day to day.

The Guarantee Fund Not a Cure All

The interest taken by those present in these matters of detail was a further proof of how valuable the F. T. D. business is fast becoming and therefore that a great interest is taken in the best manner of avoiding misunderstandings and furnishing the greatest possible satisfactory service to patrons. It was conceded on all hands that it was necessary that florists shall use ordinary business sense and discretion and learn how to do business properly. Some few instances were given where florists, particularly in smaller places, had a great deal to learn in this respect.

The Florists' Telegraph Delivery Association

The roster of officers and directors for 1919 is as follows:

WILLIAM F. GUDE.....President
Washington, D. C.
PHILIP BREITMEYER.....Vice-president
Detroit, Mich.
WM. L. ROCK.....Treasurer
Kansas City, Mo.
ALBERT POCHELON.....Secretary
153 Bates st., Detroit, Mich.

For Term Expiring 1919

KARL P. BAUM.....Knoxville, Tenn.
WM. J. SMYTH.....Chicago, Ill.
T. J. WOLFE.....Waco, Texas

For Term Expiring 1920

H. G. DILLEMUTH.....Toronto, Ont.
H. P. KNOBLE.....Cleveland, Ohio
EDWARD SCEERY.....Paterson, N. J.

For Term Expiring 1921

A. F. BORDEN.....Los Angeles, Cal.
W. J. PALMER.....Buffalo, N. Y.
CHARLES H. GRAKELOW.Philadelphia, Pa.

There seemed to be a disposition on the part of some to look to the guarantee fund to straighten out all difficulties that might arise through misunderstandings and take care of transactions even with non-members. This it was recognized was quite impossible, because while the guarantee fund is an exceedingly valuable part of the whole scheme of the F T. D. it cannot be expected to be a cure all for every business trouble or misunderstanding that may arise.

Cost and Overhead

H. P. Knoble, Chairman of the Committee on Cost of Doing Business, was called upon to make a report but declined to do so at this time, because, owing to unsettled business conditions due to the war and constant fluctuations in cost of materials, he thought at the present time it was impossible to make a definite report, The subject of overhead costs is, however, of such great and vital importance that even the mention of it could not fail to bring out discussion, and although Mr. Knoble stated that he had no specific report to make, quite a discussion followed on the subject of costs and overhead and this was discussed from different angles, some of the speakers failing to recognize the great and general principle involved, namely, "in time of peace, prepare for war," which in this case should be reversed to read, "in time of war, prepare for peace." This work of cost-finding will not be abandoned by the Association and, no doubt, later a determined attempt will be made to work out a basis of overhead costs, that is to arrive at a clear understanding of just what items constitute overhead and what items should be properly chargeable to operating expense. It is absolutely necessary to arrive at an understanding on these matters before informative comparisons may be made as between members and localities. THE FLORISTS' EXCHANGE predicts that the F. T. D. will eventually work out a satisfactory solution so as to be prepared at the close of the war to make practical application of the same.

The discussion of Mr. Knoble's report was participated in by Messrs. Anderson, McKenna, Gorly, Harper, Penn and Breitmeyer. Valuable suggestions were made as to means of reducing cost of labor and economy in use of materials. One way of handling the labor situation was suggested to be paying the employees more money and employing a less number of them to do the same work, the increased compensation being an incentive to the employees to put forth greater effort.

Returning of Delivery Boxes

One fruitful source of saving was instanced in saving delivery boxes by offering a small bonus for their return in good order to the messenger boys and others delivering the boxes, it being understood of course that no boxes would be returned unless perfectly agreeable to the customer after the safe delivery of their contents. Great savings were reported in this direction. The general consensus of opinion was that owing to enhanced cost of material it was absolutely necessary to make a new alignment as between cost of materials and selling price. While no specific prices were agreed on or even suggested, it was generally recognized that there had been entirely too much looseness in the past on the part of florists in neglecting to properly take account of those items that go to make up overhead, such as depreciation, proper salary allowance to the managing head of the business, rent, etc. An instance was given of one florist who in telling what his profits had been for the year, confessed that he had made no allowance for rent, because he owned the property. Other instances were given of a like absence of proper business understanding and intelligence with regard to cost of doing business.

Wednesday Afternoon

The closing session on Wednesday afternoon was held with Vice-president Breitmeyer in the chair, the first matter taken up being contribution to S. A. F. Publicity Fund.

Secretary Pochelon called attention to the fact that not only was publicity necessary along general lines but also there was greatly needed publicity from florist to florist. Secretary Pochelon thought that the film that had been shown illustrating the publicity work in Cleveland and the general cooperative spirit of the florists there was a lesson to all, and he hoped that it would be shown in other cities, if possible accompanied by a traveling representative who could intelligently talk about it and press home its lessons.

On motion, the Board of Directors were empowered to contribute to the National S. A. F. Publicity Fund whatever sum may seem wise in their discretion.

At this time Mr. Dillemuth called especial attention to the suggestion made by Mr. Washburn, that all orders received both from members and non-members shall have the name and address of the customer who placed the order included in the telegram sent; one of the reasons advanced by Mr. Dillemuth being that a means would thus be afforded for a speedy correction of any misunderstanding or error that might occur in transmission, or where some emergency might arise that it would be necessary to have the further instructions of the sender of the order.

Mr. Geraghty thought that something should be done to further safeguard members of the F. T. D. in their dealings with non-members; in reply to which the Chair stated that there were some matters that would have to be necessarily left to the exercise of ordinary business judgment and for the proper conduct of which the individual florist himself must be responsible, a view which was strongly shared by Mr. Wilson of Des Moines, Iowa.

On motion of George Asmus a committee on Final Resolutions was appointed. The Chair named as such committee Messrs. Asmus, Geraghty and C. H. Brown. Their report follows:

Resolved: That the Florists Telegraph Delivery Association in annual convention assembled at Cleveland, Ohio, Oct. 8 and 9, 1918, tender by unanimous vote the thanks of the convention to the following for courtesies received at their hands while here:

To Floyd E. Waite, representing his Honor, Mayor Davis, for address of welcome; to the Cleveland Florists' Club for luncheons and other courtesies; to Mrs. J. M. Gasser, for reception and luncheon at her beautiful home, assisted by the ladies of her household; to the Woman's Florists' Club of Cleveland; to Mrs. Ella Grant Wilson for publicity work and splendid exhibit of advertising matter; to the Hollenden Hotel Co., James Thompson, manager; to the Argus Co., for motion picture arrangements; to Major O'Keefe and Herman P. Knoble for valuable addresses on national publicity and general advertising, respectively; to John T. Kirchner for palms; to the E. G. Hill Co., for displays of Roses; to the Joseph H. Hill Co., to H. A. Dreer Co., Jones-Russell Co., for table decorations; to Knoble Bros. for table display; to Carl Hagenburger, and to the various florists of Cleveland who made special window displays in honor of the convention and for the edification of its members; also to the trade press for reports of our meetings.

(*Concluded on page 622*)

Are You Well Prepared for the Winter, Mr. Florist?

BOXES

Size	Per 100	Size	Per 100
18x5x3	$3.10	28x8x5	$7.20
21x5x3½	3.70	30x8x5	8.45
24x5x3½	4.25	36x8x5	10.70
28x5x3½	4.95	30x12x6	12.40
21x8x5	5.75	36x12x6	14.95
30x5x3½	6.10	36x14x6	16.30
24x8x5	6.55		

Bouquet Boxes

Size	Per 100
19x9x8	$9.40

Wreath Boxes

16x16x5	$8.25	20x20x6	$11.65
16x16x7	10.15	20x20x9	15.30
18x18x6	10.75	22x22x9	18.10
18x18x8	12.10	22x22x6	14.25

Printing free on orders of 300 or more. Small quantities, $1.25 per 1000. Bronze Ink, $3.00.

We guarantee that our prices are lower than any of our competitors. Why? We are large manufacturers and sell direct, eliminating the jobbers' profit. **Give us a trial and be convinced.**

CYCAS

Size	Per 100	Size	Per 100
8x12	$2.90	28x32	$8.55
12x16	3.60	32x36	9.00
16x20	4.75	36x40	10.35
20x24	5.85	40x44	11.05
24x28	7.45	44x48	11.70

These leaves are prepared in our own factory. They are flexible, do not mould, and are of a fine color. Cycas are very scarce, and we have been fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, Cycas Leaves in the future will be very scarce, and the price must rise accordingly. **Take advantage of our low prices, while we have some on hand.**

Save 20% on your Baskets

We are Headquarters for Baskets and Window Boxes. Try our Line Listed Below, at this Special Price Reduction

25 Tumbler Baskets, two tone, with waterproof line — $7.75

12 Pot Baskets, with handles, two tone effects, waterproof liners, sizes 6-10 in., a very satisfactory assortment — $10.80

2 Pot Covers, with handles
3 Tumblers
3 Princess Baskets
1 Long Stem Flower Basket
3 Cut Flower Baskets
— $7.00

ALL WITH WATERPROOF LINERS

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. **Remember, if the goods are not entirely satisfactory, send them back at our expense.**

WAX FLOWERS

MR. FLORIST:—Why don't you do the same as other successful florists are doing? Work in **artificial Roses, Carnations, Sweet Peas, Callas, Easter Lilies,** etc., along with your natural flowers in your floral pieces. No one can tell the difference between our artificial flowers and the natural when worked in together. We have spent a fortune in perfecting our ***artificial flowers*** so that they will **look like the natural.** For your own sake, just give us a trial order amounting to $10.00 or $15.00. If the goods are not to your liking, return them at our expense. In these times of war, the best florists are using these flowers on account of the scarcity and high prices of natural flowers.

WE ARE DIRECT MANUFACTURERS OF

CYCAS, BASKETS, WAX FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, SPECIAL FLORAL PIECES, and WIRE FRAMES

We carry a full line of FLORISTS' SUPPLIES

Prices will certainly not be any lower than they are now. Therefore, stock up now for your winter needs and save considerable money

BOSTON FLORAL SUPPLY CO.

347-49-51-53-55-57 Cambridge St. BOSTON, MASS.

Prices subject to change without notice

When ordering, please mention The Exchange

Primula Obconica

You can cut flowers from these plants all Winter and still have a valuable plant for Easter sales

Our "Strain with a Reputation" is of Highest Merit

Strong, 2¼-inch, for immediate shipment, in six leading varieties, $5.00 per 100, $45.00 per 1000

See CINERARIAS and DAISIES in CLASSIFIED

HENRY SCHMIDT

673 Church Lane

North Bergen New Jersey

When ordering, please mention The Exchange

HOW ABOUT YOUR EMPLOYEES?

It is a generally accepted fact that employees of any company who have been encouraged to be careful in their expenditures, to save their money and to invest it judiciously do *better* work, have *greater pride* in their jobs, and *greater loyalty* to their employers.

The United States Government now offers employers an unusual opportunity for the systematic organization of their employees for THRIFT through the founding of War Savings Societies.

GROUP SAVING through War Savings Societies bolsters up esprit de corps. It encourages economy in personal and company expenditures. It develops loyalty to company and country.

The organization of a War Savings Society among your employees will be direct help in winning the war, not only because it helps directly in Government financing, but also it releases men, money and materials for essential war work through the saving on non-essentials.

Perhaps you haven't thought of a War Savings Society for *your* employees in just this way before.

Why not organize a company of savers among your employees under *your* leadership and turn it over to the Government?

We will be glad to give you full particulars if you will write.

Pioneer Division
NATIONAL WAR SAVINGS COMMITTEE
51 Chambers Street New York, N. Y.

SPACE DONATED BY **CHAS. A. DARDS**

Reminders for the Coming Week

Keep on planting Freesias as long as you can obtain good bulbs. If a part of a Mum bench can be had you can't do better than to plant Freesias in it. They will not flower all at the same time and are bound to prove a profitable crop. Are the Stevias all staked properly? It may cost you now a little over a dollar to provide a suitable support for the plants which will prevent the loss of ten times that amount in broken flower stems later on. Many growers find themselves short of variegated Vincas this Fall. Take care of what you have. If short you can even make good use of plants which have been in window boxes, vases and hanging baskets during the Summer. Cut them back, divide and plant in pots or along the edges of a Carnation bench. Still time to make cuttings. How about those small ferns for dishes? It will pay to purchase another lot of seedlings now and pot them into 2½in. These will come in handy for Midwinter use. Don't depend on long distance shipments later on any more than is absolutely necessary. Smilax cut down will give a good second crop of strings if attended to at once. Give the bench a good mulch and proper cultivation after cleaning the surface. Avoid late watering in the palm and fern houses. The plants can get along with a much lower temperature if no excess moisture is on the leaves at sundown. This holds good with almost any greenhouse stock.

Money Maker for Easter

Mrs. Sanders Marguerites

Well grown plants of Mrs. Sanders Marguerites in full flower for Easter week are among the most desirable of pot plants not alone as specimens but when grown on in 3½in. and 4in. pots and used either as made-up plants in 8in. and 10in. pans or in plant arrangements in baskets or hampers. To talk about this next April won't do much good, so let's do it now and get ready with putting into the sand a nice lot of strong, healthy cuttings. I mention healthy because if you start out with cuttings affected by the blight to which some of these Marguerites are subject you only waste time and labor. Either use good stock or purchase such if you are short. The little plants should be carried along in a 50 deg. house and shifted twice between November and March; that is, if 4in. stock is wanted. For larger plants more frequent shifting is necessary, or two or three plants can be put into a pot. However, for early flowering stock, a little potbound stock is best. It will bloom earlier than plants which have had plenty of root room. I am positive that every retail grower can dispose of a large number of these Marguerites to good advantage; but the only way to do is to grow the plants for the purpose of having them at their best for Easter. Don't trust to good luck or be of the opinion that among the plants intended for Spring sales there will be enough to pick out from by the middle of next April ready for Easter sales.

Cold Storage Lilies

Plant a Few

At this writing it is almost impossible to buy around the Chicago market at any price either Lilium giganteum or L. rubrum. While this is partly due to the unusual demand for anything in the way of flowers it also proves that not nearly enough are being grown by the smaller retail growers. Yet there isn't an establishment where during the Summer and Fall months these Lilies couldn't be profitably handled and with much less work and bother than a lot of other things usually found. The day for set floral designs is not over yet and won't be for some time. What more showy or useful material could one use in a pillow or a wreath than either one of those Lilies? Even now it isn't too late to get some Lilium rubrum and L. giganteum and start them into growth. You will sell every flower to advantage later on, but bear in mind that it takes a house of 60 deg. for L. giganteum. L. rubrum can get along with a little less. Take advantage of the offers of cold storage stock. It may be long before we get more; so it looks as if there will be a good market for all of the flowers grown between now and next Summer. You can grow these Lilies with as little handling as any plant we might mention. This means a lot under present conditions.

Get Ready for Dutch Bulbs

There isn't really much use writing about Dutch bulb stock until the bulbs have reached our ports. To get the invoices is encouraging but it may be weeks before we get possession of the bulbs themselves. That means a short period for retailing them. This side line with many florists has been a paying proposition in years past and I think it well to keep on pushing it even now when most of us are in need of every bit of business possible. Keep on talking bulbs for outdoor planting to your patrons, just as if you had them or were sure to get them. Land the orders and live in hopes that they can be filled before things freeze up. That much for this end of it. As for ourselves nothing should be left undone to get everything ready for planting whenever the bulbs do come. Get the flats in shape, have them ready, and so with the soil. It takes good soil to grow good bulbs. Get away from the idea that anything is good enough. Bulb pans from 6in. on up to 10in. are excellent for almost any sort of bulbs. Don't look around for pans when you need them, get them now and have them on hand when the bulbs reach you. Why not plan to plant a good number of Darwins outdoors in frames for late flowering. With the help of sashes you can get them to come into bloom several weeks earlier than those of your customers' gardens. By making use of shade frames you can have a lot still in good condition a week or more after the others are all through flowering.

Flowering Shrubs for Easter

Pot Them Up Now

I am inclined to think that flowering shrubs grown in pots for next Easter will prove a paying item. It isn't that these plants sell at sight when offered but like Astilbes, Cinerarias or Calceolarias they are useful for decorative purposes and thereby help to sell other stock. One may also use the flower spikes to good advantage. For best results in forcing Lilacs on any other flowering hardy wooded plants, as we class them under shrubs, pot grown stock is the proper thing. Yet fairly good success may be had by lifting field grown stock of early Spring and Summer flowering sorts now and potting it up in large pots. Use a heavy soil and pot as firmly as possible without breaking the pot. Follow by a thorough soaking and place in a deep coldframe. For the next month or so keep the stock well watered for this will encourage root action. Spiræas, Forsythias, Prunus triloba, Double Flowering Almond and Lilacs are among the most desirable sorts. If you have stock on hand it will pay to lift a good batch; if not, let your nurseryman supply them, but don't allow the plants to lie around and dry out. They may remain in the frames until the middle or end of February, after which they should be brought in to a 40 deg. house and allowed to come along slowly for a week or two.

Cold Storage Spiræas

For Midwinter Flowering

You should plant at least a few cold storage Spiræas. Whether they come in just in time for Christmas or not doesn't matter. If well finished plants can be developed they are bound to pay. The stock not sold in pots may be used for decorative purposes and if cut in time both flowers and foliage may be used. Plant the clumps in liberal sized pots and place under a bench in the Chrysanthemum or Violet house. Keep well watered. As soon as growth begins place on a sunny bench in a house of 55 deg. Heavy fumigation hurts the soft foliage, so it is better to use a nicotine spray to keep the plants free from greenfly. While one may prolong the flowering period of these Spiræas it won't do to keep the plants in too low temperature in the early stages of growth; that is with cold storage stock; it is likely to cause stunted leaves and short flower stems later on. When the plants once start into growth keep them going. If any holding back is to be done do it when the plants are well advanced. Just before the buds begin to open is a good time to place them in a cool house.

Vegetable Crops Under Glass and in the Open

CONDUCTED BY
E. F. STODDARD
Maryland State College

Vegetable Crops for Forcing

Parsley—Hints on Growing Radishes

Planting Parsley in Greenhouses or Frames

Parsley that was started during the latter part of August should be large enough now for planting in greenhouses or frames for the Winter crop. The plants should be watered well before they are transplanted and if considerable soil remains around the roots of each plant when they are lifted, there will be no check in growth.

The soil for Parsley may be about the same as for Lettuce. It should be quite fertile if a steady growth is desired. It is worked up fine and leveled off for marking before the plants are set. The methods of marking the soil before planting may be such as those suggested for Lettuce in this department of THE EXCHANGE early in September.

The soil on the benches or beds where Parsley is to be grown should be moist at the time of planting. Some growers make the mistake of planting on ground that is too dry and as a result the first watering merely moistens the surface and the soil around the roots is too dry. This frequently occurs in soils that are a little too heavy and in those deficient in organic matter.

In planting, care should be taken not to cover up the central bud. The planting distances may be 6in. x 6in. up to 8in. x 8in. The bed is watered after planting is completed. As the season advances, more rapid growth may be secured by watering the Parsley with liquid manure, but this should not begin until two weeks after planting.

Another method of forcing Parsley is with the use of plants which were grown outside during the Summer. Some growers sow the seed in the open ground in the Spring and by proper thinning and cultivation, strong plants are grown before Fall. Before the ground freezes, these roots are lifted and prepared for forcing by cutting back the leaves nearly to the crown. The roots are then planted at the proper distances and under favorable conditions will immediately start new growth.

This is a simple method which anyone can use. If only a few plants can be secured from outside they may be lifted and used for forcing with little trouble. If frames are used for Parsley a little more attention is needed than in greenhouses. When really cold weather comes, some growers sprinkle a few leaves over the Parsley in frames for protection, in addition to the sash. With some plants from the outdoor crop, and the younger crop started in late August or early September there will be Parsley to sell through most of the Winter.

Radishes

Cause of Cracking

As Radishes reach maturity, it frequently happens that many will be cracked when they are pulled for marketing. This makes the bunches less attractive for sale. This cracking is caused usually by overwatering as the crop reaches maturity; it is also sometimes due to irregular watering. The crop needs a moist soil and thrives in a moist atmosphere, but too much water in the soil usually causes a heavy top growth. Rapid growth due to high temperatures and plenty of moisture in the soil, may also cause many of the Radishes to crack.

Radishes for Thanksgiving

Radishes intended for Thanksgiving Day trade should be sown about Oct. 21 to 24. This applies to the round early varieties. The seed should be covered about ½in., and sown at an even depth to insure a uniform stand. Thinning to the proper distances should be done promptly as soon as the plants are well started.

Horseradish is used extensively as a relish or condiment. The Winter's supply may be secured from the roots which will be dug this Fall. Although Horseradish is planted in the Spring and will endure Summer heat, it makes its best growth in the cool weather of the Fall. For this reason it is best to allow the crop to grow as long as possible in the Fall, but the roots should be dug before the ground freezes.

The roots may be removed with little damage by running the plow down both sides of the row about 6in. away from the roots. With the ground loosened in this way they may be plowed out easily. In light soils it may be possible to plow out the roots without throwing the soil away from both sides of the row.

The large, fleshy root is used to make the relish or condiment, and the small roots which are trimmed from the side are used for propagating the crop the following Spring. When the small roots are trimmed off, the upper end should be cut off square and the lower end, toward the tip of the root, should be cut slanting. This is done in order to enable one to tell which is the top end, when the roots are planted the following Spring. If they are planted with the lower end upward, the new roots will be irregular and undesirable. Frequently the pieces of root are practically of the same diameter for their entire length, as they are cut for propagating, usually 5in. or 6in. long, so that unless they are marked in some such way as suggested it would be difficult to tell the top end.

The best roots for propagating are between ¼in. and ½in. in diameter. They are usually tied in bunches and stored in a cool place where they will not dry out until Spring, when they are planted outside. The large roots may be dug in the Spring instead of in the Fall as they will stand Winter freezing, but since the soil is wet in the early Spring it is difficult to dig the roots.

WINTER-FLOWERING
Spencer Sweet Peas

Sow now to follow Chrysanthemums and for early Spring and Easter flowering

Australian Winter-Flowering Spencer Sweet Peas (We advise every florist to try a few)

CÆRULEA.
CONCORD BLUSH SHADES.
CONCORD CHARM (Blue-white).
CONCORD CHRISTMAS PINK SHADES.
CONCORD COUNTESS (Pink).
CONCORD COUNTESS IMPROVED (Pink).
CONCORD CHIEF (Maroon).
CONCORD DAYBREAK (Cream).
CONCORD EXQUISITE (Pale Pink).
CONCORD PURPLE.
CONCORD RADIANCE (Rose).
RUBY (Crimson).
YARRAWA (Rose Pink).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75. Except Yarrawa, as noted above.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.	Lb.
PINK AND WHITE				
Christmas Pink Orchid	$0.50	$1.25	$4.00	$15.00
Pink and White Orchid	.15	.50	1.75	5.00
The Czar. Rose; white wings	.50	1.25	4.00	15.00
WHITE AND BLUSH				
Bridal Veil. Best pure white	.15	.50	1.50	5.00
Venus. Blush white	.20	.75	2.50	8.00
White Orchid. Pure white	.15	.50	1.75	5.00
PINK AND LIGHT PINK				
Bohemian Girl. Pink self	.20	.75	2.50	8.00
Morning Star. Fine self-pink	.20	.75	2.50	8.00
Miss F. Roland. Light pink	.20	.75	2.50	8.00
Selma Swenson. Soft pink	.30	1.00		
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00		12.00

	¼ oz.	Oz	¼ lb.	Lb.
APRICOT AND ORANGE				
Apricot Orchid	$0.20	$0.75	$2.50	$8.00
Orange Orchid	.15	.50	1.50	5.00
RED AND ROSE				
Orchid Beauty. Dark rose-pink, with orange blush / **Red Orchid.** Bright cherry red	.15	.50	1.75	5.00
BLUE				
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50	12.00

Mixed Winter-Flowering Spencers
Containing many of the best and most expensive sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

PANSY, CYCLAMEN AND FLORISTS' FLOWER SEEDS. Send for complete catalog

FREESIA PURITY. ⅝- to ¾-inch, $1.00 per 100, $7.50 per 1000

Dutch Bulbs have now arrived. We have limited surpluses. Send us your list of requirements and we will quote you special prices

Arthur T. Boddington Co., Inc., *Seedsmen*
128 Chambers Street **NEW YORK CITY**

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS
GREENHOUSE-GROWN SEED
Per 1000 seeds, $3.00 $13.75 per 5,000 seeds, 10,000 seeds, $25.00; $56.25 per 25,000 seeds

CYCLAMEN SEED. Distinctive Giant Strain, Duke of Connaught, crimson, **Excelsior,** white with red base; **Grandiflora Alba,** white; **Princess of Wales,** pink. Each of above $1.25 per 100 seeds; per 1000 seeds $10.00; **Salmon Queen,** per 100 seeds, $1.50; $12.00 per 1000 seeds. **Mixed colors,** per 100 seeds $1.00; $9.00 per 1000 seeds.

WINTER FLOWERING SPENCER SWEET PEAS, in all the best varieties. Also all other **Seasonable Seeds, Bulbs and Supplies.**

Send for Wholesale Price List if you haven't a copy.

Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed
If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

SWEET PEAS Winter-Flowering SPENCER
Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.
The Seed Store — 12 and 13 Faneuil Hall Square, BOSTON, MASS.

FREESIA PURITY
Mammoth Size, also ⅝-in. and up
FREESIA refracta alba, ⅝-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

J. M. THORBURN & CO.
53 BARCLAY STREET
thro. to
54 PARK PLACE
NEW YORK CITY

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Prices*

LEONARD SEED CO.
226-230 West Kinzie St., CHICAGO

ONION SETS — GROWERS FOR THE TRADE

STOCKS-STOCKS
GREENHOUSE-SAVED SEED
LENOX, White LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

When ordering, please mention The Exchange

SNAPDRAGON

Florists who know are stocking up on Snapdragon. This is a year when space must count. SNAPDRAGON will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink,** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new **Gold Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed.** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders c.

PLANTS of **Keystone, Nelrose, Yellow, White** and **Buxton,** $5.00 per 100, $45.00 per 1000; less than 100 plants 6c. each. Cash with order. Plants travel at purchaser's risk.

G. S. RAMSBURG
SOMERSWORTH, N. H.

When ordering, please mention The Exchange

BAMBOO Cane Stakes

		Per bale	Per bale
Natural,	6-9 ft...	600....	$7.00
,,	9-12 ft...	400....	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½ pkt. 50c.; 1000 seeds $1.50. Colors separate also
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
CYCLAMEN. Giants. 150 seeds $1.00; ½ pkt. 50c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.; oz., $3.50; 3 ozs., $10.00.

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

Burnett Bros.
SEEDSMEN
Catalogue on application
92 Chambers Street, NEW YORK CITY

When ordering, please mention The Exchange

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

European Notes

Climatic conditions remain very much as last reported. While we do not get a great quantity of rain our plants are daily ever thoroughly dry. Growers of Mangel and Radish seed feel rather unhappy at present but when we have passed the Autumnal equinox it is quite possible conditions will improve. In any case it will not be wise to reckon upon a surplus of either of these two very important crops.

Spinach, which has now been cleaned in, has given only moderate results; the loss of bulk in the drying has caused quite a serious shrinkage. At the same time the high prices obtained last season lead to a largely increased acreage being planted, so that there will probably be enough to go round.

Although no official figures are available there is a report that the restrictions on the export of the Dutch Spinach seed crop may be relaxed so far as the round seeded varieties are concerned. This will generate a lot of yearling seed, but owing to the wretched weather at harvest time last year the color of the seed and the germination leave much to be desired. Some seed of the 1916 crop is still on hand, but if it has to be kept until the spring of 1919 before it is sown it will be of very little value. It is a great pity that the authorities prohibited the export of the seed at a time when it was sorely needed and would have found a ready sale at a remunerative price. For this compulsory loss, the grower and the merchant have no redress, and the country has not benefited.

Francis C. Stokes, of Moorestown, N. J., who has come to Europe in the interest of his own and some other American firms, has arrived in London from France. European Seeds.

New York Seed Trade

Large Arrivals of Dutch Bulbs

The arrival of Dutch bulbs at an Atlantic port was reported in our issue of last week. One ship brought over 10,000 cases of these bulbs, only 4000 cases of which were cleared through the Customs up to noon, Monday, the 14th. On the pier where these bulbs were unloaded much confusion exists. A representative of Van Waveren & Co. and 18 longshoremen worked all Liberty Day helping to get through the Customs and away from the pier the bulbs belonging to this firm. Representatives of Vaughan's Seed Store succeeded in getting some of their bulbs away and forwarding them to Chicago. The work of clearing these bulbs through the Customs, and getting them away from the pier, for obvious reasons goes on slowly. It is reported that the bulbs, as far as they have been examined, are entirely dormant and in good condition. The shipment includes all kinds and the usual varieties of Dutch bulbs, but the higher priced sorts of forcing Tulips and mother bulbs of Narcissi are reported to be in short supply.

A second ship bringing Dutch bulbs has arrived at an Atlantic port since the one above mentioned, but all papers in regard to these are missing, and since the last mail received from the port of shipment was dated Sept. 21, and the bills of lading on this ship were dated Sept. 28, it is probable, it is said, that a week to ten days will elapse before the papers necessary for the release of the bulbs will be received. It is thought that these two ships have brought at least two-thirds of the crop of Dutch bulbs. A third ship known to have bulbs on board is expected. There were up to Tuesday of this week at noon no further arrivals of French bulbs other than the 500 cases which reached an Atlantic port several weeks ago.

K. Van Bourgondien & Sons, Arlington, N. J., report the arrival at an Atlantic port of their Dutch bulbs.

John Buckman and C. Gloeckner, representing Henry F. Michell Co., 518 Market st., Philadelphia, Pa., are in the city this week to attend to the shipments of Dutch bulbs of the above mentioned firm.

As regards sales and shipments there has been very little business in the seed stores of this city for several weeks, but the arrival of Dutch bulbs is expected to put some life into trade.

Seed House Declared Solvent

A petition for a receiver was filed against the Arthur T. Boddington Co., Inc., 128 Chambers st., on Oct. 5. The same petitioners, without any conditions or consideration being demanded, are now petitioning the court for the dismissal of their petition, as the Boddington Co. has been found on examination of its books to be solvent by a considerable margin. Under a recent election Arthur T. Boddington was elected president of the company.

Chicago Seed Trade

Vaughan's Seed Store has received a large shipment of Lilium candidim northern grown stock, via Bordeaux. Cold storage Lilies and Daffodils are moving well. Salesmen on the road report a good demand for Gladioli bulbs for next season's planting. I. Rosnosky represented this house at the F. T. D. convention at Cleveland the past week.

The W. W. Barnard Co. reports a good demand for Christmas greens for which it is now booking advance orders. C. O. Wilcox of this firm will leave this week for an extended trip through the Southwest from which section there is a large demand for Onion sets, truck and garden seed for immediate use.

Leonard H. Vaughan, of Vaughan's Seed Store has returned from New York where he attended the meeting of the Wholesale Seedmen's League. J. C. Vaughan attended the celebrations at Springfield last week incidental to the Illinois centennial anniversary.

C. Westerbeek and A. G. Pruyser, representing Westerbeek & Klyn, Dutch bulb growers were recent callers on the trade of the city.

The Adams Seed Co., of Decorah, Ia., is enlarging its establishment. Numerous improvements are to be carried out for the convenience of handling trade.

Crabbs-Reynold-Taylor Co., of Crawfordville, Ind., is preparing to do an extensive seed business the coming season. It has recently installed store fixtures from the Walker Bin Co., of Penn Yan, N. Y.

Confirmation of Cablegrams

The Post Office advises that it will expedite the handling through the mails and the Censorship Service of confirmations of cablegrams if they are mailed in separate envelopes, conspicuously marked, "Confirmation of Cablegram," instead of being enclosed in envelopes containing other matter.

Holland Growers' Protective List

The Exchange has learned through reliable sources the following facts concerning the Dutch bulb business. Holland bulb dealers have always had a protective list. Drummers took orders for long credits, nine to ten months, and these often resulted in bad debts. The situation becoming strained the dealers combined in an association to improve conditions. They argued that they, not the buyers, should have the use of their money. Also they sought to prevent damage done to the business by price cutting. In this direction there seems to have been no limit; if a salesman could not get an order for $50 he would sell for $45, or $40, or inferior stock or cheaper varieties might be substituted. Thus the business was injured. So the association agreed upon minimum selling prices below which no member is allowed to sell.

The association also made a general list of people who have not paid promptly. They agreed to set final dates of payment. If buyers do not pay they will bring such cases for decision before a court of justice composed of members

WHY DON'T YOU ORDER SOME

Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	¼ lb.
Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, flushed pink	.25	1.25	3.50
Wedgewood. Clear blue	.25	1.25	3.50
White Orchid. Pure white	.15	.75	2.50

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
Yarrawa. Rose pink and cream	.15	.60	1.00

We have on hand fresh seed of **Giant Flowered Cyclamen** in all popular colors, also **Primula, Cineraria, Calceolaria; Perennial Flower Seeds** for summer sowing and Annuals for winter flowering under glass

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

1918 CROP

BEET Per lb.
1000 Detroit Dark Red $0.50
1000 Crosby's Egyptian ..... .50
1000 Early Egyptian ..... .50

CARROT
1000 Danvers Half Long ..... .60
1000 Chantenay ..... .60
1000 Imp. Long Orange ..... .60
1000 Oxheart ..... .60
1000 Nantes ..... .65

ENDIVE
500 Broad Leaf Batavian ..... .75

PARSNIP Per lb.
1000 White Hollow Crown $0.65

RADISH
500 Early Scarlet Globe ..... .75
500 White Tipped Scarlet Turnip. .75
500 White Tipped Scarlet Globe .. .75

TURNIP
1000 Early White Flat Dutch 1.00
500 Cow Horn 1.25
500 White Egg 1.25
500 Purple Top Strap Leaf 1.25
500 Purple Top White Globe 1.50
500 American Purple Top Rutabagas 1.25

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

Write to 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAND

When ordering, please mention The Exchange

Our Dutch Bulbs are in!

Send us Your Lists for Prices

There will be many short items, we will quote all we can or name best substitute for prompt shipment

LILY BULBS FROM STORAGE

GIGANTEUM Per Case
7 to 9 in. (Case of 300).....$20.00

RUBRUM
9 to 11 in. (Case of 140).....$14.00
10 to 11 in. (Case of 125)..... 15.00
11 to 13 in. (Case of 90)..... 15.00

VALLEY from storage. Per 1000, $27.50; 500, $14.50; 250, $7.50

CHICAGO VAUGHAN'S SEED STORE NEW YORK

When ordering, please mention The Exchange

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case).....$22.50 per case
9-10 (200 per case)..... 27.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

BUY A LIBERTY BOND, AND BUY IT NOW

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

Sixty-Five Dollars

for a basket of Mastodon Pansies, "sold under the hammer," is a story of interest to you. Write for it.
Write now. 1918 seed prices ready.
Latest novelties. Write us now.
1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ¼ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

NEW CROP PALM SEEDS JUST ARRIVED

KENTIA BELMOREANA and ARECA LUTESCENS

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
2 Dey St., NEW YORK, and ORANGE, CONN.
When ordering, please mention The Exchange

LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.
When ordering, please mention The Exchange

themselves. Honest but slow buyers will not be discriminated against unjustly, but those cases which show that buyers simply don't or won't pay will not be sold to. The members of the association have, therefore, agreed not to sell to such people at all. If a member is caught selling to these undesirable firms he will be subject to a substantial fine, and may be prevented from buying bulbs from Holland growers. Bulbs will, therefore, be sold only to people who are prompt in payment and worthy of credit, hence fewer bulbs will be exported and there will be less chance to suffer losses as under former conditions.

Since a limit will be put upon the dealers' prices, it is predicted that better classes of bulbs will be exported, there will be fewer complaints and everyone will benefit. This will also prevent the shipping of unsold bulbs on speculation, the arrival of thousands of cases to be auctioned in America. Thus damage to the trade at both ends will be prevented.

In view of these developments, it is suggested that American dealers combine so as to protect themselves against Holland dealers, not all of whom are beyond criticism. Foreign dealers make honest mistakes; therefore why not form a dealers' protective association in America and have an appointed court of justice to try cases? Thus dealers abroad would know that Americans also seek to improve conditions. Both associations could cooperate, each could have its list of undesirables, the Hollanders to be offset by the American, in which instances of inferior goods, overcharges and similar mistakes could be taken care of. The effect of such a combination of Americans would help the trade fully as much as the Hollanders' association, without which, according to our information, it would have been impossible under business conditions to ship bulbs out of Holland to America this season.

New Potato Disease

The new Potato disease, recently discovered near Hazelton, Pa., and described and illustrated on page 581 of THE EXCHANGE of Oct. 12, is claimed by the New Jersey Agri. Exp. Sta. to be the European Potato wart disease, which is known in Canada and parts of New York State. A bulletin of the station states that the section in which the disease was found is not a Potato growing country and that the infection has been confined to small plantings. However, it is wise to be careful as to the source of Potato seed and to avoid planting any that has been mixed with infected tubers.

How Many Employees Have You?

Under this caption Charles A. Dards, retail florist of New York City, who has voluntarily given up much of his time to the sale of War Savings Stamps on behalf of the Government, published an advertisement paid for by himself and to which we wish to refer our readers. It will be found on page 568, issue of Oct. 12.

There is no doubt whatsoever that systematic giving lends itself to far more satisfactory results than giving up money under pressure at irregular periods, and Mr. Dard's appeal to florists, nurserymen and seedsmen to band their organizations together is right to the point. It does not make any difference in the idea as to how many men are working with you, be it five men or one hundred men. Organize them so that they will give definitely out of their earnings, on pay day each week. With this money make a purchase weekly or monthly for the amount collected of War Savings Stamps and as each man earns a stamp turn it over to him. This will be found satisfactory and the payments will come so easily that the amount out of the weekly envelope will not be missed.

The same idea applies to the voluntary contributions for the Red Cross, the Y. M. C. A., the Knights of Columbus or the Salvation Army. Have your employees consent to give from 10c. each week up out of their earnings, hold this sum until you have the total of the month's collections and then send your check in to the society on whose behalf this money has been collected. Just as with the single individual, so with groups of individuals: systematic saving or giving will invariably give more satisfactory results.

We will willingly give space to reports from our readers in cases where this method has been practiced or is going to be started after reading Mr. Dard's appeal.

Our Advertising Man's Corner

To those who have interested themselves in the way things are managed by the National Cash Register Company, Dayton, Ohio, one phase of their activities stands out which commends itself to every business man, irrespective of the size of his establishment and the number of employees.

We have in mind the human support given by this company to its vast army of salesmen. These men, through every conceivable and reasonable encouragement, are put in that frame of mind from which the qualities of best salesmanship are the natural result.

The National Cash Register Company, by its work in this direction, shows itself to be a strong advocate of the theory that in the make-up of most men is the desire to make good.

You must know that the old adage of "spare the rod and spoil the child" is not quite so believed in today and, after all, the principle involved in both cases is closely related.

The following five "bits of wisdom" on leadership, issued recently by the National Cash Register Company, may be as old as the hills to you, but the points raised are as new as if appearing for the first time, if you have not practised them:

LEADERSHIP

1. Successful leadership always requires tact. If the Chief has the gift of leadership he will praise here and condemn there.
2. To the enthusiastic and energetic person, nothing is so deadening as to be ignored. It is enough, for most men, to know that their work is observed and measured and that, if found of value, it will be appreciated.
3. If the Chief of Service criticizes the results of his juniors or colleagues TOO EXACTINGLY, he will soon lose that COOPERATIVE spirit which is so necessary to successful work.
4. An organization based on the recognition of the actual results accomplished must be far better than one in which these are ignored.
5. That organization is best that requires least attention from the head.

Creative impulse and instinct of service will impel to action, reward or no reward. Their recognition is due the public.

The National Cash Register Co., by the way, advertised largely in magazines with general circulation until some few months ago, when it was decided to use the trade press as the shortest route to the business man.

When ordering, please mention The Exchange

TULIPS

FOR IMMEDIATE SHIPMENT
Cash with order

	100	1000
Single, mixed, good quality	$1.20	$10.00
Single, mixed, superfine	1.50	13.50
TRUMPET NARCISSUS	1.75	15.00
Double Narcissus	1.50	13.50
***Mixed Narcissus**, small	.90	6.00
***Single and Double Tulips**	.50	4.00

*Two last items are small bulbs suited to planting out permanently in borders, shrubbery, etc., to grow on.

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DESK F-X,
FRENCHTOWN - NEW JERSEY
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Lily of the Valley
XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00

MAX SCHLING, Inc.
Seed Merchants and Growers
22 West 59th Street, New York City
When ordering, please mention The Exchange

Sweet Pea Seeds

Early or Winter Orchid Flowering and Choice Florists' and Flower Seeds

Satisfaction Guaranteed—Send for New Complete Price List

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00, 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c.; ⅛ oz., $1.50; ¼ oz., $2.00; $7.00 per oz.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ¼ oz., $3.50; 1 oz., $6.00.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs, ⅛ to ⅝ in., $1.25 per 100, $10.00 per 1000. Prices on large quantities on application.

SAVE COAL

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES

	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00

BICOLOR, or PINK & WHITE COLORS

Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00

PURE WHITE OR BLUSH

Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS

	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00

LAVENDER AND LIGHT BLUE COLORS

Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00

SCARLET AND RED COLORS

Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00

DARK BLUE AND MAROON COLORS

Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. Rose Queen, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

SWEET PEAS

IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices on all the following, ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate; 4 oz of one variety at price quoted

Asta Ohn (New lavender).
Apricot Orchid, buff pink.
Blanche Ferry Spencer, extra sel
Fordhook Pink.
Fordhook Rose.
Helen Lewis (new), orange salmon.
Mrs. A. A. Skach, fine pink.
Hercules (new). mam. pink.
Mrs. Sim, apricot pink.
Pres. Wilson, rose carmine.
Red Orchid.
Rose Queen, rose pink.
Selma Swenson, soft pink.
Scarlet Emperor (new), rich scarlet
White Orchid, pure white.
Venus, similar to Dainty, the Sweet Pea with orange blossom fragrance.
Wedgewood (new), bright blue.
Yarrawa, bright rose pink with light wings.
Choice Mixed, of all above colors.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc,** white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	**Phelp's White**	$0.50
Buxton, Silver Pink	1.00	**Garnet**	.50
Ramsburg's	1.00	**New Enchantress Pink**	.50
Nelrose Deep Pink	.50	**New Peachblow**	.50
Giant Yellow	.50	**New Bronze Beauty**	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

GLADIOLUS BULBS

in all varieties. Best L. I. grown. Price on application.

LILIUM GIGANTEUM

Fresh Cold Storage Bulbs

7-9 300 Bulbs in a Case $24 00

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100; 3-in., $15.00 per 100. Strong, 4-in., $25.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse-grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEGONIA Melior. 3½-in., 30c. each; 5½-in.. 75c. each; 6½-in., $1.75 each. **Cincinnati** (3 in a pot), 5-in., 60c. each; 5-in. (single), 75c. each; 6-in., $1.25 each; 6½-in.,$1.75 each. **Rex,** 10 varieties, 2¼-in., $7.00 per 100; 3-in., $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.

BOUGAINVILLEA Sanderiana. 4-in., fine plants, $3 50 per doz., $25.00 per 100; 3-in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000.

CARNATIONS. Field-grown **White Wonder, Matchless, Perfection, Enchantress, Mrs. C. W. Ward, Beacon, White Perfection, Benora, Light Pink Enchantress, Harlowarden, Pink Winsor, Alice, Peerless Pink,** $7.00 per 100. $60.00 per 1000. Prices on other varieties on application.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, ready Sept. 1st., 2¼-in., $5.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Rooted cuttings, $4.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100, $3.50; 1000 $30.00. **Single White Margaret Daisy,** 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100.

DRACÆNAS. Fine, clean plants, 2¼-in., $3.50 per 100; 3-in., $7.50 per 100; 4-in., $14.00 per 100. Strong seedlings, $2.50 per 100, $20.00 per 1000.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $17.50 per 1000.

GENISTA. 3½-in., $15.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $30.00 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid.

HYDRANGEAS. Field-grown, **Otaksa** and French varieties. 2 shoots, $7.00 per 100; 3 to 4, 4 to 6, 6 to 8, 8 to 12 shoots, 3c. per shoot.

IVY. English, 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. Fine stock. Order now before danger of freezing in transit. 4-in., $12.00 per 100; 4-in., selected, $15.00 per 100; 5-in., $18.00 per 100; 5-in., selected, $25.00 per 100; 6-in., $30.00 per 100. **New Cleveland Cherries,** 3-in., $10.00 per 100.

KENTIA Belmoreana. 2½-in., $9.00 per 100.

MYRTLE. Hardy (Vinca Minor), for covering graves, etc. Strong clumps, $5.00 per 100, $45.00 per 1000.

PANSIES. Strong seedlings. Giant Exhibition Forcing strain; finest strain in the country. $3.00 per 100, $25.00 per 1000. Fine giant mixture, $4.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100. 2000 rooted cuttings, **Easter Greeting,** fine stock, ready 10 days, $6.00 per 100, $50.00 per 1000.

PEPPERS. Bird's Eye or **Xmas Joy.** 3 plants in a pot; bushy. $20.00 per 100.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100, 2¼-in., best **Rousdorfer strain, Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Fine, 3-in., $10.00 per 100. **Chinensis,** large flo. fringed, 2¼-in., finest strain, ready now, $5.00 per 100, $45.00 per 1000. Fine, 3-in., $8.00 per 100. **Primula Malacoides Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; **Malacoides,** mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; 4-in., $12.00 per 100.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. 2¼-in., $5.00 per 100, $45.00 per 1000. **Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White** and **New Enchantress Pink, Bronze Beauty, Garnet, Blood Red,** 2¼-in., $5.00 per 100, $40.00 per 1000.

STEVIA, Double. 4-inch, $10.00 per 100. Fine field grown plants, $10.00 per 100.

TABLE FERN SEEDLINGS. Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. **Bird's Nest Ferns Asplenium,** 2¼-in., $12.50 per 100; 3-in., 25c. each; 4-in., 50c. each; 5-in., 75c. each; 6-in., $1.00 each; 7-in., $1.50 each. Fern for Fern Dishes: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above, 50c. each. **Boston,** 2¼-in., $5.00 per 100, $45.00 per 1000; 3-in., $9.00 per 100; **Roosevelt,** $5.00 per 100, $45.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; bench-grown, 5-in., fine plants, $6.00 per doz., $45.00 per 100, **Whitmani,** 2¼-in., $5.00 per 100, $45.00 per 1000.

VINCAS. Field-grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

"THE BUGS ARE BUSY NOW"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints, $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50 ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN

108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

Seasonable Stock READY NOW

BOUGAINVILLEA Glabra Sanderiana. Well shaped, trimmed plants, 4-in. pots, $25.00 per 100.

GENISTA. 5-in., special stock, well trimmed and heavy, at $30.00 per 100.

FICUS Elastica. 4-in., 10 to 12 in. high, $40.00 per 100.

HYDRANGEA, French Type. Hamar, Vibraye, Chautard, E. Mouilliere, 5-in., 3 to 4 branches, $30.00 per 100.
Heavy, field-grown, for tubs. 7 to 10 branches, $40.00 per 100.

KENTIA Belmoreana. 2¼-in., heavy, $10.00 per 100; 3-in., $20.00 per 100.

FERNS. Cyrtomium Falcatum. 2½-in., $3.50 per 100, $30.00 per 1000.
Aspidium. 2½-in., $3.00 per 100.
Birds' Nest Fern. 2½-in., $8.00 per 100; 3-in., $15.00 per 100.

DISH FERNS. All varieties, bushy stock, $3.50 per 100, $30.00 per 1000; 3-in., $6.00 per 100, $50.00 per 1000.

ASPARAGUS Sprengeri. 2¼-in., $3.50 per 100, $30.00 per 1000.

ASPARAGUS Plumosus. 2-in., $3.50 per 100, $30.00 per 1000.

ROSES. Dorothy Perkins, White Dorothy and Excelsa, or Red Dorothy, especially long tops. These plants have been staked up in open field and are well ripened. $15.00 per 100, for selected grade.

The Storrs & Harrison Co.
Nurserymen, Florists, Seedsmen
PAINESVILLE - - - OHIO

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Special Low Prices FOR THIS MONTH ONLY

Stock up your store and greenhouses with some of this choice stock, as you will need it to be prepared to meet your customers' wants.

FERNS. We have four houses full, all pot-grown, sturdy and good green color Scottii, Whitmani, Teddy Jr. and Boston. 4-in. pots, 20c.; 5-in., 35c.; 6-in., 50c.; 7-in., 75c. Nephrolepis Norwood, 5-in. pots, 50c.

KENTIA Belmoreana. 4-in pots, 40c.; 5-in. pots, 60c.; 5½-in. pots, 75c. and $1.00.

DRACÆNA Terminalis. 4-in. pots. 35c.; 5 in. pots, 60c. and 75c

BIRD'S NEST FERNS. 4-in. pots, 35c. each.

FICUS Elastica (Rubber Plant). 5-in pots, 40c.; 6-in. pots, 60c. and 75c.

DISH FERNS. 2½-in. pots, $5.00 per 100; 3-in. $7.00 per 100.

PTERIS WILSONII. In 6-in. pans, 30c. each.

COCOS Weddelliana. 3-in. pots, 20c. each.

BEGONIAS Magnifica. Pink; BEGONIA Luminosa, red; in bloom. 5-in. pots, 35c.; 4-in. pots, 20c.

PRIMULA Obconica. Best colors, 4-in. pots, 15c.

CALLAS. 4-in. pots, strong, 25c.

ASPARAGUS Plumosus. 2½-in. $4.00 per 100; 3-in. $7.00 per 100.

POMPON CHRYSANTHEMUMS. 4 best varieties, full of buds. 5-in. pots, 30c.

CINERARIA Hybrida Grandiflora. 3-in. pots, $10.00 per 100.

HARDY ENGLISH IVY. 5½-in. pots. 35c. each.

Cash with order, please.

All goods travel at purchaser's risk. Please state if plants are to be shipped in or out of pots

GODFREY ASCHMANN 1012 W. Ontario St., PHILADELPHIA, PA.

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PANSIES
MY GIANT SUPERB PANSY PLANTS NOW READY

Very Finest Mixture, choicest colors. 500 by parcel post, $2.50; 1000 by express, $4.00, by parcel post, $4.50, to 1st and 2d zone.
Cash with order.

E. B. Jennings, Box 25 GREENS FARMS, CONN.
(My nearest post office)
GROWER OF FINEST PANSIES

When ordering, please mention The Exchange

F. W. FLETCHER
(For 25 years at Auburndale, Mass.)
Offers Fresh Seed of the Famous **SNAPDRAGONS**
of his origination: Nelrose, Phelps' White, Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.
New Address:
Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange

Seed Packets
FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

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PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.
SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

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James Vick's Sons
Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete
Rochester, N.Y. The Flower City

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KELWAY'S SEEDS
GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.
KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

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Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

Ready for Immediate Shipment

GUERNSEY GRAND SOLEIL D'OR

Per case lot (2250) $42.00; less case lot, per 1000, $19.00; per 100, $2.00

FREESIA PURITY. ½-in. $6.50 per 1000

HILLEGOM HOLLAND **K. Van Bourgondien & Sons** Am. Office ARLINGTON New Jersey

When ordering, please mention The Exchange

Washington, D. C.

Local florists are doing a large funeral business. Early in the week there was a shortage of stock, coupled with which was the shortage of men. The result was that one of the largest concerns handling several hundred orders daily was compelled to refuse orders at times during the first two or three days.

Wholesale houses clean up their consignments as quickly as received and at that have not nearly enough to go around. Prices have jumped considerably, but stock is generally good, aided as it has been by favorable weather. All retail stores are compelled to remain closed until 10 a.m. to help keep the street cars less crowded, but in face of the added work one firm reports closing at 2 a.m., only to reopen the store at five o'clock for the next day's business.

Some exceptionally fine Mock Roses are offered—long stems, fairly large flowers and good foliage. They are bringing $25 per 100 and are considered worth the money. The market cleans good Radiance quickly at up to $20 per 100 for the best. Ophelia with 2ft. stems brings $20. American Beauty Roses have been moving at as high as $9 per doz. wholesale. These are very good, although the price is considered rather high.

All Roses are bringing good prices. For instance Ward with 12in. stems brought $8 per 100; Maryland sells quickly at $12, and short stemmed White Killarney and Ophelia at similar prices. Elanore Parker looks good.

'Mums bring $3 per doz., with white and yellow October Frost and Unaka in the market. There is a flood of Cosmos which is in the way with the class of business now prevailing. Not nearly enough Dahlias to go around; these flowers are counted upon to fill the shortage of Roses and Carnations. They bring from $3 up. Many growers are entirely cut out. A frost recently played havoc with the Dahlias.

Violets are in and selling well. A large consignment of Valley is expected to reach here next week and orders are being taken on the basis of $10 per 100. Trianæ Cattleya orchids have gone to $12. Dendrobium formosum is quoted at $6. Some excellent Gladioli Francis King is to be had at $10 per 100.

Viewed from the Monument

John Sharper, of Oxon Hill, Md., is reported as having recovered from an illness.

Mrs. George Dalgleish is in the George Washington University Hospital recovering from illness.

Many local florists sent funeral pieces expressing sympathy to the widow of Michael Treisea, who died recently. The deceased occupied a stand for many years near Seventh and D sts., N. W., and held the respect of all in the florist business. He must have had a premonition of his passing for less than a month ago he took legal steps to have his property placed in shape so his wife would be protected.

E. A. D.

Kansas City, Mo.

Business has been so heavy with the Kansas City florists that they have been working day and night. The epidemic of Spanish influenza which has been sweeping the country has been felt in this section within the last 18 days.

No change has taken place in the local market. Roses are still the only flower being considered. There is a big cut of these and the demand is heavy. Prices range from 6c. to 20c. apiece, as previously. The florists report business almost equal to holiday times and as there is a shortage of help it has been necessary for everyone to keep on the rush and work overtime in order to get out orders on time. Practically all the orders are for hospitals or funerals. Orders for out of town have been heavier than ever known at this time of year.

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOXGLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS. Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also Longfellow and Snowball. Fine, strong plnats, $3.00 per 1000.

HARDY ENGLISH IVY, strong, field grown, bushy plants, 3 to 4 ft. $4.00 per 100, $35.00 per 1000.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and Grand Rapids. Strong, $1.00 per 1000, $8.50 for 10,000.

Celery Plants

Best varieties, $1.25 per 1000.

J. C. SCHMIDT
BRISTOL, PA.

CRYPTOMERIA Japonica
(JAPAN CEDAR)
2-in., for growing on, $7.00 per 100.

BOSTON YELLOW DAISIES
2-in., $3.00 per 100.

DRACAENA Indivisa
Extra good, 2-in., $2.00 per 100.

GERANIUMS
S. A. Nutt, Jean Viaud, and others, 2-in., $2.00 per 100, $20.00 per 1000.

PACKED RIGHT

ELMER RAWLINGS
ALLEGANY - - NEW YORK

When ordering, please mention The Exchange

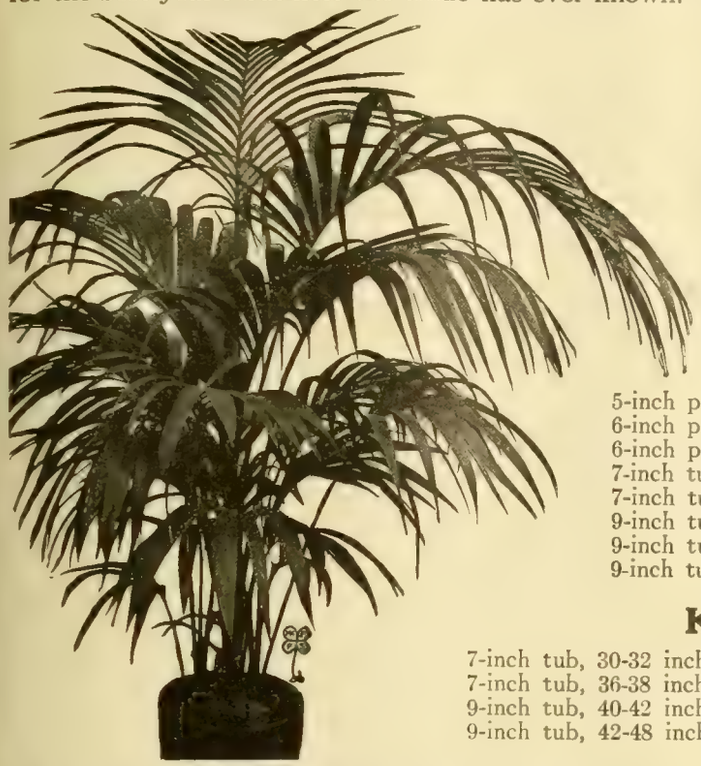
Ferns for Jardinieres
NOW READY

Fine, strong plants, in best Varieties and ready for immediate use.
From 2¼-in. pots, $5.00 per 100, $40.00 per 1000.
From 3-in.pots, $10.00 per 100, $90.00 per 1000.
KENTIA and COCOS. Just right for centers. From 2¼-in. pots, $12.00 per 100.
BIRDS' NEST FERNS. From 4-in. pots, 25c. each; 5-in. pots, 50c. each.
BOSTON FERNS. From 5-in. pots, 35c. each; 6-in. pots, 60c. each; 7-in. pots, $1 00 each.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

We still have a full line of made-up and single **KENTIAS** to offer. They will not last long, for we are pushing their sale in order to shut down some house during the cold weather. You should get your order in now and be prepared for the best year's business the trade has ever known.



ARECA Lutescens

6-inch pot .....$1.00, $1.50, $2.00 each

CIBOTIUM Schiedei

9-inch tubs.....$5.00 each

PHOENIX Roebelenii

7-inch tubs.....$3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
9-inch tub, 4-4½ feet high	10.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

When ordering, please mention The Exchange

The Truth Concerning California

MULTITUDES of folks in the East have a desire to emigrate to California, the land of heart's delight, by the sunset sea, to make a living cultivating the soil. To do so intelligently and successfully, those who have no knowledge of the conditions, as they exist here, would do well to learn about them before making the change.

Five dollars for helpful information.

P. D. BARNHART
SAWTELLE, CAL.

The publishers of The Florists' Exchange guarantee Mr. Barnhart's integrity

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.

When ordering, please mention The Exchange

The problem of local deliveries has been somewhat trying. Some of the florists have been meeting the difficulty by combining their deliveries, those fortunate enough to have drivers and delivery boys helping out those whose forces are short.

Flowers, Fruits for Sick Soldiers

A number of Kansas city business men have taken up the task of making life more cheerful for the sick soldiers of the Army motor school who are at the Army or civilian hospitals. These sick soldiers are being supplied with Oranges and flowers. The City Club is receiving contributions for the work. The president of the club started the fund with a check for $25. Other checks have been promised by telephone and the public has been appealed to through the newspapers to aid in the work.

Bryson Ayres, of Independence, Mo., a seedsman and florist, is arranging to get the flowers. Fruit dealers have promised to let the committee have Oranges at wholesale. Army officers at the school approve of the movement.

About 7000 persons gathered in Convention Hall Sunday afternoon, Oct. 6, to pay tribute to Paul Temperli, veteran of the French Foreign Legion, who died at the Christian Church Hospital, on Oct. 3. It was the first international military funeral held at Kansas City since the beginning of the war and the first funeral ever held in Convention Hall. Paul Temperli was one of the 63 members of the French Foreign Legion who visited Kansas City to help the Fourth Liberty Loan. There were many beautiful floral offerings on the stage, including an effective wreath furnished by A. Newell. It consisted of Magnolia and Cycas leaves, with a spray of Cape Flowers and Baby's Breath, and was tied with a big bow of red, white and blue ribbon and bore American, English, French and Australian flags. The body was sent to St. Louis, whence it will be sent to Washington for burial in Arlington Cemetery. After the war it will be taken to France. B. S. B.

Houston, Texas

The florists of Houston still have all they can do to supply the demand for

FREESIA PURITY

Mammoth Bulbs, Selected Stock, $15.00 per 1000

Cold Storage Bulbs

15 cases **Lilium Giganteum,** 7-9, 300 to case....$20.00 per case
10 cases **Lilium Giganteum,** 7-9, 100 to case.... 10.00 per case
15 cases **Lilium Giganteum,** 8-10, 225 to case.... 20.00 per case

STUMPP & WALTER CO.
Seedsmen **30-32 Barclay Street** **NEW YORK**

When ordering, please mention The Exchange

DELPHINIUMS are very popular as Cut Flowers

Plant now and have a stock of this beautiful flower coming along for Summer's use, when flowers are scarce.

Strong, 2-year plants, $7.00 per 100.

DELPHINIUM Formosum, dark blue
DELPHINIUM Bella Donna, turquoise blue
DELPHINIUM Gold Medal Hybrids, large spikes, all colors

Our complete list of **Perennials** and other stock is ready. Ask for it, if you have not received it.

JACKSON & PERKINS CO., NEWARK, NEW YORK

When ordering, please mention The Exchange

A Client Writes:

"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

When ordering, please mention The Exchange

ENGLISH IVY

Bushy, 3 to 4 ft., 5- to 6-in. pots
$35.00 per 100

CHARLES AMMANN
Central Ave. and Tuckahoe Road **Yonkers, N. Y.**
When ordering, please mention The Exchange.

HYBRID TEA ROSE

Los Angeles

In addition to the wonderful reputation that this Rose has made for itself as a bedding proposition during the past three seasons, it has this year also been awarded **the Grand Prize in the Trials at the Bagatelle Gardens at Paris.**

Every plant we sent out of this variety in the past has been a live advertisement, and without any special solicitation we now have more advance orders on file from our retail customers for "Los Angeles" than for any other variety.

We are sole distributing agents for the introducers for all points east of the Mississippi River and are now booking advance orders.

The price for strong two-year-old California field-grown plants for 1919 will be $1.50 each at retail. The general wholesale price will be $1.25 each, but we are prepared to book orders now for lots of fifty plants or more at the rate of $100.00 per 100. Delivery of these to be made as soon as stock arrives, which will be late in November, or early in December

While we have a large supply, there will be no surplus and if you intend to catalogue it, we would advise you to cover your requirements now

HENRY A. DREER, 714-716 CHESTNUT ST. PHILADELPHIA, PA.

When ordering, please mention The Exchange

Field-Grown Carnation Plants

$5.00 per 100

Matchless, White Perfection, Theo, Enchantress Supreme, Beacon

Edw. J. Taylor, Green's Farms, Conn.

When ordering, please mention The Exchange

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. Ophelia and Mrs. Russell, own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN	100	1000
Enchantress. Light Pink	$7.00	$60.00
Matchless. White		50.00
Lady Bountiful. White	5.00	45.00
Winsor. Pink	5.00	45.00

VIOLETS Field Clumps

Princess of Wales.....$6.00 per 100

Wood Brothers

Fishkill, N. Y.

Rose Stakes

No. 9 GALVANIZED WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16.00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21.25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING

$22.00 per 1000 Plants 3 Rings to a Plant

THE CARNATION SUPPORT CO.

CONNERSVILLE, IND.

Chrysanthemum Specialists

ELMER D. SMITH & CO. ADRIAN, MICH.

When ordering, please mention The Exchange

Carnations

8000 Matchless. Field-grown plants. Good, strong, healthy stock, ready to be moved. $60.00 per 1000. Cash.

W. B. GIRVIN :: Leola, Pa.

Carnations

F. Dorner & Sons Co

LA FAYETTE, IND.

flowers and are working day and night, being hampered by sickness among the office force.

Kerr the Florist reports that Mr. Eichling and Mr. Walker are ill. Mr. and Mrs. Kerr, with Clarence L. Brock, superintendent of parks, were invited to a birthday celebration on Sunday, Oct. 13, at Willis, Texas, the home of Mr. Cluxton, the Bluebell King of Texas. They expected to go in automobiles if not prevented by the heavy heavy rains. The celebration was to be a double one, Mrs. Kerr's birthday falling on Oct. 15 and Mr. Cluxton's on the 14th. The R. C. Kerr Co. is managing to supply the flower demand, and this is considered excellent in view of the fact that it is a new concern.

Mr. Hewitt, of the Brazos Greenhouses reports that he and his force have been working day and night to keep up with orders. His grower, Martino Bellieri, is sick.

The meeting of the Houston Hort. Society, to take up the matter of making Houston a Crape Myrtle city was not held, as the weather was inclement and besides a number of the members were ill. President Mitchell will probably not call a meeting until next month, in accordance with the request of the city authorities that all gathering be suspended for the present.

Clarence L. Brock was in charge of the decorations for the convention of the Grand Chapter of the Order of the Eastern Star, held this week at the Auditorium. Kerr the Florist furnished the emblematic flowers and other decorations.

C. L. B.

Fort Worth, Texas

On Nov. 19 to 21 we shall entertain the Texas State Florists' Ass'n in convention and have a flower show. We were a little afraid of a show at this time but our local people and the Red Cross leaders all said hold this show by all means. All profits go to the Red Cross which will assure us a good attendance. We want all florists to feel invited to help a good cause and bring their stock to this show. This will not be a small town affair but a real show with good exhibits and plenty of them. We have also added a canary bird section that will be of interest to some of the trade who handle birds. We will have many birds and some experts who will be able to give them attention if they need it. Almost all of our premium list is War Stamps and Liberty bonds. All the live boys in the trade are coming and we are going to show them a good time.

If you want to buy anything or have something to sell be on the job with us. Come and watch us say Red Cross with flowers. W. R. CUNNINGHAM.

BAY CITY, TEXAS.—A. Merzrath, proprietor of the Bay City Greenhouses has just completed a new 18ft. x 50ft. A. Dietsch house, which he is stocking with seasonable goods for the Christmas trade. Business is fairly good and Mr. Merzrath has every reason to believe it will continue so, as the harvests have been spendid in this section.

Dahlias in the West

The season for Dahlias now closing has been the best we have had for a number of years, due largely to the fact that we have had a more generous rainfall, or rather that the rainfall has been distributed better than usual; therefore, as a whole, we have had cooler and damper days. Blooms have on the average been much larger and more numerous. This condition I think has been general throughout the mountain area. At the present date (Oct. 10) Dahlias are still in their glory. Early in the season we had some white fly that did more or less damage, but have had no red spider to contend with this year.

Denver, Col. W. W. WILMORE.

Your Back Orders

Keep your temper, gentle Sir,
Writes the Manu-facturer
Though your goods are overdue,
For a week, or maybe two,
We can't help it; please don't swear:
Labor's scarce, and needles rare;
Can't get wax, can't get dyes;
These are facts: we tell no lies.

Harry's drafted, so is Bill;
All our work is now up hill,
So your orders, we're afraid,
May be still a bit delayed,
Still you'll get them; don't get vexed,
Maybe this week, maybe next;
Keep on hoping; don't say die,
You will get them, bye and bye.

The foregoing shows how the Boston Floral Supply Co., Inc., 347-357 Cambridge st., Boston, Mass., solves some of its difficulties.

PRIMULA

Obconica Giant and Grandiflora. Mixed also **Apple Blossom** and **Kermesina.** Extra fine stock. 2-in. $4.00 per 100, $35.00 per 1000.

Malacoides. Fine, 2¼-in. $2.50 per 100.

PANSIES

Giant varieties, in fine assortment, sown thin, $3.00 per 1000.

GENISTA. 2-in. $3.00 per 100.
SMILAX. 2-in. $2.00 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.
DAISIES. Snowball and **Longfellow.** $2.50 per 1000. **Mrs. Sanders,** 2-in. $2.50 per 100. **R. C. Sanders** and **Single White,** $1.25 per 100.

Cash

Byer Brothers

Chambersburg - - Pa.

When ordering, please mention The Exchange

Some Excellent Stock

Inch		100	1000
2½	ALYSSUM. Double	$4.00	$35.00
2½	ASPARAGUS Sprengeri	2.75	25.00
4	ASPARAGUS Sprengeri	7.00	65.00
4	ASPARAGUS Plumosus	7.50	70.00
4	BEGONIA Chatelaine	20.00	
2¼	CYCLAMEN. 8 varieties	5.50	
3	CYCLAMEN (fine plants)	8.00	75.00
	10,000 FERNS. From benches, several varieties, $17.50, $20.00 and $25.00 per 100.		
5	DRACÆNA Indivisa	25.00	
3½	STEVIA. Dwarf or tall	6.50	60.00
2½	SMILAX. Large plants	3.50	30.00
2	SMILAX	2.75	25.00

For GERANIUMS, FUCHSIAS, HELIOTROPE, LANTANAS, etc., write for prices.

Liberal extras for early orders

ALONZO J. BRYAN, Wholesale Florist

WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

Gloire de Chatelaine

Elegant stock, from 3-inch pots, to grow on for Christmas sales. Shift these *now* into 5- or 6-inch Azalea pots and grow them in Carnation temperature. This is one of the best Christmas subjects and should show a handsome profit. $8.00 per 100.

BAUR & STEINKAMP

CARNATION BREEDERS

INDIANAPOLIS - - INDIANA

When ordering, please mention The Exchange

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK

Oxford Ave., OZONE PARK, N. Y.

When ordering, please mention The Exchange

Vinca Variegata

Large, bushy plants, with 4-ft. long vines

$55.00 per 1000

CHARLES AMMANN

Central Avenue and Tuckahoe Road **YONKERS, N. Y.**

When ordering, please mention The Exchange

Commercial Rose Culture Eber Holmes

$1.65

A. T DE LA MARE COMPANY Inc.

438 to 448 West 37th Street, N. Y.

New Primula Malacoides

It is just as essential in Business as in War to be prepared for the future.

Your Business is largely what **you** make it.

The first step in **selling** is to have something worth while to sell, with a conscientious belief that it is all and more than you represent it to be. This is the case with the **New Rohrer Primula Malacoides.**

Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink and Light Lavender. A cool temperature, 40 to 45 degrees, produces the best results. For September and October delivery:

PINK and LAVENDER $6.00 per 100; $55.00 per 1000 2½-inch pots

Shipped Parcel Post, Special Delivery anywhere in the U. S.

C. U. LIGGIT, Office: 325 BULLETIN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS :: All sold until Dec
S. A. Nutt and Buchner.....$15.00 per 1000
Ricard and Poitevine.....$17.50 per 1000
Parcel Post shipments are surest. Bill will be tendered with shipment for postage and special packing at actual cost.
A SPECIAL BARGAIN: This stock must be sold before freezing weather, as the houses they are in will be cut for the winter.
SALVIA (America) the finest ever put on the market.
Rooted Cuttings.....$2.00 per 100
Pot Plants..... 2.50 per 100
ASPARAGUS Plumosus. Fine stock. $3.00 per 100.
These prices are for free delivery Parcel Post, up to 4th zone.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS
All booked for October

PETER BROWN
LANCASTER, - - - - PA.

When ordering, please mention The Exchange

GERANIUMS STOCK PLANTS

Ricard, Poitevine and Buchner, $30.00 per 1000

If you are doubtful of our stock plants, I can refer you to florists who bought 1000 and 10,000.

J. B. BRAUN
HIGHTSTOWN NEW JERSEY

When ordering, please mention The Exchange

Moss Curled Parsley Roots

$3.50 per 1000. Cash.
Good, strong roots

W. B. GIRVIN
LEOLA, PA.

When ordering, please mention The Exchange

Snapdragon Plants

Fine plants, 2-in., of Buxton's Silver King, light pink and Virginia, brilliant rose-pink, 5c.

YELLOW MARGUERITES, Etoile d'Or. Large, bushy, 3½-in. pots, 10c.

MATCHLESS CARNATIONS, 5c.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

Buffalo, N. Y.

Stock of all kinds is scarce. Prices are high and there is a clean-up on everything, floral work being in heavy demand. Outdoor flowers are about over. 'Mums are coming in, among the first being Smith's Advance, Golden Glow and Unaka. There is not enough stock to supply the heavy demand at present.

What People Say

The Colonial Flower Shop recently furnished many floral pieces for the funeral of Frank Miami, a prosperous newsboy, who formerly had a stand at Main and Mohawk sts. The young man, who was in the Navy, died of Spanish influenza at Great Lakes, Ill.

Miss Bessie Bellanca of the Colonial shop was recently visited by Miss Nina Morgana of Buffalo, soprano, who is giving concerts with Caruso and his company.

The Elmwood Floral Co. is moving its greenhouses from Bird ave., Buffalo, to Williamsville, N. Y.

L. H. Neubeck is cutting early 'Mums. He reports that they are selling as fast as cut.

"In these days the boss has to do all the work," said the proprietor of a local greenhouse. "When you hire a man, you don't have a chance to say, 'We pay so much.' He starts the conversation with, 'How much do you pay?' If the amount you mention doesn't please him, he walks away."

Buffalo's downtown florists are losing considerable money on account of a city-wide street car strike, still in progress at this writing. To give an idea of the losses in all lines of retail business down town, it is estimated that all retail places, flower shops included, are showing a decrease in trade amounting to $50,000 a day. Thousands of employees of local plants working on war orders are on the absent or tardy list daily during the strike and their losses in wages each day is estimated at $10,000. Employees in the florist business, who are not fortunate enough to own automobiles, are traveling to and from work on motor trucks and jitneys or over "the shoe leather route."

Buffalo trade in general and the downtown flower shops in particular has received another setback on account of the spread of Spanish influenza in this city. The epidemic, however, is causing some extra funeral work.

JOSEPH A. McGUIRE.

Lancaster, Pa.

Perhaps never in the history of the trade has the retail business been so large as that which it reached the past week, due largely to the quantities of flowers sent to the sick.

H. A. Schroyer's right hand man, B. H. Sterneman, is down with influenza. As it is impossible to get a man to run the delivery car, Mr. Schroyer has been making deliveries himself of those orders for which he could not get messenger service, and practically covers the city every day.

At the B. F. Barr establishment there has been work every day from 7 a.m. to 12 p.m. Mrs. Spero, the head of the store, was ill the latter part of the week and Mr. Barr had to take charge himself. At the greenhouses six men are down.

T. J. Nolan was in Lancaster with a line of baskets from the Burlington Willowware Shops, of Burlington, Ia., the firm he is now representing.

Two fairly heavy frosts have cut down the supply of outdoor flowers but most of the Dahlias were protected ,and these, with 'Mums, keep the flower shops a blaze of color and cheer many a sick room, helping the patients to recovery as much as do drugs and doctors.

H. K. Rohrer, who is managing the H. D. Rohrer greenhouses, reports that they are getting pot plants through via parcel post in fine shape with no complaints. It is a fortunate thing that we have this service to fall back on in these trying times of transportation.

The Florists' Club has called off its meeting, in compliance with the request of the Board of Health.

ALBERT M. HERR.

Ferns for Fall and Winter

Stock up your houses now with good saleable stock and be prepared to fill your customer's wants with plants, as there will be a shortage this Winter on cut flowers. Don't let your customer walk out, a choice Fern in a fine basket makes a pretty gift, so be prepared. Send us your order at once.

NEPHROLEPIS Scottii and Teddy Jr. 4-in. pots, $3.00 doz., $22.00 per 100. 6-in. pots, $7.20 per doz. 7-in. pots, $12.00 per doz. 8-in. pots, $1.25 and $1.50 each.
Scottii. 2¼-in. $6.00 per 100.

NEPHROLEPIS Norwood. 4-in. pots, $4.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 doz. and $9.00 doz. 7-in. pots $12.00 doz.

DRACÆNA Terminalis. 6-in. pots, very heavy, $15.00 doz.

HARDY IVIES. 6-in. pots, fine plants, $6.00 doz.

PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.

Cash with order.
All plants travel at purchaser's risk.

ASCHMANN BROS.
Second and Bristol Streets PHILADELPHIA, PA.

When ordering, please mention The Exchange

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each;
6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked until December 1st

FRED. W. RITCHY
LANCASTER, PA.

When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.
We are now collecting all of the standard kinds for cut flower growing.
Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.

ORCHIDS PALMS
and Plants of Every Variety

When ordering, please mention The Exchange

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

FERNS MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock, in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima and Dreyerii. Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

When ordering, please mention The Exchange

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

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18 to 24 inches, 2 year old	14.00
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2 and 3 yr. old. Cut back, well branched

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2 yr. No. 1½, per 100	$4.00
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Both **Privet** and **Berberis** of superior quality
I am now booking orders for Fall shipment in car lots, at most attractive prices.

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NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Leaf Coloration in Trees and Shrubs

The crowning glory of some plants lies not so much the flower or fruit as in the brilliant coloration hich is attained by their leaf in Autumn. The tree ad hills of Pennsylvania and New York at this time resent a study in colors more charming perhaps than any other season of the year.

Plant life contains many mysteries which, even after ıe scientist's lengthy explanation, still remains be-ond our grasp. The life germ hidden in the elements ' the seed, the many colors to be found in flowers, the onderful color transformations that occur in the leaf affle our limited understanding. We know of course ıat certain chemical changes in the composition of the af takes place to produce this coloration, and to ring about the change certain conditions of sunlight, mperature and moisture are necessary.

Happily our scant knowledge of these things does not mit our enjoyment of the matured production. In ır Eastern and Northern States there is a regularity f Autumn coloring which is not generally obtained sewhere. Apparently weather and mperature conditions are more ıvorable here to the bringing out f the rich hues in the leaf. Every eason is not alike in this respect f course, nor can it be said that ıe same brilliancy is noted every ear in the same particular trees nd shrubs. Probably the conditions ıat suit one plant do not fit an-ther so well; hence we see a dif-rence in degree of color in them ccording to the season. An over-igorous, sappy growth, the result f a wet, warm Autumn, or too rich soil perhaps, is not conducive to ıe bright colors resulting when the rowth has been well ripened by a eriod of dry, warm weather, gradu-lly followed by nights of almost cold temperature.

I think we may safely say, how-ver, that the best Autumn display made by trees and shrubs in-igenous to this country. Some few xotics are beautiful in the posses-ion of this trait, however; especially ; it found in those coming to us rom the colder parts of China and apan, whose climate, travelers tell s, so much resembles our own.

None of us would want to under-stimate the vivid Autumn colors ound in many forms of the Japan-se Maples, or that furnished by the aluable Manchurian Maple, Acer Ginnala. The Maidenhair Fern Tree, too, must not be forgotten for ts rich golden color prior to the fall of the leaf, while n exotic shrubs, Spiræa Thunbergii, Euonymus alatus, Viburnum tomentosum and Berberis Thunbergii afford ively color effects in the landscape. The popular Ampelopsis Veitchii, "Japanese Ivy," almost equals our ative Virginia Creeper, while the Crimson Glory Vine, Vitis Coignetiæ, can hardly be excelled among vines or color, the large, orbicular leaves turning in the all the richest shades of scarlet and crimson.

To return to our native trees, however, what can ex-el the Autumn leafage of Sweet and Sour Gum, Red nd Sugar Maple, Red, Scarlet and Pin Oak, all of hich light up the landscape in burnished shades of rimson, bronze and gold? In self-yellows we have the nighty Tulip Poplar (Liriodendron tulipifera), Hick-ries, Honey Locust, Birch and Elm. Among our maller growing native trees none can surpass the Dog-wood (Cornus florida) for beauty of foliage. It is eautiful in three respects: Spring sees it clothed n the white and pink garb of its blossoms while in the Fall it assumes a dress of crimson leaf, intensified y the erect corymbs of scarlet berries, which, unless aten by the birds, will persist long after the leaves ave fallen.

One other small tree worth special mention for its Autumn beauty is the Sorrel Tree (Oxydendron ar-oreum) which, like the Dogwood, has a pleasing habit of growth. The bright red color of the leaf is made more conspicuous by the greenish white flower buds that terminate the branches, these buds being already formed but closely sealed until the tree's season of flowers next year. In native shrubs that are conspicuous in Autumn colors we have a wide and varied collection. Foremost are the Sumachs, Rhus typhina, Rhus glabra, Rhus Copallina and Rhus aromatica, all being among the first to turn color in the Fall, and when planted in mass formation are strong features in natural plantings.

Some of the Viburnums should be mentioned; especially good are Viburnum cassinoides and V. acerifolium, the former with bronze red, the latter with yellow foliage. The bush Blueberry, Vaccinium corymbosum gives us high colors, as does also the Chokeberry (Pyrus arbutifolium) while Virginian Willow (Itea virginica) Amelanchier (Shad Bush) and some of our native Roses, all swell the ranks of Autumn color shrubs. Pre-eminent among vines and climbers is the common Virginia Creeper (Ampelopsis quinquefolia) which in rich colors can now be seen rambling over walls, hedge rows and fences alike, while many a tree trunk is brightly ornamented with the creeper's festoons of crimson and bronze. Confused with it sometimes, in the wild state, is the dreaded Poison Ivy (Rhus Toxicodendron), the foliage of which also has beautiful colors that have often lured the unsuspecting to gather them for decoration, with painful results. Every child, however, after the difference is pointed out ought to be able to discriminate between the two vines; the main difference in the leaf, which is easily distinguished, is that Poison Ivy has three leaflets on the one stem while the Virginia Creeper has five.

EDWIN MATTHEWS.

Cratægus pinnatifida

Sophora japonica

As a Summer flowering tree the Sophora stands alone. The panicles of Pea-shaped, greenish white blossoms, about 12in. long, fairly cover the entire tree and the translucent, waxy, Bean-like seeds which follow make a most attractive sight in October, as they glisten in the sunlight. The Sophora is excellent as a flowering lawn tree, but as it is invariably low branched it is not well adapted for use as a street tree. If, however, this tendency could be overcome—possibly by allowing the seedlings to remain crowded in the seed beds and thereby forcing them to grow upright and form leaders, and the falling blossoms were not objectionable—better it could be considered in the street tree class and regarded as a unique subject for highway planting. It does well under city conditions; is not bothered by insects and is easily raised from seed.

Cratægus pinnatifida

(This Week's Illustration)

Cratægus pinnatifida, while not one of the native sorts referred to by Mr. Farrington in his interesting article on Hawthorns in THE EXCHANGE of Oct. 5 is an attractive species, as will be seen from the illustration herewith. C. pinnatifida is a shrub or small tree, growing to a height of about 20ft. It flowers in June, the blossoms being white. It is really an oriental sort, being native to North China and Eastern Siberia to Korea, and it noteworthy for the great number of its varieties.

Some Hardy Ornamental Flowering Trees

(Part of an address by John Dunbar, Asst.-Supt. of Park's, Rochester. See Nursery Department, issue Oct. 12)

There are many beautiful flowering Cherries. The small fruited Cherry from Northern China, Prunus tomentosa, is extremely handsome when in bloom. It flowers usually about the first of May, and every branch is covered with great numbers of white flowers faintly tinged with pink. It usually forms a broadheaded tree, sometimes much broader than high. Sargent's Cherry, Prunus serrulata, var. sachalinensis, introduced from Japan by Dr. Sargent in 1892, is perhaps one of the most important trees ever introduced from Japan. It grows into a handsome tree and the large pink rose tinted blossoms, 2in. across, are very conspicuous. Prunus subhirtella, and the var. pendula are beautiful Japanese Cherries. The last named has become extensively dissemminated in parks, cemeteries and gardens.

White Fringe and Flowering Chestnuts

The White Fringe, Chionanthus virginica, is a beautiful American small tree, or sometimes an arborescent shrub with long drooping clusters of white flowers. It is found native from Pennsylvania to Texas. It is quite hardy in Rochester and vicinity. It is rather slow growing, and takes 15 to 20 years to attain the size of a well developed specimen. When a good sized individual is covered with the showy panicles of pure white, drooping blossoms it is undeniably beautiful. It is always characteristic throughout the Summer and Autumn, with its bold, ample leaves. It requires a deep, moist, sandy loam to be at its best and prefers a Southern exposure with plenty of light. It is readily raised from seeds and the fact should be borne in mind that the individuals are either staminate or pistillate; that is, staminate plants, while showy in flower, of course produce no fruit.

We must not omit the Red-flowering Horse Chestnuts, for they are conspicuous objects in bloom. Æsculus carnea and the forms Plantierensis and Briotii, with varied reddish colored blossoms are highly desirable. The last named has notably conspicuous red flowers. A shrubby species lately discovered in the South, A. austrina (A. discolor, var. mollis) has beautiful scarlet flowers and has proved hardy here; even during the last severe Winter it was not injured.

Federal Horticultural Board

Probably the final meeting of this board, in connection with its proposition for the exclusion of nursery stock and florists' plants, scheduled for Oct. 18, is being held at Washington, D. C., as this issue goes through the mails. The decision may be withheld for some time but will be looked forward to with concern by all interested.

The one book pre-eminently practical for use by florists and nurserymen as a guide for all laying out work is Cridland's Practical Landscape Gardening. Price $1.90 from this office.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. I. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 160 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

If Your Exchange is Late

Do not write complaining of the delay as it is beyond our power to prevent it. The Post Office is undoubtedly doing the best it can for all under circumstances of unprecedented transportation and mail conditions. If your copy does not reach you after a reasonable waiting notify us and we will mail you a duplicate.

The Coal Situation

Hearing comparatively few complaints in recent days the natural conclusion is that the majority of growers have been enabled to lay in a supply. Where difficulty still exists, after patient recouse in turn has been had to local dealer, local fuel administrator and state fuel administrator, if your cause and complaint is a justifiable one, then your final recourse should be to the National Fuel Administration at Washington, D. C. Use the wires and send in a full statement of your predicament. Meantime scout your section for anything that can be burned in a furnace to afford a temporary relief. Finally, bear in mind that we are at war, that the war has to be won, therefore our own private inconveniences and hardships, as they arise, should first be met to the best of our ability before we trouble Government officials.

F. T. D. Window Displays Assured

In their letter to Albert Pochelon, secretary of the F. T. D., offering $100 annually for a convention window, Kennicott Bros. Co. of Chicago stated that they made the offer because the F. T. D. represents the first exclusively national organization representative of the interests of the retail florists. The idea of their offer is to stimulate the local retail florists to take an active interest in the decoration of their windows for the occasion, thereby bringing the services of the F. T. D. to the attention of the local public. A significant paragraph in the Kennicott Bros. Co. communication is the statement that 55 of the new F. T. D. members of the past year—one-half of 1917 and 1918—are valuable wholesale customers of theirs.

The Cleveland Movie Show

The films shown at the recent F. T. D. meeting at Cleveland on the Tuesday night held the audience engrossed and the applause following practically every film exhibited demonstrated the appreciation of the efforts of Mrs. Ella Grant Wilson and the committee under whose attention the films had been produced. One of the most amusing of the films was that tending to show the F. T. D. business done by the Jones-Russell Co., whose store is at the point where Huron road joins Euclid av., coming to a point at its apex and giving the company unsurpassed opportunity for window display. The screen opened with one of their shop windows splendidly displayed and passers-by hurrying along. Presently comes a telegraph messenger boy followed by another and still another, then in groups, and finally the whole push in one bunch came rushing madly into the store. In the office is shown one of the partners accepting the telegrams from the boys, with a broad smile on his face. This film received rounds of applause. Later was illustrated the delivery of a rush F. T. D. order. There were some fifty films shown in all.

THE FLORISTS' EXCHANGE suggests that these films be exhibited at every florists' club meeting possible throughout the country this coming Fall and Winter. While they would be shorn of their local flavor they would, we have no doubt, prove educational and entertaining.

WANTED—EVER SO MUCH

Acacias	Bay Trees	Hollies
Araucarias	Buxus	Hybrid Tea Roses
Azaleas	Ericas	Rhododendrons

Advertiser is willing to pay any price asked not exceeding five hundred per cent. above the ruling prices of 1916

Due to the absolute indifference manifested by the rank and file of our florists, landscape designers, park and cemetery superintendents, private estate owners, and others, advertisements of the above character will be plentiful when the piping days of peace return if the Federal Horticultural Board puts into execution its Plant Exclusion program June 1, 1919, as it most assuredly will unless, within the next two weeks, individual letters of strong protest and by the score are received by the Board.

As was noted in our issue of Oct. 12 a conference on plant exclusion by the Federal Horticultural Board was called to convene at Washington, D. C., Oct. 18. Received too late for publication in that issue was a telegram from C. L. Marlatt, Chairman of the Board, to the effect that it was inadvisable to postpone the conference on account of the local health conditions. The intentions of the Federal Board had been fully presented, it said, and persons who did not care to attend were invited to submit criticisms or suggestions in writing with the guaranty of the Board that these would be given full consideration.

TO "EXCHANGE" READERS

One Hundred Million Strong

YOU are a fighter in this great American Army—the army that is going to win the war. And you have a record to be proud of.

YOU have helped to raise and train and ship to France nearly two million American fighting men.

YOU have bought the bonds that bought the guns and shells with which they are winning battles.

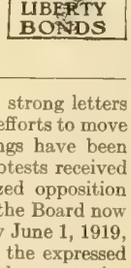
YOU have saved food voluntarily to help our Allies.

YOU—and your soldiers—have turned the tide of battle towards victory.

You still have before you the crowning task—to WIN.

You can do it.

Buy Liberty Bonds—buy to your limit—buy for Victory, and—all of us together—we can't *help* winning.



Many of our Florists' clubs have sent in strong letters of protest against the proposed ruling. All efforts to move the Board to reconsider its proposed rulings have been unavailing to date, possibly because the protests received were looked upon as coming from organized opposition and not from individuals. In point of fact the Board now proposes to exclude all the plants covered by June 1, 1919, whereas, at the hearing of last May it was the expressed intention to give growers here the time and opportunity to import sufficient of these stocks whereby they could lay the foundation in this country for prosperous nurseries which would quickly rival those of Holland and Belgium, particularly, in their ability to turn out all these plants in quantity sufficient to meet every demand. Under present day conditions it is practically impossible to import any plants, and there is but the slightest likelihood of imports by or before June 1, 1919.

As to the present day facts: if our readers will, in gr numbers, show their interest in the situation, and ask th a reasonable time be given, *after the ending of the war*, procure the supplies necessary not only to keep the dustry alive but to allow of adequate preparations where to establish nurseries of the character desired in favor locations here, the Federal Horticultural Board might inclined to grant the extension. Such letters of prote should be forwarded within the next ten days, and a dressed to

Wm. F. Gude, S. A. F. Representative, 1214 F st., N. W., Washington, D. C.

who will make it his duty to see they are promptly plac in the hands of Mr. Marlatt, Chairman of the Fede Horticultural Board, or they can be addressed to th gentleman direct.

These individual letters of protest should be written fr each man's standpoint pointing out wherein the restricti is going to be detrimental to his business.

We confess our ignorance, but on the plants named this article, and brought in from the highly developed a carefully guarded nurseries of England, France, Belgi and Holland, we are unaware of any disease or destructi pest which is working any more havoc in this count than the various diseases and destructive pests found florist's flowers originating in this country.

It is too late now to go into the reasons why Pl Exclusion as affecting so-called florists' decorative plan has been brought to its present threatening point. T trade is confronted with a condition which will shor become a fact, unless it at once vigorously protests agai rulings the putting into effect of which, in the man proposed, must inevitably lower for years to come t magnificent appearance of all our great public show grou to say nothing of hundreds of thousands of private ho grounds of all grades, which have made American ho culture what it is, as well as effectually stamp out import industry which has been in vogue for a hundr years or more.

F. T. D. Convention Report

(*Concluded from page* 609)

Board of Directors' Meeting

At a meeting of the Board of Directors, held imm diately following the adjournment of the Convention, unanimous vote Albert Pochelon was re-elected secreta and W. L. Rock Treasurer for the ensuing year.

On motion it was ordered that $2500 be appropriat toward the S. A. F. publicity fund, $1500 of the same come out of the F. T. D. treasury and $1000 to be return to the S. A. F. when received from that organization.

Membership Dues in the S. A. F.—A Momento Question

On motion of Mr. Knoble, it was declared to be the poli of the Board of Directors that the F. T. D. organizati pay into the treasury of the S. A. F. and O. H. a sum equ to $3.00 per capita of F. T. D. members, providing an agre ment can be made with the directors of the S. A. F. a O. H. to invest this money so received in the latte publicity fund. It was understood that action on t above will have to be in the shape of a constitutio amendment, to be ratified by the general convention, b in the meantime, by further motion, the secretary w empowered to receive applications for membership in t F. T. D. until such time as the preceding recommend tion can be acted upon by the membership of the F. T. J along the lines outlined, as a constitutional amendmer It was predicted by Secretary Pochelon that this acti would result in a large accession of membership in th F. T. D.

Prior to this declaration by the Board of Director considerable discussion had taken place on this subje during the business meetings Tuesday and Wednesda On behalf of the F. T. D. it was stated that it had becon a very moot question for some time past as to how th association could increase its membership in the face of th objections made by florists approached to take out mem bership, many protesting vehemently against bein arbitrarily compelled to join two organizations in ord to get the benefit of one. Therefore, the present acti is taken in an endeavor to create some way whereby will be possible for the F. T. D. to add to its membersh through an arrangement whereby all new members of th F. T. D. become automatically members of the S. A. without the applicant having to make personal applic tion for membership in the S. A. F. as well.

The $50 Award Suggestion not Concurred In

The prize suggestion with reference to making a speci allowance to traveling men for bringing in new membe was brought up and was not concurred in by the Board.

The late Mrs. James E. M. Weir

See Obituary Notes, page 585

A vote of thanks to Treasurer Rock was adopted by unanimous vote for efficient services.

The Board made an appropriation covering the office expenses of the secretary and also the expenses of officers and directors in attendance on board meetings, the latter being along the same lines as now prevail in the S. A. F. and O. H.

The Wednesday Luncheon

At the noon luncheon tendered by the Cleveland Florists' Club addresses were made by crippled soldiers in khaki just returned from the front. Private O'Hearn, of the Canadian army, who had lost his right arm, gave an interesting and detailed account of the methods employed by the Intelligence Department of the Army in making scouting expeditions in No Man's Land, making maps and obtaining all details in regard to the enemy's trenches, and so forth. His story was on entirely new and unpublished lines, and alone worth the trip to Cleveland to those interested in war history. He was followed by Private O'Sullivan of the American army who had fought and been crippled at Chateau Thierry, who also recounted his experiences at the front.

The company was wrought up to a high pitch of enthusiasm, and at the psychological moment President Gude, after referring in feeling terms to the sacrifices made by our boys "Over There," made an urgent appeal for subscriptions to the Liberty Loan, in response to which all present at once came to the front and almost all of the tables contributed a full one hundred per cent. The list of bond purchasers at this luncheon follows, aggregating $8800. Practically every individual purchaser had already bought previously "until it hurt." Here's the list:

David F. Klein, Arthur S. Cohen, Jas. M. McLaughlin, Sam Seligman, L. C. McFarland, A. T. De La Mare, Mary E. Walker, Chas. J. Graham, John Walker, Geo. M. Geraghty (Canadian), Mrs. Norman I. Stewart, Charles H. Brown, E. C. Pruner, Max. E. Gottlieb, Henry Smith, D. A. Brown, J. W. Rodgers, C. S. Harper, Albert Pochelon, W. J. Smyth, Philip Breitmeyer, A. R. King (Canadian), Ira C. Harper, Frank B. Smith (Canadian), Joy Floral Co., W. Gude, The F. T. D. Association, Patrick F. O'Keefe.

Henry Penn, Hester A. Getz, Amelia E. Gude, Vincent G. Gorly, Jno. A. Lambert, John E. Quallick, H. P. Merrick, John Young, Wm. C. Gloeckner, Fred C. Weber, Jr., Frank J. McCabe, H. G. Dillemuth (Canadian), Schiller, The Florist, Paul Klingsporn, De Forest W. Ludwig, Chas. F. Feast, H. P. Knoble, Payne Jennings, Guy E. Davis, Arthur Langhans, J. J. Salmon, Henry L. Blend, T. E. Waters, Irwin Bertermann, Geo. A. Washburn, Sam Freund, Frank Schram, H. B. Jones, Frank J. McKenna (Canadian) Frank A. Friedly, L. F. Darnell, Henry C. Forster, Geo. R. Doemling, E. H. Mann, Ed. A. Fetters, J. Rosnosky, F. E. Deckregg, De Forest Wicks, H. W. Schluroff, F. C. W. Brown, Teddy Nelson, W. H. Anderson, J. S. Wilson, H. B. Howard, Baum's Home of Flowers, A. H. Vogt, J. F. Sullivan, Jas. J. Karins, Fred H. Lemon.

The individual sales ran from $50 all the way up to $1000.

At the J. M. Gasser Co. greenhouses at Rocky River, Cleveland, visited by the F. T. D. on the Tuesday afternoon, under the escort of F. C. W. Brown, its manager, the most conspicuous object on the grounds was the newest greenhouse, 61x400ft. erected by the Lord & Burnham Co. The plans had been completed to install a duplicate of this house in 1918, two more similar ones in 1919, and the final two in 1920, but the war has caused a temporary cessation of the plans in this direction.

So favorably impressed were they with the work of the F. T. D. that James J. Salmon & Son, of Akron, Ohio, although non-members, voluntarily made a contribution of $10 to the association for the general good. Upon suggestion of Secretary Pochelon this money was applied to the S. A. F. publicity fund.

F. T. D. Final Registration

Frank C. Smith, Hamilton, Ont.
John E. Zuallin, Cleveland, O.
E. B. Hamilton, London, Ont.
Sam'l Seligman, F. T. D. Publicist.
Frank L. Riley, Akron, O.
W. J. Smyth, Chicago, Ill.
Henry C. Foster, Detroit, Mich.
E. A. Fetters, Detroit, Mich.
Tong & Weeks, Ashtabula, O.
Miss Arnetia Gude, Washington, D. C.
Miss Matern, Sandusky, O.
Richard Rolston, Cleveland, O.
Mrs. H. M. Schleeroff, Erie, Pa.
Robert J. Hughes, Cleveland, O.

We ask attention to the report of the Cleveland Club meeting on Monday, Oct. 7, which appears in this issue. It contains information of value. It was omitted from our last owing to delay in the mails.

Obituary

Mrs. Joseph Koppelman

Mrs. Joseph Koppelman of Providence, R. I. died last week of influenza. She leaves three children and her husband who is senior member of the firm of J. Koppelman & Co., wholesale florists.

Alexander Mead

Alexander Mead, descendant of one of the oldest families of Greenwich, Conn., and senior member of A. Mead & Son, died last Sunday, aged 83. For 60 years he had conducted the florist business. His son, daughter and sister survive him.

The late Theodore Schober

Theodore Schober

The many friends in the trade of Theodore Schober, manager of the Wyncote establishment of the Joseph Heacock Co. will regret to hear of his unexpected death. Mr. Schober died of pneumonia on Oct. 8, in his 45th year. He was unmarried and made his home with his widowed sister at Wyncote. He had been sick only a week. Mr. Schober was the prime mover in establishing palm growing at Wyncote and had made it practically his life's work. He had been with the Joseph Heacock Co. for more than twenty years. He was quiet and unassuming, a man well liked and held in highest esteem by all who knew him. He was an active member of the Florists' Club of Philadelphia and was one of the few who seldom missed a regular meeting. Funeral services were held on Sunday Oct. 13.

Charles Brown

Chas. Brown, who for the past 38 years has been a florist in Canton, O., died at his home in that city on Oct. 3, aged 67. He is survived by his wife. He came to Canton 48 years ago and was employed by the late President William McKinley. Ten years later he started in the florist business which has grown to considerable proportions. He was a member of the Canton Lodge F. and A. M., the Knights Templar, Knights of Pythias, K. O. T. M., and the Nordes Order, R. H. K. The funeral services were held Sunday, Oct. 5, in charge of the Masons with internment in Westlawn Cemetery.

Mrs. Brown's intention is to continue the florist business under the direction of Mr. Larson who has been the directing spirit of the establishment for several years. It is rather a singular coincidence that two of Canton's leading florists should pass away within two weeks and be buried on successive Sundays.

A. T. Pollard

Private A. T. Pollard, proprietor of the Pollard Flower Shop in Canton, O., who, on account of joining the Colors, advertised his store for sale in our columns Aug. 24 last, died suddenly at Camp Sherman, Chillicothe, O., on Sunday, Oct. 6., of pneumonia. Private Pollard was connected with the 9th Co., 3d training battalion, 158th Depot Brigade, since Sept. 5. when he was inducted into the service. He had been ill but a week. His mother, Mrs. Elizabeth Pollard, and his brother, Miles Pollard, were at his bedside for a few days preceding his death.

A. T. Pollard started in the florist business at the age of 16, and at 18 years of age he was manager of one of the leading flower stores in Worcester, Mass., where he was born and lived until 1910 when he came to Canton, where he achieved quite a success. Besides his mother and brother he is survived by a sister Miss Lillian Pollard, who is an employee of the Ordnance Department at Washington, D. C.

The funeral was held at Canton, Sunday afternoon, Oct. 13, the delay being caused by the illness of the soldier's mother. The funeral was held from the First Christian church, with interment at Westlawn Cemetery with full military honors, and was attended by representatives of the Chamber of Commerce, Rotary and Adcraft clubs and the Canton guards, as well as all soldiers in the city on furloughs. J. McL.

Byron David Halsted

With the passing of Dr. Byron D. Halsted, (on Aug. 28), the New Jersey Agricultural Experiment Station lost a faithful servant who had won honor, respect and affection from all of his associates. His unremitting search for truth added richly to our knowledge of plant diseases and of plant breeding. A pioneer in the field of mycology, he laid the foundation for much of the present-day information on plant diseases, and on this foundation his colleagues helped him to build effective methods of control. When failing health compelled him later to give up work with the microscope he devoted himself assiduously to the study of heredity and environment as factors in plant production, and, in spite of bodily suffering, retained his interest in his chosen work until the very last. Had he lived until Feb. 1, 1919, he would have completed thirty years of service with the New Jersey Station.

Born in Venice, Cayuga County, New York, on June 7, 1852, Dr. Halsted lost his parents in early childhood and was brought up by relatives. He graduated from the Michigan Agricultural College in 1871, but remained there for two years longer in order to complete his graduate work for the master's degree. He then taught school for two years, entered Harvard in 1875, and was not only the first of Dr. Farlow's students at Harvard, but also the first to take a doctor's degree in cryptogamic botany. This degree was granted to him in 1878.

Two years after leaving Harvard he became managing editor of the *American Agriculturist* and remained in journalistic work until 1885. In that year the late Prof. Charles E. Bessey, on being elected Professor of Botany at the University of Nebraska, nominated Dr. Halsted as his successor at the Iowa Agricultural College. After a teaching experience of four years at Ames, he was called in 1889 to Rutgers College to become the Botanist of the Experiment Station and Professor of Botany in the College.

Dr. Halsted was associate editor of the *Bulletin of the Torrey Botanical Club* from 1890 until 1893, and of *Systematic Flora of North America* since 1895. He won the silver medal of the Massachusetts Horticultural Society in 1877. The scientific societies in which he held membership included the American Association for the Advancement of Science, the Society for the Promotion of Agricultural Science (president 1897-1899); the Botanical Society of America (president 1900-1901); and the Society of Plant Morphology and Physiology. He was the author of "The Vegetable Garden," 1888; "Farm Conveniences," 1888; "A Century of Agricultural Weeds," 1891; and of numerous technical papers in bulletins, reports and journals.

Dr. Halsted was a very enthusiastic botanical collector and a great many new species were brought to light as a result of his enthusiastic work. He described a number of new species and sent many more to Ellis, Everhart and other mycologists. There is scarcely a mycological collection of any importance in the country that does not contain specimens collected by Dr. Halsted. He was among the first to report the introduction of several foreign diseases into America.

JACOB G. LIPMAN, in *Voorhees Farmer*.

New York Florists' Club Meeting

$40,000 Subscribed to the Fourth Liberty Loan

A regular meeting of the New York Florists' Club, held at the Grand Opera House building, Eighth ave. and 23d st., fully in keeping with the times, must be chronicled.

It was said that the majority of the seventy odd men present, had, before coming to the meeting, bought Liberty Bonds to their utmost. Corporal J. A. Murphy of the Canadian Army, however, convinced a large number of the members that they hadn't "touched bottom" by many a dollar.

Addressing the club for a full hour, in a style which did not mince matters and which has become familiar to most of us these days, Corporal Murphy told of life in the trenches with all its horrors; of men going for days without food; of German cruelty in all its diabolical phases. All of this, related by a man who had been through it and would, in all probability, walk with a stick for the remainder of his life, brought home to his hearers the absolute necessity of further subscriptions and the members, although far from making up a large attendance, responded quickly and freely. The Lord & Burnham Co., through Thos. Boothe de Forest, opened the subscription by an offer of $5000 providing the amount was matched by those present. This was quickly accomplished, as was an additional $15,000 offered by the said company. A list of the subscriptions taken up at the meeting follows:

Lord & Burnham Co., $20,000; the N. Y. Florists' Club, $4000; H. Gessner and John Scheepers each $2000; Traendly & Schenck, $1500; The Farmers' Bureau, Inc., Gustav M. Koppel, Joseph J. Levy, H. M. Robinson & Co., Joseph Margolis, Charles Robinson, Florence R. Clarke and the Duckham-Pierson Co., each $1000; E. T. Hart, $800; Roman J. Irwin, $650; W. A. Manda, Henry Weston, August Rolker & Sons, Charles H. Totty Co., Schloss Bros., Ribbons Inc., Julius R. Ross and E. M. Ives, each $500.

J. Walter Reimels and Maurice Levy, each $350; Joseph A. Manda, $250; William N. Hackland, Margaret R. Kelly, Leo Klein, Albert Baron and A. Vlachos, each $200; Lizzie D. Baruch, Philip H. Cox, P. W. Popp, Milton Selinka, Charles Schwake, Robert Seligman, A. J. Manda, Cyrus Price, Stelcanos Chresomal, L. D. Entsch, William Manheimer, M. Vlachos, James Hughes, Herman Lee, and Jean Darmi, each $100; T. W. Langan, Louis T. Rodman, Ada Luxenberg, John J. Gunther, Viola Cohn, Speros Nanekas, Peter Coronges, Alura M. Beardsley,

Corporal J. A. Murphy

Anargeros Bros., William H. Long, N. A. Doganges, Chris E. Zervakes, and Christatos & Ballas, each $50. The total amount subscribed was $46,550.

For his work, which was so much appreciated, Corp. Murphy was given a standing vote of thanks, a generous supply of flowers and a trip home by auto.

During the regular business of the meeting, Pres. Schenck told of the work of the committee on the Liberty Loan having been interfered with because of the sudden rush of business experienced last week, although one of the committee, F. H. Henry of Henry & Lee, has been responsible for the securing of subscriptions to the extent of $40,000.

C. H. Totty and August Rolker, in talks regarding the exclusion of plant importations, urged every member to write a letter of protest to Washington, addressed to William F. Gude, the Washington representative of the S. A. F. and O. H. Further efforts to secure a less drastic bill will be made in a conference at Washington this week, which President Totty, J. D. Eisele of Dreer's, and others who care to, will attend.

E. R. Hanft, 325 Fifth ave., whose nomination was pending was duly elected to membership. A. J. Radice, 55 West 26th st., was proposed for membership and usual course taken.

It was generally considered that the exhibits for the evening were noteworthy. The following awards were announced:

W. A. Manda, 125 varieties of Tradescantia, silver medal; collection of Hexinia Sallieii, highly commended; Dracæna Rothiana and Anthericum Mandaiana, cultural certificate; Dahlia Mandaiana, awarded club certificate last year, vote of thanks. Babylon Dahlia Gardens, Babylon, L. I., collection of Dahlias, vote of thanks. G. Schlegel, Bay Ridge, Brooklyn, S. G. Millosy, gdr., new Dahlia, Mrs. George Schlegel, awarded preliminary certificate last year, vote of thanks. P. W. Popp, Mamaroneck, N. Y., collection of Dahlias, silver medal; five vases of Gladioli, vote of thanks. Chas. H. Totty, Madison N. J., vase of new Rose Premier, vote of thanks.

W. A. Manda in giving his reasons for his fine display of Tradescantia said that he believed it particularly advisable to emphasize home production at this time, so as to lessen the effects of the coming plant exclusion. Mr Manda further urged the growers to make every effort possible to keep all houses running by gathering wood and other suitable fuel material. There are ways and means as Mr. Manda indicated in his story of the wife of a former European orchid grower, who had saved her husband's plants during the Franco-Prussian war by burning up everything at hand, even the household furniture.

Secretary John Young, in paying tribute to the F. T. D. as a live organization with a big purpose, commented on the manner in which the recent two-day convention at Cleveland had been conducted, and made mention of the support given by the F. T. D. Association to the national advertising campaign. He said he would be glad to make personal calls on retailers desiring information regarding the workings of the F. T. D.

Resolutions on the death of James Dean and A. V. D. Snyder were read and the Secretary was instructed to pass these along to the families concerned. It was also agreed that resolutions of sympathy be drawn up in connection with the deaths of Louis Schmutz, Jr., C. B. Weathered Jr., and C. G. Roebling.

Dayton, O.

Dismissal of the bankruptcy petition filed against the Miami Floral Co of Dayton, O., by the Schloss Brothers Ribbon Co., has been directed by R. E. Cowden, referee in bankruptcy, who virtually holds the plaintiffs did not present sufficient evidence to win their contention. The defendant company, due to losses sustained last Fall by heavy frosts, has been in the hands of a receiver.

Boston, Mass.

Market Report

Oct. 15.—Beginning with Monday of this week there has been an increased supply of flowers, especially of Roses. Prices have dropped somewhat. Am. Beauty Roses are moderately plentiful and prices are much the same as last week. Hybrid Teas are of unusually good quality and much more abundant. Prices for 9-in. roses are now 4c. apiece; other grades correspondingly higher. The biggest demand is for short stemmed Roses. The bright, crisp weather of the past week has improved both supply and quality. Prices are 8c. and 10c. each. The supply of Cattleyas is moderate and there is a good call at $7 to $9 per doz. Asters from out of doors still sell well at 4c to 10c. Some out of doors Gladioli sell at 4c. each 'Mums are much more plentiful than last week and many more colors are now selling from $2 to $4 per doz. Wild flowers of almost any kind and color find ready sale. Asparagus is in good supply and is cleaned up daily. Chrysanthemum plants are the only plants being offered. Ferns, Crotons and Dracænas are selling well. R. C.

Toledo, O.

Early frosts with a combination of unusual conditions brought about a situation beyond parallel in this city. With hardly any flowers on hand, and none to be obtained came the climax of perplexity with an abnormal demand for funeral work that has persisted for two weeks. Florists had the choice of either turning down orders or relaxing their usual standards for a time by using weeds, artificial flowers, Oak and Galax leaves. Practically no out-door flowers were to be had except those that could be cut for the asking. Roses were in short crop and there were scarcely any Carnations. Too early for 'Mums. Under the circumstances retailers divided up available stock. It was surprising the artistic pieces that were turned out. The public soon became aware of conditions and was satisfied easily with a few flowers. Retailers who have been slow to raise prices to a profitable level have been forced by market conditions to get better prices and to their surprise hear no complaints from the public.

Gathered Here and There

In the present Liberty Bond campaign this city was again the first of its size to go over the top, its second consecutive victory. The organization here is doubtless the best in the land for on the day of the campaign every individual had been solicited to buy bonds by house to house canvassers, a special sales committee to sell more wealthy persons and a corporation group of salesmen to sell corporations. Every prominent florist in the city has been taking active part.

Schramm Brothers have had a run of funeral work for the past two weeks such as they have never before experienced. They have turned out many Galax and Magnolia wreaths but have been chary of the use of artificial flowers.

Mrs. J. B. Freeman, of "The Flowers," has been swamped with funeral work and like many other florists has been having difficulty in obtaining enough suitable stock to fill orders.

Helen Patten, though busy with funerals, is never too busy to neglect the Red Cross in which she is an untiring worker. She is closely identified with every movement of patriotic women in this city for helping soldiers and to win the war.

Frank Kaminski, Lagrange st. florist, has sold his interest in the business to his nephew and has retired. He had no complaint to make about business.

Krueger Brothers, Toledo's largest Rose growers have separated. Will Krueger has taken over the growing end, while Henry has taken charge of the retail store at Clark and Nevada. The other brother took a cash consideration for his interest. F. M. S.

Over-Propagation Makes Poor Dahlias

My Dahlias made a very soft sappy growth in late Spring and early Summer due to the wet weeather. In August the extreme heat simply cooked this soft growth, and in many cases burned the leaves to a crisp.

In the vicinity of Boston and Providence, where cool nights and damp sea breezes are usual the plants were not so badly effected. To the south through New Jersey, etc., the plants were affected worse, in many cases completely ruining them.

While the plants were in this condition the white fly descended on them in clouds checking all new growth. I then sprayed three times with a strong solution of Black Leaf 40 and soap. After the second application (in the meantime we had a good rain) the plants showed a marked improvement. After the third the fly seemed to disappear almost entirely. The plants started to make a fine new growth. While they did not come along soon enough for the exhibitions, we have had good blossoms in the past two weeks.

I cannot agree with Mr. Fuld that the white fly was to blame for the trouble, but I do think it held the plants in check after the heat finished its work.

For several years I have noticed plants with stunted growth, and curled, yellow leaves, of which Mr. Fuld speaks. I believe this due to some root trouble; for I have taken a clump, which appeared to be perfectly healthy and was healthy the previous season, made several divisions of it, placed these in different parts of the garden, and in many cases have seen every one of these divisions come up stunted, the plants of other varieties surrounding them being perfectly healthy.

I have also tried these roots a second season with the same results, it being practically impossible to eradicate after once getting into the stock. These stunted plants are often covered with flies, in fact, seem to form a breeding place for the fly. Is it not a fact that insects attack unhealthy plants of any sort in preference to healthy ones? I believe one of the greatest causes of this trouble is over-propagation from cuttings, the stock not getting its needed rest and thereby weakening it. I think we are blaming this small insect for many troubles by no means due to it.

C. Louis Alling.

Rose Buds Ruined

The buds of my entire Rose crop, consisting of 3000 plants, including Ophelia, Hadley and Columbia, are being eaten by some insect; as soon as a new bud shows itself it is ruined. I am sending you a few of the defective buds and a small vial containing some of these pests. My opinion is that they are thrips, but as I have never before been troubled with such pests I do not know just how to combat the trouble. The plants in general look fine and healthy. I fumigate every other day with Tobacco dust and Cayenne pepper; also I cut all the new buds but do not seem to be able to overcome the trouble.

I had four benches of old stock and planted my new Roses before cleaning and starting the old ones. Perhaps the trouble began from these old, rested Ophelias. I shall appreciate any advice you can give.—J. M., Ohio.

—It is impossible from the description and the condition of the samples received to state what is the trouble, but as the plants are healthy and growing well it should be comparatively easy to remedy the trouble.

Thrips will cause the buds to come deformed, but they do not eat off the buds in the manner that grasshoppers do. Fumigating with Tobacco will destroy thrips and I would suggest doing this for three nights in succession and then omitting it for two weeks and watch the result.

There are good grades of Tobacco dust sold for this purpose. Some varieties of the dust are not as good as other sorts and if used too freely may cause deformed flowers. The various nicofume papers sold are safer to use for this purpose. Ophelia often produces a number of deformed buds, especially on the strong growth, or if they are allowed to become too dry at the root. Cut off all deformed buds to the first good eye at once and you will get a new crop of flowers about Thanksgiving. If the trouble persists consult your nearest agricultural college experiment station. Eben Holmes.

Pittsburgh, Pa.

Never in the history of the Pittsburgh cut flower business have flowers been so scarce and in such demand. This is partly due to many deaths. No florist can get enough flowers to fill his orders. Price is no object as anything will sell. Lilies have advanced to $20 per 100, and Am. Beauty Roses from $35 to $60 per 100. Roses are selling from $4 to $15 per 100. Carnations at $4. A few small Gladioli are coming. They clean up quickly at $4 per 100. A small shipment of Asters received one day last week sold for as much as a large shipment at the glut period. Shipments of Dahlias helped out, but many customers were disappointed and many did not get their requirements. Prices, $8 to $12 per 100. Yellow and pink 'Mums have sold at high prices. Ordinarily they would lie around at 10c. to 12c., but 25c does not seem too high now. Evergreens of all descriptions clean up well. We hope for more stock next week. Any grower who has stock to offer can realize fancy prices in Pittsburgh.

City Notes

H. L. Thompson, of Rochester, Pa., has been ill with pneumonia the past week.

De Forest W. Ludwig, B. L. Elliott, A. E. Gibson, E. J. McCallum and Harry Ackerman attended the F. T. D. convention at Cleveland. They say the meeting was the best ever held by any of the florists' associations. They saw few flowers in Cleveland.

A meeting was called last Monday by the growers of Pittsburgh district to form plans to present to the local fuel administrator in regard to obtaining more fuel for the coming Winter.

Nick Keonis was called to Chicago last week on important business. He says the flower market is as bad there as in Pittsburgh.

The Pittsburgh market is fortunate in having a grand supply of fancy Dahlias.

The McCallum Co. has issued a fine new catalog which goes into the mail this week.

Pete Harris has been on the sick list.

Edw. Blind is cutting fine white 'Mums and good Lilies.

Development of Wall Garden

An innovation in park gardening under construction at West End Park will be completed in time for the "Flowers that bloom in the Spring." Under supervision of Superintendent Geo. W. Burke of the Bureau of Parks, and Foreman Neal McCallum of the West End Park, the stone foundation is being laid for a wall garden along Herschel and Kerr sts., at the northwest corner. The dimensions of the wall are planned to conform with the grade of the streets, the highest point being 11ft. at the junction of the two, and the lowest 7ft. The primary function of this new wall garden is to supply natural conditions essential for the perfect development of the alpine plants, the roots of which are finicky in requiring moisture rather than real water. This requirement is supplied through moisture which exudes from a stone wall, the formation of which permits the rain to run off instead of being absorbed. Owing to the number of so-called alpine flowers, remarkable variety in coloring and formation is shown in the blooms, the long list including Edelweiss, Cheddar, Scotch, Alpine Fire, Moss and Marden Pinks, Bindweeds, Candytuft, Campanula, Cinquefoil, Columbines, Flax, Gromwell, Harebells, Iris, Houseleek, Jacob's Ladder, Lilies, Lungwort, London Pride, Loosestrife, Geraniums, the true Geranium, Sandworts in variety, Primrose, Rock Cress, Gold Dust, Live-forever, and Stonecrop in variety.

A quantity of seed has already been planted, the remainder being in readiness for the Spring flowering. Mr. McCallum collected these seeds largely from Highland Park and other botanical parks of Rochester, N. Y., Highland Park having the finest collection of hardy shrubs in the United States, with the one exception of the Arnold Arboretum in connection with Harvard University. While the West End Park is a city tract, it is distinctive. It includes 17½ acres, 10 of which are laid out by Mr. McCallum to represent an old fashioned English garden. Within the park with its picturesque setting, overlooking in the distance the Ohio Valley, is the largest collection of herbs and medieval plants in Western Pennsylvania, with many of the old time English posies.

Fort Wayne, Ind.

Never at this season have conditions been so difficult as at present. The supply of flowers is far below normal, on account of the unseasonably cold, dark weather, and prices on all flowers have soared to meet the increased funeral demand. There have been few social functions, with the exception of an unostentatious wedding or two, and with the ban now placed on all public meetings by the Indiana State Board of Health, from Oct. 13 to 21, there is not likely to be much activity.

The quality of all greenhouse flowers is excellent, except in such cases where flowers have been cut too close to supply the demand. 'Mums are a leading feature, some excellent varieties in pink and white being offered, although yellow 'Mums have been the largest yet shown. Pompons are of very good quality, although they are not yet as plentiful as double varieties. Prices on Carnations are higher than usual, considering size of the blooms, and length of stems. Cattleyas are becoming more plentiful, and are increasing steadily as the season advances. Roses are in perhaps the greatest demand of all. While the quality is good, they are showing the effects of being cut too close. Columbia is proving a winner. It commands as high a price as Russell. Few Easter Lilies are being offered, and stock commands high prices. The supply of L. rubrum is also short. Some good 'Mum plants being offered sell quickly at substantial prices. The Aster season is over, only a few stragglers coming into the market. Yellow Daisies, Snapdragon, Miniature Roses, and Sweet Alyssum are being used for fine work. Greens are in fair supply, but there has been a tremendous demand for them for funeral work.

Echoes from the Trade

Private Walter A. Knecht, son of Mr. and Mrs. F. J. Knecht, died Oct. 12 at Camp Taylor, Louisville, Ky.

Judge and Mrs. W. J. Vesey have gone to Chicago, Ill., and vicinity, on a week's motor trip.

H. R. Smalley, Allen county agricultural agent, has gone to Purdue University, Lafayette, Ind., to attend the 21st annual meeting of the agricultural extension workers of Indiana.

Were it not for funeral work occasioned by the prevailing epidemic, the florist business would suffer considerably from the closing order sent out by the Indiana State Board of Health, regarding all public meetings.

Large Unaka 'Mums are attracting attention at the store of the Freese Floral Co.

Although cutting a large quantity of 'Mums and Roses, the A. J. Lanternier Co. was compelled to refuse orders last week as not enough stock could be received to fill them. D. B.

Cincinnati, O.

Roses are in fair supply. They, together with everything else in the market, are cleaning up as fast as they come in and many more could be sold by the wholesalers if they could be obtained. The Carnation supply is still very short. Dahlias have been fairly plentiful and have been meeting with an exceptionally good market. Some excellent Harrisii Lilies may be had. 'Mums are becoming more plentiful daily. They find a good market. Cosmos is selling well. Single Violets and Pansies may be had.

Ferns have been rather scarce during the past fortnight. The demand for them has been so heavy that the regular shipments are unable to take care of needs. At the end of last week Asparagus plumosus and Sprengeri as well as Smilax ran short.

R. Witterstaetter was taken ill with influenza but, fortunately is now recovering.

William Shafer has been sending some excellent Lilies to C. E. Critchell. They are helping out greatly in the present scarcity of flowers.

The Woman's Motor Corps, of which Miss M. M. Carroll is a member, is busy with Liberty Loan work.

Recent visitors were N. O. Selby, Middletown, O.; James Frost, Greenville, O.; J. R. Goldman, Middletown, O.; Fred Rupp, Lawrenceberg, Ind.; J. T. Herdegen, Aurora, Ind., and Andrew Hauge, Fairmount, W. Va.

TEDDY.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

The completion of our campaign fund of $50,000 is lagging—lagging at a time when interest should be most intense. It is not due to lack of enthusiasm, for the florists who have subscribed are most enthusiastic, and we know that this feeling also extends to many who have not subscribed. Those who have ignored our appeal must admit that the 800 or more members who are loyal to our trade interests are worthy of commendation without limit—the volunteers who in an emergency have gone "over the top," some of them as many as three times. The future trade is safe in such hands.

It is not too late to join these protectors of our industry. They will welcome any who have not yet subscribed. This campaign is welding bonds of friendship among the best florists and the best are those who can look over their own shoulders, who place their calling squarely in front of them, unprejudiced by petty jealousy, and who are dominated by that altruistic spirit which makes for the good of all rather than the individual.

Where do you stand, Mr. Reader? Are you with the protectors, or are you an onlooker? The latter, is it because you are careless, content to see the other fellow passing out good money in order that you may with him benefit in the excellent results promised by the campaign? Or is it because you have not realized what this publicity movement means to you or your business? If the latter, won't you just drop the secretary a line with the request that he give you particulars and send you material which will enable you to see for yourself that you can become a working factor in this organized effort to increase the sale of flowers, and thus enable our industry to weather the storm threatening it. Yours is only a *pro rata* help. If your business is small, a large contribution is not expected. Give what you think you can afford, even $5 a year. It will show your good spirit, and your interest in what is good for the business from which you make your living. Do this now, without delay.

The following new subscriptions were received this week through the Florists' Telegraph Delivery Association:

	Annually for 4 yrs.
C. Peterson & Sons, Escanaba, Mich.	$7.50
Charles Ederer, Omaha, Nebr. (1 yr.)	5.00
H. P. Wilson, Rochester, N. Y., (1 yr.)	10.00
Chas. E. Barton, Norwalk, Ohio	5.00
Chas. Vorkeller, Bethlehem So. Side, Pa.	10.00
M. H. Houser, William street Florist, Pittston, Pa.	5.00
Alonza D. Herrick, Hackettstown, N. J.	10.00
Andrew Bather Co., Clinton, Iowa (two yrs.)	10.00
Duluth Floral Co., Duluth, Minn.	10.00
Gove, the Florist, Burlington, Vt.	5.00
Math. Ullenbruch, Fort Huron, Mich.	5.00
H. C. Van Sant, Newport News, Va.	5.00
A. M. Terrill, Ltd., Calgary, Can. (1 yr.)	15.00
Tong & Weeks Floral Co., Ashtabula, Ohio (1 yr.)	10.00
Hecbreiker & Cole, Springfield, Ill.	15.00
Joseph Salmon & Sons, Akron, Ohio (1 yr.)	10.00
	137.50
Previously reported from all sources.	44,072.25
Total	$44,209.75

Indianapolis, Ind.

The most extraordinary market conditions existing in the past 20 years have been prevalent throughout the past ten days. Markets in the big centers ran wild and the sky seemed to be the limit for the prices asked. In fact wholesale prices went so high that retailers in some of the surrounding small towns could not ask a high price commensurate with that paid. Good Columbia and Russell Roses wholesaled up to $40 per 100 and retailed up to $9 per doz. Carnations were readily taken at $6 per 100 and retailed at $1.50 to $2 per doz.

Those whose credit was weak or who were not regular buyers in the big markets were cut off without ceremony, and those favored with orders certainly had to pay. It is a pleasure, however, to think that the florist business both wholesale and retail has been forced on a higher basis. Let us hope that it will remain so. Growers and storemen in the smaller cities were soon cut short so the larger dealers were appealed to to fill orders on any consideration. The demand for funeral flowers came from every small hamlet and city over the State. The condition has been eased somewhat but will no doubt remain lively for some time.

Chrysanthemums which have wholesaled up to $6 per doz. are appearing in larger quantities and will do more to relieve the market than anything else. Even the green goods market was overturned so not a single fern leaf or bunch of Asparagus was obtainable for three days.

Herman Piel and the families of Chas. Ealand and John Grande have been on the sick list. Mr. Grande has managed his business alone in consequence.

Clarence Thomas and Irwin Bertermann have returned from Cleveland, O., well satisfied with the good work accomplished by the F. T. D. I. B.

Kalamazoo, Mich.

One sharp frost and all the outdoor flowers are gone so there is a marked shortage of all kinds of stock. Couple this with a heavy funeral demand and the situation is just right to mark quotations one or two notches higher. As this has been done prices are good for the time of year. Another good item is that quotations on custom funeral work have advanced 25 per cent. (that is, meaning the agents in small surrounding towns) and now the practice is that the making up and greens are charged 30 per cent. extra, so if one buys 2 doz. Carnations or Roses for a bouquet 30 per cent. is added on to cover expense of green, making up and packing. Little things like these help carry the overhead expenses nicely, and no kicks to speak of result. S. B.

Milwaukee, Wis.

Florist Club Meeting

A good attendance and many interesting subjects characterized the Oct. 3d meeting of the Milwaukee Florists' Club. An appropriation of about $1000 was made for newspaper and street car sign advertising to push 'Mums. It was also decided to have an exhibit and a discussion on 'Mums from grower, wholesaler and retailer at next meeting. A theater party is also planned by the entertainment committee.

Market Condition

Never has such a shortage in flowers been experienced as the past week; the demand was likewise unprecedented. Carnations and 'Mums are late with practically none coming in and not enough Roses to meet the demand. Many orders had to be turned down. Retailers likewise suffered, having refused many orders that could not be filled for funeral work. Many substitutes for flowers were used to relieve the shortage—Magnolia wreath, Cycas, Oak spray and artificial flowers. With 'Mums coming in soon the market will again become normal although most growers look for a shortage for some time. Some nice Cyclamen plants are coming in and selling on sight. Plants in general, such as rubbers, ferns, Pandanus, Crotons, find a ready sale. C. C. P.

Our Florist Soldiers

"A glorious death is his
Who for his country falls."

David Schlegel, formerly manager of the Homestead, Pa., store of J. M. Johnson, has been reported killed in action in France. He was with the American forces.

We regret to hear that Arthur Liebermann, brother of Fred Liebermann of the Kennicott Bros. Co., Chicago, Ill., died the past week at Jefferson Barracks, Mo., of pneumonia.

We are sorry to learn that Sigmund Misiewicz, a former well-known retailer on Milwaukee ave., Chicago, Ill., died of pneumonia in France. His name appeared in a recent list of casualties.

Carl A. Borowski, of Roslendale, Mass., died of influenza at Camp Devens, on Sept. 26, aged 29. Before he joined the Colors he was a member of J. Borowski & Sons, well-known Cyclamen growers.

J. W. Smith, one of the most successful exhibitors at flower shows in recent years, has resigned his position with F. E. Lewis, Ridgefield, Conn., to join the Commissariat Department of the U. S. Navy.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST

Albany, N. Y.

The best service
Our business is growing

The Rosery FLOWER SHOP

ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa.

Ernest Ashley
FLORIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa.

John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.

HOTALING, *The Florist*
58 MARKET STREET
Satisfaction and personal attention guaranteed

Boston-Becker's

Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.

BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897

Caplan FLORIST

144 Massachusetts Ave.
BOSTON

All orders will be reciprocated

Carbone

BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers

BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop. Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.
Established 1886

BROOKLYN, N. Y. *ESTABLISHED 1869*

James Weir, INC.

324 Fulton Street, Our only store

I should like to write a little essay on

"The Sweet Perfume of Courteous Service"

but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.

Penn *The Florist*

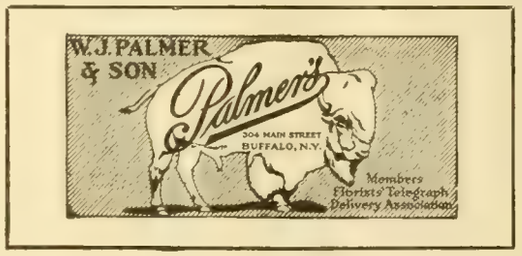
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

Wilson FLORIST

Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton Street
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different



Scott the Florist
Buffalo, New York

Geo. H. Gore the Florist

Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina

National Florist

Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Schultz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Mrs. J. W. Crouch's

CHATTANOOGA, TENN.
Office, 807 Market St
The Leading Florist
100,000 feet of glass

Friedman Flowers CHICAGO ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange

CHICAGO, ILL.
25 E. Madison S

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Ge and Experts to Arrange Th

---

CINCINNATI, OHIO
E. G. Hill Floral Co
532-34 RACE STREET
Also Motor Delivery to Newport, Covingt and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son

CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Floris
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE A EAST 105th STREET

KNOBLE BROS
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists

CLEVELAND, OHIO
735 Euclid Avenu

Westman & Getz

Flowers and Servi
5923 Euclid Av
CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINI
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINIT
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Stree

RETAIL DEPARTMENT

Advertising is Keynote of Business Success

Herman T. Knoble of Cleveland, O., discusses newspaper advertising—Condemns, illustrates and ridicules haphazard and bad methods—Emphasizes and outlines good ones—Throws sidelight on store conditions. Insists on having none but well posted people answer telephone and wait on patrons.

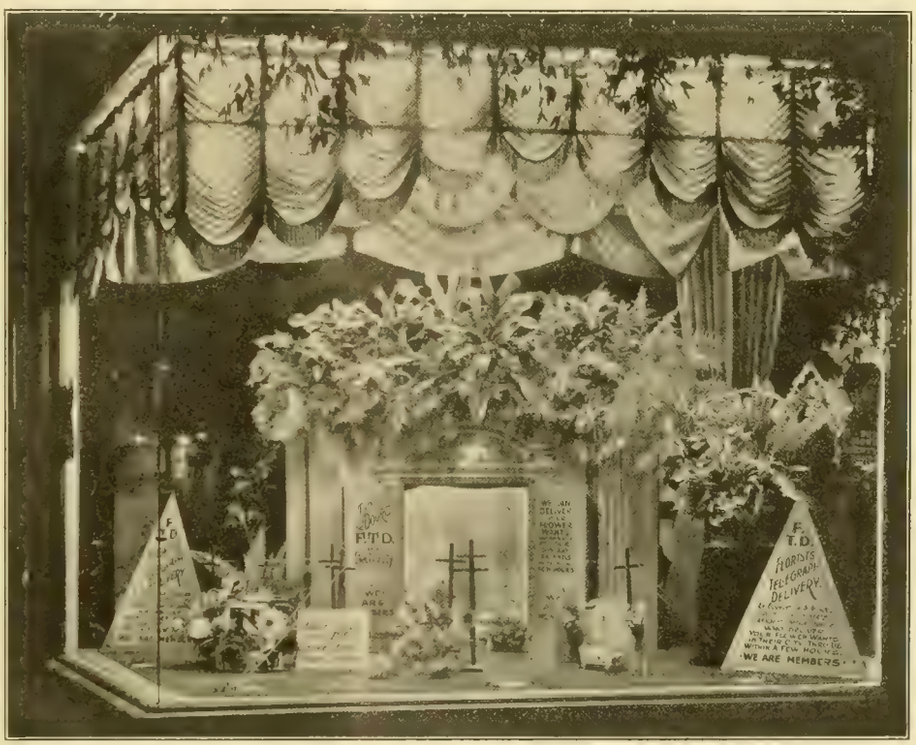
When I was asked to address the F. T. D. convention on "Publicty," I figured that in order to make the proposition easiest from the standpoint of analysis, I should secure samples of advertising from the members. Among the numerous samples received was some wonderful copy, some very poor, but most of it good; I then proceeded to prepare my address.

What are we trying to imply in the public mind with the phrase, "Say It with Flowers"? Briefly I might say, encourage them to the further and greater use of flowers. Let us go about it in this way: When we make up our minds to go in business, we analyze the location, the city, our finances, and in general all of the conditions that would go to help us succeed in our undertaking.

We will take it for granted that each and every one of us is a thorough artisan and mechanic and knows his business well. We will also grant that each of us could sell customers coming into our stores all that they are willing to buy. With all of these conditions assured, there is then only one thought in our minds; namely, to get the prospects to sell to. How is that best accomplished? I maintain that advertising is absolutely and unqualifiedly the keynote of success, really true success, I mean, in this and kindred businesses.

When you analyze this from that angle, it is manifest that something must have stimulated you to seek this true success, so I will read you what spurred me on to advertising.

I remember distinctly when I went into business, among the many questions which I asked myself, this particular one struck me most forcibly, "Where would you buy flowers if the occasion presented itself, and what would you ask for when you went to your florist?" I had frankly to say to myself, "I do not know of any florist in this city, and I hardly know what to ask for." Being a student of salesmanship, and knowing that advertising is salesmanship written, I answered this question in this manner: "Why don't you tell all of the people of Cleveland where you are, what you are, what you have for sale, what it costs, how to order, how you handle the charge account, and how you will make the delivery?" In other words, I decided to advertise my business to the inhabitants of Cleveland, because I was satisfied it should pay, providing I carried out in the actual workings of the business what I told them in the written word.



F. T. D. window by Knoble Bros., Cleveland, O., which won the first prize of a $100 Fourth Liberty Loan Bond, offered by the Kennicott Bros. Co., Chicago, Ill.

Many Ways of Advertising

Advertising can be done in many ways. For the sake of analysis I will name a few: newspaper, direct-by-mail, billboards, street cars, window displays, motion picture theaters, location, store arrangements, deliveries, and social contact. I am going to confine myself particularly to newspaper advertising. When President Gude asked me to discuss advertising, and in order to make the proper kind of display for this convention, suggested that I write every member of the F. T. D. to submit samples of advertising, I felt that I would be well repaid for the effort. It gave me an opportunity to analyze the advertising of some 600 retailers. Studying these ads. closely revealed to me the fact, very much to my regret, that there are none too many in this business who have given this subject serious consideration. The majority in this particular business do not take this subject of advertising sufficiently seriously. They go about it in a haphazard sort of manner as though it has absolutely no bearing upon the ultimate success of their business. Now advertising is as essential in the conduct of the business as the buying of elegant flowers or as the payment and settlement of bills, the make up of the store as it should be, and many of the items that enter into any other successful business. But we are prone to forget that. We think that advertising is one of the small things. This is a mistake. I do not criticize destructively in this connection. Let me suggest that any criticism is only intended constructively, and does not apply to many of those whose advertising is here exhibited.

Wrong Methods

It seems that many of our business men take care of the watering of the plants, the changing of the arrangement in their stores and the filling of orders, while they leave the office boy or delivery boy to do the advertising. That is a lamentable condition which really ought to be corrected. Worse still, they turn it over to the average advertising solicitor and say, "Here, John, write an ad. Give me a good showing, and see that the copy is fine." This is all wrong. The average advertising solicitor comes into your store or mine and says: "We are going to run a special page to feature a lot of special things. I know you are busy, so let me write you some nice advertising copy and put it in this paper which is going to be an elegant thing." You say, "All right." So he starts off with something like this: "Flowers are most divine. They create a delightful atmosphere. Truly and really they should be in all homes," etc., etc., —something along that line, and perhaps not really as good as that. Nine times out of ten it is a lot worse. Before he gets through he has exhausted the dictionary, used up a lot of big words whose meaning he doesn't know, and those whom he addresses understand still less; yet he expects the layman to read that and be stimulated through it to buy flowers. That is not advertising at all. It is simply a vehicle through which he hopes to take your money and give you nothing in return.

The average newspaper man would prefer not to take your advertising under such circumstances because he knows he is not in a position to give you a return for the expenditure. I think that the majority of good business men know that an investment of that character is the poorest one that can be made.

To illustrate: If a customer comes to your store, would any of you as the proprietor or manager of that store think it advisable to send the porter to wait on that customer, or would you think it advisable to go yourself, or ask your best clerk? You know that when a customer comes you use every effort to sell him what you have, at a profit, and satisfy him. You know too that to send the porter to wait on this customer would be a serious mistake. Then why delegate the writing of the copy for your advertisements to the newspaper solictor, the truck driver or the porter? Each case would be equally ridiculous. Advertising should be the most carefully thought out and planned unit of all the units that go to make up a retailer's business.

Men and women, take this suggestion seriously into consideration. Those of you who have never done any advertising follow this simple suggestion: Go back to your store and sell yourself a box of flowers for a sick friend, or a plant to be used in your home, or anything else that you have, and as soon as you have made that sale to yourself, write the entire transaction verbatim on paper! You will be surprised to see what an excellent advertising manager you really are. That is all there is to advertising. The idea of clothing your advertisements in flowery language is all bunk. You don't use flowery language to your customers, so you should not use it in the newspapers. Moreover, it is equally wrong to use slang, localisms, or funnyisms in your ads. None of these have any place in a well constructed advertisement. You wouldn't use them to your customers coming into the store, why should you attempt to use them to your anticipated customers all over the city?

Care Needed in Arrangement

You cannot be too careful in the arrangement of your advertisements. Tell the people exactly what you would tell them if they came into your store and stood before you. The only precaution that you should observe is that you should be just a little more careful in the selection of your words. You know that often an oral deliverance does not sound so well the next morning when it is printed. Therefore, you must be careful in the selection of the words you employ in an advertisement. The writing of the advertisement is not a hocus-pocus, legerdemain proposition; it is simply an effort to repeat on a little more careful scale and on paper, the same thing you do when your customer comes into your store. If you will tell the people what you have for sale, how much it costs, why they ought to have it, and how you can get it to them, they will spend their money and you will get returns. But you must be sure that you have the right kind of an advertisement.

Essentials for Success in Advertising

To be successful in advertising, many things are absolutely essential, let me name a few of them. See that your windows are washed every day and properly arranged, occasionally with some special added attractions, plants well selected and carefully watered. Keep your store scrupulously clean, the jardinières and other things in elegant condition. Change the water in your flower jars in the cooler at least four times a week. Be prompt in sending out invoices, careful in delivering orders when promised. If you have a conservatory attached to the store, keep it in decent shape, the plants in healthy condition. See that the delivery euipment is clean and in good repair. The flowers that you handle should be the best. They need not be the most expensive varieties; the shorter and cheaper grades are just as well in many cases.

Instruct Your Telephone Operator

Be extremely cautious in answering the telephones. Above all have those parties entrusted with the telephone calls thoroughly acquainted with the business and its workings, so they are in a position to talk intelli-

Directory of Reliable Retail Houses

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Nelman, Sec.
1643 Broadway
Colorado, Utah, Western Nebraska and Wyoming points reached by express. Orders promptly filed. Usual discounts

The L. Benth Floral Co.
ALBERT POCHELON, Manager
DETROIT, MICH.
If we fill your order, our reputation is your guarantee of efficiency. Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS
95 Gratiot Ave.
WALTER G. TAEPKE
DETROIT, MICH.

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Baker Bros.
Ft. Worth Texas
FLOWERS - PLANTS - TREES
Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, THE FLORIST
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs
LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

gently to customers. If there is any one thing that gets me "peeved," it is when I call up a place and the reply is "Hello! Well?" or something equally commonplace, monotonous or nonsensical. In our place we insist upon the operator answering, "This is Knoble Brothers." Then the party who is calling knows who he is talking to and is sure he has the one he wants. When customers 'phone and get the proper kind of reply, they will favorably remember your place, because so few in this business and in the world in general really pay attention to such details, so those who do are recognized as being just a little better than their neighbors. They stand out prominently over all the rest, and will reap returns proportionately. Let everybody feel that he is interested in the place. Let him think and breathe advertising with you; have extra copies struck off of the advertisements and distribute these around to the employees so they may see what you are doing, and keep in touch with the work.

With an institution such as I have just described you are bound to become successful and if you will prepare the matter which goes into your newspaper advertisements with the same caution that you wait on your customers personally, the circuit of success is assured.

(To be continued)

Hallowe'en

Thursday, Oct. 31, Hallowe'en, will soon be here. Hallowe'en window scenes in flower stores are now in order, and will remind the public of the approach of this evening of pranks and merry making parties, and a sign, "Hallowe'en Flowers," will suggest the use of flowers on that evening. Meantime, you can devise several ways of using these flowers in a manner appropriate to the occasion. If you will read Robert Burns's poem "Hallowe'en," it will suggest material and arrangements for your window scene.

Impressions of the F. T. D. Convention

By JAMES McLAUGHLIN

The annual meeting of the Florists' Telegraph Delivery Association in Cleveland, Oct. 8 and 9, afforded the writer his first opportunity for viewing that enterprising body when assembled in convention. Perhaps the term convention does not properly apply—business meeting being more applicable, because at this gathering the spirit of business was manifest even to the minutest detail. How well indeed is the association officered! Notwithstanding the presence of so many able men in the ranks, his tact, zeal, diplomacy and personal popularity make Wm. F. Gude the ideal president. And the gavel is particularly well wielded in the hand of Vice-president Philip Breitmeyer, whose knowledge of parliamentary practice and whose devotion to the F. T. D. principle are decided assets to the association. Secretary Pochelon's interest in the work amounts to a complete obsession. No single person has done more for the association—the history of the man is the history of the organization; he is its greatest enthusiast; its most indefatigable worker; its safety valve in times of danger. The continuation of this triumvirate in office is an excellent comment upon the intelligence and discernment of the rank and file of the F. T. D.

It is worthy of note that the men connected with the F. T. D. are those who have achieved a goodly measure of success, which, to the writer's mind, is a cogent reason why practically all florists favorably situated should join. Successful business men are worthy of emulation.

The Canadian delegation, headed by Geo. M. Geraghty, was indeed a clean-cut bunch of fellows, all of whom took a part in the proceedings. There were ten of them, which speaks well of the interest of our northern neighbors in the work of the F. T. D.

"Say It with Flowers" and "Buy More Liberty Bonds" were the watchwords of the convention, the latter vying with the former in all the addresses. The S. A. F. publicity campaign slogan is a business producer and cannot be given too much prominence, while the purchase of Liberty bonds by florists is a fitting recognition of the generous treatment accorded them by Uncle Sam in the dark days of war.

There were few women present. Women members of the organization, as well as wives of florists, were conspicuous by their absence. Entertainment was also tabooed. Action was the keynote of the entire meeting, which is proof positive that the F. T. D. is strictly a business organization, convening annually for the discussion of business matters—a condition that augurs well for the future of the profession.

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, Florists
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co
INDIANAPOLIS, IND
241 Massachusetts Ave
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS The Florist, Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

We have the faculty of having a good stock of Flowers at all times
NO DISAPPOINTMENTS HERE
"WE STRIVE TO PLEASE"
ALPHA FLORAL Co.
1105 WALNUT—PHONES 1806
Altman Building, Kansas City, Mo.

ROCK'S FLOWERS
Kansas City, MO.

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers. Test it yourself.

· Directory of Reliable Retail Houses ·

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST. 1873
550 FOURTH AVENUE — LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
532 Fourth Ave. FLORISTS INCORPORATED Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's Nashville, Tennessee
200,000 Feet of Glass

NEWARK, N. J.
Begerow's 946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Write the Florists' Exchange for particulars of its Book of Floral Designs de Luxe. The most popular book for the retailer ever published.

The Publicity Display

That florists are more generally using printers' ink was borne out by the display of specimens of individual house advertising shown upon bulletin boards extending around the entire convention room. Types of publicity employed effectively by F. T. D. members throughout the country were exhibited in a manner that attracted much attention, inviting both comparison and discussion. This was one of the many features of the meeting, the study of which alone was worth a day's journey. More than ever before, wideawake florists realize that the expansion of their business is largely dependent upon the intelligent conveyance of their message to hitherto untouched portions of the public which, if done in a convincing manner, is bound to result in substantial profit. There is some expense involved, of course, but commensurate with the benefit derived it is negligible.

The F. T. D. Windows

Thanks to the valuable prizes offered by Messrs. Kennicott Bros. Co., Chas. H. Grakelow and Sam Seligman, window trimming among Cleveland florists was given great impetus. The entries for the prizes were numerous, but, in addition, practically every retail florist in the city displayed an F. T. D. window. The Kennicott Bros. Co. prize of $100 was very justly awarded to Knoble Bros., whose attractive window clearly illustrated to the public mind the aims and objects of the association. The J. M. Gasser Co. showed the proposed new F. T. D. emblem done on a mammoth scale, the immense globe being covered with green Oak and the continents composed solidly of yellow Immortelles. Great white plaster of paris wings were attached, and the cluster at the base was made of Russell Roses, the whole being assisted much by beautifully lettered signs. It was an eloquent plea for the new emblem. This window drew the Chas. H. Grakelow silver cup. The Smith & Fetters Co. had in one of its usually good displays advertising the sending of flowers by wire, which won the Sam Seligman prize of $25. Unfortunately, this window was thought too flat for the taking of a photograph that would do it justice. Effective window trimming in the Sixth City has been greatly benefited by the presence of the F. T. D. convention, and without doubt the benefit will endure.

Florists in Moving Pictures

For the first time in their history, Cleveland florists, as well as F. T. D. officials, were given a chance to see themselves as others see them, upon the moving picture screen. This was a card that the Cleveland boys had up their sleeves and, consequently, little was said about it in advance. The original plan was to open the meeting with it, but delay in its preparation compelled its postponement until the opening of the evening session. The idea is novel and is capable of great development. The success of the project is due to the untiring efforts of Mrs. "Mary Pickford" Wilson. It is to be regretted, however, that in its very success lurked certain dangers—it is rumored that such successful men as George Bate and H. P. Merrick are seeking conferences with leading movie magnates.

Floral Decorations

There were no trade displays at the convention but there were some vases of Roses and groups of plants sent in for their decorative effects that are entitled to notice. The E. G. Hill Co., of Richmond, Ind., sent a vase of its superb new Rose Premier, which elicited much favorable comment. Paul Klingsporn, of the Chicago Flower Growers' Ass'n brought a vase or two of the fine Roses for which his house is noted. Through courtesy of Jimmy Karins a choice assortment of Dreer's Crotons were sent in. Kirchner's Palms were banked effectively about the assembly room and Carl Hagenburger's cultivated native Asters graced the luncheon tables. The Friedley Co. and the Naumann Co. also arranged some fine plant displays which added much to the general attractiveness. It is needless to say that the Cleveland Florists' Club is extremely grateful for this kind and thoughtful assistance.

Annual F. T. D. Window Display Assured

Kennicott Bros. Co., of Chicago, have given assurance that at every annual convention there will be F. T. D. window displays, having offered a permanent yearly donation of $100 for that purpose. They request that theirs will always be made the first prize for the best window displays, under condition that not less than ten retailers annually would strive for first honors.

Unethical Advertising

F. C. W. Brown, of Cleveland, commented on the fact that certain advertising had been done of an un-

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist NEW ORLEANS, LA. 121 Baronne Street

WIRE YOUR ORDERS TO HARRY PAPWORTH
The Melrie Ridge Nursery Co. Ltd.
STORE 135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS F.T.D.

M. A. Bowe IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

. Directory of Reliable Retail Houses .

VIRGINIA

NORFOLK — Grandy THE FLORIST 259 GRANBY ST NORFOLK VA — FORTRESS MONROE

Special Messenger Service to above City $1.00

NORFOLK'S TELEGRAPH FLORIST

New York — MAX SCHLING — Phone, 7241 Plaza — 785 FIFTH AVENUE

Hession — MADISON Ave. at 76th St. NEW YORK

QUALITY FLOWERS

PLANT SPECIALISTS :-: Two Greenhouses on Premises

Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist

426 Madison Avenue and 49th Street, NEW YORK

Also Ritz Carlton and Vanderbilt Hotels

Telephone: Murray Hill 783

Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace

Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS.

Main Store: 2077 BROADWAY

Branches: 2703 Broadway and 1664 2d Ave.

NEW YORK CITY

GET ACQUAINTED

NEW YORK CITY — ADOLPH MEYER

1062 MADISON AVENUE 'Phone, Lenox 2352

Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP

761 Fifth Avenue — NEW YORK

Young Inc. — 42 West 28th St. NEW YORK

Telephone Madison Square 2065-2066

We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN

Successors to H. W. FIELD — SMITH COLLEGE FLORISTS

NORTHAMPTON, MASS.

Omaha, Neb.

HESS & SWOBODA FLORISTS

1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY

PATERSON, N. J. — PASSAIC, N. J.

PHILADELPHIA

CHAS. H. GRAKELOW

Everything in Flowers. Broad St. at Cumberland

F.E.-Best Advertising Medium

ethical character, and moved the adoption of the following, which was carried by unanimous vote:

We, members of the florist profession assembled in convention at Cleveland, Ohio, Oct. 9, 1918, desire to express our disapproval as members of the trade, speaking in our collective capacity, of all practices that are unethical and that tend to degrade and lower the standard of florists generally, unbusinesslike practices that we cannot too strongly condemn; and we therefore recommend the appointment of a committee, to be known as the Better Business Committee, which committee shall bring in recommendations on this head.

While the foregoing resolution was of a general character and intended to pave the way for the formation of a definite code of ethics in the trade, it was understood that it also had a personal application which was well known to the members present, many of whom were not slow to express their opinion privately in strong condemnation of the practices referred to.

President Gude later appointed the following committee under this resolution: F. C. W. Brown, Cleveland, Ohio; H. G. Dillemuth, Toronto; Irwin Bertermann, Indianapolis, Ind.

Original F. T. D. Emblem to be Retained

The committee on "Emblem" was given a unanimous vote of thanks for its "thankless" job in passing upon the many designs submitted. This "proposed" emblem, by the way, was the only film shown on the screens on Tuesday night which did not come in for a round of applause. The committee undoubtedly did its best but all the 187 designs submitted failed in their motive. Then, too, the original design has certainly established itself in the favor of the members.

The committee appointed to award the $50 offered by the association for the best suggestion for its improvement and betterment regretted that so very few members showed an interest therein, the suggestions being quite limited in number and scope. It did its best, however, in concluding to award the prize to the following:

"My suggestion is, offer a prize of $5 or more to each traveling man in the trade for every member he brings into our organization from a town or city in which we are not now represented."

Mr. W. C. Gloeckner, of Albany, N. Y., received the award, he walking up to the platform and showing the president and officers of the F. T. D. his duplicate copy of the above suggestion.

We note that at a subsequent meeting of directors of the F. T. D. this suggestion was not concurred in. Therefore, it will not go into effect.

Savings on Delivery Boxes

Herman P. Knoble's suggestion to save at every point possible brought out the fact that one concern paid its delivery boys two cents for each box returned in good condition. This was a worthwhile saving when it is considered that many florists use $5000 worth of boxes a year. Another member instanced one transaction wherein he saved $24.40 out of $28 on return boxes, paying his delivery men a $3.60 bonus to accomplish this. This same gentleman added: "Most of our losses come through our own carelessness. Due to shortage of labor we are now making four boys do the work which eight did previously. The art of making money lies with yourself."

If you have an order for flowers to be delivered in another city, glance through this directory first; if you find an advertiser, properly located, you can rely on h m.

J. J. Habermehl's Sons — PHILADELPHIA, PA. The Bellevue-Stratford and Diamond & 22d Sts

Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.

The London Flower Shop

Trade Mark "We Serve You Better" — Pittsburgh, Pa. "E. C." LUDWIG FLORAL CO. 710 East Diamond Street (North Side) OUR ONLY STORE Store open Day and Night

PITTSBURGH, PA.

Randolph & McClements

5936 Penn Avenue

PROVIDENCE, R. I. AND NEW ENGLAND POINTS — T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND

Johnston Brothers

LEADING FLORISTS

38 Dorrance Street

Providence, R.I.

2 Broad Street

Macnair, Florist

Roanoke, Va.

Fallon, Florist

J. B. Keller Sons — ROCHESTER, N. Y. 25 Clinton Ave., North

Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

ROCHESTER, N. Y.

H. E. Wilson FLORIST — 88 Main Street, East

We reach all Western N.Y. Points

ROCKFORD — H. W. Buckbee FOREST CITY GREENHOUSES — ROCKFORD, ILL. Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

St. Louis, Mo. — Flowers delivered in city or State on short notice

F. H. Weber

TAYLOR AVENUE AND OLIVE STREET

Both Long Distance Phones

ST. LOUIS, MO.

Flowers delivered in City or State on short notice

C. YOUNG & SONS CO.

1406 OLIVE STREET

. Directory of Reliable Retail Houses .

Holm & Olson St. Paul. Minn. 20-22-24 West Fifth Street — National Florist

We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

Salt Lake City FORT DOUGLAS and Vicinity
MILLER FLORAL CO.
Ten E. Broadway
50,000 SQUARE FEET OF MODERN GLASS

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
534 Second Ave.

National Florist **Syracuse, N. Y.**
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
315 Cherry Street

R. ABBOTT Both Telephones
Park Floral Company
FLORISTS TRENTON, N. J.
Greenhouses: Buchanan, Lafayette and Schiller Aves., Broad St. Park

WASHINGTON, D. C.
Gude Bros. Co.
Florists 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

Our Album of Floral Designs
Through the use of his copy a Baltimore florist secured an order amounting to $65.00
Published by **The Florists' Exchange**

The Artistic Florist Not Attacked

Editor The Florists' Exchange:

Dr. Thomas S. Blair's highly caustic article in the last issue of THE EXCHANGE under the head of the retail department, surely deserves recognition. In the first place it is indeed most unfortunate that the art of floral arangement is not so magnificently patronized and appreciated as any other line of artistic endeavor. This alone accounts for the necessity of the floral artist working toward the fulfillment of his customer's wishes rather than according to his own artistic inspiration, granting, as our worthy Dr. Blair apparently does not, that some florists are so favored. Few shops outside of the largest cities have among their customers people whose artistic appreciation of flowers goes as far down as their pocketbooks. A big majority want to know just how many Roses are to used in their $20 wreath, how much fern, etc., ultimately hardly being satisfied to allow sufficient margin for frame and covering.

The florists of today are working a campaign of education and should be highly commended for their efforts which are being made single handed and without millionaire patrons such as every other branch of art possesses.

With direct reference to our friend's suggestion of plentiful use of green in shades properly blended, let me cite an instance which I observed. The customer, a lady of supposed refinement and good taste, ordered a blanket which was made of Adiantum Croweanum and Farleyense, and a cluster of Cattleyas near the center. It made a beautiful effect and I daresay artistic. Our good lady failed entirely to appreciate the arrangement and could find value in nothing but the Cattleyas. This is only one instance and doubtless not nearly as pointed as experiences many of my colleagues could quote.

Finally, let me say that the league of florists will, I am sure, be highly appreciative of any educational suggestions our good friend may make or persuade his followers to endow us with, but it seems to me very unwise for him to attack a profession concerning which his detailed knowledge is obviously so superficial.

STANLEY G. BARNES.

Pittsfield, Mass., Oct. 13, 1918.

As to Non-Essentials

Last Winter a good many people thought the Government should pick out the businesses not essential to winning the war and shut them up out of hand, so that all capital, labor and material might be applied to essential businesses. Very little study was needed to convince the Government that the matter could not be handled in any such rough-and-ready fashion. Since then it has been steadily expanding its war work, and that expansion has necessarily trenched more and more on businesses that could not engage in directly essential work.

Finally it has come to a point where, without any arbitrary classification by the Government but simply by the expansion of most essential industries, some businesses are pinched almost to the point of extinction. The other day Chairman Baruch, of the War Industries Board, asked Chairman Harding, of the War Finance Corporation, to take up the matter of giving support, in the form of loans or credit, to non-essential businesses in order to keep them alive.

Far from wanting to wipe them out, the Government finds it advisable to intervene for the purpose of keeping them from being wiped out. Because all these so-called non-essential businesses, though they can contribute nothing directly—save taxes—to war work, are inextricably woven into the national fabric of credit and commerce. The Government does not want to start an unraveling of the skein. It does not want a lot of insolvencies. It does not want to raise wholesale doubts about commercial credits. It wants the least possible disorganization of industry, so that when peace comes the wheels can start turning again as smoothly and promptly as possible.—*Saturday Evening Post.*

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary Central New York orders efficiently filled. Wells College.

Auburn, N. Y. MILLER'S FLORAL SHOPPE Delivery to any part of Cayuga Co. or Central N.Y.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass.

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D.

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Dover, Del. J. J. VON REIDER Your orders solicited

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.

Ft. Smith, Ark. GEORGE RYE, The Plaza "Some Florist"

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity.

Kalamazoo, Mich. G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery

Kansas City, Mo. W. J. Barnes Florist Assn. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890

Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient service

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and all points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad St.

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. FRED H. LEMON & CO. Florists nd Decorators Send us your orders.

Roanoke, Va. WERTZ, FLORIST, Inc. Leading Florist of Southwest Va. All orders given special attention

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railroads Reach all points. Wires received any hour.

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D.

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Winnipeg, Canada THE "KING" FLORIST 270 Hargrave Street F. T. D. Florist

Yonkers, N. Y. R. T. BRODERICK, Phone: 4681 Prompt delivery and orders filled satisfactorily

York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhouse

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Reliable Supplies for both Wholesale and Retail Florists

The Florists' Supply House of America

Chiffons, Red Ruscus and Red Roping

MOSS WREATHS — WATERPROOF CREPE PAPER—New Stock

ORDER NOW = NO REGRETS LATER

NEW YORK FACTORY, 709 FIRST AVENUE, NEW YORK — TELEPHONE: VANDERBILT, 4976

H. BAYERSDORFER & CO., 1129-31 Arch Street, Philadelphia, Pa.

WAREHOUSES and FACTORY: 113 N. 12th St. and 1127 Appletree St.

When ordering, please mention The Exchange

DAGGER and FANCY FERNS. New Crop, Now Ready. $1.50 per 1000. All selected stock and extra long. Just the kind you are all looking for. Extra fine stock

LAUREL FESTOONING, for Fall weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.

BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $3.50 per large bale

BRANCH LAUREL, large bundles 35c.

GROUND PINE, 10c per lb. Made into festooning, 8c. and 10c. per yd.

FINE BOXWOOD. In 50 lb. cases, $8.50

Extra good SOUTHERN SMILAX. 50c. lb. cases only, $5.00 per large case.

LAUREL WREATHS, $2.50 to $3.00 per doz

FINE WREATHS. $2.50 to $3.00 per doz.

We also make special sizes when wanted.

Samples sent if desired.

Order in advance and have fresh stock.

All Kinds of Evergreens

CROWL FERN CO.

Telegraph Office, New Salem, Mass

CROWL FERN CO. MILLINGTON, MASS.

When ordering, please mention The Exchange

M. RICE CO. Buy "Keystone Quality" Florists' Supplies. PHILADELPHIA, PA.

When ordering, please mention The Exchange

REED & KELLER 122 West 25th Street NEW YORK

We Manufacture Our Own - - FLORISTS' SUPPLIES METALS WIRE WORK and BASKET WORK

When ordering, please mention The Exchange

JOS. G. NEIDINGER CO., Florists' Supplies

1309-11 North Second Street, PHILADELPHIA, PA.

When ordering, please mention The Exchange

Sixth City Wire Works

Manufacturers of Wire Floral Designs

Hanging Baskets, Wire Lamp Shade Frames and all Special Wire Work to order

224 High Ave., S. E., - CLEVELAND, OHIO

When ordering, please mention The Exchange

Michigan Cut Flower Exchange

INCORPORATED

Wholesale Commission Florists

Dealers in Fancy Ferns

264-66 Randolph St., Detroit, Mich.

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX

$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss

$3.50 per bag of 100 sq. ft.

Caldwell The Woodsman Co., EVERGREEN, ALA.

When ordering, please mention The Exchange

Florists' Supplies

McCallum Co.

Pittsburgh, Pa.

When ordering, please mention The Exchange

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO

MANUFACTURERS

PHILADELPHIA, PA.

When ordering, please mention The Exchange

WIRED TOOTHPICKS

10,000 $2.25; 50,000, $9.75

Manufactured by

W. J. COWEE, Berlin, N. Y.

Samples Free. For Sale by Dealers.

When ordering, please mention The Exchange

New Haven, Conn.

Unprecedented Demand for Dahlias

Owing to the scarcity of other suitable flowers for funeral work, and for bouquets for the military hospitals, the florists of New Haven have been obliged to use Dahlias almost exclusively for the past two weeks. As one prominent florist said, "Every backyard grower has had an opportunity to sell Dahlias this year, the demand far exceeding the supply. In quality there is a wide range, from very ordinary stock, which is selling at about $2.50 per 100, to some unusually fine blooms that sold for $10 per 100 on Saturday last.

Few 'Mums have appeared so far, but some Lilies and Roses were on the market. However, the supply was small and was quickly taken up.

The general report is that there is much funeral work with little to work with. S. H. Moore, for instance, made the comment that it seemed too bad, after all the money this firm has spent for advertising, to have to turn down $250 worth of business in one day for lack of stock.

Most of the growers got their allotment of coal and will make it do by growing mostly 'Mums and closing down the houses after the 'Mums are gone. It is noted that most of the growers have planted the earlier varieties.

John H. Slocombe, who has been ill for nearly a year, is able to be out a little these fine October days.

Dahlias Shown at Meeting

At the last meeting of the New Haven County Hort. Society, held on Oct. 8, a number of choice new Dahlias were exhibited by various local growers. A. E. Doty showed fine seedlings and numerous new varieties. Other handsome displays were made by B. G. Leeper, Frank C. Sheldon and Louis Alling. In spite of the unfavorable conditions the society's exhibition this year was a complete success. Prizes in all classes are being paid in full this week. Otto Unger received a special certificate for a new red hybrid Cactus Dahlia seedling called War.

The topic for discussion at the next meeting will be the white fly, its cause and remedy. An interesting letter on the subject from Richard Vincent, Jr., will be read. Another matter to be discussed is the new trial grounds for Dahlias at Storrs College, in charge of Prof. Fraser.

WM. J. RATHGEBER.

Providence, R. I.

Business is still booming. Never before has such a scarcity of stock existed. The stores are having all the business they can take care of. And for once? the grower is getting something beside "exercise" out of his houses. The market is very short of price cutters.

Ferns and all potted plants sell well at prices above last Fall.

The writer regrets to report the death of Mrs. Koppelman, wife of Joseph Koppelman, wholesale florist of this city, due to influenza. Mr. Koppelman's three children also suffering from influenza are, at the last report, on the road to recovery.

J. C. L.

PREPARED Magnolia Leaves

IN CASES OR CARTONS

Pass us your orders

THE RUMBLEY CO

EVERGREEN, ALA.

When ordering, please mention The Exchange

WIRE DESIGNS

PRICES RIGHT—QUALITY RIGHT

Let us quote you on your next order. If it' made of wire we can make it.

GEORGE B. HART, Manufacture

24-30 Stone Street, Rochester, N. Y

When ordering, please mention The Exchang

SOUTHERN WILD SMILAX

$3.00 per case

Natural Log Moss $1.75 per bag o 100 sq. ft.

Perpetuated Sheet Mos

$3.50 per bag of 100 sq. ft.

E. A. BEAVEN, Evergreen, Ala

When ordering, please mention The Exchang

PITTSBURGH CUT FLOWER COMPANY

Florists' Supplies

116-118 Seventh St., PITTSBURGH, PA

When ordering, please mention The Exchang

Eagle Wire Works

Manufacturers of Florists' designs of all descriptions

Satisfaction guaranteed

Catalogues on request

CLEVELAND, - - - OHIO

When ordering, please mention The Exchang

Southern Wild Smilax

$2.50 per case; $1.50 per half case

Wire or write

Southern Evergreen Co.

J. L. CUMBIE, Manager

MORRIS STATION :: GEORGIA

When ordering, please mention The Exchang

Christmas Cards

100.....$0.60 500.....$2.00

200..... 1.00 1000..... 3.50

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28 x 5 x 3½	6.20	36 x 8 x 5	11.70
21 x 8 x 5	6.20	30 x 12 x 6	12.80
30 x 5 x 3½	6.90	36 x 14 x 6	15.20
		36 x 12 x 6	14.90

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16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

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Sphagnum Moss ..... $3.00 per bale

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Worcester, Mass.

Florists have noticed little change in siness. The past week made their ird successive week of hard work. owers, although a trifle more plenti- l, are still short of the demand, and ices remain high. But flowers are be- ; used sparingly in window and store splays, decorations being mostly potted liage plants in variety. The fruit and getable exhibit scheduled for last ursday at Horticultural Hall was stponed owing to the epidemic. It will obably be held Thursday, Oct. 17, if nditions continue to improve.

Carnations, 'Mums and Violets have made rapid gain in quality and quan- y the past week due to good weather. ey may be found at nearly every flower op. Practically all stores were closed turday in observance of Columbus y, but shops, banks and flower stores mained open their usual hours. The olesale prices for the week were: As- rs, poor in quality, $2 to $4 per 100; rnations $2 to $5; Roses $5 to $20; lies $15; Violets $1.50 per 100; 'Mums .50 to $3 per doz., and Gladioli $1 to per doz. F. M.

Slocombe's Dahlias

There was received at this office on ednesday of last week a box of hand- me Dahlia blooms from J. H. Slocombe, well known Dahlia originator and ower, of 555 Townsend ave., New Ha- n, Conn.

Though this is reported to be an off ar for Dahlias and the early frosts ve already nipped them in many sec- ons the blooms submitted for inspection ere choice and large. Mr. Slocombe, it ill be recalled, was a winner in several asses in the recent show of the Ameri- n Dahlia Society and the American stitute in New York City, with blooms most all of which were of his own ori- n and introduction shown in competi- on with the best imported and American tised varieties.

To the already long list of the Slo- mbe Dahlia originations, Mr. Slocombe as recently brought out a set of six, mely, Jean Slocombe, a hybrid Cactus, hose large mauve-pink blooms are borne long stems; Edith Slocombe, in the me class, whose purplish garnet flow- s, shaded with maroon are carried on iry stems; Graydon Slocombe, of the me class, a salmon rose bloom shaded pricot; Slocombe's Red, of the decora- ve class, a large velvety red bloom; alph Slocombe also a decorative, a olden yellow carried on long stiff stems, nd Lorna Slocombe, a peony flowered ariety, immense flowers with a scarlet round color, with apricot shadings. The ew originations of Mr. Slocombe may e called the Slocombe Family Six.

Mr. Slocombe has a large number of romising unnamed seedlings also in the everal classes, which are well worth any ahlia lover's inspection, as those who ave viewed Mr. Slocombe's Dahlias this eason readily attest.

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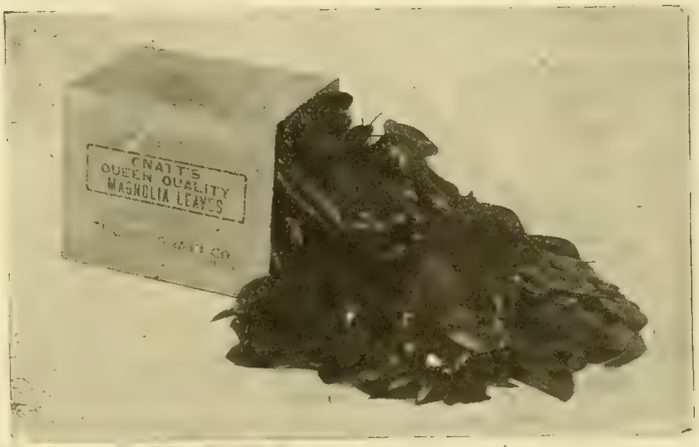

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Nassau Co. (N. Y.) Hort. Society

Dahlia Show

The annual Dahlia show of the society was held in Pembroke Hall, Glen Cove, on Wed., Oct. 2. There was an excellent display of flowers, fruit and vegetables. Competition was keen in most classes and the quality was up to the usual high standard. The vegetable exhibits aroused special interest. Robt. Jones the efficient manager assisted by Jas. Gladstone are to be congratulated on the excellent arrangement of the show. The judges were Wm. Robertson, Portchester; Geo. Ferguson, Manhasset and John W. Everitt, Glen Cove. John Scheepers & Co., Inc., N. Y. City., had a display of their new Raspberry La France which was awarded a certificate of merit.

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NEW YORK

Wholesale Market and News of the City

The Market

Oct. 15.—The pronounced features of the wholesale cut flower market this week, as last, are a rather limited supply, a large demand by out-of-town florists, and an active demand from this city and vicinity and continued high prices, but with signs of weakening a little on some items which are coming in more freely.

American Beauty Roses are in considerable supply and choice selections of special grade blooms are selling at 30c. to 40c. each. The other grades are realizing corresponding prices. In Hybrid Tea Roses No. 2 grade blooms are selling at $4 to $6 per 100, and fancies and specials at 8c. to 30c. each. The demand for the No. 2, No. 1, and extra grades is very active.

Carnations are moving well at $2 to $6 per 100, the price having weakened a little today.

Cattleya orchids are in larger supply and are also meeting with a brisker demand at prices ranging at 25c. to 60c. each in general, with occasional sales of extra choice blooms at 75c. White Lilies are in short supply and are going quickly at 20c. each. Pink Lilies, grown outside, and not plentiful, are meeting with a weak demand at about $6 per 100. Lily of the Valley is in limited supply and is not meeting with a strong demand at about $10 per 100 for the best.

Chrysanthemums are now the dominant flower in the market. They are arriving in larger numbers and in much greater variety than last week and are meeting an active demand at prices ranging from $2 to $6 per doz. in general and $9 for a few exhibition blooms. Bunch 'Mums, both Pompons and Singles, are beginning to arrive and are selling at 25c. to $1 per bunch. Dahlias are more in evidence, in spite of frosts, than last week, but are not moving as freely. Prices range from $2 to $12 and occasionally $15 per 100.

In other flowers there are seen single and double Violets, Antirrhinums, Delphiniums, Tritomas, Hardy Asters, Bouvardia, Marigolds, Calendula, etc., all of which are moving moderately well at quoted prices.

Asparagus, Smilax and ferns are meeting with a fair demand and boughs of Oak foliage are selling freely.

There was an interesting meeting of the Florists' Club at its rooms, Grand Opera House Building, 23d st. and Eighth ave., on Monday evening. A full report of this meeting will be found in this issue.

The Horticultural Society of New York will hold an exhibition in the American Museum of Natural History on Thursday evening, Nov. 7, from 7 to 10 o'clock, on Friday and Saturday from 9 a.m. to 5 p.m. and 7 to 10 p.m., and on Sunday from 1 to 5 p.m. This will be the annual Chrysanthemum show of the society. Schedules are now out naming the prizes in the several classes of Chrysanthemums, Roses, Carnations, foliage and decorative plants, orchid plants, vegetables and fruits.

There were noted this week at the wholesale store of Thomas Young, Jr., 53 W. 28th st, some extraordinarily fine blooms of Hybrid Cattleya orchids, also of the variety labiata.

Jack Trepel, the retail florist of Fulton st., Brooklyn, who has been at home sick for several days, is again able to be out and attend to business.

At the Henshaw Floral Co., 127 W. 28th st., the fine 'Mums seen this week were from the growing establishment of Frank McMahon of Seabright, N. J. Among these were Marigold, Tints of Gold, Pink Beauty, Touset and Comeleta.

Some of the Dahlias which survived the frosts and are now arriving in the wholesale market are fine, particularly splendid blooms of these including his namesake, Mandiana, from W. A. Manda's, South Orange, N. J., were seen this week at John Young & Co.'s, 53 W. 28th st.

General Pershing Geranium

A new variety of Geranium, named General Pershing, has been developed by John McE. Bowman's gardeners. Blooming plants will soon be used in the hotels Biltmore, Murray Hill, Manhattan, Ansonia and Belmont, of which companies Mr. Bowman is president.

Fourth Liberty Loan

Additional large subscriptions through Florists and Allied Trades Committee reported since Oct. 9.

Henry M. Robinson & Co., Inc., 2 Winthrop sq., Boston, Mass	$1000
Joseph J. Levy, 50 W. 26th st	500
H. M. Robinson Co., 55 W. 26th st	500
August F. Kohlmann, Tompkinsville, S. I.	500
Frank K. Frank, 1561 Third ave	500
Helen W. Pelouze, 55 E. 58th st	1000
Frank W Bruns, 423 Madison ave	2000
P. B. Rigby, 117 W. 28th st	700
J. G. Leikens, 55th st, Madison ave	1000
A. S. Nash, 55 W. 26th st	1300
Emile Bonnot, Jersey City, N. J.	500
J. K. Allen, 118 W. 28th st	500
R. G. Hollaman, Pres., International Exposition Co., 480 Lexington ave	5000

Including the purchases at the New York Florists' Club meeting, noted elsewhere, the total amount recorded to date by the Committee amounts to $199,100.

An additional list of those who have contributed to the Fourth Liberty Loan will be found in this issue. See report N. Y. F. C. meeting.

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Horticultural Society of New York

Fall Flower Show

The annual Fall exhibition of the Hort. Society of New York will be held Nov. 7 to 10, inclusive, at the American Museum of Natural History. Prizes are offered for Chrysanthemums, Roses, Carnations, stove and greenhouse foliage and flowering plants. Orchids, vegetables and fruit have also been included in the premium list this year and attractive prizes offered. It is desired to make these a feature of the show to help show our interest in the war garden movement. All growers are therefore urged to exhibit.

For the largest and best collection of vegetables, arranged for effect, a first prize of $50 is offered; second $35; this class is open to all. Collection of 12 vegetables, arranged for effect, $25 and $15. This is restricted to non-commercial growers. Collection of outdoor grown fruits $15, second $10. Two bunches of black Grapes $10 and $5; white Grapes $10 and $5. Two melons $5 and $3. The fruit prizes are restricted to non-commercial growers.

For non-commercial growers only prizes of $15 and $10 are offered for both vegetables and fruits preserved in glass jars.

The society offers its silver cup, valued at $100, for the best collection of bush Chrysanthemum plants. The *Garden Magazine* offers its silver achievement medal for the best exhibit in the show; bush Chrysanthemum plants are not eligible for this prize. Schedules are now ready for distribution, and will be sent on application to the secretary, George V. Nash, Mansion, New York Botanical Garden, Bronx Park, New York City.

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Up to Tuesday, Oct. 15, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	12.00 to 35.00	Adiantum Cuneatum	.20 to .25
" Fancy	10.00 to 20.00	Hybridum and Croweanum	.25 to .50
" Extra	8.00 to 12.00	Antirrhinum, per bunch	.10 to .50
" No. 1	6.00 to 10.00	Asters	.... to ....
" No. 2	4.00 to 6.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	2.00 to 4.00	Carnations, Select	4.00 to 6.00
Killarney	4.00 to 8.00	Ordinary	2.00 to 4.00
Killarney Brilliant	4.00 to 8.00	Chrysanthemums, per doz.	2.00 to 6.00
White Killarney	4.00 to 8.00	Chrysanthemums, bunch	.25 to 1.00
White Killarney, Double	4.00 to 10.00	Cosmos, per bunch	.10 to .35
My Maryland	4.00 to 8.00	Dahlias	2.00 to 15.00
Columbia	5.00 to 15.00	Delphinium, per bunch	.15 to .50
Hadley	5.00 to 20.00	Ferns, per 1000	1.75 to 2.00
Hoosier Beauty	4.00 to 12.00	Galax, green and bronze, 1000	.... to 1.00
Key	10.00 to 30.00	Leucothoe, per 1000	4.50 to 7.00
Cecile Brunner, Elgar, etc. bun	.... to	Gladiolus	6.00 to 8.00
Mme. Pl. Euler (Prima Donna)	5.00 to 15.00	Lilies, Longiflorum	.... to 20.00
Mrs. George Shawyer	4.00 to 12.00	" Rubrum	3.00 to 6.00
Sunburst	4.00 to 12.00	Lily of the Valley	4.00 to 10.00
Mrs. Aaron Ward	5.00 to 12.00	Mignonette, per doz	.... to ....
Lady Alice Stanley	5.00 to 12.00	Orchids, Cattleyas	30.00 to 75.00
Ophelia	5.00 to 12.00	Smilax, per doz., strings	1.00 to 1.50
J. J. L. Mock	5.00 to 15.00	Sweet Peas, Spencers	.... to ....
Mrs. Charles Russell	5.00 to 25.00	Tuberoses, per doz	.... to ....
....	.... to	Violets, Double	.... to .50
....	.... to	" Single	.... to .50

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5.00 to 40.00	.... to	Roses—American Beauty	20.00 to 60.00	8.00 to 50.00	8.00 to 60.00
4.00 to 12.00	.... to	Hadley	8.00 to 20.00	.... to	.... to ....
3.00 to 10.00	3.00 to 8.00	Hoosier Beauty	4.00 to 12.00	4.00 to 10.00	6.00 to 20.00
.... to	.... to	Kaiserin Augusta Victoria	.... to	.... to	.... to ....
4.00 to 10.00	2.00 to 8.00	Killarney	4.00 to 8.00	4.00 to 10.00	6.00 to 15.00
4.00 to 10.00	2.00 to 8.00	White Killarney	4.00 to 8.00	.... to	6.00 to 15.00
3.00 to 6.00	.... to	Killarney Queen	4.00 to 8.00	3.00 to 8.00	.... to ....
2.00 to 3.00	2.00 to 8.00	Mrs. Aaron Ward	.... to	.... to	4.00 to 12.00
6.00 to 15.00	4.00 to 10.00	Mrs. Chas. Russell	8.00 to 20.00	8.00 to 15.00	8.00 to 20.00
.... to	.... to	Francis Scott Key	.... to	8.00 to 15.00	.... to ....
4.00 to 12.00	.... to	Mrs. George Shawyer	.... to	4.00 to 12.00	4.00 to 15.00
10.00 to 15.00	4.00 to 10.00	Columbia	.... to	8.00 to 15.00	.... to ....
.... to	.... to	Rose Marie	.... to	8.00 to 15.00	.... to ....
3.00 to 8.00	.... to	My Maryland	.... to	.... to	4.00 to 15.00
6.00 to 15.00	.... to	Prima Donna	.... to	6.00 to 15.00	6.00 to 20.00
3.00 to 12.00	3.00 to 8.00	Ophelia	4.00 to 12.00	4.00 to 12.00	6.00 to 15.00
3.00 to 6.00	2.00 to 8.00	Richmond	4.00 to 8.00	2.00 to 8.00	6.00 to 15.00
4.00 to 10.00	2.00 to 8.00	Sunburst	6.00 to 12.00	.... to	6.00 to 15.00
4.00 to 10.00	.... to	Killarney Brilliant	6.00 to 12.00	2.00 to 8.00	.... to ....
.... to	.... to	J. J. L. Mock	.... to	2.00 to 10.00	.... to ....
2.00 to 3.00	.... to	Cecile Brunner	.... to	2.00 to 4.00	.... to 3.00
.... to	.... to 1.00	Adiantum, ordinary	.... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	.50 to 1.50	Antirrhinums, bunch	.... to	.... to	.... to ....
.35 to .50	.20 to .25	Asparagus Plumosus, bunch	.25 to .50	.... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
.50 to 2.00	2.00 to 4.00	Asters	5.00 to 10.00	.... to	1.00 to 3.00
.50 to 2.50	.... to	Calendula	1.00 to 2.00	.... to	.... to ....
.... to 4.50	.... to	Carnations, Select	6.00 to 10.00	.... to 4.00	.... to ....
1.50 to 2.00	1.00 to 2.00	Ordinary	.... to	2.00 to 3.00	.... to 4.00
3.00to4.00doz	10.00 to 25.00	Chrysanthemums, Early	16.00 to 35.00	16.00 to 50.00	20.00 to 35.00
.... to	.... to	Pompons, per bunch	.... to	.50 to .75	.... to ....
1.00 to 3.00	.... to	Coreopsis	.... to	.... to	.... to ....
3.00 to 6.00	2.00 to 8.00	Dahlias	.... to	.... to	8.00 to 12.00
.... to	.... to	Daisies	.50 to 1.00	.... to	1.00 to 2.00
.... to	.... to	Delphinium, dos	.... to	.... to	.... to ....
.... to 2.00	.... to .15	Ferns, Hardy	.... to	.... to .50	.... to .25
.... to	.... to	Gaillardias	.... to	.... to	.... to ....
.... to .15	.... to .12½	Galax Leaves	.... to	.... to	.... to .15
2.00 to 6.00	.... to	Gladioli	4.00 to 6.00	.... to	4.00 to 6.00
.75 to 1.00	.... to	Leucothoe	.... to	.... to	.... to 1.00
12.00 to 15.00	.... to	Lilium Formosum	.... to	.... to	.... to ....
12.00 to 15.00	8.00 to 10.00	" Longiflorum	16.00 to 25.00	.... to 15.00	18.00 to 20.00
3.00 to 5.00	.... to	" Rubrum	10.00 to 12.00	.... to	.... to ....
6.00 to 8.00	.... to	Lily of the Valley	10.00 to 12.00	.... to	.... to ....
.... to	.... to	Mignonette, Per 100	.... to	.... to	.... to ....
60.00 to 75.00	.... to	Orchids—Cattleyas	50.00 to 75.00	.... to 75.00	75.00to100.00
.... to	.... to	Phlox	.... to	.... to	.... to ....
1.80 to 2.40	.... to 1.80	Smilax, dos. strings	.... to	2.00 to 3.00	.... to 2.00
.... to	.... to	Snapdragon	.... to	4.00 to 6.00	.... to ....
.25 to .60	.... to	Sweet Peas	.... to	.25 to 1.00	.... to ....

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.
When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.
When ordering, please mention The Exchange

Boston

The vegetable, fruit and flower show and the meeting of the Gardeners and Florists' Club for Oct. 15 and 16 has been cancelled by order of the Board of Health.

George W. Homar is back at work in the Boston Flower Exchange.

The Montrose Greenhouses cut 4500 Roses last Monday—Ophelia, Black Beauty, Killarney Brilliant and Double White Killarney.

Frank Edgar of Waverly is marketing Golden Glow 'Mums. His greenhouses are well stocked with Poinsettias and Begonias.

We have had no frost to speak of so Dahlias are flowering profusely. They have had a heavy call and the price has been higher than ever before.

The retail stores are doing an enormous business. The call for funeral flowers still continues. In many stores the men have to work late at night to keep up with the demand.

At Welch Bros. Co. local trade is less but shipping business from distant cities and towns has increased the past two weeks. They have big supplies of Cattleyas, Liliums, 'Mums and Roses.

William Hannon & Son, of Dorcester, are fortunate in having a daily cut of about 1000 Lilies.

Shipping business at H. M. Robinson & Co.'s was never better than at present. They get a good supply of all kinds of flowers, including large shipments from New York.

At the seed stores they are waiting anxiously for Holland bulbs. So far none have arrived. Darwin Tulips are in big demand; as many orders are in now as will clean up the Holland shipments.

At local nurseries interest has centered in herbaceous plants. Sales have been heavy during the past month. Evergreens have sold well this Fall, more especially Blue Spruce. It is interesting to know that many of the large coniferous evergreens partially injured in the Spring have completely recovered during the Summer. R. C.

(*Boston market will be found on page 624.*)

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
When ordering, please mention The Exchange

Chicago

Three cheers for the Florists of Chicago and Cook County!

The Fourth Liberty Loan quota - $300,000—for Florists and allied trades only (does not include nurserymen and seedsmen) was oversubscribed by Oct. 10, 1918.

Total subscriptions to date: $303,000. Of this amount $92,000 are "plus" subscriptions.

(Signed) F. LAUTENSCHLAGER,
Chairman Florists and Allied Trades Fourth Liberty Loan.

Stock Continues Scarce

Oct. 14.—The unprecedented scarcity of stock is the prevailing topic of conversation. No one can recall such a scarcity at this time of year since this market has assumed the importance that it now possesses, in the last decade or two. Telegrams for stock which cannot be filled, pour in daily from other cities, and in many instances no reply is made except by letter. Florists in the surrounding cities ask why the wholesalers continue to advertise stock when they have none to sell. The best, however, that the wholesalers can do is to make an even distribution of all available stock among their good and steady customers. The buyer, who sends only an occasional order receives no consideration whatever in times like these. The same condition prevails in other cities as well as Chicago, as representatives of the trade from various points have come here during the past two weeks to investigate conditions. Prices are higher than ever known at this season. The local retail trade is also brisk, with much funeral work. Toward the end of the week there was noted a slight increase in the supply of stock coming in and it is the general opinion that the worst period of stringency has passed, and a larger supply of stock will be available for some time to come to meet the already heavy demand that seems to be assured.

The supply of Roses is probably larger than that of any other item of stock on the market, but even of these there are not enough for the demand. Prices are very high, short stock bringing $5 per 100 and up to $15 and $18 for the best and fancy grades. Am. Beauty Roses are moving quickly and in many cases where stock is good fancy prices are received.

Carnations are more plentiful than a week ago, but still far from being equal to the demand. Stock of medium quality has sold for as high as $5 and $6 per 100.

Every day sees an increase in the supply of 'Mums but still the daily receipts are far short of the demand. They are bringing high prices, ranging from $2 to $6 per doz. The sorts coming in are an improvement over the extra early varieties which have held the market for some time. In the second earlies there are good whites and pinks, and many types of yellows of more than ordinary quality. Some California stock has come in during the past week, but owing to the general scarcity no one complained of this competition. In a general way growers say that for some reason or other, 'Mums are later this season by two weeks or more than last year. It will not be before these are in the height of their season that the tightness of the market will be relieved, should the present lively demand continue.

Gladioli and Asters are at the close of their season and are to be had only in small quantities. Orchids are more plentiful, while Valley remains on the short list. Easter Lilies are in only moderate supply, all stock coming in bringing good prices and moving daily. Violets have jumped to $1 per 100 and ferns have been so difficult to obtain and so much used in funeral work that there are instances where the price of $5 per 1000 was paid for them during the past week.

Club's Loan Meeting

The regular meeting of the Chicago Florists' Club was held at the Randolph Hotel on Thursday evening, Oct. 10. This meeting was scheduled to be the great Liberty Loan meeting and prominent speakers to boost the sale of Fourth Liberty Loan Bonds were provided for the occasion.

President Lautenschlager, noting the great enthusiasm displayed by the visitors, very wisely postponed all matters concerning club business until the next regular meeting to be held in November

Chicago, Oct. 14, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials.....per doz.	5.00 to 6.00
36-inch stems..... "	4.00 to 5.00
30-inch stems..... "	3.00 to 4.00
24-inch stems..... "	2.50 to 3.00
18 to 20-inch stems... "	2.00 to 3.00
Short stems.....per 100	8.00 to 10.00
Columbia	8.00 to 25.00
White and Pink Killarney	4.00 to 15.00
Killarney Brilliant	4.00 to 15.00
Milady	4.00 to 15.00
Mrs. Aaron Ward	4.00 to 12.00
Mrs. Chas. Russell	6.00 to 20.00
Richmond	4.00 to 12.00
Sunburst	4.00 to 10.00
Ophelia	4.00 to 10.00
Carnations, Select	4.00 to 5.00
" Ordinary	3.00 to 4.00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
" plumosus, strings	40.00 to 50.00
Asters, Common	2.00 to 3.00
" Fancy	4.00 to 5.00
Adiantum	1.00 to 1.50
Calendulas	2.00 to 3.00
Chrysanthemums, Ordinary, Doz.	3.00 to 4.00
" Fancy "	4.00 to 6.00
" Pompons, bunch	.50 to .75
Cornflowers	.... to 1.00
Daisies	1.50 to 2.00
Ferns, Hardy, per 1000	2.00 to 2.50
Galax Leaves, per 1000	.... to 1.25
Gardenias, per doz	1.50 to 2.00
Gladioli, Fancy	4.00 to 8.00
" Common	3.00 to 6.00
Leucothoe Sprays	.75 to 1.00
Lilium Auratum	8.00 to 10.00
Lilium Longiflorum	12.00 to 15.00
Lilium Rubrum	4.00 to 5.00
Lily of the Valley	5.00 to 6.00
Mexican Ivy, per 1000	.... to 6.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas, per doz	7.50 to 9.00
Smilax, per doz	2.50 to 3.00
Sweet Peas	.50 to .75
Violets	.75 to 1.00

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana

In ROSES

The market seems to offer the best value. Roses are not scarce with us, and we can promise you splendid stock at reasonable prices. In fancy Roses of the better grades we recommend to you:

RUSSELL COLUMBIA PRIMA DONNA
HADLEY SHAWYER AARON WARD
SUNBURST OPHELIA

BEAUTIES

The quality of our Beauties is of a high standard, such as has been a feature with us for years. We have an ample supply of them, and can fill your order at any time.

DAHLIAS

There has been an unusual demand for our Dahlias, and the supply has not been equal to the demand. With an increased supply reported by our growers, we will be in a better position to take care of your orders. Order them a day in advance to avoid disappointment.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses
Carnations
Snapdragons
and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN

Plumosa
Smilax
Adiantum
and a full line of all other Greens

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.
Easter Lilies and Asparagus Plumosus Sprays
When ordering, please mention The Exchange

Field-Grown Carnation Plants
AT BARGAIN PRICES

To close out a surplus of Matchless and Alice, we offer several thousand of each variety—clean, dwarf, bushy plants, in lots of 1000 or over, at $45.00 per 1000.

No orders accepted for less than 1000 of a variety at this price.

	Per 100	Per 1000
C. W. Ward	$7.00	$60.00
White Perfection	7.00	60.00
Miss Theo	7.00	60.00

We have a limited quantity of all other varieties and will be pleased to quote on application.

All stock offered subject to prior sale. Boxes and packing charged to be billed at cost.

BUSINESS HOURS:—7 A. M. TO 5 P. M.

S. S. PENNOCK COMPANY
The Wholesale Florists of Philadelphia

Philadelphia, 1608-1620 Ludlow St. **New York, 117 West 28th St.**
Baltimore, Franklin & St. Paul Sts. **Washington, 1216 H St., N. W.**

When ordering, please mention The Exchange

and turned the meeting into a grand rally for the sale of Liberty Bonds. Speakers from the Division 19-B were present and gave rousing talks that inspired every visitor present to purchase more bonds.

Capt. Maurice Bernhardt, a French soldier, who fought with the Union Army in 1861, made a fine appeal. The hat was passed around and a contribution of nearly $100 was taken up that the Captain will send to the poor children of France and Belgium. He was so elated over the generosity of the members that he presented the secretary with a framed photo of himself to be hung in the meeting rooms of the club.

Peter Reinberg, chairman of the Board of Commissioners of Cook county made a good speech. There were numerous other talks by visitors and club members, which resulted in those present increasing their purchases of bonds. Up to the time of the meeting the division to which the Florists belong was short about $48,000. About $51,000 was subscribed at the meeting and more subscriptions are coming in daily so that by this date the florists are well "over the top" by from $15,000 to $18,000 and the total may go still higher before the close of the campaign. Among the principal subscribers at the meeting was Peter Reinberg, who increased his already large purchase of bonds by $7000. Weitor Bros. took an additional $5000 and all the way down the line to the small purchases of $1000, $500, $100 and $50 subscriptions, the amounts were increased. Fred Lautenschlager, chairman of the Florists' Trade Division was too busy selling Liberty Loan Bonds to attend the meeting of the F. T. D. in Cleveland. This was a matter of much regret to him as this was the first meeting of any importance that he failed to attend in several years.

Paul Klingsporn, of the Chicago Flower Growers' Ass'n, made several good customers for his firm at the F. T. D. meeting at Cleveland. He was much pleased with the meeting.

E. C. Pruner, of the Poehlmann Bros. Co., who attended the F. T. D. meeting, left at the close of the meeting to visit his brother in Akron, O., whom he had not seen in several years.

Arthur Liebermann, brother of Fred Liebermann of the Kennicott Bros. Co., died the past week at Jefferson Barracks, Mo., of pneumonia.

Sigmund Misiewicz, a former well known retailer on Milwaukee ave., died of pneumonia in France. His name appeared in a recent list of casualties.

T. E. Waters, of the supply department of the Poehlmann Bros. Co., went to Akron, O., from the F. T. D. meeting on a business trip to the Goodrich Rubber Co.

A. F. Longren of the Burlington Willow Ware Shops, Burlington, Ia., had an exhibition of baskets in the Palmer House during the past week.

In our last issue, page 599, we stated that the Kroeschell Bros. Co., together with its employees, had subscribed $3000. This we are happy to say was an error, as Kroeschell Bros. Co. and Kroeschell Bros. Ice Machine Co., firms, officials and employees, have subscribed $30,000 to the Fourth Liberty Loan, which is, in fact, one-tenth of the total quota assigned to the florists of their district.

Philadelphia

The Market

Oct. 15.—There is practically no change in the cut flower market. Flowers are scarce and high. It is utterly impossible to fill orders and a number of retail shops have stopped taking orders except from regular customers. As previously stated, there is an overwhelming demand for flowers of every description. Ruling prices are: For Roses from 8c. up; Carnation 8c. to 10c.; Easter Lilies 25c.; Dahlias 5c. and up, and 'Mums $3 to $5 per doz. Other stock brings corresponding prices. Greens have also gone to the vanishing point and, like other foliage stock, are snapped up on arrival. This week is opening up with a stronger supply, with more Dahlias and 'Mums to draw upon.

Notes

The Henry F. Michell Co. had a large block of Gladioli at the nurseries at Andalusia, the cut from which is meeting with a brisk demand. Manager A. R. Burton has arranged to run half the greenhouses during the coming Winter.

The unprecedented demand for flowers has brought a call for almost every conceivable blooming flower; even the Geranium was welcomed in the wholesale market.

The death of Theodore Schober, manager of the Wyncote establishment of the Joseph Heacock Co., was a shock to all who knew him, and his passing leaves many regrets. His obituary will be found on another page.

With the arrival of the Dutch bulbs at the port of New York, the local seed firms are making arrangements for receiving them here at an early date.

Samuel F. Lilley is now with the S. S. Pennock Co. William Moore is with Chas. E. Meehan. Ed. Dornheim is seeking pastures far remote from the florist's field.

The writer is exceedingly sorry to report that John Welsh Young is confined to his bed with the grippe. Here's wishing him a speedy recovery.

It is a pleasure to be able to report that Charles H. Grakelow, who has been ill, is pronounced out of danger and on the road to recovery. Mr. Grakelow has been appointed a director of the F. T. D.

All the supply houses report being heavily drawn upon for artificial flowers to help out in the present drain on the cut flower market.

Benjamin Berman, formerly with Eugene Berheimer and lately with the Philadelphia Wholesale Florists' Exchange is dead, a victim of pneumonia.

Philadelphia, Oct. 15, 1918
Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	50.00 to 75.00
Kaiserin Aug. Vic.	8.00 to 20.00
Killarney	8.00 to 20.00
White Killarney	8.00 to 20.00
Mme. P. Euler (Prima Donna)	8.00 to 20.00
My Maryland	8.00 to 20.00
Richmond	8.00 to 20.00
Sunburst	8.00 to 20.00
Killarney Brilliant	8.00 to 20.00
J. J. L. Mock	8.00 to 20.00
Lady Alice Stanley	8.00 to 20.00
Mrs. Chas. Russell	8.00 to 35.00
Mrs. Francis Scott Key	8.00 to 20.00
Mrs. George Shawyer	8.00 to 20.00
Hadley	8.00 to 20.00
Hoosier Beauty	8.00 to 20.00
Ophelia	8.00 to 20.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.50 to .75
" Sprengeri, per bunch	.50 to .75
Asters	.50 to 3.00
Carnations, Select	..... to .....
" Ordinary	8.00 to 10.00
Chrysanthemums	25.00 to 45.00
Dahlias	5.00 to 15.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	5.00 to 10.00
Lilium Longiflorum	20.00 to 25.00
Lilium Rubrum	6.00 to 15.00
Orchids—Cattleyas	60.00 to 100.00
Violets	..... to .....

Cleveland, O.

(Owing to a regrettable delay in the mails Mr. McLaughlin's letter, mailed immediately after the close of the meeting on Monday evening, did not reach our hands until Thursday morning, Oct. 10.)

Club Meeting, Monday, Oct. 7

Regular meeting of the Cleveland Florists' Club was held at the rooms in the Hollenden, Oct. 7, 1918, with President Chas. J. Graham in the chair. Many well-known men from other cities were present, gathered here to attend the meeting of the Florists' Telegraph Delivery Association. Robt. Weeks gave a detailed report of the work being done by the Gardeners' Service Committee. Mr. Anderson, of Nashville, Tenn., made a few remarks upon his local conditions, business hours there being from 9 a.m. to 5 p.m., the idea being the conservation of fuel.

The Cleveland Florists' Club service flag was shown and elicited much applause; there are now 45 stars upon it.

A rising vote of thanks was unanimously given retiring President Carl Hagenburger and Treasurer A. C. Fox.

Tim Waters, of Poehlmann Bros. Co., Chicago, made a brief address complimenting the club upon its splendid representation in the military service. He also expatiated upon the work of the Chicago Florists' Club along the lines of amalgamating the different branches of the trade. Sam Seligman spoke of the fine decorative work shown in the windows of the Cleveland retail florists.

At this point the executive committee of the F. T. D. which had been in session until then, entered the room; their advent was hailed with applause and, quite naturally, each individual thereof was called upon for a short powwow.

William F. Gude, Washington representative of the S. A. F. and president of the F. T. D., upon request, said he could ill afford to leave Washingtan at that time, but still less could he afford to stay away. It was only through the efforts of the S. A. F. that the florists had been enabled to obtain their allowance of 50 per cent. of coal for this Fall and Winter. The non-essential idea had been more liberally construed; it was not intended to destroy any industries; flowers, it had been discovered, were necessary for the hospitals and for the morale of the Army. Misinformation had been added to misinformation by local administrators, thereby augmenting the troubles experienced in obtaining coal. Mr. Gude again called attention to the work of the Society in regard to the coal shortage and said that it would not affect the florists' industry more than any other industry. As to the Work or Fight order what General Crowder is after more particularly is the slacker and the loafer. Mr. Gude further reminded the audience that priority orders were confined to U. S. necessities only.

Mr. Gude made a strong appeal to the florists to do the very best possible under the present conditions and, inci-

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75

No.	Diam.	Each	Doz	1000
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.

SOUTH ZANESVILLE, OHIO

RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA

WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

When ordering, please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

The Keller Pottery Co.

213-223 Pearl St., Norristown, Pa.

When ordering, please mention The Exchange

SYRACUSE

Standard Red Pots

STRONG—LIGHT—POROUS

Write for Catalogue and Prices

Syracuse Pottery

L. BREITSCHWERTH, Prop.

SYRACUSE, N. Y.

When ordering, please mention The Exchange

RAMSBURG'S SQUARE PAPER POT

Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.

G. S. RAMSBURG, Somersworth, N. H.

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points

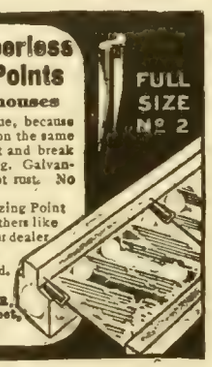
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 75c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.



Peirce Paper Flower Pot

Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.

E. ALLAN PEIRCE

400 Oaks Road, Waltham, Mass.

dentally, putting forth every effort to win the war. His speech was given prolonged and hearty applause.

W. J. Gammage, of London, Ont., Canada, spoke on trade conditions in that country, which were prosperous at that time, but artificial in many respects, because occasioned by the war. In his opinion the present extremely high prices of labor will make trouble when the millions of men abroad return to take up their places in industry. He conveyed the greetings of the Canadian florists and expressed a hope that the continent of North America should be the big influence in setting aright the disturbed world conditions.

John Young, secretary of the S. A. F., expressed his pleasure in being present at a meeting of the Cleveland Florists' Club. He emphasized the importance of the work being done by Mr. Gude in his duties as Washington representative, and spoke in great appreciation of the splendid treatment given the florists by the Government, expressing his conviction that the trade is being treated fairly.

He did not think Mr. Gude's work on behalf of the trade was sufficiently appreciated nor did he get the support he deserved. Loss to the florists of their men would be due more to these leaving to obtain the high wages obtainable or through the workings of the draft. A strong argument was made by Mr. Young when he asked the question: If the growers had been unable to obtain the coal, where would the retailers stand? This coal had been obtained through the efforts of the S. A. F.

MASTICA

FOR GREENHOUSE GLAZING

USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

F. O. PIERCE CO., 12 W Broadway, New York

When ordering, please mention The Exchange

NEW — USED

LARGE STOCK

All sizes, threaded and coupled or cut to length

Your inquiries solicited

Peerless Iron Pipe Exchange, Inc.

396 Broadway, New York

When ordering, please mention The Exchange

Mr. Young pointed out the great educational benefits derived from his trip from Coast to Coast in the interests of the S. A. F., enabling him to get into touch with florists in all parts of the country. He spoke of his long term as secretary of the New York Florists' Club, and expressed himself as happiest when working with an organized body of florists, and concluded with a forcible argument as to the necessity of a strong national society of florists.

Philip Breitmeyer was introduced by President Graham as a florist from a small town which was a suburb of Toledo. Mr. Breitmeyer in his happy manner gave a fine talk upon trade conditions in general, optimism being the keynote of his remarks. We have had prosperity for 20 years back and should be in a position to get through this crisis with credit; he could see no cause for alarm. It may be well these times have come to us to put a stop to the overbuilding of glass and the gluts.

H. G. Dillemuth of Toronto spoke of the work accomplished by the florists' club of his city. The trade in Canada has experienced fuelless and heatless days, embargoes, etc., but has come out with colors flying after four years of war, because of its superb cooperation.

Albert Pochelon, secretary of the Florists' Telegraph Delivery, addressed the club upon its growing importance, and exhorted all members present to push with all effort possible the slogan, "Say It with Flowers," Mr. Pochelon said this was the third meeting of the F. T. D. Association, now eight years old. There were 4879 villages and towns in the United States and Canada, containing from one to five thousand population, and there should be an F. T. D. representative at each one of these points. Retailers must keep in business and use their every effort on behalf of the boys over there who would come home with more pep than when they left this side. As evidencing the benefit of the F. T. D. to the retailers he mentioned the case of a member who had filled orders for $1260 worth of flowers through the payment of his $5 dues.

W. A. Smythe, of Chicago, spoke of his inspection of the Cleveland stores and reported flowers as scarce in his city as he found them here.

Carl Baum, of Knoxville, told of conditions in his part of the country, having their share of fuel shortage and scarcity of stock, labor troubles, however, not being so acute as in other parts of the country. Express service is bad and business hours are confined from 9 a.m. to 5:30 p.m., creating great difficulty in shipping off orders. A larger crop of flowers in sight in the State of Tennessee than ever before, and prices are to be advanced to meet the increased expenditures. For fuel they were burning coal, corncobs and wood; for labor using colored women to whom they paid 12½c. an hour.

About 100 florists attended the meeting and it was greatly enjoyed by all.

J. M. L.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black white fly, thrips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affecting flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

Prevent Loss of Seed During Dry, Hot Weather

HERE is what John Schmidt, of No. 78 Dry Harbor Road, Glendale, Long Island, writes: "I had considerable loss on seed sown, which would not germinate on account of the hot and dry weather, which is no problem any more."

SKINNER SYSTEM OF IRRIGATION

The Skinner Irrigation Co.

225 Water St., Troy, Ohio

When ordering, please mention The Exchange

GLASS

FOR GREENHOUSES

Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices.

PARSHELSKY BROS. Inc.

Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,

BROOKLYN, N. Y.

When ordering, please mention The Exchange

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION DURABLE AND INEXPENSIVE

WRITE FOR ESTIMATE

THE FOLEY GREENHOUSE MFG. CO.

3075 S. SPAULDING AVE.

CHICAGO

When ordering, please mention The Exchange

San Francisco, Cal.

The Pacific Coast Hort. Society held October meeting at Sachem Hall of Redmen's Building, 240 Golden Gate ., on Oct. 5. The greater part of the ning was given over to a smoker, Dan mond of the entertainment committ- contributing his services in superb . During the business meeting, ich preceded the smoker, the service of the society, the handicraft of Miss dys Plath, daughter of H. Plath, of Ferneries, was presented to the so- y and received a round of applause. contains 10 stars, a pretty good num- , we think.

The exhibits of the evening were as lows: No. 1, Cibotium Schiedei, H. ith, 95 per cent.; No. 2, Miltonia hy- a result of cross between M. Blue- and M. Vexilliaria), J. Carbone, 95 cent.; No. 3, Dahlia "La Favorita," Lohrmann 90 per cent., and No. 4, lection of California Dahlia seedlings, C. Burns, 90 per cent. The judges re J. P. Parker, Alex. Rose and John ll.

A resolution introduced by H. Plath it the society buy a $500 bond of the irth Liberty Loan, was unanimously pted with applause.

rize Winning Wheat

Richard Diener's hobby and side . the development of heavy bearing rieties of Wheat, met with flattering ess at the Land Show, which closed Oakland on Oct. 6, at which his Wheat k first prize. He also received a spe- prize and award for an exhibit of new varieties of Wheat.

The Waldo Bohnert Seed Co., of Gil- , shipped several carloads of Carrot d to France last week, from its Lock- rt headquarters.

Burr Clover seems to be a pretty short p, judging from the number of in- iries that have come into town for it ring the past week. J. R. W.

Denver, Col.

The call for funeral work has been ater than we have experienced in some e. Both city and shipping trade held well and the end of the day generally nd the market pretty clean. The ng, constant demand always greater n the available supply, in many cases ught prices even higher than quality rranted. The quality of stock on the ole was satisfactory, with some of it ceptionally fine. No difficulty was nd, however, in moving the inferior ades. Really fine stock was at a pre- um. Good American Beauty Roses short and bring top prices. All other rieties of Roses sold well, the demand ng exceptionally strong. The shorter ades are grabbed up quickly. Carna- ns are still in short supply, especially long stemmed stock, of which there is actically none. Prices have advanced. ums are coming to the front more ry day and will be the most popular wer for a while. Dahlias have been ying an important part as they have n cheap compared with other stock l they work in well for ground work designs.

is Noted That

Boldt-Lundy, House of Flowers, s added another star to its service flag, L. E. Murry, the chauffeur, who is do- clerical work in the limited service. Frank Meyers, for the past five years eman for the Shotwell Floral Co., of rgo, N. D., has arrived in this city. intends to make Denver his home. Jesse R. Kern, manager of the Bar- des Seed Co., has been busy on the perty Loan committee. Denver is sure go over the top, as in all other drives. Mr. Lamerman, of the City Floral Co., s been confined to his home with the luenza.

E. S. Kennedy and wife, of the Alpha oral Co., spent several days at their tage in Buffalo Park, Colo.

Mr. Grover, of Elitch Gardens Co., s called to Kansas City very suddenly account of the death of his sister.

Emil Glauber has finished resetting the ss on his Rose houses. He hopes by doing he will be able to conserve fuel.

C. R. Root, of the Colorado Seed Co., s been out of town for a week on a siness trip. This firm reports business y good so far this season.

Herbert Clauson, of the American ower Shop, is back at the store again. has been on the sick list.

N. A. Benson, of the Denver Whole- le Florists' Co., when speaking of stock and prices said it is not a question of price at present as the main thing is to get enough stock to fill orders.

Oct. 4 a big surprise to the trade was to learn that Charles, son of W. W. Wilmore, who is in the U. S. Tank Corps at Gettysburg, Pa., arrived in this city on a four days' stay. He brought back the body of a comrade who died at his camp with influenza. The deceased was a Denver boy and the body was brought back for burial in this city. C. F. E.

Portland, Ore.

The shops all report trade brisk and prices satisfactory. The stock of cut flowers is exhausted daily and in many lines substitutes have to be used, as everything in flowers cleans up well. California 'Mums are most welcome and have been arriving in first class condition. Roses, because of the bright weather, are coming in in fair supply. Carnations are also in fair receipt and the quality good. A few Violets are arriving and prove a welcome addition to the variety of stock. Zinnias, Gladioli and Dahlias are still with us, and should the frost hold off we will have a crop of Cosmos, something which has not happened in many a year. Some Primula obconica, with the first flowers showing, have been drafted into service to meet the shortage of blooming plants.

State Fair

The State Fair, as far as the floral exhibits are concerned was a success, in spite of the slight interest shown by the trade generally. At any rate it was a forerunner of better things to follow. A special floral pavilion is in sight and it might not be out of place to have the Portland Floral Society as sponsor of a real flower show at the State Fair annually. By intelligent arrangement the prize money could be redistributed to make the premium money at least cover costs. The value of the advertising given to the use of flowers must not be overlooked; the last day's attendance was about 20,000.

It is up to us to push the matter, now that the fair board has awakened to the possibilities. Julius Brotje received a cup for his display of Water Lilies, and Clarke Bros. a cup for the best display of cut Roses. The Swiss Floral Co. exhibited fine Zinnias.

The Holden Floral Co. have a new Studebaker delivery car.

Some of the stores are showing fine Oconto 'Mums. These and some Comoleta, are the only good local 'Mums arriving on the market so far.

John Young has purchased the greenhouses of Thomas Ellingham, which he will take down and move them to Yakima. John Young was formerly with the firm of Young & Lester of Walla Walla.

H. NIKLAS.

Daylight Saving

According to U. S. Senator Calder, who backed the Daylight Saving Bill in the Senate, it is estimated by the U. S. Fuel Administration that one and a quarter million tons of coal were saved by turning the clock ahead an hour for seven months, by lessening the load on lighting plants through the daylight saving scheme.

Definite reports from St. Louis show a saving of 17.5 ton for each thousand of population on the seven months basis. The saving in France for a three and a half months' period was 250,000 tons, which would make a saving of 12.5 tons for each thousand of population in a seven months' period according to the Fuel Administration.

Food Production Increased

Charles Lathrop Pack, president of the National War Garden Commission, gives great credit for the war garden record of 1918 to the Daylight Saving law. According to estimates by the commission the war garden crop this year is worth $525,000,000. This is an increase of 51 per cent. over that of 1917. The commission's survey shows that 5,285,000 home food-producing plots were planted. With 26 working days in each of the seven months you have 182 extra hours of time, if only one gardener worked this extra hour of time in each plot it will be seen that 961,870,000 hours of extra time were added to the country's wealth. Since there are 8760 hours in a year, you find the staggering total of 109,803 years of 24-hour days.

In a working day of eight hours the real advantage is found by multiplying 109,803 by three, giving 329,409 working or eight-hour years. Importance of this extra time cannot be over estimated in the opinion of Mr. Pack. There is to be an army of 5,000,000 men, and as it costs 40c. a day to feed a soldier it will mean that food valued at $2,000,000 must be found for the army every day.

More Efficient Work

The good effect of daylight saving was felt by business concerns. Everywhere reports come to the Garden Commission showing increased production has resulted and the worker has more "pep" for the next day's tasks as a result of getting out from work into daylight. Thousands went into their gardens after work in the big plants and there produced food in the plots started for them by the management, who found a war gardener to be a vary good worker.

Seek to Continue Daylight Saving

Senator Calder on Oct. 7 introduced a bill, at the suggestion of Bernard Baruch, chairman of the War Industries Board, to continue the present time system. The law now in force calls for the turning back of the clocks on Oct. 27. Mr. Baruch states that a continuance of the present system would result in considerable saving of power in the war industries and would enable them greatly to increase their output.

[We can see no benefit to accrue from continuing Daylight Saving after Oct. 27.—ED.]

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can	$10.50	288-sheet can	$7.50
4-lb. can	5.50	144-sheet can	4.00
1-lb. can	1.50	24-sheet can	.85
¼-lb. can	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

When ordering, please mention The Exchange

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

FRIEDMAN'S BEST
TOBACCO POWDER, $4.00 100 lb. sack
(For Fumigating and Sprinkling combined)
TOBACCO DUST, $2.50 100 lb. sack
FUMIGATING KIND, $3.00 100 lb. sack
TOBACCO STEMS, $1.50 100 lb. bale
Special prices in Tons and Carload Lots
J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

When ordering, please mention The Exchange

ULTIMATELY You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House
Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—As superintendent on private estate or institution, by a thoroughly reliable man above draft age. Conversant in the repairs of buildings, sewers, water works and draining, plumbing (steam and hot water systems), road building, landscape, greenhouse and outside gardening. 30 years' experience. English, married. Disengaged after Nov. 1st. Address K. B. care The Florists' Exchange.

SITUATION WANTED—As head gardener or caretaker, on private estate, by gardener-florist. Austrian; 40; Married; 2 children. Life experience in landscape and greenhouse work, fruit and farm crops. Best references. State wages.
Frank John, General Delivery, Sayville, N. Y.

SITUATION WANTED—By a first-class designer, decorator and storeman, capable of taking charge. Married. Can furnish best references. State salary in first letter. Address L. C., care The Florists' Exchange.

SITUATION WANTED—By all round grower; 20 years' experience, private and commercial. German-American. Near New York preferred. Address J B. care The Florists' Exchange.

SITUATION WANTED—By young man, single; 9 years' experience growing Carnations, Chrysanthemums, pot and bedding plants. Address L. A. care The Florists' Exchange.

HELP WANTED

SEEDSMAN WANTED
A New York House has an opening for an energetic man, draft exempt, of good education, with a thorough knowledge of the business, to wait on high class trade and fill orders. Must be able to give intelligent advice to customers and produce sales. State experience, age and salary expected in first letter. Replies strictly confidential. Address L. D., care The Florists' Exchange.

WANTED—Gardener, single. Must be up-to-date in growing Carnations, etc., for cut flower and exhibition purposes; private and commercial. 26 miles from New York. Good future for reliable and steady worker. Write, or call for particulars, 1465 Broadway, New York City, 4th floor.

WANTED—Couple, Protestant, no objection to one child, draft exempt; all year. Man must understand care of Winter vegetables, hot beds, cold frames, house plants and care of furnace. Wife, careful cook. Wages, $100 per month. P. O. Box 355, Garden City, L. I.

WANTED—Saleaman capable of soliciting orders for Nursery Stock, Perennials, etc. Must have good address and knowledge of landscape work. Good position with growing Nursery.
Wood, Stubbs & Co., Louisville, Ky.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Two asssistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—Man for general greenhouse work, experienced in 'Mums and bedding stock. Address, stating wages expected, E. E. King, Attleboro, Mass.

WANTED—A competent second gardener above the draft age. One with practical knowledge of orchids and fruit under glass. Address K. C., care The Florists' Exchange.

WANTED—Married man as vegetable grower's assistant, outside in summer and greenhouse in winter. Wages, $85 per month and house. Apply John A. Forbes, Supt., Loretto, Pa.

WANTED—Single man as assistant in vegetable and fruit growing. Wages, $80 per month and room. Apply
John A. Forbes, Supt., Loretto, Pa.

WANTED—3 greenhouse men to grow Roses, under foreman; also night fireman for steam boilers. Wages, $4.00 per day.
Aug. Doemling, Lansdowne, Pa.

WANTED—A first-class salesman and maker-up in a retail flower store. Steady position. Wages, $40 to $45 per week. Address L. B. care The Florists' Exchange.

WANTED—Man to drive delivery car and assist in florist store. Nice permanent position for the right man. F. E. Palmer, Inc., 220 Washington, st., Brookline, Mass.

WANTED—A day fireman for hot water system. Hard coal. $25.00 per week. S. Kahn, Signs' Road, Bull's Head, Staten Island. Telephone, West Brighton, 130-J.

WANTED—Experienced man for general store work. Must be able to wait upon the highest class of customers. References required.
Wm. Kather, 754 Madison Ave., N. Y.

WANTED—Young woman for retail florist store. Apply to A. D. Mellis, 3421 Snyder av., Flatbush, Brooklyn, New York.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe
THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr. XX heavy	$3.00	$26.00
2 yr. No. 1	2.50	18.00
2 yr. No. 2	2.00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries, 331 Broad st., Red Bank, N.J.

ASPARAGUS

ASPARAGUS PLUMOSA	100	1000
From bench, equal to 3-in.	$4.00	$35.00
2½-in.	3.50	30.00
3-in. extra heavy	7.00	60.00
4-in. extra heavy	12.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building Philadelphia, Pa.

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS PLUMOSUS—Seedlings, $1.00 per 100, $6.00 per 1000. Ready now.
Strafford Flower Farm, Strafford, Pa.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00 .Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS — 2½-in., strong 3½c.; 3-in., 7c.; Sprengeri, 2½-in., well established, 3c. Gullett & Sons, Lincoln, Ill.

ASPARAGUS PLUMOSUS-Spray. $2.50 per doz. bunches. Cash. Henry V. Shaw, Red Hook, N.Y.

ASPARAGUS SPRENGERI—2-in., $2.00 per 100. Cash. W. S. Gibney, Hagerstown, Md.

BARBERRY

BARBERRY THUNBERGII	100	1000
Strong, 2 and 3-year, stock.		
12 to 18-in	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra	7.00	60.00

Packed free of charge
CHARLES BLACK, HIGHTSTOWN, N. J.

BARBERRY'S GOLDEN PRIVET—Barberry Thunbergii, 18 to 24-in., $5.00 per 100, $40.00 per 1000; 2 to 3-ft., $8.00 per 100, $75.00 per 1000. Golden Privet, 12 to 18-in., $3.00 per 100, 18 to 24-in., $5.00 per 100.
Wm. von Helms, Monsey, N. Y.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO.

BERBERIS THUNBERGII — 10 miles of it. The Conard & Jones Company, West Grove, Pa.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

STOCK FOR SALE

BULBS

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

CALENDULAS

CALENDULAS—Orange King. 500 strong plants, from selected seed, $12.50 for the lot.
Cash with order
Rose Hill Nurseries, New Rochelle, N. Y.

CALENDULA—Orange King. "True" selected strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CALLAS

AETHIOPICA

Diam.	Per 100
1¼-in.	$4.00
1½-in.	5.75
1¾-in.	8.00
2 -in.	12.00
2½-in.	16.00

YELLOW CALLAS, $2.00 dozen
PAPER WHITES
12cm. $1.50 per 100, $13.00 per 1000.
Lakeside Garden, Santa Cruz, Cal.

CALLA LILY PLANTS

	Per doz.
Strong, 4-inch	$4.50
Strong, 6-inch	6.00
Some buds showing.	
FRENCH HYDRANGEAS	
Strong plants, 5 to 8 heads	$5.00
2 to 5 heads	3.50
Strong, single heads	3.00

Cash with order.
Brooklake Greenhouses, Madison, N. J.

CALLA ÆTHIOPICA
A few hundred large size roots.
Prices on application
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS

MATCHLESS—We have a surplus of Matchless, and offer an exceptionally fine lot of dwarf, bushy, well-topped plants, in lots of 1000 or over, at the special price of $45.00 per 1000.

	100	1000
Matchless	$7.00	$45.00
White Wonder	7.00	60.00
White Perfection	7.00	60.00
Alma Ward	7.00	60.00
Albert Roper	7.50	65.00
C. W. Ward	7.00	60.00
Alice	6.00	45.00
Miss Theo	7.00	60.00

We can supply most of the standard varieties not listed above, and owing to the lateness of the season, we quote on application, as some varieties are getting scarce. Send us a list of your wants.
Boxes and packing charges added.
S. S. PENNOCK CO.
1608 Ludlow st., Philadelphia, Pa.

FIELD CARNATION PLANTS—Alice, Enchantress, White Enchantress, Matchless, $5.00 per 100, $45.00 per 1000. Cash with order, please. Kretschmar Bros., West Nyack, N. Y.

CARNATIONS—Pink and White Enchantress Strong, field-grown plants, $60.00 per 1000.
Henry Smith, Grand Rapids, Mich.

CARNATIONS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

STOCK FOR SALE

CARNATIONS

CARNATIONS Excellent Sto
Mrs. C. W. Ward, White Perfection, Enchantre
$7.00 per 100, $60.00 per 1000.

	100	100
Matchless, very fine	$6.00	$50
Cottage Maid	8.00	70
Alice	6.00	50
Miss Theo	5.00	45
5000 Matchless, 2nd size	4.00	35
5000 Rose Pink Enchantress, excellent value	4.00	35

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, P

CARNATION PLANTS
White Perfection, $6.00 per 100, $50.00 p
1000. Geo. Peters & Sons, Hempstead, L. I., N.

CARNATIONS—Fine, field grown plants; 30
Perfection and 5000 Pink Mackie.
J. Bennett & Son, Blue Point, L. I.

CARNATIONS—Field-grown. Pink Enchantr
$4.00 per 100. Cash. W. L. Jones, Nutley, N.

CHRYSANTHEMUMS

We are now booking orders for young plan
for early delivery of the following early Pompo
all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-
PRICE:
$1.00 per 10, $8.00 per 100, $75.00 per 10
There will be no change in the price bef
May 1st, 1919.
We can also supply the following early sta
ard sorts.
Zora, Bright yellow, ready Oct. 15-20.
Niza, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 10
5 of a variety at 10, 25 at 100, 250 at 1000 rat
These are the best early Pompons to date, a
those desiring early kinds should resort to th
mentioned above.
Elmer D. Smith & Co., Adrian, Mi

CHRYSANTHEMUM "YELLOW ADVANC
STOCK PLANTS NOW READY
Early variety brought money this year, a
Yellow Advance is the most profitable ea
'Mum we ever handled. Quantity limited
stock plants from the bench:
30c. per plant; $3.00 per dozen
CHARLES H. TOTTY COMPANY
MADISON NEW JERS

'MUM STOCK PLANTS—G. Glow, Una,
Oconto, Pink Chieftain, Chas. Razer, 5c, ea.
Cash. Theodore Strezeski, Wortendyke, N.

CINERARIAS

(dwarf)
Grown by a man who knows how. A real h
grade strain. Ready now.
Cash, or satisfactory reference from par
not having an account with us.
Cotter Granger Co., Jamestown, N. Y.

Finest dwarf strain, mixed varieties, 2½-
$6.00 per 100, $50.00 per 1000.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia,

CINERARIAS—Semi-dwarf, best strain, fr
2¼-in. pots. $5.00 per 100, $45.00 per 1
Henry Schmidt, 673 Church Lane, No. Bergen,

CINERARIAS—Mixed varieties, best str
2¼-in., $5.00 per 100. Cash.
Hopkins, The Florist, Brattleboro, Vt.

CINERARIAS—2¼-in. See display, page
Roman J. Irwin, 108 West 28th st., New Y

CINERARIAS—Fine, 3-in., $5.00 per 1
Cash. J. W. Miller, Shiremanstown, P

COLUMBINES

AQUILEGIA CÆRULEA HYBRIDA
colors and shades, fine cut flower next season
planted now, $5.00 per 100. See our trade list
other perennials.
WAYSIDE GARDENS, MENTOR, OH

CYCLAMEN

	100	10
Exceptionally good this season.	$8.00	$7
2½-in., as they run	25.00	
4-in., selected	60.00	
6-in., selected		

Salmon, Light and Dark, Pink, Light and R
Blood Red, Light Red, Pure White and W
with eye.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia,

Continued on Next Page

STOCK FOR SALE

CYCLAMEN

CYCLAMEN—See display ad. page 615.
Roman J. Irwin, 108 W. 28th st., New York.

CYCLAMEN—3-in Strong plants, $10.00 per 100. Cash. M. S. Etter, Shiremanstown, Pa.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

2-inch rose pots	100	1000
Boston Yellow	$7.00	$60.00
Giant White	6.00	50.00
White Marguerites	6.00	50.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

DAISIES—Boston Yellow, $7.00 per 100; Giant White, $6.00 per 100. 2¼-in. pots, strong plants.
Henry Schmidt, 673 Church Lane, No. Bergen, N.J.

DAISIES—Bellis Monstrosa. Pink or white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000, $8.25 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

ERICAS

Younger stock for growing on. Strong, healthy plants out of 2½-in. pots Biggest percentage will set buds and bloom for September and October delivery.

Fall varieties:	100
Gracilis Autumnalis	$12.00
Ovata	12.00
Xmas varieties:	
Fragrans Melanthera	15.00
Regerminans	15.00
Pres. Carnot	20.00
Pres. Felix Faure	20.00
King Edward	20.00
Easter varieties:	
Cupressima	20.00
Persoluta Rosea	15.00
Persoluta Alba	15.00
Translucence	25.00

Ericas can be kept at 40° to 45° night temperature in Winter
Packing charges, 50cts. for each $10 value.
Terms: Cash with order, please.
ANTON SCHULTHEIS
316 19th street., College Point, N. Y.

FERNS

BOSTON FERNS—6-in., 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c each, $30.00 per 100; 2½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

NORWOOD FERNS—4-in., extra heavy, ready for 6-in., $5.00 per doz., $35.00 per 100.
Strafford Flower Farm, Strafford, Pa.

BOSTON FERNS—From bench, 10 to 15 fronds, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100. Cotter-Granger Co., Jamestown, N. Y.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 617.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—All, varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

HARDY FERNS—Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov Minn

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early: stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

Continued on Next Column

STOCK FOR SALE

FREESIAS

FREESIA PURITY
The right crop for coal shortage. Bulbs true to strain and fully up to grade. Orders filled day received. Cash with order or C. O. D.

Diameter	100	1000
⅜-in	$0.60	$3.50
½-in	1.00	6.00
⅝-in	1.50	10.00
¾-in	2.50	18.00
⅞-in	3.00	25.00

PAPER WHITES

12 cm	1.50	13.00

LAKESIDE GARDEN
Box 123 SANTA CRUZ, CAL.

FREESIA PURITY
True Fischer Strain

Size	1000
⅝-inch	$10.00
½ to ⅝-inch	7.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

FREESIA PURITY—For high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

GREENHOUSE GROWN FREESIAS PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in	$5.00
½-in. to ⅝-in	7.00
⅝-in. to ¾-in	10.00
Bulblets; flowering size	2.00

George E. Lasher, Great Neck, L. I., N. Y.

TRUE FREESIA PURITY
Full measure as below. Grading guaranteed

	1000
⅝ to ¾-in	$12.00
¾ to 1-in., mammoth	17.00

VAUGHAN'S SEED STORE
Chicago New York

GERANIUMS

GERANIUMS
We book orders for Winter and Spring delivery. Stock ready after Oct' 1st
Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.
Cash with order. No attention to C. O. D.
Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Poitevine, Ricard, S. A. Nutt, E. G. Hill La Favorite, Buchner, Viaud and others. Ready now. 2-in., $3.50 per 100; $30.00 per 1000; 3-in., $40 00 per 1000. These prices for early orders only.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

Send us your list of requirements. We are ready to quote you on all leading varieties in large quantities. Samples will be sent on request. Those who placed their Gladioli orders last Spring with J. J. Grullemans & Sons, of Lisse, Holland, will receive their bulbs from this company, as shipping from Holland will be almost impossible this Fall.
The Grullemans Co., R. F. D., Avon on Lake, O.

Clean, healthy, young stock, absolutely free from disease. 40 leading commercial varieties. Prompt shipment after Nov. 1st. Reasonable prices. Send for wholesale lists.
T. H. Fuller, Gladiolus Specialist
649 Marshal st., Battle Creek, Mich.

HARDY PERENNIALS

IRIS—Sibirica: Snow Queen, Cærulea; Germanica Aurea. Hemerocallis: Dr. Regel, Aurantiaca, Sovereign. Extra strong clumps, $5.00 per 100. Wm. Tricker, Arlington, N. J.

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and single, mixed colors, $4.00 per 100. Other Hardy Plants also.
WAYSIDE GARDENS, MENTOR, OHIO

HYDRANGEAS

FRENCH HYDRANGEAS
Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others. Each

7-inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2¼-inch	.05

A Colle, Doylestown, Pa.

Continued on Next Column

STOCK FOR SALE

HYDRANGEAS

HYDRANGEAS—Pot-grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibraye, Radiant, Bouquet Rose, Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere.

Flowering branches	Per 100
4	$20.00
5 to 6	30.00
7 to 10	40.00
10 to 12	50.00
12 to 15	75.00

Terms: Cash with order. Packing charges of 5% of value of order will be added.
Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS AND OTAKSA

	Doz.	100
6-inch	$7.00	$45.00
5-inch	5.00	30.00
4-inch	3.00	20.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

HYDRANGEAS—Field-grown plants for Easter use. Beautiful stock, planted out from 4-in. pots of the following varieties: Generaide Vibraye, Bouquet Rose, Madam Mouilliere and Otaska. Well branched and sturdy. Price: $40.00 per 100.
CHARLES H. TOTTY CO., MADISON, N. J.

HYDRANGEA OTAKSA—Prepared for forcing. Large plants for tubs, 8 to 10 branches, 40c. 6-in., 4 to 6 branches, 25c., 4-in., 3 to 6 branches, 15c. Cash, please.
Benj. Connell, Merchantville, N. J.

HYDRANGEA OTAKSA—Field-grown, extra strong, planted out from 4-in. pots. $25.00-$35 00 per 100.
Mountain View Floral Co., Portland, Oregon

HYDRANGEAS—Field-grown See display.
Roman J. Irwin, 108 West 28th st., New York.

IRIS

LIBERTY IRIS—$5.00 per 100, $45.00 per per 1000: our selection of the following varieties, as Albert Victor, Catarina, Florentina alba, Mad. Chereau, Mrs. Neubronner, Queen of May, Pallida dalmatica, Queen Vict. Louise, King of Iris.
Mountain View Floral Co., Portalnd, Oregon

JERUSALEM CHERRIES

JERUSALEM CHERRIES—See display.
Roman J. Irwin, 108 West 28th st., New York.

LILIES

LILIUM GIGANTEUM
Sound, uniformed sized bulbs from cold storage. We ship First, Tenth, Twentieth each month.

6–8-in., 400 bulbs to case		$21.00
7–9-in., 300 to case at Chicago		20.00
LILIUM RUBRUM	100	1000
8– 9-in., 200 to case	$7.00	$65.00
9–11-in., 140 to case	10.00	95.00
LILIUM AURATUM		
9–11-in., 100 to case	9.50	90.00

Ask for other sizes and kinds
VAUGHAN'S SEED STORE
New York Chicago

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.

Single nose	$20.00 per 1000
Double nose	30.00 per 1000

JOHN R. WALSH, 502 California st., San Francisco, Cal.

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $14.00; 1000, $27.00.
Vaughan's Seed Store, New York

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000	Spiræa Van Houttei, 18-24-in., 2-3 ft., 3-4 ft. and 4-5 ft.
300,000	Berberry Thunbergii, 2 and 3-yr., transplanted, 12-18-in., 18-24-in., 2-3 ft.
50,000	Carolina and Lombardy Poplars, 6-8 ft., 8-10 ft., 10-12 ft.
20,000	Elm, American, 6-8 ft., 8-10 ft., 10-12 ft., 12-14 ft.
25,000	Spruce, Norway, 12-18-in., 18-24-in., 2-3 ft. and 3-4 ft.
200,000	Privet, California, Ibota, Polish and Amoor River North 12-18-in., 18-24-in., 2-3 ft.

Also a large and complete line of Fruit trees, Shrubs, Ornamentals, Currants, Gooseberries Raspberries, Blackberries. Roses, etc., for the wholesale trade. Send for prices.
T. W. RICE, GENEVA, N. Y.

Lining out stock: Deutzia Gracilis and Lemoinei Hydrangea P. G., Weigelias, Spiraea Van Houttei, Pruuifolia, Kerrias and other stock. Send for prices. A. Ourada, Narragansett Pier, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

Continued on Next Column

A successful method which covers your own proposition is always a good lead to follow. The majority of the subscribers to this paper use the Classified Department of THE EXCHANGE for the selling of surplus stock with success.

STOCK FOR SALE

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots.	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

SEEDLING PANSIES
From my superb strain
$4.00 per 1000
Cash with order
Leonard Cousins, Jr.
Concord Junction, Mass.

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J. B. Braun, Parkside Greenhouses, Hightstown, N.J.

PANSIES—Steele's Mastodon Greenhouse Special, seed from originators, showing buds well rooted in Jersey sandy soil. $5.00 per 1000, 75c. per 100.
Carter's Pansy Garden, Mt. Holly, N. J.

PANSY PLANTS—Steele's Private Stock Mixed, $5.00 per 1000; Steele's Mastodon Mixed, $4.00 per 1000. These are strong, stocky plants, Aug. sown. Good packing. Cash with order.
C. C. Breece, R. 7, Delaware, O.

PANSY PLANTS—Strong and stocky, "Superb Strain". $3.00 per 1000; $8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you. Brill Celery Gardens, Kalamazoo, Mich.

PANSIES—Giant flowering, in great assortment of colors, fine plants sown thin, $3.00 per 1000. Cash. Byer Bros., Chambersburg, Pa.

PELARGONIUMS

PELARGONIUMS—2½-in. pots. Easter Greeting and the best of the other varieties, all named and separate, $10.00 per 100.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

PELARGONIUMS—See page 615.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONY ROOTS
We offer for immediate delivery the following list of approved varieties. All strong, three to five eye divisions, excepting Umbellata Rosea, which are one year old plants.

PINK	50	100
Umbellata Rosea, earliest light pink		
1-yr. plants	$17.50	$33.00
Edulis Superba	7.50	13.50
M. Jules Elie, early pink	21.25	40.00
Floral Treasure, midseason	7.50	13.50
Venus, midseason	17.50	33.00
WHITE		
Madame de Verneville, early	7.50	13.50
Festiva Maxima	7.50	13.50
Duchesse de Nemours, early	7.50	13.50
Couronne d'Or, late	7.50	13.50
RED		
L'Eclatante, midseason	7.50	13.50
Felix Crousse, midseason, 3-5	16.50	30.00

S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

PEONIES—Profitable cut flower and best general planting varieties. Very early, early, midseason, late. Any quantity. Own growing. Immediate shipment. Prices reasonable.
Harmel Peony Company, Berlin, Md.

POINSETTIAS

POINSETTIA PLANTS—Christmas red variety. 2½-in. $6.00 per 100, $50.00 per 1000; 250 plants at the 1000 rate.
Brant Bros., Inc., Utica, N. Y.

POINSETTIAS—See page 615.
Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

PRIMULA 2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Obconica, 4-in.	15.00	
Chinensis	5.00	45.00
Chinensis, 4-in.	15.00	
Malacoides, common strain	5.00	45.00
Malacoides, Rohrer strain (new)	6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Building, Philadelphia, Pa.

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.
J. H. Fiesser, North Bergen, N. J.

Continued on Next Page

STOCK FOR SALE

PRIMULAS

Primulas with a reputation
now ready.
Obconica, true Silver Dollar strain
Apple blossom, Rosea and Kermesina
and other varieties
from 2½-in. pots
$5.00 per 100, $45.00 per 1000
Kewensis (yellow) from 2½-in. pots
$5.00 per 100.
HENRY SCHMIDT
673 Church Lane North Bergen, N. J.

ENGLISH PRIMROSES
Are you wondering what to fill your houses with after the early 'Mums are cut? Why not plant English Primroses? They don't require much heat and are certain to prove a profitable investment. Superb as pot plants or for cutting. Field-grown clumps.
$8.00 per 100, $75.00 per 1000.
CHARLES H. TOTTY COMPANY
MADISON, NEW JERSEY

PRIMULA—Obconica. We offer for immediate delivery nice, sturdy obconica. 2-in., $5.00 per 100; also nice 3-in., $7.00 per 100. For delivery from Sept. 1st, on. Cash or satisfactory references from parties not having an account with us. Cotter Granger Co., Jamestown, N. Y.

PRIMULA OBCONICA GIGANTEA—Fine large plants, mostly rose and red, in bud or bloom. 4-in. $8.00 per 100; 5-in. $15.00 per 100. Chinese 4-in. $8.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N.Y.

PRIMULA OBCONICA
Fine, large plants Mammoth flowering
3-in. 4c., 4-in. 8c.
SAMUEL WHITTON
Churchill ave., Utica, N. Y.

PRIMULA OBCONICA—3-in. Strong plants, $6.00 per 100. Malacoides, 3-in., $5.00 per 100. These plants will please you. Cash.
M. S. Etter, Shiremanstown, Pa.

PRIMULA MALACOIDES—2½-in. Ready now. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA—Miller's Giant. Fine 2-in., $3.50. Malacoides, 2-in., $3.50 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	

AMOOR RIVER NORTH

18 to 24-in., well branched	$3.00	$25 00
2 to 3 ft., well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK, HIGHTSTOWN, N. J.

12-15,000 CALIFORNIA PRIVET—From 18-in. to 4-ft. high; cut back once. Would make very low price for all. Also will sell in 100 and 1000 lots. Wm. von Helms, Monsey, N. Y.

ROSES

BEES' WELSH-GROWN ROSES
The necessity for reducing output of Roses etc., in order to increase National Good Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them and there are a few copies still available for applicants. Please let is have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!
BEES Ltd. 175-181 Mill st., LIVERPOOL, ENG.

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

Field-grown, two year old, hardy own roots stock. See this issue. Page 528
Western Rose Co., Pasadena, California

See ad. Sept. 28, or send for complete stock list
Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEEDS

ZVOLANEK'S SWEET PEA SEED
We offer for immediate delivery Zvolanek's compelte list of the best Standard Varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

SHRUBS

SHRUBS—Send for new complete price list.
The Conard & Jones Company, West Grove, Pa.

SMILAX

SMILAX—2½-in., fine plants $3.00 per 100
Henry Smith, Grand Rapids, Mich.

SNAPDRAGONS

	2½-inch 100	1000
Enchantress, one of the best	$6.00	$50.00
Bronze Beauty	6.00	50.00
Phelps' White	6.00	50.00
Phelps' Yellow	6.00	50.00
Nelrose	6.00	50.00
Keystone	6.00	50.00
Ramsburg's Silver Pink	6.00	50.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGON—Silver Pink, white and yellow. 2½-in., strong, clean plants, $5.00 per 100, $45.00 per 1000. Cash.
Hopkins, The Florist, Brattleboro, Vt.

SNAPDRAGON—Seedlings. A few thousands left. Transplanted Nelrose and Enchantress, $1.00 per 100, prepaid.
Carter & Son, Mt. Holly, N. J.

SNAPDRAGONS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

SNOWBALLS

SNOWBALLS—Japan Snowball, heavily rooted, 3-in. pot plants, at $50 per 1000; also from 1 to 3 year, $10 to $25 per 100.
The Conard & Jones Company, West Grove, Pa.

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4-in. 15c.; 5-in. 30c.; 6-in. 40c. None but well berried plants sent out; pot grown.
Abbey Ave. Greenhouses, Dayton, O.

STEVIA

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 615.
Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCA VARIEGATA—2½-in. stock, extra strong, last year's propagation. $5.00 per 100, $45.00 per 1000.
Mountain View Floral Co., Portland, Oregon

VINCA VARIEGATA—Good hardy, field-grown clumps, $5.00 per 100, $45.00 per 1000.
The Livingston Seed Co., Columbus, Ohio.

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINCA VARIEGATA—Fine field clumps. $4.00 per 100. Cash, please. Geo. L. Ely, Clyde, N. Y.

VINES

VINES—Honeysuckles, Clematis, Wisterias, Euonymus, Matrimony Vine. See complete price list.
The Conard & Jones Company, West Grove, Pa.

VIOLETS

FIELD-GROWN VIOLETS

	100	1000
Lady Campbell	$7.00	$65.00
Princess of Wales	7.00	65.00
Marie Louise, 3-in.	6.00	55.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

VIOLETS—Princess of Wales. Strong, field-grown plants, $8.00 per 100.
J. F. Dimmock, Pocasset, Mass.

MISCELLANEOUS STOCK

	100	1000
BELLIS—Snowball and Longfellow. Monstrosa Alba, very strong plants.		$4.00 4.50
SMILAX—Out of 2¼-inch pots	$3.00	
PEPPERS—Xmas Joy, very heavily fruited, 4-in., pot-grown	12.00	
JERUSALEM CHERRIES—Field-grown. Very heavily berried, ready for 5-5½-in. pots	20.00	

A. L. MILLER,
Jamaica, New York

CARNATIONS PLANTS—Field-grown, free from disease, nice and bushy: 10,000 Matchless, 1000 Albert Roper, $7.00 per 100, $60.00 per 1000. Also 1200 nice Colossal Mignonette plants for sale. Owner coming in draft age, reason for selling. T. E. Palmer & Son, Mendenhall, Pa.

Pot and tub Vines, Climbing Roses, Specimen lvies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

300 Snapdragon Keystone, 2-in. 4c., 500 Calendula Orange King, 2-in. 3c. Very nice plants. Cash. S. Bertelsen, R.F.D. Box 11, Babylon, N.Y.

VEGETABLE PLANTS

FRENCH ENDIVE ROOTS—Selected size, cut to proper length 75c. per doz., $3.50 per 100, $30.00 per 1000. For cultural directions, see issue of The Florists' Exchange, Sept. 21, page 456. Cash or reference. R. W. McClure, Sunny Slope Greenhouses, 401 McClure av., Syracuse, N. Y.

Continued on Next Column

STOCK FOR SALE

VEGETABLE PLANTS

10,000 Chicory Witloof or French Endive Roots. Easily forced under benches; no extra coal. Ready Oct. 15. 1st. size, $5.00 per 100, $45.00 per 1000; 2nd size, $4.00 per 100, $35.00 per 1000. Cash, please. John Weston, Valley Stream, N. Y.

CABBAGE, CELERY AND TRIPLE CURLED PARSLEY PLANTS—Field-grown, 50 cents per 100, $3.00 per 1000, prepaid. $2.00 per 1000, not prepaid. F. M. Pattington, Scipioville, N. Y.

20,000 Chicory Witloof or French Endive. Extra strong roots. $3.00 per 100, $28.00 per 1000. Hugo Schmidt, Green Lane Farm, Succasunna, N. J.

VEGETABLE SEEDS

CABBAGE SEED—New crop, American-grown, grown, Wakefields, $7.00 per lb., 10 lb. $65.00. Flat varieties, $5.00 per lb., 10 lbs., $47.50. Spinach seed, 1918 crop, American-grown, Savoy Bloomsdale, $1.00 per lb., 10 lbs. $7.50, 100 lbs. $60.00. All seed choice stock and germination guaranteed. Council Seed Co., Franklin, Va.

STOCK WANTED

Good market for all kinds of outdoor cut flowers. If you have any Dahliss, Gladioli, Asters or other flowers, ship them to us at once, along with any indoor stock that you may have Good prices. Prompt returns.
A. L. Young & Co., 54 West 28th st., New York

FOR SALE OR RENT

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York.
Jacob Hauck, 49 Montgomery st., Bloomfield, N.J.

SUNDRIES FOR SALE

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.50 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c., ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—Greenhouse glass, used: single 10x12-in. at $2.50 per box, double, 10x14-in. at $3.00 per box. Good 2nd hand pipe, 1½-in. at 8c. per ft. 1¼-in. Globe valves at 75c. each; 4 Jenkins, angle disc valves at $1.25 each.
F. Habman, Harrowgate Lane, Frankford, Phila., Pa

FOR SALE—About 10,000 glass, 10x12, 12x14. Also 150 hot-bed sash, various sizes, all suitable for greenhouse purposes. A large quantity of 1¼-inch iron pipe.
Harry Jackson, Wisner ave., Newburg, N. Y.

FOR SALE—Large quantity of drip bars, glazed ventilating sash and apparatus, also quantity of 2-in. pipe and double thick glass. Flushing Rose Gardens, 69 Colden ave., Flushing, N. Y. telephone, 108 Flushing

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

COAL

FOR SALE—By carload, Anthracite Coal Screenings consisting of 2-3-4- Buckwheat sizes and silt. $1.60 per ton, F. O. B. mines. Address 622 Scranton Life Bldg., Scranton, Pa.

FERTILIZERS

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$2.80	$13.50	$25.00
Bone Meal Rose Grower, "Vaughan's Special"	4.35	18.50	35.00
Bone Meal, Regular	4.00	15.00	29.00
Dried Blood	9.00	43.00	87.00
Nitrate of Soda	7.50	29.50	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10 bbl. bale, $3.00; 5 bales, $12.50; 5-5 bbl. bales, $8.50. Peat, $1.25 per bag; burlap, 50c. extra; cash 5c. less.
Jos. H. Paul, Box 156, Manahawkin, N. J.

PAPER BOXES

400 corrugated paper boxes, 10x14x48, never used, $30.00 per 100. Have no use for them, as we use wooden boxes. Cash with order.
Floral Hill Gardens, Chatham, N. J.

Continued on Next Column

SUNDRIES FOR SALE

POTS

FOR SALE—10,000 used pots, 2-3½-in. half price. W. H. Salter, Rochester, N. Y.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

Schedule Received

The Hort. Society of New York, exhibition to be held at Amer. Mus. of Natural History, Central Park West and 77th st., Nov. 7 to 10. Geo. V. Nash, sec'y, Mansion N. Y. Botanical Garden, Bronx Park, N. Y.

Books Received

The Greenhouse Beautiful, a 32 page and cover book prepared by Philip J. Foley and just issued by the Foley Greenhouse Manufacturing Co. of Chicago, affords the strongest kind of evidence that our greenhouse builders are prepared for a wonderful renewal of building just as quickly as the war closes, and this book, coming in advance of the time, will undoubtedly lay the foundation for some good business in the near future. The book is printed upon coated paper, profusely illustrated with various types of greenhouses and conservatories for private estates, many of the pictures presenting a quite natural appearance in their shades of green and black. The private estate owner should have no difficulty in selecting the type of house therefrom to suit his own particular fancy.

Fires for Roses

People are suffering these cold mornings and evenings from cold, due to the request that furnace fires be not started until November 1.

Does the Fuel Administration realize how much coal is used up in keeping hothouse fires going to grow roses for the rich. Truly this is a non-essential industry.—M. H., in *N. Y. American.* (Name withheld.)

While anonymous letters usually attract little attention, this one may do damage because it gives a false impression and because of the large circulation of the medium that published it. Anyone who will take the trouble may prove for himself that "the working classes," not the rich, have this year been and are now the principal buyers of flowers; that the great bulk of flowers raised recently have gone to hospitals and cemeteries; that countless greenhouses have closed down or are running on 50 per cent. or less of their usual fuel supply and are growing cool temperature crops, which require less coal than high temperature ones; that vegetable crops have more or less replaced flowers in hundreds of establishments; and that the Board of Health has ordered residences, offices, factories, etc., warmed as a safeguard against influenza.

The Meaning of Your Subscription to the Fourth Liberty Loan

WHAT IS THE LIBERTY LOAN?

It's forts and it's ships and it's shining guns.
It's squadrons that sweep the sea.
It's all of the circling band of steel
That shall keep all the home shores free.
It's grub and it's warmth for the sailor lad
Far out on the wintry foam.
For the brave jack tar, as he fights afar,
It's the good old "Money from home."

WHAT IS THE LIBERTY LOAN?

It's rifle and helm and it's bayonet,
It's shovel and shard and shell
For the soldier boy in the olive drab,
Out there on the edge of hell.
It's the soaring wings of the whirring planes
That battle on high alone.
For the lad who is daring "Over there"
It's the good old "Money from home."

WHAT IS THE LIBERTY LOAN?

It's the succor and life for a bleeding world.
It's the glimmer of Peace at dawn.
It's the strength of a mighty arm to strike.
It's the gleam of a great sword, drawn.
But, more than all, it's the pledge of love
To the lads whom we call "Our own."
To the boys on land, afloat, on high,
It's the good old "Money from home."

RALPH E. MCMILLIN.

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots.
$2.00 per single gallon.
Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

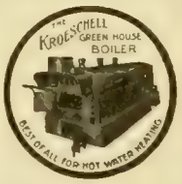
When ordering, please mention The Exchange

INDEX TO STOCK and Material Advertised
See Page 607

A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?
More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass
Pecky Cypress for Bench Lumber Cypress Clapboards and Boarding
ASK FOR CIRCULAR E
The A. T. Stearns Lumber Co.
NEPONSET--BOSTON, MASS.

When ordering, please mention The Exchange



Eliminate The Fuel Wasting Factors

A boiler with bulky soot accumulating surfaces causes enormous fuel losses. Faulty coal wasting boilers that cannot be kept clean and which constantly keep you in trouble can no longer be tolerated.

Meet the high cost and limited supply of fuel with Kroeschell Boilers. These highly effective fuel-saving boilers will make every dollar you spend for fuel do its utmost.

Kroeschell Bros. Co., 468 W. Erie St., Chicago

When ordering, please mention The Exchange

Heid Kerosene Heater

The "HEID KEROSENE HEATER" needs no electric motor, no air pressure. No ashes to remove, and can be used in any make of boiler.

By order of the United States Fuel Administrator, florists will get only 50% of their coal this season.

WHY NOT BURN KEROSENE OR CRUDE OIL AND SAVE COAL?

With a few pounds of coal you cannot heat water or make steam, but with five gallons of oil in my Heater you can.

You can heat your greenhouses quicker; it is cleaner and above all, a time saver.

Equally adapted for heating private residences.

Write for prices. When writing give width of feed door of boiler, size of grates and height of chimney.

FRANK HEID, 287 South Broadway, Tarrytown, N. Y.

When ordering, please mention The Exchange

For 15c a Genuine Red Devil Glass Cutter

The Greenhouseman's Favorite Tool.

Used in preference to diamonds for economy and efficiency. A sample too, shown here, style No. 024, for 15c, will fully demonstrate its effectiveness.

Send for a free handy Glaziers' Tool Booklet. You need it in your business.

SMITH & HEMENWAY COMPANY, Inc. 90 COIT STREET IRVINGTON, N. J.

1866-1917
Greenhouse Lumber
"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.
Lockland Lumber Co., Lockland, O.

When ordering, please mention The Exchange

Greenhouse Material and Hot-Bed Sash
of Louisiana Cypress and Washington Red Cedar
Greenhouse Hardware and Posts—Patent V and U Gutters
Our Grade Invariably the best. Our Prices Right.
(Our new catalog should be in the hands of every grower. Write to Dept. C.)
A. DIETSCH CO., 2638 Sheffield Ave., Chicago, Ill.

When ordering, please mention The Exchange

CAST IRON
BOILERS
THAT LET THE FLORIST SLEEP
GIBLIN & CO. 107 Broad St. UTICA, N. Y.

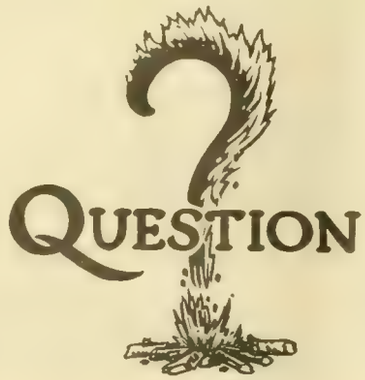
GLASS
6x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS

—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

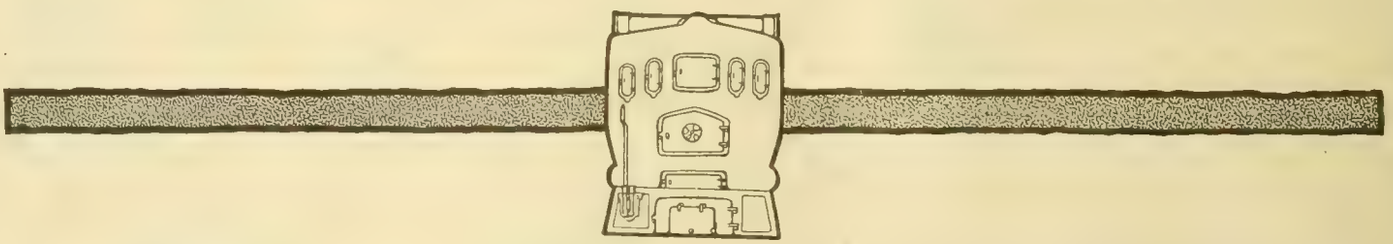
When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
GLASS
N. COWEN'S SON, 14-16 Wooster St. NEW YORK

When ordering, please mention The Exchange



The Burning Question Is Your Heating System Does It or Doesn't It Burn Too Much Coal? There Is a Way to Find Out



WHEN coal could be had for the buying, you just bought it and mostly let it go at that. But now when it can hardly be bought for love or money, you are thinking more in pounds than tons. Every pound wasted looks like it had 32 ounces instead of 16.

Thinking of those 32 ounces "got on some of the growers' nerves." "Got on them" so hard, that they have kept our **Coal Eater Detective** on the jump. He has gone over system after system with a fine-tooth comb, taking out Koil Kinks, locating Heat Leaks, and finding the coal Hunger Spots in boilers.

He says this war is going to be the best thing that ever happened for the grower. It's going to *make* him *make* his heating system *make* heat economically.

He also says, that more than half the heating troubles are so simple, you would have thought they would have thought of them.

But it is the same old story; the things we are with most, we see the least. It's the man hunting high and low for his spectacles, whose grandchild tells him they are pushed up on his forehead.

That's why it pays, to pay to have our **Coal Eater Detective** go over your entire system. He is much in demand these days. You may have to engage him a week or two in advance. So act accordingly.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON
49 Federal Street

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 17 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) OCTOBER 26, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

OCT 21 1918

Library of Massachusetts Agricultural Col Amherst MASS

Amherst MASS

FERNS

Extra strong, heavy plants, well finished for immediate delivery

	100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima compacta, muscosa and Smithii, 3½-in. pots	.35
Elegantissima, 6-in.	.75
8-in.	1.50
Elegantissima and elegantissima compacta, 10-in.	3.00
12-in.	5.00
Muscosa and Smithii, 5-in.	.75
6-in.	1.00
Harrisii, 8-in.	1.50
Bostoniensis nanus (Dwarf Boston), 3½ in.	.25
6-in.	.50
8-in.	1.00

F. R. PIERSON CO.
Tarrytown, New York

CUT FLOWERS ARE SCARCE

Therefore, we suggest decorating your show windows and store with our fine assortment of

Ornamental Plants, Palms and Ferns

Highly colored DRACAENAS, CROTONS, PANDANUS VEITCHII, etc. BIRD'S NEST FERNS, MYRTLE, RUBBERS and ADIANTUM CROWEANUM in all sizes

ADIANTUM Gloriosa Lemkesii
THE NEW GLORY FERN

We have ready for shipment an excellent stock of this new variety of **Farleyense**, which is as hardy and will stand up in homes and stores as well as Adiantum Croweanum. It is of good form and beautiful color, the new fronds being tinted with pink. We shall send this out this season in place of the old type of **Farleyense**, and we believe it can be used more extensively than that variety—especially on account of its keeping qualities.

5-inch pots ..... **$1.00, $1.25 each**
6-inch pots ..... **$1.50, $1.75 to $2.00 each**

If you have not received our recent Wholesale List, ask for one

A. N. PIERSON, INC.
CROMWELL, CONN.

IN THIS ISSUE

Plant Exclusion Hearing Before Federal Horticultural Board

Death of Ralph M. Ward

Advertising is Keynote of Business Success

Fertilizers in Greenhouses

Dards' Liberty Loan Window

PRIMULA Obconica
2¼-in. $5.00 per 100, $45.00 per 1000

BEGONIAS Xmas Red Prima Donna
2¼-in. $5.00 per 100, $45.00 per 1000
250 at 1000 rate

JERUSALEM CHERRIES (CLEVELAND)
4-inch, fine stock, $15.00 per 100

FRENCH HYDRANGEAS, best colors, fine stock.
4 to 5 branches ..... $20.00 per 100
5 to 7 branches ..... 25.00 per 100

FIELD-GROWN CARNATION PLANTS NOW READY
MRS. C. W. WARD ..... $7.00 per 100; $60.00 per 1000
ENCHANTRESS SUPREME ..... 7.00 per 100; 60.00 per 1000

LILY BULBS
GIGANTEUM—7-9, 100 to the case ..... } Write for
7-9, 300 to the case ..... } Prices

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.

Secure Your Coal
Get Your Ferns and Palms
Two Things To Be Done At Once

BOSTON and SCOTTII FERNS. 5-in. 25c., 4-in. at 15c. each; Specimen plants, in 10 and 12-in. pots, from $5.00 to $10.00.

NORWOOD FERNS. 5-in. 50c., 6-in. 75c.

KENTIA BELMOREANA. 6-in. $1.00, 5-in. 75c. These prices are only good for immediate shipment. All good value for the money. Shipped without pots to save expressage.

GERANIUMS in good assortment, including Ivy-leaved and scented. 2-in. $2.50 per 100, $22.50 per 1000, 3-in. $3.50 per 100, $30.00 per 1000.

SALVIA Splendens, HELIOTROPE, COLEUS, BEGONIAS Vernon, HARDY ENGLISH IVY, SWAINSONA. 2-in. $2.00 per 100, 3-in. $3.00 per 100.

BRILLIANCY COLEUS, sometimes called **Christmas Gem.** 2-in. $3.00 per 100, 3-in. $4.00 per 100.

Send for catalogue. Cash with order

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

DUTCH BULBS ARE HERE

Need NO COAL	*There will be a shortage of Easter Plants Plant More Bulbs*	Need No Bench Room

Single Hyacinths

RED AND PINK SHADES

Garibaldi. Deep red.
Gen. De Wet. Light pink, large truss.
Gertrude. Deep pink, extra forcer.
Gigantea. Light pink, large truss.
Lady Derby. Delicate pink, early forcer.
La Victoire. Brilliant dark pink.
Moreno. Bright rose.
Roi des Belges. Deep red.

WHITE AND BLUSH WHITE SHADES

Baronesse Van Thuyll. Pure white.
Grande Blanche. Blush white.
Grandeur a Merveille. Blush white.
La Grandesse. Pure white.
L'Innocence. Pure white.

LIGHT AND DARK BLUE SHADES

Grand Maitre. Porcelain blue, large truss.
King of the Blues. Dark blue.
Marie. Dark blue.
Queen of the Blues. Light blue.
Regules. Light blue.

YELLOW AND VIOLET SHADES

King of the Yellows. Deep yellow.
Yellow Hammer. Light yellow.
Sir Wm. Mansfield. Violet.

	100	1000
First size of the above varieties	$6.50	$60.00
Second size of the above varieties	4.50	42.00
Large bedding of the above varieties	3.25	30.00
Bedding named of the above varieties	2.50	23.00
Miniature, (Dutch Romans) of the above varieties	2.00	18.00
Single Hyacinths, **Mixed, all colors**	2.50	23.00
French Roman Hyacinths, 1600 to a case	5.00	48.00

Tulips

Single Early Tulips

	100	1000
Artus. Scarlet bedder	$1.50	$13.00
Artus. Scarlet bedder, second size	1.25	11.00
Belle Alliance. Scarlet forcer	2.00	18.50
Chrysolora. Yellow bedder	2.00	18.00
Cardinal's Hat. Red bedder	1.50	13.00
Cottage Maid. Fine pink bedder	1.75	15.00
Couleur Cardinal. Deep red, extra	3.50	32.00
Crimson Brilliant	1.75	15.50
Europe. Very large red bedder	1.75	15.50
Duc Van Tholl. Scarlet, the earliest	1.50	13.00
Duc Van Tholl. Maximus, white	1.50	13.00
Granduc. (Keizerskroon) red yellow edge	2.00	17.00
Joost Van Vondel. Red	2.00	18.00
King of the Yellows. Pure yellow forcer	2.00	18.00
La Reine. White, turning light pink	1.75	15.50
L'Immaculee. Pure white bedder	1.50	13.00
Mon Tresor. Pure yellow, early forcer	3.50	32.00
Ophir d'Or. Pure yellow	2.00	18.00
Prince of Wales. (Austria.) Tall terra cotta, forcer	1.75	15.00
Princesse Marianne. Large white bedder	1.50	13.00
Rose Grisdelin. Pink forcer	1.75	15.00
Thomas Moore. Light terra cotta	1.50	13.00
Yellow Prince. Yellow, extra forcer	1.75	15.00
Bourgondien's Extra Mixed	1.25	12.00

Double Early Tulips

Couronne d'Or. Yellow orange shaded, forcer	3.25	30.00
Cousine. Extra fine violet bedder	1.50	13.00
Murillo. White, turning light pink	2.00	18.00
La Candeur. Pure white bedder	1.75	15.00
Tournesol. Red, yellow edge, forcer	3.00	28.00

Parrot or Dragon Tulips

Crimson Brilliant. Crimson	1.25	12.00
Perfecta. Yellow, red striped	1.25	11.00
Extra Fine Mixed	1.15	11.00

Darwin Tulips

	100	1000
Baron de la Tonnaye. Vivid rose	$1.75	$16.50
Clara Butt. Apple blossom	1.65	14.50
Anthony Roozen. Bright pink	2.25	20.00
Gretchen. (Margaret) Flesh color	1.50	13.00
Harry Veitch. Brilliant dark crimson	1.75	15.00
Laurentia. Orange Scarlet	2.25	20.00
La Candeur. (White Queen) Sulphur white	1.75	15.50
Loveliness. Satiny rose	1.75	15.50
Marconi. Large violet blue	2.50	22.50
Massachusetts. Bright rose	2.00	16.75
Mr. Stanley. Dark pink	2.25	20.00
Painted Lady. White	1.75	15.50
Palissa. Red lilac	1.75	16.00
Psyche. Soft pink extra	2.00	18.00
Rev. Ewbank. Heliotrope lilac	2.00	18.00
Pride of Haarlem. Carmine rose	2.00	19.00
Salmon King. Salmon with white center	1.75	15.00
Scylla. Scarlet	1.75	15.00
Sieraad Van Flora. Light pink	2.50	22.00
Zephir. Soft pink	2.00	17.50
Extra Mixed	1.50	14.00
In 4 varieties. (Our choice)	1.75	15.00

Cottage Tulips (May Flowering)

Bouton d'Or. Deep yellow	1.50	14.00
Gesneriana Spathulata. Scarlet	1.40	12.00
Gesneriana Macrospila. Scarlet	1.40	12.00
Golden Crown. Yellow, red striped	1.25	11.00
Inglescombe Yellow. Clear yellow	2.25	20.00
Isabella. Primrose yellow, red feathered	1.25	11.00
Picotee. White with clear pink edge	1.50	14.00
Bourgondien's Fine Mixed	1.25	11.00

Crocus

	100	1000
Marie. Light blue	$0.75	$6.50
Maximilian. Light blue, extra	.80	7.00
Mont Blanc. Pure white	.75	6.50
Sir Walter Scott. Striped	.75	6.50
Yellow. Mammoth	1.00	8.00
Yellow. Top size	.75	6.50
Yellow. First size	.65	5.50

Daffodils (Narcissus)

Golden Spur. Golden yellow, large	3.25	30.00
Mrs. Langtry. Free flowering, white Leedsii	1.25	10.00
Victoria. Bicolor, large, double nose	3.00	29.00
Victoria. Bicolor, Single Nose	1.75	17.00
Double Von Sion. Large Double Nose	3.25	30.00
Paper White. 1000 to a case	2.00	17.50
1250 to a case	1.75	15.00

Gladioli (Winter Flowering)

Blushing Bride. Light pink	1.25	10.00
Peach Blossom. Apple blossom	1.50	12.00
Fine Mixed	1.00	9.00

Grand Soleil d'Or

(YELLOW PAPER-WHITES)

We have a extra fine lot ready for immediate shipment Per case lot (2250), $42.00.

Less case lot	$2.00	$19.00

Calla Elliottiana

	Dozen	100
1½-inch, large	$1.75	$13.50
2-inch, very large	2.00	15.50

Ranunculus

	100	1000
Americaine. Orange	$1.00	$8.00
Asbeck. Cream-yellow	1.00	8.00
Mathilda Christina. White	1.00	8.00
Primrose Beauty. Primrose yellow	1.00	8.00
Mixed. All colors	.75	6.00

Freesia Purity

First size, ½-inch	.75	6.00

Scilla

Sibirica.	Blue, mammoth	1.00	9.00
Sibirica.	Blue, First size	.80	7.00

Terms of Sale 60 days net, 3% discount for cash with order. Unknown correspondents please give references. All prices F.O.B. Arlington, N. J. All goods are offered as far as unsold. One-half per cent. per month will be added to any overdue bill. We will not be in any way responsible for the crop.

Spanish Iris

	1000
Alex. Van Humboldt. Fine blue	$7.50
Alex. Van Humboldt. Large forcing size	10.00
Belle Chinoise. Deep yellow, large forcing size	10.00
British Queen. Fine white, large forcing size	10.00
Caianus. Yellow, large forcing size	12.00
Chrysolora. Yellow, large forcing size	10.00
Darling. Deep blue, early	7.50
Darling. Large forcing size	10.00
Hercules. Bronze, large forcing size	15.00
King of the Blues. Large forcing size	10.00
L'Innocence. Extra fine white	7.50
L'Innocence. Large forcing size	10.00
Lilaceus. Blue with bronze falls	7.50
Lilaceus. Large forcing size	10.00
La Tendresse. Large canary yellow	7.50
La Tendresse. Large forcing size	10.00
Louise. Light blue, large forcing size	10.00
Princesse May. Blue with bronze falls	7.50
Princesse May. Large forcing size	10.00
Queen Wilhelmina. White, large forcing size	10.00
Raphael. White with blue tint, tall	7.50
Raphael. Large forcing size	10.00
Souvenir. Very attractive blue	9.00
Souvenir. Large forcing size	12.00
Extra Fine Mixed	5.00

English Iris

	100	1000
Fine Mixed	1.00	9.00

K. VAN BOURGONDIEN & SONS

Wholesale Bulb and Plant Growers

Warehouse: New Lawn Avenue, ARLINGTON, NEW JERSEY

To have your name in this List of Advertisers is the most direct way of becoming known to all the trade.

List of Advertisers

These advertisers are catching the eye weekly of the most active buyers there are in the world for your goods.

Allen, J. K.....677
Alpha Floral Co 669
American Bulb Co....659
Ammann, Charles....661
Anderson, J. F 660
Anderson, S. A. 668
Aphine Mfg. Co. . 652
Aschmann Bros 660
Aschmann, Godfrey...661
Ashley, Ernest 668
Audubon Nurs. . 662
Avenue Floral Co 670
Baker Bros. . 669
Baker, Wm. J 679
Barnhart, P. D.....659
Barr, B. F. & Co.... 662
Barrows, Henry H....660
Baumer, A. R.....670
Baur & Steinkamp 661
Bayersdorfer & Co. ..675
Bay State Nurs., The 662
Beaven, E. A.....675
Beckers' Cons.....668
Beckets' Seed Store..657
Begerow Floral Co....670
Bemb Floral Co., L...669
Bennet, C. A.....662
Bertermann Bros. Co.669
Boddington Co., Inc..652
Bolgiano & Son, J....659
Bonnet & Blake.....677
Boston Floral Supply Co . . 648
Bowe, M. A.....670
Braun, J. B 661
Breitmeyer's Sons, J. 669
Brown, Peter.....671
Brown Bag Filling Mach. Co., The 657
Bryan, Alonzo J 660
Buckbee, H. W.....672
Bunyard, A. T.....670
Burnett Bros 659
Burpee, W. A. & Co ..659
Butler & Ullman.....671
Byer Bros.....661
Caldwell the Woodsman Co 673-683
Campbell Bros 660
Caplan, Florist.....668
Carbone, Florist.....668
Carnation Support Co 661
Champion & Co., John N. . 670
Chicago Feed & Fertilizer Co 650
Chicago Flower Grower' Ass'n, The.....661
Childs, John Lewis...659
Chinnick, W. J 661
Christensen, Thos. P 660
Clarke's Sons, D.....670
Clay & Son.....650
Colonial Flower Shop.668
Conard & Jones Co...662
Coombs, Florist.....669
Cowee, W. J.....673
Cowen's Sons, N 683
Craig Co., Robt.....662
Crouch, Mrs. J. W....668
Crowl Fern Co.....675
Cut Flower Exch.....677
Danker, Florist.....668
Dards.....670
Day Co., W. E . . 672
De Buck, John.....662
Dorner & Sons Co....662
Dreer, H. A.....650-84
Drumm Seed & Floral Co . . 669
Eble, Chas.....670
Edlefsen-Leidiger Co.670
Edwards' Folding Box Co 675
Edwards, Harry B....662
Emmans, G. M.....661
Eskesen, Frank N....660
Fallon, Florist.....672
Fenrich, Joseph S....679
Fetters, Florist.....669
Fletcher, F. W.....659
Foley Greenhouse Mfg Co.....683
Ford, M. C.....679
Ford, Wm. P.....677
Fottler, Fiske, Rawson Co.....652
Friedman, Florist.....668
Friedman, J. J.....650
Froment, H. E.....677
Galvin, Thos. F.....670
Gasser Co., J. M.....668
Giblin & Co.....683
Girvin, Willis B.....661
Gnatt Co. The Ove..673
Goldstein & Futterman.....677
Gove, The Florist....668
Graham & Son, A.....668
Grakelow, Florist.....671
Grandy, The Florist..671
Gude Bros. Co.....672
Gunther Bros.....677
Habermehl's Sons....671
Hahn, Florist.....668
Hanford, R. G.....660
Hardesty & Co.....668
Harris, S. G.....657
Hart, George B.....675
Heacock Co., Jos.....660
Heid, Frank..... 684
Heiss Co 668
Henry Co., John.....675
Henshaw Floral Co...677
Hentz & Nash, Inc...677
Herr, A. M.....661
Hess & Swoboda.....671
Hession.....671
Hews & Co., A. H....683
Highland Pk. Ghns..669
Hill Co., E. G.....679
Hill Floral Co., E. G..668
Hill Nursery Co., The D.....662
Hitchings & Co.....683
Hollywood Gardens..672
Holm & Olsen.....672
Horan, E. C.....677
Horn & Bro., John F..668
Hotaling, the Florist.668
Howard Rose Co.....662
Irwin, R. J.....655
Jacobs & Son, S. . . 683
Jackson & Perkins....659
Jennings, E. B..... 661
Johnston Bros.....671
Johnston & Co., T. J..671
Joseph's Florist.....672
Joy Floral Co.....670
Kasting, Wm. F. Co..645
Keller, John A.....670
Keller Pottery Co....683
Keller Sons, J. B.....672
Kelway & Sons.....659
Kerr, The Florist....669
Kervan Co., The.....675
Kessler, Wm.....677
Knoble Bros.....668
Kooyman Co., Inc.C..657
Kottmiller, Florist...671
Kroeschell Bros. Co...683
Kuebler, Wm. H.....677
Lager & Hurrell.....662
Lang Floral & Nurs. Co.....669
Lange, A.....668
Lange, H. F. A.....672
Langjahr, A. H.....677
Leahy's.....669
Leonard Seed Co.....648
Liggit, C. U.....657
Littlefield & Wyman 662
Lockland Lumber Co 684
London Flower Shop..671
Lord & Burnham Co 684
Lovett, Lester C.....662
Lovett, Inc., J. T.....662
Ludwig Floral Co., E. C.....671
Mackie, W.....677
Macnair, Florist.....671
Mader, Paul.....661
Malandre Bros.....671
Marshall & Co., W. E.659
McCallum Co.....675
McCarron, Miss.....670
McClunie, Geo G....669
McHutchison & Co..652-659
McManus, James.....677
Meehan, C. E.....679
Metarie Ridge Nursery Co., Ltd.....670
Metropolitan Material Co.....683
Meyer, Adolph.....671
Michell Co., Henry F.652
Michigan Cut Flower Exchange.....673
Michler Bros. Co.....670
Miller, A. L.....662
Miller Floral Co.....672
Mills, the Florist.....669
Mountain View Floral Co.....662
Munk Floral Co.....668
Murray, Samuel.....669
Murray, Florist.....670
National Florists' Board of Trade....650
Neidinger Co., J. G...675
New England Florist Supply Co., Inc....679
Nicotine Mfg. Co.....650
Niessen Co., Leo.....679
Noe & Sampson.....677
Ouwerkerk, P.....662
Palmer, F. E.....668
Palmer & Son, W. J..668
Papworth, Harry....670
Park Floral Co., The.669
Parshelsky Bros., Inc.684
Peacock Dahlia Farms.....661
Peirce, E. Allen.....683
Penn, The Florist....668
Pennock Co., S. S....679
Peerless Iron Pipe Exchange, Inc....684
Peters & Reed Pottery Co.....683
Pfaff & Kendall.....684
Philips Bros.....670
Pierce Co., F. O.....684
Pierson, Inc., A. N..645
Pierson Co., F. R....645
Pikes Peak Floral Co.668
Pillsbury, I. L.....669
Pittsburgh Cut Flower Co.....673
Polykranas, G. J.....677
Pulverized Manure Co., The.....652
Purdie & Co., D. S...670
Ramsburg, G. S..661-83
Randall's Flower Shop672
Randolph & McClements.....671
Rawlings, Elmer.....661
Reck, John & Son....668
Reed & Keller.....675
Reinberg, Peter.....679
Rice Co., M.....675
Riedel & Meyer, Inc. 677
Ritchy, F. W.....661
Robinson Co., H. M..673
Rock Flower Co., W..669
Robinson & Co., Inc., H. M.....677
Rodgers Floral Co....668
Roehrs Co., Julius.. 650
Rosemont Gardens...670
Rosary Flower Shop..668
Royal Glass Works..684
Rumbley Co., The....673
Rupp, John F.....659
Sauter, A.....677
Sceery, Ed.....671
Schling, Inc., Max., Seeds..... 659
Schling, Inc., Max, Flowers.....671
Schmidt, J. C.....659
Scholtz, the Florist, Inc.....668
Schramm Bros.....672
Schulz Co., Jacob....670
Schwacke & Co., C...657
Scollay, John A 683
Scott, Florist.....668
Scottwood Ghns.....672
Serphos, Norman....657
Sheridan, Walter F...677
Siebrecht, Geo. C.....677
Sim, Wm.....650
Skidelsky & Co., S.S. 652
Skinner Irrigation Co.683
Smith & Fetters Co...668
Smith, Henry.....669
Smith, P. J.....677
Smith Co., W. & T...662
Smith & Co., Elmer D.662
Smith, the Florist...669
Snyder Co., B. A....679
Solomon & Son, L....684
Southern Evergreen Co.....673
Spear & McManus...669
Specialty & Sons, C. C.....648
Squires, Harry P 661
Steele's Pansy Gardens.....648
Storrs & Harrison Co.659
Stumpp, Geo. E. M..671
Stumpp & Walter Co. 648-57
Syracuse Pottery Co..683
Taepke Co., G. H....669
Thompson & Co., C.B.670
Thorburn & Co., J.M.659
Tomlinson Key Floral Co 669
Traendly & Schenck..677
Troy, John H.....662
United Cut Flower Co., Inc.....661
Van Bourgondien, K. & Son.....646-52
Vaughan's Seed Store.652
Vick's Sons, James...659
Vincent, Jr., & Sons..645
Walker Co., The F...670
Watkins & Simpson..657
Wax Bros.....668
Weber, F. H.....672
Weeks Nursery Co., Inc., C. H.....662
Weir, Inc., James.....668
Welch Bros. Co.....679
Welch, The Florist...669
Wenk, Peter.....661
Westman & Getz.... 668
Whilldin Pottery Co..683
Wilk, John.....659
Wilson, H. E.....672
Wilson, R. G.....668
Wolfinger, Florist....670
Wood Bros.....661
Woodruff & Sons, S.D.659
Young & Co., A.L....677
Young & Co., John..677
Young & Nugent....671
Young & Sons Co., C.672
Zech & Mann.....679
Zvolanek, Ant. C.....659

Index to Stock Advertised

Handy direct Index to everything advertised in this week's display columns

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Ageratum.....655
Alternanthera 645-55-60
Arena 652-60
Asparagus..652-55-57-59-660-61
Azaleas 662
Begonias....645-55-57-61
Bellis . 652-59
Berberis.....662
Bleeding Heart.....662
Bougainvilleas. 655-59-62
Buddleia.....662
Bulbs..645-46-48-52-55-57
Calceolaria. 652-55
Calendula...652-55-57-61
Callas . . . 646-52-59-61
Cannas 652-62
Carnations..645-55-61-62
Chrysanthemums..661-62
Cibotium 660
Cinerarias652-55-57-59-61
Clematis 662
Cocos . . . 661
Coleus . . 645-57
Columbine..... 659
Coreopsis... 659
Crocus 646
Crotons 645
Cryptomeria. 661
Cut Flowers.....677-79
Cyclamen652-55-57-59-60
Daffodils . . 646
Dahlias 661
Daisies.....655-57-59-61
Decorative Plants..645-62
Delphinium 655-59
Dianthus 659
Dracena....645-55-60-61
Ferns 662
Evergreens 662
Farm Seeds 659
Ferns 645-55-57-59-60-61
Ficus 659-60-61
Foxgloves 659
Geraniums 662
Gladiolus 646-52-55
Gypsophila.....652-55
Heather 662
Heliotrope.....645-55-57
Hollyhocks 659
Hyacinths.....646
Hydrangeas 645-55-57-59-662
Iris.....646-59-62
Ivy.....645-55-57-60-61
Japonica.....662
Jerusalem Cherries 645-55
Kentias. 645-52-55-59-60-661
Lantanas.....660
Latania.....660
Lilac.....662
Lilies. 645-52-55-57-59-62
Lily of the Valley....659
Lindens.....662
Lombardy Poplars....662
Marguerites.....660
Mignonette 652-55
Myrtle 645
Narcissus.....646-52-55
Norway Maple 662
Nursery Stock 662
Nyssa.....665
Oaks 662
Onion Sets . 648
Oranges.....662
Orchids 650-62
Oxydendrons 662
Palms.....645-50-52
Pandanus.....645
Pansies.. 648-52-55-59-61
Pelargoniums.....655-57
Peonies.....659-62
Perennials.....655-59-62
Phlox. 659-62
Phœnix..... 660
Pinks 659
Poinsettias.....655-61
Polyanthus.....650
Poplars.....662
Primulas 645-55-57-59-60-661
Primroses 659
Privet . 662
Ranunculus.....646
Rhododendrons 662
Roses....650-57-59-61-62
Rubbers.....645
Salvia.....645-57-61
Scilla.....646
Seeds.....648-52-55-57-59
Shasta Daisy . 659
Shrubs.....662
Smilax 655-60-61
Snapdragon.652-55-57-59-660-61
Spiræa.....662
Stevia.....655
Stocks.....655-59
Swainsona.....645-57
Sweet Peas..648-52-55-57-659
Sweet William.....659
Trees.....662
Tulips.....646
Ulmus.....662
Vegetable Plants..657-59-661
Vegetable Seeds 648-57-59
Vincas.....655-60-61
Violets.....655-57-61

MISCELLANEOUS

Aphine.....652-55
Aphis Punk 650-55
Artificial Flowers 648
Bamboo.....659
Baskets 648-73
Boilers 683
Boxes 648-73-75
Boxwood.....673-75
Chiffon.....675
Christmas Cards.....675
Crepe Paper.....675
Cycas Leaves 648-73
Cypress.....683-84
Dagger Ferns 673-75
Directory of Reliable Retail Houses .667-68-669-70-71-72
Dirt Bands . 683
Evergreens.....675
Fancy Ferns.....673-75
Fertilizers.....650
Florists' Accounts Insured.....650
Florists' Supplies .648-73-675
Fungicide 652
Galax Leaves 673-75
Glass.....661-83-84
Glazing Points 684
Greenhouse Construction.....683
Greenhouse Material.683
Ground Pine.....675
Kerosene Heater.....684
Heating.....683-84
Hose.....684
Insecticides.....650-52
Irrigation.....683
Laurel.....675
Laurel Festooning....675
Lemon Oil.....655
Lumber.....683-84
Magnolia Leaves..648-73
Manure 652
Mastica.....684
Moss.....673-75
Nico-Fume.....655
Nicoticide.....655
Nikoteen.....650
Paper Pots 683
Pecky Cypress....683-84
Pipe.....661-84
Pipe Fittings.....684
Plant Food.....650
Posts.....684
Pots.....683
Putty.....683
Putty Bulbs.....683
Putty Machines.....683
Roping.....675
Ruscus.....675
Sash.....683-84
Seed Packets.....657
Shelf Brackets.....684
Smilax.....673-75
Sphagnum Moss....673-75
Sprays.....648
Stakes 650-61
Supports.....661
Tanks 683
Tobacco Products....650
Toothpicks 675
Vermine.....652
Wants 680-81-82
Wax Goods 648
Wholesale Florists .677-79
Wire. 648
Wire Designs.....648-75
Wreaths 648-75

Editorial Contents

Arsenic, Embargo on 656
Catalogs Received 653
Circulation: When Does it Start? 653
Dard's Fourth Liberty Loan Window (Illus.) 649
Exhibitions and Meetings Coming 653
Fertilizers in Greenhouses..... 654
Florist Soldiers, Our 658
Greenhouse, Large, to be dismantled 658
Hailstorm at Ada, O..... 678
Meetings and Exhibitions Coming 653
Middle Atlantic States 656
Nursery Dept. (Illus.) 663
Obituary:
Campas, James and Paul; Rasmussen, Mrs. Josephine; Rusconi, Dominick; Schmutz, Jr., Louis E., (portrait); Siebrecht, Walter R.; Ward, Ralph M.; Wilmore, Jr., Corp. William Wallace 665
Pathos of Distance, The..... 651
Penn's (Henry) Narrative 666
Plant Exclusion 664, 669
Retail Dept.
Advertising is Keynote of Business Success; J. M. Gasser F. T. D. Window (Illus.); Salt Lake City's New Home of Flowers (Illus.) 667 672
Salvia Seed Saving 651
Scilly Isles Mourn King 658
Seed Trade, The 653
Seeds, Gambling With 653
Seeds on Export Conservation List 653
S. A. F. Publicity Campaign 656 658
Soldier Gardening (Illus.) 666
Southern States 656

Trade Notes:

Akron 674
Boston . 676
Buffalo 656
Canton 674
Charleston..... 656
Chicago 678
Cincinnati 674
Cleveland 674
Columbus 674
Denver 674
Fort Wayne..... 674
Houston 656
Indianapolis . 674
Lancaster. 656
Louisville 656
New York 676
Philadelphia.... 678
Pittsburgh . 656
Portland 678
Rochester .. 656
St Louis. . 674
St Paul 658
Washington.... 656
Worcester . 658

Tree, A Big, and a Great Florist (Illus.) 664
Vegetable Crops Under Glass 654
Vegetable Song, A 666
Week's Work, The
When in Doubt, Sow Sweet Peas; Cyclamens; Cannas; Dahlias and Gladioli; Canterbury Bells and Foxgloves; Jerusalem Cherry, "Cleveland"; Bouvardia Humboldtii; Genistas; Mignonette; Calendulas 651
Western States 674

Are You Well Prepared for the Winter, Mr. Florist?

BOXES

Size	Per 100	Size	Per 100
18x5x3	$3.10	28x8x5	$7.20
21x5x3½	3.70	30x8x5	8.45
24x5x3½	4.25	36x8x5	10.70
28x5x3½	4.95	30x12x6	12.40
21x8x5	5.75	36x12x6	14.95
30x5x3½	6.10	36x14x6	16.30
24x8x5	6.55		

Bouquet Boxes

Size	Per 100
19x9x8	$9.40

Wreath Boxes

16x16x5	$8.25	20x20x6	$11.65
16x16x7	10.15	20x20x9	15.30
18x18x6	10.75	22x22x9	18.10
18x18x8	12.10	22x22x6	14.25

Printing free on orders of 300 or more. Small quantities, $1.25 per 1000. Bronze Ink, $3.00.

We guarantee that our prices are lower than any of our competitors. Why? We are large manufacturers and sell direct, eliminating the jobbers' profit. **Give us a trial and be convinced.**

CYCAS

Size	Per 100	Size	Per 100
8x12	$2.90	28x32	$8.55
12x16	3.60	32x36	9.00
16x20	4.75	36x40	10.35
20x24	5.85	40x44	11.05
24x28	7.45	44x48	11.70

These leaves are prepared in our own factory. They are flexible, do not mold, and are of a fine color. Cycas are very scarce, and we have been fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, Cycas Leaves in the future will be very scarce, and the price must rise accordingly. **Take advantage of our low prices, while we have some on hand.**

Save 20% on your Baskets

We are Headquarters for Baskets and Window Boxes. Try our Line Listed Below, at this Special Price Reduction

25 Tumbler Baskets, two tone, with waterproof line — $7.75

12 Pot Baskets, with handles, two tone effects, waterproof liners, sizes 6-10 in., a very satisfactory assortment — $10.80

2 Pot Covers, with handles
3 Tumblers
3 Princess Baskets
1 Long Stem Flower Basket
3 Cut Flower Baskets

— $7.00

ALL WITH WATERPROOF LINERS

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. **Remember, if the goods are not entirely satisfactory, send them back at our expense.**

WAX FLOWERS

Mr. Florist:—Why don't you do the same as other successful florists are doing? Work in **artificial Roses, Carnations, Sweet Peas, Callas, Easter Lilies,** etc., along with your natural flowers in your floral pieces. No one can tell the difference between our artificial flowers and the natural when worked in together. We have spent a fortune in perfecting our ***artificial flowers*** so that they will **look like the natural.** For your own sake, just give us a trial order amounting to $10.00 or $15.00. If the goods are not to your liking, return them at our expense. In these times of war, the best florists are using these flowers on account of the scarcity and high prices of natural flowers.

WE ARE DIRECT MANUFACTURERS OF
CYCAS, BASKETS, WAX FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, SPECIAL FLORAL PIECES, and WIRE FRAMES
We carry a full line of FLORISTS' SUPPLIES

Prices will certainly not be any lower than they are now. Therefore, stock up now for your winter needs and save considerable money

BOSTON FLORAL SUPPLY CO.

347-49-51-53-55-57 Cambridge St. BOSTON, MASS.

Prices subject to change without notice

When ordering, please mention The Exchange

WHY DON'T YOU ORDER SOME

Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	¼ lb.
Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, flushed pink	.25	1.25	3.50
Wedgewood. Clear blue	.25	1.25	3 50
White Orchid. Pure white	.15	.75	2.50

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
Yarrawa. Rose pink and cream	.15	.60	1.00

We have on hand fresh seed of **Giant Flowered Cyclamen** in all popular colors, also **Primula, Cineraria, Calceolaria; Perennial Flower** Seeds for summer sowing and Annuals for winter flowering under glass

STUMPP & WALTER CO., 30-32 BARCLAY STREET NEW YORK

When ordering, please mention The Exchange

C. J. SPEELMAN & SONS
Dutch Bulb Growers
Sassenheim (Holland)

LAGARDE & SPEELMAN
French Bulb Growers
Ollioules (Var) France

BRANCH OFFICE

C. J. SPEELMAN & SONS

P. O. Box 124 HOBOKEN, N. J.

We offer limited quantities of surplus

DUTCH AND FRENCH BULBS

FOR IMMEDIATE SHIPMENT

Write for Price List

When ordering, please mention The Exchange

Sixty-Five Dollars

for a basket of **Mastodon Pansies,** "sold under the hammer," is a story of interest to you. Write for it.

Write now. 1918 seed prices ready.
Latest novelties. Write us now.
1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00. oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Price*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

PLANT EXCLUSION

Hearing before the Federal Horticultural Board at Washington, October 18. Chairman Marlatt closes with statement that suggestions made thereat would be given due consideration.

WASHINGTON, D. C., Oct. 18.—Although the Federal Horticultural Board in no wise committed itself to any action, or made any announcement of intended action, the florists and nurserymen who appeared before its members today feel confident that the board will accede to their request for a postponement of the date of going into effect of the proposed new plant import restrictions to a time when the florist's and nursery trade will have come out of chaotic wartime condition and again adjusted itself.

J. D. Eisele, vice-president of H. A. Dreer, Inc., of Philadelphia, was the leading speaker. He furnished the board and its experts with considerable valuable information and from what started out to be a cut-and-dried proposition the meeting developed into a most interesting one.

Chairman C. L. Marlatt, of the board, opened the meeting by impressing it upon the members of the trade present that the board was not compelled to hold this meeting under the law but wanted to do so in order that the florists and nurserymen might be present before final action was taken. He declared that the need for further restrictions has been realized for some time. The desirability of taking action has been under investigation for two or three years, and had culminated in the call for the hearing of May 28 last, at which, he declared, the matter was fully discussed.

"That hearing," Mr. Marlatt said, "really completed the necessary public details for the quarantine. The Department had then complied with the law and could legally go ahead and declare whatever quarantine or restrictions it saw fit to promulgate."

Consulted the Trade

"Following that hearing ample time was taken by the Department to go over the whole subject again under the direction of Dr. Galloway, who consulted with all the heads of the Dept. of Agriculture and with trade interests in different parts of the country. Consideration was given to all conditions and the war situation and to everything that bore on the subject. The result of that consideration was the definite recommendation of the experts of the Department, under the leadership of Dr. Galloway, for certain restrictions. These restrictions were considered by the board and were accepted as recommended. It then drew up the quarantine order and regulations which would govern the further entry of plants and seeds for propagation.

"We did not need to submit these to the public, but we wanted to be absolutely fair and allow an opportunity for any constructive suggestions that might be offered. The result was that we issued these tentative recommendations to the trade in our letter of Aug. 29. I then suggested in this notice that after the trade had had time to digest the matter we would call a conference. This conference was called on Oct. 5. This was simply for the purpose of acquainting the trade with the action to be taken."

Chairman Marlatt further stated that the board regretted not having been able to foresee conditions in Washington and so was unable to avert the necessity for holding the meeting at this time. "But inasmuch as the hearing had been called, and inasmuch as the Department's point of view had been so fully set forth in these letters and explanatory statements, it was not expected that there would be very much of a hearing," Mr. Marlatt remarked.

Speaking of letters received from interested persons, Mr. Marlatt stated that a number had come from State officials and others "heartily approving of the quarantine and regulations as submitted;" while other letters and telegrams had come from the commercial growers "whose complaints came largely through misunderstanding of the matter."

Mr. Totty Speaks

Charles H. Totty, president of the S. A. F. and O. H., made a brief speech pointing out the fact that the florists are already being called upon to make sacrifices of a nature having a great effect upon their businesses, and that they feel that the Government ought to let the matter lie over for a year or two until conditions settle down to something more nearly normal. "We have run along for so many years without having these restrictions, we feel that a little more time would not matter to the Government."

President Totty read into the record of the hearing a letter from the National Association of Gardeners protesting against the adoption of the proposed regulations.

Mr. Eisele Makes Effective Points

It was J. D. Eisele who brought out the undesirability of the proposed regulations being put into operation at this time. Chairman Marlatt had stated that because of the war conditions, under which it was impossible to bring in plants and florists supplies, the effective date of the quarantine would not seriously hurt the importers and users of the plants covered. Mr. Eisele created something of a surprise when he produced figures and facts to back up the statements he made. He proved to be one of the best witnesses that has appeared before any of the Government boards—he knew his subject, offered nothing but facts, and answered without hesitation or quibbling such questions as were put to him. But his talk was over the heads of many, for it was highly technical and "Greek" to most of those present.

He took the matter of the importation of Kentias. "We have, during the past ten years," he said, "sowed eleven hundred bushels of Kentia seeds, which means about five million seeds. During this same period we have imported $359,000 worth of Kentias. We are undoubtedly the largest individual growers of Kentias in this country, but we have found it absolutely necessary to have free access to importing these plants from England, Scotland and Belgium." Mr. Eisele explained the effect of climatic conditions upon the growth of these palms, the length of time required to produce a finished plant, and the difficulties experienced in raising them in this country. It would require from 20 to 35 additional acres of glass to produce the palms of this variety that his firm now imports, and he pointed out that no grower would be willing to go to the expense of putting up the necessary houses in the face of the possibility of the Federal Horticultural Board at some future time, deciding that these regulations are too drastic and amending them so as to permit of the importation of the palms; a decision which would make all this expenditure useless.

The speaker next took up the subjects of Araucarias, tuberous rooted Begonias, and other stock imported now, which it would be practically impossible to produce in this country. He spoke of Water Lilies, telling of the difficulties experienced in getting people to work in the ponds and declared that unless the bulbs were permitted to come from Holland and Japan there would be none but the commonest varieties to be had in the United States. Mr. Eisele's views were somewhat at odds with those of other growers, for he contended that the Rose business would also be very seriously hurt. He therefore wanted the bars let down with respect to finished Rose plants. He said that it would be difficult after the war to get men to reengage in horticulture, because the men who have been in the army will not want to return to the hard details of the business.

Chairman Marlatt spoke then of the activities of the Dept. of Agriculture in propagating work, and said that the proposed regulations would not affect it at all, so that Rose growers could have new plants brought into the United States in limited quantities through the Department.

To this Mr. Eisele replied that the Delphinium was one of the varieties that cannot be handled to advantage in this country, and if not permitted admission in commercial quanties, it would be wiped out here. Referring to the effects of the Japanese beetle scourge, costing $15,000 during the past year in efforts to eradicate it, he said that if the Government spent a like sum every year for several years, it would not begin to lose as much as the importers will lose if they are prohibited from importing Japanese flowers and plants.

During his talk the speaker scored good points on several occasions.

E. Gurney Hill of Richmond, Ind., asked the co-operation of the board in getting shipments into the United States. He stated that he had experienced great difficulty in getting an import license and had learned that it was because the board had rendered objections to it. Mr. Marlatt assured him that such was not the case; "the Shipping Board is a law unto itself," and the Dept. of Agriculture experienced as great difficulties in getting in shipments as did the commercial producers.

Others present spoke briefly on the subject and the meeting was closed with the statement by Chairman Marlatt that the suggestions made would be given due consideration, especially those having to do with the importation of plants not requiring earth balls at the roots, and of bulbs from Europe. Speaking to the Washington correspondent of THE FLORISTS' EXCHANGE, several of the men present at the meeting expressed the belief that a further extension of time would be given.

E. A. D.

Dards' Fourth Liberty Loan window, Oct. 14, 1918. See text
G. W. King, New York City, photographer

Dards' Liberty Loan Window

This window display at Dard's, Madison ave., at 44th st., New York City, is said to have been the only elaborate, distinctly Liberty Loan window in any florist's store in New York during the recent Fourth Liberty Loan drive. It has been noticed and highly commended by members of the Liberty Loan Committee of this city and also by members of the committees of the Red Cross and other patriotic bodies, as a manifestation of a spirit which is in keeping with these stirring times.

Toward the front of the window on the right is an army bugler, and to the left a navy bugler. These

(Concluded on page 666)

SIM'S
Hybrid Yellow Polyanthus
GIANT ENGLISH PRIMROSE

YOU can make no mistake in planting a house or bench of these now. They require very little heat and may be lightly frozen. No trouble in selling the flowers.

The plants are exceptionally good this year, with fine balls of roots.

Prices: 1st Size Plants, $75.00 per 1000 **2d Size Plants, $60.00 per 1000**

William Sim :: Cliftondale, Mass.

Also a few thousand Princess of Wales VIOLET PLANTS, $60.00 per 1000

When ordering, please mention The Exchange

HYBRID TEA ROSE Los Angeles

In addition to the wonderful reputation that this Rose has made for itself as a bedding proposition during the past three seasons, it has this year also been awarded **the Grand Prize in the Trials at the Bagatelle Gardens at Paris.**

Every plant we sent out of this variety in the past has been a live advertisement, and without any special solicitation we now have more advance orders on file from our retail customers for "Los Angeles" than for any other variety.

We are sole distributing agents for the introducers for all points east of the Mississippi River and are now booking advance orders.

The price for strong two-year-old California field-grown plants for 1919 will be $1.50 each at retail. The general wholesale price will be $1.25 each, but we are prepared to book orders now for lots of fifty plants or more at the rate of $100.00 per 100. Delivery of these to be made as soon as stock arrives, which will be late in November, or early in December.

While we have a large supply, there will be no surplus and if you intend to catalogue it, we would advise you to cover your requirements now.

HENRY A. DREER, 714-716 CHESTNUT ST. PHILADELPHIA, PA.

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TOBACCO POWDER, $4.00 100 l sacl
(For Fumigating and Sprinkling combine
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FUMIGATING KIND, $3.00 100 l sack
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Special prices in Tons and Carload Lo

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CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

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"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

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and Plants of Every Variety

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For Spraying
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For Fumigating
Ask your dealer for
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ST. LOUIS, MO.

Our Advertising Columns READ FOR PROFIT ! USE FOR RESULTS

When in Doubt, Sow Sweet Peas

If you are a retail grower and don't know just what to put into a certain bench after the Mums are through, sow Sweet Peas. There are today some wonderful varieties; magnificent, large flowers of the most delicate shades and colors borne on extra long stems such as in many localities can only be grown under glass if you want to see them at their best. They are so far ahead of anything we used to call Sweet Peas years ago that you can't compare them at all. Whenever a florist has well grown stock to offer there is no trouble in getting rid of it, no matter what month in the year. Most growers prefer solid beds for Peas to be sown in now. They are right but you can grow them in raised benches if you fill them well up with good soil. Have no red hot steam or hot water pipes close to the benches. Sow thinly and take care of the stock. With sorts costing several dollars an ounce we get away from wasting seed and pay more attention to the growing and that means better results. Maybe you have at this time a batch of pot plants on hand. Get them planted out as soon as possible. If they get a little too long cut them back to within a few inches of the ground. That is better than to wait for the top growth to get busy. What you sow now will give fine flowers during February and March and even later. White, light pink and pale lavender are as they always have been the favorites. If you have room for only one sort use pink.

Cyclamens

It is not too late to sow Cyclamen seed; in fact, it may be done up to December and good results obtained. Plants intended for Christmas 1919 should now consist of transplanted stock with several leaves on ready in another four to six weeks to go into 2½'s. While seed sown now can hardly be expected to develop into early flowering stock the average florist has good use for Cyclamen all Winter long especially these times when we are short on other plants. If you can place the seed flats on the return pipes and thereby get a better bottom heat you will gain several weeks; seed in cold soil may lie for many weeks before germination sets in. In general the flowering plants this year are not as far advanced in regard to buds and flowers as last year. Nothing will help push things better than giving the plants a sunny bench in a 50 deg. house and allowing plenty of space between them so the sun and air may get around the entire plant. Stock intended to be in flower for Christmas must not be shifted after this date for this would encourage a new growth, while pot bound plants are more likely to push their buds through the foliage and flower. A 5in. pot plant in full bloom for Christmas is worth a 7in. one a week afterward. Far too many growers overpot their plants, being under the impression that the size of the pot means everything; but it doesn't. Nothing detracts more from a plant than being in a pot several sizes too large.

Cannas

Don't wait until a rainy spell sets in to lift the Cannas. After this date you may lift the plants and store the roots under the Carnation benches if you have no better place. The more soil you can leave on them the better. It will come in very handy next Spring for shifting bedding stock. When once the frost has killed the foliage on the Cannas outdoors and you have to cut them down and lift after a week's rain the job is anything but pleasant. Why not avoid it? Don't forget the labels to keep the sorts separate also placing boards under the clumps to prevent the roots from getting into the soil and starting the dormant eyes into growth.

Dahlias and Gladioli

With us in the Middle West the Dahlias in most localities were a complete failure again. A hot, dry Summer always has the same effect, but for all of that we shall plant the same amount next Spring as we have done for almost 25 years in this neighborhood. Once in every five years we strike it right and then feel well repaid for all the disappointments the other four brought. Lift the plants, allow them to dry off if coming out of moist ground and after being labeled store the tubers in a place where Potatoes would keep best. So also with Gladioli. These paid better this season than in a good many years. The late plantings paid best. Plan now to grow a good batch under glass this Winter. There is money in it.

Canterbury Bells and Foxgloves

Both Foxglove and Canterbury Bells should now be lifted from the field and planted close together in frames where they can be properly protected over Winter. The more careful you are doing it the less of a check it will be to the plants. You should make it your business to have a good number of both of these beautiful biennials massed on your own grounds during the early Summer, thereby giving your patrons a chance to see what a wonderful showing they make. That is the only good way to advertise them. Have you potted up some Canterbury Bells yet? If not get at it soon.

Jerusalem Cherry "Cleveland"

The Jerusalem Cherry Cleveland didn't require very long to get acquainted and become a favorite with everybody. Its numerous berries clustered on top of the branches where every one of them shows make it highly desirable. Even small plants in 3in. or 4in. pots are loaded down with fruit. You will need some of these inexpensive Christmas plants this year. When used in connection with either the Primula sinensis or P. obconica and some Asparagus plumosus attractive yet low priced baskets may be made up. They are bound to sell. Keep the plants in a cool house and don't worry because the berries are still green or some plants are as yet not set very heavily. There is still plenty of time between now and Chirstmas. Don't overpot nor ever let the plants suffer for the want of water.

Bouvardia Humboldtii

From now on you will appreciate Bouvardia Humboldtii, a highly desirable and easily grown plant. The pure white, fragrant flowers come on long stems and when properly handled will last for days. A Carnation house temperature is all the plants need. When once starting into flower light doses of liquid cow manure will help to get a good color into the foliage and develop large flowers. Stock grown from small plants benched last Spring may not produce a heavy crop of flowers this Fall and Winter, but if the plants after flowering are gradually dried off and stored away under a bench they may be cut back a little next Spring and benched again with excellent results.

Genistas

Like almost any other plants we grow outdoors during the Summer and house in Fall before frost comes, Genistas can stand a house of 40 deg. over Winter but should not be allowed to suffer outdoors in weather near the freezing point. Keep the plants in a cool house for you need most of them for Easter week when they are always in demand and are among the most showy of flowering plants. In case flowering stock is wanted sooner than April the plants may be brought to a Carnation house temperature during January or a little later. While they won't stand hard forcing, they do nicely in a 50 to 52 deg. house. If you have pot bound stock and don't wish to shift the plants an occasional dose of liquid cow manure will help.

Mignonette

Just a small part of a bench sown to Mignonette now is bound to pay next February and March. You may not wish to grow all you need for the want of room but the great thing is to have plants to cut from when you need the flowers most. Mignonette does equally well in a solid bench or in 4ins. to 5ins. of soil, as long as the soil is rich and the house cool. The more space you allow and the fewer spikes on the plants the larger the spikes, but with most of us the plants pinched back several times and bringing only moderate sized spikes, but a lot of them, pay best. Keep on pinching out the side growth on the flowering shoots of the early sown stock and don't overlook supporting the plants so as to avoid crooked stems.

Calendulas

Calendulas do best in solid beds where the roots can go down into the soil. They are cold house plants but need all the sun that shines. Plants in flower now may be made to keep it up all Winter. Small plants planted now won't produce good flowers and fair stems until the end of February. Allow at least a foot of space between the plants. If you intend growing them in a shallow bench provide good soil and do not let them want for water. A hot, dry house and Calendulas don't go together, but in a cool house and on a solid bench it is fun to grow them. Just what soil you use matters little.

The Pathos of Distance

(By E. T. Meredith, member American Mission to Great Britain and France, in *Hardware World*.)

In England and France I have seen things which I wish could be burned into the conscience of every business man in the United States. I have seen factories in ruins, office buildings blown to bits, commercial districts, miles in extent, lying deserted and silent, grass growing in the streets like places of the dead—everything that years, perhaps hundreds of years, of patient industry had built up and passed on as a heritage from father to son—all vanished.

We in America have known nothing like this. We can know nothing like it. Thanks to our Allies, these experiences will be kept from us. That factory of yours in New England; that mine of your neighbor's in Michigan; that farm down in Iowa—they are being protected today by the untold sacrifices of the soldiers, the business men, the women of England and France.

Why then should we complain? Why should we protest that our business is ruined? Why should we bewail lessened profits, cavil at high prices, inconveniences, hard conditions? Why should we rage at the disaster that overtakes our business?

Our business. Let me tell you something more of what "our business" means in England and France—as I have seen it. I talked with business executives, past their prime, men so old and weary that they would be glad to stop a bit and rest before they die. Yet they carry on. They, like those famed old legionaries of France, "have no time to die." They battle with conditions which in a month, a week, a day, may sweep everything out of existence. I saw a great shipbuilder, a fine old Briton, at his work—all three of his sons gone. At his side stood the grandfather, now in his 80th year, doing what he could. I talked to a barber—the sole survivor of four brothers. I was chauffeured by a one-time British capitalist—it was his own car—and one of his legs, a soldier's reward, was Made in the United States!

These business men overseas, our Allies are war weary. The strain is great, the enemy strong. Bitter is their lot. But do they protest? Do they despair? No! Grimly they carry on. Again and again they send their sons to the battle front. Their daughters—they see them rise at 6 in the morning to search the casualty lists for the name of a brother or sweetheart, then depart for a long day's work in factory, field or office. They themselves—even their nights are not given them for rest. When evening comes they report for special duties. In the British capital 30,000 of them—bankers, lawyers, lords and sirs, the shopkeepers of London, men too old, too crippled, too sick to serve at the front—police the darkened city streets.

I was in London when sons of these men gave their lives to plug up the neck of Zeebrugge Harbor. I felt then, as I know now, that by that heroic deed they defended not only the Thames and the coast of Kent, but the harbors of Boston, New York, Charleston. Those lads over there stand on guard before our mills, our stores, our homes. Their spirit—their will to win at any cost is emulated by their business elders at home.

Our business? Our profits? Our lives? Good God, will we ever open our eyes to see the truth? Can we ever repay the debt we owe? The time has come for us, the commercial men of this country to relieve our French and British Allies overseas of their appalling burden. Their soldiers are now our soldiers, as truly as if they wore our uniform, and our boys are theirs. Business over there, too, is American business. It is fighting the battle that will save us, along with the people of England and France, from destruction. A British or French plant wiped out is an American plant wiped out. A French town bombed is an American town bombed. Blood drawn there—we bleed also. We are one allied people in this fight. And united we stand on both sides of the sea!—The answer to this stirring article is to buy Liberty bonds and War Savings Stamps in order to maintain our armies and those of our Allies.

When Circulation Starts

The force which produces the circulation in gravity hot water systems is the difference in weight between the water in the boiler or the flow mains and the water in the return pipes. This difference in the weight is caused by the difference in temperature between those two columns of water. The water in the return pipes being cool is heavy, so as soon as the water in the boiler is raised in temperature it becomes lighter and the cold water in the return flows to the boiler and forces the warm water from the boiler into the heating pipes. In other words as soon as the temperature of the water in the boiler changes, circulation commences. The circulation is continuous as long as a fire is kept in the boiler to reheat the returning water.

J. McA.

Saving Salvia Seed

I would like to know the best way to save Scarlet Sage seed. If I wait for it to dry on the plants I lose all the seed, and if I cut it while it is in full bloom the seeds are white and I am afraid they will not germinate. Do you think that if I pull the plant up that the seed would ripen? I wish you would let me know in the next issue as I have some fine plants to save seed from.—C. S. C., N. J.

—Pick the spikes of flowers off the plants as soon as the blooms begin to turn slightly, to a light brown color on their edges or any part of them, and spread them in a dry, airy place. The seeds will still be white when you pick the flowers, but will be black when you rub them out later, after the flowers are dry. After the seeds are rubbed out of the blooms and cleaned of the chaff, they should be spread until you are sure they are thoroughly dry, and then placed in mouse-proof receptacles. In fact, it is necessary to carry on the drying of the blooms and the seeds in a place where they will be safe from the depredations of mice.

J. H. S.

Dutch and French Bulbs are in!

Send us Your Lists for Prices

There will be many short items, we will quote all we can or name best substitute for prompt shipment

LILY BULBS FROM STORAGE

GIGANTEUM Per Case
7 to 9 in. (Case of 300).....$20.00

RUBRUM
9 to 11 in. (Case of 140).....$14.00
10 to 11 in. (Case of 125)..... 15.00
11 to 13 in. (Case of 90)..... 15.00

VALLEY from storage. Per 1000, $27.50; 500, $14.50; 250, $7.50

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When ordering, please mention The Exchange

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case).....$22.50 per case
9-10 (200 per case)..... 27.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

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GUERNSEY GRAND SOLEIL D'OR

Per case lot (2250) $42.00; less case lot, per 1000, $19.00; per 100, $2.00

FREESIA PURITY. ½-in. $6.50 per 1000

HILLEGOM HOLLAND **K. Van Bourgondien & Sons** Am. Office ARLINGTON New Jersey

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Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black white fly, thrips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affecting flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

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CONCENTRATED PULVERIZED

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The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

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Spencer Sweet Peas

Sow now to follow Chrysanthemums and for early Spring and Easter flowering

Australian Winter-Flowering Spencer Sweet Peas

CÆRULEA.
BLUSH SHADES.
CHARM (Blue-white).
COUNTESS (Pink).
CHRISTMAS PINK SHADES.
COUNTESS IMPROVED (Pink).
CHIEF (Maroon).
DAYBREAK (Cream).
EXQUISITE (Pale Pin
PURPLE.
RADIANCE (Rose).
RUBY (Crimson).

Packets of each of the above contain 50 seeds, except Concord Countess Improved a Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.
PINK AND WHITE			
ChristmasPinkOrchid	$0.50	$1.25	$4.00
Pink andWhite Orchid	.15	.50	1.75
The Czar. Rose; white wing	.50	1.25	4.00
WHITE AND BLUSH			
BRIDAL VEIL. Best pure white	.15	.50	1.50
Venus. Blush white	.20	.75	2.50
White Orchid. Pure white	.15	.50	1.75
PINK AND LIGHT PINK			
Bohemian Girl. Pink self	.20	.75	2.50
Morning Star. Fine self-pink	.20	.75	2.50
Miss F. Roland. Light pink	.20	.75	2.50
Selma Swenson. Soft pink	.30	1.00	
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00	

	¼ oz.	Oz.	¼
APRICOT AND ORANGE			
Apricot Orchid	$0.20	$0.75	$2.
Orange Orchid	.15	.50	1.
RED AND ROSE			
Orchid Beauty. Dark rose-pink / **Orchid.** Bright cherry red	.15	.50	1
BLUE			
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3

Mixed Winter-Flowering Spencers

Containing the best sorts in a wide range of color

¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

ASPARAGUS Plumosus Nanus Seed. $2.50 per 1000; $12.00 per 5000.
CYCLAMEN SEED, B's Gigantic. Separate colors or mixed. $1.00 per 100, $9 per 1000.
CALLA Godfrey. Strong roots, $2.25 per doz., $17.50 per 100. **Æthiopica.** 6-8 circum., $2.50 per doz., $22.50 per 100. 3-4 in circum., $1.50 per doz., $10.00 per 1
FREESIA PURITY. ⅝ to ¾ in. diameter. $1.00 per 100, $7.50 per 1000.
DUTCH AND FRENCH BULBS are now here. Send us your list of requirements for special quotation

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Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANU
GREENHOUSE-GROWN SEED

Per 1000 seeds, $3.00; $13.75 per 5,000 seeds, 1 seeds, $25.00; $56.25 per 25,000 seeds

CYCLAMEN SEED. Distinctive Giant Str Duke of Connaught, crimson, **Excelsior,** white red base; **Grandiflora Alba,** white; **Princess of W** pink. Each of above $1.25 per 100 seeds; per seeds $10.00; **Salmon Queen,** per 100 seeds, $ $12.00 per 1000 seeds. **Mixed colors,** per 100 $1.00; $9.00 per 1000 seeds.

WINTER FLOWERING SPENCER P in all the best varieties. Also all other **Season Seeds, Bulbs and Supplies.**

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Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWIN

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pans. Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.

The Seed Store 12 and 13 Faneuil Hall Square, BOSTON, MAS

NEW CROP **PALM SEEDS** JUST ARRI

KENTIA BELMOREANA and ARECA LUTESCENS

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YO

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

New York Seed Trade

French Bulbs Arrived

The long expected French bulbs have arrived at an Atlantic port. The number of cases is estimated to be in the neighborhood of 15,000. This arrival represents the bulk of the crop, perhaps all of the French bulbs which will arrive this season. However, some bulbs were left on the pier in France, so it is possible that more may be sent by next steamer. Whether or not they will is a matter of conjecture. The bulbs just arrived are reported to be in good condition notwithstanding the long delay.

More Dutch Bulbs Arrived

We have previously reported the arrival of a steamship having on board 6000 cases of Dutch bulbs, and of a second steamer having Dutch bulbs, but without any papers for clearing these through the customs. It is now known that this steamer brought 2000 to 3000 cases of bulbs which are being cleared under "bank guarantees" in large amounts for the production of papers only. About 50 per cent. of the bulbs arriving on these two steamships had been moved up to Monday of this week. A third steamship has arrived bringing probably not more than 2000 to 3000 cases. Entries were being made of these cases on Monday of this week. A fourth steamship is expected to bring about 2000 to 3000 cases more Dutch bulbs. Should these arrive, the total of Dutch bulbs coming to the country this season will be from 16,000 to 18,000 cases.

Van Bourgondien & Sons of Arlington, N. J., report a brisk demand for Dutch bulbs they have in stock at their Washington warehouses, which they think largely due to the fact that many bulbs have been used for feed in Holland this year, bringing high prices; consequently many of the customers here of the Dutch bulb growers received short shipments or none at all. The firm has also received a large consignment of French Roman Hyacinths and Paperwhite Narcissi, and they will get from the docks as soon as possible.

Nearly or quite all the New York seed houses now have their Dutch bulbs actually in their warerooms, and are busy filling them out to fill booked orders. This makes matters in those stores somewhat like previous seasons.

Arthur T. Boddington Co., Inc., 128 Chambers st., is busy executing advance bulb orders. It reports a considerable demand for its well known strain of Japanese seeds. Perhaps this has been stimulated by the imminence of the passage of the "Plant Exclusion Act."

The new location of Max Schling's Seed Store has been changed just one door, namely from 22 to 24 W. 59th st. There is the subway station at the old number, 22. The entire store force is very busy shipping out bulbs.

Frank Sutherland of the vegetable seed department of Peter Henderson & Co., 37 Cortland st., was bereaved of his wife on Monday, Oct. 14, and his sister-in-law on Thursday, Oct. 17. Mrs. Sutherland leaves two young children.

Miss Helen Whittingham who has for some years been employed as a stenographer at J. M. Thorburn & Co., 53 Barclay st., died of pneumonia, after a short illness, on Saturday, Oct. 12.

It is with regret we chronicle the death of Ralph M. Ward, for many years a well known and conspicuous figure in the Japanese Lily bulb import business. An obituary of Mr. Ward appears in this issue.

Chicago Seed Trade

Seedsmen are getting their stores in order to receive their first shipments of French and Holland bulbs that arrived in New York the past week. This stock is expected to reach Chicago before the end of the week. There is a strong demand at retail stores. Wholesalers have booked heavily for shipment immediately the stock arrives.

Wm. Reid, formerly of the W. W. Barnard Co., in England on his way to the front writes friends that he is well pleased with army life and the treatment the soldiers receive everywhere in the allied countries. He is with a Canadian regiment.

The report of the death of Ralph M. Ward was a surprise to his friends in this city where he had visited on several occasions. A. Miller, president of the American Bulb Co., left immediately for New York to attend the funeral.

According to Morris K. Smith, the W. W. Barnard Co. is sending out return post cards to all florists and dealers who have placed orders with this company for both Holland and French bulbs asking if freight or express shipments are desired. Owing to the lateness of the arrival of bulbs and slow transportation especially by freight, express shipments are urged whenever and wherever practicable.

Winterson's Seed Store has on display a fine lot of Darwin Tulips and single early varieties as well as Daffodils and other bulbs for Fall planting. Dutch bulbs are moving from New York.

Vaughan's Seed Store presents an attractive appearance with numerous specimen Caprice Chrysanthemum plants from the greenhouses at Western Springs. This variety shows a wide range of color and is highly adapted for pot culture. The stock is well grown and profusely flowered.

Frank Quiett and family, of Hoermann Seed Co., at Terre Haute, Ind., spent several days in Chicago the past week. Patrick O'Mara, of Peter Henderson & Co., New York, was also a visitor.

Dr. R. T. Vaughan, eldest son of J. C. Vaughan, has been assigned to Camp Taylor, Louisville, Ky., for temporary medical service.

The W. W. Barnard Co. reports that slow freight and long confinement of Onion sets in freight cars for long distance shipments during the recent warm weather have caused the sets to sprout in transit. Fred Lempke, a well known traveling salesman of this company has the sympathy of his friends because of the death of his brother, Private Paul Lempke, who was about to leave for overseas when taken ill, but died at Camp Merritt, N. J., on Oct. 10, of pneumonia.

Leonard H. Vaughan, chairman of the Chicago Seedsmen's Liberty Loan Committee, says that the florists have gone well over the top. Complete figures are not obtainable at this writing.

A suit that had been pending against the Gundestrup's Seed Store in a damage suit of $10,000, brought by the Everett R. Peacock Seed Co., seedsmen, on Milwaukee ave., for alleged insinuation against the credit of the Peacock Co. by the Gundestrup Co. has been decided and the Gundestrup Co. was found not guilty.

Kentucky Seed Notes

Peace talk has caused some of the speculators to take interest in Kentucky field seeds, such as Bluegrass and Orchard grass. There have been some reports heard concerning export buying, but it is too early to give any credence to such rumors. However the buyers feel that if exportation does begin prices will go much higher, and all stocks will be in demand.

During the past few weeks Orchard Grass seed has been in such keen demand that, it is claimed, there is practically no stock in the hands of the growers, and the cleaners have turned virtually all holdings over to the jobbers. No. 1 Orchard Grass is quoted at $3.25 to $3.50 a bushel, with several actual sales in car lots made at $3.50. No. 2 is worth about 25c. a bushel less, but under No. 1 practically all seed is sold on sample.

The demand for Bluegrass has also been good, but not quite so active as Orchard Grass. According to the local trade there is considerable speculation among the large dealers. However, there is still a good deal of this seed in the hands of the growers, and the cleaners are having no trouble in locating it, although prices are high. Recleaned 21 lb. Bluegrass seed is worth about $2.75 a bushel, and 19 lb. seed is worth 5c. to 7c. less, according to sample. Cleaners have been buying more freely, but the crop was a good one, and probably ran every bit of 500,000 bushels, in spite of numerous reports of a 400,000 bushel crop or less. Prominent seedsmen feel certain that the crop was heavier than anticipated, and there was probably more seed carried over than was thought.

Red Top has been showing more activity than usual, as this is another seed that will be very active in an export way if peace is declared. Cleaners have been quoting 12¼c. and 12½c. on this seed, while jobbers have been getting around 13½c. The market is slightly stronger, and inquiries generally better.

Timothy has been moving more freely, with jobbers finding retail dealers buying freely for Fall planting demands. Timothy is selling at around 10½c. a pound at wholesale.

Clover is moving lightly just now, with first class Red Clover seed quoted by the jobbers at $20 a bushel. The crop was estimated to be a big one, and $20 seems to be a high price, but the market is firm.

Onion Sets

The demand for Onion sets fell off a little, due to the high price, and the growers finally realized that with the demand light for immediate and Spring delivery, and little stock moving to the South, it would be necessary to do something. Therefore colored sets have dropped about $1 a barrel, or to $8 to $8.25. White sets also dropped proportionately, and are quoted at $10 to $10.25 by the grower. Dealers are shipping out on a 32 lb. bushel basis, at $2.25 to $2.50 for yellows and $3 to $3.25 for whites. Some dealers are getting $3.50 for whites for immediate delivery. Spring delivery, that is from Jan. 1 to March 1, is quoted at $2.35 to $3 for colored sets and $3.85 to $4 for whites.

The 1918 crop of Potato seed in Jefferson County still promises to be the largest on record. The crop is beginning to come on the market.

Edward Patton of New Albany, Ind., a seed salesman connected with Hardin, Hamilton & Lewman, Louisville produce and seed merchants, died recently at Olney, Ill., of heart trouble, following a short illness. Mr. Patton was well known, having traveled for the seed house for twenty odd years. He is survived by his wife, two married daughters, a brother, a sister and his aged mother.

O. V. N. S.

Seeds on Export Conservation List

Garden and vegetable seeds have been added to the export conservation list by the War Trade Board, the restriction to be effective as of Oct. 19. Individual licenses for shipments of 50 lbs. or less, however, will not be required for Canada and Newfoundland.

The Bureau of Markets of the Dept. of Agri. is cooperating with the War Trade Board in granting licenses for the exportation of vegetable seeds. In order that the advice furnished the board may be complete and accurate, the bureau seeks facts as to the kinds and total quantities of vegetable seeds for which export licenses are required. To form accurate records, the seed reporting service has instituted an inquiry as to the exports of such seeds to Canada, our other allies and to neutral countries. Complete figures have not yet been compiled, but it is believed that exports by several concerns will be greater than in 1917 in some cases five or six times greater.

E. A. D.

Gambling With Seeds

It is not too early to prepare for next year's production. Look over seeds on hand. Find out by test whether or not they are worth saving. Estimate your total need of seeds for the coming season. Make out an order for this, carefully specifying the varieties and the quality you will accept. Place this order with your regular dealer and ask for delivery in February. When seeds are delivered, put them where the rats and mice cannot reach them. Just to make sure of their quality, test them. All this helps to take the element of chance out of crop production. Gambling with seed quality is poor business.

Use High Denomination Postage Stamps

The Post Office urges the public to use stamps of the highest denomination suited to the amount of postage required. For example, use a 3c. stamp instead of three 1c. stamps. The exercise of care in this matter will effect a large saving to the Government in the cost of producing, transporting and cancelling stamps, and save business houses time in affixing them.

Catalogs Received

Domestic

T. H. Fuller, 649 Marshall st., Battle Creek Mich., 1919 wholesale price list of Gladiolus bulbs.

J. M. Thorburn & Co., 53 Barclay st., New York City, bulb catalog, 1918, listing Tulips, Narcissi, Cyclamen, Gladioli and other bulbs; also Peony roots and flower and lawn grass seed; sundries and fertilizers; 31 pages, illustrated.

Wm. Hunt & Co., 37 Waren st., New York City, folder listing special offers of shade, fruit and other trees, and shrubs.

Wm. Toole & Son, Hardy Plant and Pansy Farm, Baraboo, Wis., wholesale price list Fall 1918 of hardy perennial plants.

The Wayside Gardens Co., Mentor, O., Fall 1918 trade list of hardy plants and bulbs, including also Irisis, Phlox and Peonies; 12 pages.

Leesley Bros. Nurseries, Crawford and Peterson aves., Chicago, Ill., wholesale catalog Fall 1918 listing ornamental trees, shrubs, fruits, Roses, evergreens and hardy herbaceous plants; 16 pages.

L. Baumann & Co., 357-359 W. Chicago ave., Chicago, Ill., Late Fall and Xmas Catalog. No. 18, illustrated in colors showing window and Christmas decorations and other florists' decorative accessories; also catalog of artificial ferneries, palms, sprays, baskets, etc.,

Atlantic Nursery Co., Berlin, Md., Fall-Spring trade price list, 1918, 1919 of trees, shrubs and vines, both deciduous and evergreen; also hardy perennials and hardwood cuttings.

Peter Henderson & Co., 35 and 37 Cortlandt st., N. Y. City. Special 1918 offer of flower bulbs for Autumn planting, including, Tulips, Hyacinths, Narcissi, Lilies and other bulbs.

A. N. Pierson, Inc., Cromweil, Conn., Wholesale trade list, Fall, 1918, including, Kentias, Ferns, ornamental and flowering plants, hardy perennials, Peonies, Roses, Christmas plants and other stock.

Normal Time October 27

All clocks will be turned back as hour at 2 o'clock on Sunday morning October 27th.

The Daylight Saving Law, which set the clocks ahead an hour at 2 o'clock the last Sunday in March and provided that they should be set back again on the last Sunday in October was adopted as a war measure. Its purpose was to save fuel by decreasing the necessity of using it for lighting purposes. Incidentally it gave workers an hour more daylight to be devoted either to labor or to recreation.

The new law apparently has proved a complete success. It is continuous, so that unless repealed the clocks will be set ahead again for an hour on the last Sunday of next March.

Coming Meetings and Exhibitions

Shreveport, La.—State Fair of Louisiana, Oct. 30 to Nov. 4. W. R. Kirsch, Sec'y.

Des Moines, Ia.—Mid-West Horticultural Exhibition, Nov. 4 to 8, including annual conference of the Woman's National Farm and Garden Ass'n. Information obtainable from the Iowa State Horticultural Society, Des Moines.

New York, City.—American Institute of the City of New York and the Chrysanthemum Soc. of America, Engineering Society Building, 25 to 33 W. 39th st., Nov. 6 to 8. W. A. Eagleson, secretary, 324 W. 23d st., New York.

New York City.—Hort. Society of New York annual Fall exhibition at the Amer. Museum of Nat. Hist., 77th st. and Columbus ave., Nov. 7, 8, 9 and 10. Sec'y, Geo. V. Nash, Mansion, N. Y. Botanical Garden, Bronx Park.

Phoenix, Ariz.—Arizona State Fair, Nov. 11 to 16. W. Ward Davies, Supt. of Agriculture, Mrs. Ernest W. Lewis, Supt. of Floriculture.

Chicago, Ill.—Convention of the Illinois State Hort. Society at the Sherman House, Nov. 19 to 22. Sec'y A. M. Augustine, Normal, Ill.

Vegetable Crops Under Glass

Greenhouse Grown Endive

Under the Fuel Administration regulations the amount of coal which may be consumed in greenhouses makes necessary radical changes in the general plans of growers of vegetables under glass for the coming season, and doubtless for the duration of the war.

In view of these conditions, writes Mr. S. N. Green, in the *Monthly Bulletin* of the Ohio Experiment Station, it is thought advisable to report progress of experiments with new greenhouse crops, particularly Endive, conducted the past few seasons. As this crop in the garden has already assumed some importance as a substitute for Lettuce during late Summer and Fall months, when Lettuce culture is difficult, it may be used to replace Lettuce. When economy in coal necessitates the lowering of temperature to a point where the growing of Lettuce in the greenhouse is a questionable venture, Endive may be considered.

Endive is one of the recent additions to our vegetable crops, it being only within the past few years that it has been generally grown. It is increasing in favor and is beginning to appear in markets in commercial quantities. In an unblanched state it finds a ready market among foreigners, who make extensive use of vegetables in soups, stews or as "greens;" when blanched it is a welcome addition to the list of salad plants and as its merits become known it will become a standard crop with truckers and greenhouse men.

The crop has not been reported as grown in greenhouses, except in a limited way in the East. The ease with which it can be forced, however, should induce growers to give it a trial in order to acquire the necessary experience to grow and market it successfully. Experiments at the station have shown conclusively that the crop can be grown in the greenhouse, but there are many points yet to be worked out in its commercial culture and marketing.

Various Types

The types of Endive tested have been those cataloged by American and English seedsmen. The "French Endive" or Witloof Chicory, a near relative, was not included as it cannot be called a forcing crop; however, it has been grown in Ohio successfully by gardeners and greenhouse men. Escarole is a term applied to blanched Endive, under which name the southern grown product is often listed in market quotations.

Garden varieties of Endive may be grouped into curled, broad-leaved and white types. The curled or fringed varieties are perhaps the most generally grown and are to be preferred under most conditions in greenhouse forcing. The broad or round-leaved varieties however, are gaining in popularity, as when blanched they resemble Witloof Chicory, which has found a large demand in some markets. The white types do not seem to require blanching, the color being almost that of Lettuce, and are worthy of careful trial under glass.

Cultural Methods—Blanching

Treatment given Endive has been almost identical with that given Grand Rapids Lettuce. The seed is sown in flats beginning the latter part of September. When the second leaves show the seedlings are transplanted into other flats 1in. apart each way. As soon as the plants acquire fair size, and the ground is available, they are transplanted into the permanent beds, spaded 7in. x 7in.. They then make rapid and satisfactory growth under ordinary greenhouse conditions and have not as yet been subject to serious disease or insect attacks.

The blanching of the greenhouse grown crop is the most difficult part of Endive culture under glass. As yet no perfectly satisfactory method has been found. Where the soil is damp, the air moist and the ventilation slow when blanching by any method, loss by rot is sure to occur unless much precaution is taken. Careful ventilation and temperature regulation are necessary. In a general way, the lower the temperature the slower the blanching process, from two to three weeks or more being necessary. We have found for our conditions that a paper covered frame gives satisfactory results. This excludes the light, allows fair circulation of air and there is little loss from rot.

Blanching is the point at which coal consumption may be reduced. If the crop is properly hardened blanching may be conducted at a temperature slightly above freezizng. Endive is a hardy plant; the outside crop will often stand a considerable drop in temperature.

With the white types no blanching seems necessary, and the elimination of this troublesome process may bring white Endive into favor for greenhouse culture. In the 1917 trials white Endive was blanched by the same method as the green type, but resulted in a complete failure because of rotting. In 1918 the Model, which is a white type, was not blanched, but being cut at the same time gave as good a weight as the best blanched. The white type for a long period shows a delicate growth but makes rapid gain in weight during the last period of growth. The unblanched white Endive makes an attractive dish or garnish and nearly approaches Lettuce in quality.

Length of Season—Marketing

The table gives time required to mature the two regular crops of Endive as grown at the station. The total requirement is about that of head Lettuce grown at the same season and only a little longer than that of Grand Rapids Lettuce. It is a short, cool season crop and for this reason fits well into average greenhouse schedules.

When the green types are blanched, or the white type is full grown, the crop is cut and packed the same as Lettuce. The common ten pound Lettuce basket has been found a suitable and attractive package. The weight per plant does not equal that of Lettuce and for this reason it is necessary to secure a greater price per pound.

As with most new crops, the great difficulty in securing profitable returns is not so much in growing, but in satisfactory marketing. If a grower after a small trial finds he can grow Endive successfully a larger planting coupled with advertising should find a sale for forced Endive in practically any local markket. The crop, being a new one under glass, deserves in advertising a distinctive name, such as "Liberty Salad" to enable the grower to create a demand for the produce and reap the benefits of pioneering.

"Wages and salaries are higher in America today than ever before. Those who spend everything they earn are not only living in a fool's paradise, but are doing a grievous injury to their country, because the same degree of prosperity cannot be expected to continue upon the return of peace, when the inevitable readjustments of all industries must take place; and because only by saving can we provide our Government with the money which it must have to buy the essential supplies for our military forces."
Secretary William G. McAdoo.

RECORDS OF FORCED ENDIVE

Seed sown	Time required to maturity, in days: In seed flats	In transplanted flats	In greenhouse bed	Required for blanching	Total days	Crop cut
Sept. 25, 1916...	10	8	70	12	109	Jan. 13, 1917
Sept. 18, 1917...	9	12	72	21	114	Jan. 10, 1918

Vegetable Growing as a Side Line

Whether or not the National War Garden Commission is correct in its estimates that in 1918 home gardeners produced $525,000,000 worth of vegetables may seem of small moment to florists. It is not, however, to those men who have already developed, or are now developing vegetable growing as a side line either out of doors or under glass. During these war times people have learned to conserve meat and to consume large quantities of vegetables. When peace returns they will doubtless continue to do so. Hence vegetables will probably be in great demand. But when business returns to healthy channels upon a far grander scale than before, salaries and wages will doubtless continue high; hence countless people who for patriotic reasons are now gardening will become buyers instead of producers. They will be all the better customers for having had their gardening failures and successes because they will have learned from actual experience that production of high quality crops demands skill and hard work, thought and capital. Hence they will be the more willing to pay good prices for vegetables grown by other people. Here then is a side line that should prove highly profitable to florists who care to develop it.

Those of our readers who do vegetable gardening and have been hard up for help may be interested to learn that several growers have used Boy Scouts. In at least one case that has come to our attention the grower arranged with the captain who gave the necessary orders. As the rules do not allow of paying the boys, the money they would have earned was turned over to the Red Cross. As labor problems next year may be worse than in 1918 this plan may be workable in other places.

Fertilizers in Greenhouses

Results of Experiments with Acid Phosphate, Manure and Nitrate of Soda on Lettuce, Tomatoes and Cucumbers—Test Plots Described —Effects of Each Kind of Material Presented

One of the early experiments under glass at the Ohio Experiment Station was with the use of fertilizers in the greenhouse (Bul. 43, 1892). The conclusion was drawn that there is likely to be no profit arising from the use of commercial fertilizers in greenhouses.

This opinion, according to S. N. Green, who reports findings in the September *Monthly Bulletin* of the Ohio Experiment Station at Wooster, is still current so commercial fertilizers have not as yet, been used in a systematic manner nor in large quantities in vegetable greenhouses. Of late, however, conditions have been changing so rapidly that it has become necessary to review standard practices and revise methods to meet present requirements.

We no longer measure our vegetable houses by the square foot but by the acre. An acre of glass will shelter 128,000 Lettuce plants set 7in. x 7in., or 10,900 Tomato and Cucumbers, 2ft. x 2ft. apart; thus it will be realized how an increase of a hundredth part of an ounce for each Lettuce head or a similar fraction of a pound to each Tomato or Cucumber plant means a monetary return that no up to date grower can ignore. We cannot judge yields from appearance to the eye or weight in hand, but measurements per plant must extend to the second decimal.

As vegetable greenhouses are now almost always built directly over the surface soil, the original beds are of the fertility of an ordinary truck patch, or often that of a common field. Heavy applications of manure are given at once and continued so the soil may be brought up to a condition as to fertility demanded in intensive, under-glass cultivation. The heavy applications of manure which greenhouse soils receive, in time, radically alter their characteristics. Such applications tend to make a soil which is nearly identical in analysis to that of manure alone.

Manure, when considered as a fertilizer is not well balanced. It may be ranked as a 2-1-2 fertilizer while the standard for vegetable crops is 4-8-10. A soil, therefore, which is tending to become similar in composition to that of manure would also show the same deficiency as to phosphoric acid.

A soil that meets the ideals of the greenhouse vegetable grower must be balanced as well as contain an abundance of available plant food. To secure the necessary phosphorus through manure alone very large quantities are necessary. As manure becomes scarce and the cost of securing and applying increases, the plan of the grower should be to use less, reinforce the small quantity with acid phosphate and at the same time supplement, if need be, with other chemical fertilizers.

On experimental plots at the Ohio station two crops of Lettuce and one Spring crop of Tomatoes have been grown annually. On an adjoining house on an old soil a similar plotting was made at the same time, the difference being that in place of Tomatoes in the Spring, Cucumbers were grown. This allows comparison in the set of experiments between the three principal crops grown in our houses, namely, Lettuce, Tomatoes and Cucumbers.

On Lettuce crops no marked increases were secured on soils which had previously received manure; in fact, on new soil showed a decrease. However, in the straw mulch plot, which gives indications of lacking sufficient plant food, the application of nitrate of soda was beneficial. With Tomatoes following the Lettuce crop the effect of the nitrate of soda was marked on all soils, which tends to show that a moderate application of nitrate of soda would be profitable on greenhouse Tomatoes. The result is unlike that secured with Cucumbers, where in no case did nitrate of soda bring results.

The application of acid phosphate showed a consistent increase on the Lettuce crops in every case, with the exception of the straw mulch plot, where the conditions are such that phosphate does not seem to be the limiting factor. On the Tomato crop the results are similar, with the exception that, for some unknown reason, possibly disease, no increase was secured on the manure mulch plot. With Cucumbers the increase was considerable.

Acid phosphate is the only commercial fertilizer which, at present, can be procured at reasonable prices. The results secured with this plant food element, with hardly an exception, are encouraging.

The average price received for Lettuce is about 10c a pound, for Tomatoes 10c a pound and Cucumbers 60c a doz. Acid phosphate has a present value of about $24 a ton.

Conservation

This word is of tremendous import but as a rule not appreciated unless we are brought up against a leak, occasioned by carelessness somewhere in our own business.

Enclosed in a recent bill from a New Jersey water company was a statement giving the amount of water which would be wasted through leaks of various dimensions, as follows: Water just dripping from a spigot wastes 15 gallons a day, 105 gallons a week and 5475 gallons a year. Water leaking through a thirty-second of an inch aperture will cause a waste of 264 gallons a day, 1848 gallons a week and 96,096 gallons a year, while water leaking through one-sixteenth of an inch aperture will waste 835 gallons a day, 5845 gallons a week and 303,940 gallons a year.

Not much wonder that constant dripping will wear away a stone!

General Trade Notes

PHILLIPSBURG, PA.—Russell M. Morris, landscape gardener of this city died here on Oct. 12, at the age of 29, after being due to pneumonia.

BEACON, N. Y.—Benjamin Hammond, well known in the trade, writes interestingly in the Beacon *Daily Herald* of Oct. 15 of his recent trip through Canada.

TAUNTON, MASS.—Edward Anderson, for the past two years in the employ of Victor B. Olson, the Bay Street Greenhouses, died here at the hospital on Oct. 11, of pneumonia. Mr. Anderson was born in Sweden, Oct. 20, 1882, and arrived in this country in 1909. He was employed as grower in several places in the United States and Canada before being engaged by Mr. Olson. Mr. Olson himself has recently recovered from an attack of pneumonia.

Sweet Pea Seeds

Early or Winter Orchid Flowering and Choice Florists' and Flower Seeds

Satisfaction Guaranteed—Send for New Complete Price List

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

MIGNONETTE, Giant N. Y. Market. (Greenhouse forcing). Best strain. Trade pkt., 50c., ⅛ oz., $1.50, ¼ oz., $2.00; $7.00 per oz.

NARCISSUS

PAPER WHITE GRANDIFLORA

13 to 15 ctm., 1250 in a case, $24.00 per case

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ½ to ⅝ in., $1.25 per 100; $10.00 per 1000. Prices on large quantities on application.

SAVE COAL

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES

	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00

BICOLOR, or PINK & WHITE COLORS

Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00

PURE WHITE OR BLUSH

Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS

	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00

LAVENDER AND LIGHT BLUE COLORS

Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek. Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00

SCARLET AND RED COLORS

Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00

DARK BLUE AND MAROON COLORS

Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. Rose Queen, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

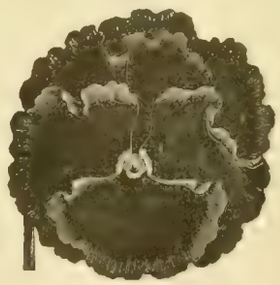
SWEET PEAS

IRWIN'S SELECTED STOCK
Early or Winter Orchid Flowering

Prices on all the following, ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate, 4 oz. of one variety at price quoted

Asta Ohn (New lavender).
Apricot Orchid, buff pink.
Blanche Ferry Spencer, extra sel.
Fordhook Pink.
Fordhook Rose.
Helen Lewis (new), orange salmon.
Mrs. A. A. Skach, fine pink.
Hercules (new). mam. pink.
Mrs. Sim, apricot pink
Pres. Wilson, rose carmine.
Red Orchid.
Rose Queen, rose pink.
Selma Swenson, soft pink.
Scarlet Emperor (new), rich scarlet
White Orchid, pure white.
Venus, similar to Dainty, the Sweet Pea with orange blossom fragrance.
Wedgewood (new), bright blue.
Yarrawa, bright rose pink with light wings.
Choice Mixed, of all above colors.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc,** white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.



PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c., ⅛ oz. $1.00, ½ oz. $3.50; 1 oz. $6.00

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	**Phelp's White**	$0.50
Buxton, Silver Pink	1.00	**Garnet**	.50
Ramsburg's	1.00	**New Enchantress Pink**	.50
Nelrose Deep Pink	.50	**New Peachblow**	.50
Giant Yellow	.50	**New Bronze Beauty**	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

GLADIOLUS BULBS

in all varieties. Best L. I. grown. Price on application.

LILIUM GIGANTEUM

Cold Storage Bulbs

7-9 300 Bulbs in a Case.....$24.00

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100; 3-in., $15.00 per 100. Strong, 4-in., $25.00 per 100.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse-grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEGONIA Melior. 3½-in., 30c. each; 5½-in., 75c. each; 6½-in., $1.75 each. **Cincinnati** (3 in a pot), 5-in., 60c. each; 5-in. (single), 75c. each; 6-in., $1.25 each; 6½-in., $1.75 each. **Rex,** 10 varieties, 2¼-in., $7.00 per 100; 3-in., $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.

BOUGAINVILLEA Sanderiana. 4-in., fine plants, $3.50 per doz., $25.00 per 100; 3-in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000

CARNATIONS. Field-grown **White Wonder, Matchless, Perfection, Enchantress, Mrs. C. W. Ward, Light Pink Enchantress, Harlowarden,** $7.00 per 100. $60.00 per 1000. Prices on other varieties on application.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100; 3-in., $10.00 per 100; strong, 3½-in., will flower for Christmas, $15.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Rooted cuttings, $4.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100, $3.50; 1000 $30.00. **Single White Margaret Daisy,** 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100.

DELPHINIUM Belladonna. Turquoise blue. Strong, 2-year-old plants, $12.00 per 100; 1-year-old, $10.00 per 100; seedlings, $4.00 per 100.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $17.50 per 1000.

GENISTA. 3½-in., $15.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid.

HYDRANGEAS. Field-grown, **Otaksa** and French varieties. 2 shoots, $7.00 per 100; 3 to 4, 4 to 6, 6 to 8, 8 to 12 shoots, 4c. per shoot.

IVY. English, 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. Fine stock. Order now before danger of freezing in transit. 4-in., $12.00 per 100; 4-in., selected, $15.00 per 100; 5-in., $18.00 per 100; 5-in., selected, $25.00 per 100; 6-in., $30.00 per 100. **New Cleveland Cherries,** 3-in., $10.00 per 100.

KENTIA Belmoreana. 2½-in., $9.00 per 100.

PANSIES. Strong seedlings. Giant Exhibition Forcing strain; finest strain in the country. $3.00 per 100, $25.00 per 1000. Fine giant mixture, $5.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100. 2000 rooted cuttings, **Easter Greeting,** fine stock, ready 10 days, $6.00 per 100, $50.00 per 1000.

POINSETTIAS. True Christmas Red. Ready now. 2½-in., $8.00 per 100, $75.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer** strain, **Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Fine, 3-in., $10.00 per 100. **Chinensis,** large flo. fringed, 3½-in., $12.00 per 100. **Primula Malacoides Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; **Malacoides,** mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; 4-in., $12.00 per 100.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and **New Enchantress Pink, Bronze Beauty, Garnet, Blood Red,** 2¼-in., $5.00 per 100, $45.00 per 1000.

STEVIA. Double. 4-inch, $10.00 per 100. Fine field grown plants, $10.00 per 100.

TABLE FERN SEEDLINGS. Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. **Bird's Nest Ferns Asplenium,** 2¼-in., $12.50 per 100; 3-in., 25c. each; 4-in., 50c. each; 5-in., 75c. each; 6-in., $1.00 each; 7-in., $1.50 each. Fern for Fern Dishes: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above, 50c. each. **Boston,** 2¼-in., $5.00 per 100, $45.00 per 1000; 3-in., $9.00 per 100; **Roosevelt,** $5.00 per 100, $45.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; bench-grown, 5-in., fine plants, $6.00 per doz., $45.00 per 100, **Whitmani,** 2¼-in., $5.00 per 100, $45.00 per 1000.

VINCAS. Field-grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.

"THE BUGS ARE BUSY NOW"

Express prepaid on all the following:

NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50
APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.
APHINE. 1 gal., $2.50.
NICOTINE. ¼ pint 90c.; 1 pint $1.50; 3 pints, $4.25; 1 case (10 pints) $13.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50 ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN

108 West 28th Street, NEW YORK
Phones, 3738-2326 Farragut

Southern States

Houston, Texas

Florists have been busy the past week with funeral work, but are meeting the many demands as best they can.

Kerr, the Florist, has had as much as he can do, if not more, to keep up with orders. His office force is in better shape now, as both Mr. Eichling and Mr. Walker have returned after brief illness. Mr. and Mrs. Kerr were compelled to forego their trip to Willis to participate in the birthday celebration of the Pansy King of Texas, both because of bad weather and because Mrs. Kerr was ill. Visitors to the store were Mr. and Mrs. Newell, who came from Kansas City to visit their sick son, an aviator at Ellington fields. Mr. Kerr was unable to attend the F. T. D. convention, because he was needed here by the R. C. Kerr Co., who are putting out some good Roses and will have 30,000 to 35,000 'Mums in bloom in the next ten days.

Mr. Hewitt of the Brazos Greenhouses has had a big rush and has found difficulty in getting enough flowers to supply the demand.

The Q. & S. florists have been working day and night to supply the demand. Practically all their work has been for funerals and filling orders to send flowers to the sick.

The Library has been calling for Crape Myrtles, but the Houston Hort. Club has not been able to hold a meeting because all meetings are banned, so the project of making Houston the Crape Myrtle City will have to rest awhile until conditions get back to normal. C. L. B.

Charleston, W. Va.

Business is good in this section. J. W. Dudley & Son Co. are busy and have abundance of Roses cut from their own houses. Their Clarksburgh store is also busy and well supplied. All their stores have a good stock of 'Mums.

Miss A. Mortin of Huntington, with Mr. Beale as manager, is doing a good business with lots of flowers.

In Charleston the Winter Flower Store is as busy as can be; so is the Charleston Cut Flower Co., 19 Capitol st. It is a miniature bee hive. Shortage of help makes the present force work extra hard.

T. J. Nolan of the Burlington Willow Ware Shop has called on the trade in Charleston, Parkersburgh and Huntington, also Clarksburgh, Cumberland and Hagerstown, Md., on his way South, and is well pleased with his business.

A. Flower.

Louisville, Ky.

Nothing like the present heavy and steady demand for flowers has ever before been known in Louisville. Orders have been so heavy that florists have had great difficulty in supplying the demand, and have been working overtime. Getting stock is a serious problem as local growers cannot supply it and answers to telegrams to Chicago, Detroit and other markets have shown that all stock on those markets was cleaned out.

Boys at local military camps have made up collections to buy flowers for company brothers who are ill, or have died. Numerous telegraphic orders are placed by soldiers for delivery at point of interment, while telegraphic orders are coming in numbers for local delivery. Never before has the telegraphic delivery proposition been worth to the florist what it is today.

Simon G. Pontrich, Jr., aged 22 years, on October 23, was added to the list of Louisville's soldier boys who have died for their country before being given an opportunity to fight. His father is a florist. He entered service on May 25 and was sent to Ft. Riley, where he trained with the 311th Cavalry, and later transferred to the 67th Field Artillery, at Camp Knox, West Point, Ky., on September 1. He was on duty at West Point when taken ill, and sent to the military base hospital at Camp Taylor for treatment. He is survived by his father, mother and five brothers, including three in the service. Before answering the call he was employed by his father.

The Kentucky Society of Florists has not held a meeting this month, and will hold none probably until later.

Adam Heitz of Louisville has been planning a fishing trip into Northern Indiana, but due to the rush of business has been unable to get away. Mr. Heitz is a great hunter and fisherman, and generally gets away for a few days of each sport during the season.

George Schulz, of Jacob Schulz Co., recently exhibited a check calling for $270 worth of work, that he had merely figured upon and hadn't done yet. This was some landscape work for Judge Robert Worth Bingham, one of the wealthiest men of Kentucky. Paying for work before it is begun is out of the ordinary, but as Mr. Schulz remarked: "Judge Bingham knows who he is dealing with."

Local stocks are scarce, and almost all florists have had trouble in securing supplies. One of the leading growers reported that he was cutting nothing but Roses, Carnations and 'Mums. Wholesale prices run 3c. to 15c. for Roses; the high priced ones being Columbias and American Beauty. Carnations are selling at 4c each, and 'Mums at $1.50 to $3 a doz.

Anders Rasmussen of the North Side is erecting a large new garage, having added additional cars.

An ordinary bunch of flowers used in decorations at a speaking of Gov. A. O. Stanley and Senator Beckham, was recently auctioned off for $75, Senator Beckham making the first bid of $45. The flowers were secured by ex-Senator Charles Ecton, the money being donated to the Red Cross. Several hundred dollars was raised a short time ago in the Seelbach Rathskellar, in Louisville, when Dr. Ben L. Bruner sold a bouquet several times for various amounts. Shortly before 12 o'clock the bouquet was broken up and distributed among the ladies present.

The Woods-Stubbs Co. of Louisville, operating a nursery at Arterburn station and a seed house in Louisville, has been featuring considerable advertising of Fall plantings of hardy perennials, fruit trees, shrubs, etc. The company has competent men who advise customers concerning plantings and go over their grounds.

Washington, D. C.

Extensive studies are being made by the Department of Agriculture of the distribution, natural habits and economic importance of the flora in national forests and purchase areas. Forest service officers have collected more than 35,000 specimens, representing 4,800 species of plants. The data collected is to be used in detecting, eradicating and fencing poisonous plant areas. It will also be useful in the study of natural range reseeding, and other questions.

The sympathy of the trade is with Jake Minder, a grower, of Cottage Hill, N. E., Washington, D. C., who has suffered the loss of his wife Mrs. Daisy Minder, who was ill but a few days with Spanish influenza. She was only 40 years old. Besides her husband she is survived by several children. E. A. D.

Embargo on Arsenic

The War Trade Board has placed an embargo on the exportation of white arsenic, in compliance with a request of the National Food Administration. The main aim of this order is to protect American fruit and vegetable growers against a shortage of arsenical insecticides.

The S. A. F. Publicity Campaign

In the November, 1918, issue of the *Metropolitan* magazine appears a poster color page "Say It with Flowers," effectively suggesting the use of Chrysanthemums during October for weddings, birthdays, social functions, etc. The poster is illustrated with white and yellow blooms of the Autumn Queen, and in the lower right hand corner is given the calendar for the month, with the wording above, "Whose Birthday is in October?"

Middle Atlantic States

Buffalo, N. Y.

There has been a heavy demand for floral work. All stock is cleaned up on its arrival.

Buffalo Florists "Over the Top"

Subscriptions tendered by the Buffalo florists in the Fourth Liberty Loan totaled $85,350. The committee in charge as well as every other contributor in the business were officially thanked for their fine work, by the general managers of the campaign. "Buffalo Never Fails," this city's official slogan, and adopted by many of the local florists, carried a special significance in the drive. Despite unfavorable conditions Buffalo exceeded its general quota of $61,648,000 by more than $3,000,000, and has flung out the honor flag with its four blue stars at City Hall. The florists' quota, $85,000, was exceeded. The active workers among the florists in the campaign included Messrs Eiss, Anderson, Palmer, Robert Scott, Werrick, Weise, Schoenhut, Reichert, J. H. Rebstock and Sievers.

S. A. Anderson, Buffalo florist, is a candidate for county treasurer at the coming elections. He is using aggressive and original advertising in his campaign and looks like a sure winner. His personal following, if counted, would total a small army, and he will undoubtedly be supported by the members of the local trade on Election Day.

Coal for Private Growers

Buffalo's fuel administrator has received the following notice from Washington: "All private greenhouses are privileged to receive coal in any amount to equal half their normal requirements, but under no conditions are they to receive or be allowed to burn anthracite coal."

"Serve Yourself" Flower Stand

The "serve yourself" flower stand has made its appearance outside the flower shop of W. J. Palmer & Son in Delaware ave. The outfit consists of a small table with a vase of Roses and a street railway fare box on it. "Help yourself," says a placard; "five cents each." The newspapers have commented favorably on the idea.

Joseph A. McGuire.

Lancaster, Pa.

Retail conditions have changed little; there is a continued demand on the florists for more flowers than can be secured.

H. A. Schroyer reports that he has to continue on the delivery job. Miss Carrie Steckmen, who manages the store, is busy most of the time locating flowers to fill orders.

At the B. F. Barr store Mrs. Barr is helping out during the absence of the manager, Mrs. Spera, and for two weeks they have been working from 7:00 a.m. until midnight.

The Rosery is also busy. Mr. Moore is laid up with influenza, but they manage to get the work out by working long hours.

Mrs. Geo. Goldbach and Walter Hammond are up to their ears with work and there seems to be no letup.

The number of cases of influenza is on the downward trend. Fortunately for Lancaster Mrs. Herr registered a regular army of women for nursing several months back, and has been able to supply nurses and helpers wherever needed in this epidemic.

Good cuts of first class 'Mums and little pompons are coming fast into the market, in good shape, at prices that seem almost beyond reason.

J. C. Seibold has been sick, but is about again.

The Florists' Club meeting was postponed until some time in November, at the request of the Board of Health. The stores were closed down tight from Saturday night at 6 p.m. until Wednesday morning, but in the flower shops funeral orders were made up with closed doors so that customers could not come in.

Club Buys Liberty Bonds

The Florists' Club took $300 worth of Liberty bonds in addition to the individual subscriptions, which will be collected or reported at the November meeting, and we hope the returns will show up well for our little bunch of fellows.

Edward G. Beck died on Sunday morning, Oct. 20, at 6 o'clock. He was formerly an advertising man with a national bill posting concern and for several years worked with Thos. Fries of this city in the florist business. After his marriage he leased a place in the southern end of the city and built up a nice trade, but on account of the coal situation last winter he decided to close the place, and took a situation as gardener with a private party in York, later on working for the B. F. Barr Co., where he made a wonderful success as a salesman. He leaves a wife and three children.

Albert M. Herr.

Pittsburgh, Pa.

The flower business is even greater than it was the past two weeks. Flowers are not as plentiful as formerly, except 'Mums, which are coming in larger quantities. They are welcome as they can be used in place of Roses and Carnations and sell at high prices, but they fill in better than any other flower. Roses Ophelia, Russell and Columbia are of fine quality especially. Very few short Roses, but these are in heavy demand. Long stem Roses are plentiful and sell at high prices, $6 to $8 per 100. Am. Beauty are also selling at good prices and clean up every day at $50 per 100 as the top price for specials. Few Lilies this week. Most growers do not have them during 'Mum season. The supply of Dahlias continues to be heavy. There have not been enough to meet the demand this year even at the high prices. They were never so fine in quality or so popular as this year. The colors are beautiful. Some good 'Mums are now coming in pink, white and yellow. Some pompons are seen in white and yellow which are very much in demand. All kinds of greens are selling fast. Not nearly enough Galax, Leucothæ or ferns are reaching this market. Asparagus plumosus and A. sprengeri are also scarce. Almost all the supply houses are sold out of artificial flowers on account of the scarcity of cut flowers. The manufacturers of wire designs are rushed to their fullest extent and overtime is nothing unusual. All shops are completely sold out and the demand for baskets is exceptionally heavy.

Glimpses Behind the Greenery

The entire force of Randolph & McClements has been working overtime every night on account of the heavy demand for funeral work.

Henry Ludwig and Rudy Lager of the E. C. Ludwig Floral Co. have been on the sick list.

Dave Hill received a letter from his brother James, who is with the A. E. F. in France, saying he is well and enjoying the country.

Miss Katherine Antonette is now with the floral department of Kaufmann's big store. This store has been having a grand display of Dahlias furnished by the McCallum Co. N. McC.

Rochester, N. Y.

For the past two weeks the demand for flowers has been unprecedented. It has been difficult to fill orders. Owing to the lateness of the Chrysanthemum crop the market has been practically bare except for Roses and what little outdoor material can be got together. A few 'Mums are coming in now, but the scarcity of stock is still apparent and promises to remain so for a time at least. Prices have taken a rise. Roses are selling at 10c. to 30c.; Carnations 6c. to 8c.; 'Mums $2 to $6 per doz.; Asters $1 per bunch. Asparagus is scarce.

Owing to the epidemic the regular monthly meeting of the Rochester Florists' Ass'n was called off.

Charles Lee of Barnards, N. Y., who has been laid up for two months with rheumatism and has been unable to attend to his duties, is now much better, and able to get around but not do any work.

Wm. Galentine is cutting first rate Asters which are in great demand. They are from a late sowing made in drills in the open. They have helped out wonderfully during the present scarcity.

H. B. Stringer.

Corfu, N. Y.—Harry Francis, an employee of David J. Scott, is just recovering from typhoid fever, having been confined to a hospital at Batavia for the last few weeks. His wife has also been ill with typhoid fever.

Arthur A. Kirchoff.

1918 CROP

BEET Per lb.
1000 Detroit Dark Red $0.50
1000 Crosby's Egyptian ..... .50
1000 Early Egyptian ..... .50

CARROT
1000 Danvers Half Long ..... .60
1000 Chantenay ..... .60
1000 Imp. Long Orange ..... .60
1000 Oxheart ..... .60
1000 Nantes ..... .65

ENDIVE
500 Broad Leaf Batavian ..... .75

PARSNIP Per lb.
1000 White Hollow Crown $0.65

RADISH
500 Early Scarlet Globe ..... .75
500 White Tipped Scarlet Turnip. .75
500 White Tipped Scarlet Globe.. .75

TURNIP
1000 Early White Flat Dutch 1.00
500 Cow Horn 1.25
500 White Egg 1.25
500 Purple Top Strap Leaf 1.25
500 Purple Top White Globe 1.50
500 American Purple Top Rutabagas 1.25

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

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LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

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90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

Freesia Purity

Mammoth Bulbs, Selected Stock, $15.00 per 1000

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Seedsmen 30-32 Barclay Street NEW YORK

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WATKINS & SIMPSON, LTD.

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

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Freesia Purity

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Prices reasonable for good stock

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Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

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Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

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YOUR BUSINESS is very largely what YOU make it. The first step is in having something you can conscientiously recommend to your customers.

SAVE COAL!

GROW THE NEW IMPROVED PRIMULA MALACOIDES

Of all the many varieties and strains of Primula on the market now there is not one of them compares, even favorably, with the **Rohrer Primula Malacoides.** Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, is one of the most profitable economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink, Light Lavender and Snow White. A cool temperature, 40 to 45 degrees, produces the best results. For October and November delivery:

	100	1000
Pink and **Lavender.** 2½-in pots	$6.00	$55.00
Pure White. (limited quantity)	8.00	75.00

Shipped Parcel Post, Special Delivery

The Rohrer Primula Malacoides
Grown in a 4-inch pot

PRIMULA

2½-inch	100	1000
Obconica Rosea, Gigantea and **Apple Blossom.** The finest strain on the market	$5.00	$45.00
Chinensis	5.00	45.00
Obconica, 4-in	15.00	
Chinensis, 4-in	15.00	
Malacoides Townsendi, 2½-in.	6.00	50.00

DAISIES

Boston Yellow, 2¼-in	$7.00	$60.00
Mrs. Sanders, 2-in	4.00	35.00
White Marguerites, 2¼-in	6.00	50.00
Giant White, 2¼-in	6.00	50.00

SNAPDRAGONS

Peachblow	$6.00	$50.00
Ramsburg's Silver Pink, 2½-in.	6.00	50.00
Phelps' White, 2½-in	6.00	50.00
Phelps' Yellow, 2½-in	6.00	50.00
Giant Yellow, 2½-in	6.00	50.00
Nelrose, 2½-in	6.00	50.00
Keystone, 2½-in	6.00	50.00
Enchantress	6.00	50.00

FIELD-GROWN VIOLET PLANTS

	100	1000
Princess of Wales	$7.50	$65.00
Lady Campbell	7.50	65.00
Marie Louise	7.50	65.00
Marie Louise, 3-in. pots	7.00	60.00

CINERARIAS
Dwarf Hybrids, Mixed Varieties

	100	1000
2½-in	$6.00	$50.00
3 -in	8.00	

ASPARAGUS PLUMOSUS

	100	1000
2½-in., extra heavy	$4.00	$35.00
2½-in., lighter grade	3.50	30.00
3 -in., heavy	7.00	60.00
4 -in., heavy	12.00	
Sprengeri, same as Plumosus.		

FERNS

Good, heavy plants	100	1000
Scotti, Teddy Jr., 4-in		$25.00
Boston, 4-in		25.00
Norwood, 2½-in	$8.00	75.00
Norwood, 4-in	30.00	

BIRD'S NEST FERN
Guaranteed freee from disease

	100	1000
2 -in	$12.00	$110.00
2½-in	20.00	175.00
3 -in	25.00	225.00
4 -in	50.00	

DISH FERNS

Seedlings, per flat	$2.25
2½-in	5.00
3 -in	8.00
6 -in. pans	40.00

CYCLAMEN
Exceptionally good this season

	100	1000
4-in., selected	$30.00	
4-in., as they run	25.00	
6-in., selected	60.00	

Salmon, Light and **Dark, Pink, Light** and **Rose, Blood Red, Light Red, Pure White** and **White with Eye.**

GERANIUMS
Standard Varieties

We strongly advise ordering early, as the **usual shortage** of standard varieties will be greater this year than ever before.

	2-inch Rose Pots 100	1000
Maryland, fiery red	$3.50	$30.00
Alphonse Ricard, bright vermilion	3.50	30.00
Beaute Poitevine, pretty shade of shrimp	3.50	30.00
Berthe de Presilly, silver rose pink	3.50	30.00
Jean Viaud, bright shade of mauve rose	3.50	30.00
La Favorite, finest pure white	3.50	30.00
Miss F. Perkins, deep rose	3.50	30.00
Mme. Buchner, snow white	3.50	30.00
S. A. Nutt, deep crimson	3.50	30.00
Mrs. E. G. Hill, soft light salmon	4.00	30.00
3-in of the above varieties	**5.00**	**40.00**
Rooted Cuttings		17.00

FIELD-GROWN ROSES
Exceptionally Fine Quality

One Year Old	100
Excelsa	$25.00
Tausendschon	25.00
White Dorothy Perkins	25.00
Pink Dorothy Perkins	25.00
Two Years Old	
Edna Teschendorff	$35.00
Orleans	35.00
Excelsa	35.00
Crimson Rambler	35.00
White Dorothy Perkins	35.00
Tausendschon	40.00

HYDRANGEAS
French Hydrangeas and Otaksa Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and **Others**

	Doz.	100
6-in	$7.00	$45.00
5-in	5.00	35.00
4-in	3.00	20.00

PELARGONIUMS

2½-in. pots. **Easter Greeting** and the best of the other varieties, all named and separate, $10.00 per 100.

CALENDULAS

	100	1000
Orange King, 2½-in. pots selected strain	$4.00	$35.00

GENISTA

3½-in	$20.00
Strong, 5-in	40.00

MISCELLANEOUS PLANTS

Salvia Splendens, Heliotrope, Coleus, Begonias, Hardy English Ivy, Swainsona, 2-in., $3.00 per 100; 3-in., $4.00 per 100.

SWEET PEA SEED

The following varieties of Winter Orchid Flowering types are best suited for the commercial grower

Pink	1 oz.	¼ lb.	1 lb.
Fordhook Pink	$1.00	$3.00	$10.00
Miss Louise Gude	4.00	12.00	40.00
Mrs. A. A. Skach	.50	1.75	5.00
Morning Star	1.25	4.00	12.00
Mrs. Jos. Manda	1.00	3.00	10.00
Mrs. Paul Dusha	4.00	15.00	50.00
Early Song Bird	.75	3.00	10.00
Gertrude Welsh	4.00	15.00	50.00
Bicolor			
Pink and **White Orchid**	.50	1.75	5.00
Fordhook Pink and **White**	1.00	3.00	10.00
White and Blush			
Venus	.75	2.50	10.00
Mrs. M. Spanolin	.75	2.50	10.00
Bridal Veil	.75	2.50	10.00
Watchung Orchid	4.00	15.00	50.00
Lavender, Blue and Maroon			
Zvolanek's Blue	4.00	15.00	50.00
Lavender Orchid	.50	1.75	5.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Zvolanek's Lavender Spanolin	4.00	15.00	50.00
Rose, Orange and Red			
Orange Orchid	1.00	3.00	10.00
Flora Fabing	.75	2.50	8.00
Servian Prince	1.00	3.00	10.00
Miss Y. Gilbert	4.00	15.00	50.00

CYCLAMEN SEED

	1000
Blood Red	$12.00
Brilliant Red	12.00
Rose Pink	12.00
Glory of Wandsbek	12.00
Daybreak (Salmon Pink)	12.00
Pure White	12.00
White with Eye	12.00

Packing and boxes will be charged for at cost. Terms cash or satisfactory references

C. U. LIGGIT Office: 325 Bulletin Bldg. **Philadelphia, Pa.**

When ordering, please mention The Exchange

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Geo. M. Quackenbush, one of the Boldt-Lundy store men, is enjoying camp life. He is at Camp Sheridan, Ala.

George Lloyd Mercer, member of the Cleveland (Ohio) Florists' Club, has entered the military academy at Staunton, Va.

James Hill is with the forces in France. He writes that he is in good health and spirits and is enjoying the country.

Dr. R. T. Vaughan, eldest son of J. C. Vaughan of Chicago, has been assigned to Camp Taylor, at Louisville, Ky., for temporary medical service.

Ambulance Driver Renick recently gave the St. Louis Florists' Club a talk on his experiences at the front where he lost a right arm in the service.

Gerald Wallace, of Batavia, N. Y., is in limited service at camp at Syracuse, N. Y. He writes that he likes it and has gained four pounds. A. A. K.

W. Walker, formerly with the Munk Floral Co., of Columbus, Ohio, has been at home from naval duty on a week's furlough. He expects soon to go across.

Charles Wilmore, who is with the U. S. Tank Corps at Gettysburg, Pa., recently returned to his home at Denver, Col., with the body of a comrade who died in camp.

Joseph O'Donnell, assistant salesman for Thomas Roland at the Boston Co-operative Flower Market, Boston, Mass., joined the Colors on Oct. 21, and is at Fort Warren, Boston.

Peter Rusconi, eldest son of Dominick Rusconi, the bulb and seedsman of Cincinnati, O., is serving as interpreter with the Engineering Corps of the United States Army in France.

Wm. Reid, formerly of the W. W. Barnard Co. of Chicago, is with a Canadian regiment in England on his way to the front. He writes that he is well pleased with army life and with the treatment soldiers receive.

Private William E. Kirchoff, Jr., Batavia, N. Y., is now stationed at Camp Eustis Newport News, Va., and expects to leave shortly for overseas. He has been connected with the growing of Gladioli all his life. A. A. K.

All four sons of M. P. Dilger, of Waukegan, Ill., are in the service. Arthur is a ship builder at Oakland, Cal. Paul is a tool maker in the Government shops at San Petro. Nick is in the merchant marine and Bob is with the expeditionary forces in France.

Wylie Troy, son of John H. Troy, of New Rochelle, N. Y., is a second lieutenant and instructor in the U. S. Aviation Corps. He is but 21 years of age, and recently, after having been discharged from a hospital in Texas where he had been sent owing to having caught a cold which he feared might develop into influenza, he sent the following telegram to his father: "Dear Dad: Discharged from hospital yesterday. Feeling O. K. now. Spending the week-end with my friends, the Mungers. Please buy $1000 worth of Liberty bonds in New Rochelle for me, as I want my home town to get credit for it. I will repay you as I receive my subsequent pay checks. Love to mother and yourself." Wylie Troy is anxiously awaiting summons to go abroad and do real fighting.

Extract from a letter from the front written by Sgt. V. A. Di Clemente, formerly monotype operator for THE FLORISTS' EXCHANGE: "'La Belle' is an appellation that well befits France, for to me it is a wonderful kaleidoscope of natural beauty, horticultural, floricultural and agricultural. Needless to say it is worth fighting for and I am happy to be one of the lucky ones to have the opportunity of doing my bit, even though it is only a little bit."

"A glorious death is his
Who for his country falls."

We regret to learn that John W. Montgomery, formerly a florist at Lowell, Mass., was drowned on Oct. 9, while serving as second class quartermaster on the U. S. Destroyer Shaw, which collided with a British ship in English waters. Quartermaster Shaw enlisted in the Navy last April. He is survived by his parents and two brothers.

We are sorry to learn of the death of Private Walter A. Knecht, Fort Wayne, Ind. It is reported that he is the first florist soldier of that city to die while in service.

Simon G. Pontrich, Jr., of Louisville, Ky., died at Camp Taylor whence he was sent when taken sick at West Point, Ky. He is one of four brothers in the service.

St. Paul, Minn.

During the past week all classes of cut stock have been at a premium. It is safe to state that never before at this season has stock been so scarce and prices ruling so high. In fact, during the past week Christmas prices have prevailed. The large home grown Chrysanthemums coming in realize from $3 to $5. Carnations have raised as high as $7 per 100. Violets are good and as high as 2c. Some Mignonette sells readily at 6c. Lilies are rarely seen. A few Callas reach the stores. All green stock is scarce. Pompon and single Chrysanthemums have made their appearance but in small quantities. Probably business has never been so brisk as regards funeral work. The demand for stock far exceeds the supply. It is probably an isolated instance where the Greek store has been able to cut prices and offer cheap stock. Its prices differ little from other stores. Lakewood cemetery greenhouses are cuting good 'Mums. Mazy have two houses of early Pompons.

Mr. Mazy motored to the devastated fire district in Northern Minnesota to ascertain whether the family of one of his employees was safe. He found the fire had turned owing to a change of wind when it had reached the outbuildings leaving the home in safety. Florists from nearby sections have telegraphed for flowers of any and every description. All the local growers are suffering acutely for want of help and getting the work done is proving more of a problem every day.

Operations in landscape and nursery planting are not progressing favorably owing to the prolonged drought. In all this section we are badly in need of rain and it is feared if we do not get it much of the stock will be Winter killed. Days have been sunny and the weather warm during the past two weeks, ideal for all stock under glass.

Merriam Park greenhouses have a good stock of Cyclamen, some being in 5in. pots. Poinsettеas also look promising. Present indications are that the Dutch bulbs will not arrive in the Northwest any earlier than last year, too late for outside planting. Many growers have discarded their bulb forcing and are reverting to old fashioned cold growing stock.

Chris. Bussjaeger has his stock in fine shape especially Carnations. One bench of Matchless is in full crop of good sized clean white flowers.

J. Christensen's Rose houses are just coming into crop after having been rested and pruned back hard. Mr. Christensen will get this crop off and after Christmas run just enough heat to keep frost out.

Tom Hall of Minneapolis is one of the first florists in this section to engage a girl for his auto delivery truck.

Gus Colburg has severed his connection with Holm Olson. E. C. T.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

Eighteen national magazine advertisements are included in the program for campaign publicity as arranged by the committees for the remainder of 1918. With the general average of readers of these magazines taken into account, 20 millions or more persons will receive our message in various forms, all emphasizing our slogan, "Say It with Flowers." These advertisements are to occupy spaces ranging from whole to quarter pages. The copy matter used has been so carefully considered that the desired results are confidently expected to materialize. If we could add the duplicated circulation naturally coming from an advertisement used as many as three times in one magazine, we may safely estimate, on the very lowest basis, that these advertisements will be seen 60 million times. Gong further, when it is considered that a favorite magazine is looked over by a subscriber several times it is easily guessed that one hundred million perusals ought to be the lowest average we might expect.

Here is the program, let anyone figure it out:

Chrysanthemum Advertisement: Nov., Metropolitan, 1 page (2 colors), Nov. 2, Sat. Eve. Post, ¼ page, Oct. 26, Lit. Digest, 170 lines.

Thanksgiving Advertisement: Nov., Rev. of Reviews, 1 page; Nov., Scribner's, 1 page, Nov., World's Work, 1 page; Nov. 16, Lit. Digest 170 lines; Nov. 23, Sat. Eve. Post, ¼ page; Nov. 16, Independent, 170 lines; Nov. 23, Outlook, 170 lines.

Christmas Advertisement: Dec. Sunset, 170 lines; Dec. Red Book, 170 lines; Dec World's Work, 1 page; Dec. 7, Outlook, 170 lines; Dec. 14, Sat. Eve. Post, ¼ page; Dec. 14, Lit. Digest, 170 lines; Dec. 21, Independent, 170 lines; Dec. Metropolitan, 170 lines.

It was to finance this publicity that our committees have made weekly appeals to the florists to help us complete our $50,000 fund for 1918. The fund is not completed, but the committees have sufficient confidence in the trade to meet the deficiency and to warrant its going ahead with the program as prepared.

From every section of the country subscriptions to our fund have come, but many florists are yet to be heard from. If you who read this are among the number, can we not persuade you to add your mite. No matter where you are located, you are benefited by this publicity. Look over our list of magazines. You will find all of them circulating in your neighborhood. Surely it is not too much to expect that you will contribute something within your means.

Think it over now, before the matter again slips your mind.

Department of Plant Registration

Public notice is hereby given that The Elm City Nursery Co., Woodmont Nurseries Inc., of New Haven and Woodmont, Conn., submits for registration the new plant mentioned below.

Box Barberry, seedling of Berberis Thunbergii, dwarf, upright, foliage one-half less in size than type, growth more slender. Foliage green changing to intense red and orange autumnal tints, with an abundance of bright red berries. Originated at the company's nurseries about twenty years ago. As hardy as parent type. Box Barberry is an ideal dwarf hedge and edging plant, serving purpose similar to dwarf border Box. Its autumnal glory adds an unique feature to the garden border.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the Secretary at once. Failing to receive objection to the registration the same will be made three weeks from this date.

Public notice is also hereby given that as no objection has been filed against the registration of Asparagus Fletcherii (densifolium) by F. W. Fletcher, of Auburndale, Mass., and Orlando, Fla., the same becomes complete.

Toronto, Ont. Canada

Cut flowers are scarcer than ever before in the history of the flower business. Managers of floral concerns state that while there is an unprecedented demand yet the chief cause of the shortage is the lack of coal. Last year when flowers should have been planted the coal situation made it impossible to get the necessary supplies to heat the greenhouses. The price of flowers has therefore increased considerably. The shortage is being relieved to some extent by the generous use of wild flowers. Mr. Waters has worked up a considerable trade in this line.

Club Meeting.

The Retail Florists' Club held its regular monthly meeting on Tuesday, Oct. 15, when arrangements were made for the annual 'Mum show, which will be held this year on Nov. 8 and 9. Special window display cards, posters, stickers, blotters, enclosures for letters, etc., are being printed and will be distributed among members. The Dale Estate, Brampton, states that they will have a particularly fine selection of 'Mums ready for the show. President George Geraghty of the club says that next year an attempt will be made to organize the florists of the Dominion in order that they may enjoy some of the benefits of the Toronto club.

Cannot Import Baskets

Mr. Geraghty asked that the attention of United States florist's supply firms be drawn to the fact that shipments of supplies containing baskets cannot be imported into Canada, and such shipments will be returned. Requests to the War Trade Board to have the ban on baskets removed have been unavailing.

The stores of H. G. Dillemuth, King st. West and those of J. J. Higgins, Limited, on Yonge st and King st. West, have been overhauled and redecorated.

The "Little Grey Flower Shoppe," 13½ Queen st. East, has been registered. The interior decorations and furniture are in keeping with its name.

Several Toronto florists have been ill with influenza, recent victims being Mr. Grace of Simmons & Son, J. A. Neal and Mr. Carter. Mrs. Moore of the Peoples' Florists is also ill.

Mr. and Mrs. James of the Peoples' Florists, Queen st. West, have returned from a two months' trip to Atlantic City and New York, a month being spent at their Summer home on Long Island, N. Y.

Fred Good, superintendent of the Eastern District of the Parks Dept., who resigned, has been presented with a mantel clock by the employees in his district. G. C. K.

Worcester, Mass.

Although florists have had a steady call for flowers this past week, the big rush experienced the three previous weeks has been broken. Flowers are a trifle more plentiful and consequently prices have dropped accordingly. Carnations brought from $2 to $4 per 100; Roses $3 up; 'Mums $1 to $3 per doz.; Lilies $12 per 100; Violets $1 to $1.50. Asters and Gladioli, outdoor grown, although scarce and of poor quality, brought $2 to $4 per 100; other outdoor flowers taken to the stores find a ready sale. The only potted plants offered for sale at present are ferns, palms, Crotons and a few 'Mums which are selling well.

It is the general opinion among wholesalers here that the cut flower market prices will go down very little this season because so many have either closed up their greenhouses or branched off to other crops such as Tomatoes. F. M.

Dismantling of Large Greenhouse

The big greenhouse of S. J. Reuter & Son, Inc., of Westerly, R. I., one of the largest in New England, is to be sold and wrecked for the 250,000 sq. ft. of glass and thousands of feet of piping. The Katz House Wrecking Co. of Hartford is negotiating with Judge Herbert W. Rathbun, receiver of the Reuter estate for the purchase of the greenhouses and fixtures. After the mortgage is foreclosed the land will probably revert to the Washington Trust Co. The Reuter Co. went in bankruptcy some months ago and the estate is in progress of settlement.

Scilly Isles Mourn King

The Scilly islanders are mourning the recent death of "King" T. A. Dorrien-Smith who ruled the 145 islands in much the same way as a landed proprietor on the mainland would. He inherited the islands from an uncle who rescued their inhabitants from poverty by introducing the culture of bulbs for their flowers which, in season, were shipped into the English markets in huge quantities. The Dorrien-Smith estate at Tresco Abbey, reputedly the most remarkable in the kingdom, excited the intense admiration of the late King Edward, who visited the islands when on a yachting tour. The Scilly Isles are just west of Land's End on the extreme Southwest Coast of England.

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; **GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOX-GLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS.** Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also **Longfellow** and **Snowball.** Fine, strong plants, $3.00 per 1000.

CINERARIAS. Giant Prize strain, in 2¼-in. pots, $3.00 per 100.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and **Grand Rapids.** Strong, $1.00 per 1000, $8.50 for 10,000.

Celery Plants

Best varieties, $1.25 per 1000.

J. C. SCHMIDT

BRISTOL, PA.

When ordering, please mention The Exchange

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6-9 ft...	600....	$7.00
„ 9-12 ft...	400....	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

FREESIA PURITY

Mammoth Size, also ⅝-in. and up
FREESIA refracta alba, ⅝-in.
SWEET WILLIAM, single, mixed. fine strain.
CYCLAMEN seed. Finest American-grown from finest strains.
Prices on application

J. M. THORBURN & CO.
53 BARCLAY STREET
thro. to
54 PARK PLACE
NEW YORK CITY

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LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.
FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

The Truth Concerning California

MANY a family has gone broke; lost every dollar they had, when immigrating to this State, by listening to the plausible tales of interested real estate agents, of fabulous profits from cultivating the soil. The great diversity of soils and of climates make it possible to grow all sorts of tropic and semi-tropic plants, but not all of them in all sections of the State. Money invested in advice from one who knows about all of these things will be wisely spent.

Five dollars, please, if you wish to know.

P. D. BARNHART
SAWTELLE, CAL.

The publishers of The Florists' Exchange guarantee Mr. Barnhart's integrity

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Many colors mixed, 500 seeds, $1.00; ½ pkt. 50c.; 1000 seeds $1.50. Colors separate also
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA. Large fl. dwf., pkt. 50c., ½ 25c.
CYCLAMEN. Giants. 150 seeds $1.00; ½ pkt. 50c.
GIANT PANSY. The best large flowering, critically selected, 5000 seeds, $1.00; ½ pkt., 50c.; oz., $3.50; 3 ozs., $10.00.

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

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KELWAY'S SEEDS

GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

When ordering, please mention The Exchange

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

Lily of the Valley

XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

MAX SCHLING, Inc.
Seed Merchants and Growers
24 West 59th Street, New York City

When ordering, please mention The Exchange

James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

Seasonable Stock READY NOW

BOUGAINVILLEA Glabra Sanderiana. Well shaped, trimmed plants, 4-in. pots, $25.00 per 100.

GENISTA. 5-in., special stock, well trimmed and heavy, at $30.00 per 100.

FICUS Elastica. 4-in., 10 to 12 in. high, $40.00 per 100.

HYDRANGEA, French Type. Hamar, Vibraye, Chautard, E. Mouilliere, 5-in., 3 to 4 branches, $30.00 per 100.
Heavy, field-grown, for tubs. 7 to 10 branches, $40.00 per 100.

KENTIA Belmoreana. 2¼-in., heavy, $10.00 per 100; 3-in., $20.00 per 100.

FERNS. Cyrtomium Falcatum. 2½-in., $3.50 per 100, $30.00 per 1000.
Aspidium. 2½-in., $3.00 per 100.
Birds' Nest Fern. 2½-in., $8.00 per 100; 3-in., $15.00 per 100.

DISH FERNS. All varieties, bushy stock, $3.50 per 100, $30.00 per 1000; 3-in., $6.00 per 100, $50.00 per 1000.

ASPARAGUS Sprengeri. 2¼-in., $3.50 per 100, $30.00 per 1000.

ASPARAGUS Plumosus. 2-in., $3.50 per 100, $30.00 per 1000.

ROSES. Dorothy Perkins, White Dorothy and **Excelsa,** or **Red Dorothy,** especially long tops. These plants have been staked up in open field and are well ripened. $15.00 per 100, for selected grade.

The Storrs & Harrison Co.

Nurserymen, Florists, Seedsmen

PAINESVILLE - - - OHIO

When ordering, please mention The Exchange

DELPHINIUMS are very popular as Cut Flowers

Plant now and have a stock of this beautiful flower coming along for Summer's use, when flowers are scarce.

Strong, 2-year plants, $7.00 per 100.

DELPHINIUM Formosum, dark blue
DELPHINIUM Bella Donna, turquoise blue
DELPHINIUM Gold Medal Hybrids, large spikes, all colors

Our complete list of **Perennials** and other stock is ready. Ask for it, if you have not received it.

JACKSON & PERKINS CO., NEWARK, NEW YORK

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID

Sweet Pea Seed

has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.
Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)

Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: Nelrose, Phelps' White, Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.

New Address:
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When ordering, please mention The Exchange

PERENNIAL SEEDS

DELPHINIUM. English Hybrids saved from named varieties. Oz. $1.00.
DIANTHUS. Double and Single Hardy Pinks, mixed. Oz. $1.00.
HOLLYHOCK. Newport Pink. Finest double. Oz. $1.00.
SWEET WILLIAM. Single, mixed, select strain. Oz. 25c.

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

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GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and **GARDEN PEA SEED** in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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2 Dey St., NEW YORK, and ORANGE, CONN.

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GREENHOUSE-SAVED SEED

LENOX, White **LENOX, Pink**
LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

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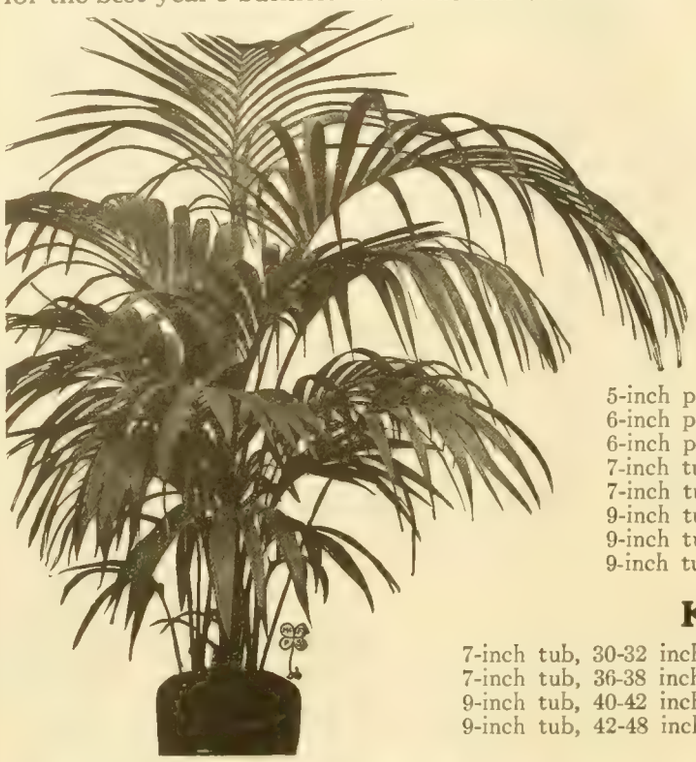
We still have a full line of made-up and single **KENTIAS** to offer. They will not last long, for we are pushing their sale in order to shut down some house during the cold weather. You should get your order in now and be prepared for the best year's business the trade has ever known.



ARECA Lutescens

6-inch pot ..... $1.00, $1.50, $2.00 each

CIBOTIUM Schiedei

9-inch tubs..... $5.00 each

PHOENIX Roebelenii

7-inch tubs..... $3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
9-inch tub, 4-4½ feet high	10.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

When ordering, please mention The Exchange

Ferns for Fall and Winter

Stock up your houses now with good saleable stock and be prepared to fill your customer's wants with plants, as there will be a shortage this Winter on cut flowers. Don't let your customer walk out, a choice Fern in a fine basket makes a pretty gift, so be prepared. Send us your order at once.

NEPHROLEPIS Scottii and Teddy Jr.
4-in. pots, $3.00 doz., $22.00 per 100.
6-in. pots, $7.20 per doz.
7-in. pots, $12.00 per doz.
8-in. pots, $1.25 and $1.50 each.
Scottii. 2¼-in. $6.00 per 100.

NEPHROLEPIS Norwood. 4-in. pots, $4.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 doz. and $9.00 doz. 7-in. pots $12.00 doz.

DRACÆNA Terminalis. 6-in. pots, very heavy, $15.00 doz.

HARDY IVIES. 6-in. pots, fine plants, $6.00 doz.

PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.
Cash with order.
All plants travel at purchaser's risk.

ASCHMANN BROS.

Second and Bristol Streets **PHILADELPHIA, PA.**

When ordering, please mention The Exchange

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each;
6-in. 50c. each; 4-in. 25c. each; 2¼-in. $6.00 per 100

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: **Bostons, Roosevelts, Whitmanii** and **Teddy Jr.**

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WHITMAN, MASS.

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FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ADIANTUM Farleyense Gloriosa, 2¼-inch, $1.75 per doz., $12.00 per 100.

KENTIA Belmoreana, 2¼-inch, $12.00 per 100.

Frank N. Eskesen, Madison, N. J.

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Some Excellent Stock

LIBERAL EXTRAS FOR EARLY ORDERS

Inch	100	1000
2½-in. ASPARAGUS Plumosus and Sprengeri	$2.75	$25.00
4-in. ASPARAGUS Plumosus and Sprengeri	7.00	65.00
3-in. CYCLAMEN. 8 varieties	8.00	75.00
4-in. CYCLAMEN. Fine stock	20.00	
4-in. FERNS. Assorted	15.00	
5-in. FERNS. Assorted	20.00	
3½-in. FUCHSIAS. Little Beauty	7.50	70.00
3½-in. FUCHSIAS. Assorted	6.00	50.00
4-in. DRACÆNA Indivisa	15.00	
5-in. DRACÆNA Indivisa	25.00	
4-in. MARGUERITES. White and Yellow	7.50	70.00
2½-in. LANTANAS. Dwarf, in Bloom	5.00	50.00
3½-in. LANTANAS in bloom	7.50	70.00
3½-in. LANTANAS. Assorted varieties	5.00	45.00
2½-in. SMILAX. Large plants	2.75	25.00
2¼-in. SNAPDRAGON. White, Pink and Yellow	5.00	45.00

Abundance of other stock. Correspondence solicited

ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

Vinca Variegata

Large, bushy plants, with 4-ft. long vines
$55.00 per 1000

CHARLES AMMANN
Central Avenue and Tuckahoe Road **YONKERS, N. Y.**

When ordering, please mention The Exchange

Snapdragon Plants

Fine plants., 2-in., of **Buxton's Silver King,** light pink and **Virginia,** brilliant rose pink, **5 cts.**

CINERARIAS, 2-in., fine stock, raised from Dreer's best seeds, **5 cts.**

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready f potting, in assortment of best 10 Fern Dish v rieties, undivided clumps, guaranteed to plea or money back. $1.35 per 100, $11.50 per 100 in 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-i stock, in largest and best assortment. $5.00 p 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima ar **Dreyerii.** Strong, clean runners, $3.00 per 10 $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-i stock, right size for center plants. $1.30 p doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedling $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-i stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong thrifty, 3-in. stock, $5.00 per doz., $40.00 pe 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in $23.00 per doz., $175.00 per 100.

ASPARAGUS P. N. Seedlings. From best green house-grown seeds, ready for potting, $1.00 pe 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J
FERN SPECIALIST

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Ferns for Jardinieres
NOW READY

Fine, strong plants, in best Varieties and ready fo immediate use.
From 2¼-in. pots, $5.00 per 100, $40.00 pe 1000.
From 3-in.pots, $10.00 per 100, $90.00 per 1000
KENTIA and COCOS. Just right for centers From 2¼-in. pots, $12.00 per 100.
BIRDS' NEST FERNS. From 4-in. pots, 25c each; 5-in. pots, 50c. each.
BOSTON FERNS. From 5-in. pots, 35c. each 6-in. pots, 60c. each; 7-in. pots, $1.00 each.

Thomas P. Christensen, Short Hills N. J.

When ordering, please mention The Exchange

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Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $8.00 per 100. Ophelia and Mrs. Russell, own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN	100	1000
Enchantress. Light Pink.	$7.00	$60.00
Matchless. White.		50.00
My Bountiful. White.	5.00	45.00
Pansor. Pink	5.00	45.00

VIOLETS Field Clumps

Princess of Wales.....$6.00 per 100

Wood Brothers

Fishkill, N. Y.

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Gloire de Chatelaine

Elegant stock, from 3-inch pots, to grow on for Christmas sales. Shift these *now* into 5- or 6-inch Azalea pots and grow them in Carnation temperature. This is one of the best Christmas subjects and should show a handsome profit. $8.00 per 100.

BAUR & STEINKAMP

CARNATION BREEDERS

INDIANAPOLIS - - INDIANA

When ordering, please mention The Exchange

Rose Stakes

No. 9 GALVANIZED WIRE

Length	Straight per 1000	Self-tying per 1000
3 ft.	$12.25	$14.25
3 ft. 6 in.	14.00	16 00
4 ft.	15.75	17.75
4 ft. 6 in.	17.50	19.50
5 ft.	19.25	21 25
5 ft. 6 in.	21.00	23.00
6 ft.	22.75	24.75

Carnation Supports

CONTINUOUS RING

$22.00 per 1000 Plants 3 Rings to a Plant

THE CARNATION SUPPORT CO.

CONNERSVILLE, IND.

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK

Oxford Ave., OZONE PARK, N. Y.

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.

GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.

VINCA Variegata, 2-in. $2.50 per 100.

BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.

Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

Again

Do you receive prompt returns and top-notch prices for your shipments of flowers? If not, the fault is all your own.

We handle the consignments of hundreds of shippers throughout the country and are pleasing them.

We will be pleased to handle yours, too.

Special opportunity for a couple of Good Rose Growers who are looking for best returns. Our present demand is greater than our supply.

United Cut Flower Co. Inc.

111 WEST 28th STREET, NEW YORK CITY

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SNAPDRAGON

Florists who know are stocking up on Snapdragon. This is a year when space must count. SNAPDRAGON will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink**: $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink**, and of our new **Golden Pink Queen**, same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed**. 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

PLANTS of Keystone, Nelrose, Yellow, White and Buxton, $5.00 per 100, $45.00 per 1000; less than 100 plants 6c. each. Cash with order. Plants travel at purchaser's risk.

G. S. RAMSBURG

SOMERSWORTH, N. H.

When ordering, please mention The Exchange

RHUBARB, ASPARAGUS, WITLOOF CHICORY, LETTUCE, PARSLEY, TOMATO, SAGE and STRAWBERRY PLANTS FOR FORCING

ASPARAGUS ROOTS. 3-yr., $1.50 per 100, $7.50 per 1000. 4-yr., $2.50 per 100, $12.00 per 1000

RHUBARB ROOTS. Forcing size, $1.20 per doz., $6.50 per 100, very large size, $1.00 per doz., $30.00 per 100.

WITLOOF CHICORY or FRENCH ENDIVE ROOTS. Large size, 100 $4.50, 1000 $35.00; medium size, 100 $3.75, 1000 $25.00.

PARSLEY PLANTS. Doubled curled, 40c. per 100 $1.90 per 1000.

TOMATO PLANTS. Pot-grown, leading varieties, $3.50 per 100.

SAGE PLANTS, Holt's Mammoth. $1.00 per doz, $7.00 per 100.

STRAWBERRY PLANTS. Pot-grown, everbearing and standard varieties, 60c. per doz., $3.00 per 100. Catalogue free

HARRY P. SQUIRES, Good Ground, N.Y.

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS

BERLIN, N. J.

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Moss Curled Parsley Roots

$3.50 per 1000. Cash.

Good, strong roots

W. B. GIRVIN

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HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

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Special Low Prices FOR THIS MONTH ONLY

Stock up your store and greenhouses with some of this choice stock, as you will need it to be prepared to meet your customers' wants.

FERNS. We have four houses full, all pot-grown, sturdy and good green color **Scottii, Whitmani, Teddy Jr.** and **Boston.** 4-in. pots, 20c.; 5-in., 35c.; 6-in., 50c.; 7-in., 75c. **Nephrolepis Norwood,** 5-in. pots, 50c.

KENTIA Belmoreana. 4-in. pots, 40c.; 5-in. pots, 60c.; 5½-in. pots, 75c. and $1.00.

DRACÆNA Terminalis. 4-in. pots. 35c.; 5-in. pots, 60c. and 75c..

BIRD'S NEST FERNS. 4-in. pots, 35c. each.

FICUS Elastica (Rubber Plant). 5-in. pots, 40c.; 6-in. pots, 60c. and 75c.

DISH FERNS. 2½-in. pots, $5.00 per 100; 3-in. $7.00 per 100.

PTERIS WILSONII. In 6-in. pans, 30c. each.

COCOS Weddelliana. 3-in. pots, 20c. each

BEGONIAS Magnifica. Pink; **BEGONIA Luminosa,** red; in bloom. 5-in. pots, 35c.; 4-in. pots, 20c.

PRIMULA Obconica. Best colors, 4-in. pots, 15c.

CALLAS. 4-in. pots, strong, 25c.

ASPARAGUS Plumosus. 2½-in. $4.00 per 100; 3-in. $7.00 per 100.

POMPON CHRYSANTHEMUMS. 4 best varieties, full of buds. 5-in. pots, 30c.

CINERARIA Hybrida Grandiflora. 3-in. pots, $10.00 per 100.

HARDY ENGLISH IVY. 5½-in. pots. 35c. each.

Cash with order, please.

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Wholesale Growers of Cut Flowers and Plants

182 N. WABASH AVE. CHICAGO

BEAUTIES, LILIES, ROSES, CARNATIONS

AND EVERYTHING SEASONABLE

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CRYPTOMERIA Japonica

(JAPAN CEDAR)

2-in., for growing on, $7.00 per 100.

BOSTON YELLOW DAISIES

2-in., $3.00 per 100.

DRACAENA Indivisa

Extra good, 2-in., $2.00 per 100.

GERANIUMS

S. A. Nutt, Jean Viaud, and others, 2-in., $2.00 per 100, $20.00 per 1000.

PACKED RIGHT

ELMER RAWLINGS

ALLEGANY - - NEW YORK

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ROOTED CUTTINGS

All booked for October

PETER BROWN

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ENGLISH IVY

Bushy, 3 to 4 ft., 5- to 6-in. pots $35.00 per 100

CHARLES AMMANN

Central Ave. and Tuckahoe Road Yonkers, N. Y.

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Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100

Cash with order

W. J. CHINNICK

TRENTON NEW JERSEY

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PANSIES MY GIANT SUPERB PANSY PLANTS NOW READY

Very Finest Mixture, choicest colors. 500 by parcel post, $2.50; 1000 by express, $4.00, by parcel post, $4.50, to 1st and 2d zone. Cash with order.

E. B. Jennings, Box 25 GREENS FARMS, CONN.

(My nearest post office)

GROWER OF FINEST PANSIES

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PRIMULA

Obconica Giant and Grandiflora. Mixed also **Apple Blossom** and **Kermesina.** Extra fine stock. 2-in. $4.00 per 100, $35.00 per 1000.

Malacoides. Fine, 2¼-in. $2.50 per 100.

PANSIES

Giant varieties, in fine assortment, sown thin, $3.00 per 1000.

GENISTA. 2-in. $3.00 per 100.

SMILAX. 2-in. $2.00 per 100.

SALLEROI GERANIUMS. 2-in. $2.50 per 100.

HELIOTROPE. Blue, 2-in. $2.00 per 100.

FUCHSIA. 6 kinds, 2-in. $2.50 per 100.

CALENDULA. **Orange King,** 2-in. $3.00 per 100.

DAISIES. **Snowball** and **Longfellow.** $2.50 per 1000. **Mrs. Sanders,** 2-in. $2.50 per 100. **R. C. Sanders** and **Single White,** $1.25 per 100.

Cash

Byer Brothers

Chambersburg - - Pa.

GERANIUMS

ROOTED CUTTINGS

All booked until December 1st

FRED. W. RITCHY

LANCASTER, PA.

GERANIUMS

ROOTED CUTTINGS

Can be shipped safely by Parcel Post; have had one complaint from over 200 shipments. Postage billed at actual cost.

S. A. NUTT and BUCHNER...$15.00 per 1000

POITEVINE and RICARD...$17.50 per 1000

Must be Sold by Nov. 15th

SALVIA America, Cuttings..$2.00 per 100

PLUMOSUS, fine stock.....$3.00 per 100

These prices are postage free up to 4th zone.

ALBERT M. HERR, Lancaster, Pa.

GERANIUMS STOCK PLANTS

Ricard, Poitevine and **Buchner,** $30.00 per 1000

If you are doubtful of our stock plants, I can refer you to florists who bought 1000 and 10,000.

J. B. BRAUN

HIGHTSTOWN NEW JERSEY

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WANTED

Nurserymen, Attention!

400 FRAXINUS Americana (White Ash), 3 to 4 inch caliper

1000 OXYDENDRUMS (Sorrel Tree), 4 to 5 feet high

1000 OXYDENDRUMS (Sorrel Tree), 2 feet high

500 NYSSA Sylvatica (Sour Gum), 2 to 3 feet high

JOHN H. TROY
NURSERY
New Rochelle :: New York

When ordering, please mention The Exchange

Barr's Choicest Trees

AMERICAN LINDEN.....1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE.....1½-3-in. Cal., 12-15-ft.
AMERICAN ELM.....1½-3-in. Cal., 12-15-ft.
PIN OAK.....1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

B. F. BARR & CO.
KEYSTONE NURSERIES LANCASTER, PA.

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TREES
Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

The Bay State Nurseries
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SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

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HOWARD ROSES Own Root Desert Climate Grown HEMET, CAL.

OWN ROOT FIELD-GROWN
EXPRESS
WINTER SHIPMENTS
HOWARD ROSE CO., Hemet, Cal.

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CALIFORNIA PRIVET

	1000
2 to 3 feet, 2 year old	$18.00
18 to 24 inches, 2 year old	14.00
12 to 18 inches, 2 year old	10.00
6 to 12 inches, 2 year old	6.00
3 to 6 inches, 2 year old	3.00

Cash with order. Packed free

Harry B. Edwards, Little Silver, N. J.

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PIN OAK, (QUERCUS PALUSTRIS)

IN ALL SIZES

FRAXINUS Americana (White Ash), in all sizes
ULMUS Monumentalis (Cornish Elm.)
POPULUS nigra fastigiata (Lombardy Poplar.)

Ask for our prices before ordering.

Audubon Nursery, Lock Box 818 WILMINGTON, N. C.

When ordering, please mention The Exchange

These Columns

READ FOR PROFIT!
—USE FOR RESULTS

We are the Largest Growers of

Roses—Portland—Roses

Superior Quality—Choice Varieties—Sell better—Grow better

Ask for price lists. ORDER NOW

MOUNTAIN VIEW FLORAL CO.
PORTLAND, OREGON

When ordering, please mention The Exchange

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Complete assortment in large and small sizes. Price list now ready

The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill.

Evergreen Specialists
Largest Growers in America

When ordering, please mention The Exchange

Carnations

F. Dorner & Sons Co
LA FAYETTE, IND.

If Interested in

HEATHER
BUDDLEIA Asiatica and Officinalis *for* CHRISTMAS
BOUGAINVILLEAS and GENISTAS *for* EASTER
and OTAHEITE ORANGES *for* GROWING ON

Communicate with, Yours truly,

A. L. MILLER, Jamaica, N.Y.

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Privet and Berberis

LARGE STOCK FOR FALL

C. A. BENNETT
ROBBINSVILLE, NEW JERSEY

When ordering, please mention The Exchange

Clematis Paniculata

	Per 100
3-years, fine	$15.00
2-years, heavy	9.00
2-years, medium	7.00

LITTLEFIELD-WYMAN NURSERIES
No. Abington, Mass.

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ROSES · CANNAS
AND **SHRUBBERY**
Write for Price List
THE CONARD & JONES CO.
WEST GROVE, PA.

When ordering, please mention The Exchange

Chrysanthemum Specialists

ELMER D. SMITH & CO. ADRIAN, MICH.

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

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ORCHIDS

Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

The Florists' Exchange
—Best All Around

NURSERY STOCK

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

W. & T. SMITH CO.
Geneva, N. Y.

70 Years 1000 Acres

When ordering, please mention The Exchange

P. Ouwerkerk

216 Jane Street
WEEHAWKEN HEIGHTS, N. J.

JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

When ordering, please mention The Exchange

California Privet

The Largest Stock in the World

BERBERIS Thunbergii
in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

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NURSERY DEPARTMENT

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Grouping

To form a pleasing group of one kind of plant is usually a much easier task than when several dissimilar kinds are employed. How often have we admired the graceful outlines of Forsythia, Weigela, or Thunberg's Spiræa, used alone in a well formed group.

In such a case practically the only point to be considered is the right relation of the group to the surroundings. In a mixed planting, however, we have the additional problem of making sure that the plants in the group conform in shape and color and are in general accord with each other. It is a common sight to see groups and plantings spoilt by a mixture of many sorts which do not harmonize; it is better to use only one kind than a discordant jumble of many sorts. To quote the words of an old gardener: "'Tis hard to see what's going to be," which is a truism. We must have foresight, and this springs from insight—the knowledge gained in the school of experience and observation.

While much has been said against a mixture of evergreen and deciduous plants, the writer has seen plantings, which although mixed, were nevertheless satisfactory. The illustration herewith is a pleasing example of such grouping, wherein both evergreens and deciduous plants are used to good effect. The writer will admit that the group is lacking in some desirable points and suffers perhaps most of all from the fact that some of the foreground plants are too stiff in outline. A much more pleasing finish would have resulted if those in the foreground were of the tabular or drooping kind. The effect, however, viewed from a distance, is strikingly beautiful.

Perhaps an analysis of the group would prove interesting to readers, many of whom will doubtless recognize at once the prominent units in it. First, we have a background of deciduous trees, among which are Maple, Ash and American Beech, with several White Dogwood to the right in the picture. These trees are really part of the boundary planting of the property. Directly in front of these is seen a tall White Pine; in triangular formation are placed Koster's Blue Spruce, Oriental Spruce and Concolor Fir. Several medium sized Japanese Cedars (Retinosporas) have been used to fill intersecting spaces and set in the foreground of the Concolor Fir is a dwarf Weeping Spruce. To the extreme right is the dainty red Fern-leaf Japanese Maple, which forms a pleasing finish to the group in that direction.

The three most conspicuous plants occupying the foreground are specimens of the golden form of our common California Privet, but of a rich, yellow not often seen in this plant. Now, despite what has been said *pro* and *con* regarding the use of the highly colored leaf plants, and even admitting that they should be subordinated to those of the natural green, the writer believes that the combination of color in this mixed group is really good. By referring again to the analysis of the group, we can readily see why the arrangement of this planting could very well pass the censors.

First, there is enough green foliage present to admit of the use of plants with foliage of brighter hues, and the introduction of the latter into the group does not produce an extreme or violent effect, but rather one which was in the nature of a gradual blending of green, gray, silver and gold, producing a pleasing harmony.

The thought, then to have in mind when using a tree or shrub with variegated or conspicuous foliage is that it should not come into the landscape too suddenly, but should rather be led up to it by its neighbors whose coloring gradually assimilates with its own.

For the nurseryman's or florist's show border this principle can be, perhaps, set aside for the reason that in this particular instance the object is purely to attract attention to individuals by sharp contrasts. We must therefore allow the same license here as we would to the exaggerations of the Spring poet's effusions or to the startling advertising poster. When, however, we practice the art of grouping in permanent plantings we must have in mind a well balanced picture of tones and shades, which not only claims attention but creates the desire to produce a similar effect.

EDWIN MATTHEWS.

Color harmony in grouping. See text.

Magnolias, Native and Oriental

From an address by John Dunbar, Asst.-Supt. of Parks, Rochester, N. Y., on "Some Hardy Ornamental Flowering Trees," concluded from page 621 of "The Exchange" of Oct. 19

In ornamental flowering trees China and Japan have contributed nothing more beautiful than Magnolias. The hybrids which have been developed many years since from two Chinese species and known as Chinese hybrid Magnolias are gems of the first water. In all parts of this country wherever they prove to be hardy and do well the fact is indeed a fortunate circumstance. I often think that if these Magnolias had never been introduced from Asia, what a serious floral blank would have occurred in our parks and gardens today. We were pleased to observe last Winter that although a number of flower buds were killed, a sufficient number of buds escaped to make a presentable display and there was no wood injury; even the large-leaved Magnolia from the South was not injured.

All the Chinese hybrid Magnolias do splendidly in Rochester and its vicinity. There are many of them throughout the city which are at least 30ft. in height. On Oxford street the space in the center 1800ft. in length is entirely devoted to Magnolias. The variety is mostly speciosa, with a few others interspersed. On the particular Sunday when they are in full bloom crowds of people go especially to see them, in much the same way as the Japanese go to see their Cherries in bloom, in particular Cherry plantations in Japan.

Magnolias love an abundance of light, sunshine and air. They cannot fight for existence nor succeed when their roots are crowded among those of other trees. Nor can Magnolias flourish in partial shade, as Shade Trees can, or the White Flowering Dogwood, or as Hawthorns can to a certain extent. Magnolias need a deep, cool, moist, well drained, medium, light loam to be at their best.

The following hybrids all succeed well here: Alexandrina, alba superba, Andre Leroy, Brozzonii, Norbertiana, rustica flora rubra, Soulangeana, Soulangeana nigra, speciosa and Verbanica. The Japanese species, stellata, hypoleuca and parviflora are lovely flowering sorts and do well with us. The Chinese Yulan Magnolia, now known by botanists as Magnolia denudata, is perhaps the most beautiful species in existence. A well developed tree, covered with its pure white flowers is certainly an attractive sight. Four American species do well with us, namely: acuminanta, (native here) Fraseri, glauca, macrophylla and tripetala. The native Cucumber Tree, M. acuminata, while its flowers are not as showy as many other Magnolias, is nevertheless a handsome tree.

We have been almost entirely dependent upon the continent of Europe for the importation of Magnolias for our parks, cemeteries and gardens. Under the stringent law which will soon be enforced by our Government prohibiting with a few exceptions, the importation of nursery stock, and which is particularly strict in regard to plants with balls of earth about the roots, Magnolias can no longer be imported, and American nurserymen will have to rise to the occasion by beginning industriously to propagate Magnolias in quantity, for we need tens of thousands of them for the parks, cemeteries and gardens of this country.

The Plantsman Who Knew

A nurseryman looking over a fine collection of evergreens very much surprised the owner by remarking: "that Nordman's Fir is a very fine specimen; it evidently did not get a setback when you transplanted it in 1910."

"Yes that is so. It was planted there in 1910; I remember it because I added that strip of ground to my lawn in the Spring of that year, but how did you know it?"

"Oh that is simple enough. Do you see the growth it has made this year, about ten inches. The year before that it was about the same, but the previous year the growth was shorter, indicating a dry Summer or some such cause. Now if you will follow on down you will see from the growth of the Summer of 1910 that the tiers of branches come very close together, the leader made being not more than two inches. It is very evident that the tree was moved at that time, as, during the year previous, it made a good growth. By going on down you will see the indications of its having been transplanted twice before that; once when it was five years old and again when it was eight.

"All the coniferous evergreens carry their histories in their growth so that they may be read very easily; in fact all plants do to a greater or lesser extent, especially while they are young and branched near the ground. When they get older and lose their lower branches it is not so easy to tell their age except by counting the annual rings in a cross section of the trunk.

"Most plants keep a diary of events that affect them which is easily read by the close observer who understands their habits. While trees are young the pages are open and may be read at a glance, but as they get older the records are filed away in the archives of the trunk."—*National Nurseryman.*

Yucca filamentosa

Editor The Florists' Exchange:

Referring to your article on Yuccas in THE EXCHANGE of Sept. 21: Mr. Matthews did not mention Y. filamentosa variegata. I have been growing this variety for 25 years and it is a great addition to any garden, as it is beautifully colored and holds its bright color throughout the Winter. As it withstood the cold of last Winter it may be regarded as perfectly hardy. I have never known it to revert to the green type. It does not come true from seed.

Floral Park, N. Y. CHARLES H. ALLEN.

The one book pre-eminently practical for use by florists and nurserymen as a guide for all laying out work is Cridland's Practical Landscape Gardening. Price $1.90 from this office.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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This Issue Delayed

Owing to wage demand made on printers and publishers by the Press Feeders' Union which it was impossible to concede, no current periodicals were mailed out of New York for the week ending Oct. 26. Hence the delay in mailing current issue. The men returned to work Oct. 29, pending the settlement of the wage question by the War Labor Board, into whose hands it was originally submitted by the employers, on Monday, Oct. 14.

Prepare for Peace

Now is the time to prepare for peace. When the war ends men and companies who have looked far enough ahead will be ready to reap a fruitful harvest. It will not do to wait like Micawber for something to turn up. The war will not last always. Good will cannot be built in a day. So now is the time to make plans for peace, to advertise goods that will be in still greater demand when the world turns from its war industries to lines of saner production.

Mr. Florist, Mr. Seedsman, Mr. Nurseryman, how are you going to keep your name before the public and build a demand for your goods that will insure a satisfactory business the minute peace is declared? In a recent address Val Fisher, a member of the London Chamber of Commerce, made the following significant remarks that apply just as much to producers of horticultural products as to manufacturers of other goods. We quote:

"The war has taught the manufacturers and business men of Britain that advertising is not only the least expensive way to sell goods, but that it also has the far more important function of building good will—a good will whose benefits, especially in critical times, can hardly be measured. British business men have also learned that advertising can be used in time of war to stop the sale of their goods, and at the same time retain and even increase the good will of the public. In a few cases British corporations have realized when it was too late, and after irrevocable damage was done, that advertising would have saved them.

"These are times of rapid and tremendous change. No man can rest on his laurels. Those who were leaders last year, those who are leaders now in their respective business lines, may be surpassed next year by far-seeing, efficient and thoroughly prepared competitors who have laid their plans a long way in advance."

* * *

If it be true that straws indicate the direction of the wind, florists will be interested to note that last week Senator Weeks of Mass. introduced a resolution proposing the creation of a special Congressional committee on after the war reconstruction. In speaking on this resolution the senator declared that the end of the war may come sooner than expected, a statement that seems to have gained force since he gave it utterance because of recent developments at the front. It is, therefore, as he said, necessary that the country should be prepared with a program to meet the exigencies that will come with the ending of hostilities; for unless the country takes advantage of the present to provide for the future, it will be caught in the same condition of unpreparedness for peace as it was unprepared for war.

Here is a special hint to florists. Now is the time to plan for vigorous after-the-war-business upon a sane and healthy basis.

Plant Exclusion

A further opportunity was given florists, nurserymen and others interested to be heard before the Federal Horticultural Board in the matter of the proposed exclusion of plants, the hearing being held at Washington on Oct. 18. The florists were represented by some of their best men, among them Charles H. Totty, President of the Society of American Florists, William F. Gude, Washington representative of the S. A. F., J. D. Eisele of Henry A. Dreer, Philadelphia and E. G. Hill of Richmond, Ind. Since then testimony has been voluntarily offered this office to the effect that no fairer hearing was ever tendered a body of men than that given the florists on this occasion.

Our special representative at this meeting has given us the story in full and it will be found in another column. It will be noted that J. D. Eisele, as representing one of the firms most largely to be affected should Exclusion go into effect, made several statements of facts which appeared to be new to the Board. As the house of Dreer is to be classed as essentially working for the best interests of American horticulture, we have a fair hope that Mr. Eisele's statements will be given full consideration.

It is the consensus of trade opinion that the entire proposition should be postponed until after the war is over, at least so far as it deals with the so-called florists' flowers.

Immediately after the conclusion of peace new commercial treaties will be entered into by and between all countries, which will furnish the opportunity for adjudication of existing problems, many of which may be settled on a basis of which we have no present idea.

As we have repeated more than once, if Exclusion went into effect June next, the Allied Governments under their present stress, would have cause to consider the act an unfriendly one and so far as Holland and Belgium are concerned, in particular, their countries would undoubtedly make great efforts to cancel the entire act, except possibly in those specific cases where it could be shown without dispute that pests or diseases had been brought into the United States on plants imported from these countries.

A Big Tree and a Great Florist

The illustration herewith is unique in that it shows a giant Redwood, one of the largest of its species remaining among the grove of Redwoods within six miles of Capitola, Cal. Originally the tree was 385 feet high but is now but 310 feet, 75 feet of the top having been broken off many years ago and now lying on the ground. It is 75 feet in circumference. There are several other trees surrounding it which are nearly as large. The gentleman sitting down on the right is John Lewis Childs, of Floral Park, N. Y.

James A. Brown (standing) and John Lewis Childs (sitting)

In the background will be noted one of California's giant trees. The photo was taken near the Brown Bulb and Berry Ranch, Capitola, Cal.

The gentleman standing is James A. Brown, manager of the Brown Bulb and Berry Ranch of Capitola. This was Mr. Childs' first visit to any of the big tree groves in California, although he has visited the State several times. Mr. Brown, who kindly sent us the photograph, offers to show this grove to any member of the trade who may happen to be out his way.

We cannot think of losing this war. We cannot run the risk of an agriculture controlled by a headstrong unmoral state, such as would be imposed on us if Prussia were to succeed. Agriculture lies at the foundation of our systems of democracy; its opinion must count in our public policies. This means that farmers must take such an active part in the maintenance of the war that they will have a right to be heard. They have taken this part thus far, and I know they will be steadfast to the end—L. H. Bailey.

Obituary

Walter R. Siebrecht

Walter Robert Siebrecht, youngest son of Henry A. and Emma S. Siebrecht, died in Brooklyn, N. Y., of pneumonia on Wednesday morning, Oct. 16, at the age of 28. The funeral services were held at his late residence, North ave., New Rochelle, N. Y., on Saturday, Oct. 19, at 3 p.m. Interment was in the family cemetery at New Rochelle.

Mr. Siebrecht, several years ago, was a member of the firm of Siebrecht & Siebrecht, wholesale florists, New York City, and later of the Walter R. Siebrecht Co., Inc., wholesale florists, New York City. Since he severed his connections with the latter company he has spent much of his time in California with his brother. Mr. Siebrecht was a member of the New York Florists' Club and of the Masonic Order. He is survived by a widow and two children.

James and Paul Campas

It is with deep regret that I announce the deaths of James and Paul Campas within three days of each other the past week, both from pneumonia. James, who passed away Oct. 14 at the age of 28, was in business at 15 East Main st., Rochester, N. Y., as a florist. He was a veteran of the late Balkan war. Since returning he has made Rochester his home. For a time he, with his brother, worked at the above place of business until about a year ago when Paul opened the Rosery Flower Shop on Clinton ave. South. Paul died Oct. 17. He was 34 years of age, a member of the Rochester Lodge of Elks and known to hundreds of Rochester flower buyers in the early days on Main st. as the Smiling Florist due to his always being so gentlemanly and courteous to his customers. Both these young men possessed qualities which made them highly respected everywhere. Honest, industrious, in the prime of life and making their way in the world, the news of their death came as a great shock to their many friends. They leave mother, father, two sisters and a brother, who I believe all reside in Greece. H. B. S.

Dominick Rusconi

Dominick Rusconi, the well known Cincinnati bulbman and seedsman, passed away on Saturday, Oct. 19, at his home in Covington, a few hours after he had suffered a stroke of apoplexy at his store.

He located in this city more than forty years ago, following a couple years spent in the South selling bulbs to the private trade. He continued his same line of business when he located in Cincinnati, except that he catered to the florists and the retail trade. By his untiring efforts and diligence he built up a large and successful business.

His friends are many, due to his kindly and charitable disposition, his general fairness, and his willingness to lend a helping hand to every one in need. His domestic life was beautiful and he derived great pleasure from doing all he could for his family. A few years ago he sent all of his children abroad at one time to finish their education. Mrs. Rusconi accompanied them on that trip.

Mr. Rusconi leaves his widow, two daughters, three sons, the eldest of whom, Peter, is in the service of the United States and is stationed in France as an interpreter in the Engineering Corps of the Army. His death is mourned by a large circle of friends who sympathize with the family in their bereavement. TEDDY.

Mrs. Josephine Rasmussen

After an illness of seven months, Mrs. Josephine Rasmussen, 48 years of age, wife of Anders Rasmussen, one of the most prominent growers of this section, died of heart trouble at the family home, 1108 Vincennes st. Her death marks the passing of one of the most charitable residents the city has ever known, and her removal repre-

nts an irreparable loss to hundreds of needy persons hom she befriended. She was born and raised in New lbany. For many years she was a member of the lutchinson Presbyterian Church, the Woman's Club, the 'ortnightly Club and the Coterie, by whose members she as greatly beloved as well as the board of directors of ie Cornelia Memorial Orphan's Home, where she ren- ered very efficient service. She is survived by her hus- and and one son, John Rasmussen, a student at Illinois 'niversity; also her parents, Mr. and Mrs. John W. Cad- allader, of New Albany, and one sister, Mrs. Earl S. win, of Louisville, wife of the president of the Ameri- an Southern National Bank.

Mrs. Rasmussen was prominently connected by family s well as social ties, but was one of those high minded omen who was friendly with everyone, regardless of ieir position in life. The florists and members of their amilies in Louisville knew her well as she had been resent at numerous outings and meetings. They realize iat New Albany has lost one of its finest and biggest earted citizens.

Louis E. Schmutz, Jr.

Louis E. Schmutz, Jr., of 442 Clarkson st., Flatbush, Brooklyn, N. Y., whose death was briefly announced in THE EXCHANGE of Oct. 12, died of a complication of iseases on Tuesday, Oct. 8, after a sickness of several ionths.

Mr. Schmutz was born in Brooklyn in 1874. He was ngaged in the wholesale plant growing business all his fe, at the time of his death being with his father in latbush, Brooklyn, whom he helped in the two green- ouse ranges of the Schmutz establishment to build up a irge wholesale plant growing business. Earlier in life e had been for a time with Siebrecht of New Rochelle, . Y. He was popular with the trade because of his vial disposition. He was a member of the New York lorists' Club, of the Brooklyn Eighteenth Assembly emocratic Club; of Midwood Council R. A., Flatbush onclave, I. O. H., and the Foresters of America, but r all of that Mr. Schmutz was a home man and de- oted to his family.

The funeral services, at which there were many beau- ful floral pieces from the craft, were held on Friday ening, the Rev. David A. McMurray, pastor of the enox Road Baptist Church officiating. Mr. Schmutz is rvived by his wife, Martha Schmutz, two daughters, loise and Martha; his father, Louis E., and his mother, lie, and by four brothers, Gustave, Alfred, Harry id Frederick Schmutz.

Corp. William Wallace Wilmore, Jr.

"A glorious death is his
Who for his country falls."

Corp. William W. Wilmore, Jr., of Wheatridge, Colo., ied in a military hospital in France on Sept. 22, fol- wing an operation on a shrapnel wound, according to formation received by his father, W. W. Wilmore of ie well known Dahlia farm near Wheatridge. Corporal 'ilmore was connected with a machine gun company and id been through several of the great battles on the 'estern front before receiving his death wound. He as married and in addition to a wife, leaves two small children. Corporal Wilmore would have been 30 years old next month. A letter from an interne in the hospital in which Corp. Wilmore died, states that he was buried by Colorado men. The letter in part reads as follows:

"Corporal Wilmore was admitted to our hospital today. He had a shrapnel wound in the abdomen and a compound fracture of the right arm with severe hemorrhages. The shrapnel case was about an inch square. He died shortly after leaving the operating room. He was very weak, due to loss of blood and peritonitis resulting from the wound. He was operated on and cared for by Colorado men, who did everything possible for him, but as he said, 'This is a big rough game and someone has to get hurt.'"

Corporal Wilmore left Denver on April 26, going to Camp Funston, where he remained only three weeks before going overseas. Before entering the service he was employed on his father's Dahlia farm and also conducted a flower shop on 17th st. in Denver. His genial and cheerful disposition and his consideration for those with whom he came in contact made him a host of friends, among whom the news of his death was received with the deepest regret. C. F. E.

The late Louis E. Schmutz, Jr.

Ralph M. Ward

Ralph M. Ward, founder and owner of the firm of Ralph M. Ward & Co., New York City, importers and exporters, and specializing in Lily bulbs, died at Roosevelt Hospital, New York, at 10:30 a.m. on Thursday, October 17, of pneumonia, following a brief illness.

He was born towards the end of August, 1880, in Marshalltown, Iowa, and was the son of Charles and the late Cora A. Ward. His father was a railroad telegraph operator at that time, and like a number of other men of similar profession in those days, rose from the ranks to prominence and success in the business world. The boyhood days of Ralph M. Ward saw him a somewhat sickly child, and after he had suffered an attack of diphtheria while at school, the family removed to Los Angeles, Cal. In 1887, when his mother took sick, the family returned to Iowa, and there she died shortly after. Because of this he was placed under the care of his mother's parents at Davenport, Ia., until 1898. He had gone to school and then studied law in local offices, but his ambition was too great for the small city of the Middle West, and he began to think of the big East.

The next period of his career is told best in his own whimsical way, reprinted from an advertisement in THE FLORISTS' EXCHANGE of Jan. 28, 1911.

The Story of a Freckled-faced Kid

A little over twelve years ago a freckled-faced boy of nineteen years arrived in Philadelphia over the B. & O. from the West. He had the usual school smattering with a few sprinkles of law and stenography thrown in. His prospects in the West were small and in the East no better, as far as outside influence was concerned. He was poor, and so applied for a position with the Pennsylvania Railroad. The kind old railroader told him it was no place for an ambitious youth without influence, so he obtained a job as grocery clerk at $3.50 per week. It was at a branch store and the work was hard but healthy. It happened that both the manager and himself had keys to the store and both keys had to be used at once to gain admittance. One fine morning, after slinging flour until midnight the night before, he overslept himself and the store opened at nine instead of six a.m., so when Saturday came he was "docked" for time and fired. He then "answered ads" and on Oct. 4, 1898, received a postal to "Please call at once" from Hagemann & Meyer.

He was right in line and after being inspected was given a chance to "try it." Now, Mr. Meyer had just become a partner, and, with Mr. Hagemann, conducted a business in bicycles, typewriters, Valley pips and Harrisii bulbs, down in a little office on South Third st. Mr. Hegemann was king and came in about 11 a. m. and looked around to see that we were all there and busy. About 1 p. m. they both went to lunch, which often lasted until three (German style), after which the rest got a bite. We did not usually close at 6 p.m. either, but the salary was $5 per week, which paid the old German lady on North Sixth st. for board and laundry and left a tiny little bit besides. Business improved, and a little later it was decided that New York was the only place for a bulb business, having many advantages, and the removal was announced.

Now, in making this important move it was a "toss-up" whether to take this fellow along or not, for meanwhile he had struck for a dollar raise in salary. However, it was decided to move him with the fixtures, so he was given expenses for the trip. So it was that Mr. Hagemann, Mr. Meyer and this youth came to New York the first of June, eleven years ago, and located at 55 Dey st. From that time on business increased and the youth got better acquainted with things, for the Hagemann school was a good school, the king being a wise king and a good business man. The salary finally reached the topnotch, $900 per year, and in the course of time other employees were brought into the business, which caused the office atmosphere to change as from the clouds to the subway, resulting in a dissolution of partnership in 1902.

This youth then secured some capital and with Mr. Hagemann formed the firm of Wm. Hagemann & Co. The contract was for a year as a trial and was very satisfactory, but when it came to a long term contract conditions were not so promising, for there was a prospective son-in-law in view, so the youth thought best to sail his own canoe, and in 1903 the house of Ralph M. Ward & Co. was established. The business was that of importers and exporters of bulbs, etc., for direct sale to growers, and quality was the basis rather than price.

The late Ralph M. Ward

At first it was hard hoeing, trips abroad were frequently necessary and expensive, and sales of course at the start were very moderate. By hard work, persistency and the aid of good employees, the business has grown until today it is the largest of its kind in the world. This youth, of course, was Ralph M. Ward, and while he is the sole owner of the business, he is only a part of the organization. The business is conducted openly and above board—no secrets from employees. Every man is a vital part of the business and must know all; cooperation and honesty of purpose is what makes any business successful, and every man selling the Horseshoe Brand knows his goods are the best to be had, and that they are full value for the money.

Since 1903 the business has grown steadily, the development of the use of cold storage Lily bulbs playing a large part in its expansion. Mr. Ward was the pioneer in blazing the way for florists to become accustomed to using cold storage bulbs the year round, and he was also the first to import the bulbs into a number of the larger cities throughout the country, where they were kept in cold storage awaiting withdrawal at regular periods by the customers of the house.

Mr. Ward was known all over the country through the unique advertisements written by himself for the trade papers. A great many of them show the keen humor and kindliness of the man, together with a very real insight into human nature. It was, in fact, at least partly through the magnetic quality of these advertisements that the reputation of Horseshoe Brand Lily bulbs was established and made known wherever there was a commercial florist.

The requirements of business made Mr. Ward a great traveler, and he had been practically all over the world in quest of new ideas and new business. A branch office was established in Rotterdam, Holland, in 1916, but the increasing difficulty of shipping on account of the world war prevented the anticipated growth there. Other offices were established in Japan and China.

One side of Mr. Ward was probably known to but few of his friends; he was a wide and hungry reader. His personal library was composed not only of standard works, with which he was thoroughly familiar, but also of works on psychology, science, advertising, personality, etc. To the trade at large he was known as a keen but just business man; to his many friends and family as a man of the greatest ambitions, with the ability to attain the pinnacle to which he looked forward.

Mr. Ward was a 32d degree Mason and a member of numerous other organizations, including the Railroad Club, the Elks, the Society of American Florists, the New York Florists' Club (life member), etc. He was also an officer of the Bound Brook (N. J.) Trust Co.

Besides a wife, Mrs. Elizabeth M. Ward, and a daughter, Miss Cora, he is survived by his father, Chas. W. Ward, and a brother, C. Wayne Ward. The funeral services were held at his late home in Bound Brook, N. J., on Sunday, Oct. 20, and were simple but very impressive. Floral tributes were many and beautiful. The funeral was private, the family, a few of his closest friends and the office staff, most of whom had been both employees and friends for many years, being the only ones present. Interment followed in the Bound Brook cemetery, New Jersey. J. R. L.

Dard's Fourth Liberty Loan Window

(Concluded from page 649.)

represent the call of the Army and Navy to the people to "Prove Your Right to Be Called Freeman, Buy Liberty Bonds." In the center is an electric sign surmounted by flags, calling on the people to "Lend." Back of the electric sign is a silvered ball representing the world, underneath which is the legend: "Liberty Bonds or German Bondage." Farther back to the right and left of the center and of the buglers are figures representing "Uncle Sam" with the legend "Lend." In the extreme background is a large figure of "Uncle Sam," with money in the form of bills in his hands, and the legend "Lend"; above him is a spread eagle. Other legends occupy several places in the window.

In short the entire make-up of the window calls emphatically the attention of the public to the necessity of subscribing to the Fourth Liberty Loan. The illustration on page 649 gives some idea of the forcefulness of this appropriate and timely window display which we are assured was not so expensive as to be beyond the means of any florist who had the disposition to make such a display.

Henry Penn's Narrative

The best known retail florist advertiser in the country tells our readers frankly how they can follow in his footsteps and achieve as great a success in business as has fallen to him. The story is told simply and without a trace of egotism, as characteristic of all big men. Incidentally, Mr. Penn is the chairman of the Committee on Publicity of the Society of American Florists

As a boy I learnt early in life that success in business can only be brought about by doing things just a little better than your neighbor and then letting the public know it.

My earliest experiences date back to the time of my first position in a little shop when but a lad where I had the opportunity of selling flowers and meeting customers personally. This gave me a great opportunity of studying human nature and its desires, so in time it was very easy to suggest ideas in flowers that soon won for me many friends who are still customers on our books. This personal touch is the finest kind of advertising as it is the means of recommending others to you and thereby creating a link that continues to grow providing you do as you would be done by.

Following my lead along these lines for about four years and determining upon starting on my own career I soon learnt that while success can be had in the manner already mentioned and that, generally at that time, all flower shops felt that advertising was not ethical, although at the same time any free advertising would be appreciated, I soon felt that the proper advertising and the kind necessary to produce results is the legitimate kind you pay hard earned money for. So with this thought in mind a small appropriation was made for advertising flowers to the Boston public.

One of my early experiences was caused by the remark of a very wealthy Bostonian who, whenever he purchased flowers would say to me, "Well, Penn how much are you going to soak me for a dozen Carnations today?" This remark caused me a lot of thought as to why a customer should associate the purchase of flowers with the idea that he was being "soaked". It led to a series of advertisements which tended to overcome that kind of thought. Then came our street-car advertisements which are still running. I believe we are credited with being one of the most persistent of street-car advertisers. The idea of using street-car advertising for flowers came to me on account of having to be modest in expenditure (by necessity). I could create the same effect as the large national advertisers because all car-cards were uniform size and Penn's ads. were given the same importance as all others. This idea grew on me and we have steadily increased our total number of car-cards used.

Next came the painted bill-boards in selected localities that were preferable on account of passing automobile traffic as well as being in direct line with car travel which doubled the importance of our car-cards—this a good point to remember when starting a campaign. If you can cause your advertising to stand constantly in the eyes of the public you are sub-consciously creating your name in the public's mind. That brings me to our newspaper advertising, which is the quickest and most effective manner of reaching most of the people in the shortest possible time.

One thing must be remembered: Once you attempt newspaper advertising you must determine to keep it up, as it is productive only when by proper advertising copy and good business methods, constantly used, that results will be obtainable.

Feeling that the florist business was to be my future calling I determined to learn the essentials of success. If we were to expend money for advertising of flowers we must learn something about advertising too, and so it was the logical thing for me to join an advertising club where I soon began to get saturated with advertising in its various phases. By mingling with men of various advertising clubs I soon got a clearer conception of the art and, coupled with a fair knowledge of flowers, I made the combination work for me. One of the best investments I ever made was when I decided advertising was essential to the sale of flowers and also that newspapers are the logical channel through which to do it. Although it is the most expensive, it is the most productive. We have great faith in the fellow who has the spark of optimism at this time, who will keep up his advertising and not falter. That fellow will win success, but the man who doesn't sense the success that advertising plays in his business will let some other fellow walk past him some day.

This reminds me of what Lloyd George said some time ago; "Minds running in the same course for a long time get rutty, and the weightier the mind the deeper the rut. You require fresh mind to lift the cart out of these furrows." How well this exemplifies some of the failures of those who were successes in our line in the past generation!

The man who sticks to the florist business and who doesn't spend money wisely for advertising is one of the kind who will one day wonder why he didn't succeed. The Government is placing the greatest confidence in it for winning the war, and as winning the war is our first and most important function for success, may we not expect that if advertising is good for Uncle Sam and all his problems, it may solve those of the florist, too? Use advertising when you have flowers aplenty and also when they are scarce. The result must always end with ultimate success.

Some men who haven't yet reached the point in business of having seen the necessity of advertising to help them remind me somewhat of the man who said: "Yes, I go without meat for the sake of keeping the Allies well supplied," and five minutes later, remarks, "I live mostly on vegetables—don't care much for meat". Then remember, that when you cut down your advertising your neighbor has a better chance to get the business providing he keeps it up. So once your advertising is started, keep it up regardless.

Entrance to an English camp, looking toward the gate. Note the plantings of flowers

See text.

Soldier Gardening

Lance Corporal T. A. Weston, formerly on the staff of an English florists' trade paper, and whose articles in THE FLORISTS' EXCHANGE are familiar to our readers, recently favored us with quite a number of photographs taken at his camp in England. As we understand it, this is a supply depot and not an army cantonment, and it is due to being stationed permanently at this one point that Mr. Weston has been able to accomplish the work in flower and vegetable growing which he describes and depicts by means of his illustrations, of which we reproduce one only—that facing the camp entrance. The annuals around some of the tents are largely Clarkias, Godetias, Linums, Nasturtiums, Amaranthus, Candytuft, Eschscholtzias, Linarias, Alyssum, Cornflowers, etc., mostly from a seed patch raised by Mr. Weston. Of Poppies, Mignonette, Centaurea, etc., he says that it is usually reckoned they will not transplant, but through his own method of planting out, he did transplant and lost nothing, despite the fact that from May to early August there was no rain. Of the Dahlias he says, "These have been the greatest success of the season. They started to flower in June, when but a foot tall, and have never left off. (His letter is dated Sept. 16). We have cut sheaves of bloom and even now the plants are but 18in. or so. The Nemesias (Dobbie's strain) are a veritable triumph for bedding, showing most wonderful colors. The Fuchsias have been very fine. I have some hundred Carnation plants in thirty odd varieties. They were only late struck plants, so I never stopped them but let them run up. Despite this they have made quite a lot of growth. The Violas have never ceased flowering since planted in early May. Veritable little picture plants are the Begonias in red and pink; the white varieties are slower to flower and less free."

When it is understood that Mr. Weston has done all this work with his own hands, and such as he could impress to help him, and after long daily hours of Government work and that all the money spent was £2 ($10) to cover the cost of Geraniums purchased, what better evidence could one have testifying to the result of one man's efforts on behalf of floriculture?

Mr. Weston says, "We have lots of visitors, including ladies, and have cut a good many bunches of flowers to give away. I am sure that we have more flowers in our camp than could be found in the whole village, numbering some hundreds of houses. The allotments around here are plentiful but devoted mainly to vegetables." Of the latter he says, "I have just harvested two bushels of Onions in very good shape from my allotment. It is not really mine but belongs to the billet; I simply take command, get the seed, plant it, and so on. This is a terrible district for Onion maggot and mildew, but I beat them both this season. Of spuds (Potatoes) on the plot I have lifted about 6cwt. (672 lbs.) which will keep the allotee's family going. Never had better spuds. Some hundreds of tubers weighed over one pound each. These were planted from specially selected seed, most of it of my own growing." Of American varieties Mr. Weston tried out Carman No. 1 and 3, Rural New-Yorker, Sir Walter Raleigh and several others. These were all so good that he is giving them all another trial against King Edward and Arran Chief, which have been trumps. Continuing, Mr. Weston states "Irish Cobbler, by the way, went sick, but then we had a lot of that mysterious early dying, probably the Phoma disease referred to in THE EXCHANGE. Dry weather is the main cause, without a doubt. Of Beans the plot has produced piles, so may of the Boston Pea Bean that I am ripening them off for Winter use."

Mr. Weston relates that all the water used had to be drawn from a well, there being no water laid on. Most of the ground occupied was wasted land and not promising

A Vegetable Song

At the luncheon given to visiting F. T. D. members on Tuesday, Oct. 8, by the Cleveland Florists' Club, Seamar Jack Barker, who acted as entertainer and scored rounc after round of applause, sang a parody which originatec through the movement that was made in England tc supplant flower gardens with vegetable gardens, whicl evidently did not appeal to the early training and sym pathies of the Tommies, so they got off the following:

Come to my garden of Par-si-nips,
Come where the Cauliflower blooms;
I cannot give you Forget-me-nots
But take this beautiful package of Kar-riots.
Walk with me 'round the Kab-ba-ges,
And then the As-pa-ray-gus we'll seek.
Marry me soon—
On our honeymoon
We'll have six Po-tat-toes every week.

The Kaiser says his troops are "loyal to the core," but the fact remains that the majority of them now begin to recognize there ain't gonna be no core. —*Philadelphia Inquirer*

Happiness comes at various ages, but one Boston woma has confided to the Transcript that the happiest days of he life were spent during the three years that she was eighteer

Fra Elbertus had in mind the Hodge Podge Column THE EXCHANGE when he wrote "He is a benefactor mankind who makes two grins grow where there was onl a grouch before." J. G. E.

RETAIL DEPARTMENT

Advertising is Keynote of Business Success

This is a conclusion from page 628; herein Herman T. Knoble of Cleveland, O., at F. T. D. Convention presents well devised campaign of publicity to cover entire year, month by month—Makes most of church, national and other events—St. Valentine's and Mother's Days, weddings, funerals, graduations, etc.—Insists that ads run close up to event—Shows cumulative effect of advertising—Disparages direct by mail campaigns as usually too costly—Favors but does not use bill boards and street cars—Declares window displays best of all methods—Deprecates theaters as mediums—Requires promptness, neatness, cleanliness.

The greatest correction I might suggest is that the majority of florists have the mistaken idea of advertising only periodically. A well devised program should be laid out, covering every month of the year. Let me hurriedly run over the twelve months and make a few suggestions. These should be closely adhered to. By so doing you will have a simple schedule for the year that can be changed more or less, but will answer the purpose sought.

January: Suggest that people buy cut flowers to use in their homes in the dreary and stormy days. Tell them of the wonderful varieties of blooming plants and the coming of the bulb flowers. Intersperse occasional copy on funeral flowers. Here and there remind the matrimonially inclined that flowers are essential to a complete wedding.

February: You have St. Valentine's Day which gives you an opportunity to ask every one in your city to remember his wife or sweetheart with the most appropriate valentine on earth, flowers. After Valentine Day talk about Tulips, Daffodils and Hyacinths, in the early expressions of Spring, and their influence in the home.

March: You have St. Patrick's Day. If Easter does not fall in this month, then run some copy on funeral flowers. Suggest to the business man that a few blooming plants in his place of business will inspire his sales people and encourage his business.

I am not a great believer in direct by mail advertising as particularly applied to us; but many times I have thought it would offer a remarkable opportunity for us to go after the merchant in other lines of business and tell him the advantage and benefit of having flowers in his particular place of business in some more or less conspicuous place, and thereby produce a more pleasing environment both for customers and sales people. That flowers have a beneficial psychological effect cannot be denied. While Mr. Floyd E. Waite, Cleveland Director of Public Safety, was addressing the audience I felt that he drew the best part of his inspiration from a beautiful basket of Roses, because I observed the attention he seemed to pay to them. Flowers really often perform just such an office; a fact I am satisfied that the nation at large understands and feels; otherwise we would not be in business today. People have ostracized many businesses apparently more necessary than the florist's business, merely because they recognize the psychological effect and the beneficial influence that flowers exert upon humanity.

F. T. D. window of the J. M. Gasser Co., Cleveland, O., winner of the silver cup given by Chas. H. Grakelow and awarded at Cleveland, Oct. 9, 1918. See p. 670

April: Granted that Easter falls in this month, talk about the wonderful use of flowers for the holiday occasion. Do not feel that you are already doing more business than you can handle. Personally we have never yet reached that stage. It is easy to add additional help in the various departments, so all the business you can corral will be properly handled. A serious drawback will result if you advertise much for these holiday occasions and then fall down in the handling of these orders. Bear in mind a certain class of people buy only at these times, and their opinion of the floral business is greatly formed from the manner in which you handle these holiday orders. We use extreme caution to satisfy our customers in every regard on these days. When we have complaints it is our desire to adjust them to the entire satisfaction of our customers.

A few years ago it occurred to me that we were doing all the business we possibly could on holidays, and doing it well. It was then that I started to study this situation very seriously in order to satisfy myself as to what are the fundamentals that go to make up the business. One may add additional delivery boys, sales people, order clerks, or additional repairs and enlargements, and he should do so in order to take care of any special business on the day when people are inclined to buy. In order to satisfy myself more fully I did a little experimenting; I ran ads. for holidays up to within about a day of the holiday; for instance, before Christmas I ran my Christmas ads up to the twenty-fourth, and we did a big business. Then as the next holiday approached, I said, "I will cut those ads. out to within a week. People are satisfied. If they are going to buy flowers, they have made up their minds to buy them, and what is the use of spending this additional money?" The result of that experiment was that we did a big business in the early part of the week, but it fell off suddenly the latter part.

The point I want to make is this: How many of you realize that outside of your own business few people really know about these holidays that we speak so much about at various times? They do not know about Mother's Day; they do not know about Thanksgiving Day, and they do not know about St. Valentine's Day, in relation to flower giving on these days. Few of them know about even Christmas and Easter, although a good many of them do know of course about Christmas. It is up to us to tell them and keep on telling them up to the last minute. If you will do that you will reap big returns. That is a thing I have thoroughly tested and found out. Believe me, I shall advertise up to the very last day at all times. Of course, that naturally does not apply in the same degree to national campaigns in which you cannot run your ads. up so close, because the papers do not come out those particular times.

May: Do not forget the wonderful possibilities of the newly invented holiday, Mother's Day. This is going to be one of the biggest days in the flower business. Immediately after Mother's Day talk funeral flowers, following that up with wedding talk. For the last of the month those of you who are especially prepared for Memorial Day, go after this business strong, and those of you who do not especially cater to this end of our line, talk about that part of it which you are in a position to handle.

June: Confine yourself to weddings, graduations, débutante parties, and more or less, social functions. I find that is always a good idea which works in harmony with the general thought of the people. If you play on their heart strings you will get returns from it.

July: Funeral flowers with an occasional wedding copy. August: the same. September: the same, adding a few suggestions about buying foliage plants to use in residences. October: wedding flowers, funeral flowers, and foliage plants for the home, not forgetting Hallowe'en in the latter part of the month.

November: For those of you where All Saints Day brings a big demand, go after that business. To others talk about weddings, funeral flowers, and, during the latter part of the month tell about Thanksgiving flowers.

December: Funeral flowers, early in the month, and Christmas and New Years for the balance of the month.

How Long a Campaign Should Last

I might say in connection with that, that we plan our Christmas copy early, but continue it right up to the last minute. Get people to buy as early in your store as they do in other stores. You may not be able to sell them roses on December 10 and deliver to them then; but you may sell them a jardiniere, or a plant, or a basket of plants on which there is a good profit. Go after them, get their money; you will have the best proposition on earth for Christmas gifts, and you ought to go after it.

Occasionally we play on our old bachelors who have twelve or fifteen lady friends and are not seriously attached to any one, yet who feel that they ought to be remembered. In such a case I suggest to them, "If you send your picture they will get to comparing notes and find out about it six months afterwards. If you send them something else they may not like it, but send them a box of cut flowers or a basket, and when they receive it they will think you are a fine fellow even if two weeks afterwards it is forgotten; but you have done your duty." That works out well.

This affords a schedule of operation for the entire year. Properly handled you will be surprised at the results. You might run occasional copy during the year, directed specifically to the business man, suggesting the advisability of sending an occasional basket of flowers to some of his customers who are branching out in their line. This is good business, and will show remarkable returns. The average business man is ready and willing to spend from $10 to $25, and, of course, this is a desirable account.

We are starting a campaign of that kind now. I do not hesitate to mention this in Cleveland. I am willing to let the other fellows know it, because I will get my share just the same. Any time I can help the other fellow along, he can always call on me. I am willing to give anything that I think will help the profession. Let me cite a little illustration: Suppose, for instance, a certain man in a certain line of business has a birthday. A man who is selling him a large quantity of material for this particular business reads my ads. from time to time containing this suggestion. The ads. create an impression and he says to himself, "Now this friend of mine has a birthday coming soon and I am going to send him a $5 or $10 box of flowers on that particular day. I am satisfied that it will be a good investment for me." He looks at the commercial side of it.

The fellow who receives it says, "Well, John Smith & Co., is certainly a fine concern to remember me in this manner on my birthday. I sure will never forget them"; and turning to his purchasing agent, he says: "Whenever you have anything to buy in the line carried by John Smith & Co., just remember them and give them our business." There is along these lines a wonderful opportunity for the development of business which we are trying out. We have done it now for only about two months. I think we have had six ads bearing on the subject. We have already gotten three replies. It shows that the public is receptive and will spend from $10 to $25 no matter what the occasion is. Firms are liberal, they handle big money, and they can afford to do it. They consider that it is mighty good business.

Make Copy Natural as Possible

Now that I have covered the subject of newspaper advertising in a general way, having pointed out when this copy should appear and the nature of it, let me caution you again on how to prepare the copy. Do not try to do something unnatural. Merely sell yourself, dress up this sale in ordinary good words, and arrange it in good shape. Use liberal space, by that

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST

Albany, N. Y.

The best service

Our business is growing

The Rosery FLOWER SHOP

ALBANY, N. Y.

23 Steuben Street

The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FLORIST

Store, 1012 Hamilton St.

Both Telephones

Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.

STORE:

20 North Sixth Street

Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.

HOTALING, *The Florist*

58 MARKET STREET

Satisfaction and personal attention guaranteed

Boston-Becker's

Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.

BECKER'S CONSERVATORIES

CAMBRIDGE MASSACHUSETTS

Established 1897

Caplan FLORIST

144 Massachusetts Ave.

BOSTON

All orders will be reciprocated

Carbone

BOSTON

Massachusetts,

342 Boylston Street

War Brothers

BOSTON

MASSACHUSETTS

143 Tremont St.

The centrally located Florist Shop. Yours for reciprocity.

BRIDGEPORT, CONN.

JOHN RECK & SON,

985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON

LARGEST FLORIST IN THIS DISTRICT

F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.

Established 1886

BROOKLYN, N. Y. *ESTABLISHED 1869*

James Weir, INC.

324 Fulton Street, Our only store

I should like to write a little essay on

"The Sweet Perfume of Courteous Service"

but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.

Penn *The Florist*

"PENN, THE TELEGRAPH FLORIST"

Member of Florists' Telegraph Delivery Association

124 TREMONT STREET

Wilson FLORIST

Brooklyn, N. Y.

Main Store:

3 and 5 Greene Ave.

Corner Fulton Street

Phone: Prospect 6800-6801-6802

DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON

440 MAIN ST., BUFFALO, N. Y.

Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop

219 DELAWARE AVENUE, BUFFALO, N. Y.

Flower Arrangements That Are Different

Scott the Florist

Buffalo, New York

Gove the Florist

Burlington, Vt.

Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for

Charleston or lower South Carolina

National Florist

Rodgers Floral Co.

219 KING STREET

CHARLESTON, S. C.

Schultz, the Florist, Inc.

CHARLOTTE, N. C.

Charlotte and Vicinity

Mrs. J. W. Crouch's

CHATTANOOGA, TENN.

Office, 807 Market St.

The Leading Florist

100,000 feet of glass

Friedman Flowers CHICAGO, ILL.

522 So. Michigan Ave.

Congress Hotel

Courtesies Extended to all Florists

A. Lange

CHICAGO, ILL.

25 E. Madison St.

CINCINNATI, OHIO

150 EAST FOURTH STREET

HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

---

CINCINNATI, OHIO

E. G. Hill Floral Co.

532-34 RACE STREET

Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

A. Graham & Son

CLEVELAND, OHIO

5523 Euclid Avenue

HAHN, The Florist

For CLEVELAND, OHIO and Suburbs

Artistic Work Furnished

SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.

1836 W. 25th Street

CLEVELAND, OHIO

The Smith & Fetters Co. Florists

CLEVELAND, OHIO

735 Euclid Avenue

Westman & Getz

Flowers and Service

5923 Euclid Ave.

CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY

promptly and carefully executed by

The Pikes Peak Floral Co.

104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY

THE MUNK FLORAL COMPANY

GROWERS Can fill all retail orders

19 South High Street

· Directory of Reliable Retail Houses ·

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company DAYTON, OHIO
FLORISTS 112 South Main St.

The **Park Floral Co.** DENVER, COLO.
1643 Broadway
B. E. Gillis, Prest. E. P. Nelman, Sec. Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

The **L'Bemb Floral Co.** DETROIT, MICH.
ALBERT POCHELON, 153-155 GATES ST.
If we fill your order, our reputation is your guarantee of efficiency Telegraph Us.

John Breitmeyer's Sons
Corner Broadway and Gratiot Avenue
DETROIT, MICHIGAN

Detroit, Michigan
FETTERS FLOWERS
17 Adams Avenue E.

Gust. H. Taepke Co.
FLORISTS 95 Gratiot Ave.
WALTER G. TAEPKE DETROIT, MICH.

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service 1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES
Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders PILLSBURY'S CARNATION STAPLE

HENRY SMITH, THE FLORIST GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

I mean from six to twenty inches in your newspapers, and you are bound to get excellent results. There are very few in our business who cannot use newspapers successfully. In a large city the florist in the outskirts should not buy newspaper space, he wastes altogether too much of the circulation. Those who live in small communities that have weekly publications must be extremely cautious in the preparation of their copy, or it will not produce. Most of you have seen these country ads, and even some in the city, advertising Chrysanthemums for Thanksgiving in February. This is not exaggeration, but an actual fact. It is one of the real reasons why so called advertising does not pay.

Do not expect too much immediately from advertising in the newspapers. It is just as I said about starting a new store. Of course, you know there are occasions when you can start a new store and make it pay from the very day you open the doors; but that is not the general rule, it is rather the exception. So it is with advertising. Advertising when done well is cumulative in its effects, it piles up year after year. If you continue to conduct your business on sound principles you will continue to reap returns from your advertising. No matter what you do you will not be able to stop business from rolling into your doors.

Direct By Mail Method

Direct by mail is a form of copy that is very good for certain concerns where location has much to do with the business. The florist who caters to neighborhood trade, out of the city mail order business in small communities, all those in large cities who make a business of landscaping and other forms of outdoor planting, can use this advertising to good advantage. The relative cost of direct by mail to them is less than newspaper space, while to those who are in a position to cater to the entire city, the newspaper space is very much cheaper. The average metropolitan daily will sell you space from ½c. to 1c. per inch to each one thousand people reached, while the direct piece will cost from 3c. to 5c. per person reached. Naturally, of course, this is a more intensified method, and for that reason those before described are in a position to use this form of advertising. To them it is much cheaper than newspaper space, since they could only hope to reach from one to five per cent. of the entire circulation with their copy. I do not mean to insinuate in any way that direct by mail is not good advertising for those who can use it, but in this as in newspaper, great care should be made in the preparation of the copy.

Let me just here suggest that I have yet to see really good, high class direct by mail copy up to this time. It does not seem to be inspired or permeated with the idea that the man is trying to put over. It does not seem to get it down properly on paper, I do not know why. I have not seen any real direct by mail advertising copy as yet; but as I say there are times and occasions when it can be used successfully. I was talking to a certain party recently who told me that the firm he represents has used a great deal of direct by mail advertising successfully. He said they have out of town agents. I am satisfied that they could use it there because their out of town agents naturally read the copy because they make money by it. The real trouble with direct by mail advertising is that it costs too much to get it to one person, too much per capita. The average business man is so busy he has not the time to read a lengthy story about our goods. How can one best approach him? If you reach him through the newspapers, you can reach him for a less sum of money per capita than in any other way. You can reach the entire population of the city, and you can keep on continually pounding in some good idea or thought until people see your point. Eventually they will take it to heart and get interested in your proposition.

Bill Boards and Street Cars

We believe bill boards and street cars are essential factors in helping newspaper publicity. They reinforce and focus the attention, assisting the transient public to fix in its mind your name and business more closely when your copy is read in the daily papers. Personally we have never done this advertising because we felt our appropriation could be more judiciously spent in the newspapers. However, we are planning some day to use these two mediums.

Window Displays and Location

Make every effort you possibly can to keep your windows attractive at all times, feature special decorations; they need not bear especially on the selling of flowers, yet it will be the means of impressing the passerby with your name and your place of business. In window displays you have before you the best possible means of publicity at the lowest possible price, but too

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, Florists
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST ANDREW W. WELCH GEORGE F. LANE
180 ASYLUM STREET MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85 HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co. INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS The Florist, Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

We have the faculty of having a good stock of Flowers at all times
NO DISAPPOINTMENTS HERE
WE STRIVE TO PLEASE
ALPHA FLORAL CO.
1105 WALNUT-PHONES HOME MAIN BELL MAIN 1806
Altman Building, Kansas City, Mo.

ROCK'S FLOWERS
Kansas City, MO.

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers. Test it yourself.

· Directory of Reliable Retail Houses ·

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL
SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
312 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST. 1879
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
FLORISTS
332 Fourth Ave. Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's Nashville, Tennessee
200,000 Feet of Glass

NEWARK, N. J.
Begerow's
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Write the Florists' Exchange for particulars of its Book of Floral Designs de Luxe. The most popular book for the retailer ever published.

few take advantage of it. A big effort in your windows will pay handsomely.

Some man in London, Ont., I believe, states that he does no advertising but depends a great deal upon his window displays. He encloses a letter received from somebody who had seen his window and who commented on it, saying how wonderful it was, and how grand it was that some one had suggested the particular idea illustrated in the window, so that as a psychological result particular persons and others were favorably impressed and would remember his place when they wanted something in that particular line. That doesn't go all the time, but it helps.

Motion Picture Theatres

We believe this to be poor form of advertising. People are not in a receptive mood to buy when they go to a theatre, and naturally dismiss the serious side of life. We, ourselves, do not use this form of advertising, and would not suggest it as a paying proposition.

Some years ago I had a friend who owned a moving picture theatre. As a matter of fact I sold it to him originally. I told him when he wanted to buy it that I considered it a "lemon," that he had better not buy it; but I couldn't drive him away, and he finally did buy it, and to my surprise made a success of it. That shows you how much of a moving picture expert I am. But he gave me all the liberties that I wanted to take with his theatre, and I ran ads there and in all the theatres in Cleveland on some specific thing, but I never sold enough to pay for half the cost of it, so I concluded that the theory of advertising in motion picture theatres is all wrong. People go to moving picture houses to be entertained, they do not care to have their attention drawn to something not connected with what they go to the moving pictures to see. You cannot pound anything else in with a sledge hammer.

Social contact is a form of publicity most of us have used since the business was originated. I presume it will continue to be one of the big essentials as long as business is conducted, and needs no comment from me.

Store Arrangement and Deliveries

Let me caution you again on these two very important elements of business success. So many times I have visited florists and have actually been ashamed of the condition of their places of business. Be prompt with your deliveries, as near as possible, and confine yourself to the promises made. Occasionally do things out of the ordinary to satisfy a customer. I merely mention a few of these latter items to impress more firmly on your minds the fact that all are advertising features of your business. If there is anything that puts a negative condition in the mind of an otherwise receptive customer, it is to find a slovenly place, a place where the mirrors are cloudy, where the plants are drooping in their blossoms or where they are being drowned out, or where the flower jars are in such a condition that the stench from the water knocks you over; or where there is a lot of litter lying on the floor and not swept up carefully. These are conditions which you must avoid as much as possible.

We make it a business in our store on holidays, for instance Easter Sunday, to work up to noon, and immediately that afternoon put on a wrecking crew to get busy, so that on Monday morning you would hardly know that we had been doing any business the Saturday before out of the ordinary. The place is normal, presents no unusual features. We try to do that as much as we possibly can. Once in a while possibly we slip on it; but there is one thing that I absolutely insist upon around our place, everybody must be clean. I cannot have anybody working for me that is otherwise.

In closing, let me suggest that all of us go back to our place of business with the determination to do more and better advertising than we have ever done before, knowing our reward will come.

The Gasser Co.'s F. T. D. Window

(See illustration page 667)

The F. T. D. window display of the J. M. Gasser Co., of Cleveland, shown during the recent F. T. D. meeting in that city, and which won the silver cup offered by Charles H. Grakelow of Philadelphia, was simple and effective. The design, as will be noted from the illustration on another page, was based on the proposed F. T. D. emblem, which, however, as previously noted, was not accepted. The immense globe was covered with green Oak leaves, the contents being composed of closely set yellow Immortelles. The wings were of white plaster of paris and Russell Roses were attractively used at the base of the arrangement.

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Melerie Ridge Nursery Co. Ltd.
STORE 135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

M. A. Bowe IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358} MADISON {359} SQUARE
Our Motto: THE GOLDEN RULE

We Guarantee Satisfaction
A. J. Bunyard FLORIST
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Directory of Reliable Retail Houses

VIRGINIA

NORFOLK — Grandy THE FLORIST 269 GRANBY ST NORFOLK VA — FORTRESS MONROE

Special Messenger Service to above City $1.00

NORFOLK'S TELEGRAPH FLORIST

New York — MAX SCHLING — Phone, 7241 Plaza — 785 FIFTH AVENUE

Hession — MADISON Ave. at 76th St. NEW YORK

QUALITY FLOWERS

PLANT SPECIALISTS :-: Two Greenhouses on Premises

Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist

426 Madison Avenue and 49th Street, NEW YORK

Also Ritz Carlton and Vanderbilt Hotels

Telephone: Murray Hill 783

Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace

Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS.

Main Store: 2077 BROADWAY

Branches: 2703 Broadway and 1664 2d Ave.

NEW YORK CITY

GET ACQUAINTED

NEW YORK CITY — ADOLPH MEYER

1062 MADISON AVENUE 'Phone, Lenox 2352

Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP

761 Fifth Avenue NEW YORK

Salt Lake City's New "Home of Flowers"

The formal opening reception of the Miller Floral Co.'s beautiful new retail store at 10 East Broadway, Salt Lake City, Utah, occurred Saturday, Sept. 14, and in point of public response and admiration it was a gigantic success.

Over 18,000 of Farmington's famous Roses were given away as souvenirs to an admiring and appreciative throng of visitors who kept the store crowded all day long and until after 11 o'clock at night. Sales were practically impossible owing to the immense crowd, and several times the management was forced to discontinue the distribution of souvenir Roses in order to reduce the crowd and prevent serious damage to the extensive display of blooming and decorative plants which were most artistically grouped throughout the store.

The store is a large, bright roomy one, with a fine mosaic tile floor and abundance of natural light. The walls are in dove gray and the fixtures in a warm egg shell ivory. The entire window and a long display ledge are inlaid with Autumn leaf tile of Oldbridge design. Over 40 French bevel plate mirrors, 6 ft. square, form a beautiful background, stretching from the front window line back to a mammoth refrigerator display case. The latter is of solid plate glass sides, front and doors and the floor is composed of old red quarry tile, set in wide margins of black cement. A handsome illuminated art glass sign, 22 ft. long, extends across the rear of the salesroom, bearing the phrase "The Home of Flowers," and two mammoth panoramic photo views of the firm's immense greenhouse range located at Farmington, fifteen miles from Salt Lake City.

An unusual abundance of rare and staple decorative plants were in evidence and from the many expressions of wonder and delight, it was evident that the flower loving public of Salt Lake City were enjoying a treat which they keenly appreciated.

Interior view of the Miller Floral Co.'s new retail store, Salt Lake City, Utah. See text

Young Irmgard — 42 West 28th St. NEW YORK

Telephone Madison Square 2065-2066

We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN

Successors to H. W. FIELD — SMITH COLLEGE FLORISTS

NORTHAMPTON, MASS.

Omaha, Neb.

HESS & SWOBODA FLORISTS

1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY

PATERSON, N. J. — PASSAIC, N. J.

PHILADELPHIA

CHAS. H. GRAKELOW

Everything in Flowers. Broad St. at Cumberland

J. J. Habermehl's Sons — PHILADELPHIA, PA.

The Bellevue-Stratford and Diamond & 22d Sts

Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.

The London Flower Shop

Trade Mark "We Serve You Better"

Pittsburgh, Pa.

"E. C." LUDWIG FLORAL CO.

710 East Diamond Street (North Side)

OUR ONLY STORE

Store open Day and Night

PITTSBURGH, PA.

Randolph & McClements

5936 Penn Avenue

PROVIDENCE, R. I.

AND NEW ENGLAND POINTS — T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND

Johnston Brothers

LEADING FLORISTS

38 Dorrance Street

Providence, R. I.

2 Broad Street

Macnair, Florist

If you have an order for flowers to be delivered in another city, glance through this directory first; if you find an advertiser, properly located, you can rely on him.

Directory of Reliable Retail Houses

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons — ROCHESTER, N. Y. 25 Clinton Ave., North. Flowers delivered promptly in Rochester and surrounding country. Complete line always ready. MEMBER

ROCHESTER, N. Y.

H. E. Wilson FLORIST — 88 Main Street, East. We reach all Western N.Y. Points. MEMBER

ROCKFORD — H. W. Buckbee FOREST CITY GREENHOUSES — ROCKFORD, ILL. Quick service to Illinois, Wisconsin, Indiana and Iowa Points. MEMBER

St. Louis, Mo.
Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones
MEMBER

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson — St. Paul. Minn. 20-22-24 West Fifth Street — National Florist
MEMBER We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

Salt Lake City
FORT DOUGLAS and Vicinity
MILLER FLORAL CO.
Ten E. Broadway
250,000 SQUARE FEET OF MODERN GLASS

San Francisco, Cal.
MEMBER Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
1534 Second Ave.
MEMBER

National Florist — Syracuse, N. Y. ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity
MEMBER

Toledo, Ohio,
AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

"MESSAGES OF FLOWERS," tells "How to Say it with Flowers." The book is sold in pairs: One copy at 25c. for the man, and another copy at $1 for the best girl. Can be purchased from THE EXCHANGE office.

TOLEDO, OHIO,
AND VICINITY
SCHRAMM BROS.
1315 Cherry Street
MEMBER

PROGRESSIVENESS — WASHINGTON, D. C. Gude Bros. Co. Florists — 1214 F. ST. N.W. MEMBER

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass
MEMBER

Worcester, Mass.
Randall's Flower Shop
MEMBER

A little more than eight years ago, Robert Miller began in a modest way at Farmington, Utah, the erection of a modern and practical range of greenhouses; today this range comprises sixteen houses, with a total of over 250,000 sq. ft. of glass and a new brick office and service building and 6½ acres of fertile ground devoted to various uses, including a fine lot of hardy perennials and annuals used for cutting. It is one of the finest greenhouse establishments in the West and for cleanliness and efficiency it is perhaps unsurpassed in this country. The success of this enterprise is based solely on Mr. Miller's steadfast determination to produce a high quality of stock. He did not build "better than he knew," but he did build "the best he knew how." His Roses have a well earned reputation for an invariably high quality; if they were not of such excellent substance, size and color, he could not ship them steadily to Los Angeles, Pasadena and Southern California points, as well as to Butte, Spokane, Seattle and all over Idaho, Montana, Colorado, Wyoming and Utah.

In securing the services of Robert Newcomb as store manager, Mr. Miller feels that he has made a wise choice; in proof of this statement he points with just pride to the new store, considering it both from an artistic as well as a practical standpoint. Mr. Newcomb has probably as wide a national acquaintance as any young man in horticultural lines, having traveled for years in the interests of well known firms. That he surely has hosts of friends throughout the country who wish him success in his new field was proved by a thick pile of congratulatory telegrams received on the opening day. To say that he deeply appreciated these messages of good will would be putting it very mildly indeed.

A beautiful new Dodge panel car will aid greatly in maintaining a prompt delivery service. "Say it with Flowers" appears in large white aluminum script on the top of the car and this unique scheme of advertising has brought no end of favorable comment. A one ton truck brings daily an abundance of cut stock and potted plants from the firm's big greenhouse range at Farmington.

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist. Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists. F. T. D., Rotary. Central New York orders efficiently filled. Wells College.

Auburn, N. Y. MILLER'S FLORAL SHOPPE. Delivery to any part of Cayuga Co. or Central N.Y.

Battle Creek, Mich. COGGAN. F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS. Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST. Excellent shipping facilities for Vt., N. H. & Mass

Canajoharie, N. Y. JOSEPH TRAUDT. F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass. Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D.

Dayton, O. MATTHEWS, The Florists. 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist. Third and Jefferson Sts. Member F. T. D.

Dover, Del. J. J. VON REIDER. Your orders solicited

Dover, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist. Deliveries to Ithaca, Binghamton, Hornell Corning and other points.

Ft. Smith, Ark. GEORGE RYE, The Plaza. "Some Florist"

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. Nations and Florists' Telegraph Deliver

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orde promptly delivered for Johnstown and vicinity

Kalamazoo, Mich. G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. L. C. FIELDS. Quick Service. Member Florists' Telegraph Delive

Kansas City, Mo. W. J. Barnes FLORIST M.C.M.C. Kansas and Weste Missouri. Up-to-date Servic F. T. D. Est. 18

Lancaster, Pa. B. F. BARR & CO (Est. 1893.) National Florist. Prompt, efficient servi

Lebanon, Pa. J. F. VAVROUS' SONS. Orders for Central Pennsylvania handled wi promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN. Telephone L. D. 438. Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited. Largest Retailers in Canada. Members F. T.

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Newport, R. I. OSCAR SCHULTZ, Florist. Gives prompt service

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Peoria, Ill. C. LOVERIDGE. Orders filled promptly Central Illinois. Member F. T. D.

Philadelphia, Pa. Prompt and efficient service. FOX FLORAL SHOP, 1307 N. Broad

Quebec, Can. McKENNA Limited. Largest Retailers in Canada. Members F. T.

Richmond, Ind. FRED H. LEMON & CO. Florists Decorators. Send us your orders.

Roanoke, Va. WERTZ, FLORIST, Inc. Leading Florist Southwest Va. All orders given special attenti

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Mi igan. 160,000 feet of glass. Two stores. F. T.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist. Estab. 38 years. 7 Railro Reach all points. Wires received any hour

Scranton, Pa. NEW YORK FLORAL COMPANY. Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE. Flowers for central Illinois. Members F. T. D.

Terre Haute, Ind. HEINL'S. Members F. T. D.

Toledo, Ohio METZ & BATEMAN. Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST. Member of F. T. D. and National Flor

Trenton, N. J. AND VICINITY. Daily delivery to Camp Dix, Wrightstown, N. Princeton Aviation Fields, Freehold and N. Shore towns. Carry and grow large stock Cut Flowers. MARTIN C. RIBSAM F. T.

Troy, N. Y. THE ROSERY FLOWER SHOP. The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. Deliveries to Plainfield, Cranford, Rahw and Elizabeth

Winnipeg, Canada THE "KING" FLORIST. 270 Hargrave Street. F. T. D. Flo

Yonkers, N. Y. R. T. BRODERICK, Phone: 4681. Prompt delivery and orders filled satisfacto

York, Pa. CHAS. A. SCHAEFER. Leading Florist. Prompt and efficient service.

Youngstown, O. H. H. CADE. The only store in the city having greenho

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.60	24 x 8 x 5	$7.80
21 x 5 x 3½	4.80	28 x 8 x 5	8.80
24 x 5 x 3½	5.75	30 x 8 x 5	11.00
28 x 5 x 3½	7.00	36 x 8 x 5	13.00
21 x 8 x 5	7.10	30 x 12 x 6	15.00
30 x 5 x 3½	8.00	36 x 14 x 6	17.00
		36 x 12 x 6	16.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 16 x 7	$11.50
18 x 18 x 8	13.50
20 x 20 x 9	15.50
22 x 22 x 9	19.50

Bouquet Boxes

	Per 100
19 x 9 x 8	$11.50

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $2.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $4.00 per bale

BOXWOOD FINEST QUALITY

$18.00 per 100 lbs. 25c. per lb.

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

HENRY M. ROBINSON & CO., Inc.,

WHOLESALE FLORISTS
2 WINTHROP SQUARE
32 OTIS STREET

Boston, Mass.

Telephones
Main 2439-2616-2617-2618-52144

MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
HARDY CUT EVERGREENS

Unknown customers please give reference, or cash with order

When ordering, please mention The Exchange

WIRED TOOTHPICKS

10,000 $2.25; 50,000, $9.75

Manufactured by

W. J. COWEE, Berlin, N. Y.

Samples Free. For Sale by Dealers.

When ordering, please mention The Exchange

Southern Wild Smilax

$2.50 per case; $1.50 per half case
Wire or write

Southern Evergreen Co.
J. L. CUMBIE, Manager
MORRIS STATION :: GEORGIA

When ordering, please mention The Exchange

Michigan Cut Flower Exchange

INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
64-66 Randolph St., Detroit, Mich.

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX

$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.

Caldwell The Woodsman Co., EVERGREEN, ALA.

When ordering, please mention The Exchange

G. & F. ANNUAL

For 1918

Published Price, 50 cents

THE ANNUAL and THE EXCHANGE For one year..... **$1.85**

Brimful of Facts and other Valuable Information
Order TODAY

A. T. DE LA MARE CO., Inc.
438 to 448 West 37th Street, N. Y.

GNATT'S

"Queen Quality"

Magnolia Leaves

They will not mold. Packed from selected leaves. Uniform size
BROWN—GREEN—PURPLE

$1.75 per carton, $22.00 per 100 lbs.

5% CASH WITH ORDER

THE OVE GNATT CO.

LA PORTE, INDIANA

Write for our latest catalogue and get the new and practical things

PREPARED
Magnolia Leaves
IN CASES OR CARTONS
Pass us your orders
THE RUMBLEY CO.
EVERGREEN, ALA.

WHEN IN NEED OF **Florists' Supplies**
THINK OF
Pittsburgh Cut Flower Co.
116-118 Seventh Street PITTSBURGH, PA.

In A Hurry To Catch The Mail?
OUR STOCK AND MATERIAL INDEX WILL HELP. See page 647

Western States

Canton, O.

J. R. Cowgill has an attractive store at 306 Tuscarawas st., East, in connection with his greenhouses at Alliance.

The Zettler Co., has gone out of business; its greenhouses on N. Clarendon ave. have been purchased by Vail Bros., who moved them to the corner of Broad and Twelfth sts. Vail Bros. were formerly in the vegetable growing industry but for the past three years have been growing flowers, making a specialty of Chrysanthemums and bedding plants. They have about 10,000ft. of glass all of which is equipped with the Skinner Irrigating System of watering. J. M.

Akron, O.

Jas. J. Salmon, who has been in business here for over 20 years, will close his greenhouses for the Winter. At the F. T. D. convention in Cleveland he presented Secretary Pochelon with a check for $10 to be used as he saw fit for the benefit of the society.

W. P. and L. C. McFarland report business good. They will operate all their houses to full capacity this Winter, having solved the coal problem.

The Gilbo Floral Co., which conducted a flower store at 12 W. Market st., has gone out of business. It will be succeeded by Hammerschmidt & Clark who will conduct the store in connection with their greenhouses at Medina, Ohio.

D. L. Hollinger has a substantial business on W. South st., where he makes a specialty of Chrysanthemums and Cyclamens. Last Summer one section of his greenhouses was rebuilt along more modern lines. This will make a handsome show house for special occasions.

The Heepe Co. has moved from its old stand to new quarters on one of the principal streets of the city. The new store is attractive; the inside finishing of the walls is a beautiful rock effect. Projecting ledges of irregular height are used for a drapery of English Ivy and other vines. The office work and stock room fixtures are all of splendid material, the entire store being fixed up with good taste.

The Imperial Greenhouses, of which W. F. Ahern is proprietor, report good business at their store, 565 Bowery st. J. M.

Cleveland, O.

Meeting of Cleveland Florists' Club at the Hollenden Hotel, Nov. 4, at 8 p.m.

Now that the loan campaign is over and the Sixth City gloriously over the top, many of our florists who have been working night and day in the campaign will have a chance to get down to business. While the amount subscribed by the local trade has not been separately tabulated as in some of the larger cities, it is substantial, as the wealthier florists purchased liberally and those in moderate circumstances went as far as their means permitted. To employ a phrase once popular with John Grandy of Norfolk, Va., "they will be there with the big mit" when the call is sounded again!

Business is excellent; never before better at this time of the year. Practically everything coming into the market moves at a price commensurate with the cost of its production. The economic truth that the price of an article should be governed by the cost of production, though hitherto unappreciated by florists, is dawning. If it endures it will be ample recompense for the combined adverse conditions brought about by the war.

Receipts of Chrysanthemums are still light, prices running from $1.50 to $4 per doz. The Carnation supply is inadequate to the demand. During the past two weeks business has been chiefly sustained by splendid cuts of Dahlias which sell at $4 to $6 per 100. Fine Russell, Columbia, Hadley, Ophelia, Sunburst, Winnett, Richmond, Killarney, Ward and various miniature Roses are to be had, the ruling prices being from $6 to $15 per 100. Hudson River Violets are being offered but meet with a slow sale as do single sorts. Adiantum has grown scarce, so the price has advanced to $1.50 per 100 for the better grades.

Pebbles on the Beach

George Lloyd Mercer, son of Mrs. G. W. Mercer, and a member of the Cleveland Florists' Club, has entered the military academy at Staunton, Va.

Richard Rolston of the staff of the J. M. Gasser Co., retail store, has taken a position with George Weinhoeber of Chicago. Mr. Rolston, who came to Cleveland from Detroit about a year ago, had made many friends in local trade circles.

H. B. Evans, for the past year connected with the Smith and Fetters Co., has entered the employ of W. H. Temblett, who operates several flower stands in the 105th and Euclid ave. market.

Louis Hody, who recently opened a retail store in Lorain, O., reports business as heavier than expected, his chief difficulty being to secure sufficient stock.

Mrs. Frank Rigo, the Lorain st florist, who has been confined to the hospital for several weeks, is rapidly recovering and will be able to take personal charge of her business again in the near future.

Joe Williams, veteran employee of the J. M. Gasser Co., at Rocky River, O., met with a painful accident Oct. 19. A rapidly moving automobile collided with his wagon at Ninth and Superior aves., throwing him to the street, bruising him and lacerating his face.

At the regular monthly meeting of the Wholesale Florists Credit Association Oct. 18 current business was transacted.

The next meeting of the Cleveland Florists Club will be held at the Hollenden, Nov. 4, at 8 p.m.

Columbus, O.

Never have florists' flowers been so scarce as in the past few weeks. The heavy funeral orders cleaned up all stock. Some days florists even had to turn down funeral orders, as they had no flowers of any kind. Telegrams from nearby cities came in asking for stock regardless of price. As there had been no heavy frost Dahlias, Cosmos and other outdoor flowers were used to a great extent in all kinds of work. Good cuts of Roses of fine quality brought wholesale 5c. to 20c., but not nearly enough to go around. Carnations have been small and always ordered days ahead at 4c. to 6c. 'Mums are coming in slowly and not enough to fill the demand at $2 to $3 per doz. Growers expect heavier cuts the coming week. Few pompons are seen on the market. The last few days some fine Sweet Peas of the old grandiflora type helped to fill the orders. Florists are all looking for a good 'Mum season, but nearly all varieties seem to be later than usual.

Tattlings on the Trade

W. Walker, formerly with the Munk Floral Co., now in the U. S. Navy, has been home on a week's furlough. He expects soon to go across.

The Franklin Park Floral Co. is completing its rebuilt Carnation house.

The Columbus Floral Co. is cutting rather heavily of 'Mums.

Emil Metzmeier and Mrs. W. Metzmeier are much improved.

The Munk Floral Co. is getting a fine cut of Roses from its greenhouses.

W. J. ENGEL.

Fort Wayne, Ind.

Conditions on the cut flower market showed a substantial improvement over those of several weeks previous. The supply of flowers increased considerably, because of the abundance of sunshine. Although many of the florists still report a shortage, especially in Carnations and Roses, yet with the fine supply of 'Mums coming on, not many orders are turned away. The varieties: Wm. Turner, Halliday, Poehlmann, Chieftain, Chrysolora, Tiger and Touset, have arrived on the market and excellent pompons are also being received; all find a splendid sale. 'Mum plants are plentiful, retailing for from 75c. to $2 each. Pompons bring $1.50 and $2 per doz., and the double varieties retail from $3 to $6.

Carnations are still much on the short side, and bring high prices even for short stemmed stock, the lowest retail price being $1 per doz. Locally grown Roses are coming in well, in all the leading varieties. Rubrum Lilies are more plentiful, both cut and in pots, the potted plants bringing from 60c. up to $2, and the cut stock retailing from $1.50 per doz. Fine locally grown orchids are offered.

Pompon 'Mums are being used largely in basket work; Snapdragon is also being utilized for this purpose. Easter Lilies are not nearly equal to the demand. The call for funeral work has been heavy, although not so heavy as it was the week previous. However, the florists had all they could handle.

Notes

Miss Catherine Vesey has gone to Camp Taylor, Louisville, Ky., to act as nurse there. Miss Margaret Vesey is also at this camp, where she has charge of a hostess house.

The representative of the Poehlmann Bros. Co., Chicago, called on the trade.

The A. J. Lanternier Co. is showing the new 'Mum Tiger.

Two foliage wreaths tied with red, white and blue ribbon, made by the Flick Floral Co., were dropped on the grave of a soldier here by two airplanes last week.

Edgar Wenninghoff had a good call for flowers for anniversaries and wedding work.

The funeral of Private Walter A. Knecht, first florist soldier of this city to give his life for his country, was held in this city on Wednesday morning, Oct. 16, at the family home. The services were private. The handsome floral pieces indicated the high esteem in which the young man was held. D. B.

Indianapolis, Ind.

Market conditions are still strenuous in this locality and prices are soaring around holiday levels. There has never before been a week with such a continuous flow of funeral work in which all florists, growers, wholesalers and retailers participated. Even the supplies of staple articles, such as ferns, Asparagus and other greens, have been depleted. The large markets are obtaining unheard of wholesale prices for their goods and medium grades of Roses bring as high as $25 per 100, wholesale.

The number of 'Mums received is growing larger daily and is largely helping the market to maintain itself. The wholesale price of 'Mums ranges from $3 to $6 per doz. Good Carnations bring $5 to $6 per 100, single Violets $1 per 100, Lilies $20 per 100, and Dahlias $3 to $4 per 100.

The demand for special pieces such as flags, blankets, fancy wreaths and patriotic baskets with prices ranging from $5 to $100 is unprecedented.

Denver, Col.

No change in market conditions since the last writing. Cut flowers of all kinds remain scarce. Wholesalers are obliged to turn orders away, even from regular customers as it is impossible to secure stock. They have been dividing the stock received to best advantage among regular customers but fall short at that. Funeral orders both in and out of town have been extremely heavy. Calls for designs, such as broken wheels, gates ajar, broken columns, harps and lyres have come to the front. Many stores have worked overtime to keep the pace. Florists in this city are always willing to help each other out in a pinch at ordinary times but now one cannot get enough stock to care for his own demands.

About Town

The account of the death of W. W. Wilmore, Jr., will be found in the Obituary Column.

Francis Cash, grower for Ben Boldt, was on the sick list for several days, but has returned to his duties again.

Mrs. Ben Boldt is able to be around again after being confined to her home for four weeks.

D. S. Grimes & Son have been busy with funeral work.

Geo. Brenkert is enthusiastic over his new Carnation Brenkert Jr., which is of the Enchantress color. It is a good producer, keeper and rooter and he would be satisfied to have his whole range planted in this one variety for a money maker. He also has four benches of Matchless coming in fine condition. 'Mums will be late with him this season having about 2500 plants of yellow and white Turners to draw from.

The Boldt-Lundy House of Flowers has its window arranged in artistic shape. Baskets of 'Mums and Gladioli, 'Mum plants, ferns, Crotons and green velvet are used in the display.

A fire, thought to have been started by burglars, to cover up their work, gutted the greenhouses of M. H. Erickson, 140 Cook st., early Saturday morning, Oct. 12. The boiler shed was completely destroyed causing damage estimated at $1500. The damage represents a dead loss to Mr. Erickson as he carried no insurance on the enterprise. The blaze had gained considerable headway before it was discovered and the fire department was further handicapped by poor water pressure.

Conrad Lengenfelter finds ready sale for the yellow pompons which he is now cutting.

N. A. Bensen of the Denver Wholesale Florists Co. is receiving over 500 good 'Mums daily from his growers. At that he cannot keep up with the demand. He has been sending on an average of 25 to 35 telegrams a day refusing orders for stock.

Herbert Clauson of the America Flower Shop, who is in Class 1-A, has passed the physical examination and is waiting to be called.

A lieutenant from one of the nearby camps entered a leading downtown flower shop and said, "I want a five dollar corsage sent at once." The clerk wrote out the order and asked, "Any card, sir?" "Yes, and what ever you do, don't lose it. This is a birthday gift and enclosed with it is a $100 Liberty bond."

Denver went over the top with eighteen million to her credit to back up her boys in service. It was the largest sum of money ever pledged here. The three other quotas have been unflinchingly met, and two Red Cross drives magnificently oversubscribed.

Our boys have never wavered, and so Denver has been staunch, though the quota was stupendous. What the future needs of our country maybe none can foretell, but whatever the need, Denver will respond. C. F. E.

Cincinnati, O.

The Market

Roses have shortened in supply somewhat since last writing. Those that do come into the wholesale houses, together with everything else in the market, sell readily and many more could be used if available. Carnations, too, are somewhat scare. Chrysanthemums are in a good supply and are finding an excellent sale. Yellow, white and pink may be had in the various sizes. Dahlias and Cosmos continue plentiful and both prove good property. Baring a frost they will last for another fortnight. Other offerings include Violets and a few Pansies.

Trade Jottings

The local trade is sorry to hear of the death of Mrs. A. Rasmussen of New Albany, Ind. She passed away on Sunday.

William Sunderman is cutting excellent white and yellow Chrysanthemums.

Recent visitors were Daniel M. Rosenfeld, representing Werthheimer Bros. of New York City. TEDDY.

St. Louis, Mo.

Club Meeting

The St. Louis Florists' Club met on Thursday afternoon, Oct. 10, at the store rooms at W. B. Rowe's greenhouses, Kirkwood, Mo. About 50 members were present including all the officers. President August Hummert presided. After the routine business Ambulance Driver Renick, who had lost his right arm in service, gave the members a little talk on his experience. An interesting essay was read by W. W. Wors on "What to do when a glut comes and the part the grower, as the producer, should take in it."

President Hummert appointed Messrs. Beneke, Wolfe, Guntley and Lawrie to pass on a display of Dahlias exhibited by E. A. Michel, Kalish Bros., O. C. May, Joe Hauser and W. R. Rowe, all of St. Louis County, also some specimens from Shaw Gardens. We were honored by having among the visitors at the meeting Patrick O'Mara from Peter Henderson & Co. who spoke on the war situation and the loyal way in which the florists of the country are backing up the Government. After adjournment a fine luncheon was enjoyed, and three cheers and a tiger given W. R. Rowe for his hospitable entertainment. W.

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New York City

The Market

Oct. 22.—The supply and demand [illegible] in the wholesale cut flower market [illegible] the same this week as last. The most exception is the increased arrival of large flowered and especially fancy Mums, extra pompons and sprays.

American Beauty Roses are in full supply. The demand for these, relative to that of other flowers, is moderate. Special grade blooms are selling at 15c. to 25c. each and those of other grades at corresponding prices. Hybrid tea Roses are in medium supply. The demand is fair and special grade blooms which are selling at 8c. to 25c. each is far below that for No. 2, No. 1 and extra grades. No. 2 grade blooms are selling at 4c. to 6c. each.

Arrivals of Carnations are not over large. The demand is active except for reds which are moving slowly. Prices range from 2c. to 6c. each, with occasional sales of extra choice blooms at 8c.

Cattleya orchids, in a little smaller supply, are meeting with a stronger demand at prices up to 50c., and occasionally 60c. each for the best. White and pink Lilies are both in short supply. The demand for whites is strong at $20 per 100, and for pinks weak at $4 to $8.

The usual short supply of Lily of the Valley is meeting with a weak demand at $10 per 100 for the best.

'Mums show a largely increased supply. The large flowered varieties are selling at $1 to $6 per doz., with a few sales of exhibition blooms at $9. The demand is active except for the yellows which are accumulating, but prices show signs of weakening. Bunch 'Mums are arriving freely, but moving rather slowly at decreasing prices, which now range from 15c. to 75c. per bunch. Dahlias are nearly out of the market; the few arriving realize about $2 to $5 per 100. Cosmos is plentiful at 8c. to 20c. per bunch. Other miscellaneous flowers selling at quoted prices are Delphiniums, Antirrhinums, Tritomas, Wild Asters, Calendulas and Candytuft.

The few double and single Violets arriving are moving slowly at 25c. to 50c. per 100.

There is a fair supply of all kinds of greens which are meeting with an active demand.

Quota Exceeded

New York City florists in the Liberty Loan drive "went over the top" with purchases of Fourth Liberty Loan bonds through their committee to the amount of nearly $400,000. Of these bonds about 525 subscribers in New York purchased $288,000 worth and 575 subscribers in Brooklyn $101,500 worth, making a total of about $389,500. On account of the regrettable sickness of G. W. Allen, Bond Adviser of the Florists and Allied Trades Liberty Loan Committee, we have been unable to obtain a list of those florists who purchased $500 worth or more of bonds subsequent to Tuesday night, Oct. 15. J. S. Fenrich, 51 W. 28th st., purchased $4000 worth of bonds, which, we think is not included in the total amount just mentioned.

George L. Stillman's Dahlia exhibition was continued at the store of George E. M. Stumpp, Fifth ave., at 58th st. Many beautiful blooms were shown.

Victor B. Olson, proprietor of the Bay Street Greenhouses, Taunton, Mass., writing to a correspondent in this city says: "It may interest some of my friends around New York to know that I've been laid up for three weeks with influenza and pneumonia, but that I pulled through and am at present able to run the business again."

On Sunday, Oct. 27, "Glory be!" we will turn the clocks back to normal time, and then we (the men) will shave, and everyone will have real daylight. To change Hamlet's words a little "The time is out of joint" now but soon we are going "to set it right." The author of the "out of joint" time which was desirable to most of us in Summer became infatuated with his idea, and tried to inflict this "out of joint" time on the people all Winter, but failed.

The Annual Spring Flower Show

The Society of American Florists' office at 1170 Broadway, whereat John Young, its vigilant secretary, is always on duty, is becoming more and more recognized as a center for all trade activities. Here, on Tuesday last, was held a well represented meeting of the New York Flower Show Committee and at which the expression was general that the annual flower show had done much for publicity and trade interests and that, while it was inopportune to do any preliminary work at this meeting should a fair opportunity arise the committee will use endeavor to shape a show in 1919.

This week the S. A. F. office was also used as headquarters by the executive committee of the American Rose Society.

Fifteen Loads of Floral Tributes

At the funeral of Harold Lockwood, the well known movie star, last Tuesday, 15 carriages were used to convey the floral tributes from New York City to Woodlawn Cemetery. According to a New York paper practically every motion picture actor actress, director, stage hand, property and camera man in the city was in attendance. They sent most of the flowers.

Soldier Florist's Appreciation

Secretary John Young of the New York Florists' Club has recently received the following letter. Sergt. Major Manda is the son of Jos. A. Manda of South Orange, N. J.

"I am real sorry and ask your pardon for my delay in not writing to you sooner to express my appreciation and many thanks for the box of tobacco and cigars sent to me by the New York Florists' Club. I have been continually on the move since my departure from the good old U. S. A.. Am now located in a lively sector which has kept me exceptionally busy; hence the delay.

"My work at headquarters has been highly interesting during a very sucessful drive. I have been living in a cave about 50ft. under ground and saw very little day. My work has been the reciving of important communications of all sorts, including those dropped by aeroplane, which keeps one on the jump day and night.

"I have been over a lot of territory previously occupied by the Huns; where towns were once located are now piles of brick and stone, surrounded by a few trees with the tops all shot off by shell fire.

"Among the things that interested me were the little vegetable gardens of the American soldiers. These gardens were planted by the American soldiers in the Spring and at that time were within range of the big guns. Now these boys have routed the Huns and are a good many miles away but there still remains nice patches of Cabbage for their comrades who are awaiting their opportunity to do their share.

"One of the most wonderful surprises I have had since I have been in France was that of meeting brother, who has been here with the Marines, and whom I had not seen for nearly two years. He has been in France now 14 months, has been thrice over the top and has now just returned from the hospital, having been wounded at Chateau Thierry, but is now well and in the best of health.

"I have lots of other experiences to write but I will leave them until I get back home.

"Wishing the Club every success and expressing the hope that by this time next year I will be with you again, I remain, Sincerely yours,

REGIMENTAL SERGT. MAJ. EDW. MANDA.

Sept. 30, 1918.

New York Cut Flower Market

Up to Tuesday, Oct. 22, 1918

Prices quoted are by the hundred unless otherwise noted

Roses—A Beauty, Special	15.00 to 35.00	Adiantum Cuneatum	.20 to .25
" Fancy	10.00 to 20.00	Hybridum and Croweanum	.25 to .50
" Extra	8.00 to 12.00	Antirrhinum, per bunch	.15 to .60
" No. 1	6.00 to 10.00	Asters	..... to .....
" No. 2	4.00 to 6.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	2.00 to 4.00	Carnations, Select	4.00 to 6.00
Killarney	4.00 to 8.00	Ordinary	2.00 to 4.00
Killarney Brilliant	4.00 to 8.00	Chrysanthemums, per doz	2.00 to 6.00
White Killarney	4.00 to 8.00	Chrysanthemums, bunch	.15 to .75
White Killarney, Double	4.00 to 10.00	Cosmos, per bunch	.08 to .20
My Maryland	4.00 to 8.00	Dahlias	2.00 to 5.00
Columbia	5.00 to 15.00	Delphinium, per bunch	.15 to .50
Hadley	5.00 to 20.00	Ferns, per 1000	1.75 to 2.00
Hoosier Beauty	4.00 to 10.00	Galax, green and bronze, 1000	..... to 1.00
Key	10.00 to 30.00	Leucothoe, per 1000	4.50 to 7.00
Cecile Brunner, Elgar, etc. bun	..... to	Gladiolus	..... to .....
Mme. Pl. Euler (Prima Donna)	5.00 to 15.00	Lilies, Longiflorum	..... to 20.00
Mrs. George Shawyer	4.00 to 12.00	" Rubrum	4.00 to 8.00
Sunburst	4.00 to 12.00	Lily of the Valley	4.00 to 10.00
Mrs. Aaron Ward	5.00 to 12.00	Mignonette, per doz	..... to .....
Lady Alice Stanley	5.00 to 12.00	Orchids, Cattleyas	25.00 to 60.00
Ophelia	5.00 to 12.00	Smilax, per doz., strings	1.00 to 1.50
J. J. L. Mock	5.00 to 15.00	Sweet Peas, Spencers	..... to .....
Mrs. Charles Russell	5.00 to 25.00	Tuberoses, per doz	..... to .....
.....	..... to	Violets, Double	.25 to .50
.....	..... to	" Single	.25 to .50

Boston

Oct. 22.—In addition to what flowers were grown locally, for several weeks quantities have been shipped from Philadelphia and New York to this city. Now we have about enough to take care of the business. American Beauty Roses are in moderate supply and in good demand. Prices for special blooms are 40c to 60c each. Other grades sell at lower figures. Hybrid Tea Roses are in increasing supply and seldom of better quality at this season. A better supply of Roses is cleaned up early at the markets. Fancy blooms sell at 8c. to 16c. each. Other grades from 4c. to 6c. Carnations are more abundant but no decrease in the price is noted; 6c. to 8c. will serve at 50c. each. Cattleya orchids are more plentiful, but there is an excellent demand for them; prices are 40c. to 60c. each. Lilies are still scarce and in good demand at 20c. to 25c. each. A few L. rubrum sell at 6c. to 8c. each. 'Mums are becoming daily more plentiful. Probably they are more welcome this season because of the heavy call for all kinds of flowers. They sell at $3 to $4 per doz. Pompon 'Mums are offered freely and sell well. Dahlias still come but a frost in some sections last week cut most of them down. Gladioli have few flowers open on the spikes. Single and double Violets are available. Plenty of short stems at Prices. Bouvardia is offered in small lots. Snapdragons in various colors sell well. Some Chinese Asters grown under glass are arriving. Native Asters have sold better this season than ever before. Greenery is in a fair supply. Plants are selling well. 'Mum plants are especially good, compact and well flowered. Ferns in small sizes are selling well.

The wholesale flower stores are busy shipping stock, and it is still hard to get enough material to fill orders.

In Penn's window on Tremont st., he has on exhibition a bust of the late Captain John Lauder; the sculptor was Hugh Cairns of Boston. The bust is to be sent to Scotland and placed on the estate of Harry Lauder. Another interesting exhibit is a bunch of Heather which the card says came from the Birks of Aberfeldy, Scotland. At Penn's they are busy with funeral work.

Wax Bros. on Tremont st. have had unusually heavy business this Fall, and funeral work has exceeded all previous years.

Malcolm Emmons, a salesman for the Budlong Rose Co., died on Oct. 9, at his home in Everett, Mass. He leaves a widow and three children.

Joseph O'Donnell, assistant salesman for Thomas Roland at the Boston Cooperative Flower Market, joined the Colors on Monday, Oct. 21, and is at Fort Warren, Boston.

At Welch Bros. Co. shipping trade is just as large as it has been for weeks, and they say that there is still difficulty in getting sufficient flowers to fill the numerous orders. I noted there excellent 'Mums and an abundant supply of Gladioli, Lilies, Roses and Carnations.

Mrs. William H. Ward of Montvale, Mass., who has been ill for many weeks, at the New England Hospital is now home and convalescing nicely.

The fine dwarf commercial Chrysanthemums which Willam H. Elliott is growing may be seen now in many of the principal retail stores in the city.

Henry M. Robinson & Co., Inc., report shipping business much larger than usual at this season. Their wire department has never been so busy. They are receiving excellent flowers from their growers and the supply is increasing.

There are very few Dutch bulbs in Boston yet. The Boston bulbs are held up with other freight in New York. If they do not come soon they will be too late and such delays are not likely to help their condition. R. C.

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Oct. 21, 1918	Cincinnati Oct 21, 1918	NAMES AND VARIETIES	Boston Oct. 22, 1918	Denver Oct. 19, 1918	Pittsburgh Oct. 21, 1918
5.00 to 50.00	..... to	Roses—American Beauty	20.00 to 60.00	8.00 to 50.00	8.00 to 50.00
4.00 to 12.00	..... to	Hadley	8.00 to 20.00	..... to	..... to .....
3.00 to 10.00	3.00 to 8.00	Hoosier Beauty	4.00 to 12.00	4.00 to 10.00	8.00 to 20.00
..... to	..... to	Kaiserin Augusta Victoria	..... to	..... to	..... to .....
4.00 to 15.00	2.00 to 8.00	Killarney	4.00 to 8.00	4.00 to 10.00	6.00 to 15.00
4.00 to 10.00	2.00 to 8.00	White Killarney	4.00 to 8.00	..... to	6.00 to 15.00
3.00 to 6.00	..... to	Killarney Queen	4.00 to 8.00	3.00 to 8.00	..... to .....
2.00 to 3.00	2.00 to 8.00	Mrs. Aaron Ward	..... to	..... to	4.00 to 12.00
8.00 to 20.00	4.00 to 8.00	Mrs. Chas. Russell	8.00 to 20.00	8.00 to 15.00	8.00 to 20.00
..... to	..... to	Francis Scott Key	..... to	8.00 to 15.00	..... to .....
4.00 to 12.00	..... to	Mrs. George Shawyer	..... to	4.00 to 12.00	6.00 to 15.00
10.00 to 15.00	4.00 to 8.00	Columbia	4.00 to 16.00	8.00 to 15.00	..... to .....
..... to	..... to	Rose Marie	..... to	8.00 to 15.00	..... to .....
4.00 to 15.00	..... to	My Maryland	..... to	..... to	6.00 to 15.00
6.00 to 15.00	..... to	Prima Donna	..... to	6.00 to 15.00	8.00 to 20.00
4.00 to 15.00	3.00 to 8.00	Ophelia	4.00 to 12.00	4.00 to 12.00	6.00 to 15.00
4.00 to 10.00	2.00 to 8.00	Richmond	4.00 to 8.00	2.00 to 8.00	6.00 to 15.00
5.00 to 15.00	2.00 to 8.00	Sunburst	6.00 to 12.00	..... to	4.00 to 12.00
6.00 to 15.00	..... to	Killarney Brilliant	6.00 to 12.00	2.00 to 8.00	..... to .....
..... to	..... to	J. J. L. Mock	..... to	2.00 to 10.00	..... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	2.00 to 4.00	..... to 3.00
..... to	..... to 1.00	Adiantum, ordinary	..... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	..... to	Antirrhinums, bunch	4.00 to 12.00	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, bunch	.25 to .50	..... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
2.00 to 3.00	..... to	Asters	5.00 to 10.00	..... to	1.00 to 4.00
.50 to 2.50	..... to	Calendula	1.00 to 2.00	..... to	..... to .....
5.00 to 6.00	2.00 to 5.00	Carnations, Select	6.00 to 10.00	..... to 4.00	..... to .....
2.00 to 4.00	..... to	Ordinary	..... to	2.00 to 3.00	4.00 to 6.00
3.00 to 5.00 doz	10.00 to 25.00	Chrysanthemums, Early	16.00 to 35.00	16.00 to 50.00	15.00 to 35.00
..... to	..... to	Pompons, per bunch	..... to	.50 to .75	..... to .....
1.00 to 3.00	..... to	Coreopsis	..... to	..... to	..... to .....
3.00 to 6.00	2.00 to 8.00	Dahlias	..... to	..... to	8.00 to 12.00
..... to	..... to	Daisies	.50 to 1.00	..... to	..... to 1.50
..... to	..... to	Delphinium, dos	..... to	..... to	..... to .....
..... to 2.00	..... to .15	Ferns, Hardy	..... to	..... to .50	..... to .25
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .15
2.00 to 6.00	..... to	Gladioli	4.00 to 6.00	..... to	4.00 to 6.00
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to .....
15.00 to 20.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
12.00 to 15.00	..... to	" Longiflorum	16.00 to 25.00	..... to 15.00	18.00 to 20.00
15.00 to 20.00	..... to	" Rubrum	10.00 to 12.00	..... to	..... to .....
8.00 to 10.00	..... to	Lily of the Valley	10.00 to 12.00	..... to	10.00 to 12.00
..... to	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
60.00 to 75.00	..... to	Orchids—Cattleyas	50.00 to 75.00	..... to 75.00	..... to 75.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, dos. strings	..... to	2.00 to 3.00	..... to 2.00
..... to	..... to	Snapdragon	..... to	4.00 to 6.00	..... to .....
.25 to .60	..... to	Sweet Peas	..... to	.25 to 1.00	..... to .....

C. Bonnet G. H. Blake

Bonnet & Blake

Wholesale Florists

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Open Mornings at Six o'clock for the Sale of Cut Flowers

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Henry M. Robinson Co.

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Longiflorum and Rubrum LILIES throughout the year

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VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON

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All the New and Standard ROSES

Fine Grade CARNATIONS

and all Seasonable CUT FLOWERS

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Carnations, Orchids, Lilies, Roses

Valley and a Complete Line of Summer Flowers

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Personal Attention—Consignments Solicited

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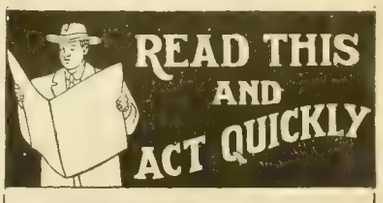

When ordering, please mention The Exchange

The Florists' Exchange

Best Advertising Medium

Chicago

Unprecedented Market

The scarcity of stock, coupled with unprecedented demand during the past two weeks is without a parallel in the history of the local market. It has been impossible to come anywhere near filling all orders received and the prices stock is bringing never before at this season touched the present figures. Telephone and telegraph orders from out of the city have exceeded anything in these lines ever noted on the market. Large buyers from other cities sent representatives here to pick up whatever they could in the way of cut flower stock. The local retailers, who had been having a large run on funeral work, also kept a close watch on the market, their efforts to get stock to get their orders out frequently, however, being without result. Decorated Magnolia leaves and artificial flowers in many varieties were used either in connection with fresh flowers or separately to satisfy the trade, thus keeping the supply houses busy. Purchasers at the retail stores had no choice; it was simply a case of taking whatever they could get.

On Monday it was noted that the tightness of the market was breaking the increasing supply of 'Mums and the ban on the use of flowers for funerals where death was caused by influenza has helped the situation very much. At first this looked like a setback for the trade but by many of the retailers the order was regarded in a different light. Many of them have worked long hours and until late at night and will welcome a let up in trade.

American Beauty Roses are getting to be in larger supply and some fine stock is to be had, which brings as high as $7.50 per doz. In other varieties the supply is better than it has been but is still far short of the unprecedented demand. Short stock is selling at from $4 to $6 per 100; medium stock brings from $8 to $10 and $12, and select stock has sold as high as $20 per 100. In the case of Mrs. Russell and Columbia the price of $35 per 100 had been secured. These prices have no precedent on this market during the month of October.

Carnations are scarce and those that do come in are picked up immediately at good prices, ordinary stock bringing $5 per 100, with $6 for fancy stock. Few, if any, regardless of quality, are sold for less than $4.

The supply of 'Mums is daily on the increase. They are to be had in all 'Mum colors and from medium to extra fancy stock. Pompons have also made their appearance in quantity; stock from the Pacific Coast has supplemented the home grown supply. This stock has so far not met the same disapproval with which it was regarded in former years, this no doubt being because of the general scarcity of stock. As soon as the home grown crops assume their full supply this California stock will be in little favor with buyers. Medium blooms are selling at from $3 to $4 per doz., and fancy from $4 to $6. Pompons are selling at from 50c. to 75c. per bunch of a dozen stalks.

Gladioli and Asters are over for the season. Easter Lilies are scarce, as it is customary with the growers so to time their crops that they will not be heavy during the period in which 'Mums dominate the market. Some good Cattleya labiata are coming in from local growers and find a ready sale at from $8 to $10 per doz. where stock is good. Home grown Violets are bringing 75c. per 100 and the Hudson River doubles $1. All the Valley that comes in moves readily at from $5 to $6 per 100. The first of the Winter flowering crops of Sweet Peas are arriving.

Calendulas, Pansies and Daisies are to be had, all of which sell freely. Wild flowers have been used to some extent to fill in for funeral work and with a proper blending of choice stock the effect is not bad. The wholesalers rarely have to put much into their ice boxes, stock selling as quickly as it is received. The rush has caused a strong demand for ferns; on some days, when shipments are delayed, those who have any ferns on hand can get fancy prices for them; as high as $4 and $5 per 100 was paid the past week. The first of the Eastern crop has already commenced to come through.

Chicago, Oct. 21, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.		
Specials	per doz.	6.00 to 7.50
36-inch stems	"	5.00 to 6.00
30-inch stems	"	4.00 to 5.00
24-inch stems	"	3.00 to 4.00
18 to 20-inch stems	"	3.00 to 3.50
Short stems	per 100	10.00 to 12.00
Columbia		8.00 to 25.00
White and Pink Killarney		4.00 to 15.00
Killarney Brilliant		4.00 to 15.00
Milady		4.00 to 15.00
Mrs. Aaron Ward		4.00 to 12.00
Mrs. Chas. Russell		6.00 to 20.00
Richmond		4.00 to 12.00
Sunburst		4.00 to 10.00
Ophelia		4.00 to 10.00
Carnations, Select		5.00 to 6.00
" Ordinary		4.00 to 5.00
Asparagus plumosus, per bunch		.35 to .50
" Sprengeri, per bunch		.25 to .50
" plumosus, strings		40.00 to 50.00
Adiantum		1.00 to 1.50
Calendulas		3.00 to 3.50
Chrysanthemums, Ordinary, Doz.		3.00 to 4.00
" Fancy	"	4.00 to 6.00
" Pompons, bunch		.50 to .75
Cornflowers		..... to 1.00
Daisies		1.50 to 2.00
Ferns, Hardy, per 1000		3.00 to 4.00
Galax Leaves, per 1000		..... to 1.25
Gardenias, per doz		1.50 to 2.00
Leucothoe Sprays		.75 to 1.00
Lilium Auratum		8.00 to 10.00
Lilium Longiflorum		12.00 to 15.00
Lilium Rubrum		4.00 to 5.00
Lily of the Valley		5.00 to 6.00
Mexican Ivy, per 1000		..... to 6.00
Mignonette		3.00 to 4.00
Orchids—Cattleyas, per doz		9.00 to 12.00
Smilax, per doz		2.50 to 3.00
Sweet Peas		.75 to 1.00
Violets		.75 to 1.00

Splendid Liberty Loan Record

The florists and allied trades of Chicago and vicinity, not including seedsmen and nurserymen, have gone "over the top" in the Fourth Liberty Loan. Fred Lautenschlager, president of the Chicago Florists' Club, and chairman of the committee, was an indefatigable worker for the success of the loan in the division to which the florists belong. There were 2294 subscriptions in all, totaling $392,050, thus exceeding the quota of $300,000 by more than $90,000.

John Lang, who had been conducting a range of greenhouses on Melrose st., has decided to close them up for the Winter. He has been calling on the local trade during the past week to dispose of his stock.

Ove Gnatt, of La Porte, Ind., was in the city a few days last week in the interest of his factory. He reports a strong demand for Magnolia foliage and other decorative material in preserved stock.

Fritz Bahr, of Highland Park, Ill., is sending to E. F. Winterson Co. some splendid stock of the old favorite Bouvardia Humboldtii that brings as high as $25 per 100. It has a touch of elegance that attracts the eye of critical buyers and is a good substitute for either Orange blossom or Stephanotis. Mr. Bahr says that as much as he has said and written about it growers seem slow in undertaking its culture on anything like a moderate scale.

M. P. Dilger, of Waukegan, Ill., has only four sons, all of whom have gone into the service of their country. Arthur is ship building at Oakland, Cal. Paul is a tool maker in the Government shops at San Petro. Nick is in the merchant marines, and Bob is with the Expeditionary Forces in France. Although well along in years Mr. and Mrs. Dilger do their own greenhouse work and attend to the requirements of their trade.

C. H. Fisk, 1581 Ogden ave., said his stores had been working 15 hours a day, but could not stand the strain much longer.

A. Lange, 25 E. Madison st., is the first of the local retailers to start advertising in the local papers in display form. He had a patriotic ad. in the *Daily Tribune* last Saturday featuring Chrysanthemums.

Members of the examining committee for Chicago for the Chrysanthemum Society of America for this season are: N. J. Wietor, chairman, E. A. Kanst, and Thos. W. Head of Lake Forest. They meet every Saturday at the wholesale store of Wietor Bros., 162 N. Wabash ave. All having new varieties for this committee to pass on are requested to make shipments so that they will be on exhibition every Saturday while the season lasts.

Herman Dreiske is dismantling his range of greenhouses near Ravinia Park. He will go out of flower growing for the present. The land on which the greenhouses stood is a valuable tract which belongs to Mr. Dreiske who believes he can turn it into something more profitable in the future.

Health Board Ruling

The Board of Health, on Saturday the 19th, issued a ruling prohibiting the sending of flowers to all funerals until the epidemic of influenza is stamped out. On inquiry at the office of the Health Dept., it was stated that the ruling covered all funerals regardless of the cause of death, the only exception being that flowers may be sent to the cemeteries but not to the home.

There was a special meeting of wholesalers at the C. E. Amling Co. store, on Monday noon, to discuss the situation. A committee consisting of Geo. Asmus, Peter Reinberg, L. R. Bohannon and Geo. Winehoeber was appointed to call on the Health Dept. to see if the order cannot either be modified or rescinded. As the situation stands the order will retard local buying but will not interfere with the shipping trade.

Should the order remain in force for some time the florists may establish a central point where all funeral flowers will be received and a delivery service maintained to the various cemeteries. Florists who have several orders for a funeral can afford to make deliveries to cemeteries, but small florists could not stand the expense as nearly all the cemeteries are from eight to ten miles from the business district of the city.

Philadelphia

Change in Market

Oct. 22.—The market has undergone considerable change, the most noticeable feature being a large and increased supply. The demand also shows a slight falling off.

Prices have eased off in general. There is a larger supply of 'Mums, Roses and Dahlias, and a slight increase in Carnations. There is a steady supply of Am. Beauty Roses, with a slight falling off in price. Other Roses are coming in freely, with the heaviest demand for the short and medium grades; long and specials are hanging fire. Prices are all showing a downward tendency.

'Mums are now coming strongly to the fore with the arrival of the mid-season varieties in all colors. Pompons and hardy outdoor 'Mums are also to be had. Dahlias are still arriving in quantities and meet with brisk takings.

There is a fair supply of Easter Lilies, which clean up daily. There is a large supply of Cosmos, and this has helped out the market considerably during the last few weeks. Some Gladioli are still offered. Orchids and Violets are increasing in supply. There are some new crop Sweet Peas, which are taking quickly.

Never before in the history of the cut flower market in Philadelphia has there been so great a demand for flowers as there was for the first two weeks of the current month. The market in general is in a better condition, as it is now possible to fill orders to a certain degree of satisfaction. The situation in greens and foliage also shows a corresponding improvement.

Florists Exceed Quota

It is a great pleasure to be able to state that the florists' quota for the Fourth Liberty Loan for the local district has been oversubscribed. The original quota called for $250,00, but this was later raised to $390,000. This included the florists, seedsmen and allied interests. The entire amount subscribed amounts to approximately $420,000, thus going "over the top" by about $30,000. Chairman Arthur A. Niessen is deserving of great credit for his untiring efforts in helping to make the loan a success. Robert Kift also gave unstintingly of his time.

Henry A. Dreer, Inc., will close its store until the firm has disposed of all its orders for Dutch bulbs. A similar plan was adopted last year. J. Otto Thilow states that the firm's full supply of bulbs has been received.

Arthur A. Niessen likens the cut flower market of the past two weeks to the Stock Exchange; its fluctuations were hourly.

The Henry F. Michell Co. reports the arrival of its full quota of Dutch bulbs. Some of the company's early orders are already being sent out.

Chas. Zimmer of West Collingwood is keeping the market well supplied with a good quality of Oak foliage.

The Overbrook Flower Shop, lately conducted by L. A. Geiger, is now under the management of Richard Van den Hengel.

I. M. Bayersdorfer has returned from an extended trip and comments on the excellent business florists are having everywhere.

Strafford Flower Farm is cutting excellent large 'Mums and pompons, both from indoor and outdoor beds.

Philadelphia, Oct. 22, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties		10.00 to 40.00
Kaiserin Aug. Vic.		4.00 to 12.00
Killarney		4.00 to 12.00
White Killarney		4.00 to 12.00
Mme. P. Euler (Prima Donna)		5.00 to 15.00
My Maryland		4.00 to 12.00
Richmond		3.00 to 10.00
Sunburst		4.00 to 10.00
Killarney Brilliant		4.00 to 12.00
J. J. L. Mock		4.00 to 12.00
Lady Alice Stanley		4.00 to 12.00
Mrs. Chas. Russell		5.00 to 25.00
Mrs. Francis Scott Key		4.00 to 10.00
Mrs. George Shawyer		4.00 to 10.00
Hadley		4.00 to 15.00
Hoosier Beauty		4.00 to 10.00
Ophelia		4.00 to 15.00
Adiantum, Ordinary		.75 to 1.00
Asparagus Plumosus, per bunch		.25 to .50
" Sprengeri, per bunch		.25 to .50
Carnations, Select		4.00 to 8.00
Chrysanthemums		12.00 to 35.00
Dahlias		2.00 to 10.00
Galax Leaves, per 1000		1.00 to 1.50
Gladioli		4.00 to 6.00
Lilium Longiflorum		15.00 to 25.00
Lilium Rubrum		6.00 to 10.00
Orchids—Cattleyas		50.00 to 75.00

Portland, Ore.

The demand for flowers has increased so that at times there is almost a shortage. The out of town florists are in a similar situation and many times their calls for flowers can be only half satisfied. In connection it might be said that the express service is uncertain and some shipments are received too late, causing the florist much anxiety and financial loss. All in all, however, it looks like a banner month for October.

The Carnation cut has been good and heavy, but the demand has sent the blooms up to 4c. for the select and 2c. for the shorts. 'Mums are beginning to show themselves in the local market, but in insignificant numbers, so that we still are looking to California for the bulk of our 'Mums. Roses are in fine crop and bring from 4c. up to 10c and 12½c. for the fancy. White seems to be the short color. Inasmuch as Ophelia is used largely for wedding orders this shortage is not felt accutely.

The Fall rains have set in and as the weather is mild the Dahlia is called into service for all kinds of funeral work; this flower lends itself remarkably well to this purpose. Cosmos has also appeared on the market and sells where something cheap is wanted. Outdoor Zinnias are also still with us and fill a want. Bouvardia and Baby Roses are coming in in limited quantities. The Violet has made its appearance. Orchids and Gardenias are in limited supply.

Correcting the news item in last issue relative to Fred Young: he will continue to do business in Thos. Ellingham's location until next Spring, instead of moving the range as previously stated. Mr. Young will move in the Spring.

Clarke Bros. are cutting an excellent crop of Roses. Russells are especially good.

August Zitzewitz is now in the employ of the Martin & Forbes Co., in his former position in the potted plant department. Frank Neurockie left this position to work in the shipyards.

The White Floral Gardens are kept busy cutting Dahlias for the local demand.

George Rosia of Rosia Bros. of Seattle spent a day in the city en route to California for a two weeks' stay. He reports business in Seattle fine with flowers scarce.

The Tonseth Floral Co. report business brisk and say that their cut of 'Mums will be better than ever this year.

H. NIKLAS.

Hailstorm at Ada, O.

The greenhouses of Samuel Eichler, Ada, Ohio, were wrecked by a hailstorm on Oct. 5, in which 13,122 sq. ft. of double thick glass out of a possible 14,500 sq. ft. were broken. Prompt payment for the loss was made by the Florists' Hail Ass'n.

On Sale Every Morning at 7 o'clock

ROSES

Columbia Russell Hadley
Sunburst Ward Ophelia
Hoosier Beauty *and*
Double White Killarney

INCLUDING THE ENTIRE CUT FROM THE DUCKHAM-PIERSON RANGE

Miesem's **LILIES** Every Day

'MUMS, Including POMPONS and SINGLES

CALENDULA VIOLETS

Good Results with Parcel Post Shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

Joseph S. Fenrich

51 West 28th Street Telephones 420-421-422 FARRAGUT NEW YORK

When ordering, please mention The Exchange

In ROSES

The market seems to offer the best value. Roses are not scarce with us, and we can promise you splendid stock at reasonable prices. In fancy Roses of the better grades we recommend to you:

RUSSELL COLUMBIA PRIMA DONNA
HADLEY SHAWYER AARON WARD
SUNBURST OPHELIA

BEAUTIES

The quality of our Beauties is of a high standard, such as has been a feature with us for years. We have an ample supply of them, and can fill your order at any time.

DAHLIAS

There has been an unusual demand for our Dahlias, and the supply has not been equal to the demand. With an increased supply reported by our growers, we will be in a better position to take care of your orders. Order them a day in advance to avoid disappointment.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses Carnations Snapdragons and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN
5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa Smilax Adiantum and a full line of all other Greens

When ordering, please mention The Exchange

CATTLEYAS

Of wonderful quality, in two sizes.

Per doz.	Per 100
$6.00	$40.00
7.50	50.00

A few mixed **Orchids**, some white, a few yellow, and the first of the Cypripediums.

Everything in CUT FLOWERS, PLANTS, GREENS, RIBBONS and SUPPLIES

Business Hours: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY

The Wholesale Florist of Philadelphia

Philadelphia 1608-1620 Ludlow Street
Baltimore Franklin and St. Paul Streets
New York 117 West 27th Street
Washington 1216 H St. N. W.

When ordering, please mention The Exchange

CHOICE AMERICAN BEAUTIES

M. C. FORD, *Wholesale Florist*
121 West 28th Street
Telephones 3870-3871 Farragut NEW YORK CITY

When ordering, please mention The Exchange

BUY IN BOSTON

Welch Bros. Co., WHOLESALE FLORISTS

CUT FLOWERS AND SUPPLIES

262 Devonshire St., Telephone {6267 / 5948} MAIN **Boston, Mass.**

When ordering, please mention The Exchange

New England Florist Supply Co.

276 Devonshire Street **BOSTON, MASS.**
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

When ordering, please mention The Exchange

B. A. SNYDER CO. *Wholesale Florists . .*

Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST*

12 South Mole St., PHILADELPHIA, PA.
Easter Lilies and Asparagus Plumosus Sprays

When ordering, please mention The Exchange

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS

Peter Reinberg

Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

When ordering, please mention The Exchange

E. G. HILL CO.

Wholesale Florists
Richmond, Indiana

When ordering, please mention The Exchange

ZECH & MANN

We are Wholesale Florists Doing a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

When ordering, please mention The Exchange

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is **12½ cts.** per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station. either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By gardener, single; 28. Thoroughly experienced in all branches; capable grower of all fancy flowers, fruits and vegetables under glass; also all outdoor work. Able manager of private places. Now employed in the Middle West, but desires change. Will consider only up-to-date private place, preferably California, where executive ability is desired. Salary, $100 per month and all found. Address M. L. care The Florists' Exchange.

SITUATION WANTED—By gardener-florist, as head gardener or manager, on private estate. Can manage help with good results. 26 years' experience in greenhouse and landscape work, farm crops, etc.; best references. Austrian, 40; married; 2 children State wages. Frank John, General Delivery, Sayville, L. I.

SITUATION WANTED—With nursery firm of good standing by experienced landscapeman, specially capable of drawing plans and carrying out designs; willing to act as salesman. Excellent references. Kindly state particulars in answer Address M. G. care The Florists' Exchange.

SITUATION WANTED—By commercial grower of Roses, Carnations 'Mums, decorative and store bedding stock. Good wages wanted. Competent to take charge. Address M. A., care The Florists' Exchange.

SITUATION WANTED—As foreman; full charge. Up-to-date grower of Roses, Carnations, etc., good propagator and designer. Life experience. Best references. Married. Address M. E. care The Florists' Exchange.

SITUATION WANTED—By gardener and florist. German, single; middle aged; understands cut flowers and pot plants. Small place, private or commercial. Address M. K. care The Florists' Exchange.

SITUATION WANTED—As a gardener and care taker, on private estate or florist and nursery business; some knowledge of automobile. Address M. H. care The Florists' Exchange.

HELP WANTED

WANTED

A capable, temperate man for general greenhouse work. One who has had experience growing pot plants preferred. Give references and state wages expected in first letter.
R. G. Hanford, Norwalk, Conn.

WANTED—Man to take charge of two greenhouses of about 85,000 sq. ft of glass, where general stock is grown for my store. Must be of unquestionable character and able to produce good quality stock, handle men to advantage and get results. I have a good, steady position for the right man. Write me in detail in the first letter, giving references from last or present place of employment and wages expected with house. Communications will be confidential Mark Aitken, 372 Main st., Springfield, Mass

WANTED—For Western Pennsylvania, a single man, accustomed to greenhouse and flower garden work. No Roses or Carnations grown. Must be a clean, active, quick worker and of good character. A steady, year-round job for a satisfactory person. Salary, at first, $25 per week and any overtime or Sunday work paid for. Give full particulars of self and experience and state nationality. Address M. M. care The Florists' Exchange

WANTED—At once, a grower who understands Carnations, 'Mums, bedding and holiday plants. Steady position and good wages. A man capable of taking full charge of 25,000 ft. of glass. Wholesale and retail trade preferred, but any live man will be acceptable.
Victor B Olson, Taunton, Mass

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Two assistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—Married man as vegetable grower's assistant, outside in summer and greenhouse in winter. Wages, $85 per month and house. Apply John A. Forbes, Supt., Loretto, Pa.

WANTED—Single man as assistant in vegetable and fruit growing. Wages, $80 per month and room. Apply
John A. Forbes, Supt., Loretto, Pa.

WANTED—Greenhouse man in large Rose establishment near New York. Worth while job for right man. Address M. C. care The Florists' Exchange.

WANTED—A good day fireman for low pressure steam boiler, willing to do greenhouse work. Wages, $25 per week; Sunday extra. Address M. D. care The Florists' Exchange.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—Man to take care of fires and make himself useful around greenhouses. Apply Flushing Rose Gardens, 69 Colden av., Flushing, L. I.

WANTED—Foreman for Roses and Carnations. Permanent position, at Woburn, Mass.; 10 miles from Boston. State wages and particulars. J. W. Howard, 328 Broadway, Somerville, Mass.

WANTED—Greenhouse helper, about 50 years old. Comfortable situation. State wages wanted. Address M. F. care The Florists' Exchange.

WANTED—Night fireman for low pressure steam boilers. Must be temperate. $75.00 per month. State references. Address M. J. care The Florists' Exchange.

WANTED—Experienced man for general store work. Must be able to wait upon the highest class of customers. References required.
Wm. Kather, 754 Madison Ave., N. Y.

WANTED—Young woman for retail florist store. Apply to A. D. Mellis, 3421 Snyder av., Flatbush, Brooklyn, New York.

WANTED—An experienced store man for first-class flower store. Must give reference and state wages. T. Malbranc, Johnstown, Pa.

WANTED—Night fireman; 4 hot water boilers. steady position. Good wages. John Reck & Son, Bridgeport, Conn.

WANTED—Two night firemen for plant 25 miles from New York. State salary expected. Address M. B. care The Florists' Exchange.

WANTED—Salesman in plant department. Salary $25.00 per week. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—Experienced gardener. A. T. Bunyard, 413 Madison ave., N. Y. City.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr XX heavy	$3.00	$26.00
2 yr. No. 1	2.50	18.00
2 yr. No. 2	2.00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries, 331 Broad st., Red Bank, N.J.

ANCHUSAS

Field Clumps. Opal, Italica Dropmore, Perry's Variety, $5.50 per 100, $50.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

ASPARAGUS

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00 .Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS — 2½-in., strong 3½c.; 3-in., 7c.; Sprengeri, 2½-in., well established, 3c. Gullett & Sons, Lincoln, Ill.

ASPARAGUS—Plumosus. 2¼-in. pots, $3.00 per 100. Geo. C. Drew, Hyannis, Mass.

BARBERRY

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra	7.00	60.00

Packed free of charge
CHARLES BLACK, HIGHTSTOWN, N. J.

BARBERRY'S GOLDEN PRIVET—Barberry Thunbergii, 18 to 24-in., $5.00 per 100, $40.00 per 1000; 2 to 3-ft., $8.00 per 100, $75.00 per 1000. Golden Privet, 12 to 18-in., $3.00 per 100, 18 to 24-in., $5.00 per 100.
Wm. von Helms, Monsey, N. Y.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO.

BERBERIS THUNBERGII — 10 miles of it. The Conard & Jones Company, West Grove, Pa.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

BULBS

GLADIOLUS BULBS

I am ready to quote prices on Massachusetts grown Gladiolus bulbs of A-No. 1 quality for shipment November 1 or later.

America	Mary Fennell
Augusta	May
Baron Joseph Hulot	Mrs. Dr. Norton
Brenchleyensis	Mrs. Francis King
Czar Peter	Mrs. Frank Pendleton
Chicago White	Mrs. Watt
Empress of India	Myrtle
Europa	Niagara
Glory of Holland	Panama
Golden West	Peace
Goliath	Pink Beauty
Halley	Pink Perfection
Ida Van	Schwaben
Independence	Roos' Extra Choice Mixture
L'Immaculee	Roos' Exhibition Mixture
Loveliness	Roos' Primulinus Hybrids Mixture

and many other varieties, all sizes
State varieties, sizes and quantities wanted also date of shipment.
My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.
JELLE ROOS
Gladiolus Specialist Box B., Milton, Mass.

Send us your list of requirements. We are ready to quote you on all leading varieties in large quantities. Samples will be sent on request. Those who placed their Gladioli orders last Spring with J. J. Grullemans & Sons, of Lisse, Holland, will receive their bulbs from this company, as shipping from Holland will be almost impossible this Fall.
The Grullemans Co., R. F. D., Avon on Lake, O.

Continued on Next Column

STOCK FOR SALE

BULBS

LILIUM GIGANTEUM
Sound, uniformed sized bulbs from cold storag
We ship First and Fifteenth of each mont

6-8-in , 400 bulbs to case		$21.(
7-9 in., 300 to case at Chicago		20.(
LILIUM RUBRUM	100	100
8– 9-in., 200 to case	$7.00	$65.(
9–11-in., 140 to case	10.00	95.(
LILIUM AURATUM		
9–11-in , 100 to case	9 50	90.(

Ask for other sizes and kinds
VAUGHAN'S SEED STORE
New York Chica

FREESIA PURITY—For high class florist trad
The kind to grow for profit. Carefully selecte strain of Purity:
No trace of Refracta in our stock.

Size	Per 10(
½ to 5/8-in	$4.(
5/8 to ¾-inch	7.(
¾-inch and up	14.(

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Ca

CHINESE LILIES—clean, vigorous, new cr bulbs, California grown. None will be import this Fall. Order promptly to avoid disappoin ment. Satisfaction guaranteed.
Single nose $20.00 per 10(
Double nose 30.00 per 10(
JOHN R. WALSH, 502 California st., S Francisco, Cal.

GREENHOUSE GROWN FREESIAS PURIT
Entire stock of bulbs for sale

Sizes	Per 10(
3/8-in. to ½-in	$5.(
½-in. to 5/8-in	7.(
5/8-in. to ¾-in	10.(
Bulblets, flowering size	2.(

George E. Lasher, Great Neck, L. I., N. Y.

NARCISSUS BULBS—I hereby offer my enti stock of choice Narcissus bulbs, both Poeti and Double, at $1.00 per 100, or $8.00 per 100 This is an opportunity to get choice import stock at a time when bulbs are so scarce. Ca must accompany order.
J. W. Drumm, Sparkill, N. Y.

Clean, healthy, young stock, absolutely fr from disease. 40 leading commercial va ieties. Prompt shipment after Nov. 1st. Re sonable prices. Send for wholesale lists.
T. H. Fuller, Gladiolus Specialist
649 Marshal st., Battle Creek, Mic

FREESIA—Improved Purity. We have Chicago a small surplus at following prices p 1000 ⅜ to 1-in , $18.00, ⅜ to ⅝, $12.00, ½ 5/8-in., $7.50. All plump carefully graded. Vaughan's Seed Store, Chicago and New Yo

BULBS—Of all descriptions. Write for price
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

CALENDULAS

CALENDULA—Orange King. "True" selecte strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CALLAS

CALLA LILY PLANTS

	Per dc
Strong, 4-inch	$4.(
Strong, 6-inch	6.(

Some buds showing.
FRENCH HYDRANGEAS

Strong plants, 5 to 8 heads	$5.(
2 to 5 heads	3.(
Strong, single heads	3.(

Cash with order.
Brooklake Greenhouses, Madison, N.

CALLA ÆTHIOPICA
A few hundred large size roots.
Prices on application
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, P

CARNATIONS

Owing to lateness of the season many varieti are in short supply.
We have, however, at this time, a good suppl of the following:
Matchless, Alice, Miss Theo
and Albert Roper
Stock in excellent condition
Send us a list of your wants, and we will b pleased to quote.
S. S. PENNOCK CO.
1608-1620 Ludlow st., Philadelphia, P.

CARNATION PLANTS
White Perfection, $6.00 per 100, $50.00 p 1000. Geo. Peters & Sons, Hempstead, N.

CARNATIONS—Fine, field grown plants; 300 Perfection and 5000 Pink Mackie.
J. Bennett & Son, Blue Point, L. I.

Continued on Next Page

STOCK FOR SALE

CARNATIONS

Excellent Stock

Mrs. C W Ward, White Enchantress,	Enchantress,	
7.00 per 100, $60.00 per 1000	100	1000
Matchless, very fine	$6.00	$50.00
Cottage Maid	8.00	70.00
Nice	6.00	50.00
Miss Theo	5.00	45.00
300 White Enchantress, 2d size	4.00	35.00
1000 Rose Pink Enchantress, 2d size, excellent value	4.00	35.00

C. C. Trggit, Wholesale Plantsman
25 Bulletin Bldg, Philadelphia, Pa.

CARNATIONS—Pink and White Enchantress Strong, field-grown plants, $60.00 per 1000. Henry Smith, Grand Rapids, Mich.

CARNATIONS—Field-grown. See display. Roman J. Irwin, 108 West 28th st., New York.

CHRYSANTHEMUMS

We are now booking orders for young plants, for early delivery of the following early Pompons, all new of 1918

Golf, Salmon pink, ready to cut Oct. 10-15.
Alina, Rose pink, ready to cut Oct. 15-20.
Zaneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-20.

PRICE:

1.00 per 10, $8.00 per 100, $75.00 per 1000.
There will be no change in the price before May 1st, 1919.

We can also supply the following early standard sorts.

Sunora, Bright yellow, ready Oct. 15-20.
Eliza, Light pink, ready Oct. 10-15.
Wakibo, Golden chamois, ready Oct. 15-20.

PRICE:

Price, per 10, $4.00 per 100, $35.00 per 1000. 5 of a variety at 10, 25 at 100, 250 at 1000 rate. These are the best early Pompons to date, and those desiring early kinds should resort to those mentioned above.

Elmer D Smith & Co., Adrian, Mich.

CHRYSANTHEMUM "YELLOW ADVANCE" STOCK PLANTS NOW READY

Early variety brought money this year, and Yellow Advance is the most profitable early Mum we ever handled Quantity limited of stock plants from the bench:

30c. per plant; $3.00 per dozen

CHARLES H. TOTTY COMPANY
MADISON NEW JERSEY

BEAUTIFUL POT MUMS. Unaka, Caprice, Lincoln, Patty, etc., in half open bud. Prime condition to ship. Quick sellers. 4-in. 20c; 5-in. 35c and 40c., 6-in. 50c., 65c. and 75c; 7-in and 8-in. $1.00 and $1.25. Add 5% for shipment out of pots or 100 in pots.

Gullett & Sons, Lincoln, Ill

MUM STOCK PLANTS—G. Glow, Unaka, Oconto, Pink Chieftain, Chas. Razer, 5c. each. Cash. Theodore Strezeski, Wortendyke, N. J.

CINERARIAS

(dwarf)

Grown by a man who knows how. A real high grade strain. Ready now.

Cash, or satisfactory reference from parties not having an account with us.

Cotter Granger Co., Jamestown, N. Y.

CINERARIAS—Semi-dwarf, best strain, from 2¼-in. pots. $5.00 per 100, $45.00 per 1000. Henry Schmidt, 673 Church Lane, No Bergen, N J.

CINERARIAS—2¼-in. See display, page 655. Roman J Irwin, 108 West 28th st, New York

CINERARIAS—Fine, 3-in., $5.00 per 100. Cash J W Miller Shiremanstown, Pa

CINERARIAS Dwarf strain 2¼ in. $4.00 per 100 Geo C Drew, Hyannis, Mass

COLUMBINES

QUILLGIA CÆRULEA HYBRIDA -All colors and shades, fine cut flower next season if planted now, $5.00 per 100. See our trade list for other perennials

AYSIDE GARDENS, MENTOR, OHIO.

CYCLAMEN

CYCLAMEN -Mixed colors, mostly salmon pink red and rose, best strain, exceptionally good stock, 4-in., $25.00, 5-in., $45.00, paper pots Kamp & Spanti Co., North Milwaukee, Wis

CYCLAMEN—See display ad. page 655. Roman J Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy phlox, hardy Chrysanthemums and Iris. Write for quotations.

Hatboro Flower & Fruit Farms, Hatboro, Pa.

Continued on Next Column

STOCK FOR SALE

DAISIES

DAISIES—Boston Yellow, $7.00 per 100; Giant White, $6.00 per 100. 2¼-in. pots, strong plants.

Henry Schmidt, 673 Church Lane, No. Bergen, N.J.

DAISIES—Bellis Monstrosa. Pink or white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000, $8.25 per 3000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

DRACÆNAS

DRACÆNA -Indivisa. 3-in. $7.00 per 100. Geo C. Drew, Hyannis, Mass.

ERICAS

Younger stock for growing on. Strong, healthy plants out of 2½-in. pots Biggest percentage will set buds and bloom for September and October delivery.

Fall varieties:	100
Gracilis Autumnalis	$12.00
Ovata	12.00
Xmas varieties:	
Fragrans Melanthera	15.00
Regerminans	15 00
Pres. Carnot	20.00
Pres. Felix Faure	20.00
King Edward	20.00
Easter varieties:	
Cupressima	20.00
Persoluta Rosea	15.00
Persoluta Alba	15 00
Translucence	25.00

Ericas can be kept at 40° to 45° night temperature in Winter

Packing charges, 50cts. for each $10 value.

Terms: Cash with order, please.

ANTON SCHULTHEIS
316 19th street., College Point, N. Y.

FERNS

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 2½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.

Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.

The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.

B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

BOSTON FERNS—From bench, 10 to 15 fronds, ready for 6 and 7-in. pots, $20.00 and $25.00 per 100. Cotter-Granger Co., Jamestown, N. Y.

FERN SEEDLINGS AND OTHER FERNS—In any quality; see advertisement on page 660. J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS -All varieties. See display. Roman J. Irwin, 108 West 28th st., New York.

HARDY FERNS-Illustrated descriptive list mailed Ludwig Mosbaek, Ferndale, Askov Minn

BOSTON FERNS -2¼-in. $5.00 per 100 Geo. C Drew, Hyannis, Mass

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early: stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.

John M. Barker, P. O. Box 225, Morristown, N. J.

GERANIUMS

GERANIUMS

We book orders for Winter and Spring delivery. Stock ready after Oct 1st

Only A1 stock, the best your money can buy. Ricard, S. A. Nutt, Poitevine. 2½-in., $3.00 per 100, $26.00 per 1000; 3-in., $3.50 per 100, $28.00 per 1000.

Cash with order No attention to C. O. D.

Rudolf Irsa, Eash Hampton, N. Y.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.

Geo. W. Mount, Silver Creek, N. Y.

Continued on Next Column

STOCK FOR SALE

GERANIUMS

GERANIUMS -Ricard, Poitevine 2¼-in. $3.00 per 100. Geo. C. Drew, Hyannis, Mass.

HARDY PERENNIALS

IRIS—Sibirica: Snow Queen, Cærulea; Germanica Aurea. Hemerocallis. Dr. Regel, Aurantiaca, Sovereign. Extra strong clumps, $5.00 per 100. Wm. Tricker, Arlington, N. J.

HARDY PLANTS

Strong, field-grown plants, 2 years old. Aquilegia Hybrids, Achilles The Pearl, Alyssum Saxatile, Anthemis Kelwayi, Astilbe Japonica and Davidii, Baptisia Australis, Boltonia Asteroides and Latisquama Nana, Campanula Media, Chrysanthemums Maximum, Coreopsis Lanceolata, Delphinium Chinensis, Dianthus Barbatus and Plumarius, Funkia Media Variegata, Hibiscus Moschentos and Crimson Eye, Iris Germanica and Orientalis, Lychnis Chalcedonica, Pentstemons in named varieties, Rudbeckia Purpurea. Send for Trade List $5.50 per 100, $50.00 per 1000. Palisades Nurseries, Inc., Sparkill, N. Y.

HELIANTHEMUMS

Strong, field or pot grown plants Mutabile, Croceum and dbl Orange, $5.50 per 100, $50.00 per 1000. Palisades Nurseries, Inc, Sparkill, N Y.

HEMEROCALLIS

Strong clumps Flava, Kwanso, fl. pl Orangeman, Thunbergi, Florham, Apricot, etc., $4.00 per 100, $35.00 per 1000.

Palisades Nurseries, Inc., Sparkill, N. Y.

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and Single, mixed colors, $4.00 per 100. Other Hardy Plants also.

WAYSIDE GARDENS, MENTOR, OHIO.

HYDRANGEAS

HYDRANGEAS—Pot grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibrave, Radiant, Bouquet Rose, Avalanche, Mme. Trautfault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere.

Flowering branches	Per 100
4	$20.00
5 to 6	30.00
7 to 10	40.00
10 to 12	50.00
12 to 15	75.00

Terms: Cash with order. Packing charges of 5% of value of order will be added

Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS

Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.

	Each
7-inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2¼-inch	05

A Colle, Doylestown, Pa.

HYDRANGEAS—Field-grown plants for Easter use. Beautiful stock, planted out from 4-in. pots of the following varieties: Generaide Vibraye, Bouquet Rose, Madam Mouillicre and Otaska. Well branched and sturdy. Price. $10.00 per 100. CHARLES H. TOTTY CO., MADISON, N. J.

HYDRANGEA OTAKSA—Prepared for forcing, Large plants for tubs, 8 to 10 branches, 40c., 6-in., 4 to 6 branches, 25c., 4-in., 3 to 6 branches, 15c Cash, please.

Benj. Connell, Merchantville, N. J.

HYDRANGEA OTAKSA—Field-grown, extra strong, planted out from 4-in. pots. $25.00-$35.00 per 100.

Mountain View Floral Co., Portland, Oregon

HYDRANGEAS—Field-grown See display. Roman J. Irwin, 108 West 28th st., New York.

IRIS

LIBERTY IRIS—$5.00 per 100, $45.00 per per 1000: our selection of the following varieties, as Albert Victor, Catarina, Florentina alba, Mad. Chereau, Mrs Neubronner, Queen of May, Pallida dalmatica, Queen Vict. Louise, King of Iris.

Mountain View Floral Co., Portalnd, Oregon

JERUSALEM CHERRIES

JERUSALEM CHERRIES 2 year old, good stock, large berries, 5-in. pots, 18 to 24-in. high, 20c. to 40c. each. Hardy herbaceous plants, 2 year, 4-in. pots; large Privet, 10 to 14 ft., for screens and windbreaks. Tree Rose Sharon, 10 ft., good stock. Write for particulars. F. A. Bolles, 1233 East 10th st., Brooklyn, N. Y.

JERUSALEM CHERRIES—See display. Roman J. Irwin, 108 West 28th st., New York.

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $14.00; 1000, $27.00.

Vaughan's Seed Store, New York

Continued on Next Column

STOCK FOR SALE

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000	Spiræa Van Houttei, 18-24-in., 2-3 ft., 3-4 ft. and 4-5 ft.
300,000	Berberry Thunbergii, 2 and 3-yr., transplanted, 12-18-in., 18-24-in., 2-3 ft.
50,000	Carolina and Lombardy Poplars, 6-8 ft., 8-10 ft., 10-12 ft.
20,000	Elm, American, 6-8 ft., 8-10 ft., 10-12 ft., 12-14 ft.
25,000	Spruce, Norway, 12-18-in., 18-24-in., 2-3 ft. and 3-4 ft.
200,000	Privet, California, Ibota, Polish and Amoor River North 12-18-in., 18-24-in., 2-3 ft.

Also a large and complete line of Fruit trees, Shrubs, Ornamentals, Currants, Gooseberries Raspberries, Blackberries. Roses, etc., for the wholesale trade. Send for prices.

T. W. RICE, GENEVA, N. Y.

Lining out stock: Deutzia Gracilis and Lemoinei Hydrangea P. G., Weigelias, Spiraea Van Houttei, Prunifolia, Kerrias and other stock. Send for prices. A. Ourada, Narragansett Pier, R. I.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots.	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10 00 per 100.

J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

PANSIES—Only stocky seedlings, $4.00 per 1000 Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.

J.B.Braun, Parkside Greenhouses, Hightstown, N.J.

PANSIES—Steele's Mastodon Greenhouse Special, seed from originators, showing buds well rooted in Jersey sandy soil. $5.00 per 1000, 75c. per 100.

Carter's Pansy Garden, Mt. Holly, N. J.

PANSY PLANTS—Steele's Private Stock Mixed, $5.00 per 1000; Steele's Mastodon Mixed, $4.00 per 1000. These are strong, stocky plants, Aug. sown. Good packing. Cash with order.

C. C. Breece, R. 7, Delaware, O.

PANSY PLANTS Strong and stocky, "Superb Strain", $3.00 per 1000; $8.25 per 3000. Cash. Prompt shipment. These plants and strain will please you. Brill Celery Gardens, Kalamazoo, Mich.

PANSIES—Giant flowering, in great assortment of colors, fine plants sown thin, $3.00 per 1000 Cash. Byer Bros., Chambersburg, Pa.

PANSY PLANTS First-class, 60c per 100, $3.50 per 1000

Harry P. Springs, Good Ground, N Y

PELARGONIUMS

PELARGONIUMS—See page 655. Roman J. Irwin, 108 W. 28th st., New York.

POINSETTIAS

POINSETTIA PLANTS—Christmas red variety. 2½-in. $6 00 per 100, $50.00 per 1000; 250 plants at the 1000 rate.

Brant Bros., Inc., Utica, N. Y.

POINSETTIAS—See page 655. Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

Primulas with a reputation now ready.
Obconica, true Silver Dollar strain
Appleblossom, Rosea and Kermesina and other varieties
From 2¼-in. pots
$5.00 per 100, $45.00 per 1000
Kewensis (yellow) from 2¼-in. pots
$5.00 per 100.

HENRY SCHMIDT
673 Church Lane North Bergen, N. J.

ENGLISH PRIMROSES

Are you wondering what to fill your houses with after the early 'Mums are cut? Why not plant English Primroses? They don't require much heat and are certain to prove a profitable investment. Superb as pot plants or for cutting. Field-grown clumps.

$8.00 per 100, $75.00 per 1000.

CHARLES H. TOTTY COMPANY
MADISON, NEW JERSEY

Continued on Next Page

Use These Columns For Good Results

STOCK FOR SALE

PRIMULAS

PRIMULA— obconica. We offer for immediate delivery nice, sturdy obconica. 2-in., $5.00 per 100; also nice 3-in., $7.00 per 100. For delivery from Sept 1st, on. Cash or satisfactory references from parties not having an account with us. Cotter Granger Co., Jamestown, N. Y.

PRIMULA OBCONICA GIGANTEA—Fine, large plants, mostly rose and red, in bud or bloom. 4 in. $8.00 per 100. 5-in. $15.00 per 100. Chinese 4-in. $8.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N.Y.

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.
J. H. Fiesser, North Bergen, N. J.

PRIMULA OBCONICA—3-in. Strong plants, $6.00 per 100. Malacoides, 3-in., $5.00 per 100. These plants will please you. Cash.
M. S. Etter, Shiremanstown, Pa.

PRIMULA MALACOIDES—2½-in. Ready now. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA
Fine, large plants Mammoth flowering 4-in. 8c.
SAMUEL WHITTON
Churchill Ave. Utica, N. Y.

PRIMULA Malacoides. Per 100 2-in. $3.50; 3-in. $5.00. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PEONIES

Peonies ready for new PEONIES
The following special offer for early order the best commercial cut flower varieties, selected, 3 to 5 eye roots.

	100	1000
Umbellata Rosea. Earliest, light pink	$5.00	
Edulis Superba. Very early, deep pink	15.00	$120.00
Madame deVerneville, early, white	15.00	120.00
Festiva maxima, early, white	15.00	120.00
Duchess deNemours. Early, white wonderful bloomer	15.00	120.00
Mons. Jules Elie. Early, pink	35.00	
Floral Treasure. Midseason, pink	15.00	120.00
Venus. Midseason, pink (beautiful)	30.00	
La Lorraine. Midseason, redness	15.00	
Felix Crousse. Midseason, red	25.00	120.00
Couronne d'Or. Late white	15.00	120.00

250 at the thousand rate
Special prices on lots of 2000 or more
Boxes and packing extra at cost
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

PEONIES—SPECIAL OFFER
Most profitable cut flower and best general planting varieties for ... Per 100

2000 Umbellata Rosea. Pink, earliest, always blooms by Decoration Day, a real money maker	$25.00
2000 Madame de Verneville, early, white	10.00
5000 Duchess de Nemours, early, white, wonderful bloomer and most profitable of the white varieties	10.00
1000 Floral Treasure, pink, extra fine	10.00
5000 Festiva Maxima, early, white	10.00
500 Edulis Superba, early, pink	10.00
500 Felix Crousse, best red	20.00
500 Venus, pink superior to Mons. Jules Elie and most beautiful of all Peonies in bud	25.00

Liberal three to five eye divisions
Quality guaranteed to please *you*.
Harmel Peony Company, Berlin, Maryland

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	

AMOOR RIVER NORTH

18 to 24-in., well branched	$3.00	$25.00
2 to 3 ft., well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK, HIGHTSTOWN, N. J.

12-15,000 CALIFORNIA PRIVET—From 18-in. to 4-ft. high; cut back once. Would make very low price for all. Also will sell in 100 and 1000 lots. Wm. von Helms, Monsey, N. Y.

4000 CALIFORNIA PRIVET—3 year old plants, for sale on the ground. $30.00 per 1000.
W. A. French, Newman Springs Rd. Red Bank, N.J.

ROSES

BEES' WELSH-GROWN ROSES
The necessity for reducing output of Roses etc., in order to increase National Good Production, renders it impracticable and unnecessary to advertise as largely as usual. Regular buyers have had a printed offer sent to them and there are a few copies still available for applicants. Please let is have your orders and applications early, so that we may have ample time to give you prompt delivery. Thank you!
BEES Ltd. 175-181 Millst., LIVERPOOL, ENG.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

Continued on Next Column

STOCK FOR SALE

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528.
Western Rose Co., Pasadena, California

See ad. Sept. 28, or send for complete stock list
Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEDUMS

Strong clumps of 4-in pots. Spectabile, Brilliant, Atropurpureum, Oppositifolium, etc. $5.00 per 100, $45.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

SEEDS

ZVOLANEK'S SWEET PEA SEED
We offer for immediate delivery Zvolanek's compelte list of the best Standard Varieties. Also his latest tested novelties.
Send us a list of your wants
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

SHRUBS

SHRUBS—Send for new complete price list.
The Conard & Jones Company, West Grove, Pa.

SMILAX

SMILAX—2¼-in., fine plants $3.00 per 100.
Henry Smith, Grand Rapids, Mich.

SMILAX—Extra good plants, 2-in., $3.00 per 100. Brown's Greenhouses, Clyde, Ohio.

SNAPDRAGONS

SNAPDRAGON Silver Pink 2½-in., strong, well branched seedling plants, $3.50 per 100; strong seedlings, 75c. per 100. Cash with order.
Hillview Greenhouse Co., La Crosse, Wis.

SNAPDRAGON—Silver Pink, white and yellow. 2¼-in., strong, clean plants, $5.00 per 100, $45.00 per 1000 Cash.
Hopkins, The Florist, Brattleboro, Vt.

SNAPDRAGONS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

SNOWBALLS

SNOWBALLS—Japan Snowball, heavily rooted, 3-in. pot plants, at $50 per 1000; also from 1 to 3 year, $10 to $25 per 100.
The Conard & Jones Company, West Grove, Pa.

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4 in. 15c; 5-in. 30c; 6-in. 40c. None but well berried plants sent out; pot grown.
Abbey Ave. Greenhouses, Dayton, O.

STEVIA

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 655.
Roman J. Irwin, 108 West 28th st., New York.

SWEET WILLIAMS

SWEET WILLIAM—Choice, mixed colors, strong seedlings, 50c. per 100.
Frank Wildman, 35 Locust av., Danbury, Conn.

VINCAS

VINCA VARIEGATA—2¼-in. stock, extra strong, last year's propagation. $5.00 per 100, $45.00 per 1000.
Mountain View Floral Co., Portland, Oregon

VINCA VARIEGATA—Good hardy, field-grown clumps, $5.00 per 100, $45.00 per 1000.
The Livingston Seed Co., Columbus, Ohio.

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINCA VARIEGATA—2¼-in. pots, $2.50 per 100; Rooted Cuttings, $1.00 per 100.
Geo. C. Drew, Hyannis, Mass.

VINCA VARIEGATA—Fine field clumps. $4.00 per 100. Cash, please. Geo. L. Ely, Clyde, N. Y.

VINES

VINES—Honeysuckles, Clematis, Wisterias, Euonymus, Matrimony Vine. See complete price list.
The Conard & Jones Company, West Grove, Pa.

VIOLETS

VIOLETS—Fine, field-grown plants of Princess of Wales and La France. Write for prices.
Donald McQuivey, 12 Deveaux st., Utica, N.Y.

Continued on Next Column

STOCK FOR SALE

MISCELLANEOUS STOCK

	100	1000
BELLIS—Snowball and Longfellow. Monstrosa Alba, very strong plants.		$4.00 4.50
SMILAX—Out of 2¼-inch pots	$3.00	
PEPPERS—Xmas Joy, very heavily fruited, 4-in., pot-grown	12.00	
JERUSALEM CHERRIES—Field-grown. Very heavily berried, ready for 5-5½-in. pots	20.00	

A. L. MILLER,
Jamaica, New York

CARNATIONS PLANTS—Field-grown, free from disease, nice and bushy: 10,000 Matchless, 1000 Albert Roper, $7.00 per 100, $60.00 per 1000. Also 1200 nice Colossal Mignonette plants for sale. Owner coming in draft age, reason for selling. T. E. Palmer & Son, Mendenhall, Pa.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

VEGETABLE PLANTS

FRENCH ENDIVE ROOTS—Selected size, cut to proper length 75c. per doz., $3.50 per 100, $30.00 per 1000. For cultural directions, see issue of The Florists' Exchange, Sept. 21, page 456. Cash or reference. R. W. McClure, Sunny Slope Greenhouses, 401 McClure av., Syracuse, N. Y.

CABBAGE, CELERY AND TRIPLE CURLED PARSLEY PLANTS—Field-grown, 50 cents per 100, $3.00 per 1000, prepaid. $2.00 per 1000, not prepaid. F. M. Pattington, Scipioville, N. Y.

20,000 Chicory Witloof or French Endive. Extra strong roots. $3.00 per 100, $28.00 per 1000. Hugo Schmidt, Green Lane Farm, Succasunna, N. J.

15,000 CHICORY WITLOOF ROOTS—Extra strong, 1st. size, $4.00 per 100, $30.00 per 1000; 2nd. size, $3.00 per 100, $24.00 per 1000. Louis Chetaud, Sunnyside Garden, West End, N. J.

STOCK WANTED

NURSERYMEN, ATTENTION! WANTED
400 Fraxinus Americana (White Ash), 3-4-in. caliper.
1000 Oxydendrums (Sorrel Tree), 4-5 ft. high.
1000 Oxydendrums (Sorrel Tree), 2 ft. high.
500 Nyssa Sylvatica (Sour Gum), 2-3 ft. high.
Early reply, saying what you can supply, appreciated.
John H. Troy, Nursery, New Rochelle, N. Y.

Good market for all kinds of outdoor cut flowers. If you have any Dahlias, Gladioli, Asters or other flowers, ship them to us at once, along with any indoor stock that you may have Good prices. Prompt returns.
A. L. Young & Co., 54 West 28th st., New York

FOR SALE OR RENT

FOR SALE—5000 ft. of glass, all heated with hot water; 8 acres of land, 5-room house, 1 horse market wagon, farm wagon, 1 Ford, 1 truck. Houses all filled. A bargain. Retail business. John Lealman, R. 1., Box 50, Wheat Rd., Vineland, N. J.

FOR SALE—Property, consisting of 10-room dwelling house and 6 acres of ground; 1 hour from New York. Open for inspection. Address Michael Weigand, 7 Grand av., cor. Paterson av., No Bergen, N. J.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York.
Jacob Hauck, 49 Montgomery st., Bloomfield, N.J.

SUNDRIES FOR SALE

FOR SALE
20 boxes of double thick glass, 16x24, $5.00 per box.
1000 ft. of 2 -in. pipe, 12c.
100 ft. of 3 -in. pipe, 16c.
500 ft. of 1½-in. pipe, 8c.
400 ft. of 1¼-in. pipe, 6c.
John McMenamin, Florist
212 Merrimack st., Lowell, Mass.

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.50 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 5c. ft.; 1½-in. 9½c ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—To be removed: 15 sash greenhouses and 1 fixed roof, Hitchings' heating apparatus, in Secaucus, N. J. Michael Weigand, 7 Grand ave., cor. Paterson av., No. Bergen, N. J.

Continued on Next Column

SUNDRIES FOR SALE

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

COAL

FOR SALE—By carload, Anthracite Coal Screenings consisting of 2-3-4- Buckwheat sizes and silt. $1.60 per ton, F. O. B. mines Address 622 Scranton Life Bldg., Scranton, Pa

FERTILIZERS

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$2.80	$13.50	$25.00
Bone Meal Rose Grower, "Vaughan's Special"	4.35	18.50	35.00
Bone Meal, Regular	4.00	15.00	29.00
Dried Blood	9.00	43.00	87.00
Nitrate of Soda	7.50	29.50	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10 bbl. bale, $3.00; 5 bales, $12.50; 5-5 bbl. bales, $8.50. Peat $1.25 per bag; burlap, 50c. extra; cash 5c. less
Jos. H. Paul, Box 156, Manahawkin, N. J.

POTS

FOR SALE—10,000 used pots, 2-3½-in. half price. W. H. Salter, Rochester, N. Y.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

BUSINESS OPPORTUNITIES

A splendid chance in tropical Florida for practical florist, either for rent or sale. A 5 acre garden tract, excellent soil, cultivated. There are 12 frames, 100 ft. each, equipped with irrigation and more than necessary shades, etc. City water, with 6 room new dwelling and packing house. Frames are stocked with rare tropical plants. This is a life chance. With $1000 or more you can be right in business. No coal bills. Write to P. O. Box 381, Orlando, Fla.

Trade Notes

ALBANY, N. Y. Frank S. Sutherland at one time with Vaughan's Seed Store New York City, and for the past five years traveling salesman for Frederick W. Eberle, this city, died suddenly on Sunday, Sept. 29, at Livonia, N. Y. Burial was in the Rural Cemetery, Albany. Mr. Sutherland's mother and three brothers live in Edinburgh, Scotland, and a married sister in Kansas City, Mo.

SCARSDALE, N. Y. John F. Burfeind has filed a petition in bankruptcy; assets $330; liabilities $10,173.

WYNCOTE, PA. By the death of Dorr Schober the S. A. F. and O. H. loses one of its most affable and amiable members and the firm by whom he was employed one of the best palm growers in the country. Modest and unassuming he was a genial friend and loved by all who knew him intimately. His place is not easily to be filled. JOHN G. ESLER.

Some Apple Crop

A few years ago the writer had the pleasure of being driven for what seemed to be miles along a roadside at the bottom of a 1000ft. hill, which was covered almost to its summit with Apple trees bearing the choicest fruit. Help was in plenty and packing and loading into waiting railroad cars was progressing merrily. This year the work will be done by 75 students from Baltimore. The orchard is situated at Hancock, Washington Co., Md., well north of Washington, D. C., contains 1000 acres and will yield, this season, 40,000 barrels. The orchard is managed on scientific lines and will well repay a visit. There are many other similar Apple orchards running south from this point along the mountain chain. The property mentioned is that of the Cohills, father and two sons.

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots
$2.00 per single gallon
Metropolitan Material Co.
PATENTED GREENHOUSES
335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

When it comes to Greenhouses come to Hitchings & Co.
Send for Supply Book
New York: 1170 Broadway Boston: 49 Federal St

When ordering, please mention The Exchange

FOLEY GREENHOUSES
SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
3075 S. SPAULDING AVE.
CHICAGO

When ordering, please mention The Exchange

A Tank That Lasts
The Caldwell Cypress tank is the tank that every florist needs. It costs a little more than some tanks but it gives [twice] the service.
Cypress grows in the water, and it's the natural wood for tanks.
Backed by our experience of 30 years in tank building.
Send for Catalogue
W. E. CALDWELL CO.
Incorporated
2010 Brook St., LOUISVILLE, KY.
Caldwell TANKS AND TOWERS

When ordering, please mention The Exchange

Book of Water Gardening.
PRICE $2.65 POSTPAID
T. DeLaMare Co., Inc., 448 W. 37th St., N.Y.

CAN SHIP ANY SIZE AT ONCE
Telephone or Telegraph Order at Our Expense
KROESCHELL BROS. CO., 468 W. Erie Street CHICAGO, ILL.

When ordering, please mention The Exchange

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
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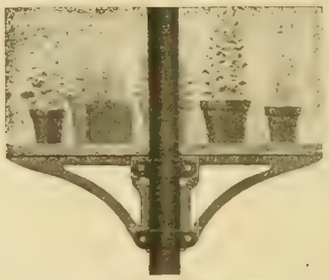

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Aschmann Bros.....698
Aschmann, Godfrey. .699
Ashley, Ernest.....706
Audubon Nurs.....699
Avenue Floral Co....708
Baker Bros.....707
Baker, Wm. J.....717
Barr, B. F. & Co.....700
Barrows, Henry H....698
Baumer, A. R.....708
Baur & Steinkamp. . 698
Bayersdorfer & Co. . 713
Bay State Nurs., The.700
Beaven, E. A.....711
Beckers' Cons.....706
Beckerts Seed Store 694
Begerow Floral Co....708
Bemb Floral Co., L...707
Bennet, C. A.....699
Bertermann Bros ,Co.707
Boddington Co., Inc..694
Bolgiano & Son, J....697
Bonnet & Blake.....715
Boston Floral Supply Co.....688
Bowe, M. A.....707
Braun, J. B.....713
Breitmeyer's Sons, J..707
Brown, Peter. 713
Brown Bag Filing Mach. Co., The....697
Bryan, Alonzo J.....697
Buckbee, H. W.....709
Bunyard, A. T.....708
Burnett Bros.....697
Burpee, W. A. & Co .697
Butler & Ullman.....709
Byer Bros.....690
Caldwell the Woodsman Co.....711
Campbell Bros.....698
Caplan, Florist.....706
Carbone, Florist.....706
Champion & Co.,John N.....708
Chicago Feed & Fertilizer Co.....718
Chicago Flower Grower' Ass'n, The.....699
Childs, John Lewis...697
Chinnick, W. J.....698
Christensen, Thos. P.698
Clarke's Sons, D.....708
Clay & Son.....718
Colonial Flower Shop.706
Conard & Jones Co...699
Coombs, Florist.....707
Cowee, W. J.....713
Cowen's Sons, N.....719
Craig Co., Robt.....713
Crowl Fern Co.....713
Cut Flower Exch.....715
Danker, Florist.....706
Dards.....708
Day Co., W. E.....710
De Buck, John.....713
Dietsch, A. Co.....723
Dorner & Sons Co....713
Dreer, H. A...690-718-19
Drumm Seed & Floral Co.....707
Eble, Chas.....708
Edlefsen-Leidiger Co.708
Edwards' Folding Box Co.....713
Edwards, Harry B....699
Emmans, G. M.....699
Eskesen, Frank N....698
Fallon, Florist.....709
Fenrich, Joseph S....717
Fetters, Florist.....707
Fletcher, F. W.....694
Foley Greenhouse Mfg. Co.....723
Ford, M. C.....717
Ford, Wm. P.....715
Fottler, Fiske, Rawson Co.....692
Friedman, Florist....706
Friedman, J. J.....718
Froment, H. E.....715
Galvin, Thos. F.....709
Gasser Co., J. M.....706
Giblin & Co.....719
Girvin, Willis B.....699
Gnatt Co., The Ove..711
Goldstein & Futterman.....715
Gove, The Florist....706
Graham & Son, A.....706
Grakelow, Florist....709
Grandy, The Florist. 709
Gude Bros. Co.....710
Gunther Bros.....715
Habermehl's Sons....709
Hahn, Florist.....706
Hanford, R. G.....699
Hardesty & Co.....706
Harris, S. G.....697
Hart, George B.....711
Heacock Co., Jos.....698
Heid, Frank.....723
Heiss Co.....707
Henry Co., John.....711
Henshaw Floral Co...715
Hentz & Nash, Inc...715
Herr, A. M.....713
Hess & Swoboda.....709
Hession.....709
Hews & Co., A. H....718
Highland Pk. Gnhs...707
Hill Co., E. G.....717
Hill Floral Co., E. G..706
Hill Nursery Co., The D.....700
Hitchings & Co.....724
Hollywood Gardens..710
Holm & Olsen.....710
Horan, E. C.....715
Horn & Bro., John F. 706
Hotaling, the Florist..706
Howard Rose Co.....700
Irwin, R. J.....695
Jacobs & Son, S.....723
Jackson & Perkins699-700
Jennings, E. B.....698
Johnston Bros.....709
Johnston & Co., T. J. 709
Joseph's Florist.....710
Joy Floral Co.....708
Kasting, Wm. F. Co. .685
Keller, John A.....708
Keller Pottery Co....718
Keller Sons, J. B.....709
Kelway & Sons.....697
Kentucky Tobacco Products Co.....718
Kerr, The Florist....707
Kervan Co., The....713
Kessler, Wm.....715
Knoble Bros.....706
Kooyman Co., Inc.C..694
Kottmiller, Florist...709
Kroeschell Bros. Co...718
Kromhout, A.....700
Kuebler, Wm. H.....715
Lager & Hurrell.....713
Lang Floral & Nurs. Co.....707
Lange, A.....706
Lange, H. F. A.....710
Langjahr, A. H.....715
Leahy's.....707
Leonard Seed Co.....688
Liggit, C. U.....697
Littlefield & Wyman .699
Lockland Lumber Co.719
London Floral Shop. 709
Lovett, Lester C....700
Lovett, Inc., J. T....700
Ludwig Floral Co., E. C.....709
Mackie, W.....715
Macnair, Florist.....709
Mader, Paul.....699
Malandre Bros.....709
Marshall & Co., W. E.697
McCallum Co.....711
McCarron, Miss.....708
McClunie, Geo. G....707
McCullough Seed Co., The Chas. J.....694
McHutchison & Co..692-694
McManus, James.....715
Meehan, C. E.....717
Metarie Ridge Nursery Co., Ltd.....708
Metropolitan Material Co.....719
Meyer, Adolph.....709
Michell Co., Henry F.692
Michigan Cut Flower Exchange.....711
Michler Bros. Co.....708
Miller, A. L.....700
Miller Floral Co.....710
Mills, the Florist....707
Mountain View Floral Co.....699
Munk Floral Co.....707
Murray, Samuel.....707
Murray, Florist.....708
National Florists' Board of Trade....699
National Nurseryman Pub. Co., Inc.....700
Neidinger Co., J. G...713
New Brunswick Nurseries.....700
New England Florist Supply Co., Inc....717
Nicotine Mfg. Co....719
Niessen Co., Leo....717
Noe & Sampson.....715
Ouwerkerk, P.....700
Palmer, F. E.....706
Palmer & Son, W. J...706
Papworth, Harry....708
Park Floral Co., The.707
Parshelsky Bros., Inc.719
Peacock Dahlia Farms.....699
Peirce, E. Allen.....719
Penn, The Florist....706
Pennock Co., S. S....717
Peerless Iron Pipe Exchange, Inc.....723
Peters & Reed Pottery Co.....718
Pfaff & Kendall.....719
Philips Bros.....708
Pierce Co., F. O.....719
Pierson, Inc., A. N...685
Pierson Co., F. R....685
Pikes Peak Floral Co.706
Pillsbury, I. L.....707
Pittsburgh Cut Flower Co.....711
Polykranas, G. J.....715
Pulverized Manure Co., The.....718
Purdie & Co., D. S...708
Ramsburg, G. S. 694-719
Randall's Flower Shop710
Randolph & McClements.....709
Rawlings, Elmer.....690
Reck, John & Son....706
Reed & Keller.....713
Reinberg, Peter.....717
Rice Co., M.....713
Riedel & Meyer, Inc..715
Ritchy, F. W.....713
Riverview Nursery ..699
Robinson Co., H. M..715
Rock Flower Co., W..708
Robinson & Co., Inc., H. M.....711
Rodgers Floral Co...706
Roehrs Co., Julius...713
Rosemont Gardens...708
Rosary Flower Shop..706
Royal Glass Works..719
Rumbley Co., The...713
Rupp, John F.....694
Sauter, A.....715
Sceery, Ed.....709
Scheepers, Inc., John .694
Schling, Inc., Max., Seeds.....697
Schling, Inc., Max., Flowers.....709
Schmidt, J. C.....699
Scholtz, the Florist, Inc.....706
Schramm Bros.....710
Schulz Co., Jacob....708
Schwacke & Co., C...692
Scott, Florist.....706
Scottwood Gnhs.....710
Serphos, Norman.....697
Sheridan, Walter F...715
Siebrecht, Geo. C.....715
Skidelsky & Co., S. S.692
Skinner Irrigation Co.719
Smith & Fetters Co..706
Smith, Henry.....707
Smith, P. J.....715
Smith Co., W. & T...700
Smith & Co.,Elmer D.699
Smith, the Florist....707
Smith & Heinenway Co., Inc.....723
Snyder Co., B. A.....717
Solomon & Son, L....719
Southern Evergreen Co.....711
Spear & McManus...707
Speelman & Sons, C. J.....688
Stearns Lumber Co., The A. T.....719
Steele's Pansy Gardens.....688
Storrs & Harrison Co.699
Stumpp, Geo. E. M..709
Stumpp & Walter Co. 688-97
Syracuse Pottery Co.718
Taepke Co., G. H...707
Thompson & Co.,C.B.708
Thorburn & Co., J. M.694
Tomlinson Key Floral Co.....707
Traendly & Schenck...715
United Cut Flower Co., Inc.....699
Van Bourgondien, K. & Son.....686-92
Van Der Schoot, R. A.694
Vaughan's Seed Store.692
Vick's Sons, James...692
Vincent, Jr., & Sons..685
Walker Co., The F..708
Watkins & Simpson..692
Wax Bros.....706
Weber, F. H.....710
Weeks Nursery Co., Inc., C. H.....699
Weir, Inc., James...706
Welch Bros. Co.....717
Welch, the Florist....707
Wenk, Peter.....699
Western Rose Co.....690
Westman & Getz.....706
Whilldin Pottery Co..718
Wilk, John.....698
Wilson, H. E.....709
Wilson, R. G.....706
Wolfinger, Florist.....708
Wood Bros.....697
Woodruff & Sons,S.D.697
"X" Laboratories....723
Young & Co., A. L....715
Young & Co., John...715
Young & Nugent.....709
Young & Sons Co.,C.710
Zech & Mann.....717
Zvolanek, Ant. C.....694

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

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Adiantum....685-95-98
Ageratum.....695
Andromedas.....700
Areca.....692-98
Asparagus..692-94-95-97-698-99-713
Azaleas.....700
Begonias..685-95-97-98-99
Bellis.....692-99
Berberis.....699-700
Bleeding Heart.....700
Bougainvilleas.....695
Boxwood.....700
Buddleia.....700
Bulbs.686-88-92-94-95-97
Calceolaria.....692-95
Calendula...690-92-95-97
Callas.686-92-94-95-97-99
Cannas.....692-99
Carnations.695-97-99-713
Christmas Trees.....700
Chrysanthemums.....699
Cibotium.....698
Cinerarias692-94-95-97-99
Clematis.....699-700
Cocos.....699
Coleus.....685-94-97
Columbine.....699
Coreopsis.....699
Crocus.....686
Crotons.....685
Cryptomeria.....690
Cyclamen692-94-95-97-99
Daffodils.....686
Dahlias.....699
Daisies...690-92-95-97-99
Decorative Plants685-713
Delphinium....695-97-99
Deutzia.....700
Dianthus.....697
Dracæna 685-90-95-97-98-699
Elms.....700
Evergreens.....700
Farm Seeds.....697
Ferns....685-95-97-98-99
Ficus.....697-98
Forsythia.....700
Foxgloves.....699
Fraxinus.....699
Freesia...686-92-94-95-97
Fruits.....700
Fruit Trees.....700
Fuchsia..690-95-97
Gaillardias.....699
Genista.....695-97
Geraniums..685-90-95-97-699-713
Gladiolus.....686-92-95
Gypsophila.....692-95
Heather.....700
Heliotrope...685-90-95-97
Hemlock.....700
Holyhocks.....697-99
Hyacinths.....686-92-95
Hydrangeas685-95-97-700
Iris.....686-94-95-97-700
Ivy.....685-95-97-98-99
Japanese Maples.....700
Japonica.....700
Jerusalem Cherries.685-95
Juniperus.....700
Kalmias.....700
Kentias..685-92-95-98-99
Lantanas.....697
Latania.....697
Ligustrum.....700
Lilac.....700
Lilies...692-94-95-97-700
Lily of the Valley..692-97
Lindens.....700
Lobelias.....694
Lombardy Poplars.....699-700
Magnolias.....700
Marguerites.....697
Mignonette.....692
Myrtle.....685
Narcissus.....686-92-95
Norway Maple.....700
Norway Spruce.....700
Nursery Stock....699-700
Oaks.....699-700
Onion Sets.....688-94
Oranges.....700
Oxalis.....695
Orchids.....713
Palms.....685-713
Palm Seeds.....692
Pandanus.....685
Pansies..688-92-94-95-98-699
Pelargoniums.....695-97
Peonies.....697-700
Perennials.692-95-97-99-700
Petunias.....694
Phlox.....699-700
Phœnix.....698
Pinks.....699
Poinsettias.....695-97
Poplars.....699-700
Populus.....699-700
Primulas685-90-94-95-97-698-99
Primroses.....694
Privet.....699-700
Ranunculus.....686
Rhododendrons.....700
Roses.....690-97-99-700
Rubbers.....685
Salvia.....685-97-713
Scilla.....686
Seeds.....688-92-94-95-97
Shasta Daisy.....699
Shrub.....699-700
Smilax.....690-95
Snapdragon.692-94-95-97-699
Spiræa.....700
Spruce.....700
Stevia.....695
Stocks.....694-95-99
Swainsona.....685-97
Sweet Peas..688-92-94-95-697
Sweet William.....697-99
Taxus.....700
Syringa.....700
Thuvas.....700
Trees.....700
Tulips.....686-92-94-95
Ulmus.....699
Varnish Tree.....700
Vegetable Plants..694-97-699
Vegetable Seeds...688-97
Verbena.....694
Vincas.....695-99-713
Violets.....695-97-98
Weigela.....700

MISCELLANEOUS

Aphine.....695-718
Aphis Punk.....695-719
Artificial Flowers.....688
Bamboo.....694
Baskets.....688-711
Boilers.....719-24
Boxes.....688-711-13
Boxwood.....711-13
Chiffon.....713
Christmas Cards.....711
Crepe Paper.....713
Cycas Leaves....688-711
Cypress.....719
Dagger Ferns.....711-13
Directory of Reliable Retail Houses...705-06-707-08-09-10
Dirt Bands.....719
Evergreens.....713
Fancy Ferns.....711-13
Fertilizers.....718
Florists' Accounts Insured.....699
Florists' Supplies...688-711-13
Fungine.....718
Galax Leaves.....711-13
Glass.....699-719-23
Glass Cutters.....723
Glazing Points.....719
Greenhouse Construction.....719-23-24
Greenhouse Material.719-723
Ground Pine.....713
Gutters.....723
Kerosene Heater.....723
Heating.....719-23-24
Insecticides.....718
Irrigation.....719
Laurel.....713
Laurel Festooning....713
Lemon Oil.....695
Lumber.....719
Magnolia Leaves.688-711-713
Manure.....718
Mastica.....719
Moss.....711-713
Nico-Fume.....695-718
Nicoticide.....695
Nikoteen.....695-718-19
Paper Pots.....718-19
Pecky Cypress.....719
Pipe.....699-719-23
Pipe Fittings.....719
Plant Food.....718
Posts.....723
Pots.....718-19
Putty.....719
Putty Machines.....719
Roping.....713
Ruscus.....713
Sash.....719-23
Seed Packets.....697
Smilax.....711-13
Soot Destroyer.....718
Sphagnum Moss...711-13
Sprays.....688
Stakes.....691
Tobacco Products....718
Toothpicks.....713
Tubs.....718
Vermine.....718
Wants.....720-21-22
Wax Goods.....688
Wholesale Florists 715-16-717
Wire.....711
Wire Designs.....688-711
Wreaths.....688-713
"X" Boiler Liquid....723

Editorial Contents

Auction Sales Imported Plants Abandoned 702
Bituminous on an Anthracite Grate, Burning 689
British Notes 693
Bulletin for Nurserymen 703
Bunyard's Kit Bag, Gems from. 714
Catalogs Received 693
Chilean Nitrate, Plenty of..... 689
Chrysanthemum Society of America 704
Coal Situation 689
Coal Situation Uptodate, The... 702
Dahlia, New Seedling 704
Dahlias, Once More the Poor... 722
Dahlias, Another Cause of Poor 691
Dahlias, How to Secure Good.. 691
Dahlias, Poor, Another Cause of 722
Florist Sees French Gardens.... 704
Florist Soldiers, Our 704
Florists' War Service Ex. Com. Proposed 702
Flowers in No Man's Land.... 722
Gardening for Prisoners 693
Holland Plant Exporters' Ass'n. 693
Imports and Exports for July 1917 and July 1918 693
Last Week's Delay 702
Lawn Mowers, Fewer 693
Middle Atlantic States 696
Mid West Show Postponed 704
Nursery Dept. (Illus.) 701
Obituary:
E. F. Stoddard 703
Oyster Bay Hort. Society 704
Peace Prospects 702
Plant Importation Regulations.. 702
Prisoners, Gardening for 693
Publications Received 716
Retail Dept. (Illus.):
1261 F. T. D. Dollars; President Wilson Expresses His Appreciation; In Explanation of a Belated Telegram; F. T. D. Service; Echoes of F. T. D. Meeting; It Couldn't Be Done.....705, 710
Rigo, Alphonse (Portrait) 704
Seed Trade, The 693
S. A. F. and O. H. Publicity Campaign 696
Southern States 696
Texas Meeting and Show Postponed 696

Trade Notes:

Boston	714	Macon	696
Chicago	716	New Bedford	714
Buffalo	696	New Orleans	696
Cincinnati	712	New York	714
Cleveland	712	Norfolk	696
Denver	716	Philadelphia	716
Fort Wayne	712	Pittsburgh	696
Houston	696	Portland	704
Indianapolis	712	Rochester	696
Kalamazoo	712	St. Louis	712
Kansas City	712	Toledo	712
Lancaster	696	Toronto	704

Trade Problems, Shedding Light on 689
Week's Work, The (Illus.): Dutch Bulb Stock; Forcing Bulbs for Profit; Storing Bulb Stock Outdoors; Roman Hyacinth; Paperwhite Narcissi; Grand Soleil d'Or Narcissi; Trumpet Major Narcissi; Single Early Tulips; Early Narcissi 691
Westchester (N. Y.) and Fairfield (Conn.) Hort. Society... 704
Western States 712

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Size	Per 100	Size	Per 100
18x5x3	$3.10	28x8x5	$7.20
21x5x3½	3.70	30x8x5	8.45
24x5x3½	4.25	36x8x5	10.70
28x5x3½	4.95	30x12x6	12.40
21x8x5	5.75	36x12x6	14.95
30x5x3½	6.10	36x14x6	16.30
24x8x5	6.55		

Bouquet Boxes

Size	Per 100
19x9x8	$9.40

Wreath Boxes

16x16x5	$8.25	20x20x6	$11.65
16x16x7	10.15	20x20x9	15.30
18x18x6	10.75	22x22x9	18.10
18x18x8	12.10	22x22x6	14.25

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We guarantee that our prices are lower than any of our competitors. Why? We are large manufacturers and sell direct, eliminating the jobbers' profit. **Give us a trial and be convinced.**

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Size	Per 100	Size	Per 100
8x12	$2.90	28x32	$8.55
12x16	3.60	32x36	9.00
16x20	4.75	36x40	10.35
20x24	5.85	40x44	11.05
24x28	7.45	44x48	11.70

These leaves are prepared in our own factory. They are flexible, do not mold, and are of a fine color. Cycas are very scarce, and we have been fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, Cycas Leaves in the future will be very scarce, and the price must rise accordingly. **Take advantage of our low prices, while we have some on hand.**

Save 20% on your Baskets

We are Headquarters for Baskets and Window Boxes. Try our Line Listed Below, at this Special Price Reduction

25 Tumbler Baskets, two tone, with waterproof line $7.75

2 Pot Covers, with handles .....
3 Tumblers .....
3 Princess Baskets ...
1 Long Stem Flower Basket .....
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12 Pot Baskets, with handles, two tone effects, waterproof liners, sizes 6-10 in., a very satisfactory assortment $10.80

ALL WITH WATERPROOF LINERS

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. **Remember, if the goods are not entirely satisfactory, send them back at our expense.**

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Mr. Florist:—Why don't you do the same as other successful florists are doing? Work in artificial **Roses, Carnations, Sweet Peas, Callas, Easter Lilies,** etc., along with your natural flowers in your floral pieces. No one can tell the difference between our artificial flowers and the natural when worked in together. We have spent a fortune in perfecting our ***artificial flowers*** so that they will **look like the natural.** For your own sake, just give us a trial order amounting to $10.00 or $15.00. If the goods are not to your liking, return them at our expense. In these times of war, the best florists are using these flowers on account of the scarcity and high prices of natural flowers.

WE ARE DIRECT MANUFACTURERS OF

CYCAS, BASKETS, WAX FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, SPECIAL FLORAL PIECES, and WIRE FRAMES

We carry a full line of FLORISTS' SUPPLIES

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Prices subject to change without notice

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Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

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Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, flushed pink	.25	1.25	3.50
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AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
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We have on hand fresh seed of **Giant Flowered Cyclamen** in all popular colors, also **Primula, Cineraria, Calceolaria; Perennial Flower** Seeds for summer sowing and Annuals for winter flowering under glass

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P. O. Box 124 HOBOKEN, N. J.

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Write now. 1918 seed prices ready. Latest novelties. Write us now. 1918 Catalog ready. New Crop now ready

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00. *For different varieties, see last week's ad.*

STEELE'S PANSY GARDENS :: Portland, Oregon

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Prices*

LEONARD SEED CO.

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ONION SETS GROWERS FOR THE TRADE

The Coal Situation—Modifications of Rulings

Florists are now permitted to receive and burn bituminous coal, steam anthracite or coke breeze to the full 100% of their requirements. Private greenhouses in New York State are privileged to receive bituminous coal in an amount equal to one-half of their normal requirements. Commercial greenhouses in New York State not allowed to use domestic sizes of anthracite. Pennsylvania State growers authorized to use all sizes anthracite coal below No. 1 buckwheat

Through a modification of the restricted coal order, issued Oct. 26, considerable relief has been afforded to those of our florist growers who are in a position to use the kind of coal released, making it that these, at least will be able to pass through the Winter on a full supply of fuel, restoring to them advantages which hitherto had been confined to the florists of Illinois, Indiana and other Western states, bringing to mind once again most clearly Wm. F. Gude's oft-repeated remarks "Ninety per cent. of the troubles we worry about don't happen."

The first of the modification orders is the most important one, inasmuch as it embraces the entire country. This order, it will be noticed, is signed by H. A. Garfield, National Fuel Administrator, and the order is directed to the attention of all State fuel administrators, in effect allowing florists to use up to their full 100 per cent. requirements whenever there is a surplus of the kinds of coal mentioned. [See notice in panel.]

Follows another order which applies to New York State private greenhouses only. It is issued by the U. S. Fuel Administration, Bureau of Conservation, and is signed by Morris W. Montgomery, Restricted Industries Section, and has been promulgated by Delos W. Cooke, New York State Fuel Administrator. This is its contents as it applies to private greenhouses:

All private greenhouses are privileged to receive bituminous coal in an amount to equal one-half of their normal requirements, but under no condition are they to receive or be allowed to burn anthracite coal.

It will be noted that this privilege extends only to the use of bituminous coal. There has been considerable trouble, particularly in Westchester Co., through the refusal on the part of the local administrator there, to furnish the private gardeners in that county with coal, or to allow them to burn either anthracite or bituminous, as we understand it, despite the efforts made by John Scheepers and others to obtain remedial measures to the extent that private gardeners could burn their 50 per cent. allowance of coal. The situation in Westchester county is looked upon as being abnormal, and in a letter from Wm. F. Gude to Mr. Scheepers, that gentleman expressed the hope that before freezing weather came, he expected to see an order put through allowing the gardeners to burn their 50 per cent. of coal, and that those who had none should be enabled to get enough to keep going.

Following on the heels of the modifications already noted, we got into touch with F. R. Pierson of Tarrytown, N. Y. (also in Westchester Co.) who has been interesting himself on behalf of the many small growers in New York State, who, while privileged to burn bituminous have no facilities to that end. They have furnaces equipped for anthracite in the domestic sizes, but not for anthracite screenings. Mr. Pierson had had an interview with the State and local fuel administrator in which he placed the situation of the small growers before these gentlemen, and the reply, which had just come to him by mail, read as follows:

Acknowledging your courteous favor of Oct. 29, commercial greenhouses in New York State will not be allowed to use domestic sizes of anthracite coal. It is permissible under the ruling made by Delos W. Cooke, State fuel administrator, for them to use No. 1 buckwheat or lower grades of anthracite where their facilities will allow them to do so. Where greenhouses have anthracite of domestic sizes on hand, and no other fuel, they are privileged, for the purpose of preventing a freeze, to use such portion of said domestic anthracite on hand as is necessary before substituting bituminous or lower grades of anthracite as above indicated.

In this connection it is imperative that commercial greenhouses which have not already arranged for their supply of bituminous should, according to the previous ruling, immediately get in touch with their local fuel administrator and arrange for such supply.

(Signed) M. W. MOSELEY,
Assistant State Fuel Administrator

In view of the fact that this decision still leaves the small grower, hitherto using anthracite, still up in the air. Mr. Pierson was to immediately get in telephone communication with the S. A. F. representative at Washington, Wm. F. Gude.

On behalf of the Pennsylvania growers Frank P. Myers of Myers & Samtman, Chestnut Hill, Pa., on Oct. 23, addressed a letter of protest to Dr. Garfield, giving facts prevailing at that time in the coal market of Philadelphia, and showing that buckwheat coal was then a drug in the market. He presented facts and asked why it was allowable to force this coal onto people who did not want it and to refuse it to florists who did want it. He contrasted the conditions in Philadelphia with those in the West where the growers had been allowed to purchase all the byproducts of bituminous coal they wanted, disclaiming any intention of being selfish or desiring to have his Western brothers shut off if the Eastern men could not obtain the same privilege. He pointed to the patriotic action of the Philadelphia district, which had gone over the top with a credit of $430,000 on the last Liberty Loan, much of it borrowed money, and asked for the coal so that these men could make their borrowing good. He asked also for immediate action so that the small sized coal should be obtained before freezing weather came along, which would delay the releasing of the cars.

On Oct. 28 Mr. Myers reported to us that his action had been instrumental in an order having been issued to release for his section all sizes of anthracite coal below No. 1 buckwheat to florists to the full limit of their uses, disregarding further the ruling of some weeks ago limiting the amount which could be stored.

Washington, October 26, 1918.

TO ALL STATE FUEL ADMINISTRATORS:

Until further notice State Fuel Administrators may permit florists to receive and burn bituminous coal, *steam anthracite, or coke breeze, without having such fuel apply on their fifty per cent. quota, as defined by Fuel Administration curtailment order of April twenty-fourth, nineteen eighteen, whenever there is a surplus of such fuel which, in the opinion of the State Administrator, can be spared for such purpose.

H. A. GARFIELD,
National Fuel Administrator.

**Steam Anthracite, as we understand it, is anything below No. 1 Buckwheat up to fine dust.*

Shedding Light on Trade Problems

In connection with the two official orders received from Mr. Gude just as we go to press, there was also enclosed a letter to "The Florists' Exchange" which we feel satisfied that gentleman will have no objection to seeing in print, inasmuch as what he says will be helpful to many; it discloses some new conditions and reiterates information which we have previously made public but which it seems so many of our readers have failed to grasp

I am being bombarded with letters about labor troubles, coal troubles, wire troubles, box troubles and heaven knows what not.

No Truth in the Conscription Story

You will remember showing me the slipping of an Associated Press story about the florists having to close up and all labor must be conscripted into war businesses. This happened in St. Louis in front of the Jefferson Hotel, in August, and my answer to you then was "I do not believe everything I see in print." When I came home and interviewed General Crowder you saw there was absolutely no truth in this press story. Only Sunday last I received a special delivery letter from Denver, Colo., with a newspaper clipping enclosed, claiming that unless everybody from 18 to 45 did not get into the army they would be conscripted and put to war work. This is scaring the florists to death.

With further reference to the coal and labor situation, I succeeded in getting a hearing with headquarters yesterday of the Federal Trade Board of the United States of America. At a very pleasant interview I was told that General Crowder was absolutely correct in what he said: "Every business was essential and should be conserved if possible." With reference to the Denver situation I hope to have some statement in today's mail that I can give direct to the papers from the Federal War Industries Board.

As I said at the Cleveland meeting, and have previously said, "No one can tell what is going to happen tomorrow." I have done everything I possibly could for the florists and allied trades and expect to keep on doing so.

The Call for a Florists' War Ex. Com. Meeting

There has gone out from the National Chamber of Commerce a call to all the large cities to send two florists as representatives to meet at a convention to be called later. This is something new and unpractical to the best of my knowledge and belief. I have heard from several cities about these letters. You may state that this simply means that the florists are to be represented on the War Industries Board to be created of business men of the United States of America. After talking with the head of this department for five minutes I convinced him that there was no possible way he could reach the florist better than through the machinery we already have; that is the S. A. F., and its allied trades, which they knew nothing about. So, therefore, all that will be necessary is for President Totty to appoint a committee of five members, three to be members of one of the organizations and two of the biggest men he can get with no affiliation with any organization whatsoever. These five men to meet with the United States Government Committee at the time and place set. So that will take care of that question.

Burning Bituminous on an Anthracite Grate

Telephoning the Lord & Burnham Co. of New York City for advice as to how a grower who has heretofore been burning domestic sizes of anthracite coal can best adapt his grate to soft coal (bituminous), Wm. R. Cobb of that company advises us that the grower should lock the grate so that it cannot shake, and stoke the fire with a poker. Soft coal, as is well known, does not give the same heating units as anthracite does; it cakes when it is fired and this allows the use of the poker to stoke the fire. That bituminous coal can be burned in an anthracite grate admits of no question, according to Mr. Cobb, but it calls for much greater attention on the part of the grower and such a fire should really have the services of a night man, because the best results are only to be obtained through frequent firing in small quantities.

Growers can change their anthracite grates for bituminous in a very short time, dependent upon the make of their boiler. If a grower has a good boiler it would not take over an hour to make the change. The cost of a special grate to burn bituminous coal will run from $25 up; in very few cases would it cost as much as $100.

Plenty of Chilean Nitrate

According to Carlos Castro Ruiz, Consul General of Chili to the United States, "there is enough surveyed nitrate in Chili to last nearly 300 years at the present rate of consumption." The United States is using more than ever before in its history, but for purposes other than agricultural. The scarcity of shipping is the real reason why farming has not enough. "There is a vast amount of unsurveyed nitrate ground on the Chilean pampas, known to contain immense quantities of nitrate of soda," and in the areas already surveyed "there are probably, in round numbers, 1,000,000,000 tons of nitrate in the deposits." Doubtless "large quantities also exist on lands now but incompletely prospected. The surveyed and certified tonnage opened up at present ready for extracting is fully 250,000,000."

"You call that patch a war-garden?"—"Hasn't it the appearance? Since the drought hit it, it looks like a section of No Man's Land."—*Washington Star.*

California Field-Grown ROSES

We offer strictly hardy, vigorous, two year old, own root stock, grown on land suitable for the development of the roots. If you have not tried our Roses, send for a sample order and be convinced. Satisfaction guaranteed. **Grade "A"**—This is our regular stock. Teas and Hybrid Teas, about 18 inches and up to 24 inches. Climbers and Hybrid Perpetuals, about 24 inches and up to 30 inches. **Grade "B"**—This is light stock, suitable for mailing or potting.

BUSH ROSES

	Price per 100 A	B
Amarie de Grief, H T , flesh	$20 00	$15.00
American Beauty, H. P., red	15.00	12.00
Antoine Rivoire, H T , flesh	15 00	12.00
Arthur R. Goodwin, A. B., copper-red	20 00	15.00
Baby Doll, pol., yellow edged pink	15.00	12.00
Baby Erna Teschendorff, pol., crimson	13.00	10.00
Baby Herriot, pol., shrimp pink, each	.50	
Baby Rambler, pol., crimson	13.00	10.00
Beauty de Lyon, A. B., shrimp pink	20.00	15.00
Betty, A. T., copper pink	15.00	12.00
Black Prince, H. P., dark red	13.00	10.00
Bride, T., white	15.00	12.00
Bridesmaid, T., pink	15.00	12.00
British Queen, H. T., white	13.00	10.00
Captain Christy, H. P., pink	13.00	10.00
Cecil Brunner, pol., salmon pink	13.00	10.00
Champ Wieland, H. T., pink	20.00	15.00
Cheerful, H. T., orange pink, each	.35	
Clara Watson, H. T., blush pink	13.00	10.00
Cleveland, H. T., pink, each	.35	
Columbia, H. T., pink, each	.50	
Crimson Queen, H. T., crimson	13.00	10.00
Deutschland, H. P., yellow	15.00	12.00
Donald MacDonald, H. T., red	20.00	15.00
Duchess of Albany, H. T., pink	13.00	10.00
Duchess of Brabant, T., pink	13.00	10.00
Duchess of Normandy, H. T., salmon pink	20.00	15.00
Duchess of Wellington, H. T., yellow	15.00	12.00
Edward Mowley, H. T., red	13.00	10.00
Etoile de France, H. T., red	13.00	10 00
Etoile de France, Jr., H. P., red	13.00	10.00
Etoile de Lyon, T., yellow	15.00	12.00
Francis Scott Key, H. T., red	20.00	15.00
Frau Karl Druschki, H. P., white	13.00	10.00
George Ahrends (pink Frau Karl Druschki,) H. P., pink	13.00	10.00
George C. Ward, H. T., yellow	20.00	15.00
George Elgar, pol., baby yellow	13.00	10.00
George Dickson, H. P., red	13.00	10.00
Gorgeous, H. T., orange yellow	15.00	12.00
Gen. Jacqueminot, H. P., red	13.00	10.00
Gen. McArthur, H. T., red	15.00	12.00
Gen Sup. A. Jansen, H. T., pink	13.00	10.00
Golden Gem, H. T., yellow	20.00	15.00
Gruss an Teplitz, C., red	13.00	10.00
Hadley, H. T., red	20.00	15.00
Harry Kirk, H. T., yellow	20.00	15.00
Helen Gould, H. T., red	13.00	10.00
His Majesty, H. P., red	13.00	10.00
Hoosier Beauty, H. T., red	25.00	20.00
Hugh Dickson, H. P., red	$13.00	$10.00
H. V. Machin, H. T., dark red	20.00	15.00
Iona Herdman H. T., yellow, each	.35	
Irish Elegans, H. T., single pink	13.00	10 00
Irish Fire Flame, H. T., single orange	15.00	12.00
Isobel, H. T., single orange edge scarlet, each	.50	
J. B. Clark, H. P., red	13.00	10.00
Jonkheer J. L. Mock, H. T., pink	13.00	10.00
Joseph Hill, H. T., pink	20.00	15.00
Juliett, A. B., yellow	20.00	15.00
Kaiserin, H. T., white	15.00	12.00
Killarney, H. T., pink	15.00	12.00
Killarney Brilliant, H. T., deep pink	15.00	12.00
Killarney Queen, sport	15.00	12.00
La Detroit, H. T., pink	13.00	10.00
Lady Alice Stanley, H. T., pink	13.00	10.00
Lady Battersea, H. T., pink	13.00	10.00
Lady Hillingdon, H. T., yellow	15.00	12.00
La France, H. T., pink	13.00	10.00
Los Angeles, H. T., coral pink, each	.75	
Ludwig Moller, or yellow Frau Karl Druschki	25.00	20 00
Miss Stewart Clark, H. T., lemon chrome, each	.35	
Mme. A. Chatney, H. T., rose pink	13.00	10.00
Mme. C. Testout, H. T., pink	15 00	12.00
Mme. Colette Martinett, H.T., golden yellow, each	.35	
Mme. Edward Herriott, H. T., copper pink	25.00	20.00
Mme. Leon Pain, H. T., pink	13.00	10.00
Mme. Melane Soupert, H. T., yellow	15.00	12.00
Mme. Philip Rivoire, H. T., yellow	15.00	12.00
Mme. Segond Weber, H. T., pink	15.00	12.00
Madison, T., white	15.00	12.00
Maman Cochet, T., pink	15.00	12 00
Marie Van Houtte, T., yellow	15.00	12.00
Mary Countess Ilchester, H. T., red	15.00	12.00
Melody, H. T., yellow	15.00	12.00
Meteor, T., red	13.00	10.00
Milady, H. T., red	13.00	10.00
Mrs. A. R. Waddell, H. T., salmon yellow	13.00	10.00
Mrs. Aaron Ward, H. T., yellow	20.00	15.00
Mrs. Bayard Thayer, H. T., pink	20.00	15.00
Mrs. Charles Russell, H. T., pink	25.00	20.00
Mrs. F. Dennison, H. T., flesh	20.00	15.00
Mrs. F. W. Vanderbilt, H. T., shrimp pink, each	.35	
Mrs Henry Winnett H T red, each	.50	
Mrs. George Shawyer, H. T., pink	$15.00	$12 00
Mrs. John Laying, H. P., pink	15.00	12.00
Mrs. Sarah Yeates, H.T., red	20.00	15.00
Mrs. Wakefield Christie Miller, H.T., pink	13.00	10.00
My Maryland, H. T., pink	13.00	10.00
Old Gold, H. T., single yellow	15.00	12.00
Ophelia, H. T., yellow	20.00	15.00
Ophelia Supreme, H. T., sport each	.50	
Papa Gontier, T., red	15.00	12.00
Paul Neylon, H. P., pink	15.00	12.00
Perle des Jardins, T., yellow	15.00	12.00
Perle d'Or, pol., baby yellow	13.00	10.00
Pink Cecil Brunner, pol., sport each	.50	
Pink Ophelia, H. T., pink	20.00	15.00
Prima Donna, H. T., pink	15.00	12.00
Primrose, H. T., yellow	20.00	15.00
Prince de Bulgarie, H.T., salmon pink	15.00	12.00
Prince C. D. Rohan, H. P., red	13.00	10.00
Radiance, H. T pink	13.00	10.00
Ragged Robin, T., red	13.00	10.00
Rainbow, T., stripe	13.00	10.00
Rayon d'Or, A. B., copper yellow, each	.35	
Rhea Ried, H. T., red	15.00	12.00
Robin Hood, H. T., red	20.00	15.00
Rosalind, H. T., glorified Ophelia each	.50	
Rose Marie, H. T., pink, each	.50	
Red Radiance, H. T., red	15.00	12.00
Red Cochet, T., red	15.00	12.00
Richmond, H. T., red	15 00	12.00
Rodhatte, pol., baby cherry red	13.00	10.00
September Morn, H. T., pink	15.00	12.00
Silvia, H. T., yellow Ophelia, each	.50	
Soleil d'Or, H. B., yellow	20.00	15.00
Souv de P Carnot, H. T., fresh	13.00	10.00
Sun Burst, H. T., yellow	15.00	12.00
Tipperary, H. T., yellow	20.00	15.00
Titania or Indian Summer, H. T., yellow, each	.50	
Ulrich Brunner, H. P., red	13.00	10.00
Verna Machey, H. T., yellow	15.00	12.00
Wellesley, H. T., pink	13.00	10.00
White Killarney, H. T., white	15.00	12.00
White La France, H. T., white	13.00	10.00
White Maman Cochet, T., white	15.00	12.00
Willowmere, A. B., shrimp pink	25.00	20.00
Winnie Davis, H. T., pink	15.00	12.00

CLIMBING ROSES

	Price per 100 A	B
Cl American Beauty, H. N., red	$13.00	$10.00
Cl. Bell Siebrecht, H. T., pink	15.00	12.00
Cl. Bride, T., white	15.00	12.00
Cl. Bridesmaid, T., pink	15.00	12.00
Cl. Cecil Brunner, pol., salmon pink	15.00	12.00
Crimson Rambler, P., red	13.00	10.00
Cherokee, white	13.00	10.00
Cherokee, pink	13.00	10.00
Cherokee, Ramona, red	13.00	10.00
Dorothy Perkins, W., pink	13.00	10.00
Dr. W. Van Fleet, W., flesh	13.00	10.00
Duchess d'Auerstædt, T., yellow	20.00	15.00
Cl. Etoile de France, H. T., red	13.00	10.00
Cl. Frau Karl Druschki, H. P., white	13.00	10.00
Cl. Gruss an Teplitz, C., red	13.00	10.00
Gold Ophir, copper	13.00	10.00
Cl. Gainsborough, H. T., flesh	15.00	12.00
Cl. Helen Gould, H. T., red	13.00	10.00
Cl. Hoosier Beauty, H.T., red, each	.50	
Cl. Hugh Dickson, H. P., red	20.00	15.00
Cl. Kaiserin, H. T., white	15.00	12.00
Cl. Killarney, H. T., pink	15.00	12.00
Cl. La France, H. T., pink	13.00	10.00
Lamarque, Noi., white	15.00	12.00
Cl. Liberty, H. T., crimson	13.00	10.00
Cl. Mme. C. Testout, H. T., pink	15.00	12.00
Cl. Maman Cochet, T., pink	20.00	15.00
Maréchal, Niel, yellow	20.00	15.00
Cl. My Maryland, H. T., pink	20.00	15.00
Cl. Papa Gontier, T., red	15.00	12.00
Cl. Perle des Jardins, T., yellow	20.00	15.00
Cl. Rainbow, T., stripe	20.00	15.00
Reine Marie Henriette, T., red	13.00	10.00
Rêve, d'Or, Noi., yellow	15.00	12.00
Cl. Rhea Ried, H. T., red	20.00	15.00
Cl. Richmond, H. T., red	13.00	10.00
Souv de Wooten, T., red	15.00	10.00
Cl. Sunburst, H.T., yellow	20.00	15.00
Tausendschoen or Thousand Beauty	13.00	10.00
Cl. White Cochet, T., white	13.00	10.00
Wm. Allen Richardson, Noi., copper yellow	15.00	12.00
White Banksia, white	13.00	10.00
Winnie Davis, H. T., pink	13.00	10.00
Yellow Banksia, yellow	13.00	10.00

TERMS:—Five per cent off for cash with order before December 1st. Thereafter two per cent off. If orders to be shipped by C.O.D., send one-fourth cash. **Quantity:**—Five per cent off for assorted order of five hundred or more; Ten per cent off for five thousand or up. Please make all orders in multiples of ten, less than ten add one-half to price, except on varieties marked "each." **Time of Shipment:**—We usually begin digging stock about middle of December and ship January to March. Prices are net F. O. B. here. Free packing. **Express:**—All stock packed very light with paper and burlap for express at the rate "General Special" unless otherwise ordered. Orders sent by freight are entirely at purchaser's risk. **Order Early:**—Place your order at once and be sure of a prime list.

WESTERN ROSE CO., Pasadena, California

When ordering, please mention The Exchange

HYBRID TEA ROSE Los Angeles

In addition to the wonderful reputation that this Rose has made for itself as a bedding proposition during the past three seasons, it has this year also been awarded the **Grand Prize in the Trials at the Bagatelle Gardens at Paris.**

Every plant we sent out of this variety in the past has been a live advertisement, and without any special solicitation we now have more advance orders on file from our retail customers for "Los Angeles" than for any other variety.

We are sole distributing agents for the introducers for all points east of the Mississippi River and are now booking advance orders.

The price for strong two-year-old California field-grown plants for 1919 will be $1.50 each at retail. The general wholesale price will be $1.25 each, but we are prepared to book orders now for lots of fifty plants or more at the rate of $100.00 per 100. Delivery of these to be made as soon as stock arrives, which will be late in November, or early in December.

While we have a large supply, there will be no surplus and if you intend to catalogue it, we would advise you to cover your requirements now.

HENRY A. DREER, 714-716 CHESTNUT ST. PHILADELPHIA, PA.

When ordering, please mention The Exchange

PRIMULA

Obconica Giant and Grandiflora. Mixed als **Apple Blossom and Kermesina.** Extr fine stock. 2-in. $4.00 per 100, $35.00 pe 1000.

SMILAX. 2-in. $2.00 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 pe 100.
DAISIES. Snowball and Longfellow. $2.50 per 1000. **Single White,** $1.25 per 100.

Cash

Byer Brothers
Chambersburg - - Pa.

When ordering, please mention The Exchange

CRYPTOMERIA Japonica

(JAPAN CEDAR)

2-in., for growing on, $7.00 per 100.

BOSTON YELLOW DAISIES

2-in., $3.00 per 100.

DRACAENA Indivisa

Extra good, 2-in., $2.00 per 100.

GERANIUMS

S. A. Nutt, Jean Viaud, and others, 2-in., $2.00 per 100, $20.00 per 1000.

PACKED RIGHT

ELMER RAWLINGS
ALLEGANY - - NEW YORK

When ordering, please mention The Exchange

Index to Stock and Material Advertised

SEE PAGE 687

Dutch Bulb Stock

Polyanthus Narcissi and Roman Hyacinths

At this writing many of us are busy unpacking, checking up, and planting our bulb stock from the other side. As stated before, due to the long time the bulbs have been on the road, whether intended for early or late forcing, the sooner they are planted the better. They are not benefited in the least by lying about and drying up. Get them into the soil as fast as possible. For the retail grower the advanced price of the stock this year means little; in fact, if it will result in taking better care of fewer in number in most cases more money will be made than in former years where we got into the habit of planting many times more than we really needed, but did it just because the bulbs were cheap. The bulbs have not gone up in price any more than other things connected with running greenhouses so if we don't know how to advance the price of the flowers we sell it is no one's fault but our own. Grow fewer but better and charge accordingly. We will all have to come to it. If you have to pay $20 per 1000 for Tulips you used to buy at $10, grow just as many this year but try to make 95 per cent. of them worth while flowers instead of 50 per cent. going to compost pile. Grow what you think you need and not what you can get rid of. There is a difference between the two. The bulb bill comes in one lump, while you sell the flowers 50c. and 75c. worth at a time and charge to a good many different accounts.

Forcing Bulbs for Profit

To my mind three things are to be considered in forcing bulbs for profit: First, to select only desirable sorts; second, to grow them properly and not any more than is wanted; third, arrange it so that when once the season for cut bulb stock has begun a constant supply of flowers is being produced up to Easter at least. Out of all the many beautiful sorts of Tulips, Hyacinths and Narcissi there are after all only a few which form so to speak the backbone of florist sorts, so if you force on a small scale don't overload yourself with too many different ones. To force almost any bulb you must have well rooted stock and for Narcissi and Darwin Tulips the deeper the flats the better. Darwin Tulips in shallow flats are bound to prove a failure. So will plants not properly rooted. But when planted in not less than 3in. of soil, well rooted and not exposed to too high temperature, reasonable success may be expected. Whether you have use for 100 or 3000 cut Tulips or Narcissi a week is for you to say. It should therefore be an easy matter to figure out pretty closely just how many bulbs are to be planted and arrangements made so as to bring into the forcing house just so many flats each week during the coming Winter and Spring in order to produce what is wanted. If you have to carry the bulbs outdoors you need a good system of labeling and protecting them so as to make it possible to get at the ones you need and whenever you need them.

Storing Bulb Stock Outdoors

While hardly two florists agree as to the exact size flats to use for bulbs, we nearly all agree that flats should contain three inches of soil for almost all sorts of bulbs. I would rather have a small sized flat than a large one especially when the bulbs are to be stored outdoors; for when one has a large flat to start out with it is unhandy to manage in bad weather. This usually means rough handling and often damaging the contents. If the flats are to be stored outdoors always select a high and dry place where it is possible to get at them no matter how much rain, ice or snow may come. Bulbs once planted and started into growth must never be allowed to suffer for want of water; on the other hand they must not stand in the wet. Place pieces of 2x4's or boards on the ground to rest the flats on. After thoroughly watering cover the planted flats with 6in. to 8in. of soil which also should be moist. Cover this with manure or straw during severe freezing weather. Boards laid on top of this covering will make snow shoveling easy. Substantial labels made of 1x4's and long enough to project well above the covering should be placed between the soil. If each flat has a small label in it so much the better especially if the large labels are pulled up or broken off.

Roman Hyacinths

To the retail florist Roman Hyacinths are valuable around Christmas and New Years because they adapt themselves so well for filling dishes and pans, small baskets and hampers. When used with Adiantum or Asparagus plumosus and a few red berries they make as fine a Christmas arrangement as can be had. Bulbs planted at this time can still be had in flower for Christmas week. Allow plenty of space between them in the flats. After planting place in a cool house below a bench where they can remain for several weeks. Don't wait with forcing them too long. Plants grown in a moderate temperature are stocky and hold their flowers up well.

Paperwhite Narcissi

While there isn't a great profit in forcing Paperwhites we can always make good use of a few during Midwinter. Bulbs planted now will give flowers during December and January. After that if you plant plenty of Freesias you may not need many Paperwhites. For the out of town florist it isn't a bad idea to plant a few bulb pans with Paperwhites for Christmas. There is always a chance to dispose of such when well done, especially if a few days before Christmas to each pan a few red berries are added, and a few small ferns or Asparagus are planted around the edges. Not every patron would want such an arrangement, but there are always some who do. If you shouldn't get a chance to dispose of them in that manner use them as cut flowers.

Grand Soleil d'Or Narcissi

While Grand Soleil d'Or Narcissus belongs to the Polyanthus group and is often called the Yellow Paperwhite, it hasn't the strong perfume of the latter, but its rich golden color and earliness make it a desirable florist flower. If you want to grow a few hundred I suggest making use of bulb pans. In such the plants will do better than in shallow flats. It is not very likely that bulbs planted around the first of November will flower for Christmas, so rather than sacrifice a lot by hard forcing one will be money ahead to let them come along in a moderately warm house and accept a little less for the flowers a few days after Christmas.

Trumpet Major Narcissi

The French grown Trumpet Major Narcissi are especially well adapted for early forcing and are usually the first of the larger Trumpet sorts of the season; but with the Grand Soleil d'Or or any others it doesn't pay to overforce if you can get only a couple of dozen fair stemmed flowers out of a flat of 100 bulbs. You won't get your money back. While it means a lot for the specialist to be able to produce extra early flowers and realize a fancy price for them, besides pleasing his customers, it doesn't pay the smaller grower to attempt such forcing. He will be money ahead by not doing it. To force so as to obtain the highest percentage of good flowers out of his bulbs will pay best.

Single Early Tulips

Today the same as for ever so many years La Reine is still "the queen" of all early forcing Tulips. It is the bread and butter Tulip of the florist, reasonable in price, easy to grow, easy to sell and useful for almost any purpose. Early Tulips as a rule don't require a great deal of space and the bulbs may be planted closer in the flats than almost any other bulb we force. Yellow Prince is a fine early yellow. Chrysolora is another great favorite. Among the reds we have Belle Alliance and Artus, the latter somewhat cheaper in price. There are several good pink sorts of which Proserpine is the most expensive but a splendid sort; Rose luisante, a fine rose colored one and good forcer; Pink Beauty and Cottage Maid, beautiful names, and equally beautiful flowers. You need a few Keizerskroon. It is a showy sort, scarlet edged with yellow; so is Duchesse of Parma. For a pure white, White Hawk is perhaps the best. But if you should have room or use for only one let it be La Reine. When well done your patrons will never grow tired of it. Force plenty of it and just a small amount of each of the others.

Early Narcissi

Golden Spur and Double Von Sion

Among the early large flowering Trumpet Narcissi we get from Holland Golden Spur is better known and more used than any other. It forces easily, has a good stem and flowers with deep yellow coloring. You may have plants in bloom from the middle of January on by planting now, so you should plant enough to have flowers to cut right along during the Spring months. Among the double Narcissi none is more popular than the Double Von Sion or Daffodil. This also is an excellent forcing sort and may easily be had in flower by the end of January. As of Golden Spur, every florist forcing bulbs at all should plant freely of this fine sort. A panful of Daffodils is as appropriate an Easter plant as almost anything one might mention. Of the many other beautiful Narcissi as well as the double Tulips and the Darwins for late forcing we will write about later and also of the Dutch Hyacinths.

Another Cause of Poor Dahlias

Recent numbers of THE EXCHANGE have contained notes on Dahlia troubles, giving as causes the white fly, and over propagation. I pray you, gentlemen, do not overlook the ever present but evasive tarnished plant bug (Lygus pratensis). Twenty years ago, or thereabouts, the entomological Department at Cornell University found that the failure of the University planting of Dahlias was due to the work of this miserable pest. Prof. C. R. Crosby, of Cornell has made a special study of this insect, and has written a big bulletin telling all that is known, and all that has been said or surmised about it. But so far as I am aware no one has yet devised a successful method of fighting the bug. Dahlias have been tried in many places on this estate, but have succeeded in only one spot. This is at the mouth of a wooded glen, where the air is always moisture laden. These bugs do not frequent such places, being found mostly in the open fields. At this season the bugs are sluggish and may easily be found. They have a yellowish-brown color that renders them inconspicuous. In size about 1-5in., shaped like the squash bug.

Plants that have been injured by this insect have the appearance of having been repeatedly "pinched back." That is, in effect, what really happens. Tip growths that have been punctured cease growth, sometimes turning black, and the resulting growth gives the plant a bunchy appearance. There is a difference in the susceptibility of different varieties of Dahlias to injury by this plant bug. In a field where a general collection is grown some will be seen to escape injury while the plants in an adjoining row of another kind will be stunted almost beyond recognition. My experience was confined to a county where the rainfall is exceptionally light. Under such circumstances the tarnished plant bug is most in evidence. Many acres of Asters in Western New York are severely injured by this insect every year, although the injury is much less in showery seasons. Localities having a humid climate do not suffer from this insect. City gardens, surrounded by trees and buildings are little frequented by the bugs. We have a small garden surrounded by a tall hemlock hedge in which plants susceptible to plant bug injury have been successfully grown, when they were a complete failure just outside. Dahlias have not been grown here but would doubtless succeed. Several genera of Compositæ, in addition to Dahlia and Aster, are susceptible to this injury, though the coarser ones, like Helianthus and Rudbeckia, seem immune.

Ensenore, N. Y. GEO. ARNOLD.

How to Secure Good Dahlias

The questions are often asked: "What is the reason for so many poor Dahlias this season?" and "Will the stock from blighted plants produce good blooming plants next year?" We all remember the succession of heat waves of last Summer and the general results.

The Dahlia is a native of a climate where the days are hot but the nights cool. When we get a long spell of hot nights, Dahlia plants suffer more or less unless favored by location or some other conditions.

My gardens are located on a narrow strip of land leading to Indian Neck, 600 ft. north from the shores of Long Island Sound, and 150 ft. south of the Salt Meadows and the Branford river. So the nights are always cool and moist no matter how hot the day. My plants made a slow healthy growth the whole season, still I have seen white fly, stalk borer, etc., but no cut worms. I have grown 50 per cent. fewer plants than under pre-war conditions, but cut more blooms during July and August than in any previous season, due to location and rush of people to the seashore. So it was a far better season for me than a cool Summer.

Inland the case is different. In most congested places where Dahlias were grown and buildings held the heat through the night, the plants became sickly and a prey for insects. Where the sprinkler system of irrigation was used, plants have pulled through fairly well, due not only to the moisture supplied, but also to the reduction of night temperature.

If some of those fellows who pay no attention to the cost of production, so ably set forth by THE EXCHANGE, but look only for results by receipts taken in, would try placing cakes of ice at sufficient intervals properly to reduce the night temperature during these hot waves they would find healthy plants in spite of white fly, drought and heat wave. Those who are doing business and growing a large number of plants should keep cultivation going so as to form a dust mulch to protect the roots from burning and drying out, which is the chief source of trouble. Smaller growers might mulch with coarse litter and soak once a week.

One thing more for the good of the Dahlia. Do not save any 1918 seedling, which makes sickly plants, no matter how fine the blooms are. There is also much in varieties grown. All the varieties recommended through THE EXCHANGE two years ago did well with me this year, better than some of the newer ones though some of the new Collarettes of better habits, color and form, when better known, will be grown.

NATHAN A. MILLER.

FRENCH BULBS

READY FOR IMMEDIATE DELIVERY

The Supply Is Limited
Order Now

	100	1000
Paper White Grandiflora, 13/15	$2.00	$17.00
Double Romans	$1.75	$16.00
White Romans, 12/15	6.00	55.00
Pink and Blue Romans	5.50	50.00
Ornithogalium Arabicum	2.25	20.00
Freesia Refracta Alba (Mammoth)	$1.10	$10.00
Freesia Refracta Alba (Ex. Size)	.85	8.00

Lilium Candidum.....$9.00 per 100

FREESIAS are among the most satisfactory and profitable bulbs that can be grown by florists. Useful for forcing, potting and as a substitute for Lilies.

DUTCH BULBS

All varieties are very scarce

Write at once as to what you require and we shall be glad to quote promptly our best prices

CALLA BULBS The best substitute for Lilies for forcing. Our stock is of highest quality.
Price, 1½-inch, per 100, $10.00

We also have a complete stock of

HARDY PERENNIALS of our own growing, in excellent condition and at most attractive prices.

Write for special quotations

All quotations subject to previous sale and confirmation by us on receipt of acceptance

James Vick's Sons

Rochester, N. Y. **The Flower City**

When ordering, please mention The Exchange

SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

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NEW CROP **PALM SEEDS** JUST ARRIVED

KENTIA BELMOREANA and ARECA LUTESCENS

Write for prices, stating quantity required.

McHUTCHISON & CO., 95 Chambers Street, NEW YORK

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WATKINS & SIMPSON, LTD.

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

Write to 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAND

When ordering, please mention The Exchange

Dutch and French Bulbs are in!

Send us Your Lists for Prices

There will be many short items, we will quote all we can or name best substitute for prompt shipment

LILY BULBS FROM STORAGE

GIGANTEUM Per Case
7 to 9 in. (Case of 300).....$20.00

RUBRUM
9 to 11 in. (Case of 140).....$14.00
10 to 11 in. (Case of 125)..... 15.00
11 to 13 in. (Case of 90)..... 15.00

VALLEY from storage. Per 1000, $27.50; 500, $14.50; 250, $7.50

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Michell's Reliable Bulbs

Read this and place your order now

There will be a decided shortage of Dutch stock, and practically no Lilies of any kind, hence.

HYACINTHS, TULIPS, NARCISSUS, Etc.

must make up the balance. Dutch stock requires very little heat or greenhouse space until a few weeks before selling time, so don't let coal prices or scarcity worry you.

Send for Wholesale Price List of Bulbs, Seeds and Supplies if you haven't a copy.

Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case).....$22.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY :: NEW YORK

Ready for Immediate Shipment

GUERNSEY GRAND SOLEIL D'OR

Per case lot (2250) $42.00; less case lot, per 1000, $19.00; per 100, $2.00

FREESIA PURITY. ½-in. $6.50 per 1000

HILLEGOM HOLLAND **K. Van Bourgondien & Sons** Am. Office ARLINGTON New Jersey

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

British Notes

Messrs. Dobbie & Co., Edinburgh, Scotland, have appointed Harry Wright to be manager of their Marks Tey establishment. Mr. Wright was Mr. Ireland's chief assistant and has been in the service of the firm for over 22 years.

In spite of war conditions the National Sweet Pea Society has "under consideration the holding of a show" in London, England, during July, 1919, "at which the society's challenge cups and other prizes will be offered." The committee has issued notice so growers may make arrangements. Schedule will be issued with the Annual.

New York Seed Trade

There have been no further arrivals of either French or Dutch bulbs since our last writing. The former are all, or nearly all, cleared through the customs and off the pier. There appears to be a shortage in P. W. Narcissus in the sizes from 14 centimeters up and also in Soleil d'Or Narcissus. The Dutch bulbs, too, are mostly off the piers and there have been no further arrivals. Importers of both Dutch and French bulbs, and seedsmen also who import bulbs are busy filling orders which they had already booked. Counter trade in these bulbs is not brisk. It looks now as if there would not be any great surplus of bulbs after orders are filled, unless there should be further arrivals.

Vaughan's Seed Store, 41 to 43 Barclay st., is distributing its October number of "Pointers to Planters," which contains considerable interesting matter.

There is noted this week in the store window of Peter Henderson & Co., 35-37 Cortlandt st., a large, comprehensive and worth while viewing collection of Pumpkins and Squashes, a really educative display, because it gives an excellent opportunity for the comparison of varieties. The companion window of this store is gay with the blooms of several kinds of Autumn flowers.

Eight o'clock a.m. opening and 4 p.m. closing is, at the request of the Board of Health, still maintained in the Seed Stores of this city.

Chicago Seed Trade

Winterson's Seed Store reports the arrival of both French and Dutch bulbs for which it finds a strong Western demand.

The first large consignment of Holland and French bulbs reached Vaughan's Seed store the past week. At the retail store there is a lively demand for Paperwhite Narcissi for house culture. Darwin Tulips for bedding purposes are also selling well.

A. Henderson of A. Henderson Co., has been in New York the past week looking after the shipping to Chicago of his supply of French and Dutch bulbs recently landed.

The annual convention of the National Canners' Ass'n will be held at the Hotel La Salle, Chicago, the week of January 20 instead of in February as formerly announced.

Arnold Ringier has been handling a lot of Onion set orders this Fall. The open weather has been favorable to the work.

Seedsmen who handle Holly and other greens for Christmas decorations are already making preparations to do so. Some of the new crop Lycopodium has already reached the market. The probability is that the stock will be scarce this season on account of shortage of labor for picking. Freight transportation will also be slow so it behooves all dealers to make arrangement for their supply as early as possible.

A. Miller, of the American Bulb Co., reached Chicago from New York the past week where he attended the funeral of the late Ralph M. Ward. While in the East he looked after the shipping of the Holland bulbs for his company to Chicago. The company has many large orders booked.

Kentucky Seed Notes

The Onion set market has been much weaker, due to better crop reports from Illinois and other growing sections. Growers had been asking $9.25 per barrel for yellow sets and $11.25 for white. Prices have been beaten down to $8 for yellow and $9 for white. In a jobbing way sets on the basis of a 32 pound bushel are quoted at $2.50 per bushel immediate delivery for yellow and $2.85 for January or February; white immediate are quoted $2.75; Spring $3.15. Demand is quiet, Southern early demand having been filled, and present demand being of speculative nature.

Bluegrass prices are firm at $2.75 to $2.85 per bushel for 21 pound seed, with 18 pound seed worth 5c. to 7c. per bushel less. The actual demand is fair. It is reported that some little speculative buying has broken out as a result of the peace movement. However, this report is discounted. The activity has taken only a small percentage of seed from the growers as yet. Jobbers are running light, and cleaners are buying only for immediate demand.

The Orchard Grass demand is still good, but is easing up as the article is getting scarce in Louisville. Stocks are out of the hands of the growers, and most of the cleaners have sold out. Jobbers are carrying fair stocks.

Red Top is showing more activity than usual, because it is one of the cheapest seeds on the market. It has a good promise as a speculative investment, as it is one of the low priced seeds quoted. Illinois cleaners are paying more for Red Top which has gone to 12c. to the grower. Cleaners are getting 12½c. and jobbers are quoting 13½c. and 14c. This seed promises to advance considerably in price and get in line with other high priced seeds.

Red Clover is scarce in spite of great promise early in the year. First class seed is quoted at $22 and $23 per bushel. These prices are so high that farmers are refusing to pay retailers' prices which are considerably higher. The result is that Red Clover is not moving. It recalls the days when seed was selling at $25 a bushel, and was shipped in sugar barrels to prevent loss.

Timothy has been fairly active at $5 a bushel in a jobbing way. However, it is about done for this season.

Louisville seed jobbers report that the Fall season has about closed on one of the most active years they have known, a year in which the demand has been for the best regardless of the high prices. At present there isn't much demand, but retailers are going over the Winter with larger stocks than they have carried for two or three years. Indications are for an active Winter buying for Spring delivery.

Looking Into the Future

In view of the situation that will confront not only the Allies but the enemy countries immediately at the close of the war, the following extract from the New York *Evening Sun* is timely:

In normal times before the war the imports of wheat and wheat flour by England, Holland, Italy, France, Germany, Belgium and Austria-Hungary amounted to over 414,000,000 bushels a year. Much of it came from Russia, some from Argentina and Australia, but most of it from North America. Of these importing nations Germany, France, Hungary, and to some extent England also produced a good deal of wheat at home. The war has inevitably decreased production in all these nations except England. They demand more wheat than ever from us, and when peace comes the needs of our enemies must also be met. No one intends to starve a defeated Germany. Thus the peace time demand will be enormous.

It will be accentuated, too, by the disorganization of Russia and the Balkans. It will be several years before full crops can be hoped for from those stricken nations. The food must be supplied by North and South America and Australia.

But even more serious than the instant call for food will be the demand for seed. Not one of these European nations can possibly have anything like seed grain enough to replant its own fields when war is over. They will ask it of us. Even Russia, Siberia, Rumania and Hungary will need to draw upon our seed supply.

Nor is it wheat alone that will be wanted. Feed grains will perhaps be even more in demand: barley, oats and corn, seed as well as the finished feed product, if the supply of animals is to be restored.

We have the land available, and the money. Our own grain fields and the great Canadian Northwest could readily grow enough to supply the whole world—if we had the labor. But until labor enough is found the increase will be doubtful. As it is now nearly every new acre of wheat planted means one acre less for some other crop. Much can be done by better and more plentiful machinery, but not enough. Men are still needed How to find them and put them to work on the land is perhaps the gravest problem of the near future—indeed, it is a present and pressing matter that cannot safely be ignored.

Holland Plant Exporters Ass'n

Since the publication of the item entitled "Holland Growers' Protective List" on page 613, issue of Oct. 19, we are in receipt of an official circular, giving the rulings of the Holland Plant Exporters' Association. Following the example of the American Association of Nurserymen, it has formed a protective body to care for the interests of its members, with the object in view of adjusting the export plant trade to the new world conditions; also in the endeavor to assist customers, so that unfair competition of slow and fault finding buyers may be reduced, and what is of prime interest to buyers here, abandoning the practice of sending goods from Holland to public auctions. As their agreement puts it, "all auctions in all countries where a regular plant trade with Holland exists is forbidden." The following are the articles of agreement:

1. No auctions are alllowed in countries where a regular trade in plants has been established.
2. Goods are only sold f. o. b. seller's nurseries.
3. No orders will be executed for firms which have not settled their accounts of the preceding season.
4. All accounts are due net, three months after date of invoice; interest of ½ per cent per month will be charged on overdue accounts.
5. Claims not made within eight days after receipt of the goods cannot be taken in consideration.

Gardening for Prisoners

From an English trade paper we quote the following:

In view of the starvation diet endured by prisoners in Germany, and to relieve the deadly monotony of prison life Messrs. Kelway sent parcels of food seeds to all the prison camps. They have received the following letter from the Prisoners of War Committee:

"Dear Sirs: We have pleasure in stating that up to date we have received acknowledgment from the undermentioned camps, to the seeds which you kindly sent us for forwarding in March last:

"Munster, Geissen, Stendal, Minden, Gardelegen, Langensalza, Altdamm, Lechfeld, Dulmen, Gustrow, Friedrichsfeld. The men all seem most grateful and wish us to thank the donors. Yours truly,

(Signed) K. Oliver,
"For the Secretary, Parcels Dept."

Yields from Green Manure Increased

The New Jersey Exp. Sta. calculates that two crops of green manure contain as much phosphoric acid and potash and nearly as much nitrogen and organic matter as 20 tons of stable manure. Although the potash and phosphoric acid are not added to the soil, they are returned in more available form, and if the green manure used is a legume, at least part of the nitrogen is an addition to that already in the soil. However, it is expensive to handle the stable refuse, while the green-manuring crop can be grown directly on the impoverished land, and thus be ready for uniform plowing-under when it has attained the proper growth. The New Jersey station demonstrated that leguminous green manures are more efficient than stable manure in the matter of crop production and in maintaining the nitrogen content of the soil.

A green-manuring crop should be turned under at least two weeks before the next crop is planted. In plowing down the catch crop, the furrow slice should be laid slanting at an angle of 30 to 40 deg. with the horizontal. Directly after plowing, the field should be rolled thoroughly as this hastens decay and prevents the drying out of the soil.

The principal green-manuring crops which are now in extensive use include Crimson Clover, Sweet Clover, Burr Clover, Soy Beans, Cowpeas, Velvet Beans, Vetches, Canadian Field Peas, and Rye.

Fewer Lawn Mowers

The manufacture of lawn mowers has been ordered cut for three months ensuing to 40 per cent. of the 1917 rate, and the industry has been notified to get into war work by the end of three months.

Imports and Exports for July, 1917, and July, 1918

(From the *Monthly Summary of Foreign Commerce of the U. S.*, published by the Dept. of Commerce at Washington, D. C.)

IMPORTS	1917		1918	
Seeds	lbs.		lbs.	
Clover	469,581	$65,540	62,807	$12,181
Other grass seeds	477,384	41,092	144,254	26,461
Other seeds (garden?)	.....	828,981	.....	251,773
Plants, trees, shrubs and vines: Bulbs, bulbous roots or corms, cultivated for their flowers or foliage	M. 1,023	$11,025	1	$12
Stocks, cuttings and seedlings	M	.....	4	3
All others	.....	16,624	361	1,825
Total		$27,649		$1,840
Fertilizers	tons		tons	
Amm nia, Sulphate of	261	$25,880	188	$30,638
Bone products	1,146	46,276	317	12,645
Calcium cyanamid or lime nitrogen	.....	.....	4,051	208,053
Guano	663	10,982	149	4,793
Potash				
Muriate of	107	26,228	2	427
Sulphate of	26	2,768	14	3,154
All other fertilizers	.....	224,968	1,632	50,151
Total		$337,102		$309,861

EXPORTS	1917		1918	
Seeds	lbs.		lbs.	
Clover	83,678	14,550	101,482	$29,244
Timothy	53,148	4,077	52,038	4,685
All other grass seeds	67,333	11,137	77,810	16,509
Other seeds (garden?)	.....	28,645	.....	106,350
Fertilizers	tons		tons	
Phosphate rock	8,556	$32,223	13,500	$77,535
Superphosphates	615	17,439	358	21,340
All other fertilizers	5,278	403,967	5,991	185,392
Total	14,449	$453,629	19,849	$284,267

Catalogs Received

Domestic

Griffings Nurseries, Port Arthur, Texas; pre-season catalog of fruit, nut, and shade trees, palms, shrubs, evergreens and Roses; 16 pages, illustrated.

Harrison's Nurseries, Berlin, Md., special price list of fruit and ornamental trees, shrubs, Roses, Peonies and evergreens, a handy list; 22 pages.

Stumpp & Walter Co.—30-32 Barclay st., N. Y. City, special bulb offer, listing Tulips, Daffodils, Irises and Hyacinths; an attractive folder, well illustrated.

The McCallum Co.—137 Seventh st., Pittsburg, Pa. "The McCallum Service for Florists," being a catalog of decorative supplies and materials, in holly wreaths, ribbons, sprays, baskets and sundries, 16 pages, well illustrated.

Foreign

K. Van Bourgondien & Sons, office and warehouse, Arlington, N. J., bulb nurseries, Hillegom, Holland, special offer [illegible] wholesale, of Narcissi, Hyacinths, Tulips, Gladioli and other [illegible]

Spencer Sweet Peas

Sow now to follow Chrysanthemums and for early Spring and Easter flowering

Australian Winter-Flowering Spencer Sweet Peas

CÆRULEA.
BLUSH SHADES.
CHARM (Blue-white).
COUNTESS (Pink).
CHRISTMAS PINK SHADES.
COUNTESS IMPROVED (Pink).
CHIEF (Maroon).
DAYBREAK (Cream).
EXQUISITE (Pale Pink).
PURPLE.
RADIANCE (Rose).
RUBY (Crimson).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.
PINK AND WHITE			
Christmas Pink Orchid	$0.50	$1.25	$4.00
Pink and White Orchid	.15	.50	1.75
The Czar. Rose; white wing	.50	1.25	4.00
WHITE AND BLUSH			
BRIDAL VEIL. Best pure white	.15	.50	1.50
Venus. Blush white	.20	.75	2.50
White Orchid. Pure white	.15	.50	1.75
PINK AND LIGHT PINK			
Bohemian Girl. Pink self	.20	.75	2.50
Morning Star. Fine self-pink	.20	.75	2.50
Miss F. Roland. Light pink	.20	.75	2.50
Selma Swenson. Soft pink	.30	1.00	
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00	

	¼ oz.	Oz	¼ lb.
APRICOT AND ORANGE			
Apricot Orchid	$0.20	$0.75	$2.50
Orange Orchid	.15	.50	1.50
RED AND ROSE			
Orchid Beauty. Dark rose-pink / Orchid. Bright cherry red	.15	.50	1.75
BLUE			
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50

Mixed Winter-Flowering Spencers
Containing the best sorts in a wide range of color
¼ oz. 20c., oz 65c.; ¼ lb. $2.00; lb. $7.50

ASPARAGUS Plumosus Nanus Seed. $2.50 per 1000; $12.00 per 5000.
CYCLAMEN SEED, B's Gigantic. Separate colors or mixed. $1.00 per 100, $9.00 per 1000.
CALLA Godfrey. Strong roots, $2.25 per doz., $17.50 per 100. Æthiopica. 6-8 in circum., $2.50 per doz., $22.50 per 100. 3-4 in circum., $1.50 per doz., $10.00 per 100.
FREESIA PURITY. ⅝ to ¾ in. diameter. $1.00 per 100, $7.50 per 1000.
DUTCH AND FRENCH BULBS are now here. Send us your list of requirements for special quotation

Arthur T. Boddington Co., Inc.
SEEDSMEN
128 CHAMBERS STREET NEW YORK CITY

When ordering, please mention The Exchange

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WE HAVE RECEIVED

from **Mediterranean Countries**

	Per 100
Iris Filifolia, true type	$12.00
Iris Tingitana, true type	$12.00
Tulipa Clusiana, true type	$10.00

JOHN SCHEEPERS, Inc.
2 STONE STREET, NEW YORK

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

Freesia Purity

Mammoth, ¾-in. and up

SWEET PEAS. Winter-Flowering Spencer, best varieties.
LILIUM Giganteum. From cold storage, in cases of 350.
CYCLAMEN SEED. Finest American-grown, new varieties.
CINERARIA. BEGONIA.
STOCKS, Beauty of Nice, etc.

Send us a card, stating kind and quantities wanted, and we will give you special prices.

J. M. THORBURN & CO.
53 Barclay Street, NEW YORK

SNAPDRAGON

Florists who know are stocking up on **Snapdragon.** This is a year when space must count. **SNAPDRAGON** will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink;** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new **Golden Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed.** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

PLANTS of **Keystone, Nelrose, Yellow, White** and **Buxton,** $5.00 per 100, $45.00 per 1000; less than 100 plants 6c. each. Cash with order. Plants travel at purchaser's risk.

G. S. RAMSBURG
SOMERSWORTH, N. H.

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

Holland Bulbs in New York

WRITE FOR PRICES

R. A. van der Schoot
35 Reade St., New York City

When ordering, please mention The Exchange

BAMBOO Cane Stakes

		Per bale	Per bale
Natural,	6-9 ft.	600	$7.00
,,	9-12 ft.	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

Now is the Time to Plant
Potato Onions
or ENGLISH MULTIPLIERS

Can force them and have Early Spring Onion by Xmas. We can supply you the Genuine Potato Onion and Sets; also White Multipliers and Egyptian Top Sets.

The J. Chas. McCullough Seed Co.
228, 230 and 232 East 4th St.
CINCINNATI OHIO

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Mixed, 500 seeds, $1.00. ½ pkt., 50c.
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
CINERARIA, large dwarf, trade pkt., 50c., ½ pkt. 25c.
CYCLAMEN, Giants, trade pkt., $1.00; ½ pkt., 50c.
COLEUS. New fancy hybrids, 20c.
LOBELIA. Crystal Palace. Finest dwarf blue, 20c.
PETUNIA. Cal. gi. Bluejacket. Each 20c.
PANSY, Giants, 5000 seeds, $1.00; ½ pkt. 50c.
VERBENA. Cal. gi., mixed or sep., 20c.

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)

Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: **Nelrose, Phelps' White, Enchantress, Bronze Beauty,** 50c. per trade packet; 6 for $2.50.

New Address:
Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange

Sweet Pea Seeds

Early or Winter Orchid Flowering and Choice Florists' and Flower Seeds

Satisfaction Guaranteed—Send for New Complete Price List

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz. $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SAVE COAL
Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES

	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	

BICOLOR, or PINK & WHITE COLORS

Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00

PURE WHITE OR BLUSH

Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS

	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00

LAVENDER AND LIGHT BLUE COLORS

Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00

SCARLET AND RED COLORS

Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00

DARK BLUE AND MAROON COLORS

Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. Rose Queen, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

SWEET PEAS — IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices: ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate; 4 oz. of one variety at price quoted. List of varieties in issue of October 26.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc,** white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.

SNAPDRAGON. Greenhouse forcing varieties

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	**Phelp's White**	$0.50
Buxton, Silver Pink	1.00	**Garnet**	.50
Ramsburg's	1.00	**New Enchantress Pink**	.50
Nelrose Deep Pink	.50	**New Peachblow**	.50
Giant Yellow	.50	**New Bronze Beauty**	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

NARCISSUS

PAPER WHITE GRANDIFLORA

13 to 15 ctm., 1250 in a case, $24.00 per case; $2.50 per 100.

14 to 15 ctm., 1000 in a case, $23.50 per case; $3.00 per 100.

French Trumpet Major. $22.50 per 1000; $2.50 per 100.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ⅛ to ⅝ in., $1.25 per 100; $10.00 per 1000. Prices on large quantities on application.

LILIUM GIGANTEUM

Cold Storage Bulbs

7-9 300 Bulbs in a Case $24.00

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1½-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

OXALIS Buttercup

Mammoth Bulbs. $1.75 per 100; $15.00 per 1000.

GLADIOLUS BULBS

(Now Ready)

Best Long Island Grown—1½ in. and up

	100	1000
America and **Augusta**	$2.00	$18.00
America Mammoth Selected, 1¾ in. and up	2.75	25.00
Baron Hulot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and **White Florists' Mixture**	2.00	15.00

Prices on all other varieties on application

DUTCH BULBS

(Very Best Bulbs)

Hyacinths, Named, 1st, 2d and 3rd size and bedding varieties; **Narcissus,** single and double; **Tulips,** in all varieties; **Spanish** and **Dutch Iris,** etc.

Send for prices.

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. 2¼-in., fine plants $6.00 per 100; 3-in., $15.00 per 100. Strong, 4-in., $25.00 per 100.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse-grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in., $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.

BOUGAINVILLEA Sanderiana, 4-in., fine plants, $3.50 per doz., $25.00 per 100; 3-in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000.

CARNATIONS. Field-grown **White Wonder, Matchless, Perfection, Enchantress, Mrs. C. W. Ward, Light Pink Enchantress, Harlowarden,** $7.00 per 100. $60.00 per 1000. Prices on other varieties on application.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100; 3-in., $10.00 per 100; strong, 3½-in., will flower for Christmas, $15.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Rooted cuttings, $4.00 per 100. **Mrs. Sanders,** rooted cuttings, $1.50 per 100; 2¼-in. per 100, $3.50; 1000 $30.00. **Single White Margaret Daisy,** 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100.

DELPHINIUM Belladonna. Turquoise blue. Strong, 2-year-old plants, $12.00 per 100; 1-year-old, $10.00 per 100; seedlings, $4.00 per 100.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $17.50 per 1000.

GENISTA. 3½-in., $15.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid.

HYDRANGEAS. Field-grown, **Otaksa** and French varieties. 2 shoots, $7.00 per 100; 3 to 4, 4 to 6, 6 to 8, 8 to 12 shoots, 4c. per shoot.

IVY. English, 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000

JERUSALEM CHERRIES. Fine stock. Order now before danger of freezing in transit. 4-in., $12.00 per 100; 4-in., selected, $15.00 per 100; 5-in., $18.00 per 100; 5-in., selected, $25.00 per 100; 6-in., $30.00 per 100. **New Cleveland Cherries,** 3-in., $10.00 per 100.

KENTIA Belmoreana. 2½-in., $9 00 per 100.

PANSIES. Strong seedlings. Giant Exhibition Forcing strain; finest strain in the country. $3.00 per 100, $25.00 per 1000. Fine giant mixture, $5.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100. 2000 rooted cuttings, **Easter Greeting,** fine stock, ready 10 days, $6.00 per 100, $50.00 per 1000.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and **New Enchantress Pink, Bronze Beauty, Garnet, Blood Red,** 2¼-in., $5.00 per 100, $45.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer** strain, **Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Fine, 3-in., $10.00 per 100. **Chinensis,** large flo. fringed, 3½-in., $12.00 per 100. **Primula Malacoides Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; **Malacoides,** mixed, 2¼-in., $3.50 per 100, $30.00 per 1000; 4-in., $12.00 per 100.

STEVIA, Double. 4-inch, $10.00 per 100. Fine field grown plants, $10.00 per 100.

TABLE FERN SEEDLINGS. Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. **Bird's Nest Ferns Aspleniums,** 2¼-in., $12.50 per 100; 3-in., 25c. each.

FERN FOR FERN DISHES: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above, 50c. each. **Boston,** 2½-in., $5.00 per 100, $45.00 per 1000. **Roosevelt,** $5.00 per 100, $45.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; **Whitmani,** 2¼-in., $5.00 per 100, $45.00 per 1000.

VINCAS. Field-grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.

"THE BUGS ARE BUSY NOW"

NICOTICIDE. 1 gal., $15.00.

LEMON OIL. ½ gal., $1.50, 1 gal., $2.50

APHIS PUNK. 1 box (12 sheets) 60c. per case; 12 boxes, $6.50.

APHINE. 1 gal., $2.50.

NICOTINE. ½ pint 90c.; 1 pint $1.50; 3 pints, $4.25; 1 case (10 pints) $13.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50 ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.50, 288 sheets, $7.50.

ROMAN J. IRWIN

108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

Southern States

Houston, Texas

[illegible] the florists of Houston [illegible] a rush of business [illegible] past few weeks. They [illegible] day and night. Practically all the business has been funeral work and supplying flowers for the sick. They all express themselves gracefully as being sorry to profit by the affliction of the community, but the fact remains as a business proposition that when they were looking forward to a diminution of business, they have had more work than they could attend to.

Kerr the Florist reports that the rush has been such that nothing like it has been known in the history of the florist business in Houston. Only within the past two days has there been any signs of a slack. Mr. Eichling, the sales manager, is again on the sick list.

The first 'Mums of the season grown in Houston were gathered yesterday. Good Roses and ferns are coming from the R. C. Kerr Company. Mr. Newell of Kansas City, who was here with his wife to visit a sick son at the aviation fields, has returned to Kansas City, but his wife still remains with her son, who is doing well.

R. G. Hewitt, of the Brazos Greenhouses is knocking on wood. He has been swamped with work, and has had to turn away orders not because he lacked flowers, but because he had so much work ahead he could not fill new orders.

Clarence L. Brock, superintendent of parks, and S. J. Mitchell, president of the Houston Horticultural Co., have joined in growing some fine 'Mums at the City Greenhouse. These 'Mums are beginning to bloom nicely, and their success will show what can be done with these beautiful flowers with merely a frail lath house as a protection.

J. M. Laughlin, secretary of the Houston Hort. Club, has received word of the death of his brother in New Orleans. W. H. Laughlin, construction foreman for Pennock & Ford. He reports that a meeting of the club has been called for the first Monday in November, when the question of putting in orders for Crape Myrtles will be taken up. The committee entrusted with the work of sending flowers to the family and next of kin of Houston soldiers who fall in France, in accordance with the suggestion of the national florist organization, will make a report. C. L. B.

Texas Meeting and Show Postponed

On account of the extreme conditions that prevail all over the country, it is decided that the convention and flower show of the Texas State Florists' Association at Fort Worth, Nov. 19 to 21, be postponed. The show will not be held at all this year; the convention at some later date, likely in the Spring.

L. J. TACKETT, Sec'y.

Norfolk, Va.

Business has been rushing; in fact has never been so great in the history of the trade here; this is the general report.

H. C. Vansant has been ill with influenza; meanwhile his wife is taking charge of the store.

William Nolan of the Burlington Willow Ware is calling on the trade here and at Newport News and surrounding territory. Dahlias are still the principal flowers offered, although 'Mums are arriving more freely and help out.

Fourth Liberty Loan at Macon, Ga.

D. C. H[illegible], proprietor of the Idle Hour Nurseries, of Macon, Ga., was an [illegible] for the Fourth Liberty Loan. The committee of which he was chairman sold, during the campaign, $461,800 worth of bonds. Bibb County, in which Macon is located, went "over the top" by a substantial sum.

NEW ORLEANS, LA.—We regret to learn that Thos. A. Ross, store manager for Chris. Reuter, seedsman of this city, died on Oct. 16, of influenza, at the age of 32. Mr. Ross, who was formerly with Jacob Bros., Fort Worth, Texas, had been connected with the Reuter establishment for four years. He had a wide circle of friends among the seedsmen of this country as well as of Scotland, the country of his birth.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

The far reaching effect of our publicity campaign is becoming noticeable. Among [illegible] perhaps we had better call them commissions, because we do not in our advertisements invite orders—was one from Palestine. An officer in the Indian Army, now with General Allenby, sent Egyptian bills, the only medium of money exchange open to him. He directed the delivery of a birthday gift of flowers in a neighboring city. He was also good enough to speak of our slogan in a manner highly commendatory. So there was not the slightest doubt that he was influenced by it to transmit the order.

While the Promotion Bureau certainly did not expect actually to become a factor in the interchange of orders, still it has relayed scores received from persons who have either misunderstood the mission of our advertisements, or sought our services through our being considered a responsible head to the system. Of course, we are pleased to be of such service.

But what must be the business effect of the "Say it with Flowers" slogan throughout our own vast country; The public has taken very kindly to the phrase, and it is commonly quoted.

It should be the object of every florist to lend assistance in our efforts to plant this slogan still deeper in the public mind. Every flower store window should display it where its message can be made continuous. There is nothing better than the beautiful glass signs we provide for this purpose—glass mounted on brass, the slogan in gold on light blue ground, the background dark green, delivered anywhere at $2 each, the average cost. Every florist in the land should have one of these signs on display. It should pay for itself in a few hours, help the florist and help in the publicity work.

A word to those who have not subscribed to the Publicity Fund. You will notice from the statement concluding this letter that we are still short of our object, the attainment of a fund approximating $50,000 a year for four years. Our committees for this reason are not able to go as far in their work as they believe they should. The success of the campaign so far is beyond question, but the campaign stimulant should not be administered in homeopathic doses. These work too slowly. The greater the concentration of effort, the more noticeable the results. The committees would like to close the year with the concentration they planned, but are dependent upon the florists who have not yet provided stimulant to furnish the amount required many hundreds of their brother florists have nobly done their share and are satisfied that their contributions have proved to be good investments. If your hearts are in your business, you surely will want to subscribe to this fund. Send in to the Secretary your cheques for whatever you feel you can give; or, if you prefer, ask for our regular printed forms and other particulars, and they will be promptly sent to you.

The following additional subscriptions are recorded:

	Annually	4 yrs.
A. J. Horning, Cincinnati, O.	1 year	$3.00
Mrs. C. Witterstaetter, Cincinnati, O.	1 yr.	5.00
Sam Kuhn, Cincinnati, O.	1 yr.	5.00
E. W. Rutenschroer, Cincinnati, O.	1 yr.	5.00
Mrs. J. Murphy, Cincinnati, O.	1 yr.	1.00
R. H. Freis, Ft. Thomas, Ky.	1 yr.	10.00
Fred. M. Backmeier, Cincinnati, O.		5.00
Frank A. Schneider, Cincinnati, O.		2.00
J. C. Rutenschroer, Cincinnati, O.		2.00
Edward A. Forter, Cincinnati, O.		5.00
William Schumann, Newport, Ky.		5.00
R. Witterstaetter, Cincinnati, O.		5.00
Schumann & Wahles, Newport, Ky.		5.00
Philip T. Popp, Covington, Ky.		5.00
W. & L. Pfeiffer, Ft. Thomas, Ky.		5.00
John Sunderman, Cincinnati, O.		5.00
Edward Schumann & Sons, Cincinnati, O.		10.00
Sidney W. Murphy, Cincinnati, O.	1 yr.	2.00
Henry F. Koester, Cincinnati, O.	1 yr.	5.00
Burtschy Bros., St. Bernard, O.	1 yr.	2.00
J. Fred. Baker, Mussop, Conn.		2.00
J. T. C[illegible]ngham, Ellenville, N. Y.		5.00
Arthur L[illegible]ns, Wheeling, W. Va.		25.00
John C. Gracey, Philadelphia, Pa.		10.00
Frank J. Clark, Trenton, N. J.		25.00
TOTAL		$159.00
Previously reported in all sources		44,609.75
GRAND TOTAL		$44,768.75

Middle Atlantic States

Pittsburgh, Pa.

The demand for flowers still continues to be more than the supply. Wholesale houses are kept busy answering the 'phone and refusing orders. If a retailer does not have his order in the day before he is likely to be without stock the next day. 'Mums are now coming in larger amounts, a welcome to this market as Dahlias have been affected by the frost. Shipments are expected in a few days as only the open flowers were frozen. Some good early Rose, Pink Gem, Chrysolora and Pink and White Ivory 'Mums are coming to the market. Pompons of all colors are in heavy supply and help out considerably. The supply of Carnations is increasing daily. There's a great demand at $6 per 100 as the top price. The demand for long American Beauty Roses is not nearly what it was last week as 'Mums are gradually taking their place. Prices have suffered some but the shorter grades that can be used for funeral work still hold up in price. There seems to be a shortage of Galax, Leucothoe, ferns and other greens, due to sickness among the pickers and trouble to get help. Asparagus sprengeri and plumosus are also in demand. Roses of all varieties reaching this market clean up well at good prices. There are not nearly enough short stemmed ones, but plenty of the long grades. The best Rose seen this year is Columbia. It is a favorite with all. Valley and orchids are selling well with a good supply. Violets are selling well; they are being used for funeral work.

C. C. Phillip, of the McCallum Co., has been confined to his home with illness. About the time he was able to be around Mrs. Phillip was affected.

N. McC.

Lanncaster, Pa.

With the unseasonably warm weather came a little relief in the supply of flowers. The past week, even with additional work, was not so nerve racking as the previous one, although the hours of work have not been reduced. Florists are working from 6 a.m and 7 a.m. to 12 at night or later.

Walter Hammond handled about as many 'Mums in one week as he has for a whole season heretofore. He is getting them from Lemar Landis, Fred Roof, Thomas Fries and Rudolph Nagle.

The Rosary has managed to keep up its supply of flowers from local growers and the Philadelphia market. It had a wonderful supply of hardy 'Mums and a great display of plants, including peppers grown locally by A. Strickler.

While Mrs. Ida Goldbach has been ill Miss Goldbach has managed to keep things going successfully.

H. A. Schroyer has been hampered by the illness of his right hand man, who since his recovery has decided that the business is unhealthy so is not coming back. With the able management of Miss Steelman and the assistance of Mr. Metzger he has been doing pretty well, however, in spite of this drawback. He is getting good stock from the greenhouses, but most of it is bought. To say it very gently, there has been profiteering among the growers. It would be a wild dream to imagine any such condition in this business as the following of stable business policies, but sometimes one wishes there were such a thing.

At the B. F. Barr store everybody was working double time. While orders seemed to be coming in faster than they were going out, Mrs. Barr said: "We will catch up tonight after the doors close." The cut from the greenhouses has been phenomenal and the fact that it has all been sold down to the last flower and at greatly increased prices ought to make this a red letter season for the concern. With a reduced working force at both the greenhouses and the store it has meant hustling, so every one will be glad when things slacken up a bit. One of Mr. Barr's men has also left because the work has proved unhealthy. What is the matter with the greenhouse work today? As a boy I remember hearing a group of doctors who were at the reception given the S. A. F., at Geo. W. Childs' place in Bryn Mawr, saying to Mr. Childs: "Do you know this is the healthiest lot of men of one profession that we have ever seen gathered together?"

The markets were well supplied with hardy 'Mums. An old city ordinance has been enforced that protects the flower shop from out of town buyers. For several weeks there had been buyers here from Baltimore, Harrisburg and Philadelphia who picked up everything they could buy on the market, but the authorities have put a stop to this. If outsiders want to get flowers from these farmers who supply the market they will have to tour the county or spend some time in Lancaster's jail. Lancaster believes in protection and lives up to what she believes in. We agree with General Hancock, who in his 1880 campaign said: "The Protective Tariff is a local issue." We have made it one on our markets and hope the United States will make it universal after the war.

Paul K. Murphy writes home and says "with all the open ground around me why should a shell drop on the little spot I cover?" This might be good philosophy for some of us who think we are having so much trouble. ALBERT M. HERR.

Buffalo, N. Y.

The demand for funeral flowers has been heavy. The receipts of stock were somewhat larger than previously, especially in 'Mums. Am. Beauty and other Roses and Dahlias. Prices were not quite as high as during the week previous, although there was a clean-up daily. Lilies are still scarce. There was a good supply of Violets, with no special demand.

Car Strike Settled

Buffalo's street car strike, which lasted three weeks and caused a loss of many thousands of dollars to the downtown florists and other merchants was settled Saturday afternoon, Oct. 26. The car men will have $1,500,000 added to their annual payroll; part of this extra money will undoubtedly reach the local flower shops. Increases in wages amounting to $7,000,000 for the employees of the Curtis Aeroplane Co.'s six establishments in Buffalo have also just been approved by the War Labor Board at Washington. By this decision about 10,000 men and women workers will receive substantial advances, which will undoubtedly benefit business here. Even in the face of war time troubles, progressive florists see prosperity ahead.

J. Fred De Mun, traveling salesman for the Dunkirk (N. Y.) Seed Co., died recently of influenza in a Rochester, Pa., hospital.

Florist a Candidate for Office

"A business man for a business office." This is the slogan which the friends of S. A. Anderson, Buffalo florist, are using in their aggressive campaign to elect him county treasurer at the coming election. They are basing their appeal for votes for him on the ground that "Mr. Anderson has executive ability and progressive ideas and is a man of splendid character." As Mr. Anderson is nationally known in the florist's trade, his friends in all parts of the country hope he will be elected.

JOSEPH A. MCGUIRE.

Rochester, N. Y.

Since last writing there has been a falling in demands and business is not so brisk as during the past three weeks. Chrysanthemums are more plentiful, so Rose sales have decreased. A general lull in the trade can be felt. For the first time in many weeks Roses are left over from the day's business and calls for them are growing less. Carnations are still scarce and it is believed that the scarcity will be felt while Chrysanthemums are on the market.

The Rosery Flower Shop, formerly conducted by the late Paul Campas has been disposed of to E. Kendig of Oswego, N. Y. Mr. Kendig will for the present keep his store going in Oswego. He is familiar with the Rochester trade having had business connections here previous to going into business in Oswego. He possesses skill in floral arrangement, is a hustler and a hard worker and has the best wishes for success from his fellow craftsmen.

In compliance with the recent orders from the Fuel Administrator, the Lamberton Conservatories at Highland Park will be closed for the Winter. This will be regretted by many citizens who have been in the habit of making regular visits to the place to see displays which the Dept. of Parks has always provided. The plant and propagating houses will be kept going as usual. Stock, which has been made ready for display in the conservatories, will, it is thought, be disposed of if possible. H. B S.

1918 CROP

BEET Per lb.
1000 Detroit Dark Red $0.50
1000 Crosby's Egyptian ..... .50
1000 Early Egyptian ..... .50

CARROT
1000 Danvers Half Long..... .60
1000 Chantenay ..... .60
1000 Imp. Long Orange..... .60
1000 Oxheart ..... .60
1000 Nantes ..... .65

ENDIVE
500 Broad Leaf Batavian..... .75

PARSNIP Per lb.
1000 White Hollow Crown.....$0.65

RADISH
500 Early Scarlet Globe..... .75
500 White Tipped Scarlet Turnip. .75
500 White Tipped Scarlet Globe.. .75

TURNIP
1000 Early White Flat Dutch..... 1.00
500 Cow Horn..... 1.25
500 White Egg..... 1.25
500 Purple Top Strap Leaf..... 1.25
500 Purple Top White Globe..... 1.50
500 American Purple Top Rutabagas..... 1.25

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

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United States Food Administration License Number G38089

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Mammoth Bulbs, Selected Stock, $15.00 per 1000

STUMPP & WALTER CO.

Seedsmen 30-32 Barclay Street NEW YORK

When ordering, please mention The Exchange

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $8.00 per 100. Ophelia and Mrs. Russell, own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN	100	1000
Enchantress. Light Pink	$7.00	$60.00
Matchless. White		50.00
Lady Bountiful. White	5.00	45.00
Pensor. Pink	5.00	45.00

VIOLETS Field Clumps

Princess of Wales.....$6.00 per 100

Wood Brothers

Fishkill, N. Y.

Some Excellent Stock

GENERAL EXTRAS FOR EARLY ORDERS

	100	1000
2-in. ASPARAGUS Plumosus and Sprengeri	$2.75	$25.00
3-in. ASPARAGUS Plumosus and Sprengeri	7.00	65.00
3-in. CYCLAMEN. 8 varieties	8.00	75.00
4-in. CYCLAMEN. Fine stock	20.00	
4-in. FERNS. Assorted	15.00	
5-in. FERNS. Assorted	20.00	
3-in. FUCHSIAS. Little Beauty	7.50	70.00
3-in. FUCHSIAS. Assorted	6.00	50.00
3-in. DRACÆNA Indivisa	15.00	
4-in. DRACÆNA Indivisa	25.00	
3-in. MARGUERITES. White and Yellow	7.50	70.00
3-in. LANTANAS. Dwarf, in Bloom	5.00	50.00
3-in. LANTANAS in bloom	7.50	70.00
3-in. LANTANAS. Assorted Varieties	5.00	45.00
3-in. SMILAX. Large plants	2.75	25.00
3-in. SNAPDRAGON. White, Pink and Yellow	5.00	45.00

Abundance of other stock. Correspondence solicited

LORENZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

INDEX TO STOCK and Material Advertised
See Page 687

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GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

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A NEW ROSE and A REAL ROSE. The name is PREMIER. It is well named

You will want to grow it next season. But if you do you had better order your stock at once. PREMIER is a seedling from Ophelia and Russell. The Ophelia growth and Russell flower except color, which is a beautiful shade of clear Rose Pink. Almost as large as the Beauty. Own root plants: 100 $30.00; 250 $70.00; 500 $125.00; 1000 $250.00.

Grafted plants, $5.00 per 100 additional. Order shipped in rotation.

PRIMULA

2½-inch	100	1000
Obconica Rosea, Gigantea and Apple Blossom. The finest strain on the market	$5.00	$45.00
Chinensis	5.00	45.00
Obconica, 4-in	15.00	
Chinensis, 4-in	15.00	
Malacoides Townsendi, 2½-in.	6.00	50.00

DAISIES

Boston Yellow, 2¼-in	$7.00	$60.00
Mrs. Sanders, 2-in	4.00	35.00
White Marguerites, 2½-in	6.00	50.00
Marguerites, 5-in	35.00	
Giant White, 2¼-in	6.00	50.00

SNAPDRAGONS

Peachblow	$6.00	$50.00
Ramsburg's Silver Pink, 2½-in.	6.00	50.00
Phelps' White, 2½-in	6.00	50.00
Phelps' Yellow, 2½-in	6.00	50.00
Giant Yellow, 2½-in	6.00	50.00
Nelrose, 2½-in	6.00	50.00
Keystone, 2½-in	6.00	50.00
Enchantress	6.00	50.00

CINERARIAS
Dwarf Hybrids, Mixed Varieties

	100	1000
2¼-in	$6.00	$50.00
3 -in	8.00	

ASPARAGUS PLUMOSUS

	100	1000
2½-in., extra heavy	$4.00	$35.00
2½-in., lighter grade	3.50	30.00
3 -in., heavy	7.00	60.00
4 -in., heavy	12.00	
Sprengeri, same as Plumosus.		

FERNS

Good, heavy plants	100	1000
Scotti, Teddy Jr., 4-in		$25.00
Boston, 4-in		25.00
Norwood, 2½-in	$8.00	75.00
Norwood, 4-in	30.00	

BIRD'S NEST FERN
Guaranteed freee from disease

	100	1000
2 -in	$12.00	$110.00
2½-in	20.00	175.00
3 -in	25.00	225.00
4 -in	50.00	

DISH FERNS

Seedlings, per flat	$2.25
2½-in	5.00
3 -in	8.00
6 -in. pans	40.00

CYCLAMEN
Exceptionally good this season

	100	1000
4-in., selected	$30.00	
4-in., as they run	25.00	
6-in., selected	60.00	

Salmon, Light and Dark, Pink, Light and Rose, Blood Red, Light Red, Pure White and White with Eye.

FIELD-GROWN ROSES
Exceptionally Fine Quality

One Year Old	100
Excelsa	$25.00
Tausendschon	25.00
White Dorothy Perkins	25.00
Pink Dorothy Perkins	25.00
Two Years Old	
Edna Teschendorff	$35.00
Orleans	35.00
Excelsa	35.00
Crimson Rambler	35.00
White Dorothy Perkins	35.00
Tausendschon	40.00

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Standard Varieties

We strongly advise ordering early, as the usual shortage of standard varieties will be greater this year than ever before.

	2-inch Rose Pots 100	1000
Maryland, fiery red	$3.50	$30.00
Alphonse Ricard, bright vermilion	3.50	30.00
Beaute Poitevine, pretty shade of shrimp	3.50	30.00
Berthe de Presilly, silver rose pink	3.50	30.00
Jean Viaud, bright shade of mauve rose	3.50	30.00
La Favorite, finest pure white	3.50	30.00
Miss F. Perkins, deep rose	3.50	30.00
Mme. Buchner, snow white	3.50	30.00
S. A. Nutt, deep crimson	3.50	30.00
Mrs. E. G. Hill, soft light salmon	4.00	30.00
3-in of the above varieties	5.00	40.00
Rooted Cuttings		17.00

HYDRANGEAS
French Hydrangeas and Otaksa
Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and Others

	Doz.	100
6-in	$7.00	$45.00
5-in	5.00	35.00
4-in	3.00	20.00

PELARGONIUMS

2½-in. pots. Easter Greeting and the best of the other varieties, all named and separate, $10.00 per 100.

CALENDULAS

	100	1000
Orange King, 2½-in. pots selected strain	$4.00	$35.00

GENISTA

3½-in	$20.00
Strong, 5-in	40.00

MISCELLANEOUS PLANTS

Salvia Splendens, Heliotrope, Coleus, Begonias, Hardy English Ivy, Swainsona, 2-in., $3.00 per 100; 3-in., $4.00 per 100.

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The following varieties of Winter Orchid Flowering types are best suited for the commercial grower:

Pink	1 oz.	¼ lb.	1 lb.
Fordhook Pink	$1.00	$3.00	$10.00
Miss Louise Gude	4.00	12.00	40.00
Mrs. A. A. Skach	.50	1.75	5.00
Morning Star	1.25	4.00	12.00
Mrs. Jos. Manda	1.00	3.00	10.00
Mrs. Paul Dusha	4.00	15.00	50.00
Early Song Bird	.75	3.00	10.00
Gertrude Welsh	4.00	15.00	50.00
Bicolor			
Pink and White Orchid	.50	1.75	5.00
Fordhook Pink and White	1.00	3.00	10.00
White and Blush			
Venus	.75	2.50	10.00
Mrs. M. Spanolin	.75	2.50	10.00
Bridal Veil	.75	2.50	10.00
Watchung Orchid	4.00	15.00	50.00
Lavender, Blue and Maroon			
Zvolanek's Blue	4.00	15.00	50.00
Lavender Orchid	.50	1.75	5.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Zvolanek's Lavender Spanolin	4.00	15.00	50.00
Rose, Orange and Red			
Orange Orchid	1.00	3.00	10.00
Flora Fabing	.75	2.50	8.00
Servian Prince	1.00	3.00	10.00
Miss Y. Gilbert	4.00	15.00	50.00

CYCLAMEN SEED

	1000
Blood Red	$12.00
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Glory of Wandsbek	12.00
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XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

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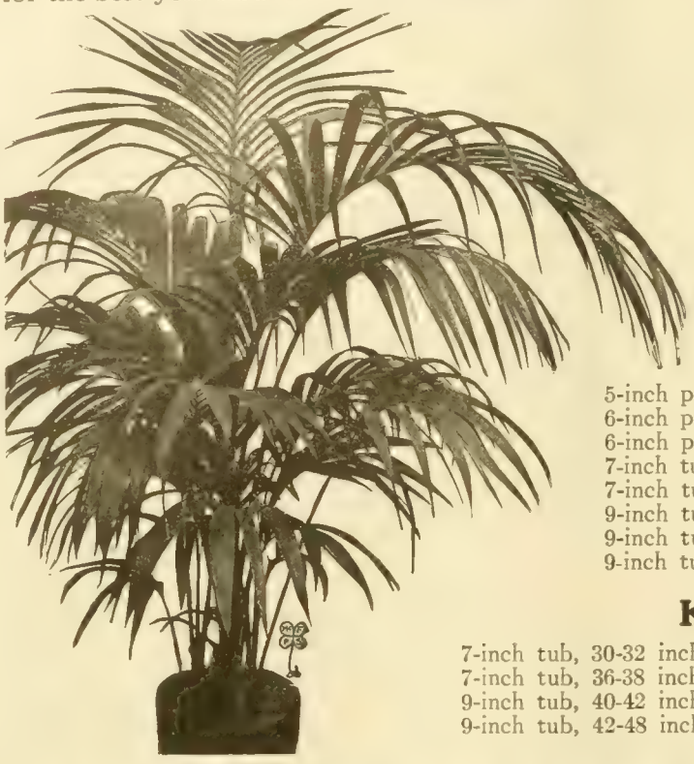
We still have a full line of made-up and single **KENTIAS** to offer. They will not last long, for we are pushing their sale in order to shut down some house during the cold weather. You should get your order in now and be prepared for the best year's business the trade has ever known.



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6-inch pot .....$1.00, $1.50, $2.00 each

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9-inch tubs.....$5.00 each

PHOENIX Roebelenii

7-inch tubs.....$3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
9-inch tub, 4-4½ feet high	10.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½ ft. high	20.00 each

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Ferns for Fall and Winter

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NEPHROLEPIS Norwood. 4-in. pots, $4.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 doz. and $9.00 doz. 7-in. pots $12.00 doz.

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PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.

Cash with order.

All plants travel at purchaser's risk.

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Second and Bristol Streets PHILADELPHIA, PA.

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8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each.

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LENOX, White LENOX, Pink LENOX, Purple

Trade packet, 50c.; ⅛ oz., $1.00

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NOW READY

Fine, strong plants, in best Varieties and ready for immediate use.

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From 3-in.pots, $10.00 per 100, $90.00 per 1000.

KENTIA and COCOS. Just right for centers. From 2¼-in. pots, $12.00 per 100.

BIRDS' NEST FERNS. From 4-in. pots, 25c. each; 5-in. pots, 50c. each.

BOSTON FERNS. From 5-in. pots, 35c. each; 6-in. pots, 60c. each; 7-in. pots, $1.00 each.

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Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ADIANTUM Farleyense Gloriosa, 2¼-inch, $1.75 per doz., $12.00 per 100.

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Very Finest Mixture, choicest colors. 500 by parcel post, $2.50; 1000 by express, $4.00, by parcel post, $4.50, to 1st and 2d zone.

Cash with order.

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(My nearest post office)

GROWER OF FINEST PANSIES

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Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100

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FERN SEEDLINGS. Excellent stock, ready potting, in assortment of best 10 Fern Dish rieties, undivided clumps, guaranteed to pl or money back. $1.35 per 100, $11.50 per 1 in 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼ stock, in largest and best assortment. $5.00 100, $40.00 per 1000; 250 at 1000 rate.

KENTIA Belmoreana. Clean, thrifty, 2¼ stock, right size for center plants. $1.30 doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlir $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Stro 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼ stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Stro thrifty, 3-in. stock, $5.00 per doz., $40.00 100; 4-in., $9.00 per doz., $70.00 per 100; 6- $23.00 per doz., $175.00 per 100.

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Gloire de Chatelaine

Fine plants, from 4-inch pots, ready November 1st. Order now; to be shipped when ready.

$12.00 per 100.

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Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOX-GLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS. Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000.

CINERARIAS. Giant Prize strain, in 2¼-in. pots, $3.00 per 100.

Parsley Plants

Fine Curled, $2.50 per 1000.

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Big Boston and Grand Rapids. Strong, $1.00 per 1000, $8.50 for 10,000.

Celery Plants

Best varieties, $1.25 per 1000.

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Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK

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A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.

GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.

VINCA Variegata, 2-in. $2.50 per 100.

BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.

Used Iron Pipe. A1 condition. 1-in., 10c. per foot.

Cash with order.

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Bushy, 3 to 4 ft., 5- to 6-in. pots
$35.00 per 100

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Central Ave. and Tuckahoe Road — Yonkers, N. Y.

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HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

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You need look no farther if you have been searching for a reliable party to handle your flowers in the New York market.

Well measure up to your standard of what a first-class commission house should be, without doubt.

But there is only one way to convince yourself and that is to consign that next shipment to us.

United Cut Flower Co. Inc.

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A Client Writes:

"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

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ROSES · CANNAS AND SHRUBBERY

Write for Price List

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NURSERYMEN, FLORISTS *and* SEEDSMEN

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When ordering, please mention The Exchange

Moss Curled Parsley Roots

$3.50 per 1000. Cash.
Good, strong roots

W. B. GIRVIN

LEOLA, PA.

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties
Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.

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An Unusual Garden Enclosure

(This Week's Illustration)

We have all so often seen the stereotyped blocked hedge of California Privet throughout the country that we are perhaps almost sick of the sight. To say the least, we have tired of the miles and miles of trim uniformity produced by this plant as it is used by many garden owners.

However, the hedge shown in the accompanying illustration is undoubtedly attractive. This beautiful and ornate barricade encloses on three sides a flower garden of considerable size. The residence being situated at the south end, one has the opportunity to look into the garden from the windows, as at a pleasing picture that is well framed.

This hedge, planted about fourteen years ago, is now some 12ft. to 14ft. high, by 4½ft. broad and represents cultural skill and art in its unique formation as well as in its continued upkeep. The shears must be used on it at least three times in a season to have it appear at its best (notice the difference between the sheared and the unsheared portion in the picture) and to have it healthy and robust from the ground line up, an annual feeding of some good fertilizer is necessary. This is perhaps the best formed hedge of Privet in the country, and in its topiary formation reminds one of the famous hedges of Holly seen in European gardens.

EDWIN MATTHEWS.

A Unique Hedge. See text.

The Japanese Maple and Its Production

The Japanese Maple is one of the most difficult plant species to produce from grafts in the propagating greenhouse. Often it is practically a total failure, as mold appears on the grafts, destroying 50 to 75 per cent. Nevertheless, despite the difficulties grafting is practically the only way in Holland to produce Japanese Maples.

The climate in America differs greatly from that in Holland; the continued warm weather in Summer gives American nurserymen a great advantage in growing Japanese Maples. Until coming to this country I had neither seen nor heard anything of the way some nurserymen in this country have of producing Japanese Maples by grafting. When visiting Holland a couple of years ago I told several nurserymen about this method but they would hardly believe me.

I believe the method I will refer to immediately is little known or practiced by nurserymen or florists in this country, so it will be advisable for some people to try it out on a small scale until success is attained, so they may grow the plants in larger quantities.

The best time to graft Japanese Maple in the open is in the latter part of July or the first part of August. The stock used to place the scion on is the Acer polymorphum, a rapid growing variety of the Japanese Maple. The stock usually may be imported from France. It may also be grown easily from seed. Two or three year old seedlings, are best planted such a distance apart that later on, after grafting, the variety has sufficient room to develop into salable plants. If the soil is not very fertile it is necessary to transplant them before they are salable, to insure a good fibrous root system.

The scions must not be cut too long a time in advance before grafting takes place, as they must lose none of their vitality by withering. The scions may be 8in. to 10in. long. The tops are shortened a little. Do not select soft, sappy wood for scions, but sturdy hard twigs of this Summer's growth. Two downward cuts about 1½in. long in the form of an inverted V (See figure) are made in the stock on the smoothest part of the bark about 6in. above the soil and just through the bark. These cuts form a flap which is raised but not removed. The scion is cut on two sides about 3in. from the lower end also just through the bark, the bark in these cases being removed. The cuts on the scion must be about the same length as on the stock. As the scion usually is thinner than the stock, it must be placed obliquely against the stock and in such a way that the bark of cut surfaces of stock and scion cross each other. A cotton thread is sufficiently strong to unite the stock and the scion [but wool is safer as it will "give" with the expansion due to growth.—ED.]

After the two are united with the thread, a bottle filled with water is tied to the lower part of the stock and the lower end of the scion is placed in the water. Ordinary medicine bottles are large enough for this purpose, but if bottles with wide necks are available it will be found to be more convenient to refill the bottles occasionally until stock and scion are united. This water preserves the scion during the action of union, and prevents it from withering. It does not take long with favorable weather conditions for the stock and scion to unite.

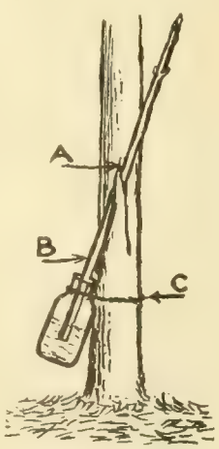
When the union is complete the stock supplies the scion with sap for its further development, so water is no longer necessary and the bottles may be taken away. The lower part of the scion which was in the bottle is cut off just below this point at the time the bottles are removed. Early in the Spring the stock is cut off just above the place of union.

To obtain beautiful specimen plants, especially with the taller growing varieties, it is necessary to place sticks alongside of them. To these the young shoots may be tied. A Japanese Maple does not need much trimming; in fact, most of the dwarf growing varieties should not be trimmed at all, as having them grow as nature wishes, greatly promotes the Japanese effect.

The Japanese Maple is a plant which may be used for many purposes in landscape effect. The foliage is delicately cut and serrated, and varies from green to blood red and bright gold. Certain varieties of which the leaves and growing habits differ from each other produce a unique effect when planted in a group.

So far few florists realize the merits of Japanese Maples for forcing purposes. Past flower shows in Europe have had beautiful exhibits of these useful plants. As they require not much heat in Winter to be forced, it would pay the florists to grow some in pots, either to sell or for the next flower show.

MARINUS VAN KLEEF.



Japanese maple

A—Connection of scion and stock.
B—Where scion is cut off when united.
C—Bottle fastened to stock, by a string.

Some Attractive Salvias

The months of September and October are made attractive principally by the floral displays of herbaceous plants rather than by trees and shrubs. Except for some few good things among the latter, there is a dearth of flowers in comparison with what is afforded by them in the Spring and early Summer.

Among the numerous hardy perennials that now give color to the garden and landscape none are more pleasing, perhaps, than the hardy Salvia, some species of which should be better known and more widely used. The writer especially has in mind those with blue and lavender colored flowers which, by reason of the preponderance of yellow in the landscape at this season of the year, are more beautiful by contrast.

The sky blue flowered Salvia Pitcheri, otherwise known as Salvia azurea grandiflora is exceptionally good at this time, its tall flower spikes being heavy with bloom. The value of this variety for late flowering in the open is not fully recognized or it would be more freely employed in mass planting for the hardy garden or grown solely for cut flower purposes. To those who love the blue of the Larkspur in June and July, this Salvia would surely appeal as a repeat color for the Fall.

Another very charming plant is Salvia farinacea, the flowers of which are a pale violet. This effect is heightened by the extremely light grayish blue of the calyx, which is coated with a light, powdery farinose, from which fact the name of the species is derived. It is even a freer bloomer than Salvia Pitcheri and as it does not attain to nearly the height of the latter, it is less likely to be battered by rain storms which visit us during this period.

If it were a native of Pennsylvania instead of Texas, its hardiness would be more assured for all gardens. As it is, the plant does not always come through our Winters in good shape but in this it is like many of our hardy Chrysanthemums, so-called, which all too often are killed if not given a sheltered position and the right kind of soil, (open and free) and a mulching of light litter as Winter protection.

Both the foregoing Salvias are, however, the easiest subjects to propagate. Lift a few plants in late Fall, pot, and in February the young growth is ready to take for cuttings, which are readily rooted. The resulting plants will be fairly large and bushy by the time the flowering season is reached.

Another species which deserves mention as being worthy of more attention is Salvia Greggii, another Texas plant and valuable for late Summer and Fall flowering. In fact this plant will keep on blooming long after the first Fall frosts have blackened the leaves of bedding plants like Coleus, Geraniums, etc. Its flowers, of a pleasing cerise color, are distributed evenly but not thickly, all over the plant and are well matched by the rather small leaf and slender stalks. Those folks who have tired somewhat of the very popular and freely used "Scarlet Sage," whose vivid color can almost be heard before seen, will undoubtedly be pleased with the milder color tones of S. Greggii.

There is some question as to the hardiness of this species for Northern gardens, but the writer has known it to Winter quite well in the vicinity of Philadelphia, when it was well mulched with leaves. While it must be, perhaps, classed as a herbaceous perennial, it is shrubby in its growth, quite as much so as the Potentillas and

(Concluded on page 703)

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

If Your Exchange is Late

Do not write complaining of the delay as it is beyond our power to prevent it. The Post Office is undoubtedly doing the best it can for all under circumstances of unprecedented transportation and mail conditions. If your copy does not reach you after a reasonable waiting notify us and we will mail you a duplicate.

The Coal Situation Uptodate

Here's to the telephone: May its legitimate use never wear it out. Had it not been for this wonderful instrument today it would never have been possible to record in this week's issue the many developments which have occurred in the coal situation the past few days.

We have endeavored to give the facts uptodate, many of them arrived at over the 'phone. On the whole it looks as though the restrictions surrounding the use of coal had been considerably modified to the advantage of all users, especially those of the East.

Last Week's Delay

New York's printers and publishers emerged on Tuesday, Oct. 29, from just one week's experience without parallel in the history of printing in that city. With one exception not a wheel turned in any union printing office during six working days. Consequently not a paper went into the mails save those which happened to be off the presses and in the binderies. Naturally, THE FLORISTS' EXCHANGE suffered with all the rest, and its issue of Oct. 26 went into the mails a full five days late.

Labor adjustments and increases have been frequent since the war opened, and when this latest demand was made on them the employers immediately agreed to submit to arbitration through the War Labor Board, and to accept its findings. The Press Feeders' Union, however, did not accept arbitration until Oct. 28, when ex-president Wm. H. Taft and Frank P. Walsh, Joint Chairmen, and their assistants held a public hearing in City Hall, N. Y., at which the feeders agreed to accept the good offices of the Board.

Thus not only has an ugly situation been averted but the printers and publishers have for the first time in their history acted cohesively.

Incidentally THE FLORISTS' EXCHANGE has been through many strikes, but this was the first time since its founding in 1888 that it has failed to come out within its regular date.

For the benefit of our readers we give here the definition and standing of the War Labor Board, as explained by Ex-President William H. Taft. Mr. Taft said that it was under the belief that strikes and lockouts should be abolished during the war that the Board came into being, by Presidential proclamation. "It is a voluntary body and purely a war measure. It has no compulsory process to enforce its rulings; it has behind it only patriotism and enlightened public opinion." It is thus a tribute to the strength of public opinion and to the call for the exercise of patriotism that this War Labor Board in numerous instances—some of them of an extremely aggravating nature—has been enabled to persuade men to return to work and eventually restore amicable arrangements between employer and employee.

Plant and Plant Materials Restriction

In another column Prof. B. T. Galloway has favored us with the most concise and intelligible version of the proposed restrictions by the Federal Horticultural Board we have yet seen. Every florist and nurseryman will do well to read the article.

Enthusiastically in favor of producing in the United States all that can be produced to the ultimate advantage of our growers here, we still submit that the Federal Horticultural Board is excluding certain stocks too hastily and without looking well into the loss to general commerce which is bound to ensue therefrom—we allude particularly to what is commonly known as field grown florist stock.

Foreign countries, too, those which we have purchased from freely for decades past, and whose industry has been largely built up by American trade demands, Belgium, Holland, France, England, will undoubtedly appeal through their representatives for a modification of this, to them, drastic treatment. They should, at least, be given time to direct their energies into other channels, and our own people should be given better incentives to produce the stock here than now exists—referring, again, particularly to field grown florist stock.

Peace Prospects

With Bulgaria eliminated, Turkey a negligible quantity, Austria suing for peace, there remains but Germany, the most powerful of the quartette, easily surpassing all her three allies together in resources and determination, to be dealt with. With the facts as they exist at this writing, our readers are just as well acquainted as we are.

The question uppermost, then, providing Germany agrees to accept the terms the Allies will assuredly put up to her before they will cease hostilities, is what influence will an early armistice, which, under the guarantees to be demanded will mean peace, have upon the florist and nursery lines.

Will these receive an immediate upward impetus? Will the florists at once be given full coal supplies; will help become available; will prices drop; will the express companies make better deliveries and commercial freight lines resume normal operations; will imports be at once resumed? And so on all along the line.

Without doubt the craving to have all these desiderata come about—and quickly—will be in full evidence and that will be helpful so far as it goes. The Reconstruction, or rather in this country the Readjustment period, if wisely handled by our statesmen, should carry the United States back to normal much more rapidly than will be possible in the countries of our Allies, and conditions here should improve from month to month. If we are patient under the process we will accomplish more and be better pleased with ourselves than should we attempt to disentangle the knot with intolerant haste.

Florists' War Service Ex. Com. Proposed

A copy of a circular letter issued by Elliott H. Goodwin, secretary of the Chamber of Commerce of the United States of America, with headquarters at Washington, D. C., which apparently has been sent to two florists in each city, has come into our hands. The circular states that it has been thought advisable, in the interests of the trade, that a war service executive committee of the florists of t United States be formed to deal with the Government questions of fuel supply, etc., and then it goes on to s that the two florists in each city into whose hands t circular falls call a meeting of other florists, both wholes and retail, to appoint a representative or two to go Washington as representatives of the entire florists' tra of their city.

The gentleman issuing the call has ignored, probab through want of knowledge or through not giving t matter proper investigation, the fact that the trade has national representative at Washington in the person Wm. F. Gude; that it has a national society, the Socie of American Florists and Ornamental Horticulturist that it has a great number of trade clubs and other affiliat bodies; that through the S. A. F. the trade as far back last May had a public hearing at Washington in the matt of its fuel supply. That, on the other hand, through i national, state and local clubs, it has, in an organized wa contributed largely to the purchase of Liberty Loan Bond as well as made contributions to the leading war reli societies; also it has given large quantities of flowers every direction to camps and hospitals, buying and co tributing to an extent perhaps equalled, but not exceede pro rata to its capital and income by any other repr sentative trade or industry.

Unless there is more behind it than appears on the su face, there does seem nothing to be gained at this late da through the formation of a war service executive committe On another page Wm. F. Gude relates the result of a interview with an official of the above association and i results.

Auction Sales Imported Plants Abandoned

Of particular interest at this time is the announce ment, which will be found in full in our Seed Trad columns, of the new rules and regulations controllin exports, adopted by the Holland Plant Exporter Ass'n. For years past the *bête noir* of all handlers c Dutch nursery stock has been the auction sales, where were dumped and sold, generally at much lower price than their regular customers had already purchase at, all the surplus stock which the Dutch travelers ha been unable otherwise to dispose of. The complet abandonment of this practice must be held as a sig of returning sanity on the part of the Dutch grower and will be welcomed by the trade in common wit the other provisos contained in the five regulations un der which the Association is working.

"What did the doctor advise to complete the cure of dyspep sia?" "A plain, light diet." "Can you content yourself with such fare?" "I must, for since paying his bill for medicine and attendance I cannot afford anything else."—*N. Y. Globe*

One of Lord Lansdowne's favorite tales concerns a politica meeting at an Irish village. "Has anny gintleman anny questions to ask?" inquired the chairman, looking round. A man got up to ask something, when a partisan of the speakers on the platform instantly knocked him down. "Has anny other gintleman anny questions to ask?" said the chairman, blandly; but as no other gentleman had, the motion was declared as "carried unanimously."—*N. Y. Journal.*

Vanished Holes.—And now they've taken the hole away from the macaroni "to save cargo space!" Hereafter it is to be cast in solid strings. Holes won't win the war, some efficient expert has concluded. It is an earth-shaking reform that shows how war is cruelly shattering all worn out ideals, ancient habits and customs, and building a better and safer world. By all means let the new civilization be hole-less. But how about the doughnut? And Swiss cheese?—*N. Y. Evening Sun.*

PLANT IMPORTATION REGULATIONS

Admission restrictions –Certain plants excluded—Imports through Department of Agriculture—Stocks for fruits—Two problems involved—Search for stock growing areas

By B. T. GALLOWAY

For a good many years the Office of Foreign Seed and Plant Introduction of the Department of Agriculture has been engaged in bringing in plant material that gave promise of value for stocks. Special attention has been given to fruit stocks, particularly stocks for the Apple, Pear, Peach, Apricot and Plum. Since 1898 something over 400 types of Pears have been introduced and disseminated. Many types of Peach and Plum have also been introduced and have been placed in the hands of specialists and others for work in connection with securing disease and insect resistance, soil and climatic adaptability, and congeniality.

Recently the Federal Horticultural Board announced a proposed quarantine on nursery stock and other plants and seeds imported into the United States. On and after June 1, 1919, it is proposed by the Board to exclude all plants and plant materials except two groups, one of which will be admitted without restrictions and regulations and the other with restrictions and regulations. Fruits, vegetables, cereals and other plant products imported for food or manufacturing purposes, and field, flower and vegetable seed will have unrestricted entry, unless on account of some dangerous disease or insect, when there may be issued either a temporary or a permanent quarantine. It is conceivable, for example, that there might be in a foreign country a disease affecting the Lemon, which would make it necessary to quarantine against that country. The Federal Horticultural Board has issued a number of these special quarantines and will no doubt continue to issue them in cases of emergency.

Admitted Under Restrictions

The plants and plant materials that will be allowed to come in under restrictions and regulations are Lily

bulbs, Lily of the Valley, Narcissus, Hyacinths, Tulips and Crocus, where such plant materials are not packed in sand or soil and are free from balls of soil. Seeding fruit stocks, cuttings, scions and buds of fruits for propagating will also be admitted under regulations, together with Rose stocks for propagation. All nuts, including Palm seeds, will be admitted, as well as seeds of fruits, forest, ornamental and shade trees, together with seeds of deciduous and ornamental shrubs and seeds of hardy perennial plants and medicinal plants.

Groups of Plants Excluded

Groups that will be automatically excluded include such things as budded and grafted fruit trees; grape vines; bush fruits; forest and ornamental deciduous trees; ornamental deciduous shrubs; coniferous trees, including pines, evergreen trees and shrubs, including the broad leaf types, and a considerable list of what is commonly known as field grown florist stock.

Imports by the Department of Agriculture

The Board makes provision for the importation through the Department of Agriculture of new plants, seeds, bulbs, etc., for experimental and scientific purposes and for propagation in this country. This has been the procedure in the past and will make it practicable to import in limited numbers novelties from all parts of the world under safeguards that will assure their freedom from dangerous diseases and insects.

The machinery for this work is already organized in the Office of Foreign Seed and Plant Introduction. While it will not be practicable to undertake large, commercial importations for private firms, it will be within the province of the office to handle the necessary limited shipments of novelties that may be brought in for propagation here.

While Lily bulbs, Narcissus, Hyacinths and related bulbs, fruit and Rose stocks will be admitted under regulations, it will doubtless be the policy of the Federal Horticultural Board to exclude these plant materials when it would seem assured that the commercial needs of the country can be met by home grown supplies.

Problem of Stocks for Fruits

The Office of Foreign Seed and Plant Introduction is primarily interested in the broader constructive problems of stock production in this country and the securing of types of stocks for the principal fruit crops and some of our more important ornamentals like the Rose. It recognizes that the whole question of stocks is a broad and complex one and that much work will need to be done to secure light on the many questions involved.

We are beginning to appreciate more and more that our future successful fruit culture is intimately associated with the problem of stocks. With the exception of the Grape, no far-reaching studies have been made on stocks in this or any other country. We have followed certain empirical practices in the past, but as competition becomes greater and the demand for the highest grades of fruits and plant products increases, we must know more of the actual relation of stocks to quality of product, to the length of life of tree or plant, to adaptability to soil and climate, to resistance to disease and resistance to insect attacks.

Two Problems Involved

The question of stocks would seem to resolve itself into two main problems or groups of problems: (1) The practicability of producing in this country the millions of ordinary Apple, Pear, Plum and Cherry stocks which hitherto have been largely secured abroad; (2) The systematic study of stocks with a view to their improvement and their better adaptability to the wide variety of conditions and needs that exist here and are likely to develop in the future as our great fruit industries become more complex. It is imperative that if our fruit industries are to be maintained there must be full supplies of the usual or ordinary stocks. The securing of special stocks is a long time process and will have to proceed slowly and carefully, building up cautiously on the foundations we already have and must maintain.

Pear growing is not one of our paramount fruit industries, yet it is safe to say that with no other fruit is there a greater proportion of trees lost each year which must be replaced if normal production is to be maintained. Fire blight is the chief cause of the loss of Pear trees in this country. While it is highly desirable to find, or to develop stocks that may in a measure prevent some of the losses to Pear growers from fire blight, the pressing need is to maintain the supplies of French and Japanese seedlings required to keep the number of trees up to normal. If stocks are to be produced in this country to take the place of those hitherto secured abroad, it would seem proper that efforts should be made by the Government to aid those who are eager to know where the work can best be done and how it may be done to the best advantage. The problems involved are so complex that private interests can not well handle them.

Search for Favorable Stock Growing Areas

Briefly then, the chief problems connected with the production of commercial stocks of Apple, Pear, Plum, Cherry and Rose are to find regions and soils in this country where such stocks may be commercially grown and to demonstrate on a commercial scale that such stocks are equal to or better than those grown abroad. We use the word "commercial" here in the sense that the procedure throughout should be such that the results secured may be satisfactorily applied by the trade. Such work as is proposed will need the help and cooperation of the trade. Nurserymen have not been idle in the past in this field. As recently pointed out by Wm. Pitkin and others, nurserymen have tried for years to develop the business of producing fruit tree seedlings but that with the exception of the Apple no material progress has been made. It has been further pointed out that many nurserymen prefer to import French Apple seedlings and pay more for them, believing that thereby they would secure better blocks of better trees.

Correlated with the problem of commercial stock production, is that of securing seeds for stocks. There are no contemplated restrictions, so far as we are aware on the importation of fruit seeds. The restrictions brought about by war conditions and the general situation with respect to seed for stocks show the need for developing our own home supplies. This is a long time proposition, as there are few recognized sources of supply here such as exist in Europe. Altogether the problem of stocks for American fruit growers cannot by any means be regarded as a simple one.

The late E. F. Stoddard

Nursery Department

(Concluded from page 701)

Some Attractive Salvias

some of the Hypericums. In its native habitat, Texas, it is undoubtedly looked upon as a low growing shrub, in which case it would reach its zenith of usefulness. Gardens south of Washington should make free use of this plant, which would carry the flowering season well into November and December. Its method of propagation is identical with that used for its near neighbors, the blue flowered sorts already mentioned.

EDWIN MATTHEWS.

Bulletin for Nurserymen

The State of New York, department of Farms and Markets, has issued circular 172 entitled The Inspection, Certification and Transportation of Nursery stock in the United States, New York State other states and Canada corrected to Sept. 1918. It gives brief synopses of the various regulations prepared for transportation companies importers, custom house brokers, dealers and nurserymen. No person in the state of New York should handle or ship nursery stock until he becomes familiar with the provisions of the law relative thereto."

Obituary

E. F. Stoddard

Little we dreamed when we wrote Prof. Stoddard a few months ago for his life's history in order that our readers might know of the man who was ably editing our department of "Vegetable Crops Under Glass and in the Open," that we would be called upon so shortly to print his obituary. But it is all too true. Mr. Stoddard was unable to furnish an article for our issue of Oct. 26, owing to an attack of influenza, he wrote us, and this later turned into pneumonia, from which, after making a brave fight, he succumbed Oct. 23.

E. F. Stoddard had through incessant study and practical work, equipped himself to write on the subject of growing vegetables under glass. Not only did he keep constantly in touch with growers, truckers and market gardeners, visiting their establishments in order to add to his own experience in growing vegetables and knowledge regarding the problems presented, so that the results may be passed on to readers of THE EXCHANGE to aid them in increasing food production, especially during the war, but he was ever in search of the latest information pertaining to his chosen profession.

All his life had been spent in close proximity to the soil. He was born on a farm at Carbondale, Pa., May 14, 1888, and it was here that in early boyhood he learned his first lessons in vegetable growing and also in growing some of the important bush and tree fruits. He attended the town school, and during the Summer vacation worked on his grandfather's general farm in northeastern Pennsylvania, and to get a broader experience when he became a young man he secured employment on two other farms in widely different sections.

After graduating from the Carbondale High School, in 1908, he worked his way through the Pennsylvania State College, graduating from the course in horticulture in 1913. To meet college expenses he worked during one Summer's vacation on a general farm near Syracuse, N. Y., another at the establishment of Barnes Bros., Yalesville, Conn., nurserymen and orchardists, and a third Summer vacation period was spent on W. Atlee Burpee Co.'s Fordhook Trial Grounds, near Doylestown, Pa., where he had an excellent opportunity to study varieties and types of vegetables.

At Pennsylvania State College he became much interested in vegetable forcing, and worked one full forcing season (1911-1912) on different kinds of vegetables.

After graduating, in 1913, Prof. Stoddard was appointed instructor in horticulture at the North Carolina State College, where he had charge of the outdoor work in vegetable gardening on about 12 acres, part of which was used for student work; in addition, he had charge of the vegetable forcing in the greenhouse. In 1915, he was appointed head of the Department of Vegetable Gardening at Maryland State College, and the following year was advanced to the position of Professor of Vegetable Gardening, which position he held at his death.

Here about seven acres of land are used for vegetable growing, and three greenhouses for vegetable forcing.

At present there are about 40 sash on hotbeds and coldframes, but the equipment is increasing. The most important forcing crops are grown each year, and small amounts of other vegetables are tried out for forcing crops. In the past two years Prof. Stoddard had been growing certain vegetables in the greenhouses without artificial heat, to find out what could be done in view of a fuel shortage.

Prof. Stoddard took an earnest interest in furthering exhibitions and the welfare of all connected with the business, and for two years had acted as superintendent of the vegetable exhibits made during Maryland Show Week at Baltimore, Md., also filling the position of secretary-treasurer of the Maryland Vegetable Growers' Association. At the college Prof. Stoddard aimed to give the students not only the scientific side of the work, but also the kind of actual practical experience they needed for the production of commercial vegetable crops under glass and outdoors.

Shortly after graduating from Pennsylvania State College in 1913 he was married to Elizabeth Archibald Summy of Philadelphia. He was actively connected with the First Presbyterian Church of Hyattsville, Md., of which he was treasurer of the Board of Trustees and a deacon. He was also much interested in the work of the Sunday School and was teacher of the college student class. Mr. Stoddard was a man of sterling Christian character and was deeply interested both in his work and in the promotion of every good cause in his town. He was widely known and highly esteemed by his many friends and coworkers, and will be sadly missed. The sympathy of all goes out to his wife and two small children, his mother and father, three brothers and two sisters. Funeral services were held at the family residence at Hyattsville, Saturday morning, Oct. 26, at 11 o'clock. Interment took place at Beltsville, Md.

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

W. P. Pierce, Jr., of New Bedford, Mass., is recovering well from a gas attack at the Front.

Fred Reynolds, of Peter Murray's, at New Bedford, Mass., has left for a Southern camp in the U. S. Army.

Carl Harrschman, son of the proprietor of the Boulder Greenhouses, Boulder, Colo., is at Camp Meade.

James Foley, son of Phil. Foley, of the Foley Mfg. Co., Chicago, has enlisted in the Quartermasters Department of the Army.

Adam Graham, of Cleveland, Ohio, is in the Government tank service at Gambier, Ohio. He has been seriously ill but has recovered.

John Wittbold, eldest son of Louis Wittbold, of Chicago, is at Lake Charles, La., having been accepted for ground work in the Aviation Department.

E. J. Cook, a returned soldier, has again taken his place in the Dillemuth store, Toronto, Ont. Before leaving for France he had been with this concern for five years.

Raymond Ziska, of J. Ziska & Sons, Chicago, Ill., wire work manufacturers for the florists' trade, left last week for camp at Waco, Texas, having been called for military service.

Philip Darnell, youngest son of L. F. Darnell, formerly of the J. M. Gasser Co. of Cleveland, Ohio, has been commissioned second lieutenant and is now instructing recruits at Camp Gordon, Ga.

Ernest Peterkin, a veteran of the Boer War and who has been fighting with the Canadians at Cambrai recently, is in a hospital in France, suffering from a gunshot wound in his left thigh. He is the son of A. G. Peterkin, retired veteran proofreader on THE FLORISTS' EXCHANGE.

Paul K. Murphy, of Lancaster, Pa., writes home: "With all the open ground around me, why should a shell drop on the little spot I cover?" This might be good philosophy for some of us who think we are having so much trouble.

ALBERT M. HERR.

We are sorry to learn that Corp. Wm. A. Zirkman, son of Arthur Zirkman, of the M. Rice Co., Philadelphia, was gassed and is in a hospital in Paris. He is said to be recovering, however. He was trained at Camp Hancock and went across in May.

Alphonse Rigo, whose portrait is shown herewith, is a member of the firm of Rigo Bros., retail florists, Madison ave., at 68th st., New York City. Private Rigo is now attached to Brigade Headquarters in France. The picture was taken soon after he came out of his third battle, namely, that for the St. Mihiel salient, in which he took part.

Harry A. Bunyard, who is in the Overseas Y. M. C. A. while waiting for his passport, has been editing "The Kit Bag," a one sheet mimeographed paper for his corps. Recently it made its appearance with doubtless one of Harry's artistic conceptions at its head, a real kit bag, done up in two colors, and profusely labeled. Of the first issue with this new heading Harry writes: "THE NEW KIT. The 'Y' men scrambled for the new Kit Bag last night and cried for it like children for 'Castoria.' We cannot but feel flattered at its initial and kind reception. Thanks."

"A glorious death is his
Who for his country falls."

We regret to learn that Geo. Fehrmann, son of Chas. Fehrmann, Chicago florist, died of pneumonia at an army camp in Alabama on Oct. 14, aged 28 years. The funeral was held from his late residence on Oct. 21, with interment at Montrose Cemetery.

Florist Sees French Gardens

You know I have never been very keen on the standardized types of gardens, the so called Italian gardens, colonial gardens, etc. After seeing a good many gardens in central and southern France I am now sure that the only true French garden is one laid out by a Frenchman. I can see no set type.

These French gardens come nearer to being an expression of the individuality of the planter than any gardens I have heretofore seen. One can see individuality and character in every garden, because the Frenchman loves beauty, he loves color, and he has an artist's facility of expression. His garden is not chosen from a book of "garden plans." Nor is it laid out by a nurseryman who desires to dispose of surplus stocks. He loves his garden, and he plans it himself, every plant of it; and as he grows his garden grows with him. A plant isn't put here or there because it "ought to go there," but because the planter can, in this way, express a certain instinct that he feels for color or for beauty. Perhaps this reads like imitation highbrow stuff; but I am just trying to give you the impression that these French gardens have left with me. The color combinations are often little short of marvelous. In the

Alphonse Rigo. See text.

South of France many gardens are a riot of color that is very striking but still not discordant.

There are a few ideas to which your Frenchman seems to be particularly partial. For instance, he likes a woodland spot somewhere in the grounds, with a small stream running through it, which, as it emerges from the "forest" swells into a small, irregular pond in the "meadow." Of course, this is not always possible, but some will do a great deal to get this result. It gives a touch of rustic beauty for a background, as well as makes a place to plant Water Lilies, Iris, etc. But at that, one does not notice any signs of "copy cat" in their gardens. Taking it all around, every French garden has its own particular interest and beauty, depending on the personality of Monsieur or Madame (I have not yet found out which). For their building I can not say as much.

For all their love of flowers I am surprised to see so few flowers in the cemeteries. Near the "front" it is not to be expected; but this is also true away from the war zone. Where flowers are planted on the graves you will see everything from Calendulas to Iris. Artificial flowers are mainly used for funeral work, usually being made of colored beads, very fantastic designs in all colors. A combination of green and a peculiar shade of violet, with touches of red and yellow to set it off, is the predominant combination. It beats me how they do it without getting cross-eyed.

PVT. SCHUYLER ARNOLD,
Co. D, 13th Engineers, (Ry.),
A. E. F., France.

Toronto, Ont. Canada

The Toronto florists are worried by lack of stock; early closing has become the regular order. The shortage of stock has never been so acute before in the history of the floral industry in Toronto, and this, combined with the unprecedented demand, has driven the florists to use whatever wild flowers they could obtain in wreaths, etc.

The West End Florist has moved from Ossington ave. to 2192 Dundas st. west. Mrs. Mobach of this store is suffering from the influenza.

Mrs. Percy Waters and Miss Gaffikin are also ill.

So many members of the Toronto Retail Florists' Club are ill that a committee, consisting of Messrs. Parker, Hatcher and Carter have been appointed to see what can be done to help them and send each a basket of fruit with the compliments of the club. Mr. Lewis was appointed to act with Mr. Parker in selecting a box to send to Mr. Hill, a former secretary, who is now in service in France.

Final arrangements have been made for the 'Mum show on Nov. 8 and 9. The growers are cooperating and a big show is assured. The necessary blotters, stickers, posters, etc., have been printed and are now being mailed to members.

H. G. Dillemuth is busy at the greenhouses. Some fine 'Mums and other flowers are being cut. He expects to have a plentiful supply for the Fall trade. E. J. Cooke, a returned soldier has again taken his place in the Dillemuth store. Before going to France Mr. Cooke was five years with Mr. Dillemuth. Mr. Dillemuth recently redecorated his store.

Tidy & Son have been working night and day filling orders. There has been an unprecedented demand for flowers and orders have been coming in from all over Ontario.

J. J. Higgins, Limited, has redecorated its Yonge st. store.

George Yarner, Arcade Florist, is in the General Hospital, suffering with pneumonia. During his absence S. Henderson, formerly of A. M. Terrill, Limited, florists, Calgary, is in charge.

Lloyd Whitmore, motor driver for the wholesale department of Dunlop's, died on Oct. 27.

G. W. Warren, formerly manager of the floral department of the T. Eaton Co., Limited, opened up a retail store at 535 Bloor st. west last July. Since then there has been a steady increase in custom. He is now planning an extension which will double the size of the store and give him larger display areas. He has had several novel windows lately, one being a model from a lady's dress goods store as the central figure to advertise corsage bouquets. Another had an urn in the center to draw attention to the beautiful ferns displayed.

Retail Florists to Organize?

There is an animated agitation for the formation of a Dominion-wide florists' association. The retail florists feel that the Canadian Hort. Ass'n is not close enough to the trade and that a new association would be of very great benefit. Mr. Geraghty of Dunlop's is enthusiastic over the formation of the new association and proposes to have steps taken to have a large representation at the next convention of the C. H. A., which will be held in Toronto, to discuss the question.

George Geraghty of Dunlop's is ill with influenza; also his staff, including Edward Gale. Mr. Dunlop had taken charge and obtained such help as he could. When THE EXCHANGE correspondent called there were at least 40 wreath forms laid out to be decorated. With the help of some of the florists most of these orders were gotten out on time.

G. C. K.

Chrysanthemum Society of America

Examining Committee Reports

The examining committee of the C. S. A. has made the following report:

At Chicago, Ill. Oct. 19:

By Elmer D. Smith & Co., Adrian, Mich. WALDA—Color, white; type pompon; 90 points. LULAH—Color, pink; type pompon; 91 points.

By Mt. Greenwood Cemetary Ass'n., Morgan Park, Chicago. SEEDLING NO. 1.—1916. Color, pink; type incurved; 90 points commercial. SEEDLING NO 4—1916. Color, yellow; type incurved; 91 points commercial.

Chicago, Ill. Chas. W. Johnson, Sec'y.

Portland, Ore.

The shortage of flowers prevalent the country over is keenly felt here also. Flowers of all kinds are scarce, and for once florists are willing that frost should lay off so the Dahlias may offer some measure of relief. Country florists are in a bad way as they take orders looking to the Portland market for their supply. When unable to produce we have the unpleasant experience of explaining matters. The local crop of 'Mums is inadequate and the California price has stiffened up considerably so that 'Mums command a good price from $2.50 to $6 per doz. retail. Carnations are retailing at $1 per doz., but are not nearly in sufficient supply. Roses, although in good crop, vanish as if by magic. Every flower finds a useful place. The cause of this to a great extent is the wave of influenza, but even the demand for flowers is larger and all indications point to a better season for both grower and retailer.

The closing of the theaters and all public meeting places has had no effect on the flower business. No attention has been paid by the trade to the council of defense order.

The Dahlia has been put to real test this year. The Mastic Dahlias grown by M. G. Tyler have been exceptionally fine this year. One that is especially useful is the Cosmos Dahlia coming in yellow, pink, white and various other colors useful for cut flowers and design work. The firm has produced many new forms. Mr. Mastic, the hybridizer, has many new varieties to his credit. One given a certificate of merit was Fantastic, a maroon and white mottled. The firm has a lot of faith in the new Holland Dahlias as cut flowers. An exceptionally fine season has been enjoyed by Dahlia growers.

The influenza caused the Floral Society to pass by its October meeting.

Everyone reports business as excellent.

H. NIKLAS.

Mid-West Show Postponed

The date of the Mid-West Horticultural Exposition has been changed from Nov. 5 to 8 to Dec. 10 to 13, by order of the State authorities.

Oyster Bay (N. Y.) Hort. Society

The Oyster Bay Hort. Society held its annual Fall show on Oct. 9 and 10. The principal exhibitors and prizewinners were James Dutbie, supt. to E. M. Townsend, George H. Hale, supt. to H. S. Shonnard, John Sorosick, supt. to John Garver, John Devine, supt. to James A. Blair, James Duckham, supt. to E. F. Whitney, Alfred Walker, supt. to Howard C. Smith, Archie Andrews, supt. to F. D. M. Strachan, Michael O'Neill, supt. to Albert Strauss, Arthur Patton, supt. to Mrs. T. S. Young and John McCulloch, supt. to Guernsey Curran, all of Oyster Bay. Also Frank Gale, supt. to Mrs. D. A. Loring, Jos. Marmarole, supt. to G. M. Cravath, Locust Valley, Frank Petroccia, supt. to Irving Cox of Millneck and Arthur Yanuchi, gardener to W. A. Delano of Syosset, N. Y.

The display was a creditable one, considering conditions, and competition was keen in a number of classes.

The judges were James Kirby of Huntington, and Alex. McKenzie and Alex. Michie. The proceeds of the show are to be given to the Y. M. C. A. and kindred societies. G. H. HALE, Sec'y.

Westchester (N. Y.) and Fairfield (Conn.) Horticultural Society

At the regular monthly meeting of the Westchester and Fairfield Hort. Soc., held in Hubbard's Hall, Greenwich, Conn., Oct. 11, one new member was elected and three propositions received. Several friends were present, including a delegation from the Tarrytown Hort. Soc. Among the fine display of flowers, fruit and vegetables was a fine display of the new Raspberry, La France, John Scheepers, Inc., N. Y.—a large dish of the fruit which every one tasted and pronounced excellent. Several canes heavily laden with fruit were also displayed. The variety was awarded a certificate of merit. Speeches were made by George McIntosh, pres. of the Tarrytown Hort. Soc., E. W. Newbrand, W. C. Russell, Harry Jones, Thomas Glen and George Strange. M. C. Ebel sec. of the N. A. G. spoke on the supply of coal for private greenhouses and said he had Mr. Gude of Washington take the matter up with the Federal Fuel Administration. John D. Wilson gave several selections on the violin and Mr. Russell of Tarrytown entertained with songs. At the close W. J. Seeley auctioned off several exhibits for $143, the proceeds to go to the smoke fund for our Soldier members. The judges were Messrs. Newbrand, Russell, Jamison and McIntosh, all of Tarrytown. The exhibition was under the management of James Stuart. Light refreshments were served. Our next meeting will be on Friday, Nov. 8. There will be classes for 'Mums. Novelties will be welcomed from introducers.

JACK CONROY, Cor. Sec'y

1261 F. T. D. DOLLARS

A Story about "The Florist across the depot" who got so in the habit counting pennies in a wooden drawer that the thought of ringing up dollars on a cash register made him dizzy.

By The Man Who Laughs

"I wish to heavens that that fellow Pochelon would mind his own business and let me alone without everlastingly bothering me about that new wrinkle of telegraphing flowers. They can't get any of my money." With that remark another bunch of advertising went into the waste basket. This happened in the Spring of '13, in a Northern Illinois town of about 4000.

You really couldn't call him anything else but progressive, for he had started in business a few years ago with hardly anything more than a lot of *nerve*. He had built up a nice greenhouse establishment just outside the town limits, and quite an attractive nursery. Even that, however, he didn't consider sufficient to keep him going, so he opened a neat store "uptown," as he called it, across the way from the depot, and where the new interurban cars passed the door. However, having been "fortunate" enough several times to be let in on the ground floor by some very intimate friends on mining and oil stocks, he fought shy of anything new originating from others, or of an outsider offering suggestions of a money-making kind.

Things went along nicely. Aster time had come once more. Business wasn't exactly rushing, but in spite of that, he and Maggie kept going. He had just removed the little leaflets from the stems of the Asters which had not been sold the week previous and was just putting another vase of them in the cooler when a lady stepped into the store and inquired whether he could fill an order for flowers to be delivered that afternoon in Washington, D. C. Well, he had heard of several florists out there, but he was very much in doubt whether they had heard of him and under the circumstances, as much as he would like to accommodate her, perhaps it would be best if she did go to Chicago and have the order attended to there.

He would never have thought anything more about the matter had it not been for the fact that a couple of weeks afterwards, while at the wholesaler's in Chicago he met the very man who had filled the lady's order, which amounted to $2.65, including the despatch. Now he was more than ever convinced that the other fellow was entitled to all the profit there was in those so-called telegraph orders; they could not catch him with any $5 or $10 initiation fee and perhaps yearly dues of $10 more, for a $2.65 order once a year in return. He was just a little too smart for that.

So things went along again, business about the same; a little to do every day. One morning Maggie called him up from the store and wanted to know what to do. An order had come in from Cleveland by telegraph for a $3 box of flowers for Mrs. Jones. Aha! We can land them without paying dues to someone doing nothing but mailing advertisements from Detroit. But as that order was the only one of its kind that Fall, it was soon forgotten and again things went along as usual until one day something happened that upset the whole town.

The school principal, who had faithfully served the community for 22 years, had died, away out East, near Yonkers, N. Y., while paying his folks a visit. No one knew yet when the body would arrive, but everyone was worked up. They put the flag near the town hall at half mast and the school was ordered closed for three days; no one knew exactly by whose orders, but the kids obeyed them just the same. A few out of each grade took up a collection for a flower blanket and got $85.75 together; the teachers and the Parents' Association made up $35 for one of those rich looking Magnolia leaf wreaths with a ribbon; the trustees of the school didn't want to be outdone and chipped in ten apiece for a broken column and a committee of three had been appointed and its members were just putting on their fedoras to go over in a body to the home town florist across the way from the depot and leave all these orders when the door opened and that same lady who wanted the flowers sent to Washington, D. C., stepped in with a telegram saying that the funeral would be held in the East. She offered her services in placing the order for the flowers with that Chicago florist who had done so well with her the last time. That surely was a nice thing for her to do, and as there wasn't a single one in the hall who had ever heard of being able to send flowers by telegraph, everyone present considered that she knew a great deal in being able to accomplish this.

In all, including a number of orders from friends and neighbors, someone in New York City had a $246 order wished on him, with tokens of respect and sympathy from the good people of the town, yet the "florist across from the depot" never realized that anything unusual was going on; he had stocked up with Killarneys, Cycas leaves, Chenille, toothpicks, a dove and common ferns, but not a single order came his way.

Joins the F. T. D.

The Western Union agent had no business to do it, but he simply couldn't help dropping in towards evening and mentioning the $246 order he had heard about, and he thought that some of that money really ought to have been left in the town.

"Maggie," asked the florist, "did you see anything of a large envelope, a letter from Detroit? It came last week and I threw it with some unopened florist's papers on the work bench." Maggie found the letter and in a week the "florist across from the depot" was a full fledged member of the F. T. D.

What a relief! Maybe it would have been better after all had he joined sooner, but then it wasn't too late yet. He was waiting for the next revised list to come out with his name on it. Everybody in the trade by this time surely knew that he belonged to the F. T. D. and as he glanced over an old list of the names of members he found those of some of the best known men in the business. Yes, there was some satisfaction in having his name among them.

He wondered who would send the first order to him. And for whom would it be? He called up the store every morning early for the first ten days and inquired if there were any telegraph orders in. He sent the Western Union office word that in case any orders came by wire to let him know directly, and he called up again in a few days asking if there wasn't something the matter with the wires. Then he inquired from "information" at the telephone office whether they had received any orders for him, but, strangely, no orders came; regardless of his watching and waiting, not a sign of an order. As if that wasn't enough, he had it "rubbed in" by having an order come in for the rental of ten Palms and arranging the same for a wedding ceremony, but the bride's and the bridesmaid's bouquets, the table decorations and the flowers for the mantel had all come from Chicago, and there were boxes of flowers sent from other out of town florists. No one could tell him that some of these at least, perhaps all, belonged to the F. T. D. and these, orders, therefore, all rightfully belonged to him. What kind of treatment did you call that? What was the use of belonging to such a bunch? It was discouraging, to say the least.

Once more things went along, this time not quite so smoothly. He was bitter. It was a rainy Monday besides and there hadn't been a soul in the store all day. The only ring on the 'phone had come from the iceman, who had to meet a note before the bank closed.

That afternoon when the 3:20 Northbound train pulled in, there stepped from it a man with two large suit cases. He made straight for the store and introduced himself as the representative of a Philadelphia house, with the latest novelties in the florist's supply line. When, a little later, it came out that he had sold a lot of stock at Detroit, Mich., that settled the matter.

The florist let loose. He related all his troubles, real and imaginary, and that he hadn't received a single telegraph order yet, after belonging to the F. T. D. for almost eight months. "My dear boy," said the salesman, "If you belong to the Florist Telegraph Delivery, why keep it a secret? The trouble doesn't lie with Pochelon but with yourself. He has rendered you a great service in taking up his valuable time in hammering away at you to join and when he finally lands you, what do you do, but sit there with folded hands, holding your breath, waiting for something to happen; waiting for people to break their necks getting into your store to pile telegraph orders on your desk. You expect your customers to be mind readers. You expect them to imagine you're awake. You have got so in the habit counting pennies in your wooden drawer that it would make you dizzy if you had to ring up dollars on a cash register. You stopped growing long ago; you can't even follow; they are just dragging you along in spite of your best efforts to keep on standing still; that's why you are finding fault. People patronize you because there is no one else in the neighborhood; otherwise the town is dead because you are. They let you furnish those Palms for the same reason and because you are cheap, but for the wedding bouquet and other flowers they needed an up-to-date man, one of those who follow Pochelon; a "live wire;" men who do things; men who not only belong to such a progressive organization as the F. T. D., but who shove, push and advertise; who let people know about it and what they are doing; their heart and soul are in their business. They don't envy the other fellow because he is successful; the unsuccessful one is not an asset to the association. They want live men everywhere as representatives, not dead timber like yourself. Wake up! Put back those lights you took out of your window because times were dull; put them back and add more to them. Let 'em know you are a real telegraph florist and not only a pole with dead wires on its arms. If you really want some good out of the F. T. D. go and get it; it is up to you and you alone. Get out into the light; think, work, serve promptly, smilingly and decently and let go of some of that bank roll for advertising. Good-bye."

Prize winning basket of Dahlias shown by Gurdon R. Scrivener at the New York Dahlia show held at the Engineering Bldg., Sept. 26

The group is composed of Cactus Dahlias trimmed with Adiantum and Nephrolepis ferns, Selaginella Brauserina and Crotons

He Sees the Light

Well, the sun came out early Tuesday morning and with it the "florist across from the depot." After lying awake all night he got busy, awfully busy making a noise about the F. T. D. and he kept it up. It is enough to say that from telegraph orders amounting to $14 in 1914 he worked and hammered away and brought the business done by telegraph, out-of-town telephone and mail orders up to $1261 for the year 1917.

What is Needed

And so can you, Brother. Maybe you don't belong to the E. T. D. yet, or perhaps you do but are only

Directory of Reliable Retail Houses

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Albany, N. Y.

Danker FLORIST — *The best service*

The Rosery FLOWER SHOP — ALBANY, N. Y. 23 Steuben Street. The best flowers and prompt service to out-of-town orders.

Allentown, Pa.

Ernest Ashley FLORIST. Store, 1012 Hamilton St. Both Telephones. Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa.

John F. Horn & Bro. STORE: 20 North Sixth Street. Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.

HOTALING, *The Florist*
58 MARKET STREET
Satisfaction and personal attention guaranteed

Boston-Becker's

Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.

BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897

Caplan FLORIST — 144 Massachusetts Ave. BOSTON

All orders will be reciprocated

Carbone

BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers

BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop. Yours for reciprocity.

BRIDGEPORT, CONN.

JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS.

Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT

F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS. Established 1886

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers Test it yourself.

I should like to write a little essay on

"The Sweet Perfume of Courteous Service"

but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.

Penn The Florist

"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y.

ESTABLISHED 1869

James Weir, INC.

324 Fulton Street, Our only store

Wilson FLORIST — Brooklyn, N. Y.

Main Store:
3 and 5 Greene Ave.
Corner Fulton Street

Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

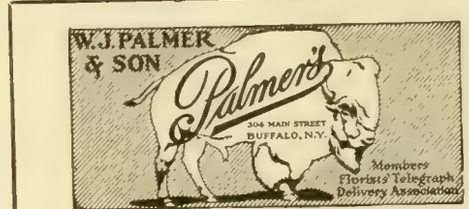
S. A. ANDERSON

440 MAIN ST., BUFFALO, N. Y.

Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop

219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different



Scott the Florist
Buffalo, New York

Gove The Florist

Burlington, Vt. Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina

National Florist — Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

THE VERY SMALL COST OF AN ANNUAL *ADVERTISEMENT IN THESE COLUMNS IS* MORE THAN LIKELY TO BE MANY TIMES REPAID YOU.

Scholtz, the Florist, Inc

CHARLOTTE, N. C.
Charlotte and Vicinit

Friedman Flowers

CHICAGO ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange

CHICAGO, ILL.
25 E. Madison S

CINCINNATI, OHIO

150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Gr and Experts to Arrange Th

CINCINNATI, OHIO

E. G. Hill Floral Co

532-34 RACE STREET
Also Motor Delivery to Newport, Covingt and Dayton, Ky.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

A. Graham & Son

CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Floris

For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE EAST 105th STREE

KNOBLE BROS.

1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists

CLEVELAND OHIO
735 Euclid Aven

Westman & Getz

Flowers and Ser
5923 Euclid Ave
CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICI
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

· Directory of Reliable Retail Houses ·

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company DAYTON, OHIO
FLORISTS
112 South Main St.

The Park Floral Co. DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
1643 Broadway
Colorado, Utah, Western Nebraska and Wyoming
points reached by express Orders promptly filled. Usual discounts

DETROIT
MICH.
Orders given best care by these four F. T. D. Members
John Breitmeyer's Sons
BROADWAY
Fetters Flowers
17 Adams Avenue E
Gust. H. Taepke Co.
Walter E. Taepke 95 Gratiot Ave.
The L. Bemb Floral Co.
Albert Pochelon 153 Bates Street
Yours For More Co-operation

SMITH, *THE FLORIST*
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

Leahy's—Telegraph Florist of Elizabeth, N. J.
We give the best of service 1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES
Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

Filling telegraph orders from distant cities was formerly "a consummation devoutly to be wished." Today it is one of the most profitable branches of the retail business. That is why there are so many cards in our Directory of Reliable Retailers

a dead wire; you pay your dues, which really doesn't interest your customers and once in a while you are asked to fill an order, but that is as far as it goes. You may even need two delivery cars to conduct your business with, but what of that, when you really should have work for five of them? Listen. Through the F. T. D. many thousands of dollars worth of business is being done annually, which wouldn't be done otherwise, but it is still at the beginning and is nothing compared with what will be done, but we need workers. It takes time to educate the public for as yet only a comparatively few people realize that they can "Say it with Flowers" by telegraph. But what is really of far greater importance is to educate the florist and make him see the great benefits which can be derived from pushing the issue.

It is absolutely necessary to have a progressive, up-to-date and reliable representative of the association in every town with a population of three, four or five thousand, every representative doing his bit and a little more in the way of advertising, and keeping it up everlastingly, so that every human being in the town will know about being able to send flowers by telegraph and how easy it is to do, not only that, but to convince those who give it a trial that their orders are filled satisfactorily, would bring about wonderful results.

F. T. D. members in the larger towns and cities alone can't make the undertaking a success, for it is every bit as likely to happen that an order is given in New York City to be delivered in Ashland, Ore., as that an order is given in Ashland for delivery in New York. Only when a reliable man is at each end of the telegraph line can orders be filled to the satisfaction of all concerned. The large florist in the big city may be obliged to send his order for delivery in a small town to the florist there, even if the latter isn't a member but you can depend upon it that if an F. T. D. florist is listed for that town he will get the order, and so he should.

When you join the F. T. D. you at the same time establish a prestige which you could not obtain in any other way. No matter where you are located or how large your order may be, and even if it is sent to any of the largest firms in the country; everywhere, East, West, North or South or in Canada, even people who have never had any dealings with you before will fill your orders and will be perfectly willing to trust you. Can you realize the value to you of your customers' knowledge of this fact?

It is surely worth your while to do everything possible to encourage the doing of business by telegraph, by which in a few words you are told what is wanted and are sure that you will be paid for your services in a few days.

Larger Membership, Greater Benefits for All

The more members the association has the greater the benefits to each member. Not that alone, for what is every bit as important is to have the membership distributed among the greatest number of cities and towns. That makes for the greatest efficiency and it is with this aim that this article is written, its object being to get more members, more links to the present chain.

The Florist Telegraph Delivery Ass'n. is not a one man's affair or something from which just a few reap the benefits. Quite the opposite; the greater the membership the more efficient the service and the greater the individual benefits. It is up to you and me to do our part and thereby follow the example set by the officers.

In conclusion, let me say that the little story about the "florist accross from the depot" is a true one. He was progressive up to the time he joined, but stood still after that until the salesman with the two suit cases full of novelties dropped in and hit him "until the bell rang" and thereby started him on his way. All that the florist could see after that was F. T. D., wherever he looked and he made others see the same thing. The home paper had it in every weekly issue, the movie theatre, both on the east and west side of the track showed one slide after another, each more effective than the last. No Easter, Spring, Fall or Christmas folder went out by mail without a reminder about the F. T. D.; so also with the monthly statements. There were attractive posters in the depot, in the hotel and in the golf club, fine window displays, etc. You may say that a man is not justified in going to so great an expense and doing only about $1200 worth of business as a result, but $1200 worth means a great deal in a town of about 6000. But that isn't really all. Filling these orders properly means more business and new customers. There's no better way to land a second order than to fill the first one right.

The florist is getting his customers in the town into the habit of sending flowers to their friends and relatives many miles away and it is up to you and others to get those people interested so they will do the

HENRY SMITH, *THE FLORIST*
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coomb's LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co. INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist, Inc.*
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

We have the faculty of having a good stock of Flowers at all times
NO DISAPPOINTMENTS HERE
WE STRIVE TO PLEASE
ALPHA FLORAL CO.
1105 WALNUT-PHONES 1806
Altman Building, Kansas City, Mo.

· Directory of Reliable Retail Houses ·

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST. 1875
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

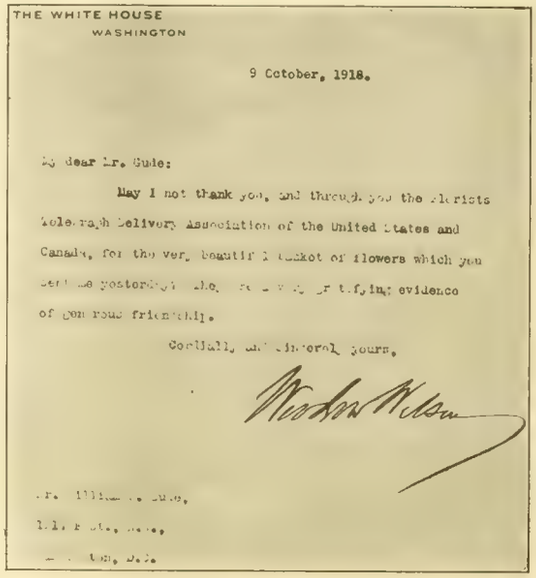
Joy's Nashville, Tennessee
200,000 Feet of Glass

Begerow's NEWARK, N. J.
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

same thing. There is really no limit to the possibilities if you will only come and join us. We need you and you need us. Help us push, help us with new ideas for the good of all in the business, even of those who can't as yet see the light. Let us help them find it.

President Wilson Expresses His Appreciation

The accompanying is a photographic reproduction of the letter sent to Mr. Gude from the White House. As previously related in THE EXCHANGE the F. T. D. during its recent meeting sent a basket of flowers to President and Mrs. Wilson, Mr. Gude's message to Gude Bros. Co., Washington, dated Oct. 7, reading as follows: Tuesday morning, 9 a.m., handsome floral offering President and Mrs. Wilson. Card: "The Florists' Telegraph Delivery Association of the United States and Canada, at their business session at Cleveland can find no better way of sending their respects and appreciation than to 'Say it with Flowers.'" That President Wilson and Mrs. Wilson were highly pleased is shown by the President's appreciative letter.



THE WHITE HOUSE
WASHINGTON

9 October, 1918.

My dear Mr. Gude:

May I not thank you, and through you the Florists Telegraph Delivery Association of the United States and Canada, for the very beautiful basket of flowers which you sent me yesterday? The [illegible] of this fine evidence of your kind friendship.

Cordially and sincerely yours,

Woodrow Wilson

Mr. William F. Gude,
1212 F Street, N.W.,
Washington, D.C.

In Explanation of a Belated Telegram

An incident that would have added, if such was possible, to the enthusiasm of the recent F. T. D. convention at Cleveland was the joining up of the Miller Floral Co. of Salt Lake City, by telegraph. Unfortunately Mr. Pochelon did not receive the telegram until after the meeting had closed. It read as follows.

Salt Lake, Utah, Oct. 8, 1918.

ALBERT POCHELON, Secretary Florists' Telegraph Delivery Ass'n., Hollenden Hotel, Cleveland, O.

Heartiest greetings to the Florists' Telegraph Delivery Ass'n. from The Miller Floral Co., the Home of Flowers, 10 East Broadway, Salt Lake City, Utah. Herewith telegraph money order for $45 as per your recent letter. Signed application en route. Both Mr. Miller and myself are members of the Society of American Florists and we keenly regret being unable to attend the F. T. D. meeting in Cleveland. Wire us, collect, your acceptance of our application. Yours for success and progress,

MILLER FLORAL CO.
Robert Newcomb, Retail Store Manager.

In his reply Mr. Pochelon assured the Miller Floral Co. that the name had been added to the F. T. D. Membership list and was being made public in every kay, including this voluntary publication in THE EXCHANGE.

F. T. D. Service

As a general rule, the value of an article is in proportion to the price, but there are conditions where the value may be so much greater than the price that the cost becomes a negligible factor. So should the foregoing apply to the service one renders in the development of Florist Telegraph Delivery.

SAMUEL SELIGMAN.

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co
1026 Chapel Stree

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist NEW ORLEANS LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Mcfarlie Ridge Nursery Co. Ltd.
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

M. A. Bowe IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358} MADISON {359} SQUARE
Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST
We Guarantee Satisfactio
NEW YORK
413 Madison Avenue a 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 184

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Directory of Reliable Retail Houses

VIRGINIA

NORFOLK — Grandy THE FLORIST 269 GRANBY ST NORFOLK VA — FORTRESS MONROE

Special Messenger Service to above City $1.00

NORFOLK'S TELEGRAPH FLORIST

New York

MAX SCHLING

Phone, 7241 Plaza — 785 FIFTH AVENUE

Thos. F. Galvin Inc.

New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street

Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK

QUALITY FLOWERS

PLANT SPECIALISTS :-: Two Greenhouses on Premises

Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist

426 Madison Avenue and 49th Street, NEW YORK

Also Ritz Carlton and Vanderbilt Hotels

Telephone: Murray Hill 783

Highest Award at the International Flower Show, April 11th, 1916 · Grand Central Palace

Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS.

Main Store: 2077 BROADWAY

Branches: 2703 Broadway and 1664 2d Ave.

NEW YORK CITY

GET ACQUAINTED

NEW YORK CITY ADOLPH MEYER

1062 MADISON AVENUE 'Phone, Lenox 2352

Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP

761 Fifth Avenue NEW YORK

Young Inc. 42 West 28th St. NEW YORK

Telephone Madison Square 2065-2066

We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN

Successors to H. W. FIELD SMITH COLLEGE FLORISTS

NORTHAMPTON, MASS.

Omaha, Neb.

HESS & SWOBODA FLORISTS

1415 Farnum Street Phones—1501 and L1582

If you have an order for flowers to be delivered in another city, glance through this directory first; if you find an advertiser, properly located, you can rely on him.

Echoes of the F. T. D. Meeting

What a thrill of pleasure came over me upon entering the Convention Hall at the Hotel Hollenden to see the progress of florists' advertising as the chief factor in an exhibit that went all around the room! I venture to say that the interest of that display will go a long way towards helping others to get started in the same direction. A great deal of credit is due Herman Knoble who must have labored untiringly to get it up in such good shape. It would have done credit to an ad men's convention.

The beautiful decoration of the hall itself in flags bunting, palms, huge baskets of Roses, etc., was surely appreciated by all present and helped to make our convention snappy right from the start.

The loyalty and team work of the Cleveland boys as a whole—what a fine example for emulation and for other cities to copy! It surely was food for thought of the value of cooperation and the immense good attained; for to the credit of the Cleveland boys was the F. T. D. meeting a complete success. Those present will appreciate the effort made in this direction led by Fred Brown who opened the convention. The meeting, while not as large in attendance as in previous years, held the attention of most of those present who went away well repaid for their attendance.

Heroes' Mound at Highland Park, Brooklyn, N. Y.

This was executed and the labor and material donated by Frank J. Reppa, florist at 19 N. Vermont st., Brooklyn, for Heroes' Day, September 1

The Canadian florists were well represented and entered into the discussion, freely showing their intense interest and progressiveness in making such a good showing for the number who belong to the F. T. D.

The program was highly interesting. This branch of the business is becoming such an important factor that it seems hardly possible to understand how a florist can not afford to affiliate and join immediately. The benefits are too numerous to mention and those who join will only then realize what they have overlooked. There is no affiliation that I prize more highly than the F. T. D., hence this expression to what was a most successful meeting which will merit its own reward.

HENRY PENN,
Chairman National Publicity Campaign.

[Mr. Penn is spokesman for all who had the pleasure of attending this exceptional meeting.—ED.]

Whether a catalog is an expense or an investment depends both on the man who writes the matter and the one who prints it.

EDWARD SCEERY

PATERSON, N. J. — PASSAIC, N. J.

PHILADELPHIA

CHAS. H. GRAKELOW

Everything in Flowers. - Broad St. at Cumberland

J. J. Habermehl's Sons PHILADELPHIA, PA.

The Bellevue-Stratford and Diamond & 22d Sts

Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.

The London Flower Shop

Trade E. C. Ludwig Floral Co. Mark "We Serve You Better"

Pittsburgh, Pa.

"E. C." LUDWIG FLORAL CO.

710 East Diamond Street (North Side)

OUR ONLY STORE

Store open Day and Night

PITTSBURGH, PA.

Randolph & McClements

5936 Penn Avenue

PROVIDENCE, R. I. AND NEW ENGLAND POINTS

T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND

Johnston Brothers

LEADING FLORISTS

38 Dorrance Street

Providence, R. I.

2 Broad Street

Macnair, Florist

Roanoke, Va.

Fallon, Florist

J. B. Keller Sons ROCHESTER, N. Y.

25 Clinton Ave., North

Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

ROCHESTER, N. Y.

H. E. Wilson FLORIST

88 Main Street, East

We reach all Western N.Y. Points

ROCKFORD

H. W. Buckbee FOREST CITY GREENHOUSES

ROCKFORD, ILL.

Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

. Directory of Reliable Retail Houses .

St. Louis, Mo. Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson — St. Paul. Minn. — 20-22-24 West Fifth Street — National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

Salt Lake City FORT DOUGLAS and Vicinity
MILLER FLORAL CO.
Ten E. Broadway
250,000 SQUARE FEET OF MODERN GLASS

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
1534 Second Ave.

National Florist
Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
1315 Cherry Street

WASHINGTON, D. C.
Gude Bros. Co.
Florists — 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

"It Couldn't Be Done"

Somebody said it couldn't be done,
But he, with a chuckle, replied
That maybe it couldn't, but he would be one
Who wouldn't say so till he tried.
So he buckled right in, with a trace of a grin
On his face. If he worried, he hid it.
He started to sing as he tackled the thing
That couldn't be done, and he did it.
Somebody scoffed "Oh, you'll never do that;
At least no one has ever done it."
But he took off his coat and he took off his hat,
And the first thing we knew, he'd begun it;
With a lift of his chin, and a bit of a grin,
Without any doubting or quit it,
He started to sing as he tackled the thing
That couldn't be done, and he did it.
There are thousands to tell you it cannot be done;
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you;
But just buckle in with a bit of a grin,
Then take off your coat and go to it;
Just start in to sing as you tackle the thing
That cannot be done, and you'll do it.
Edgar A. Guest.

How well the above poem illustrates the work of our publicity campaign. Many in the craft felt this was not the proper time, and others with true optimism felt otherwise. How far we have succeeded in our effort will be the keynote of ultimate success. Let us keep the ball rolling in the attempt to get more funds to keep it up, because we can only derive the benefits of our national advertising by keeping up that which we have only just begun. Are we going to allow ourselves to believe it couldn't be done, and lie down, now, after we have made such a noble start?

The answer will be in your efforts toward contributing to the campaign fund, and by sending same to John Young, 1170 Broadway, New York, thereby feeling that you have at least done your duty. We need more money to complete our campaign. Will you help?

HENRY PENN, National Publicity Campaign.

In a recent issue a California lady took up an old grievance, handling it with great skill, viz.: the point where the split comes in between those who look upon flowers as useless and those who look upon them as of the highest appeal to our finer sentiments, making for good men and good women, honesty, uprightness and a finer and more endurable sense of all that makes life worth living. In this particular instance the intended memorials of flowers at a notable funeral were turned into gifts of books for the soldiers, in itself a most worthy consummation, but the point at issue is the fact that the California editor, in order to assist him in his contention endeavored to place on flowers the stigma of being useless, although he admitted they were beautiful, an argument which brought the condemnation of this California woman to the point where she exclaims: "Boost, if you wish to keep the home fires burning! (Keep your flowers before the public if you intend to make a living.) Who will send this editor a booster's club pin in exchange for his hammer?"

By way of diversion—A circus booked a date at Hodge to please the rural hordes. "The Greatest Show on Earth" it was, according to the boards. "Colossal" was the word they used describing the parade. They said it was "The greatest show put out in a decade." The papers told of special trains and clowns, in all two score. They said the big menagerie had ninety dens or more. Likewise, four rings were promised, and the tent just couldn't leak. The adjectives the agents used grew stronger ev'ry week. The circus came and showed at Hodge. It had a single train Two rings were all, and twenty dens, and gosh, how it did rain! Ten thousand people saw the show, and liked it too, by jing! And when it came around again they did the same blamed thing.—*Credit Lost.*

People are usually willing to do their duty, but they do not like to do too much of it.

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary Central New York orders efficiently filled. Wells College.

Auburn, N. Y. MILLER'S FLORAL SHOPPE Delivery to any part of Cayuga Co. or Central N. Y.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D.

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouses and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Denver, Colo. ALPHA FLORAL COMPANY Efficient Service

Dover, Del. J. J. VON REIDER Your orders solicited

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornel, Corning and other points.

Ft. Smith, Ark. GEO. RYE, The Plaza Member F. T. D. "Some Florist"

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. Nationa and Florists' Telegraph Deliver

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orde promptly delivered for Johnstown and vicinity

Kalamazoo, Mich. G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Deliver

Kansas City, Mo. W. J. Barnes FLORIST, KC, MO. Kansas and Weste Missouri Up-to-date Service F. T. D. Est. 18

Lancaster, Pa. B. F. BARR & CO. Prompt, efficient servi Member F. T. D. (Est. 1893) National Flori

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled wi promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Newport, R. I. OSCAR SCHULTZ, Florist Gives prompt service

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Peoria, Ill. C. LOVERIDGE. Orders filled promptly f Central Illinois. Member F. T. D.

Philadelphia, Pa. FOX FLORAL SHOP, 1307 N. Broad S Member F. T. D. Prompt, efficient servi

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. FRED H. LEMON & CO. Members F. T. Florists and Decorators. Send us your orde

Roanoke, Va. WERTZ, FLORIST, Inc. Leading Florist Southwest Va. All orders given special attenti

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Mi igan. 160,000 feet of glass. Two stores. F. T.

Scranton, Pa. A. S. BESANCON & CO. Members F. T. D. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist (Est. 38 years) Member F. T. 7 Railroads. Reach all pts. Wires rec'd any ho

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Flori

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. Princeton Aviation Fields, Freehold and N. Shore towns. Carry and grow large stock Cut Flowers. MARTIN C. RIBSAM F. T.

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D Deliveries to Plainfield, Cranford, Rahw and Elizabeth

Winnipeg, Canada THE "KING" FLORIST 270 Hargrave Street F. T. D. Flor

Yonkers, N. Y. R. T. BRODERICK Member F. T. D. Tel. 46 Prompt delivery and orders filled satisfactor

York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhou

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.60	24 x 8 x 5	$7.80
21 x 5 x 3½	4.80	28 x 8 x 5	8.80
24 x 5 x 3½	5.75	30 x 8 x 5	11.00
28 x 5 x 3½	7.00	36 x 8 x 5	13.00
21 x 8 x 5	7.10	30 x 12 x 6	15.00
30 x 5 x 3½	8.00	36 x 14 x 6	17.00
		36 x 12 x 6	16.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 16 x 7	$11.50
18 x 18 x 8	13.50
20 x 20 x 9	15.50
22 x 22 x 9	19.50

Bouquet Boxes

	Per 100
19 x 9 x 8	$11.50

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $2.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $4.00 per bale

BOXWOOD FINEST QUALITY

$18.00 per 100 lbs. 25c. per lb.

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

HENRY M. ROBINSON & CO., Inc.,

WHOLESALE FLORISTS
2 WINTHROP SQUARE
32 OTIS STREET
Boston, Mass.

Telephones
Main 2439-2616-2617-2618-52144

MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
HARDY CUT EVERGREENS

Unknown customers please give reference, or cash with order

When ordering, please mention The Exchange

Florists' Supplies
McCallum Co.
Pittsburgh, Pa.

When ordering, please mention The Exchange

WIRE DESIGNS

PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.

GEORGE B. HART, Manufacturer
24-30 Stone Street, Rochester, N. Y.

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX

$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.

E. A. BEAVEN, Evergreen, Ala.

When ordering, please mention The Exchange

Christmas Cards

100	$0.60	500	$2.00
200	1.00	1000	3.50

Terms: Cash with order, or C. O. D., postpaid
Samples gladly sent

THE JOHN HENRY CO.
LANSING MICHIGAN

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX

$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.

Caldwell The Woodsman Co., EVERGREEN, ALA.

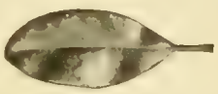
When ordering, please mention The Exchange

Michigan Cut Flower Exchange

INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
264-66 Randolph St., Detroit, Mich.

When ordering, please mention The Exchange

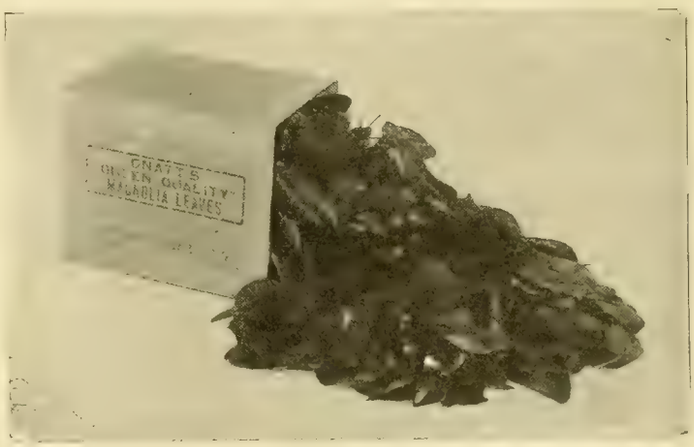
Exchange Ads. Pay Well



GNATT'S

"Queen Quality"

Magnolia Leaves



They will not mold. Packed from selected leaves. Uniform size
BROWN—GREEN—PURPLE

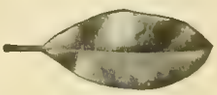
$1.75 per carton, $22.00 per 100 lbs.

5% CASH WITH ORDER

THE OVE GNATT CO.

LA PORTE, INDIANA

Write for our latest catalogue and get the new and practical things



When ordering, please mention The Exchange

Southern Wild Smilax

$2.50 per case; $1.50 per half case
Wire or write

Southern Evergreen Co.
J. L. CUMBIE, Manager
MORRIS STATION :: GEORGIA

When ordering, please mention The Exchange

WHEN IN NEED OF **Florists' Supplies**
THINK OF

Pittsburgh Cut Flower Co.

116-118 Seventh Street PITTSBURGH, PA.

When ordering, please mention The Exchange

BOOK of WATER GARDENING PRICE $2.50

A. T. De La Mare Company, Inc., 438 to 448 West 37th St., New York

Western States

Toledo, O.

This city is steadily recovering from a comparatively mild epidemic of Spanish influenza, thanks in great part to the prompt, courageous and efficient methods used by the mayor and the local health authorities. Florists naturally were kept on the jump despite the fact that public funerals came under the ban. Funeral work has been in constant demand and to the great relief of the craft the market has eased up considerably and stock is plentiful enough to take care of all orders. Several local growers have relieved the situation greatly by splendid crops of early 'Mums while Roses and even Carnations came into the market in encouraging quantity.

Gathered Here and There

George Bayer, King of the Bonnaffons as he is known hereabouts, is nursing along fine 'Mums which will soon be in all their glory. The president of the Florists' Club has achieved a reputation in the growing of these favorite Autumn flowers and his product is eagerly snapped up by buyers throughout the country.

Tom Magee of the Scottwood Greenhouse is sending out a beautiful folder inviting the public to see his annual Fall flower show, an event always eagerly looked forward to by his patrons. He reports a tremendous demand for funeral work during the last two weeks.

Some local florists are just becoming aware that there is a national campaign for advertising flowers because the slogan, "Say It With Flowers" is beginning to appear more regularly in ads. It is lamentable that florists are not more generally wide awake to the vital necessities of their business. No national campaign like this can be of adequate benefit unless the retailers immediately tie up locally with it. Having seen a national ad what would a customer think when he found that his local florist not only does not know there is such a campaign but is not even interested enough to purchase the beautiful glass sign reproducing the national slogan. Judicious publicity is more necessary now than at any other time if florists are to counteract the campaign to buy only useful gifts. Shall we allow the impression to prevail that flowers are not useful or essential? The present epidemic has proved they are essential when friends who cannot visit the sick may bring such cheer to the sick room. Without organization little can be accomplished, as this national advertising campaign is the result of organization, it is the positive duty of every retailer and grower to support it to the extent of his full ability.

John Barrow and Son have had the greatest demand for funeral work of their long career. Due to the Government order limiting the coal supply they have been forced to discontinue some of their houses. They were large growers and before the war were constantly making additions and enlarging their plant.

F. M. S.

Cleveland, O.

It is an unusual thing for florists to complain of fatigue due to prolonged stretches of work, other than at holiday times. But such has been the condition with the majority of Cleveland florists during the greater part of October. The increased death rate due to the epidemic was the cause. With a supply of stock below normal, the precious flowers were literally grabbed up in the wholesale houses, and retailers were put to their wit's end to fill orders. Many had to be refused. The experience will long be remembered.

Oct. 26 saw the time of great scarcity ended by the arrival of copious quantities of outdoor Chrysanthemums in addition to heavy receipts of greenhouse 'Mums. Carnations are coming in slowly as the growers are conserving coal during the mild weather. Some fine Roses are being offered and clean up early in the day at good prices. A few Dahlias are being consigned but the crop is practically over. Well, indeed, did that old fashioned flower save the day for the florist this Fall!

Eastern Violets are of excellent quality for the time of year. Valley is again among the scarce items and brings $8 per 100. Receipts of Cattleyas are extremely light, likewise Oncidiums. Adiantum is scarce and much more good Asparagus could be readily sold. There is a strong demand for Boxwood. Leucothoe, Galax and Mexican Ivy.

October Business

It is generally agreed that sales for the month just closed have broken all previous records, in spite of the fact that business was circumscribed by the pronounced shortage of stock. Trade was mainly sustained by the increased volume of funeral orders. While early frosts killed the softer outdoor crops beyond the saving influence of the lake, growers near the shore realized for the first time in years a goodly return for practically everything sent to the market. Materially higher prices, both wholesale and retail, prevailed. Sales of foliage plants, ferns and accessories were liberal. Trained help is decidedly scarce, every florist being more or less handicapped in this respect. A full supply of stock is anticipated in November but in the month following the effect of the fuel curtailment will be seriously felt.

Florists' Club and Trade Notes

Philip Darnell, youngest son of L. F. Darnell, formerly of the J. M. Gasser Co., has been commissioned second lieutenant and is now engaged instructing recruits at Camp Gordon, Ga.

Chas. J. Graham has returned from Gambier, Ohio, whither he had been called by the illness of his son Adam, who is in the Government tank service school there. The young man was seriously ill, but has now recovered.

Alexius Von Quiram, proprietor of the Heights Floral Co., has been confined to his home by illness for several days.

The November meeting of the Florists' Club was scheduled for Nov. 4, at the Hollenden. The meeting will have to be postponed, however, if the present ban upon indoor gatherings is not lifted by that time.

Gus Lorenz, for many years employed by the Cleveland Cut Flower Co., and who opened a retail store in the suburb of Brooklyn about a year ago, died Oct. 24, after a brief illness with double pneumonia.

J. McL.

Cincinnati, O.

Roses are in a fair supply that is slightly larger than it was at last writing. Carnations are still somewhat scarce. 'Mums have become plentiful. The receipts in this flower are so large that the market for them is easy and prices have shaded. It will take a killing frost sufficient to kill off the outdoor flowers coming into the market to make the market for 'Mums firm again. Easter Lilies are again available. Dahlia receipts continue heavy and with the exception of some of the red ones still sell fairly well. Cosmos continues plentiful. Single Violets sell briskly. The first Fall Sweet Peas have made their appearance.

Christmas Fund for the Soldiers

A committee headed by C. J. Jones as chairman and Miss Laura Murphy, secretary-treasurer, is soliciting subscriptions from the local florists to a fund for Christmas presents for the boys of Cincinnati and vicinity who are in the service of the country. It is proposed to divide the fund among all of them, share and share alike, and to send a money order to each, allowing the recipient to purchase what he pleases with the Yuletide remembrance. All contributions should be in the secretary's hands not later than Nov. 20. The florists of Cincinnati and vicinity are requested by the committee to send in the names of all the trade's representatives in the military service from this vicinity to Miss Murphy, at 329 Main st.

TEDDY.

St. Louis, Mo.

The market has been influenced by the mild weather and also by the fact that there have been no social gatherings. Thus business consisted almost entirely of funeral work; of which there has been an abundance. The Dahlia market has been prolonged by the absence of frost and Dahlias have had a brisk demand, owing to the scarcity of Carnations, which have been selling at 4c. to 6c., in a few instances, for very fancy stock, 8c apiece. Roses at the time of writing are getting more plentiful and 'Mums are arriving. Roses in general are quoted at from 3c to 6c. Pres. Chas. Young expects good trade this season.

The St. Louis Seed Co. will be ready with a full supply of imported bulbs this coming week, the firm's importations having arrived safely.

Russells bring 4c. to 25c. for fancies. Am. Beauty Roses are not plentiful and fancy stock is scarce, being quoted at $30 to $40 per 100. Fancy ferns are in short supply at $3.50 per 1000; Smilax, 12½c. to 15c. and Asparagus from 25c. to 75c. per bunch. Lilies are quoted at 12½c. and 'Mums from 6c. to 25c.; pompons, 25c. to 75c. per bunch.

About Town.

Owing to conditions the meeting of the Retail Florists' Ass'n and other meetings have been postponed.

C. Young & Sons will soon put out their new Spring catalog.

Otto Bruening is cutting from his plant at Olivette, Mo., some choice Ophelias, Columbias and Russells. This stock is exclusively handled by H. G. Berning.

Kalisch Bros. have had a very successful season with their Dahlias. These, with the Dahlias grown by Jas. Hauser of Webster Grove, are handled by the William C. Smith Wholesale Floral Co.

W.

Kalamazoo, Mich.

The pronounced shortage of all kinds of flowers continues and the demand for both loose, cut flowers and funeral designs keeps the stores well cleaned out.

Loan Oversubscribed

Kalamazoo went over the top in Liberty Loan subscriptions early in the campaign, the florists doing their bit both as workers and subscribers.

Fine weather prevailed all through October and resulted in a large saving of fuel, which will most likely be appreciated later on. Most of us have already laid in our allowance of grade coal and also a quantity of slack extra, but as the later costs from $5.50 to $6 per ton. I hardly think much profit will be derived from its use.

S. B.

Fort Wayne, Ind.

Conditions in the flower market have been more satisfactory than they have been for some time. There was plenty of stock with which to fill orders, particularly as the 'Mum crop has come on heavily within the last week. However, everything brought top notch prices, due to the exceedingly heavy demand, especially for funeral work, although there was a good general demand which included flowers for hospitals, anniversaries, and a brisk transient trade. Out of town trade, both wholesale and retail, was never better at this season. Double varieties of 'Mums now on the market are Chieftain and Unaka in pink; Chrysolora, Major Bonnaffon, Halliday in yellow, and in white the new variety Smith's Ideal, as well as Robinson and October Frost. Some fine Dorner's Pink, Poehlmann and Touset are also being received by the retailers. These varieties are selling from $2.50 to $6 per doz. Pompons retail for $1.50 per doz, and attractive pompon plants sell readily at 75c. to $2 each.

Carnations are still extremely scarce, and almost any quality brings $1 per doz. Roses are coming into the market in quantity, and the quality is excellent. Mrs. Chas. Russell brings $3 to $6 per doz., and other varieties, such as Ophelia, Shawyer, the Killarneys, Hoosier Beauty, etc., bring from $1.50 to $5.

Cosmos and Dahlias are being used only in limited quantities. Greenhouse Snapdragon is bringing $1 and $1.50 per doz. It has been a problem to obtain enough greens to fill all funeral orders. Galax leaves are hard to obtain in the bronze, but the Magnolia leaves are holding out in spite of the heavy drain made on the supply. Prepared Oak leaves have been used extensively for funeral wreaths, combined with clusters of Roses and other flowers.

Here and There

Miss Margaret Sturm, of the store force of the Freese Floral Co., is convalescing after an operation for the removal of her tonsils.

The representatives of the A. L. Randall Co., Chicago, and Lion & Co., ribbons, New York City, called on the trade.

Miss Marguerite Flick, of the Flick Floral Co., has joined the American Red Cross Canteen, and is kept busy at this work. Miss Flick is also an active worker in other branches of Red Cross service.

The New Haven Floral Co. is busy planting one of its new greenhouses with Winter stock, under the supervision of Herman Leitz, a member of the firm.

The weather has been unusually dark and rainy, with only one clear day, Monday, Oct. 21, during the week. There was also much fog.

A. J. Lanternier & Co. sent out a number of flags of Immortelles in the National Colors, among their funeral orders.

D. B.

Indianapolis, Ind.

The general pressure on the flower business has been relieved somewhat during the past few days. Deaths are still numerous but are confined chiefly to the poorer classes so orders are not so elaborate as during the preceding week. Chrysanthemums are arriving in quantity at $2 to $4 per doz. wholesale and are disposed of over the counter at $4 to $12 per doz. The Rose supply is also more normal. It follows closely the quotations of the larger cities. Carnations are fairly plentiful at $4 to $6 wholesale and $1 to $2 per doz. retail. Lilium giganteum is still scarce at $2.50 to $3 per doz. wholesale. Cattleyas sell slowly at 40 to 60 cents each. Home grown Single Violets are readily accepted at 75c. to $1 per 100. Ferns and green goods generally are more plentiful than during the preceding week and the extreme prices are subsiding. Heavy frosts now predicted will no doubt relieve the market of quantities of second rate material.

Talk of the Town

The death of the father of E. E. Temperley, the well known local florist, has just been reported. The sympathy of the trade is extended Mr. and Mrs. Temperley and Mrs. Temperley, Sr., in their loss.

A. Wiegand's Sons Co. report sickness among a number of their employees as do Bertermann Bros. Co., Smith & Young Co., Pahud Floral Co., John Rieman. Practically the whole trade is handicapped by sickness at this time.

A more general resumption of buying from the representatives of large houses is reported upon the outlook for peace. Florists generally in this locality think there will be a wonderful trade immediately after the war.

The November meeting of the State Florists' Ass'n. of Indiana has been postponed. It is the intention to make the usual visit to the Richmond florists. The exact time is to be announced later by Secretary Steinkamp.

The many friends of Mr. and Mrs. John Rieman wish to extend their sympathy in the loss of their father, August Schmidt, who passed away Oct. 17. Mr. Schmidt was long and favorably known to the Indianapolis trade.

Extensive shipments of Holland and French bulbs are being received locally. The florists in the suburbs are particularly rushed at this time as many deaths have occurred.

J. B.

Kansas City, Mo.

Business continues heavy. For four straight weeks now the flood of orders pouring into every establishment has been unequaled in their history. The only thing approaching it has been holiday business.

There has been a great deal of funeral work. The retail stores have been working every night and still could scarcely keep up with the orders. Orders have come from all parts of the country. No question of prices has been raised, nor, in most instances, has there been any choice of flowers. Prices have been good.

There has not been much change in the wholesale price of Roses for the past two weeks. They are bringing from 6c. to 30c. apiece, and are of good quality. 'Mums are now coming in well and are relieving the situation considerably. They are from $2.50 to $4 per doz. Carnations, while not very plentiful, are also helping in the way of variety. They are $4 and $5 per 100.

Mr. and Mrs. Arthur Newell have returned from Houston, Texas, where they were called by the illness of their son, Cadet Walter J. Newell, of Ellington Flying Field. The young man, who had pneumonia, is now in the convalescent hospital and is getting along nicely. Mr. and Mrs. Newell were met in Houston by R. E. Kerr, who showed them every attention and entertained them at his home.

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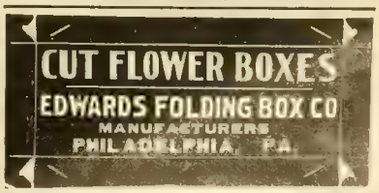

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New York City

Meeting of the New York Florists' Club, Monday Nov. 11, at the club's rooms, Grand Opera House Building, 23d st. and 8th ave., 7.30 p.m.

The Market

Oct. 29.—A great change in conditions has occurred in the wholesale cut flower market since Tuesday of last week. The supply in general has increased much, and the demand, both from out of town and from the city and vicinity is weaker. Prices have declined sharply and are expected to recede further before the close of the week.

American Beauty and hybrid tea Roses are in larger supply. Many are arriving wide open on account of the warm weather. Special American Beauty are selling at 15c. to 35c. each; top grade hybrid teas at 6c. to 30c. and No. 2 grade at $2 to $4 per 100.

Carnations are in abundant supply; but buyers are few. Prices range from $2 to $4 per 100. There are large accumulations today.

Cattleya orchids in increased supply are selling at about 50c. each for the best. Lily of the Valley is abundant and accumulating for a lack of demand, the best realizing about $8 per 100. White and pink Lilies, especially white, are in increased supply and moving slowly at $12 to $15 per 100 for white and $3 to $5 for pink.

Large flowered 'Mums, especially yellows, are arriving in much greater numbers, and there is a deluge of bunch 'Mums in the several classes. All are moving slowly at lower prices as per quotations.

Violets, both double and single, "go bad" so soon that they are unsalable.

Among miscellaneous flowers Calendulas are a drug on the market, Delphiniums with few buyers, plenty of Cosmos at low prices, and a few Dahlias.

Greens are meeting with a fair demand, boughs of Oak foliage being the leaders.

Gotham Trade Gossip

The regular meeting of the New York Florists' Club will be held on Monday, Nov. 11, at 7:30 in the evening, at the club rooms, Grand Opera House Building, 23d st. and Eighth ave.

A small fire broke out in some bales of Sphagnum Moss on Thursday, Oct. 24, in the areaway of the store of the New York Florists' Supply Co., 103 W. 28th st. It was soon extinguished without the use of water in the store. The small damage was confined to the loss of a few bales.

The sympathy of the trade is extended to Chas. Weber of Lynbrook, L. I., whose only son William, 18 years of age, died Monday night, Oct. 28, of pneumonia, following an attack of Spanish influenza.

J. Austin Shaw who has ably represented *The Florists' Review* in New York City and vicinity for 10 years or more, left the city on Wednesday of this week for a much needed vacation of several months. He is traveling on the New York Central, making his first stop at Toronto, Canada, where he will call on relatives. From thence he will go West, stopping at Chicago, and from there on to Hollywood, Los Angeles, where he will pass the Winter with his family. May we not with Mr. Shaw's other friends express the wish that he may return in good time in good health, leaving his cane and crutch in the Pacific.

Ralph Armstrong, of Madison ave., at 47th st., whose leg was broken about two months ago, while he was cranking his machine, was back in the wholesale flower district again on Tuesday of this week.

We are pleased to hear that A. T. Bunyard McBeth, ave. 155th st., is recovering from pneumonia.

Late subscriptions to the Fourth Liberty Loan, among those out by Wertheimer Bros. for $10,000, bring the total amount up to nearly $30,000.

At an executive meeting of the American Rose Society held at the office of Secretary John Young, on Thursday afternoon of last week, the following were present: Benjamin Hammond of Beacon, N. Y.; E. A. White of Ithaca, N. Y.; Samuel S. Pennock of Philadelphia, Pa.; Robert Pyle of West Grove, Pa.; E. G. Hill of Richmond, Ind., and Geo. H. Peterson of Fair Lawn, N. J.

New York Cut Flower Market

Up to Tuesday, Oct. 29, 1918

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	15.00 to 35.00	Adiantum Cuneatum	.20 to .25
" Fancy	10.00 to 20.00	Hybridum and Croweanum	.25 to .50
" Extra	8.00 to 12.00	Antirrhinum, per bunch	.15 to .75
" No. 1	6.00 to 10.00	Asters	.... to ....
" No. 2	4.00 to 6.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	2.00 to 4.00	Carnations, Select	3.00 to 4.00
Killarney	2.00 to 6.00	" Ordinary	1.00 to 2.00
Killarney Brilliant	2.00 to 6.00	Calendula	.... to 1.00
White Killarney	3.00 to 6.00	Chrysanthemums, per doz	1.00 to 5.00
White Killarney, Double	3.00 to 8.00	Chrysanthemums, bunch	.10 to .60
My Maryland	2.00 to 6.00	Cosmos, per bunch	.08 to .20
Columbia	5.00 to 15.00	Dahlias	2.00 to 5.00
Hadley	5.00 to 15.00	Delphinium, per bunch	.15 to .25
Hoosier Beauty	2.00 to 8.00	Ferns, per 1000	1.75 to 2.00
Key	10.00 to 30.00	Galax, green and bronze, 1000	.... to 1.00
Cecile Brunner, Elgar, etc. bun	.... to	Leucothoe, per 1000	4.50 to 7.00
Mme. Pl. Euler (Prima Donna)	4.00 to 12.00	Gladiolus	.... to ....
Mrs. George Shawyer	3.00 to 10.00	Lilies, Longiflorum	12.00 to 15.00
Sunburst	3.00 to 8.00	" Rubrum	3.00 to 5.00
Mrs. Aaron Ward	3.00 to 10.00	Lily of the Valley	2.00 to 8.00
Lady Alice Stanley	4.00 to 10.00	Mignonette, per doz	.... to ....
Ophelia	4.00 to 10.00	Orchids, Cattleyas	20.00 to 50.00
J. J. L. Mock	4.00 to 10.00	Smilax, per doz., strings	1.00 to 1.50
Mrs. Charles Russell	4.00 to 20.00	Sweet Peas, Spencers	.... to ....
....	.... to	Tuberoses, per doz	.... to ....
....	.... to	Violets, Double	.25 to .35
....	.... to	" Single	.25 to .35

L. J. Reuter, Waltham, Mass., was in town this week.

John I. Raynor, for many years in the wholesale cut flower business in this city, was calling on his friends in the wholesale flower district on Tuesday of this week.

It is reported that some wholesale florists are inclined to break away from the Sunday closing agreement made almost a year ago. This report has led someone to ask the question: "Do the wholesale florists of this city really desire to go back to the old slavish habit of working seven days a week, when in other lines of business a reasonable number of hours six days a week is the rule? Is it possible that the wholesale florists feel they do not deserve a Sunday holiday?"

The Horticultural Society of New York will hold its Fall show in the American Museum of Natural History Building, Nov. 7 to 10. The exhibition will be open on the evening of the first day from 7 to 10 o'clock, especially for the members of the society, the museum and affiliated organizations; on Friday and Saturday from 9 a.m. to 5 p.m. and from 7 p.m. to 10 p.m.; on Sunday from 1 p.m. to 5 p.m.

A. T. Bunyard, retail florist at 413 Madison ave., received an F. T. D. order for $10 from Washington for delivery at the Woman's Hospital on 110th st. The order was refused delivery, on the ground that during the prevailing epidemic the Board of Health had ordered that flowers should not be received by hospitals. Mr. Bunyard was advised to call up the Commissioner of the Board of Health. He did so immediately and was informed that such an order had never been issued.

Boston

The Market

Oct. 29.—The scarcity of flowers in this market for several weeks has been relieved; now there is abundance. The demand has fallen off somewhat so the supply is sufficient for all needs. Am. Beauty Roses are in ample supply. Prices are slightly lower. Special blooms sell at 20c. to 60c. apiece. Other grades lower. Hybrid tea Roses are plentiful but are cleaned up daily at slightly lower figures. Carnations are improved in quality. The supply is steadily increasing. Prices are $3, $4 and $5 per 100.

'Mums, with the exceedingly warm weather, are blooming quickly. So many varieties, such as Pacific Supreme, Golden Glow, Golden Queen, Chrysolora, Halliday and Unaka are offered in big supply at 50c. to $2 per doz., with some extra choice blooms at $3. Pompons sell well at 50c. to $1 a bunch. There is a fairly good supply of Cattleya orchids at $8 to $9 per doz. Lilies are not plentiful but have been in good demand at 20c. to 25c. each. Lily of the Valley is not abundant. Prices continue at $6 to $10 per 100.

Snapdragon and Bouvardia are in fair supply. In addition to the foliage plants there are now plenty of 'Mums, Cyclamen and Begonias.

Fall Show

The Grand Autumn Exhibition of plants, flowers, fruits and vegetables to be held by the Massachusetts Hort. Soc. at Horticultural Hall Nov. 9 and 10, from all accounts, will be a big affair. Besides a large show of 'Mums there will be orchids, foliage and flowering plants. The fruit and vegetable exhibits are to be especially interesting. At a meeting of the committee on prizes on Oct. 26 it was voted to hold the exhibition for only two days instead of the four set forth in the schedule.

The Gardeners and Florists' Club of Boston will hold its postponed vegetable exhibition Nov. 19. Notice will be mailed to members.

The annual meeting and election of officers of the Boston Cooperative Flower Market was held Saturday morning, Oct. 26, at the Quincy House. The following were elected directors: John MacFarland, Wm. H. Elliott, Robert Montgomery, Donald Carmichael, Elijah Cartwright, Norris F. Comley, James W. Simpson, Walter R. Holden, J. M. Cohen, Donald Carmichael (treasurer), John MacFarland (clerk). Immediately after the election the directors entertained the stockholders at lunch.

Spokes in the Hub

Frank J. Reynolds, manager of Welch Bros., has been confined to his home for several days with influenza.

Joseph Beasley, who runs a retail store at Arlington Centre and has been sick for ten weeks, is now attending to business.

Dutch bulbs have arrived in Boston after much delay. They do not look up to the standard of former years. Narcissi show the effect of the long delay. Many of them have young roots. Tulips are good; named Hyacinths also. The quantity imported this year is not as large as in former years. Orders are in now sufficient to clean up all bulbs.

At the retail stores funeral work has fallen off considerably during the past two weeks. This in itself is a good indication that influenza is on the wane. The store windows are gorgeously bright with 'Mums.

At R. & J. Farquhar's seed store since the bulbs arrived the employees are working nights and Sundays trying to pull up with the orders. R. C.

New Bedford, Mass.

The market has dropped and flowers are within reach. Chrysanthemums are now coming in plentifully but hold up their price well.

Fred Reynolds, of Peter Murray's, has left for the Army. He is in a Southern camp.

Wm. P. Peirce, Jr., who sometime ago was gassed, is recovering nicely.

FRED REYNOLDS.

Gems from Harry Bunyard's "Kit Bag"

Pertinent.—Someone asked an Overseas man the other day where he was going; he said to France. The questioner asked what for; he replied "Y," answer. Because I want to know, don't you understand? He said "Y" work. Oh, yes, why work! The argument was still going on when I left. "Y" men are wise men but they don't all come from the East! Savez?

Whist!—A man, not a "Y" man, asked the editor the other day if when the Kit Bag had kittens would I save him a black one with five toes and a white face. Some Kit! S'long.

BRADFORD, MASS.—James B. Allen, who conducted a florist's business on Kingsbury ave., died on Oct. 13 of pneumonia, aged 27. He was born in Bradford, and was graduated from the Mass. Agri. College at Amherst.

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Oct. 28, 1918	Cincinnati Oct. 21, 1918	NAMES AND VARIETIES	Boston Oct. 29, 1918	Denver Oct. 19, 1918	Pittsburgh Oct. 28, 1918
5.00 to 50.00	.... to	Roses—American Beauty	20.00 to 60.00	8.00 to 50.00	8.00 to 40.00
4.00 to 12.00	.... to	Hadley	8.00 to 20.00	.... to	.... to ....
3.00 to 10.00	3.00 to 8.00	Hoosier Beauty	4.00 to 12.00	4.00 to 10.00	6.00 to 20.00
.... to	.... to	Kaiserin Augusta Victoria	.... to	.... to	.... to ....
4.00 to 12.00	2.00 to 8.00	Killarney	4.00 to 8.00	4.00 to 10.00	6.00 to 15.00
4.00 to 10.00	2.00 to 8.00	White Killarney	4.00 to 8.00	.... to	6.00 to 15.00
3.00 to 6.00	.... to	Killarney Queen	4.00 to 8.00	3.00 to 8.00	.... to ....
3.00 to 6.00	2.00 to 8.00	Mrs. Aaron Ward	.... to	.... to	4.00 to 15.00
6.00 to 20.00	4.00 to 8.00	Mrs. Chas. Russell	8.00 to 20.00	8.00 to 15.00	8.00 to 20.00
.... to	.... to	Francis Scott Key	.... to	8.00 to 15.00	.... to ....
4.00 to 12.00	.... to	Mrs. George Shawyer	.... to	4.00 to 12.00	8.00 to 15.00
10.00 to 15.00	4.00 to 8.00	Columbia	.... to	8.00 to 15.00	.... to ....
.... to	.... to	Rose Marie	.... to	8.00 to 15.00	.... to ....
4.00 to 12.00	.... to	My Maryland	.... to	.... to	4.00 to 12.00
6.00 to 15.00	.... to	Prima Donna	.... to	6.00 to 15.00	6.00 to 20.00
4.00 to 12.00	3.00 to 8.00	Ophelia	4.00 to 12.00	4.00 to 12.00	6.00 to 15.00
4.00 to 10.00	2.00 to 8.00	Richmond	4.00 to 8.00	2.00 to 8.00	6.00 to 15.00
4.00 to 12.00	2.00 to 8.00	Sunburst	6.00 to 12.00	.... to	6.00 to 15.00
5.00 to 12.00	.... to	Killarney Brilliant	6.00 to 12.00	2.00 to 8.00	.... to ....
.... to	.... to	J. J. L. Mock	.... to	2.00 to 10.00	.... to ....
2.00 to 3.00	.... to	Cecile Brunner	.... to	2.00 to 4.00	.... to ....
1.00 to 2.00	.... to 1.00	Adiantum, ordinary	.... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	.... to	Antirrhinums, bunch	4.00 to 8.00	.... to	.... to ....
.35 to .50	.20 to .25	Asparagus Plumosus, bunch	.25 to .50	.... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
.... to	.... to	Asters	5.00 to 10.00	.... to	.... to ....
.50 to 2.50	.... to	Calendula	1.00 to 2.00	.... to	.... to ....
5.00 to 6.00	2.00 to 5.00	Carnations, Select	3.00 to 4.00	.... to 4.00	4.00 to 6.00
2.00 to 4.00	.... to	Ordinary	.... to	2.00 to 3.00	3.00 to 4.00
10.00 to 30.00	10.00 to 25.00	Chrysanthemums, Early	3.00 to 20.00	16.00 to 50.00	3.00 to 4.00 doz
.... to	.... to	Pompons, per bunch	.50 to 1.00	.50 to .75	.75 to 1.00
.... to	.... to	Coreopsis	.... to	.... to	.... to ....
3.00 to 6.00	2.00 to 8.00	Dahlias	.... to	.... to	6.00 to 12.00
1.00 to 1.25	.... to	Daisies	.50 to 1.00	.... to	.... to 1.00
.... to	.... to	Delphinium, doz	.... to	.... to	.... to ....
.... to 2.00	.... to .15	Ferns, Hardy	.... to .50	.... to .50	.... to .30
.... to	.... to	Gaillardias	.... to	.... to	.... to ....
.... to .15	.... to .12½	Galax Leaves	.... to	.... to	.... to 15
.... to	.... to	Gladioli	4.00 to 6.00	.... to	.... to ....
75 to 1.00	.... to	Leucothoe	.... to	.... to	.... to 1.00
15.00 to 20.00	.... to	Lilium Formosum	.... to	.... to	.... to ....
12.00 to 15.00	.... to	" Longiflorum	16.00 to 25.00	.... to 15.00	.... to 20.00
15.00 to 20.00	.... to	" Rubrum	10.00 to 12.00	.... to	.... to ....
8.00 to 10.00	.... to	Lily of the Valley	10.00 to 12.00	.... to	8.00 to 10.00
2.00 to 3.00	.... to	Mignonette, Per 100	.... to	.... to	.... to ....
60.00 to 75.00	.... to	Orchids—Cattleyas	50.00 to 75.00	.... to 75.00	75.00 to 100.00
.... to	.... to	Phlox	.... to	.... to	.... to ....
1.80 to 2.40	.... to 1.80	Smilax, dos. strings	.... to	2.00 to 3.00	.... to 2.00
.... to	.... to	Snapdragon	.... to	4.00 to 6.00	.... to ....
.25 to .60	.... to	Sweet Peas	.... to	.25 to 1.00	.... to ....

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easonable Flowers of all kinds

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ROSES in all the leading varieties CARNATIONS of high quality

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THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, COLUMBIA, RUSSELL and WARD ROSES

VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON

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All the New and Standard **ROSES**

Fine Grade **CARNATIONS**

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Telephone 2335 and 2336 Farragut **113 West 28th Street, NEW YORK**

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Valley and a Complete Line of Summer Flowers

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Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

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Personal Attention—Consignments Solicited

Satisfaction Guaranteed

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John Young & Co.

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Pioneer Commission Dealer in Cut Flowers

Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers

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WHOLESALE FLORIST

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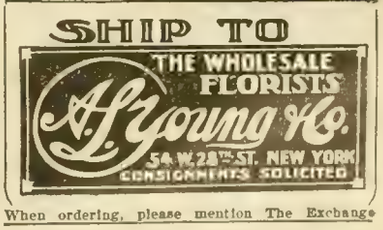

When ordering, please mention The Exchange

The Florists' Exchange
Best Advertising Medium

Chicago

Changed Market

[illegible] Following a request from Health Commissioner Healy, undertakers requesting that no funeral flowers be used except at the cemeteries has caused the market within a short time, during the past week, to pass from one extreme to another. The order was promulgated as a measure to prevent the spreading of influenza, which might happen if the flowers were sent to the homes where such cases had been and then brought out again. This reduced to a minimum the use of flowers locally, whereas up to that time the demand had taken on proportions hitherto unknown to the trade. In the meantime stock of all kinds is on the increase. The Rose crop is coming along well and the 'Mum supply will soon reach the high mark of the season. All this has resulted in the falling off in prices and a general break in the tight conditions experienced on the market throughout the early part of the month.

Fortunately for the trade there was no let up in the shipping business, the ban being purely local. Out of town orders, which up to that time, were only partially filled, are going out complete now. Retailers who had sufficient funeral orders to justify sending them direct to the cemeteries did so; others sent them to the houses next door to the houses of mourning and still others sold pieces for funerals to all who would call for them, it being up to the purchasers in these cases to make the delivery as best they could without violating the ruling of the Health Commissioners. There was, therefore, considerable stock used for funeral work. Conditions are improving and unless they take an unexpected turn all public places will open commencing Tuesday. The theatres are scheduled to open on Wednesday; with their reopening flowers will again be in strong local demand and the market will become normal.

The supply of Roses is again normal, short stock selling as low as $2 per 100, but in the medium and better grades prices remain correspondingly high. There is no surplus; all stock moves daily.

The supply of Carnations so far is no more than enough to clean up daily, not being sufficient to cause any great reduction in prices, which range from $2 to $4 per 100.

'Mums are in good supply and prices have a downward tendency. The full supply of home grown stock has killed off the demand for California grown blooms, as the locality grown stock is fresher and can be sold more cheaply. There is a wide range of colors and varieties and blooms from quite small to excellent specimen stock. The best varieties bring $4 per doz., medium blooms $2 to $3 a doz. and smaller stock from $1 to $1.50. Pompons are 35c. to 75c. a bunch.

Easter Lillies are not plentiful and some stock brings as high as $2 a doz. Valley is easier in supply but still holds up in price to $5 and $6 per 100. Orchids, mainly Cattleya labiata, are in fair supply and sell for from $9 to $10 per doz.

There are still a few late greenhouse grown Asters, which are bringing good prices. The supply of Violets is getting heavier, with only a fair demand. Calendulas are popular. The first of the Fall Sweet Peas are coming in; there are also Wallflowers, Callas, Cosmos, Pansies, Daisies and other odds and ends of miscellaneous stock, which is selling well. Greens are scarce. Fancy ferns bring as high as $5 per 1000; Boxwood is selling for $20 per 100lb. case, a high price [illegible] which is attributable largely to scarcity of labor for cutting and shipping. Firms that cater to the All Saints' Day trade in the Southern cities report the usual booking in advance. The shipping goes out Tuesday and Wednesday.

General News

F. O. Franzen, who conducted a retail plant, cut flower and seed store at 5319 N. Clark st., is at a health resort in Michigan. Mr. Franzen has never fully recovered from a protracted illness of last Summer. The store has been taken over by Paulus Bros., who are at present conducting three establishments on North Clark st.

F. W. Martin, 609 E. 40th st., has taken a portion of his greenhouse down and will not rebuild for the present. The other portion of his houses have been thoroughly overhauled and a new Moninger boiler installed, so that he will be able to go through the Winter admirably and on a more economical scale than heretofore.

The Ove Gnatt Co., La Porte, Ind., has an exhibition of supplies and decorative material at the Palmer House, with Geo. Huseman in charge. The firm is having an extensive trade in preserved foliage for florists' use, especially Magnolias.

Geo. Fehrmann, son of Chas. Fehrmann, Lamont ave. florist, died of pneumonia at an army camp in Alabama on Oct. 14, aged 28 years. The funeral was held from his late residence on Oct. 21, with interment at Montrose Cemetery.

Raymond Ziska, of J. Ziska & Sons, wire work manufacturers for the florists' trade, left last week for camp at Waco, Tex., having been called for military service.

John Wittbold, eldest son of Louis Wittbold, is at Lake Charles, La., having been accepted for ground work in the Aviation Department. Sergeant Al. Campiche, who was formerly connected with a flower store on Halsted st., is here on a furlough from El Paso, Tex. He speaks well of army life. James Foley, son of Phil Foley of the Foley Mfg. Co., has enlisted in the Quartermasters Department of the Army.

Tom Conlon, supt. of the plant growing department of the Poehlmann Bros. Co., is sending to the retail trade of the city some well grown plants of Chrysanthemums in the Caprice varieties that prove to be good sellers on account of their sturdy habit, fine foliage and abundant bloom. Another plant, which, while by no means new, is a novelty to the retailers, is Streptocarpus hybridi, a greenhouse perennial, with blooms not unlike a miniature Gloxinia. It runs through a variety of shades from blue to pink purple, mauve and many beautiful combinations of color. A few benches of these plants in the plant department prove an attraction to visitors.

Chicago, Oct. 28, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials.....per doz.	5.00 to 6.00
36-inch stems..... "	4.00 to 5.00
30-inch stems..... "	3.00 to 4.00
24-inch stems..... "	2.50 to 3.00
18 to 20-inch stems... "	2.00 to 3.00
Short stems.....per 100	8.00 to 10.00
Columbia	6.00 to 20.00
White and Pink Killarney	3.00 to 12.00
Killarney Brilliant	3.00 to 12.00
Milady	4.00 to 12.00
Mrs. Aaron Ward	3.00 to 10.00
Mrs. Chas. Russell	6.00 to 20.00
Richmond	3.00 to 10.00
Sunburst	3.00 to 10.00
Ophelia	3.00 to 10.00
Carnations, Select	3.00 to 4.00
" Ordinary	2.00 to 3.00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
" plumosus, strings	40.00 to 50.00
Asters, Common	2.00 to 3.00
" Fancy	4.00 to 5.00
Adiantum	1.00 to 1.50
Boxwood, per pound	.... to .20
Calendulas	2.00 to 3.00
Chrysanthemums, Ordinary, Doz.	1.00 to 1.50
" Fancy..... "	4.00 to 6.00
" Pompons, bunch	.50 to .75
Cornflowers	... to 1.00
Daisies	1.50 to 2.00
Ferns, Hardy, per 1000	4.00 to 5.00
Galax Leaves, per 1000	.... to 1.25
Gardenias, per doz	.... to 3.00
Leucothoe Sprays	.75 to 1.00
Lilium Auratum	8.00 to 10.00
Lilium Longiflorum	.... to 15.00
Lilium Rubrum	4.00 to 5.00
Lily of the Valley	5.00 to 6.00
Mexican Ivy, per 1000	.... to 6.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas, per doz	9.00 to 10.00
Smilax, per doz	2.50 to 3.00
Sweet Peas	.50 to .75
Violets	.75 to 1.00
Wallflowers, per bunch	.35 to .50

Philadelphia

Stock Plentiful

Oct. 29.—Flowers are freely coming into this market. Together with the falling demand, conditions are about normal for this time of year. Dahlias have been curtailed by several frosts of the past week. Chrysanthemums are strongly to the fore in all colors; quality in general is excellent. The Rose supply is large, in fact it is reported larger than ever before noted in this market for this time of year. Prices have receded considerably over those of a fortnight ago. Carnations are again becoming a factor in the market, showing steadily increasing arrivals. Sweet Peas are also coming in increasing supply. Easter Lilies continue active with readjusted prices. Callas are again in evidence. Pompons and outdoor 'Mums are coming in freely and moving well. Orchids are passive; Violets meeting only limited demand. Oak foliage and greens remain active. With the passing of the epidemic retail flower stores are relieved from the strain they were under. The rush at a holiday period was as nothing compared to the business done during the past four weeks. It was not centered in any one locality but every shop from the largest to smallest was pushed to extremes.

A ray of sunshine is in the report that the florists may stock up to their full requirements of coal in buckwheat and smaller sizes—no restrictions at present on the amount of anthracite below No. 1 buckwheat that a florist may receive.

What People Say

The regular monthly meeting of the Florists' Club will be held at the regular meeting place, on Nov. 5. It is expected that J. Otto Thilow will address the club.

James Heacock who has been listed among the sick is now rapidly recovering. John Welsh Young is also a convalescent.

Leo. Niesson is of the opinion that more Roses are on the market now than ever before at this season of the year.

Philip Freud, of the Henry F. Michell Co., has a tastefully arranged window featuring Pop Corn and toasters.

C. U. Liggit comments upon the enlarging demand for evergreens and Ivies for window box use.

The Henry A. Dreer Inc. has closed its stores until all orders on Dutch bulbs have been filled.

The Robert Craig Co. is cutting a variety of mid season Chrysanthemums and pompons.

George Carpenter has a well grown selection of pot Chrysanthemums.

Denver, Col.

Funeral orders from both in and out of town continue to come in and keep the retail men on the jump. Cut flowers of all kinds still remain scarce. The wholesale men say that owing to the scarcity of stock instead of receiving orders from out of town customers for specified varieties of cut flowers, the customer wires or 'phones in to send a $50 or $100 box of assorted cut flowers, and are glad to get whatever is shipped them.

Recently since there was some talk of not making any more wire designs, the florists having been talking sprays, baskets of flowers, double sprays and blankets. The demand for baskets of flowers for funerals is getting larger all the time, owing to the fact that the stores are suggesting them to their customers.

'Mums now stand as the most important item on the list. This season many growers planted few if any of the earlier varieties, with the result that the market has been inadequately supplied until very recently when midseason sorts began to make their appearance. While all colors are available, there is a decided preponderance of yellows and the demand, contrarily, runs to white, with the result that there has been some difficulty in matching up stock and orders. Pompons now are coming in more freely and prices have eased up, although values continue satisfactory to all concerned. 'Mum plants are becoming more plentiful also, in many attractive colors.

News About Town

C. R. Root of the Colorado Seed Co. said that the firm's Holland bulbs have been shipped from New York. Owing to the embargo on this class of goods by freight, it was necessary to have the shipment come by express and this no doubt will make the price of bulbs somewhat higher this Fall. The firm has also been shipping florists' supplies to Texas, Oklahoma, Wyoming, Utah and Nebraska.

O. E. Sandberg, the Broadway Florist, has been busy with cut flowers and plants. Mr. Sandberg recently rented the Johnson greenhouses on Federal blvd.

H. J. Berry, manager of the Dunsmore Gardens, is the first in our city to use the slogan, "Say It with Flowers," painted in large letters across the sides of his delivery car. Mr. Berry is a strong believer in the saying, "It Pays to Advertise."

The Barteldes Seed Co. ran an ad. in the Sunday paper telling the public that in connection with the seed and bulb business the firm is now handling cut flower and plant orders. The cut flower department was opened on Oct. 15, with Wm. Horlacher in charge.

Ernest N. Peterson has accepted a position as grower at the N. A. Benson range. Mr. Peterson made a specialty of growing double Violets, but owing to conditions he has closed up some of his houses this season.

Theo. Loken has five houses of Carnations coming along in fine shape; the stock looks very healthy.

Frank Fraiser has been kept going day and night with funeral work, including both in and out of town orders. He has been using Dahlias in quantity. He said he was glad he got the Dahlias to use before Jack got them. "Jack who?" he was asked. "Jack Frost."

The Bargain Flower Shop has been selling a large number of blooming plants and cut stock recently.

The Liberty Flower Shop, 418 15th st., opened for business on Oct. 15. The location is good and they report good business.

Elitch Gardens Co. has excellent Cyclamen plants; also Begonias. This firm makes a specialty of Begonias.

Mr. Frank, of the A. L. Randall Co., Chicago, Ill., is back in the city after making a short Western trip.

Mr. Lamerman is out and around again after being confined to his home with influenza. His wife and child also had an attack but are both doing nicely.

Trip to Boulder

E. Glauber, Samuel Lundy, Ben Boldt and Conrad Lengenfelder motored to Boulder, Colo., in Mr. Glauber's Peerless car, and had a delightful trip. Boulder is the largest city north of Denver and has a population of 12,500. There are three flower shops there which are doing a good business.

S. Knudson of that city has a fine range. He is the orchid specialist. A number of Cattleyas, Cypripediums and Oncidiums as well as various spray orchids were in bloom. The Rose and Carnation stock looked clean and strong. He also grows a general line of stock for his retail trade.

C. F. Faucett's houses at Boulder were in shape to meet the big demand, Carnations, Snapdragons, 'Mums, Callas and Sweet Peas comprising the assortment. The pots of Stevia are coming on in good shape, also a half bench of Tomatoes is doing well.

At F. A. Haenselman's the third establishment visited, everything was in good shape. Mrs. Haenselman reports business good, but finds it a hard proposition to get help for the greenhouses. Her son Carl is at Camp Meade.

Friends of Arthur Zirkman, of the M. Rice Co., Philadelphia, are sorry to learn that his son, Corporal Wm. Arthur, had been gassed and is in a Paris hospital. Word has been received by his father that he is recovering. He trained at Camp Hancock and went oversease in May.

C. F. E.

Philadelphia, Oct. 29, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	10.00 to 40.00
Kaiserin Aug. Vic	4.00 to 12.00
Killarney	4.00 to 12.00
White Killarney	4.00 to 12.00
Mme. P. Euler (Prima Donna)	5.00 to 15.00
My Maryland	4.00 to 12.00
Richmond	3.00 to 10.00
Sunburst	4.00 to 10.00
Killarney Brilliant	4.00 to 12.00
J. J. L. Mock	4.00 to 12.00
Lady Alice Stanley	4.00 to 12.00
Mrs. Chas. Russell	5.00 to 25.00
Mrs. Francis Scott Key	4.00 to 10.00
Mrs. George Shawyer	4.00 to 10.00
Hadley	4.00 to 15.00
Hoosier Beauty	4.00 to 10.00
Ophelia	4.00 to 15.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Carnations, Select	4.00 to 8.00
Chrysanthemums	12.00 to 35.00
Dahlias	2.00 to 10.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	4.00 to 6.00
Lilium Longiflorum	15.00 to 25.00
Lilium Rubrum	6.00 to 10.00
Orchids—Cattleyas	50.00 to 75.00

Publication Received

Transactions and Proceedings of the annual meeting of the California Ass'n of Nurserymen at San Jose, Oct. 10 to 13, including papers on nursery stocks and related subjects, 64 pages, illustrated.

On Sale Every Morning at 7 o'clock

ROSES

Columbia Russell Hadley
Sunburst Ward Ophelia
Hoosier Beauty *and*
Double White Killarney

INCLUDING THE ENTIRE CUT FROM THE DUCKHAM-PIERSON RANGE

Miesem's **LILIES** Every Day

'MUMS, Including POMPONS and SINGLES

CALENDULA VIOLETS

Good Results with Parcel Post Shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

Joseph S. Fenrich

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WHEN IT COMES TO
VARIETY, QUALITY and QUANTITY

we know that we can offer you more than you will find elsewhere, and that is some assurance that your orders will be taken care of if placed with us.

We can furnish you most every variety of ROSES worthwhile, such as RUSSELL, PRIMA DONNA, COLUMBIA, HADLEY, OPHELIA and SUNBURST.

This week we will have a larger supply of CARNATIONS. You will find them very good stock.

Of EASTER LILIES we continue to have a fresh supply every morning.

The mid-season varieties of CHRYSANTHEMUMS are coming in and we can furnish them in quantity.

POMPONS in white, pink, yellow, bronze and many other shades. For every purpose POMPONS can be used to good advantage, and the price is sufficiently low that you can afford to buy them.

You can depend on us to supply the necessary stock to fill your orders.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Carnations
Snapdragons
and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN
5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

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FIELD-GROWN
Carnation Plants
At Bargain Prices

To close out a surplus of Matchless and Alice, we offer several thousand of of each variety—clean, dwarf, bushy plants, in lots of 1000 or over, at $45.00 per 1000.

We also have a limited quantity of Enchantress Supreme, White Enchantress, White Wonder Miss Theo, and Albert Roper, on which we will be pleased to quote.

All stock offered subject to prior sale, and boxing and packing charges to be added.

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NEW YORK 117 West 28th Street
BALTIMORE Franklin & St. Paul St.
WASHINGTON 1216 H St., N. W.

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CHOICE AMERICAN BEAUTIES
CARNATIONS=The Best Varieties

M. C. FORD, *Wholesale Florist*
121 West 28th Street
Telephones 3870-3871 Farragut NEW YORK CITY

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BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN **Boston, Mass.**

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New England Florist Supply Co.
276 Devonshire Street **BOSTON, MASS.**
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

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B. A. SNYDER CO. *Wholesale Florists . .*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

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WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.
Easter Lilies and Asparagus Plumosus Sprays

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ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS

Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses

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E. G. HILL CO.
Wholesale Florists
Richmond, Indiana

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ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

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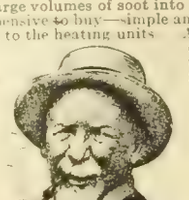
NO MORE SOOT TROUBLES

Z-I-N-C-O

WHAT IT IS

Z-I-N-C-O is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn [illegible] into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.



"Ain't it a Grand and Glorious Feeling?"

WHAT IT DOES

Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft.

WHAT IT DOES

Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

Note The makers of **Z-I-N-C-O** have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is $3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO. 468 W. Erie St., Chicago

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Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can	$10.50	288-sheet can	$7.50
4-lb. can	5.50	144-sheet can	4.00
1-lb. can	1.50	24-sheet can	.85
¼-lb. can	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

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Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

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DREER'S "RIVERTON SPECIAL" PLANT TUBS

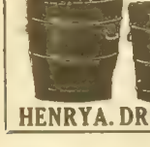
No.	Diam.	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30 00	237.50
30	16 in.	2.25	26 00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest, and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange



THE PETERS & REED POTTERY CO.

SOUTH ZANESVILLE, OHIO

RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA

WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

SYRACUSE

Standard Red Pots

STRONG—LIGHT—POROUS

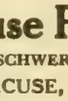
Write for Catalogue and Prices

Syracuse Pottery

L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.

When ordering, please mention The Exchange

CAMBRIDGE NEW YORK



World's Oldest and Largest Manufacturers of

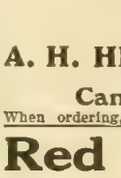
FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

When ordering, please mention The Exchange

Red Standard Pots



Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

The Keller Pottery Co.

213-223 Pearl St., Norristown, Pa.

When ordering, please mention The Exchange

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black white fly, thrips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affecting flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co., MADISON, N. J.

When ordering, please mention The Exchange

USE WIZARD BRAND MANURE

CONCENTRATED PULVERIZED

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

ULTIMATELY

You'll Demand Magic Brand

When Ordering Fertilizer

of Your Supply House

Why Not Do It Now

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG
PHILADELPHIA, PA.

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, $4.00 100 lb sack
(For Fumigating and Sprinkling combined)
TOBACCO DUST, $2.50 100 lb sack
FUMIGATING KIND, $3.00 100 lb sack
TOBACCO STEMS, $1.50 100 lb bale
Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave, BROOKLYN, N. Y.

When ordering, please mention The Exchange

F. E. Ads Give Good Results

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots.
$2.00 per single gallon.
Metropolitan Material Co.
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

GLASS
FOR GREENHOUSES
Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices
PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

When ordering, please mention The Exchange

MASTICA
FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.
W. O. PIERCE CO., 12 W Broadway, New York

When ordering, please mention The Exchange

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

CAST IRON
BOILERS
THAT LET THE FLORIST SLEEP
BLIN & CO. 107 Broad St. UTICA, N. Y.

When ordering, please mention The Exchange

A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?
More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass
Pecky Cypress for Bench Lumber Cypress Clapboards and Boarding
ASK FOR CIRCULAR E
The A. T. Stearns Lumber Co.
NEPONSET--BOSTON, MASS.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

Peirce Paper Flower Pot
Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.
E. ALLAN PEIRCE
40 Oaks Road, Waltham, Mass.

When ordering, please mention The Exchange

RAMSBURG'S SQUARE PAPER POT
Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.
G. S. RAMSBURG, Somersworth, N. H.

When ordering, please mention The Exchange

G. & F. ANNUAL
For 1918
Published Price, 50 cents
THE ANNUAL and THE EXCHANGE For one year..... **$1.85**
Brimful of Facts and other Valuable Information
Order TODAY
A. T. DE LA MARE CO., Inc.
438 to 448 West 37th Street, N. Y.

1866-1917
Greenhouse Lumber
"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.
Lockland Lumber Co., Lockland, O.

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.

When ordering, please mention The Exchange

—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
GLASS
N. COWEN'S SON, 14-16 Wooster St. NEW YORK

When ordering, please mention The Exchange

Skinner System Installed at Total Cost of Only $125 per Acre
FOLLOWING is an extract from a letter from E. V. Dane Estate, Brookline, Mass.:
"The cost of installation, figuring labor consumed, amounted to about $125.00 per acre. The actual outlay was for pipe, nozzles, etc., as the work was performed at a time when the labor of our employees was least valuable for other work."
SKINNER SYSTEM OF IRRIGATION
The Skinner Irrigation Co.
225 Water St., Troy, Ohio

When ordering, please mention The Exchange

GLASS
9 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS

When ordering, please mention The Exchange

CLASSIFIED ADVERTISEMENTS

SITUATIONS WANTED

SITUATION WANTED—As gardener; private [illegible] responsible; 21 years' experience in greenhouses, [illegible] cially poultry. Best references as to honesty, [illegible]
Superintendent, 72 West 126th st., New York

SITUATION WANTED—As headgardener or [illegible] 10 [illegible] 2 children, 20 [illegible] in landscape and greenhouse work; farming, live-stock, etc. Vienna Agr. College graduate. Best references. State wages.
Frank John, General Delivery, Sayville, N. Y.

SITUATION WANTED—By a good and reliable all-round greenhouse man, with life long experience; commercial or private. Wages, $25 per week. State particulars in first letter.
A. Smith, Huguenot Park, Staten Island, N. Y.
Box 80.

SITUATION WANTED—As foreman; full charge. Up-to-date grower of Roses, Carnations, etc., good propagator and designer. Life experience. Best references. Married. Address M. E. care The Florists' Exchange.

SITUATION WANTED—By experienced grower of Carnations, 'Mums, Xmas, Easter and bedding stock. Able to take charge. State particulars. Address N. B. care The Florists' Exchange.

HELP WANTED

WANTED—Man to take charge of my greenhouses of about 85,000 sq. ft. of glass, where general stock is grown for my store. Must be of unquestionable character and able to produce good quality stock, handle men to advantage and get results. I have a good, steady position for the right man. Write me in detail in the first letter, giving references from last or present place of employment and wages expected with house. Communications will be confidential. Do not answer unless you have the above qualifications and mean business.
Mark Aitken, 372 Main st., Springfield, Mass.

WANTED—Men and women to solicit orders for Fruit and Ornamental trees, Rose bushes, Shrubbery, Vines, Bulbs, etc. Our representatives make from $50 to $300 per week. Tremendous demand for our products right now for Spring delivery. We guarantee profitable, permanent employment. Good pay. All or part time. We equip you free of expense. No delivering, or collecting. You merely solicit orders. Hundreds of acres of nurseries. Write us at once for terms.
C. H. Weeks Nursery Company,
Newark, New York State

WANTED—A good lady, or gentlemen, designer, at once, at Labo Greenhouses. State wages and references in first letter, or come at once. Must be steady, sober and industrious. Take Wilcox car, leave on Mason Ave.
Labo, Florist, Joliet, Ill.

WANTED—A young man with some experience in growing flowers. Must be exempt from draft and able or willing to learn to drive a Ford. Good home; splendid pay; fine opportunity for the right man. Leon G. Beckers, Farmington, Conn.

WANTED—Rose Grower. Must be able to produce good flowers and be steady and reliable. A good, steady position for the right man. Give wages expected and references in first letter. Mark Aitken, 372 Main st., Springfield, Mass.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted.
Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Two assistant gardeners, for general greenhouse work. State experience, references and wages. Bregevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—A good day fireman for low pressure steam boiler, willing to do greenhouse work. Wages, $25 per week; Sunday extra. Address M. D. care The Florists' Exchange.

WANTED—Salesman in plant department. Salary $25.00 per week. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—An experienced store man for first-class flower store. Must give reference and state wages. T. Malbranc, Johnstown, Pa.

WANTED—Night fireman; 4 hot water boilers, steady position. Good wages. John Reck & Son, Bridgeport, Conn.

WANTED—Good maker-up and store man. Apply at once Golden Flower Shop, 29 Lafayette Ave., Brooklyn, N. Y.

Continued on Next Column

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is **12½ cts.** per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr. XX heavy	$3.00	$26.00
2 yr. No. 1	2.50	18.00
2 yr. No. 2	2.00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries, 331 Broad st., Red Bank, N. J.

ANCHUSAS

Field Clumps. Opal, Italica Dropmore, Perry's Variety, $5.50 per 100, $50.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

AQUILEGIA

AQUILEGIA—Long spurred. Strong, field-grown plants. $5.00 per 100.
Green Acres Nurseries, Newark, New York

ASPARAGUS

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS SPRENGERI—2-in. at $3.00, 3-in. at $6.00 and 4-in. at $10.00. Fine, bushy plants. Henry Smith, Grand Rapids, Mich.

CUT GREENS
ASPARAGUS Sprengeri and Plumosus sprays; fine stock. Parcel Post, $1.50 per 100.
O. Herms, Port Richey, Fla.

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS — 2½-in., strong 3½c.; 3-in., 7c.; Sprengeri, 2½-in., well established, 3c. Gullett & Sons, Lincoln, Ill.

BARBERRY

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra	7.00	60.00

Packed free of charge
CHARLES BLACK, HIGHTSTOWN, N. J.

BARBERRY'S GOLDEN PRIVET—Barberry Thunbergii, 18 to 24-in., $5.00 per 100, $40.00 per 1000; 2 to 3-ft., $8.00 per 100, $75.00 per 1000. Golden Privet, 12 to 18-in., $3.00 per 100, 18 to 24-in., $5.00 per 100.
Wm. von Helms, Monsey, N. Y.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO.

BERBERIS THUNBERGII — 10 miles of it.
The Conard & Jones Company, West Grove, Pa.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

Continued on Next Column

STOCK FOR SALE

BULBS

GLADIOLUS BULBS

I am ready to quote prices on Massachusetts grown Gladiolus bulbs of A-No. 1 quality for shipment November 1 or later.

America	Mary Fennell
Augusta	May
Baron Joseph Hulot	Mrs. Dr. Norton
Brenchleyensis	Mrs. Francis King
Czar Peter	Mrs. Frank Pendleton
Chicago White	Mrs. Watt
Empress of India	Myrtle
Europa	Niagara
Glory of Holland	Panama
Golden West	Peace
Goliath	Pink Beauty
Halley	Pink Perfection
Ida Van	Schwaben
Independence	Roos' Extra Choice Mixture
L'Immaculee	Roos' Exhibition Mixture
Loveliness	Roos' Primulinus Hybrids Mixture

and many other varieties, all sizes
State varieties, sizes and quantities wanted also date of shipment.
My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.
JELLE ROOS
Gladiolus Specialist Box B., Milton, Mass.

LILIUM GIGANTEUM
Sound, uniformed sized bulbs from cold storage. We ship First and Fifteenth of each month

6–8-in., 400 bulbs to case	$21.00
7–9-in., 300 to case at Chicago	20.00

LILIUM RUBRUM

	100	1000
8– 9-in., 200 to case	$7.00	$65.00
9–11-in., 140 to case	10.00	95.00

LILIUM AURATUM

9–11-in., 100 to case	9.50	90.00

Ask for other sizes and kinds
VAUGHAN'S SEED STORE
New York Chicago

FREESIA PURITY—For high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.

Single nose	$20.00 per 1000
Double nose	30.00 per 1000

JOHN R. WALSH, 502 California st., San Francisco, Cal.

GREENHOUSE GROWN FREESIAS PURITY
Entire stock of bulbs for sale

Sizes	Per 1000
⅜-in. to ½-in	$5.00
½-in. to ⅝-in	7.00
⅝-in. to ¾-in	10.00
Bulblets, flowering size	2.00

George E. Lasher, Great Neck, L. I., N. Y.

Send us your list of requirements. We are ready to quote you on all leading varieties in large quantities. Samples will be sent on request. Those who placed their Gladioli orders last Spring with J. J. Grullemans & Sons, of Lisse, Holland, will receive their bulbs from this company, as shipping from Holland will be almost impossible this Fall.
The Grullemans Co., R. F. D., Avon on Lake, O.

Continued on Next Column

STOCK FOR SALE

BULBS

Clean, healthy, young stock, absolutely fr[ee] from disease. 40 leading commercial var[ieties]. Prompt shipment after Nov. 1st. Re[a]sonable prices. Send for wholesale lists.
T. H. Fuller, Gladiolus Specialist
649 Marshal st., Battle Creek, Mich

FREESIA—Improved Purity. We have [a] Chicago a small surplus at following prices p[er] 1000. ¾ to 1-in., $18.00; ⅝ to ¾, $12.00; ½ t[o] ⅝-in., $7.50. All plump carefully graded.
Vaughan's Seed Store, Chicago and New Yor[k]

BULBS—Of all descriptions. Write for price
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

CALENDULAS

CALENDULA—Orange King. "True" selecte[d] strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CALLAS

CALLA LILY PLANTS

	Per do[z]
Strong, 4-inch	$4.[0]
Strong, 6-inch	6.[0]

Some buds showing.

FRENCH HYDRANGEAS

Strong plants, 5 to 8 heads	$5.[0]
2 to 5 heads	3.[0]
Strong, single heads	3.[0]

Cash with order.
Brooklake Greenhouses, Madison, N.

CALLA ÆTHIOPICA
A few hundred large size roots.
Prices on application
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, P

CARNATIONS

CARNATIONS—500 Fair Maid field-grow[n] plants, white and pink. Continuous bloomer $3.00 per 100.
T. W. Lawton, 127 Brown st., Fall River, Mas

CARNATIONS—Field-grown. White Encha[n]tress and Enchantress. Nice, 2d. size plant $4.00 per 100, $35.00 per 1000.
Blackmon Bros., Centre st., Trenton, N. J.

CARNATIONS—Pink and White Enchantre[ss] Strong, field-grown plants, $60.00 per 100[0]
Henry Smith, Grand Rapids, Mich.

CARNATIONS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New Yor[k]

CARNATION PLANTS
White Perfection, $6.00 per 100, $50.00 p[er] 1000. Geo. Peters & Sons, Hempstead, N. [Y.]

CHRYSANTHEMUMS

We are now booking orders for young plant[s] for early delivery of the following early Pompon[s] all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-2[0]
PRICE:
$1.00 per 10, $8.00 per 100, $75.00 per 100[0]
There will be no change in the price befo[re] May 1st, 1919.
We can also supply the following early stand[-]ard sorts:
Zora, Bright yellow, ready Oct. 15-20.
Niza, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 100[0]
5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, an[d] those desiring early kinds should resort to thos[e] mentioned above.
Elmer D. Smith & Co., Adrian, Mich

CHRYSANTHEMUM "YELLOW ADVANCE
STOCK PLANTS NOW READY
Early variety brought money this year, an[d] Yellow Advance is the most profitable earl[y] 'Mum we ever handled. Quantity limited[.] stock plants from the bench:
30c. per plant; $3.00 per dozen
CHARLES H. TOTTY COMPANY
MADISON . NEW JERSE[Y]

'MUM STOCK PLANTS—G. Glow, Unaka[s] Oconto, Pink Chieftain, Chas. Razer, 15c. each[.] Cash. Theodore Strezeski, Wortendyke, N. J[.]

Continued on Next Page

STOCK FOR SALE

CHRYSANTHEMUMS

AUTIFUL POT 'MUMS—Fine Caprice, ncoln, Patty, etc., in half open bud. Prime ition to ship. Quick sellers. 4-in. 20c.; 35c. and 40c.; 6-in. 50c., 65c. and 75c.; and 8-in. $1.00 and $1.25. Add 5% for ment out of pots, or 10% in pots.
Gullett & Sons, Lincoln, Ill.

CENTAUREA

NTAUREA MACROCEPHELA. $2.00 per Naperville Nurseries, Naperville, Ill.

CINERARIAS

ERARIAS—Semi-dwarf, best strain, from 4-in. pots. $5.00 per 100, $45.00 per 1000. ry Schmidt, 673 Church Lane, No. Bergen, N. J.

ERARIAS—2¼-in. See display, page 695. an J Irwin, 108 West 28th st., New York

ERARIAS—Fine, 3-in., $5.00 per 100. sh. J. W. Miller, Shiremanstown, Pa.

COLUMBINES

ILEGIA CÆRULEA HYBRIDA—All lors and shades, fine cut flower next season if ted now, $5.00 per 100. See our trade list for perennials.
YSIDE GARDENS, MENTOR, OHIO.

CORNUS

NUS Siberica and Aurea. 2-3 ft. $7.00 r 100. Green Acres Nurseries, Newark, N. Y.

CYCLAMEN

CLAMEN—Mixed colors, mostly salmon pink d and rose, best strain, exceptionally good s, 4-in., $25.00; 5-in., $45.00; paper pots. Kamp & Spinti Co., North Milwaukee, Wis.

CLAMEN—See display ad. page 695.
an J. Irwin, 108 W. 28th st., New York.

DAHLIAS

HLIAS—We are really sold out for 1918 Spring elivery. We grew Dahlias and Gladiolus under ract. Can fill immediately orders for hardy ox, hardy Chrysanthemums and Iris. Write quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

ISIES—Boston Yellow, $7.00 per 100. ant White, $6.00 per 100. 2¼-in. pots, ng plants.
ry Schmidt, 673 Church Lane, No. Bergen, N. J.

ISIES—Bellis Monstrosa. Pink or white, so Longfellow and Snowball. Fine, strong nts, $3.00 per 1000, $8.25 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

DELPHINIUMS

LPHINIUMS—Gold Medal Hybrids. Strong ld-grown plants, $6.50 per 100.
Green Acre Nurseries, Newark, New York

ERICAS

ounger stock for growing on. Strong, healthy nts out of 2½-in. pots. Biggest percentage set buds and bloom for September and ober delivery.

	100
l varieties:	
racilis Autumnalis	$12.00
vata	12.00
as varieties:	
ragrans Melanthera	15.00
tegerminans	15.00
res. Carnot	20.00
res. Felix Faure	20.00
ing Edward	20.00
ster varieties:	
upressima	20.00
ersoluta Rosea	15.00
ersoluta Alba	15.00
translucence	25.00

ericas can be kept at 40° to 45° night temature in Winter
Packing charges, 50cts. for each $10 value.
Terms: Cash with order, please.
ANTON SCHULTHEIS
19th street., College Point, N. Y.

FERNS

STON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. ch, $30.00 per 100; 2½-in. $5.00 per 100. Runrs, $3.50 per 100, $30.00 per 1000. Cash with der. Prices on larger sizes on application. ders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
ston		$0.10	$0.14
osevelt		.10	.14
hitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No tention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
ston		$0.10	$0.14
oosevelt		.10	.14
hitmani	$0.05		.16

ash, please, less 4%.
B. C. Blake Co., Springfield, O.

Continued on Next Column

STOCK FOR SALE

FERNS

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

FERN SEEDLINGS AND OTHER FERNS - In any quantity, see advertisement on page 698. J. F. Anderson, Fern Specialist, Short Hills, N. J.

BOSTON RUNNERS—Strong, $1.00 per 100, $7.50 per 1000. Parcel Post.
O. Herms, Port Richey, Fla.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

HARDY FERNS-Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov Minn

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early: stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th at., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

GERANIUMS

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

	Per 1000 1st size	2d size
America	$18.00	$15.00
Mrs. Francis King	18.00	15.00
North Star, Mixed	12.00	10.00
Mixed, XXX	12.00	10.00

*Send for list of other varieties
Niles Nursery Co., Niles, Mich.

HARDY PLANTS

Strong, field-grown plants, 2 years old. Aquilegia Hybrids, Achilles The Pearl, Alyssum Saxatile, Anthemis Kelwayi, Astilbe Japonica and Davidii, Baptisia Australis, Boltonia Asteroides and Latisquama Nana, Campanula Media, Chrysanthemums Maximum, Coreopsis Lanceolata, Delphinium Chinensis, Dianthus Barbatus and Plumarius, Funkia Media Variegata, Hibiscus Moscheutos and Crimson Eye, Iris Germanica and Orientalis, Lychnis Chalcedonica, Pentstemons in named varieties, Rudbeckia Purpurea. Send for Trade List. $5.50 per 100, $50.00 per 1000. Palisades Nurseries, Inc., Sparkill, N. Y.

HELIANTHEMUMS

Strong, field or pot grown plants. Mutabile Croceum and dbl. Orange, $5.50 per 100, $50.00 per 1000. Palisades Nurseries, Inc., Sparkill, N. Y.

HEMEROCALLIS

Strong clumps. Flava, Kwanso, fl. pl. Orangeman, Thunbergi, Florham, Apricot, etc., $4.00 per 100, $35.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

HEMEROCALLIS—Flava, lemon Lily. Strong, field-grown plants. $5.00 per 100.
Green Acre Nurseries, Newark, New York

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and Single, mixed colors, $4.00 per 100. Other Hardy Plants also.
WAYSIDE GARDENS, MENTOR, OHIO.

HYDRANGEAS

HYDRANGEAS—Pot-grown, 1 year old, out of pots. Varieties such as Mme Riveraine, Gen. de Vibraye, Radiant, Bouquet Rose, Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere.

Flowering branches	Per 100
4	$20.00
5 to 6	30.00
7 to 10	40.00
10 to 12	50.00
12 to 15	75.00

Terms: Cash with order. Packing charges of 5% of value of order will be added.
Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS
Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.

	Each
7-inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2¼-inch	.05

A. Colle, Doylestown, Pa.

HYDRANGEAS—Field-grown plants for Easter use. Beautiful stock, planted out from 4-in. pots of the following varieties: Generalde Vibraye, Bouquet Rose, Madam Mouilliere and Otaska. Well branched and sturdy. Price: $40.00 per 100.
CHARLES H. TOTTY CO., MADISON, N. J.

Continued on Next Column

STOCK FOR SALE

HYDRANGEAS

HYDRANGEA OTAKSA—Field-grown, extra strong, planted out from 4-in. pots. $25.00-$35.00 per 100
Mountain View Floral Co., Portland, Oregon.

HYDRANGEAS—Field-grown See display.
Roman J. Irwin, 108 West 28th st., New York.

IRIS

LIBERTY IRIS—$5.00 per 100, $45.00 per per 1000: our selection of the following varieties, as Albert Victor, Catarina, Florentina alba, Mad. Chereau, Mrs. Neubronner, Queen of May, Pallida dalmatica, Queen Vict. Louise, King of Iris.
Mountain View Floral Co., Portalnd, Oregon

IVY

ENGLISH IVY—Out of 2-in. pots, 2 and 3 to a pot, 8 to 15 in. long, $4.00 per 100. Cash with order. H. Gulliksen, Hackensack, N. J.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—See display.
Roman J. Irwin, 108 West 28th st., New York.

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $14.00; 1000, $27.00.
Vaughan's Seed Store, New York

NURSERY STOCK

FOR FALL 1918—SPRING 1919

50,000	Spiræa Van Houttei, 18-24-in., 2-3 ft., 3-4 ft. and 4-5 ft.
300,000	Berberry Thunbergii, 2 and 3-yr., transplanted, 12-18-in., 18-24-in., 2-3 ft.
50,000	Carolina and Lombardy Poplars, 6-8 ft., 8-10 ft., 10-12 ft.
20,000	Elm, American, 6-8 ft., 8-10 ft., 10-12 ft., 12-14 ft.
25,000	Spruce, Norway, 12-18-in., 18-24-in., 2-3 ft. and 3-4 ft.
200,000	Privet, California, Ibota, Polish and Amoor River North 12-18-in., 18-24-in., 2-3 ft.

Also a large and complete line of Fruit trees, Shrubs, Ornamentals, Currants, Gooseberries Raspberries, Blackberries. Roses, etc., for the wholesale trade. Send for prices.
T. W. RICE, GENEVA, N. Y.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100 Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J. B Braun, Parkside Greenhouses, Hightstown, N. J

PANSIES—Steele's Mastodon Greenhouse Special, seed from originators, showing buds well rooted in Jersey sandy soil. $5.00 per 1000, 75c. per 100.
Carter's Pansy Garden, Mt. Holly, N. J.

PANSY PLANTS -Strong and stocky, "Superb Strain". $3.00 per 1000; $8.25 per 3000. Cash Prompt shipment. These plants and strain will please you. Brill Celery Gardens, Kalamazoo, Mich.

PANSIES—Giant-flowering, $3.00 per 1000; Steele's Private Stock, $4.00 per 1000. Cash. Strong plants. Any sown, well packed.
C. C. Breese, Delaware, Ohio

PANSY PLANTS—First-class, 60c. per 100. $3.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

PELARGONIUMS—See page 695.
Roman J. Irwin, 108 W. 28th st., New York.

PERIWINKLE

PERIWINKLE—Vinca Minor. Strong, field grown. $8.00 per 100, $75.00 per 1000.
Thomas B. Meehan Co., Dresher, Pa.

Continued on Next Column

STOCK FOR SALE

PEONIES

PEONIES—SPECIAL OFFER
Most profitable cut flower and best general planting varieties for *immediate shipment.*

	Per 100
2000 Umbellata Rosea. Pink, earliest, always blooms for Decoration Day, a real money maker	$25.00
2000 Madame de Verneville, early, white	10.00
5000 Duchess de Nemours, early, white, wonderful bloomer and most profitable of the white varieties	10.00
1000 Floral Treasure, pink, extra fine	10.00
5000 Festiva Maxima, early, white	10.00
500 Edulis Superba, early, pink	10.00
500 Felix Crousse, best red	20.00
500 Venus, pink superior to Mons. Jules Elie and most beautiful of all Peonies in bud	25.00

Liberal three to five eye divisions
Quality guaranteed to please *you.*
Harmel Peony Company, Berlin, Maryland

POINSETTIAS

POINSETTIAS—See page 695.
Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

Primulas with a reputation now ready.
Obconica, true Silver Dollar strain
Appleblossom, Rosea and Kermesina and other varieties
From 2¼-in. pots
$5.00 per 100, $45.00 per 1000
Kewensis (yellow) from 2¼-in. pots
$5.00 per 100.
HENRY SCHMIDT
673 Church Lane North Bergen, N. J.

ENGLISH PRIMROSES
Are you wondering what to fill your houses with after the early 'Mums are cut? Why not plant English Primroses? They don't require much heat and are certain to prove a profitable investment. Superb as pot plants or for cutting. Field-grown clumps.
$8.00 per 100, $75.00 per 1000.
CHARLES H. TOTTY COMPANY
MADISON, NEW JERSEY

PRIMULA OBCONICA GIGANTEA—Fine, large plants, mostly rose and red, in bud or bloom. 4-in. $8.00 per 100; 5-in. $15.00 per 100. Chinese 4-in. $8.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N. Y.

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.
J. H. Fiesser, North Bergen, N. J.

PRIMULA OBCONICA—3-in. Strong plants, $6.00 per 100. Malacoides, 3-in., $5.00 per 100. These plants will please you. Cash.
M. S. Etter, Shiremanstown, Pa.

PRIMULA MALACOIDES—2½-in. Ready now. $4.00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA
Fine, large plants Mammoth flowering 4-in. 8c.
SAMUEL WHITTON
Churchill Ave. Utica, N. Y.

PRIMULA—Malacoides. Per 100: 2-in. $3.50. 3-in. $5.00. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	

AMOOR RIVER NORTH

18 to 24-in., well branched	$3.00	$25.00
2 to 3 ft., well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK, HIGHTSTOWN, N. J.

12-15,000 CALIFORNIA PRIVET—From 18-in. to 4-ft. high; cut back once. Would make very low price for all. Also will sell in 100 and 1000 lots. Wm. von Helms, Monsey, N. Y.

4000 CALIFORNIA PRIVET—3 year old plants, for sale on the ground. $30.00 per 1000.
W. A. French, Newman Springs Rd. Red Bank, N. J.

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

ROSE PLANTS—Pink and White Killarney, Maryland and Sunburst. Fine stock, 3-in. pots, on own roots, $6.00 per 100; 4-in at $8.00 per 100. Henry Smith, Grand Rapids, Mich.

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528
Western Rose Co., Pasadena, California

Continued on Next Page

STOCK FOR SALE

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEDUMS

Strong clumps of 4-in pots. Spectabile, Brilliant, Atropurpureum, Oppositifolium, etc. $5.00 per 100, $45.00 per 1000
Palisades Nurseries, Inc., Sparkill, N. Y.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
Northern greenhouse grown, guaranteed the genuine Nanus and true to type
Per 1,000 seeds.....$3.50
Per 10,000 seeds.....30.00
Write for special price in quantities of 50,000 and over.
ASPARAGUS SPRENGERI SEED
Per 1,000 seeds.....$1.50
Per 10,000 seeds.....12.50
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

ZVOLANEK'S SWEET PEA SEED
We offer for immediate delivery Zvolanek's compelte list of the best Standard Varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

ASPARAGUS - Sprengeri Fresh stock. 75c. per 1000, $6.00 per 10,000.
O. Herms, Port Richey, Fla.

SHRUBS

SHRUBS—Send for new complete price list. The Conard & Jones Company, West Grove, Pa.

SMILAX

SMILAX—2¼-in., fine plants $3.00 per 100. Henry Smith, Grand Rapids, Mich.

SMILAX—Extra good plants, 2-in., $3.00 per 100. Brown's Greenhouses, Clyde, Ohio.

SNAPDRAGONS

SNAPDRAGON—Silver Pink. 2½-in., strong, well branched seedling plants, $3.50 per 100; strong seedlings, 75c. per 100. Cash with order. Hillview Greenhouse Co., La Crosse, Wis.

SNAPDRAGON—Giant white, pink, silver pink, garnet and yellow; assorted colors. Seedlings, once pinched, $8.00 per 1000. Cash. Geo. Milne, Winchester, Mass.

SNAPDRAGON—Silver Pink, white and yellow. 2¼-in., strong, clean plants, $5.00 per 100, $45.00 per 1000. Cash.
Hopkins, The Florist, Brattleboro, Vt.

SNAPDRAGONS—All varieties. See display. Roman J. Irwin, 108 West 28th st., New York.

SNOWBALLS

SNOWBALLS—Japan Snowball, heavily rooted, 3-in. pot plants, at $50 per 1000; also from 1 to 3 year, $10 to $25 per 100.
The Conard & Jones Company, West Grove, Pa.

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4-in. 15c; 5-in. 30c.; 6-in. 40c. None but well berried plants sent out; pot grown.
Abbey Ave. Greenhouses, Dayton, O.

STEVIA

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 695.
Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCA VARIEGATA—2½-in. stock, extra strong, last year's propagation. $5.00 per 100, $45.00 per 1000.
Mountain View Floral Co., Portland, Oregon

VINCA MINOR—Periwinkle. Strong, field-grown, $8.00 per 100, $75.00 per 1000.
Thomas B. Meehan Co., Dresher, Pa.

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000
Roman J. Irwin, 108 West 28th st., New York

VINES

VINES—Honeysuckles, Clematis, Wisterias, Euonymus, Matrimony Vine. See complete price list
The Conard & Jones Company, West Grove, Pa.

MATRIMONY VINE—4 ft., $7.00 per 100.
Green Acres Nurseries, Newark, New York

MISCELLANEOUS STOCK

	100	1000
BELLIS—Snowball and Longfellow. Monstrosa Alba, very strong plants.		$4.00 4.50
SMILAX—Out of 2¼-inch pots	$3.00	
PEPPERS—Xmas Joy, very heavily fruited, 4-in., pot-grown		12.00
JERUSALEM CHERRIES—Field-grown. Very heavily berried, ready for 5-5½-in. pots		20.00

A. L. MILLER,
Jamaica, New York

Continued on Next Column

STOCK FOR SALE

MISCELLANEOUS STOCK

TRANSPLANTED FIELD-GROWN PLANTS

	Per 100
Achillea Pearl	$4.50
Anchusa Italica, Dropmore var.	5.00
Aquilegia, 3 var., 2-yr.	6.00
Campanula, Medium, white, rose, blue	4.50
Campanula, Calycanthema, alba	4.75
Centaurea Macrocephela, 2-yr.	5.00
Coreopsis Lanceolata grandiflora	4.50
Dianthus Barbatus, Newport pink	4.50
Digitalis Maculata Superba	5.00
Eryngium Amethystinum, 2-yr.	4.50
Gaillardia, Kelway's Exhibition strain	4.75
Eupatorium ageratoides, 2-yr. clumps	5.25
Hesperis Matronalis	4.50
Lychnis Chal. and Haageana, 2-yr.	4.50
Lavandula, Vera, 2-yr.	6.00
Shasta Daisy, Alaska	5.00
Yucca Filamentosa, 3-yr.	6.50
Yucca Glauca, American native Yucca, 2-yr.	8.00

Terms, cash with order. Otherwise f. o. b. Naperville Nurseries, Naperville, Ill.
Let us have your inquiry.

COLEUS—Xmas Gem, Brilliancy. 2½-in. $4.00 per 100; assorted varieties, prettiest colors, 2½-in., $2.50 per 100. Fuchsia, Black Prince, 2½-in. $3.50 per 100; Imp. Sultana, violet rose, orange red, white and deep pink, 2½-in. $3.50 per 100. English Ivy, 2½-in. $3.50 per 100; 3-in. $6.00 per 100. Salvia America, everblooming, 2½-in. $3.50 per 100; Bonfire, 2½-in. $2.50 per 100. Lantana, white, pink, red and weeping, 2½-in. $3.50 per 100.
Oak Grove Greenhouses, Tuskegee, Ala.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

VEGETABLE PLANTS

FRENCH ENDIVE ROOTS—Selected size, cut to proper length 75c. per doz., $3.50 per 100, $30.00 per 1000. For cultural directions, see issue of The Florists' Exchange, Sept. 21, page 456. Cash or reference. R. W. McClure, Sunny Slope Greenhouses, 401 McClure av., Syracuse, N. Y.

WITLOOF CHICORY or FRENCH ENDIVE ROOTS—Large size, $4.50 per 100, $35.00 per 1000; medium size, $3.75 per 100, $25.00 per 1000.
Harry P. Squires, Good Ground, N. Y.

CABBAGE, CELERY AND TRIPLE CURLED PARSLEY PLANTS—Field-grown, 50 cents per 100, $3.00 per 1000, prepaid. $2.00 per 1000, not prepaid. F. M. Pattington, Scipioville, N. Y.

20,000 Chicory Witloof or French Endive. Extra strong roots. $3.00 per 100, $28.00 per 1000. Hugo Schmidt, Green Lane Farm, Succasunna, N. J.

15,000 CHICORY WITLOOF ROOTS—Extra strong, 1st. size, $4.00 per 100, $30.00 per 1000; 2nd. size, $3.00 per 100, $24.00 per 1000. Louis Chetaud, Sunnyside Garden, West End, N. J.

LARGE ASPARAGUS ROOTS—3 yrs. old, $1.50 per 100, $7.50 per 1000; 8 yrs. old, $1.75 per doz., $10.00 per 100.
Harry P. Squires, Good Ground, N. Y.

PARSLEY PLANTS—Double curled, 40c. per 100; $1.90 per 1000.
Harry P. Squires, Good Ground, N. Y.

LETTUCE PLANTS—Grand Rapids, Big Boston, $1.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

SAGE PLANTS—Holt's Mammoth, $1.00 per doz., $7.00 per 100.
Harry P. Squires, Good Ground, N. Y.

LETTUCE PLANTS—Nice Grand Rapids. $2.00 per 1000. Cash with order.
F. W. Field, 119 Elm st., Waverly, N. Y.

FRUITS & VEGETABLES

RASPBERRY Plants—St. Regis, Cumberlandr Cuthbert, Gregg, Black Diamond, $1.90 pe, per 100, $12.00 per 1000. Blackberry plants, Snyder, $2.00 per 100, $14.00 per 1000. Currant, Gooseberry, Strawberry and Grape plants at reasonable prices.
Harry P. Squires, Good Ground, N. Y.

LARGE RHUBARB ROOTS—Forcing size, $1.20 per doz., $6.50 per 100; very large size, $4.00 per doz., $30.00 per 100.
Harry P. Squires, Good Ground, N. Y.

STOCK WANTED

WANTED—5000 English Ivy Cuttings. State price and time of delivery. Peter Denyse, Jr., 79th St., cor. 6th Ave., Brooklyn, N. Y.

FOR SALE OR RENT

FOR SALE—5000 ft. of glass, all heated with hot water; 8 acres of land, 5-room house, 1 horse market wagon, farm wagon, 1 Ford, 1 truck. Houses all filled. A bargain. Retail business. John Lealman, R. 1., Box 50, Wheat Rd., Vineland, N. J.

FOR SALE—In Vermont, 10 greenhouses. Big business over 40 years. Ill health compels retirement. Address N. A. care The Florists' Exchange

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York.
Jacob Hauck, 49 Montgomery st., Bloomfield, N.J.

Continued on Next Column

SUNDRIES FOR SALE

FOR SALE
20 boxes of double thick glass, 16x24, $5.00 per box.
1000 ft. of 2 -in. pipe, 12c.
100 ft. of 3 -in. pipe, 16c.
500 ft. of 1½-in. pipe, 8c.
400 ft. of 1¼-in. pipe, 6c.
John McMenamin, Florist
212 Merrimack st., Lowell, Mass.

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.50 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c., ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

Hitchings' ventilating apparatus, 200 ft., 4 machines. If you can use it, make an offer.
Blackmon Bros., Centre st., Trenton, N. J.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

FERTILIZERS

FERTILIZERS	100 lb.	500 lb.	1000 lb.
Sheep Manure	$2.80	$13.50	$25.00
Bone Meal Rose Grower, "Vaughan's Special"	4.35	18.50	35.00
Bone Meal, Regular	4.00	15.00	29.00
Dried Blood	9.00	43.00	87.00
Nitrate of Soda	7.50	29.50	

And all Insecticides
VAUGHAN'S SEED STORE
New York Chicago

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10 bbl. bale, $3.25; 2 bales, $6.00; 2 5-bbl. bales, $3.75; live Sphagnum, $1.25 bag; green lump moss, $1.50. Bag burlap, 50c. extra; cash, 5c. less.
Jos. H. Paul, Box 156, Manahawkin, N. J.

POTS

FOR SALE—10,000 used pots, 2-3½-in. half price. W. H. Salter, Rochester, N. Y.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

MISCELLANEOUS WANTS

FLORIST, near city, having spare acre, can have cut flowers from 100,000 Gladiolus bulbs, in exchange for rental of acre. For particulars, address Experienced Grower, care The Florists' Exchange.

WANTED—Greenhouses, about 25,000 ft of glass, near New York. Buy or rent.
Chas Brink, 226 East 87th st., New York

Once More the Poor Dahlias

Not being able to work among my Dahlias as usual I have read carefully all that THE EXCHANGE has published of late on this most interesting flower. My first acquaintance with Dahlias was in 1862. My mother had a row in the kitchen garden, all of the show type, red, yellow and white. Not being over propagated or infested with white fly they flourished luxuriously and were much admired.

In 1875 I came to New Haven to work for R. Veitch & Son. There I found one of the best collections of Dahlias in the country, chiefly show and pompon types. I think Mr. Veitch's method of handling Dahlias is the best I have ever seen. Early in February the clumps are set in a bench of a hot greenhouse and cuttings taken. When enough cuttings are in the sand the old clumps are dumped on the rubbish pile. The cuttings are soon potted into 2½-in. pots which become well filled with tubers by planting out time. I have never seen a sickly plant nor one that failed to bloom on this place. There was no white fly then.

In 1900 I commenced growing for the cut flower trade, when that wonderful Countess of Lonsdale came along. I saw plants of that variety 4ft. high and as wide across as high—no diseased plants—no fly, but covered with thousands of blooms. Three years ago I found a big demand for Mrs. Douglas Fleming for making up funeral pieces. The following Spring I planted two rows with strong, heavy tubers early in May. By Aug. 1 they were full of big buds that did not open. Examining I found the plants were covered with the white fly. I got busy and applied the usual remedies but the plants did not recover and gave only a few imperfect blooms toward the end of September.

The next four rows were Purity, a decorative seedling of my own. It grew until we could not get through between the rows, and the plants flowered freely. The next four rows following Purity were Mauve Queen, Dorothy and Sweetbrier. Mauve Queen suffered almost as much as Mrs. Douglas Fleming; Dorothy and Sweetbrier less.

Can anyone tell us why insects prefer white and light colors and shun red and purple shades? [Probably it is not a case of "preference" but of sight. Insects like other animals can see light colored flowers against dark backgrounds more easily than they can dark ones. Moreover, their range of sight is generally short.—ED.]

I have grown Dahlias in the same ground for 15 years. This year there has not been a handful of fertilizer used and yet there has been a good crop of fine flowers. No remedies have been applied for insects and very little care given to the crop, the white fly is there but they have not done as much damage as in former years. This new theory about sun-scalding will bear investigation. It's the same old sun we've always had; why did it not scald before the white fly appeared.
J. H. SLOCOMBE.

Another Cause of Poor Dahlias

Editor Florists' Exchange:

I have noticed in the last two issues to THE EXCHANGE some discussion of the causes of unsatisfactory Dahlias, but no one has mentioned the tarnished plant bug, or cinch bug as some call the insect. This is about two-thirds as large as a house fly, has brown wing covering with silver spots. It stings the tender end of the shoots just as the buds are forming; stunts the plant and blights the buds. The damage has not been as serious the past season as it has been in the two previous ones in this region.

I have no doubt that more damage is done to Dahlias throughout the country by this little bug than by all other causes combined. The white fly has never troubled my Dahlias, but the black aphis does some slight damage. I am able to control the tarnished plant bug to some extent by keeping the growing plants well covered with finely sifted coal ashes sprinkled over the foliage when the dew is on it in the morning. I have no doubt Black Leaf 40 would help, but it costs more than coal ashes. I have been able to secure a good crop of Dahlia flowers every year in spite of insects but lost a good many bulbs last Winter because of the cold getting into my storage cellar and chilling them.
Woodfords, Me. E. R. MACOMBER.

Flowers in No Man's Land

That man's love for the beautiful is not killed by the carnage has been shown many times on the Western front, but perhaps nowhere more strongly than in the case of Lance Corporal Vernon Rawcliffe of Accrington, England, who made a garden last Summer of the motor lorry on which he carried munitions up to the firing line. Rawcliffe built narrow boxes about the sides and back of the truck and in them planted a variety of flowers. A succession of Pansies, Forgetmenots, Primroses, Daffodils and Tulips bloomed and Geraniums and bits of Ivy flourished there. The soldier made a rite of his flower tending, working after hours when he was half dead with fatigue. His lorry brought more than shells to the jaded men in the trenches. It brought fragrance and color and beautiful small buds that do not grow out in "No Man's Land." Blossoms were sometimes plucked by Rawcliffe and given to wounded men and he has been known to leave a nosegay or two behind to decorate a dugout.—British Exchange.

Foreign Trade Opportunities

The Dept. of Commerce, Bureau of Foreign and Domestic Commerce reports as follows:
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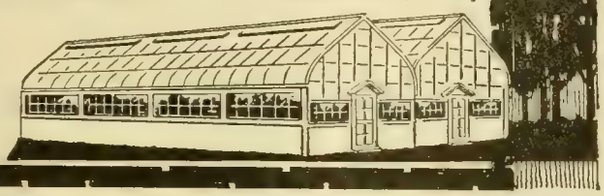

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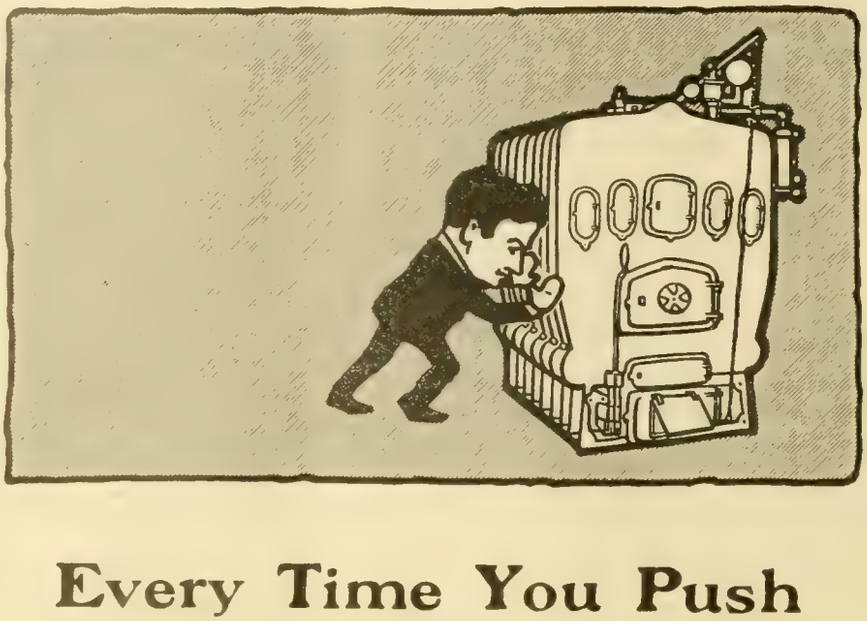

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Dorner & Sons Co....738
Dreer, H. A.....739-63
Drumm Seed & Floral Co.....748
Eble, Chas.....749
Edlefsen-Leidiger Co.749
Edwards' Folding Box Co.....753
Edwards, Harry B..742
Emmans, G. M.....741
Eskesen, Frank N....738
Fallon, Florist.....751
Fenrich, Joseph S....756
Fetters, Florist.....748
Fletcher, F. W.....734
Foley Greenhouse Mfg. Co.....763
Ford, M. C.....756
Ford, Wm. P.....757
Fottler, Fiske, Rawson Co.....732
Friedman, Florist....746
Friedman, J. J.....739
Froment, H. E.....757
Galvin, Thos. F.....750
Gasser Co., J. M.....746
Giblin & Co.....764
Girvin, Willis B.....741
Gnatt Co., The Ove .753
Goldstein & Futterman.....757
Gove, The Florist....746
Graham & Son, A....746
Grakelow, Florist.....750
Grandy, The Florist..750
Gude Bros. Co.....751
Gunther Bros.....757
Habermehl's Sons....750
Hahn, Florist.....746
Hanford, R. G.....741
Hardesty & Co.....746
Hart, George B.....755
Heacock Co., Jos.....738
Heid, Frank.....764
Heiss Co.....748
Henry Co , John.....753
Henshaw Floral Co...756
Hentz & Nash, Inc...757
Herr, A. M.....741
Hess & Swoboda.....750
Hession.....750
Hews & Co., A. H....763
Highland Pk. Gnhs...748
Hill Co., E. G.....758
Hill Floral Co., E. G..746
Hill Nursery Co., The D.....742
Hollywood Gardens..751
Holm & Olsen.....751
Horan, E. C.....757
Horn & Bro., John F..746
Hotaling, the Florist..746
Howard Rose Co.....742
Irwin, R. J.....735
Jackson & Perkins....742
Jennings, E. B.....737
Johnston Bros.....750
Johnston & Co., T. J..750
Joseph's Florist.....751
Joy Floral Co.....749
Kasting, Wm. F. Co..725
Keller, John A.....749
Keller Pottery Co....763
Keller Sons, J. B.....751
Kelway & Sons.....734
Kerr, The Florist....748
Kervan Co., The.....755
Kessler, Wm.....757
Knoble Bros.....746
Kooyman Co., Inc.C..728
Kottmiller, Florist....750
Kroeschell Bros. Co...763
Kromhout, A.....742
Kuebler, Wm. H.....757
Lager & Hurrell.....738
Lang Floral & Nurs. Co.....748
Lange, A.....746
Lange, H. F. A.....751
Langjahr, A. H.....757
Leahy's.....748
Leonard Seed Co.....734
Liggit, C. U.....737
Littlefield & Wyman.742
Lockland Lumber Co.764
London Floral Shop. 750
Lord & Burnham Co..764
Lovett, Lester C.....742
Lovett, Inc., J. T....741
Ludwig Floral Co., E. C.....750
Mackie, W.....757
Macnair, Florist.....750
Mader, Paul.....741
Malandre Bros.....750
Marshall & Co., W. E.737
McCallum Co.....753
McCarron, Miss.....749
McClunie, Geo. G....748
McHutchison & Co..734
McManus, James.....757
Meehan, C. E.....759
Metarie Ridge Nursery Co., Ltd.....749
Metropolitan Material Co.....763-64
Meyer, Adolph.....750
Michell Co., Henry F.734
Michigan Cut Flower Exchange.....753
Michler Bros. Co.....749
Miller, A. L.....742
Miller Floral Co.....751
Mills, the Florist.....748
Mountain View Floral Co.....742
Munk Floral Co.....748
Murray, Samuel.....749
Murray, Florist.....749
National Florists' Board of Trade....738
Neidinger Co., J. G...755
New England Florist Supply Co., Inc.758-59
Nicotine Mfg. Co....739
Niessen Co., Leo....759
Noe & Sampson.....757
Ouwerkerk, P.....742
Palmer, F. E.....746
Palmer & Son, W. J...746
Papworth, Harry....749
Park Floral Co., The.748
Parshelsky Bros., Inc.763
Peacock Dahlia Farms.....739
Peirce, E. Allen.....763
Penn, The Florist....746
Pennock Co., S. S....759
Peerless Iron Pipe Exchange, Inc.....763
Peters & Reed Pottery Co.....763
Pfaff & Kendall.....763
Philips Bros.....749
Pierce Co., F. O.....764
Pierson, Inc., A. N...725
Pierson Co., F. R....725
Pikes Peak Floral Co.746
Pillsbury, I. L.....748
Pittsburgh Cut Flower Co.....755
Polykranas, G. J.....757
Pulverized Manure Co., The.....739
Purdie & Co., D. S...749
Ramsburg, G. S...737-63
Randall's Flower Shop751
Randolph & McClements.....750
Rawlings, Elmer.....741
Reck, John & Son....746
Reed & Keller.....755
Reinberg, Peter.....758
Rice Co., M.....753
Riedel & Meyer, Inc..757
Ritchy, F. W.....741
Riverview Nursery...742
Robinson Co., H. M..757
Rock Flower Co., W..749
Robinson & Co., Inc., H M.....753
Rodgers Floral Co....746
Roehrs Co., Julius...739
Rosedale Nurseries...742
Rosemont Gardens...749
Rosary Flower Shop..746
Royal Glass Works...763
Rumbley Co., The....753
Rupp, John F.....737
Sauter, A.....757
Sceery, Ed.....750
Schling, Inc., Max., Seeds.....734
Schling, Inc., Max., Flowers.....750
Schmidt, J. C.....741
Scholtz, the Florist, Inc.....746
Schramm Bros.....751
Schultz, Theo.....755
Schulz Co., Jacob....749
Schwacke & Co., C...732
Scollay, John A.....763
Scott, Florist.....746
Scottwood Gnhs.....751
Serphos, Norman.....732
Sheridan, Walter F..757
Siebrecht, Geo. C....757
Skidelsky & Co., S. S.732
Skinner Irrigation Co.763
Smith & Fetters Co. 746
Smith, Henry.....748
Smith, P. J.....757
Smith Co., W. & T...742
Smith & Co., Elmer D.738
Smith, the Florist...748
Snyder Co., B. A....758
Solomon & Son, L....764
Southern Evergreen Co.....753
Spear & McManus...748
Speelman & Sons, C. J.....728
Steele's Pansy Gardens.....728
Storrs & Harrison Co.741
Stumpp, Geo. E. M..750
Stumpp & Walter Co. 728-32
Syracuse Pottery Co..763
Taepke Co., G. H....748
Thompson & Co., C.R.749
Thorburn & Co.,J. M.734
Tomlinson Key Floral Co.....748
Traendly & Schenck..757
United Cut Flower Co., Inc.....756
Van Bourgondien, K. & Son.....726-32
Van Der Schoot, R. A.734
Vaughan's Seed Store.732
Vick's Sons, James...734
Vincent, Jr., & Sons..725
Walker Co., The F...749
Ward & Co., Ralph M.734
Watkins & Simpson732-39
Wax Bros.....746
Weber, F. H.....751
Weir, Inc., James....746
Welch Bros. Co.....758
Welch, the Florist....748
Wenk, Peter.....741
Westman & Getz.....746
Whilldin Pottery Co..763
Wilk, John.....737
Wilson, H. E.....751
Wilson, R. G.....746
Wolfinger, Florist....749
Wood Bros.....737
Woodruff & Sons,S.D.737
Young & Co., A. L...757
Young & Co., John...757
Young & Nugent.....750
Young & Sons Co., C.751
Zech & Mann.....758
Zvolanek, Ant. C.....734

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Adiantum....725-35-38
Aeratum.....735
Alyssum.....737-41
Ampelopsis.....735
Andromedas.....742
Areca.....738
Asparagus..732-35-37-38-739-41
Asplenium.....738
Azaleas.....742
Begonias.....735-37-41
Bellis.....732-41
Berberis.....741-42
Bleeding Heart.....742
Bougainvilleas.....735
Boxwood.....742
Buddleia.....742
Bulbs.725-26-28-32-34-35-737
Calceolaria.....732-35
Calendula.....732-35-41
Callas 726-32-34-35-37-41
Cannas.....732-41
Carnations....735-37-38
Christmas Plants....725
Christmas Trees.....742
Chrysanthemums.737-38-741
Cibotium.....738
Cinerarias..732-34-35-37-741
Clematis.....742
Coleus.....741
Columbine.....741
Coreopsis.....741
Crocus.....726
Crotons.....725-37
Cryptomeria.....741
Cyclamen..732-34-35-37-738-41
Daffodils.....726
Dahlias.....739
Daisies.....735-37-41
Decorative Plants....739
Delphinium.....735
Dracaena725-35-37-38-39-741
Elms.....742
Evergreens.....742
Farm Seeds.....734
Ferns....725-35-37-38-41
Feverfew.....741
Ficus.....737-38-41
Forgetmenots.....741
Foxgloves.....741
Fraxinus.....742
Freesia...726-28-32-34-35
Fruits.....742
Fruit Trees.....742
Fuchsia.....735-41
Gaillardias.....741
Genista.....735-37-42
Geraniums..725-35-37-39-741
Gladiolus.....726-32-35
Gypsophila.....732
Heather.....742
Heliotrope...725-35-37-41
Hemlock.....742
Holyhocks.....741
Hyacinths.....726-34-35
Hydrangeas..725-35-37-42
Iris.....726-37
Ivy.....735-37-38-41
Japanese Maples.....742
Japonica.....742
Jerusalem Cherries.725-37
Jonquils.....734
Juniperus.....742
Kalmias.....742
Kentias.....725-35-38-41
Lantanas.....741
Lilac.....742
Lilies.....732-34-35-37-42
Lily of the Valley..732-34
Lindens.....742
Lobelias.....737
Lombardy Poplars....742
Magnolias.....742
Marguerites.....735-41
Mignonette.....732
Myrtle.....725
Narcissus....726-32-34-35
Norway Maple.....732
Norway Spruce.....742
Nursery Stock.....741-42
Oaks.....742
Onion Sets.....734
Oxalis.....735
Orchids.....738-39
Palms.....725
Pandanus.....725-37
Pansies.....732-35-37-41
Pelargoniums.....735-37
Peonies.....737-42
Perennials...734-35-41-42
Petunias.....737-41
Phlox.....737-41-42
Phœnix.....738
Pinks.....741
Poinsettias.....735-37
Poplars.....742
Populus.....742
Primulas....735-37-38-41
Primroses.....737
Privet.....741-42
Ranunculus.....726
Rhododendrons.....742
Roses.....737-41-42
Rubbers.....725
Salvia.....725-37-39
Scilla.....726
Seeds.....728-32-34-35-37
Shasta Daisy.....741
Shrub.....741-42
Smilax.....735-41
Snapdragon.732-34-35-37-741
Spiræa.....742
Spruce.....742
Stocks.....734-35-37
Swainsona.....737-41
Sweet Peas..728-32-34-35
Sweet William.....741
Taxus.....742
Thuyas.....742
Trees.....742
Tulips.....726-34
Ulmus.....742
Vegetable Plants....741
Vegetable Seeds. .732-34-737-39
Verbena.....737
Vincas.....735-41
Violets.....735-37-41

MISCELLANEOUS

Aphine.....735-39
Aphis Punk.....735-39
Artificial Flowers.....728
Auto Spray.....735
Bamboo.....734
Baskets.....728-53
Boilers.....763-64
Boxes.....728-53
Boxwood.....753-55
Chiffon.....755
Christmas Cards.....753
Crepe Paper.....755
Cycas Leaves.....728-53
Cypress.....763-64
Dagger Ferns.....753-55
Directory of Reliable Retail Houses. 746-47-748-49-50-51-52
Dirt Bands.....763
Evergreens 755
Fancy Ferns.....753-55
Fern Dishes.....755
Fertilizers.....739
Florists' Accounts Insured.....738
Florists' Supplies .728-53-755
Fungine.....739
Galax Leaves.....753-55
Glass.....763-64
Glazing Points.....763
Greenhouse Construction.....763-64
Greenhouse Material.763-764
Ground Pine.....755
Kerosene Heater 764
Heating.....763-64
Hose.....764
Insecticides.....739
Irrigation.....763
Jardinieres.....755
Laurel.....755
Laurel Festooning....755
Lemon Oil. 735
Lumber.....763-64
Magnolia Leaves..728-53
Manure.....739
Mastica.....764
Moss.....753-55
Nico-Fume.....735
Nicoticide.....735
Nikoteen.....735-39
Paper Pots.....763
Pecky Cypress....763-64
Pipe.....763
Pipe Fittings.....763
Plant Food.....739
Posts.....764
Pots.....763
Putty.....763
Putty Bulbs.....763
Putty Machines.....763
Roping.....755
Ruscus.....755
Sash.....763-64
Seed Packets.....737
Smilax.....753-55
Soot Destroyer.....763
Sphagnum Moss....753-55
Sprays.....728
Stakes 764
Tanks.....764
Tobacco Products....739
Toothpicks.....753
Vermine.....739
Wants.....760-61-62
Wax Goods.....728
WholesaleFlorists 756-57-758-59
Wire.....728
Wire Designs.....728-55
Wreaths.....728-55

Editorial Contents

Advertising Before and After the War 762
Carnations, Rust on 740
Coal Situation, Reviewing, the.. 744
C. S. A., Examining Committee Reports 755
Dahlia, New Seedling 733
Drayton Gardens, Beautiful 731
Exhibitions and Meetings.. 740
Fall Garden Work 733
Fertilizer Crisis Imminent 744
Florist Soldiers, Our 740
Flower Restores Speech and Appetite 762
Foreign Trade Opportunities.... 736
Gladioli, Late-flowering 740
Hard Luck, A Narrative of 733
Jenny Wren, A Certain Little.. 762
Labeling Plants in Your Nursery 743
Labor Saving Devices..... 729
Lehigh Valley Florists' Club.... 736
Low Temperatures on Greenhouse Plants, Effect of 729
Maintain Steady Nerves..... 750
Meetings and Exhibitions.. 740
Middle Atlantic States 736
Nursery Dept. (Illus.)..... 743
Obituary
John Mackie; Joseph A. Becvar 745
Orchard Brings Big Price..... 758
Pittsburgh Seed Note 733
Profit, Make a 745
Retail Dept. (Illus.):
Thanksgiving Day Ad. Suggestions; Bad Odors in the Floral Shop; A Password as Well as a Slogan; Giving Service 747-751
Roses for Future Use, Preserving 731
Roses for Mother; Life for Country 740
Sea Lavender, The 743
Seed Trade, The..... 733
Senecio Clivorum 743
Snapdragon Rust, Remedy for... 731
S. A. F. & O. H. National Publicity Campaign 731
Southern States 736
Taxus baccata aurea (Illus.) ... 743

Trade Notes:

Baltimore	736	Lancaster	736
Boston	756	New York	756
Chicago	758	Philadelphia	759
Cincinnati	754	Pittsburgh	736
Cleveland	754	Portland	755
Denver	754	St. Louis	754
Fort Wayne	754	Toronto	755
Houston	736	Washington	736
Indianapolis	754	Worcester	740

Victory Corsage 751
War Work: Employees in Greenhouses not Compelled to Seek 745
Washington Seed Note 733
Weeds, Noxious (Plants) May Become 733

Week's Work, The

Winter Boarders; Decorative Stock and Foliage Plants; Crotons; Dracæna terminalis; Darwin Tulips; Notes on Chrysanthemums; Bedding Stock 731
Weevils in Leguminous Seeds, Destroying 733
Western States 754
Woman Manager, A (Illus.) ... 740
Women in the Nursery 743

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18x5x3	$3.10	28x8x5	$7.20
21x5x3½	3.70	30x8x5	8.45
24x5x3½	4.25	36x8x5	10.70
28x5x3½	4.95	30x12x6	12.40
21x8x5	5.75	36x12x6	14.95
30x5x3½	6.10	36x14x6	16.30
24x8x5	6.55		

Bouquet Boxes

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16x16x5	$8.25	20x20x6	$11.65
16x16x7	10.15	20x20x9	15.30
18x18x6	10.75	22x22x9	18.10
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24x28	7.45	44x48	11.70

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Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
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Effect of Low Temperatures on Greenhouse Plants

By MONTAGUE FREE

Head Gardener Brooklyn (N. Y.) Botanic Garden

While a number of plants reported on by Mr. Free have no particular interest for the florist, it is worth while to have the particulars given concerning their behavior, to have on record. Mr. Free's data is of special value because it is evident from his notes that he kept a careful record of the facts. The last paragraph of his article contains some useful suggestions from which florists and others with greenhouse stock to care for during the coming Winter may obtain helpful suggestions.

As the coal problem is the all-important one for the florist at present a few notes concerning the experiences of the Brooklyn Botanic Garden during the Winter of 1917-18 may be of interest.

About the middle of December it was considered to be extremely doubtful if sufficient coal would be available to maintain the plant houses at a proper temperature for the rest of the cold season. It was immediately decided to conserve fuel by lowering, by ten degrees, the minimum temperature normally maintained in all the greenhouses, the theory being that although a number of plants would undoubtedly suffer by such a course, this was preferable to losing the whole of the collections by a "freeze-up" occasioned by using up all the fuel in maintaining ideal temperatures. All but the absolutely essential heat was shut off from the administration building. It was soon found that these measures would not result in saving enough coal to tide us over until further supplies could be secured. It was then decided to close off a number of greenhouses entirely (about half) and remove their contents to the remaining houses. This of course resulted in much overcrowding and probably caused almost as much damage as lowered temperatures. Three houses, containing plants that will withstand cool conditions, from which it was not practicable to shut off the heat entirely, were maintained at a temperature just sufficient to keep the pipes from freezing. One of these houses, the Cactus and Succulent house, received the whole of its heat from the workroom below through the elevator shaft, which was left continuously open.

The following notes will give an idea of the effect of low temperatures on some of the plants.

Cactus House

The minimum Winter temperature maintained under normal conditions is 45 deg. to 50 deg.; lowest temperature recorded 30 deg.; temperatures of 32 deg. recorded three times; 30 deg. twice. The temperature fell below 30 deg. on 25 occasions. Very little damage was done in this house. The leaves of several species of *Pereskia* were shrivelled, but the plants otherwise unharmed. Euphorbia splendens (the Crown of Thorns), had its leaves yellowed and shrivelled; it has since entirely recovered. Several species of "candelabra cactus" were badly browned towards the tips, but not killed. Hoya carnosa (the Wax Plant) a native of Tropical Asia, was apparently unaffected. Wandering Jew (Zebrina pendula), growing under the benches was uninjured, while several kinds of Boston Fern (Nephrolepis) were badly yellowed.

Not more than three or four species of plants were killed outright, these being Opuntias and Cereus. It was interesting to notice the change in the coloring of the leaves of many plants; the effect on various species of Sedum, Bryophyllum (the Sprouting Leaf) Echeveria microcalyx, and Othonna crassifolia being especially noticeable. The leaves of these plants changed from the normal color to a beautiful reddish brown, making them very attractive. The leave of practically all the Fig Marigolds, (Mesembryanthemum) were extremely limp on the mornings when low temperatures were recorded, causing the plants to appear as if suffering from lack of water. They are all perfectly healthy now.

Economic House

The minimum Winter temperature here under normal conditions is 60 deg.; lowest temperature recorded was 44 deg.; average of minimum temperatures recorded from Dec. 20 to Feb. 20 about 50 deg.

This house contains a collection of tropical economic plants, and was used in part to accommodate the plants from the houses it was decided to close. Temporary benches were erected in the walks to take care of Begonias and a small collection of orchids. The plants more likely to withstand rough treatment were placed on inverted flower pots amongst the economic plants, which are for the most part planted in solid beds. This house is a curvilinear structure with a lantern; the dimensions are 100ft. long x 50ft. wide x 36ft. to the top of lantern.

The plants actually killed by the low temperatures were as follows: The Chocolate Tree (Theobroma Caçao); Para Rubber (Hevea brasiliensis); Indian Almond (Terminalia Catappa); and Cocoanut (Cocos nucifera). The following plants were more or less injured: Allamanda Hendersoni, A. Williamsii, and A. cathartica which had their leaves badly yellowed, some of the latter falling off. These plants are now (July 30) in good condition and blooming profusely. *Fittonia argyroneura* was the first plant to show signs of distress, all of its leaves being killed, although it looks none the worse now because of the ordeal. *Fittonia* Verschaffeltii, strangely enough, was uninjured. Piper ornatum had its growth arrested; *Norantea guinensis* had its old leaves reddened and its young leaves killed; *Strobilanthes Dyerianus* had its growth stunted; Papaw (Carica Papaya) the old leaves were partly withered; Malanga (Xanthosoma sagittifolia), had its growth arrested, and its leaves became sickly looking; Carissa grandiflora had the leaves reddened; the leaves of the Oil Palm (Elaeis guinensis) became slightly yellowed; Gynura aurantiaca had its old leaves browned at the edges, the leaves ultimately falling off; on the African Violet (Saintpaulia ioantha) the edges of leaves turned brown and a sickly yellow; Banana (Musa sapientum) has its growth completely arrested.

The remainder of the plants showed no very noticeable ill effects. Amongst them may be noted the following: Kentia Belmoreana, Pandanus utilis; Thatch (Cocothrinax crinita); Sansevieria guinensis; Vanilla (Vanilla planifolia); Begonias, various species; *Areca lutescens*; and *Monstera deliciosa*.

Subtropical Economic House

The minimum Winter temperature maintained under normal conditions is 45 deg. The lowest temperature recorded was 28 deg. On several occasions temperatures of 32 deg. were recorded and on one morning ice ½in. thick was formed on a jar of water standing on a side bench. All the plants likely to suffer from low temperatures had been removed from this house and only enough heat supplied to keep the pipes from freezing. Among the plants left in the house were the Date Palm, *Phoenix dactylifera*, *Camellia japonica*, the Loquat, Eriobotrya japonica, various kinds of Citrus, such as Orange, Grapefruit, Citron, Kumquat, Lemon. These were uninjured.

Fern House

The minimum Winter temperature kept up under normal conditions is 63 deg. The lowest temperature recorded was 44 deg.; the temperature fell to 50 deg. on many occasions. The worst sufferers in this house were the Stag-horn ferns, Platycerium species, of which we have a good collection. These had just started to make their new fronds and the result was that growth was completely arrested, and the plants have not yet fully recovered. Some of the Selaginallas were affected, especially Selaginella Willdenovii, its young leaves being badly curled. The rest of the ferns were practically uninjured.

In House No. 2, one of the houses that were closed, a few plants of the Water Hyacinth were left. A temperature of 30 deg. was recorded, which caused many leaves to die, but the plants ultimately pulled through. *Sanchezia nobilis*, a native of Ecuador, was alive after several times enduring a temperature of 30 deg. It finally succumbed.

Preparing for the Coming Winter

As an adequate supply of coal is not in sight, it is expected that we will have to adopt similar measures during the coming Winter in order to save as many plants as possible. The mortality should be much less this year owing to the possibility of preparing the plants for their ordeal. I think that without doubt, many deaths were caused last Winter because of the fact that normal heat was maintained beyond the middle of December, which caused many plants to push forth new growth not so capable of withstanding cool conditions as matured growth would be. If low temperatures are maintained from the middle of November onward, these plants ought to remain in a semi-dormant, resting condition and come through the winter much better. Some damage, of course, was caused by the overcrowded condition of the greenhouses, but this too will probably be mitigated if the plants are not actively growing when the low temperatures begin to prevail.

In the dentist's chair.—"I want to have a tooth drawn," announced the small boy, "and I want gas." "You're too young to have gas, my little man," said the dentist. "Besides, I'm sure you aren't afraid of being hurt. Sit still and be a man." "It isn't that at all," said the boy, "but I'm afraid I shall not be able to help giving a bit of a squeal when it comes out." "Well, that won't matter at all," said the dentist. "I'm sure I shall not mind." "No, but I shall. Look out of that window." The dentist looked and saw a lot of grinning lads. "They're all the kids I've fought and licked," said the customer, "and they're come to hear me holler."—*Pittsburgh Chronicle-Telegraph.*

Labor Saving Devices

We invite worthy contributions to this column and will willingly pay well for same.

Many a farmer has taken a few pieces of old planks and hammered together a "clod crusher" which smoothed down the plowed ground, fined the seed bed and saved tons of moisture for the soil. It cost nothing but labor; yet "If I painted it red and invented a name for it it would sell for $25!"—*Rural New Yorker.*

Lengthening the Life of the Flue Pipe

The short flue pipe, leading from the furnace to the smokestack, is generally made of galvanized sheet iron, which is usually eaten through by gas and requires changing about every two years. To overcome this, line the sheet iron pipe with asbestos. By using this device the pipe wil last for five years or longer. –Charles A. Black, Jr.

Check Draft on Smokestack

A useful labor saving device on a greenhouse is a check draft on the smokestack. This works on a pivot and revolves like a weather vane, always shielding the stack opening from the wind. It is especially valuable where a greenhouse is being crowded by a growing city, the tall buildings of which may cause the fire to back-draft. This check draft sets inside the stack to a depth of about 6in., having a rim to keep it from slipping down. It is far superior to a check draft on the boiler and with it you will have very little use for the former. By its use you can run to full capacity with a third less coal.—

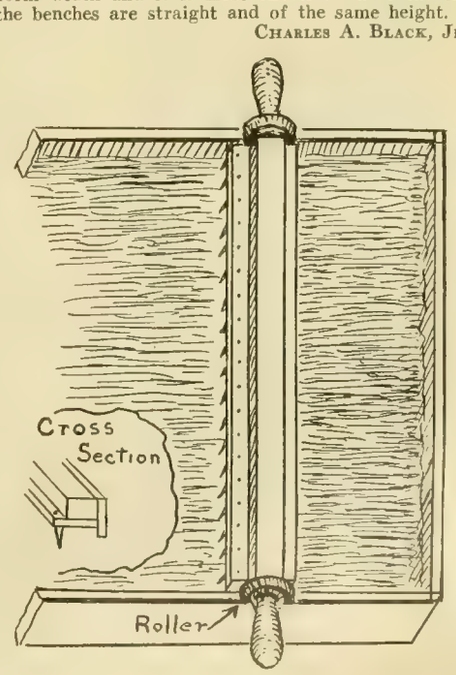
H. E. Klunder, Toledo, Ohio.

Soil Evener

The accompanying illustration shows a soil evener or leveler for greenhouse benches. It consists of a 1½in. x 1½in. piece of wood, cut 1ft. longer than the bench is wide. At either end of this piece of wood 5in. handles are shaped and just where the stick would strike the side bench boards it is rounded for about 2in. and a short piece of pipe is put on for a roller. A nail can be driven through to hold it on. To the 1½in. x 1½in. piece is nailed a 1in. x 1in. board, cut to fit inside the side bench boards; on one side of this is nailed a 1in. x 2in. piece of the same length and on the outer edge of the latter board spikes are driven through about 2in. apart.

This device is pushed or pulled down the bench by two men, one on each side. The spikes break up the lumps of soil and the other side of the arrangement, that is the scraping board, as will be seen from the cross section view, does the smoothing. This device evens the soil to a uniform depth and with it two men can do more work, and do it better than six men could do with a rake or such other methods as are usually employed. Of course this evener is meant for use in a large place, where the benches are of uniform width and it is most effective where the sides of the benches are straight and of the same height.

Charles A. Black, Jr.



United War Work Campaign

For the requirements of the seven great national organizations mentioned on our front cover, a campaign calling for whole hearted giving on the part of every inhabitant of the United States will be inaugurated Monday, Nov. 11 and, within the week, that is, by the following Monday, Nov. 18, it is expected that the amount required will have been raised, namely $170,500,000. When you bought Liberty Bonds you were making an investment that would promote the material welfare of yourself and family; when you contribute to the United War Work fund you are making an equally profitable investment, one that will return you seven fold satisfaction in the knowledge that your contribution is helping to bring about the consummation of the Freedom of Mankind, through the support and comfort it will give the boys of all nations, races and religions who are banded together for the suppression of what had become an intolerable condition—the ability of one man or one small group of men to drive all humanity into merciless war, a condition, we fervently hope, which will be terminated forever, with the close of this, the Greatest of all Wars. The campaign is nationwide and your contribution should be made preferably at your place of residence. What we ask is that you give freely according to your income.

How We Are Backing Up the Boys

At a Glance. A hundred and seventy million dollars is a lot of money; but it means much less than a dollar a week for each of the boys of our Army and Navy. And certainly no man in America will say that a dollar a week is too much for their cheer and entertainment—at least not if one of the boys is *his* boy.

Workers. The field army of these seven great agencies comprises more than fifteen thousand uniformed workers on both sides of the water; and General Pershing is asking that additional workers be sent at the rate of at least a thousand a month.

They represent every type of activity—secretaries, athletic directors, librarians, preachers, lecturers, entertainers, motion picture operators, truck drivers, hotel and restaurant workers, etc. Many are bearing all their own expenses; those who cannot are paid their actual living expenses, if single, and are given an allowance approximately equal to the pay of a second lieutenant to cover their own and their families' expenses, if they have families.

Huts, Clubs, Hotels, Restaurants and Hostess Houses. More than 3600 separate buildings have been either erected or rented to make possible this huge work. They are of every sort, varying from the great resorts at Aix les Bains, where American soldiers may spend their furloughs, to the huts and hostess houses made familiar by the cantonments on this side. In addition there are scores of warehouses and garages; and hundreds of "huts."

Nor do these figures include the hundreds of buildings operated in peace times by these organizations, all of which have been placed at the disposal of the soldiers and sailors, and are doing a magnificent work supported by their regular funds and special contributions entirely apart from this war work fund.

Character Influence. The spirit of each of these seven organizations is uplifting in the biggest and broadest sense of the word. They depend upon people of ideals for their support, and their purpose is to surround each boy, so far as possible, with the influences that were best in his life at home. The huts of each organization are opened freely to men of all faiths. The Scriptures and booklets sent abroad would, if piled one upon the other, make a pile more than twenty miles high. Differences of creed and dogma do not divide men who are fighting and dying together. They stand shoulder to shoulder there in a great common faith in the Fatherhood of God, whose creed is Service in the spirit of brotherhood toward all men.

Libraries. In camps and cantonments on this side, and on the other, there are 842 libraries and 1547 branches containing more than 3,600,000 books and 5,000,000 copies of periodicals. There are 250 additional libraries on the ships of our fighting fleets and merchant marine; and the number should be vastly increased.

Letter Paper. Almost every home in America flying a service flag has received a letter on the paper furnished by one of these organizations. Together they supply more than 125,000,000 sheets of stationery a month; and probably half a million dollars is kept tied up all the time in postage stamps.

Shipments. More than 500 tons of supplies for the boys leave our ports every week under the direction of these agencies. Individual items on the shipping lists run into figures that are astonishing; as for example, these figures taken from the shipping lists of one organization, for the period between July, 1917, and August, 1918; Canned fruit 1,959,156 cans; chewing gum 14,510,000 pkgs.; cigarettes 848,785,802; cigars 32,358,700; tobacco 2,557,481 packages; cocoa 463,824 pounds; condensed milk 1,665,120 cans; flour 31,279,020 pounds; sugar 10,227,735 pounds; tooth paste 551,520 tubes. In France and Switzerland two cracker factories and a chocolate factory have been entirely taken over so that the boys may have something good in their pockets between meals.

Theatrical Entertainments. An average of a hundred of the best actors and actresses in America are touring the huts in France all the time. These are sent under the direction of the "Over There Theatre League," of which George M. Cohan is president; and they are managed by such well-known leaders as Winthrop Ames and E. H. Sothern.

Athletics. Leisure has been the foe of every army that ever marched to war. These seven great agencies are turning our boys' leisure from a liability into an asset. More than a thousand athletic directors in France and an equal number on this side help the soldiers to forget their troubles with football, baseball and other wholesome outdoor games. The athletic orders placed on this side for shipment abroad are the largest single orders of their kind in the history of athletics.

Motion Pictures. Literally thousands of feet of film have been purchased by these agencies for exhibition here and over there. Mary Pickford and Charlie Chaplin and Douglas Fairbanks follow the boys clear to the front line. The average shipment of film per week to France is more than fifteen miles; and the attendance at motion picture shows (all free) averages 2,500,000 a week.

In General. The long arm of these great agencies extends all the way from the 500 clubs operated by the War Camp Community Service on this side, to the front line trenches where the Y. M. C. A. and Knights of Columbus and Jewish Welfare Board distribute chocolate and cigarettes to the tired fighters; the American Library Association furnishes books; and the Salvation Army passes out pies and doughnuts, sews and mends for our fighters, and mans ambulances. It reaches into the factories through the Y. W. C. A. to protect the girls who are making munitions for the fighters, and into the shipyards and munition plants.

In short, wherever you find a soldier or sailor, you find also the evidence of the loving care of the folks back home, expressed through the medium of one of these seven affiliated and co-operating organizations.

They go with the boy "every step of the way."

Helping the Home to Follow the Flag

In other wars the influence of the American home has had to stop at the soldier's own front gate. All that made life comfortable and happy for him deserted him there when he kissed his family good-bye. In this war the home follows the flag clear up to the front line trenches. That, in one word, is the story of these seven great co-operating war work agencies.

Let us follow one single soldier on the long road that leads from his front door to far-away France, and see how these seven organizations join hands to form a great chain of helpfulness all the way.

He steps aboard a troop train that is to carry him to the cantonment. A long, lonesome ride, full of homesick thoughts, but, perhaps, there is a band furnished by the Jewish Welfare League or the War Camp Community Service to speed him on his way, and on the train are friends whom he had not expected—a Y. M. C. A. or a K. of C. secretary—a big, friendly fellow, who has traveled for months with other boys just like him, and knows how to help.

At the cantonment the evidence that the folks back home are thinking of him lies thick on every side. Here are the 750 great homey huts of the K. of C., the Jewish Welfare Board, the Salvation Army, and the Y—as the soldiers speak of it. Places where he can write letters home, play games at night, witness motion picture shows, hear helpful lectures, attend church service, and keep up with his studies under the direction of the best college professors and teachers in the country. Here also are the 85 Hostess Houses of the Y. W. C. A., where mother and sister and sweetheart may make their headquarters when they visit.

No Duplication Anywhere

In the larger camps and cantonments the soldier will find houses of all five of the camp agencies—the Y. M. C. A., K. of C., Y. W. C. A., Jewish Welfare Board and Salvation Army—and all full at every hour of the day and evening. In the smaller camps and naval stations, the organizations have working agreements which prevent duplication. In such a camp there will frequently be only one hut, its door open to all the boys alike. To it come on Saturdays and Sundays the prominent preachers, priests and rabbis to conduct worship; for the hut is the soldier's church and synagogue.

At Home and Abroad

Suppose the boy wanders into the city a stranger, with a day or two of leisure on his hands. What shall he see? Where can he eat? Where can he find a decent, inexpensive place to sleep? He lands at the depot with all these questions in his mind, and there, awaiting him, is an Information Booth conducted by the War Camp Community Service. A woman, with a friendly smile, tells him what he wants to know. She gives him a list of the clubs affiliated with the W. C. C. S. (A recent report from 124 of the 532 communities which the W. C. C. S. has organized showed 403 such clubs.) She tells him of certain churches, and Y. M. C. A.'s, K. of C., and Jewish Welfare buildings where he will be welcome, and gives him the address of a hotel maintained by the W. C. C. S. that provides a clean bed for a few cents a night. The museums are open to him free, she informs him, and the library and other places of interest and value.

In a word, the city, through the W. C. C. S., extends its greeting and places at the boy's disposal food, lodging and entertainment; he is its honored guest so long as he is allowed to stay.

The day comes when his company is ordered onto a troop train for the long trip to one of those "unnamed ports of debarkation." And on this train also is a Y. M. C. A. or a K. of C. secretary—probably the man who has had most contact with the company in camp, and has become a favorite with the men. When the train stops, he hurries up to the local Y building and arranges a bath for the men. He takes charge of their last letters and requests.

At the port of embarkation are other huts. (The Y. recently expended $40,000 to erect the largest single hut in this country at one of these unnamed ports.) The boys' last night in their native land is spent in friendly surroundings; to the very edge of the ocean goes the evidence that someone cares.

On the transport are other secretaries who have been specially trained for this work, and make trip after trip, with only a day or two on shore at the end of each. They have writing paper for the boys, and motion picture machines with a supply of new film. They organize deck games, and contests of various sorts; and amateur theatricals, and concerts by the band. The trip across is long enough and lonesome enough at best, but it would be a homesick experience indeed were it not for these faithful workers.

Landing on the other side, where the language is strange and the customs bewildering, the boy finds that the Y, the K. of C., the Jewish Welfare Board, and the Salvation Army have preceded him. The first hand stretched out to him in greeting is the hand of a secretary. Perhaps his regiment is held at the port of debarkation for a few days. He will find restaurants, where American girls and women serve home cooking; and hotels clean and inexpensive. In London is the great Eagle Hut, conducted by the Y—the centre of soldier life for that great city. The King and Queen visited it one day and ate buckwheat cakes with the boys. In Paris are half a dozen big hotels, and at every other point where large numbers of the boys are gathered.

Every Dollar Made to Do Its Utmost

There is no room for figures in so brief a statement as this. It should be remembered, however, that these organizations are not private agencies. Every one of them is operating under an Executive Order of President Wilson. The budget of each one is scrutinized and passed upon by the War Department. In addition the work of each organization is governed by a War Work Council of nationally known men and women.

This page is contributed to the cause of humanity jointly by THE FLORISTS' EXCHANGE and its publishers, the A. T. De La Mare Co. Inc.

Winter Boarders

A great deal of trouble in connection with plants you store over Winter for your patrons may be avoided; that is, if you really want to do so. The storing of such plants should be made to pay. In the first place don't accept any plant when you know it cannot be carried through the Winter and come out in fair shape next Spring. If you do accept such be sure to let the owner know about it and have a record of it. Charge enough so you can give the plants the proper attention and again let your patron know about it. When you receive plants, have a little book ready and put down just what is received and in what condition, and provide each plant with a label. If you do get a fair price don't try to store a Boxwood under some bench or in the boiler room, nor use the palms next January for decorating. That is wrong and will create only bad feeling sooner or later. As long as we are in business we are bound to be called upon sooner or later to store or board plants for our patrons and it can be made to pay as well as anything else if we adopt a proper system and do the right thing. Any old place for Aspidistra isn't good enough, so if you don't want to overwinter stock for others or haven't proper facilities, say so before you accept the plants.

Decorative Stock and Foliage Plants

For this Winter's Requirements

For November I don't know of anything more important for the average retail grower to do than to stock up with a good supply and assortment of decorative plants for the coming holidays. The smaller florist can't be expected to grow this class of stock himself but that shouldn't prevent him from carrying it; in fact, it is more necessary this coming Winter than ever. You need flowering and berried plants to be sure. What is more beautiful than a specimen Cincinnati Begonia for Christmas? Along with such stock carry plants which will improve rather than depreciate after the holidays are over. Attractive plant baskets sell if you have them on hand. Pandanus Veitchii, the variegated Ananas, Phœnix Roebelenii, the many beautiful Dracænas and ferns, all make desirable holidays sellers and are every bit as valuable a month afterward. Many of us located in country towns have good reason for going a little slowly this year with stocking up but we can't go wrong in getting together plants which form a good asset all Winter, if not sold before Christmas week. Palms are expensive but our patrons by this time are used to paying more for things and those who are not as yet will get used to it. Get ready to do business now and don't wait for anything to happen.

Crotons

While good Crotons have always been in demand for Christmas they will be more so than ever this year with a shortage of other stock. If you are in the market for any I suggest purchasing them now especially if they have to travel far to reach you. Always bear in mind that Crotons don't thrive in a cool house, and if long exposed to a low temperature they will drop their leaves. This renders them worthless. You need stock out of 4in. and 5in. pots for making up baskets; but don't overlook a few well branched large specimens.

Dracæna terminalis

Dracæna terminalis, an old favorite, is as popular as ever. So every florist needs a nice stock of it for the holidays. If you should be sold out of your flowering plants on Christmas but have Dracæna terminalis, Crotons, Asparagus plumosus and good ferns, with a supply of ribbon and enough baskets, you may always do business. Don't wait until the last minute. Where stock is plentiful now it may not be so later. All we may look forward to is colder weather from now on, so don't put off ordering what you know you will have to buy some time between now and Christmas.

Darwin Tulips

I know of no other class of Dutch bulb stock which has grown more in popularity than the Darwin Tulips have of late years, both for indoor as well as outdoor flowering. Even if advanced considerably in price this year over former years by all means plant enough of them. You can't grow these bulbs, or rather force them, in shallow flats. I prefer bulb pans, especially for the small grower who uses only a few thousand bulbs for his limited trade. I find that ten inch pans with a little space between bulbs bring best results. Plant as soon as you can get the bulbs and don't try to force them too early. They are late flowering to begin with so the more time you give them even under glass, no matter how well rooted, the better the flowers. With Easter near the end of April Darwin Tulips in pans are bound to prove a good investment. No matter how small your establishment and how cool your houses, almost anyone can get these beautiful Tulips to come in nicely by that time. When you plant the bulbs in pans see to it that the outside row gets as close up to the side of the pans as possible; it will help to make it a more attractive plant. Make use of light shades, especially those intended for pans.

Notes on Chrysanthemums

Both of the Chieftains, the pink and the white, are desirable sorts for florist's use and are fine both as single stem or bush plants in pots. The Chieftain was introduced in 1914 and especially throughout the Middle West is one of the standard sorts for the smaller grower for midseason use. With us this year so far there has been a decided increase in the demand for large flowers—stock which could be retailed up to $5 per doz., partly due to the fact that up to the present garden flowers may be had outdoors. Calendulas, Zinnias, Scabiosas, Cosmos and outdoor early flowering 'Mums are at their best. There hasn't been enough frost to affect any of these. While there are many other beautiful sorts the pink and white Chieftains are paying as well as any. Even Ivory is as good if not better than ever and also a splendid keeper. From now on a little shade over the flowers almost ready to cut will be of benefit. The flowers will develop better and last longer for it. Hold the house on the cool side with plenty of ventilation. Don't fail to avoid any excess moisture. The flowers are best off in a dry atmosphere. Flowers cut may be kept for several days if placed in a rather dark place with the stems deeply in fresh water. In fact it is always well to place them in water for at least 24 hours before offering them for sale. The harder the wood of the stems the more this is necessary, not to say that the soft wooded stock doesn't need it.

Bedding Stock

As soon as room can be had in the 'Mum house get the rooted cuttings of the bedding stock out of the sand. There are no doubt a hundred other things to be attended to but you mustn't on that account neglect the cuttings in the sand. When once rooted they should go into soil so room may be made for others. Get those stock plants of Geraniums, Salvias, Ageratums and others from under the benches, where they were put while you were crowded, and put them on top. It is still time to lift plants from the outdoors of stock you are short of. You need a lot of bedding plants next Spring for the way things look now there is good reason why we should run full steam next May. In many places there is a shortage of Geraniums; if so with you don't wait too long with stocking up; 2in. or 2½in. stock bought now and given attention will give you several cuttings during the Winter months, so why wait until next February to get small stock. It will cost just as much then and most likely more. Frequently one may purchase better and cheaper than growing stock but many things among the bedding plants may and should be grown at home. If you must purchase coal to keep the place going you must see to it that there is something on the benches after the 'Mums are through.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

Thoreau is quoted as saying, "Most men lead lives of quiet desperation."

To get the public mind concentrated upon flowers, especially in these troublous times, is hard indeed for an individual to attempt; in fact, nothing but a desperate effort would be rewarded with success.

One of the ideas back of our publicity campaign is to make an organized effort to do this very thing, in order that the florists may cut this desperation out of their business lives and enjoy a better demand for plants and flowers. Who shall say our committees have not succeeded.

Through our magazine advertising many thousands of people have turned their minds to flowers as mediums for the expression of sentiment under various conditions. Every mail brings to this office letters from all parts of the country requesting copies of our little booklet, "Say it with Flowers," and information in regard to filling orders in distant cities. This result is gratifying to us, even though representing but a fraction of the interest which is aroused by the publicity our fund provides.

Our slogan has even had expression on the stage. We are informed that recently in a vaudeville performance, during a pause in a dual song and dance act where, according to custom, a little banter passes between the partners, the male of the duet made a stammering protestation of love to the woman, whereupon the latter said "Oh! cut it out and say it with flowers." This brought a hearty laugh from the audience, which it is fair to assume recognized the slogan.

Gradually, but irresistibly our slogan is taking hold. Any florist who is not giving it a personal push is making a mistake. Our Promotion Bureau is providing the means for a push through the dealers' aids service. The beautiful glass sign displayed in any store window says "Say it with Flowers" all day long, and every day. If this sign, at $2, is considered an extravagance then there is the decalcomanie sign, supplied in units of four, in sizes for windows and door panels, at one dollar a unit. Our Bureau has supplied hundreds of these transfer signs, but ought to place yet ten times the number. There are "stickers," in three sizes, suitable for affixing to envelopes, boxes, express packages, and the like, the use of which connect the slogan to an individual establishment. Our lantern slides for use in the moving picture houses are works of art at chromo prices. Our electrotype service, comprising newspaper plates featuring the magazine advertisements are extremely effective when used in local newspapers, as tending to connect a local store with the advertisements in the ten magazines. The slogan is prominent throughout.

All these present a chance for noisy demonstration which will go a long way to obviate the necessity for quiet desperation, and promote that healthful activity essential to prosperity.

We are still waiting to hear from a surprisingly large number of florists who have not yet contributed to the fund. Every dollar so far contributed has been applied to the work, and about $5,000 more is required to complete the plans made for the year. This is not a large sum, and surely should be forthcoming.

JOHN YOUNG,
Secretary.
1170 Broadway, New York.

Remedy for Snapdragon Rust

Can you tell me what makes rust on Snapdragon and what to do for it? I have a high house, good ventilation, new soil put in in August and the plants were nice and healthy. I have grown them for the past three years and have not had any rust before.—A. A. K., R. I.

—We will refer you to helpful articles on this subject which you will find in the following issues of THE FLORISTS' EXCHANGE: Nov. 25, 1916, page 1205; Feb. 17, 1917, page 353; March 3, 1917, page 501. The subjects of these three articles are: 1. "Treatment of Snapdragons." 2. "How to Control Snapdragon Rust." 3. "Controlling Snapdragon Rust." J. H. S.

Preserving Roses for Future Use

I am anxious to know how to preserve Roses so that you may have them bloom in the Winter. Will you kindly give me the directions?

SUNDAY READER.

The following directions are usually followed: Gather the Rosebuds before they are fully developed, but see that the petals are quite formed before picking them. Never gather them immediately after a shower or while they are still wet with the dew. Cut the stalk of each one off cleanly; then prepare a little melted wax. To do this put the few ends of candle wax in a tin and place it over a flame until it is melted. When quite liquid, dip the end of each stalk into the wax about six times, or until a little round knot of wax has formed. Then wrap the buds up carefully in tissue paper and pack in a tin box, which should be covered immediately with a close fitting lid. Put the tin away till the Roses are required, which may be in three or more months. When required, unpack very carefully, as the buds will be very brittle, and with a sharp pair of scissors snip the waxed end off each. Get a bowlful of fairly hot water and into this put the stalks of the buds. Put the bowl in a dark cupboard, and in three or four hours the Roses will have opened.—*Daily Newspaper.*

Beautiful Drayton Gardens

Here's an interesting description of a Southern garden which came to hand recently: "We had a wonderful trip on Sunday morning to Magnolia Gardens, a 12 mile ride from here (Charleston, S. C.). The gardens are the private grounds to Drayton Hall, the founder of which died in 1643 and is buried there. It was a later Drayton who conceived the idea of the gardens and planted them, and I never expect to see a more beautiful sight. The whole place is planted with Azaleas of every imaginable color, many of them 10ft. to 15ft. tall and bearing single clusters of flowers almost as large as a whole Azalea bush grows in the North. There is a modern stucco house, quite in keeping with the spirit of the place, which faces a large open park; at one side is the entrance drive which is a veritable archway of enormous live Oaks festooned with Spanish Moss.

A lake encircles the gardens, reflecting the wonderful masses of color of the Azaleas and the Moss-hung trees that line its banks. There is no attempt at formality; little paths wind in and out of the shrubbery and everywhere you turn there is a fairyland of color. There are Roses and flowering vines and shrubs, but the Azaleas are the main thing. My poor words cannot adequately describe the place to you; one has to see it to appreciate its beauty. P.

Spencer Sweet Peas

Sow now to follow Chrysanthemums and for early Spring and Easter flowering

Australian Winter-Flowering Spencer Sweet Peas

CÆRULEA.
BLUSH SHADES.
CHARM (Blue-white).
COUNTESS (Pink).
CHRISTMAS PINK SHADES.
COUNTESS IMPROVED (Pink).
CHIEF (Maroon).
DAYBREAK (Cream).
EXQUISITE (Pale Pink).
PURPLE.
RADIANCE (Rose).
RUBY (Crimson).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.
PINK AND WHITE			
ChristmasPinkOrchid	$0.50	$1.25	$4.00
Pink and White Orchid	.15	.50	1.75
The Czar. Rose; white wing	.50	1.25	4.00
WHITE AND BLUSH			
BRIDAL VEIL. Best pure white	.15	.50	1.50
Venus. Blush white	.20	.75	2.50
White Orchid. Pure white	.15	.50	1.75
PINK AND LIGHT PINK			
Bohemian Girl. Pink self	.20	.75	2.50
Morning Star. Fine self-pink	.20	.75	2.50
Miss F. Roland. Light pink	.20	.75	2.50
Selma Swenson. Soft pink	.30	1.00	
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00	
APRICOT AND ORANGE			
Apricot Orchid	$0.20	$0.75	$2.50
Orange Orchid	.15	.50	1.50
RED AND ROSE			
Orchid Beauty. Dark rose-pink / Orchid. Bright cherry red	.15	.50	1.75
BLUE			
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50

Mixed Winter-Flowering Spencers
Containing the best sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

ASPARAGUS Plumosus Nanus Seed. $2.50 per 1000; $12.00 per 5000.
CYCLAMEN SEED, B's Gigantic. Separate colors or mixed. $1.00 per 100, $9.00 per 1000.
CALLA Godfrey. Strong roots, $2.25 per doz., $17.50 per 100. Æthiopica. 6-8 in circum., $2.50 per doz., $22.50 per 100. 3-4 in circum., $1.50 per doz., $10.00 per 100.
FREESIA PURITY. ⅝ to ¾ in. diameter. $1.00 per 100, $7.50 per 1000.
DUTCH AND FRENCH BULBS are now here. Send us your list of requirements for special quotation

Arthur T. Boddington Co., Inc.
SEEDSMEN
128 CHAMBERS STREET NEW YORK CITY

When ordering, please mention The Exchange

Dutch and French Bulbs are in!

Send us Your Lists for Prices

There will be many short items, we will quote all we can or name best substitute for prompt shipment

LILY BULBS FROM STORAGE
GIGANTEUM Per Case
7 to 9 in. (Case of 300) $20.00

RUBRUM
9 to 11 in. (Case of 140) $14.0
10 to 11 in. (Case of 125) 15.0
11 to 13 in. (Case of 90) 15.0

VALLEY from storage. Per 1000, $27.50; 500, $14.50; 250, $7.50

CHICAGO **VAUGHAN'S SEED STORE** NEW YORI

When ordering, please mention The Exchange

SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.
The Seed Store 12 and 13 Faneuil Hall Square, BOSTON, MASS.

When ordering, please mention The Exchange

1918 CROP

	Per lb.
BEET	
1000 Detroit Dark Red	$0.50
1000 Crosby's Egyptian	.50
1000 Early Egyptian	.50
CARROT	
1000 Danvers Half Long	.60
1000 Chantenay	.60
1000 Imp. Long Orange	.60
1000 Oxheart	.60
1000 Nantes	.65
ENDIVE	
500 Broad Leaf Batavian	.75
PARSNIP	Per l
1000 White Hollow Crown	$0.(
RADISH	
500 Early Scarlet Globe	.:
500 White Tipped Scarlet Turnip	.:
500 White Tipped Scarlet Globe	.:
TURNIP	
1000 Early White Flat Dutch	1.(
500 Cow Horn	1.:
500 White Egg	1.:
500 Purple Top Strap Leaf	1.:
500 Purple Top White Globe	1.(
500 American Purple Top Rutabagas	1.:

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadwa NEW YORK, N. Y

United States Food Administration License Number G38089

Ready for Immediate Shipment

GUERNSEY GRAND SOLEIL D'OI

Per case lot (2250) $42.00; less case lot, per 1000, $19.00; per 100, $2.00

FREESIA PURITY. ½-in. $6.50 per 1000

HILLEGOM HOLLAND **K. Van Bourgondien & Sons** Am. Office ARLINGTO New Jersey

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case) ..... $22.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

Freesia Purity

Mammoth Bulbs, Selected Stock, $15.00 per 1000

STUMPP & WALTER CO.
Seedsmen 30-32 Barclay Street NEW YORK

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

Write to 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAN

When ordering, please mention The Exchange

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

European Notes

eaders have doubtless noticed that letters from our pean correspondent have appeared somewhat darly. This is due of course to the uncertainty ail from abroad. The following three letters ve all received in one mail, on the same day. We had difficulty in determining the respective dates se, but believe we have them in the right order, eliest being given first.)

ith the advent of October we ex- ed a spell of Indian Summer weather, up to the time of writing it has materialized. In the meantime, since last notes were penned, there have more rain storms than we wanted a serious lack of sunshine, so that y of our late ripening crops, both eed and grain, have suffered severely. some of the low lying districts vast ts of arable land are buried in water, the work of transplanting is conse- tly held up indefinitely.

he crop most seriously affected by above named conditions is Radish, icularly the large, late varieties. It not be possible to thresh these for e time to come.

he question of prices is now well to fore and some surprises are antici- d. The demands of the growers have me so exorbitant that a firm stand nst them on the part of the mer- it is absolutely necessary. Of course profiteering growers are simply furi- and threaten us with terrible conse- ces. In this they are backed up by eat army of equally profiteering com- sionaires who have fattened on grower merchant at the same time, but now that by the opening up of new ces of supply their occupation is . Many of them must have burnt r fingers badly last year. No one pity them now.

he settled conditions which we so h need, both for harvesting and cur- the present year's crops and the splanting of our plants for next year, n to be just as far off as ever, for a day passes without a storm of some . which effectually checks the work oth departments. We have also had t sufficiently severe to kill all the d family, including our open air Cu- bers, and the crops of all these will ably be light this season. Contrary xpectation the frame varieties of Cu- ber are yielding more than we esti- ed, but one of the largest British vers has had his whole crop destroyed disease, so that any surplus in the ls of other growers will be quickly osed of. Although this crop is gen- ly esteemed a luxury, the demand for seed is very brisk.

he question of prices is now demand- our attention, and the general feel- is that the inflated prices which have ly ruled cannot still be maintained. already some of the more important vers of our biennial crops have mod- ed their demands. But the heavy ase in the cost of labor, fertilizers machinery, in addition to the heavy s incidental to the war we are wag- make it quite impossible for prices escend to the pre-war unremunera- evel for some years to come. It is tly to be hoped that they will never so low again.

tmospheric conditions remain much ast reported and this has tended to on the backs of our growers, to whom apparent tendency of prices to drop their present inflated position is takably distasteful. The ubiqui- commissionaire has been on the war once more, and some well known s, whose stocks have run low, have compelled to anticipate the opera- s of these gentry so as to secure, at a fancy price, the product of r own stock seeds. The grower has been able to dictate his own terms, g that, for the present, the reins n his hands; but this sort of thing happened several times before in the ter's experience and, if the present py omens have the fulfillment they tend, the aforesaid grower is bound long to understand the meaning of the adages, "Went up like a rocket, came down like a stick." "The mills of the gods grind slowly but they grind exceeding small."

In the meantime the aforesaid efforts to exact the full pound of flesh as a minimum causes an immense amount of friction and inevitable delay in the transaction of business, and fosters a spirit of unhappy mistrust.

The news of the phenomenal rainfall in California during September comes as a complete surprise, and may upset some of our calculations and arrangements. What is wrong with the weather anyway? It is affirmed by one of the British newspapers today that fully a fourth of the grain harvest has been spoiled, owing to bad weather and inefficient and insufficient help in the harvesting. It is to be feared that the harvest of seeds has suffered from the same causes to an equal extent. Reports just to hand from both the allied and neutral countries tell the same tale. The surplus offers with which our markets are flooded from every quarter of the globe are incontestable evidence that some people are counting their chickens before they are hatched.

European Seeds.

A Cordial Reception in London

Watkins & Simpson, Ltd., are advertising in these columns offering a cordial reception to American seedsmen or their friends whose voyage abroad will take them to London. This is commendable hospitality.

New York Seed Trade

Early orders for Dutch and French bulbs booked by the seedsmen and importers have now mostly been filled. In order to fill later orders, however, most seedsmen find it necessary to buy some varieties from their fellow seedsmen who have a surplus of such varieties, but even then many seedsmen find themselves short of stock. This being the case, it looks as if there would be very few surplus Dutch and French bulbs this season. A fourth ship, as we have mentioned in a previous issue, is expected to arrive with 2000 to 3000 cases of Dutch bulbs aboard, but so small a number will hardly change the present situation much. Another factor entering into the demand for bulbs is the possibility, in fact, the probability, of the early end of the great war. Should the end come soon, it would create, no doubt, a late demand for bulbs, both for outdoor and indoor planting.

With deep regret we chronicle the death of Mrs. Giesler, wife of Carl Giesler, manager of Max Schling's Seed Store at 24 West 59th st. Mrs. Giesler died suddenly on Friday, Oct. 25, of heart failure, following Spanish influenza and pneumonia, from which she had apparently recovered. She was buried on the following Wednesday. Besides a husband, to whom the sympathy of the trade is extended in his great bereavement, Mrs. Giesler is survived by two children.

W. E. Marshall of W. E. Marshall & Co., 166 W. 23d st., expects to leave this city soon on a long business trip in the West. Let us wish him the good fortune of not meeting such severe weather conditions as he experienced in his trip through that part of the country last Winter.

There is noted this week at J. M. Thorburn & Co.'s, 53 Barclay st., a seasonable and well arranged "Harvest Home" window, and also a bulb window of named varieties with clusters of artificial flowers showing the color of the blooms of these several varieties. Much artistic skill enters into the arrangement of both these windows.

Pittsburgh, Pa.

Adolph Kruhm has been connected with Beckert's Seed Store since Nov. 1. In his capacity as secretary he will have supervision of both the purchasing and selling ends of the business.

Chicago Seed Trade

There has been a lively demand for both French and Holland bulbs since their arrival in the city, some of the seedsmen are advertising them in the local papers.

Vaughans Seed Store received one carload of French and two of Dutch bulbs the past week with more to follow. At the retail store the demand is so active that the selling force had to be increased to keep up with it.

The W. W. Barnard Co. has had some delay in getting through that portion of its French and Holland bulbs required for its retail trade, but is expecting them daily. Bulbs for the wholesale trade have arrived and are being shipped as rapidly as possible to the customers of the house.

The firm of Rynsburger Bros., Sassenheim, Holland, are writing their customers that they have gone into bankrupcy, and that orders placed with them for this season's delivery are not going to be filled. As this house had booked extensively for local delivery as well as in other sections of the country, their failure to get their orders out this season will add considerably to the shortage already existing.

A. Miller, president of the American Bulb Co., who has been in New York attending the funeral of the late Ralph M. Ward, states that the business of the Ralph M. Ward Co. will be continued as before by the men heretofore associated with the business.

Regardless of the high prices of Dutch bulbs dealers report that they are in as much demand as ever. Jas. Spence, a veteran seedsman with the W. W. Barnard Co., says he never saw before retailers buying single early Tulips as high as from $2.50 to $2.75 per 100.

The Spokane Seed Co., Spokane, Wash., has increased its capital stock from $76,000 to $100,000, according to Geo. S. Reid, president of the company, and L. C. Barrett, sec.-treas., this made necessary in order to carry on the increased volume of busiess.

The Michigan Agri. College at East Lansing has announced that it has placed its department of botany at the disposal of the bean growers of the State for the purpose of testing seed. Farmers are advised that if they will send small samples of their seed beans to the college the M. A. C. pathologists will examine them without charge and make a report as to whether any diseases are present.

Washington, D. C.

Howard M. Earl, late with W. Atlee Burpee & Co., of Philadelphia, is now associated with F. W. Bolgiano & Co., Inc., seedsmen, here.

Destroying Weevils in Leguminous Seeds

Weevil-invested Beans, Peas or other legumes; breakfast foods, flour or meal should be heated in the oven at 118 to 125 deg. F., which will kill all stages of the insects. They can then be separated from the cereals by sifting and from the sound Beans or Peas by submerging these in water and skimming off the infested seeds.

Beans can be protected from weevils by placing them in a receptacle with air-slaked lime, using a quantity of lime about equal in weight to that of the Beans, the lime being sprinkled among the Beans in the container. This will prevent the development of weevils but will not injure the Beans for food or seed.—T. H. Parks of the *Ohio State University.*

New Seedling Dahlia

Nathan A. Miller of Indian Neck, Branford, Conn., recently sent us sample blooms of his new seedling Cactus Dahlia No. 918. This Dahlia is of the so-called English type, its petals being narrow and their edges incurved. The blooms are of medium size, well formed and of attractive appearance. Their centers are sulphur yellow and the outer petals terra cotta. Mr. Miller says: "This plant began blooming in July, producing throughout the season healthy foliage, and is still producing blooms with good centers, without thinning or disbudding, being grown naturally."

A Narrative of Hard Luck

For a pure, unadulterated and long drawn out story of hard luck one might travel some distance to find its match. The grit of the writer stands out through it all and, although our readers may never know his name, we are assured he will have their sympathy and that our wish to the effect that he may now enjoy a long period of prosperity will be heartily echoed by them. Here's the story just as written:

"We thank you for the leniency you have shown us, and assure you the same has been appreciated. We have had an uphill proposition for the past two years, due to the failure of our coal agent to deliver coal at the proper time, and before the coal arrived we had a freeze out and lost 75 per cent. of our stock; this was in the Winter of 1916. The following year (1917) we lost 50 per cent. of our 'Mums on account of our boiler blowing out (4) tubes. This happened just when the blooms were ready for the market. We had 18,000 'Mums planted and all were looking fine before the accident; this was some loss.

This season, in order to conserve the food and assist the country with vegetables, we grew 15 acres of Tomatoes, 10 acres of Corn. On the 14th day of August we lost the entire crop by hail, in addition to a large quantity of glass. So altogether, we believe we have had our share of trouble. In addition to these losses we have 10,000ft. of glass and not a thing planted in the benches. We also lost all of our 'Mum cuttings; this partly was our own fault, but we concluded to devote our time this season to the farm and allow the houses to remain idle on account of help, all of which turned out to be a bad piece of judgment. We have enjoyed this Fall the greatest call for Dahlia blooms since we have been connected in this business. This is the only good luck we have had for the past two years and we have taken advantage of it.

P. S. The writer is the only one left on this farm, all other employees are either engaged with the Government or at war.

May Become Noxious Weeds

It is said that some seedsmen are offering as ornamental flowering plants or shrubs the seeds of certain plants which really have become pests in certain parts of the country. An instance of this is pointed out by the *Rural New Yorker* in the case of the Orange Hawkweed (Hieracium aurantiacum) which in some parts of the country is called the Devil's Paintbrush. This becomes a very troublesome weed when neglected, and it is said that there are farms in the northern part of the country which have been practically abandoned because of it.

Fall Garden Work

Probably the war garden will be even a more important factor in the world's food supply next year than ever, whether or not peace is accomplished. It behooves gardeners to prepare for next Spring now. If possible manure should be obtained and applied at a rate amounting to a ton to every 30ft x 30ft area. Street manure, owing to its being mixed with so much oil and gasoline, is not advised. If manure cannot be obtained, tree leaves, weeds and grass clippings may be used. Manure or other material should be plowed or spaded under this Fall. This will assist the vegetable matter to become better decayed and incorporated with the soil, will make the ground capable of earlier working in the Spring, and the turning of the soil will help to destroy many insects which harbor there. People having stiff heavy soils to work with can do nothing better just now than to act on these suggestions.—R. B. Cruickshank, Ohio State University.

Newark, N. Y.—The Nursery trade will regret to learn of the death, on Oct. 18, of Stephen McGauley, veteran nurseryman, at the age of 86. Death was the result of injuries caused by his being accidentally struck by an automobile. Mr. McGauley was said to be one of Newark's oldest residents and had been connected with the nursery business since its beginning here. He was with C. W. Stuart & Co., nurserymen, who found his long experience and wide knowledge of the business of great value.

BUY NOW!

FRESH CROP FRENCH BULBS

Don't Wish Later That You Had

BULB stock of all sorts is far short of ordinary demands this season, so order now of stock obtainable. We offer for immediate delivery a fine lot of French bulbs just arrived. Buy now, as prices will advance later.

	Per 1000
Paper White Grandiflora, 13 cm. up	$20.00
Paper White Grandiflora, 14 cm. up	25.00
Roman Hyacinths, 12/15 cm	45.00
Grand Soleil d'Or	40.00
Trumpet Majors	25.00
Double Roman Constantinople	14.00
Jonquil Campernelle	7.00
Freesias, 1st Size	9.00
Freesias, Extra	12.00

Terms—To those of approved credit, settlement by Trade Acceptance, due January 1, 1919. 3% off for cash 10 days from date of invoice, or 5% off for cash with order.

Not How Cheap But How Good

Ralph M. Ward & Co.
25 Murray Street
NEW YORK CITY

When ordering, please mention The Exchange

FRENCH BULBS

READY FOR IMMEDIATE DELIVERY

The Supply is Limited—Order Now

	100	1000
NARCISSUS Paper White Grandiflora, 13/15	$2.00	$17.00
Double Romans	$1.75	$16.00
White Romans, 12/15	6.00	55.00
Pink and Blue Romans	5.50	50.00
Ornithogalium Arabicum	2.25	20.00
Freesia Refracta Alba (Mammoth)	$1.10	$10.00
Freesia Refracta Alba (Ex. Size)	.85	8.00

Lilium Candidum.....$9.00 per 100

FREESIAS are among the most satisfactory and profitable bulbs that can be grown by florists. Useful for forcing, potting and as a substitute for Lilies.

Write for quotations on Dutch Bulbs

CALLA BULBS The best substitute for Lilies for forcing. Our stock is of highest quality.
Price, 1½-inch, per 100, $10.00

We also have a complete stock of
HARDY PERENNIALS of our own growing, in excellent condition and at most attractive prices.
Write for special quotations

All quotations subject to previous sale and confirmation by us on receipt of acceptance

James Vick's Sons

Rochester, N. Y. The Flower City

Michell's Reliable Bulbs

Read this and place your order now

There will be a decided shortage of Dutch stock, and practically no Lilies of any kind, hence.

HYACINTHS, TULIPS, NARCISSUS, Etc.

must make up the balance. Dutch stock requires very little heat or greenhouse space until a few weeks before selling time, so don't let coal prices or scarcity worry you.

Send for Wholesale Price List of Bulbs, Seeds and Supplies if you haven't a copy.

Henry F. Michell Co., 518 Market St, Philadelphia, Pa.

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for P*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS — GROWERS FOR THE TRA

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Stor
101-103 Federal Street
PITTSBURGH, PA. (North Si

When ordering, please mention The Exc

Holland Bulbs in New York

WRITE FOR PRICES

R. A. van der Schoot
35 Reade St., New York City

When ordering, please mention The Exchange

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6-9 ft	600	$7.00
" 9-12 ft	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

Freesia Purity

Mammoth, ¾-in. and up
SWEET PEAS. Winter-Flowering Spencer, best varieties.
LILIUM Giganteum. From cold storage, in cases of 350.
CYCLAMEN SEED. Finest America grown, new varieties.
CINERARIA. BEGONIA.
STOCKS, Beauty of Nice, etc.

Send us a card, stating kind and quantities wanted, and we will give you special prices.

J. M. THORBURN & CO.
53 Barclay Street, NEW YOR

Lily of the Valley

XXX Quality

Very plump pips, from cold storage. Case of 100, $4.50; case of 250, $10.00; case of 1750, $66.00.

MAX SCHLING, Inc.
Seed Merchants and Growers
24 West 59th Street, New York City

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

When ordering, please mention The Exchange

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)

Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: Nelrose, Phelps' White, Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.

New Address:
Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange

KELWAY'S SEED

GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON
Wholesale Seed Growers LANGPORT, E

When ordering, please mention The Exchange

Sweet Pea Seeds

Early or Winter Orchid Flowering and Choice Florists' and Flower Seeds

Satisfaction Guaranteed—Send for New Complete Price List

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

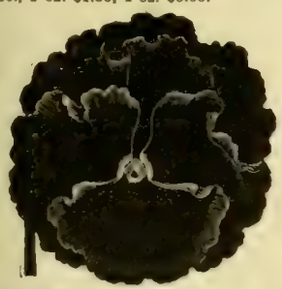
CINERARIA Hybrida. Half Dwarf, finest mixed, 75c trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.



PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SAVE COAL
Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES

	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	

BICOLOR, or PINK & WHITE COLORS

Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00

PURE WHITE OR BLUSH

Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS

	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2 50	8.00

LAVENDER AND LIGHT BLUE COLORS

Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00

SCARLET AND RED COLORS

Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00

DARK BLUE AND MAROON COLORS

Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. ROSE QUEEN, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

SWEET PEAS
IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices: ⅛ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb., at pound rate; 4 oz. of one variety at price quoted. List of varieties in issue of October 26.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc,** white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.

NARCISSUS

PAPER WHITE GRANDIFLORA

13 to 15 ctm , 1250 in a case, $24.00 per case; $2.50 per 100.
14 to 15 ctm., 1000 in a case, $23.50 per case; $3.00 per 100
French Trumpet Major. $22.50 per 1000; $2.50 per 100.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ⅛ to ⅝ in., $1.25 per 100; $10.00 per 1000. Prices on large quantities on application.

LILIUM GIGANTEUM

Cold Storage Bulbs

7-9 300 Bulbs in a Case.....$24.00

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1¼-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

OXALIS Buttercup

Mammoth Bulbs. $1.75 per 100; $15.00 per 1000.

GLADIOLUS BULBS

(Now Ready)

Best Long Island Grown—1½ in. and up

	100	1000
America and Augusta	$2.00	$18.00
America Mammoth Selected, 1¾ in. and up	2.75	25.00
Baron Hulot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and White Florists' Mixture	2.00	15.00

Prices on all other varieties on application

DUTCH BULBS

(Very Best Bulbs)

Hyacinths, Named, 1st, 2d and 3rd size and bedding varieties; **Narcissus,** single and double; **Tulips,** in all varieties; **Spanish** and **Dutch Iris,** etc.

Send for prices.

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. Strong, 4-in., $25.00 per 100.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

AMPELOPSIS Veitchii (Boston Ivy). Strong, pot-grown, $4.00 per doz., $30.00 per 100; strong, field-grown, 3 yr. old, $30.00 per 100; " " 2 yr. old, $25.00 per 100; medium, " 2 yr. old, $20.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3 50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in., $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.

BOUGAINVILLEA Sanderiana. 4-in., fine plants, $3.50 per doz., $25.00 per 100; 3-in., $8.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000.

CARNATIONS. Field-grown. **Matchless, Perfection, Enchantress, Harlowarden,** $7.00 per 100. Prices on other varieties on application.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100; 3-in., $10.00 per 100; strong, 3½-in., will flower for Christmas, $15.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Rooted cuttings, $4.00 per 100. **Mrs. Sanders,** rooted cuttings, $1 50 per 100; 2¼-in. per 100, $3.50; 1000 $30.00. **Single White Margaret Daisy,** 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100.

DELPHINIUM Belladonna. Turquoise blue. Strong, 2-year-old plants, $12.00 per 100; 1-year-old, $10.00 per 100; seedlings, $4.00 per 100.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $17.50 per 1000.

GENISTA. 3½-in., $15.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid.

HYDRANGEAS. Field-grown, **Otaksa** and French varieties. 2 shoots, $7.00 per 100; 3 to 4, 4 to 6, 6 to 8, 8 to 12 shoots, 4c. per shoot.

IVY. English, 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000

KENTIA Belmoreana. 2½-in., $9 00 per 100.

PANSIES. Strong seedlings. Giant Exhibition Forcing strain; finest strain in the country. $3.00 per 100, $25.00 per 1000. Fine giant mixture, $5.00 per 1000.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100. 2000 rooted cuttings, **Easter Greeting,** fine stock, ready 10 days, $6.00 per 100, $50.00 per 1000.

POINSETTIAS. True Christmas Red. Ready now. 2¼-in., $8.00 per 100, $75.00 per 1000.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and **New Enchantress Pink, Bronze Beauty, Garnet, Blood Red,** 2¼-in., $5.00 per 100, $45.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer strain, Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Fine, 3-in., $10.00 per 100. **Chinensis,** large flo. fringed, 3½-in., $12.00 per 100. **Primula Malacoides Rosea,** 2½-in., $4.00 per 100, $35.00 per 1000; **Malacoides,** mixed, 2¼-in , $3.50 per 100, $30.00 per 1000; 4-in., $12.00 per 100.

"THE BUGS ARE BUSY NOW"

NICOTICIDE. 1 gal., $15.00.

LEMON OIL. ½ gal., $1.50, 1 gal., $2.50

APHIS PUNK. 1 box (12 sheets) 65c. 1 case; (12 boxes,) $7.00.

APHINE. 1 gal., $2.50.

NICOTINE. ½ pint $1.00; 1 pint $1.60; 1 case (10 pints) $14.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.00, 288 sheets, $7.50; 24 sheets, 90c.

TABLE FERN SEEDLINGS. Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. **Bird's Nest Ferns Asplenium.** 2¼-in., $12.50 per 100; 3-in., 25c. each.

FERN FOR FERN DISHES: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above 50c. each. **Boston,** 2¼-in., $5.00 per 100, $45.00 per 1000. **Roosevelt,** $5.00 per 100, $45.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; **Whitmani,** 2¼-in., $5.00 per 100, $45.00 per 1000.

VINCAS. Field-grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.

AUTO-SPRAY, Galvanized, with Auto-Pop, $7.00.

AUTO-SPRAY, Brass, with Auto-Pop, $10.00.

ROMAN J. IRWIN

108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

Southern States

Houston, Texas

Conditions of health are growing better in Houston, but the florists are still rushed with business.

Mr. Eichling, sales manager of R. C. Kerr, has returned to his duties after successfully resisting a siege of sickness. He says that business is still brisk and that the past month will prove the biggest in the history of the business. He is getting pompons from the R. C. Kerr Co. and some of the larger 'Mums and a good grade of Roses.

Mr. Cluxton, the Blue Bell King of Texas, visited florists this week. He has made a big business of selling this beautiful blue wild flower. At the age of 83 he is still vigorous, and is contemplating increasing the Blue Bell business by buying more land and planting the seed in great quantity. All that the flower needs is planting, as cultivation rather than aiding in its growth appears to harm it.

The florists are at present using wild flowers with success—Baccharis, Helianthus and Leatris. Baccharis, popularly called "Piney," a small white flower, is used successfully in funeral decorations. The prairie is full of it at this season, so it may be had for the trouble of gathering.

The Q. & S. florists have had a fine week. C. L. B.

Washington, D. C.

Club Meeting.

The Washington Florists' Club held a meeting on Tuesday evening, Nov. 5. Pres. Blackistone presented an excellent idea in his suggestion for a "Victory Corsage," details of which wil be found in the retail columns of this issue. A committee consisting of George C. Shaffer, chairman; George H. Cooke, Fred H. Kramer, William Marche, and Milton Thomas was appointed to call on all the florists of Washington with a view to securing subscriptions to a "$1,000 slice" of the $170,500,000 United War Work Campaign fund, authorized by the President. It had been intended to have a joint flower exhibition at this meeting but it was postponed. However, William F. Gude showed a number of vases of the firm's new shell pink Carnation, which they have named Democracy. These brought forth considerable favorable commendation. Some of the flowers were 3in. and 4in. in diameter and all were of most pleasing color. Mr. Gude explained that the variety was particularly desirable because the blooms do not split. The firm had intended to offer them for dissemination this year, but conditions prevented it.

There has recently been considerable complaint from the local florists at the late delivery of special delivery mail and telegram. This is especially true of messages coming into Washington. There seems to be no relief in sight from this condition, however.

It is very probable that the florists will continue to open at 10 a.m. This hour was fixed at the beginning of the influenza epidemic, but now the authorities think it advisable to continue the new schedule to relieve the congestion on the street car lines. The new hours are from 10 a.m. to 6 p.m.

Lloyd Jenkins, Louis Bowdler, J. Harper Hetherington and David Grillbortz r, all of whom have been ill with influenza, are both "on the job" again.

Harry A. Bister, Jr., of Hagerstown, Md., was a visitor last week.

Because of the health regulations, Hallowe'en, from a florist's standpoint, did not amount to much, the holiday being marked by the lack of entertainment. There have been plenty of flowers available for the several days of warm weather before Hallowe'en brought out stock in quantities larger than could conveniently be taken in by the local market. Prices dropped from 25 to 50 per cent. over the previous week's quotations. This was particularly true of Roses, although 'Mums, Carnations and all other flowers suffered a decrease.

For the first time in the 16 years, the annual 'Mum show of the United States Dept. of Agriculture has been held under lock and key. Owing to the ban laid upon public meetings by the health authorities in the campaign against the epidemic, the Superintendent of the Bureau of Plant Industry greenhouses has been unable to throw the exhibit open to the public. Thus thousands of Washington people who have been accustomed to seeing the show year after year have been forced to forego viewing one of the most attractive floral displays ever staged by the department. Only a limited number of persons in official circles have been privileged to see the massed display, though many will have opportunity to see individual blooms from the collection, since by direction of the Secretary of Agriculture, the superintendent is systematically cutting hundreds of magnificent seedlings and sending them to the sick and wounded soldiers in the military hospitals in and about Washington.

Among the dozen or more new varieties featured in this year's show the center of attraction is a great snow white seedling named for Mrs. Woodrow Wilson. This bloom has many of the characteristics of the well established favorite Queen Mary, so the Mrs. Woodrow Wilson bids fair to become a standard commercial variety.

As was the case with last year's show, when the General Pershing was among the leading attractions, the military note is in the ascendancy in the nomenclature of exhibition. Marshal Foch leads the military delegation, a striking Japanese seedling of a deep wine color. Lieutenant General Liggett, named in honor of the American officer who led in the offensive that wiped out the St. Mihiel salient, is an enormous bloom, red with gold reverse, the largest produced by the department greenhouses this season. Another red and gold seedling has been named for Admiral Sims, sailors from English, French and American ships participating in the christening. Beautiful samples of the General Pershing and the General Kuhn of last year's creation, and of the older Marshal Joffre, were among the blooms on view that bore the names of military or naval heroes.

Three magnificent blooms, each red with gold reverse, but each differing from the others in detail, represented the rank and file of the American Army in display. They were named for Corporal James S. Enright and Privates James Bethel Gresham and Merle D. Hay, the immortal three who were the first of many thousand American soldiers to give their lives for freedom on French soil.

Among other new varieties of more or less special interest may be mentioned the Mme. Jusserand, a peach blossom pink named in honor of the wife of the French Ambassador; the Mrs. Asbury F. Lever, irridescent pink, in honor of the wife of the chairman of the House Committee of Agriculture; the Helen Houston, pompon seedling, in honor of the daughter of the Secretary of Agriculture; the Mrs. Helen P. Taylor, white pompon tinged with pink, in honor of the wife of the chief of the bureau of plant industry; the Mrs. Karl F. Kellerman, brick red with gold reverse, in honor of the wife of the assistant chief of the bureau; and the Mrs. Holbrook Blinn, variegated pink pompon, in honor of the wife of the well known actor, now touring with Blanche Bates in the war play "Get Together." E. A. D.

Baltimore, Md.

The Baltimore Florists and Gardeners' Club will hold its next meeting at its usual hall on Monday, Nov. 11, R. A. Vincent, president. The trade is reminded that Robert Pyle will at this meeting give his highly interesting illustrated lecture on Roses.

Lehigh Valley Florists' Club

The florists of Allentown, Pa., and vicinity have organized a society to be known as the Lehigh Valley Florists' Club. There are several progressive florists in Allentown, who feel that, by cooperating among themselves and with the florists in nearby towns many things can be accomplished that will advance the florist's profession in this prosperous and growing locality. John F. Horn has been elected president and Ernest Ashley secretary and treasurer. Both are well known Allentown florists.

Foreign Trade Opportunities

The Department of Commerce, Bureau of Foreign and Domestic Commerce reports as follows:

27601—An agency is desired by a man in Italy for the sale of agricultural machinery, accessories, and farming tools. Correspondence may be in English. References.

Middle Atlantic States

Lancaster, Pa.

The lull in funeral work is gratefully received, even if it is allowing flowers to accumulate in the greenhouses.

Mrs. Spera is back "on the job" at the B. F. Barr & Co.'s establishment.

Rudolph Nagle, our principal 'Mum grower, was fortunate enough to have almost his entire cut right in the rush for flowers and his next house will not be in for a while, so that he promises to miss the reaction from the unnatural demand of the past few weeks. He is cutting Sweet Peas in November this season instead of waiting until April.

At the H. D. Rohrer establishment A. K. Rohrer, who usually manages this end of the establishment, has been ill with pneumonia but is getting along nicely at last reports.

The next club meeting will be held on Nov. 21, in the B. F. Barr store room, our regular meeting rooms being wanted for the United War Work drive.

Trip Through Chester County

The gunning season opened on Nov. 1 and Charles M. Weaver, in his Overland car, with Elmer Weaver, Ira Landis and the writer as passengers, started out on a gunning trip for knowledge through Chester County. The start was made at 4:45 a.m. and the first stop made at the establishment of Jas. Brown of Coatsville. Mr. Brown has several houses filled with good Carnations, his favorites being Miss Theo and White Wonder. He has a variety of stock for his retail trade and is meeting the fuel situation with a large house devoted to Radishes, Beets and Lettuce; this house will not be heated and therefore will not be used after cold weather sets in. Like all the retailers he has been working almost continuously day and night during the epidemic, and has been ably assisted by Mrs. Brown. There being room for another passenger, Mr. Brown was added to the party.

Percy Bernard's was the next stop, and here we were met by another machine containing B. J. Passmore of Malvern, Isaac and Ralph Passmore of West Chester and William Cope. Mr. Bernard has solved his fuel problem by growing a house of Tomatoes. He had them in full crop and they are bringing good financial returns. He is trying out the new Carnations and especially likes the varieties Rosalie, Laddie and Crystal White.

The third stop was made at Edwin Marshall's place; his Carnations were top notch stock as they always are. He has a seedling that is a bit deeper in color than Rosalie and which has all the earmarks of a prize winner. Aviator leads in the scarlets, of which he has quite a lot planted, and Crystal White promises to overtop all other whites seen here. Sweet Peas, Myosotis and Mignonette will be grown cool to solve the fuel problem.

Kennet Square is known horticulturally as the home of Wm. Swayne and his greenhouses are always interesting. Here 'Mums in every stage of development and in almost endless variety, both in the large types and in the smaller ones made the trip through the houses a real delight. In addition to all this he has what is perhaps the best house of head Lettuce Chester County ever saw, a house of Radishes just cleaned up, and Carrots sown as a second crop. These are looking fine, but as far as the market is concerned they are something of an experiment. Mr. Swayne was one of the pioneers in the Mushroom industry and Mushroom growing still forms a big part of his business.

Yeatman & Way are large Mushroom growers, with several good sized houses of Sweet Peas. They have been fortunate enough to get a pink and white sport from Yarrawa, a sport which has probably the largest flowers and the longest stems of any Pea ever grown in this section. With a good lot to try out this season, they will be able to tell whether the variety will remain true. Across the road from their place is that of Mr. Scarlet, which is being run under the management of Mr. Parker. This place is also devoted to Sweet Peas and everything is nicely under way for a profitable season.

Being interested in the Mushroom industry, we made a stop at B. Swayne's, where we found modern houses, modern methods and a keen business man; a wonderful success naturally resulting. To mention figures would be to have you doubt the veracity of this article.

Howard Thompson has several houses of good Carnations, a house of Tomatoes and the usual several houses of Mushrooms grown by almost every grower in the vicinity of Kennet Square.

The new 400ft. house of Mr. Richards, as well as the thousands of first class Carnations it contained, were inspected and admired.

Last, but not least, we stopped at the home of Isaac Passmore, near West Chester, and found a wonderful cut of Carnations in the packing room. He has a strain of double Alyssum that is a little better than the average. Material for some new houses was stored up for future use, when the fuel situation has returned to normal. The fuel situation, however, has not been allowed to interfere with improvements in his home, and these have been made with an eye to comfort and convenience that is not often found in the country home. Here our Chester County friends left us and we started for Lancaster, getting back a bit tired, but very much wiser men.

ALBERT M. HERR.

Pittsburgh, Pa.

Changed Market Conditions

Conditions have changed considerably in this market since last report. There are plenty of flowers but the demand has fallen off. Although the influenza epidemic is still very bad and the death rate high, there is not the demand for flowers. Perhaps this is due to the increased muts of 'Mums and the heavy supply of long stemmed Roses. Short stemmed Roses are very much in demand, but there are few of them; on account of the large cuts of long stemmed Roses many of them have to be sold at the price of shorts.

'Mums are now arriving in large quantities and sell very well; prices are not as high as they were several weeks ago. There are plenty to be had at $6 to $15 per 100. Pompons are also coming in in large quantities and sell well. Oftentimes they take the place of Carnations, which are still very scarce. There have been a few Carnations on the market and they still hold up well in price. Dahlias are about done for this season; the shipments that arrived this week were not so good and went begging for buyers. The Dahlia season this year was very successful and the growers are all satisfied with their returns. They had their flowers on the market at a time when they were badly needed and benefited by prices which were higher than ever known in the history of the cut flower business.

American Beauty Roses have dropped in price considerably and many are sold at low prices. There are just enough Lilies coming in to hold the price up, which still hangs around $18 and $20 per 100.

There has been a scarcity of all kinds of greens. Most of the fern and Galax pickers have been sick and, along with the shortage of help, they cannot get enough to supply the demand. Asparagus plumosus and Sprengeri are also very scarce. There are some good Valley and orchids on the market which are in good demand.

News of the City

Jas. J. Higgins has returned from his visit to Chicago. He represents A. L. Randall Co. in the Pittsburgh district.

C. C. Phillips has returned to his duties at the McCallum Co. after an illness of two weeks.

Chas. Puhlman of Carnegie has the sympathy of his friends and the trade in the loss of his year old daughter, who died Wednesday, Oct. 30. N. McC.

Attar of Roses in Bulgaria

According to the *Deutsche Balkanzeitung*, the production of Attar of Roses in Bulgaria this year is considerably below the yield of 1917. The cold weather—snow and frost—had an unfavorable effect on the Rose gardens. The price paid for Rose leaves averaged 60 stotinki per kilo (5.25 cents per pound, at normal exchange). As the leaves of the 1918 crop were of a poorer quality, 300 pounds of leaves were needed for the manufacture of one ounce of oil, as against 185 to 200 pounds in 1917. In favorable seasons the production of Attar of Roses in Bulgaria amounted to about 11,000 pounds per year. This year the production is expected to reach only about 6,600 pounds.

Our Advertising Man's Corner

"A large part of the solid wealth of the country is vested in Goodwill. It should be protected and safeguarded during war times."

Amidst all the problems of the past few months and the time given over to them, how often have you wondered as to whether things are as they should be with those customers who were steady patrons, year in and year out, before the greater part of the world went to war?

Are these customers representing Goodwill, whose orders in the past have been yours, still being kept in touch with? Or are they being allowed to drift away?

Nursing the old customers is an important phase of business. It's the method for preserving Goodwill—that priceless asset.

Car-o-line warns the soft drink manufacturer, who is on a 50% allowance of sugar and who doesn't propose to advertise, that *"some day he may have more sugar than orders."*

Then, what! For those who failed to keep in touch now it will mean a long and costly road later.

Knowing that among your florist trade the majority of your customers read THE EXCHANGE the columns of this paper offer the medium whereby you can keep a firm hold on those whose past patronage means much to you in the future.

"We write to state that your columns gave us entire satisfaction in regard to our advertisement. We have sold our entire surplus of plants in less than two weeks. Le Cluse & Le Cluse, Blue Point, L. I."

"From the numbers of the THE FLORISTS' EXCHANGE which I have seen, I feel that it is one of the first and most essential items in developing a successful business along our lines of Dahlias and Gladioli. R. L. Roe, Ridgewood, N. J."

SNAPDRAGON

Florists who know are stocking up on Snapdragon. This is a year when space must count. SNAPDRAGON will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink**: .00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of r new **Hybrid Pink**, and of our new **Golden ink Queen**, same price. Seed of **Keystone, elrose, Garnet, White, Yellow, Light Pink, uxton** and **Fancy Mixed**. 35c. per pkt.; 3 for 00. Free cultural directions. All orders cash. PLANTS of **Keystone, Nelrose, Yellow. hite** and **Buxton**, $5 00 per 100, $45.00 per 00; less than 100 plants 6c. each. Cash with der. Plants travel at purchaser's risk.

. S. RAMSBURG
SOMERSWORTH, N. H.

LET US QUOTE YOU ON
ALLA Elliottiana
Iris, Liliums, Paeonies, etc.
FOR FALL DELIVERY
JOHN LEWIS CHILDS, Inc.
LOWERFIELD :: :: L. I., N. Y.

GARDEN SEED
ET, CARROT, PARSNIP, RADISH and ARDEN PEA SEED in variety; also other items the short crop of this past season, as well as a l line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS
ay St., NEW YORK, and ORANGE, CONN.

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia and Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

FIELD-GROWN	100	1000
Enchantress. Light Pink	$7.00	$60.00
Matchless. White		50.00
Lady Bountiful. White	5.00	45.00
Winsor. Pink	5.00	45.00

VIOLETS Field Clumps

Princess of Wales ..... $6.00 per 100

Wood Brothers
Fishkill, N. Y.

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Mixed, 500 seeds, $1.00; ½ pkt., 50c.
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
ALYSSUM Snowball. The only true dwarf, 20c.
CYCLAMEN, Giants, trade pkt., $1.00; ½ 50c.
COLEUS. New fancy hybrids, 20c.
CINERARIA, large dwf., pkt., 50c., ½ pkt. 25c.
LOBELIA. Crystal Palace. Finest dwf. blue, 20c
PANSY, Giants, 5000 seeds, $1.00; ½ pkt. 50c.
PETUNIA. Cal. giant Bluejacket. Each 20c
PHLOX Drum. Giant flow. dwf., fine, 20c.
SALVIA Bonfire. Finest grown, 20c.
VERBENA. Cal. giant, mixed or sep., 20c.

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED
LENOX, White **LENOX, Pink**
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

When ordering, please mention The Exchange

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

PANSIES MY GIANT SUPERB PANSY PLANTS NOW READY

Very Finest Mixture, choicest colors. 500 by parcel post, $2.50; 1000 by express, $4.00, by parcel post, $4.50, to 1st and 2d zone. Cash with order.

E. B. Jennings, Box 25 GREENS FARMS, CONN.
(My nearest post office)
GROWER OF FINEST PANSIES

When ordering, please mention The Exchange

Burpee's Seeds
PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

Lilium Auratum
Cold Storage Bulbs
Sizes, 9 to 11 and 11 to 13
Prices on application

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK
When ordering, please mention The Exchange

GROW THE NEW
Improved Primula Malacoides

To follow early 'Mums, will be just right for March and April if grown cool

Of all the many varieties and strains of Primula on the market now there is not one of them compares, even favorably, with the **Rohrer Primula Malacoides.** Years of patience and hard labor have developed this one to perfection, both in growth and size of plant, color and production of bloom. A season, such as this, when coal is scarce and expensive, it is one of the most profitable, economical and popular plants for you to grow. The colors are most beautiful shades of Rose Pink, Light Lavender and Snow White. A cool temperature, 40 to 45 degrees, produces the best results. For November and December delivery:

	100	1000
Pink and Lavender, 2½-in. pots	$6.00	$55.00
Pure White (limited quantity). Shipped Parcel Post, Special Delivery,	8.00	75.00
Obconica, Rosea Gigantea and Apple Blossom, 2½-in.	5.00	45.00
Malacoides Townsend, 2½-in.	$6.00	$50.00
Chinensis, 2½-in.	5.00	45.00
Obconica, 4-in.	15.00	
Chinensis, 4-in.	15.00	

DAISIES	100	1000
Boston Yellow, 2¼-in.	$7.00	$60.00
Mrs. Sanders, 2-in.	4.00	35.00
White Marguerites, 2¼-in.	6.00	50.00
Giant White, 2¼-in.	6.00	50.00
White Marguerites, 5-in.	35.00	
SNAPDRAGONS	100	1000
Peachblow	$6.00	$50.00
Ramsburg's Silver Pink, 2½-in	6.00	50.00
Phelps White, 2½-in.	6.00	50 00
Phelps' Yellow, 2½-in.	6.00	50 00
Giant Yellow. 2½-in.	6.00	50.00
Nelrose, 2½-in.	6.00	50.00
Keystone 2½-in.	6.00	50.00
Enchantress.	6.00	50.00
FIELD GROWN VIOLET PLANTS	100	1000
Princess of Wales	$7.50	$65.00
Lady Campbell.	7.50	65.00
Marie Louise, 3-in. pots	7.00	60.00

CINERARIAS
Dwarf Hybrids, Mixed Varieties.

	100	1000
2½ inch	$6.00	$50.00
3 inch	10.00	

FERNS	100
Scotti, Teddy, Jr., Whitmani, 4-in.	$25.00
Boston and Roosevelt, 4-in.	25.00
Norwood, extra good, 4-in.	30 00
Verona, extra good, 4-in.	30.00
Smithii, extra good, 4-in.	30.00
Norwood, 5-in.	50.00
Scotti and **Teddy, Jr.,** 5 in.	40.00
Whitmani and **Boston,** 5-in.	40.00
Scotti and **Teddy Jr.,** 6-in.	60.00
Whitmani and **Boston,** 6-in.	60.00
Scotti and **Teddy Jr.,** extra heavy 6-in.	75.00
Scotti and Teddy Jr., 6-in., equal to 7-in.	90.00
	Each
Scotti and **Teddy Jr.,** 8-in.	$1.25
Scotti and **Teddy Jr.,** 11-in. tubs,	$2.50 & 3.00
Harrisi, 11-in. tubs	2.50 & 3.00
	100
Bird's Nest Ferns, 3-in.	$25.00
Bird's Nest Ferns, 4-in.	50.00
Bird's Nest Ferns, 5-in.	75.00
	Each
Bird's Nest Ferns, 6-in.	$1.00 & $1.25
Bird's Nest Ferns, 7-in.	1.50 & 2.00

DISH FERNS	100
2½-in.	$5.00
3-in.	8.00
6-in. Pans	40.00
ASPARAGUS PLUMOSUS	100
3-in.	$7.00
4-in.	12.00
HARDY ENGLISH IVY, Extra GOOD	100
4-in.	$15.00
5-in.	35.00
6-in.	60.00

FICUS ELASTICA	Each
6-in. (straight) 2½ ft. high	$75.00
6-in. (branched) 2½ to 3 ft., $1.00 & 2.00	each
PANDANUS VEITCHII	Each
6-in.	$1.25 & $1.50
7-in.	2 00
8-in.	3.00
12-in.	$4.50 & $5.00

CROTONS, GOOD VARIETIES	100
4-in.	$35.00
5-in.	50.00
	Each
6-in.	60c. 75c.
	$1.00 & $2.00
DRACAENAS	100
Dracænas Terminalis, 4-in.	$35.00
Dracænas Terminalis, 5-in.	65.00
	Each
Dracænas Terminalis, 6-in.	75c. & $1.00
Dracænas Fragrans, 6-in.	1.00
Dracænas Fragrans, 8-in.	2.00
Dracænas Massangeana, 6-in.	1.50
Dracænas Massangeana, 8-in.	2.50

JERUSALEM CHERRIES
The **Famous Cleveland Cherry,** with berries above the foliage Bright Red and Orange Queen

	100
3-in.	$15.00
3-in. selected	20.00
4-in.	25.00
4-in., selected	35.00
5-in.	50.00
5-in., selected	75.00

CYCLAMEN
Exceptionally good this season.

	100	1000
4-in., selected	$30.00	
6-in., selected	60.00	

Salmon, Light and Dark, Pink, Light and Rose, Blood Red, Light Red, Pure White and White with Eye.

GERANIUMS—Standard Varieties
We strongy advise ordering early, as the **usual shortage** of standard varieties will be greater this year than ever before.

	2-inch Rose Pots 100	1000
Maryland, fiery red	$4.00	$32.50
Alphonse Ricard	4.00	32.50
Beaute Poitevine	4.00	32.50
Berthe de Presily, silver rose pink	4.00	32.50
Jean Viaud, bright shade of mauve rose	4.00	32.50
La Favorite, finest pure white	4.00	32.50
Miss F. Perkins, deep rose	4.00	32.50
Mme. Buchner, snow white	4.00	32.50
S. A. Nutt, deep crimson	4.00	32.50
Mrs. E. G. Hill	4.00	32.50
3-in. of the above varieties	**$5.00**	**45.00**
Rooted Cuttings		**18.00**

A NEW ROSE and A REAL ROSE. The name is PREMIER. It is well named

You will want to grow it next season. But if you do you had better order your stock **at once. PREMIER** is a seedling from Ophelia and Russell. The Ophelia growth and Russell flower except color, which is a beautiful shade of clear Rose Pink. Almost as large as the Beauty. Own root plants: 100 $30.00; 250 $70.00; 500 $125.00; 1000 $250.00.

Grafted plants, $5.00 per 100 additional. Order shipped in rotation.

HYDRANGEAS
French Hydrangeas and Otaksa Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and Others.

	doz.	100
6-in.	$7.00	$45.00
5-in.	5.00	35.00
4-in.	3.00	20.00

PELARGONIUMS
2½-in. pots. **Easter Greeting** and the best of the other varieties, all named and separate, $10.00 per 100.

GENISTA	100
3½-in.	$20.00
Strong, 5-in.	40.00

MISCELLANEOUS PLANTS
Salvia Splendens, Heliotrope, Coleus, Begonias, Hardy English Ivy, Swainsona, 2-in., $3.00 per 100; 3-in., $4.00 per 100.

CHRYSANTHEMUM STOCK PLANTS

	100
Smith's Advance	$4.00
Chrysolora	4.00
Unaka	4.00
Robert Halliday	4.00
Roman Gold	4.00
Yellow Bonnaffon	4.00
Colonel Appleton	4.00
Maud Dean	4.00
Pacific Supreme	4.00
Dr. Enguehard	4.00
Golden Glow	4.00
White Eaton	5.00
Yellow Eaton	5.00
Jeanne Nonin	5.00
October Frost	5.00
White Bonnaffon	4.00
Chadwick Improved	7.00
Golden Chadwick	7.00
Chieftain	4.00
W. H. Chadwick	6.00
Pompons, all varieties	4.00

Many other varieties not listed.

FIELD-GROWN ROSES
Exceptionally Fine Quality
Two Years Old

Edna Teschendorff	$15.00
Orleans	15.00
Excelsa	35.00
Crimson Rambler	15.00
White Dorothy Perkins	15.00
Tausendschon	15.00

Packing and boxes will be charged for at cost. Terms cash or satisfactory references

C. U. LIGGIT Office: 325 Bulletin Bldg. **Philadelphia, Pa.**

We still have a full line of made-up and single **KENTIAS** to offer. They will not last long, for we are pushing their sale in order to shut down some house during the cold weather. You should get your order in now and be prepared for the best year's business the trade has ever known.

ARECA Lutescens

6-inch pot ..... $1.00, $1.50, $2.00 each

CIBOTIUM Schiedei

9-inch tubs..... $5.00 each

PHOENIX Roebelenii

7-inch tubs..... $3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
9-inch tub, 4-4½ feet high	10.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each	9-in. tub, 4-4½ ft. high (Sep. del.)	$10.00 each
7-inch tub, 36-38 inches high	4.50 each	11-in. tub, 4½ ft. high	12.00 each
9-inch tub, 40-42 inches high	6.00 each	11-in. tub, 5 ft. high	15.00 each
9-inch tub, 42-48 inches high	8.00 each	11-in. tub, 5½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

When ordering, please mention The Exchange

Ferns for Fall and Winter

Stock up your houses now with good saleable stock and be prepared to fill your customer's wants with plants, as there will be a shortage this Winter on cut flowers. Don't let your customer walk out, a choice Fern in a fine basket makes a pretty gift, so be prepared. Send us your order at once.

NEPHROLEPIS Scottii and Teddy Jr. 4-in. pots, $3.00 doz., $22.00 per 100. 6-in. pots, $7.20 per doz. 7-in. pots, $12.00 per doz. 8-in. pots, $1.25 and $1.50 each. **Scottii.** 2¼-in. $6.00 per 100.

NEPHROLEPIS Norwood. 4-in. pots, $4.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 doz. and $9.00 doz. 7-in. pots $12.00 doz.

DRACÆNA Terminalis. 6-in. pots, very heavy, $15.00 doz.

HARDY IVIES. 6-in. pots, fine plants, $6.00 doz.

PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.

Cash with order.

All plants travel at purchaser's risk.

ASCHMANN BROS.

Second and Bristol Streets **PHILADELPHIA, PA.**

When ordering, please mention The Exchange

FERNS TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each.

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

FERNS

Bench-grown stock, ready for 6 and 8-in. pots. Price; 35c. and 50c. Varieties: Bostons. Roosevelts, Whitmanii and Teddy Jr.

HENRY H. BARROWS

WHITMAN, MASS.

When ordering, please mention The Exchange

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ADIANTUM Farleyense Gloriosa, 2¼-inch, $1.75 per doz., $12.00 per 100.

KENTIA Belmoreana, 2¼-inch, $12.00 per 100.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

A Client Writes:

"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

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Chrysanthemum Specialists

ELMER D. SMITH & CO. ADRIAN, MICH.

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Carnations

F. Dorner & Sons Co
LA FAYETTE, IND

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ORCHIDS

Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

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ORCHIDS

Best commercial varieties collected, imported and grown by **JOHN DE BUCK,**

719 Chestnut Street, - SECAUCUS, N. J.

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PRICES ADVERTISED ARE FOR THE TRADE ONLY

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima and Dreyerii. Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100; 7-in., $2[illegible] 8-in., $3.75; 9-in., $5.00 each.

ASPLENIUM Nidus Avis (Bird's Nest Fern). Strong 3-in., ready for a shift, $2.50 per doz., $20.00 per 100.

ASPARAGUS P. N. Seedlings. From best grade house-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N.J.

FERN SPECIALIST

When ordering, please mention The Exchange

Ferns for Jardinieres

NOW READY

Fine, strong plants, in best Varieties and ready for immediate use.

From 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

From 3-in. pots, $10.00 per 100, $90.00 per 1000.

KENTIA and COCOS. Just right for centers. From 2¼-in. pots, $12.00 per 100.

BIRDS' NEST FERNS. From 4-in. pots, 25c. each; 5-in. pots, 50c. each.

BOSTON FERNS. From 5-in. pots, 35c. each; 6-in. pots, 60c. each; 7-in. pots, $1.00 each

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

To American Seedsmen

WATKINS & SIMPSON, Ltd., will be greatly pleased to receive a visit from any of their American customers, their relatives or friends, who may be coming to England in connection with the present war. They will at all times receive a cordial welcome at

27-29 DRURY LANE, COVENT GARDEN, LONDON, W. C.

When ordering, please mention The Exchange

J. BOLGIANO & SON
Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue
to Market Gardeners and Florists
Pratt and Light Sts. BALTIMORE, MD.

When ordering, please mention The Exchange

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

USE WIZARD BRAND
CONCENTRATED PULVERIZED
MANURE
Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure
The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

When ordering, please mention The Exchange

FRIEDMAN'S BEST
TOBACCO POWDER, $4.00 100 lb. sack (For Fumigating and Sprinkling combined)
TOBACCO DUST, $2.50 100 lb. sack
FUMIGATING KIND, $3.00 100 lb. sack
TOBACCO STEMS, $1.50 100 lb. bale
Special prices in Tons and Carload Lots
J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

Advertise Your Stock For Sale in this column.

Giant California Hybrid Amaryllis

With the shortage of many of the customary Easter Plants these Giant Flowered Amaryllis which are more easily grown in pots than Easter Lilies and are far more showy, should prove a valuable addition among flowering plants for late Winter, early Spring and Easter use.

We have been familiar with and have watched this particular strain for a number of years; we have not only seen it growing with the originators, but tried them out in pot-culture in our own houses. The flowers are of enormous size: flowers with full rounded broad petals 10 inches in diameter are not unusual, and 5 to 6 flowers to a stem, frequently two stems being pushed to the bulb. In color there are selfs and stripes, ranging from the purest white ground color with rose or red markings to rich orange-scarlet, cherry, crimson and maroon and all with a satin-like lustre, which in the deeper shades shines as though burnished.

Give these a trial, as we feel certain you will be pleased with the result.

Price: Extra Heavy Selected Bulbs, $6.00 per doz., $45.00 per 100, $400.00 per 1000. 50 supplied at 100 rates, 250 at 1000 rates.

The above prices are intended for the Trade only.

HENRY A. DREER
714-716 Chestnut St., PHILADELPHIA, PA.

When ordering, please mention The Exchange

ULTIMATELY You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House *Why Not Do It Now?*

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

Commercial Rose Culture Eber Holmes
$1.65
A. T DE LA MARE COMPANY Inc.
438 to 448 West 37th Street, N. Y.

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

Decorative Plants
Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

DAHLIAS
Best new and standard varieties. Write for prices before ordering elsewhere
PEACOCK DAHLIA FARMS
BERLIN, N. J.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

Julius Roehrs Co.
RUTHERFORD, N. J.
ORCHIDS PALMS
and Plants of Every Variety

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Wm. D. Manton, son of Thomas Manton, of Toronto, Ont., Canada, who was recently wounded in the head, is at Colchester Hospital and is progressing favorably.

J. Urban Fox, of Cleveland, Ohio, with the forces in France, writes that his regiment is in active service and that he is having many novel experiences.

H. M. Robinson, Jr., of Boston, Mass., is editing "The Trigger" at Providence, R. I., a paper published by the Naval Rifle Range Force. He is said to be the youngest editor in New England. The paper started three months ago with a circulation of 3000 but has increased to 15,000.

Life for Country: Roses for Mother

A few days ago a soldier just returned from France stepped into Van Bochove's store in Kalamazoo, Mich., and ordered a bunch of flowers to be sent to his dead comrade's mother, saying it was the wish of his comrade that on his return home he should perform this service. Probably it was the last personal gift of a brave and gallant soldier and a big argument justifying the use of flowers even in wartime. Doubtless he could have sent remembrances in many other ways but he chose flowers as his last gift to his mother. What he did most likely many others have also, though perhaps we have not heard of them.

Nor does this incident stand alone for a few months ago we read in *The Saturday Evening Post* of the Colonel commanding that battle scarred fortress of Verdun presenting the lady correspondent with a bouquet cut from his garden, almost in the first line trenches one might say. Again Mr. Weston's pictures show even in English camps there is still a place for flower beds. Therefore, while disclaiming that flowers will win the war or are in any way essential we may fairly say they fill a certain place in our lives that nothing else will or can.

SAMUEL BATSON.

Rust on Carnations

I grow a few thousand Carnation plants of different varieties. I have trouble with rust; can you please tell me the reason and if there is any remedy for it?—E. V., N. J.

—The best prevention of rust is to plant strong, healthy plants, not weak plants of run out stock, and then to give these plants continuous good culture. Syringing the plants, when they have an attack of rust, should not be practiced. An even temperature, careful watering of the soil only, freedom from insects, ventilation when necessary, and a frequent stirring of the surface of the soil will all tend to eliminate this disease. Spraying with Bordeaux mixture or ammonia solution is sometimes resorted to, but there is much doubt as to whether any benefit results from this practice [illegible] in the benches. With good culture the plants will probably recover after the rust has run its course.

J. H. S.

Publications Received

First annual Mid-West Horticultural Exhibition, at Des Moines, Iowa, Dec. 10, 11, 12 [illegible], official catalog, program and premium list. Wesley Green, Sec'y Iowa State Hort. Society, Des Moines.

Bacteria, Friends and Foes, bulletin 265, Ontario Dept. of Agri., published at Toronto, Ont., Canada, containing, besides notes on bacteria of ordinary diseases, also interesting information on bacteria in the soil and manure pile and on bacterial diseases of plants; 100 pages, illustrated.

Worcester, Mass.

Business remains good and stock cleans up well at satisfactory prices; Carnations are coming fine now and bring from $2 to $5; Roses, $4 to $10; Violets, $1; pompon and single 'Mums, 50c. to $1 per doz. sprays; regular 'Mums, good quality this season, $1 to $3 per doz.; Lilies, $1.50 per doz. Other flowers such as Dahlias, Cosmos, Candytuft, etc., find a ready market.

The Talk of the Trade

H. F. A. Lange Co., who propagated 'Mums early and started up their large range of glass have been able to keep their retail store well supplied with blooms, even through the big rush of four weeks ago. They are now cutting yellow Bonnaffon.

Walter Currier, local florist, who has a small range of glass, has installed an oil heating arrangement which will be tried out this winter as an experiment. As a safeguard against any costly experiment it is so adjusted that in fifteen minutes it may be changed back to the coal heater. Thus far it has proved satisfactory and is being watched with great interest by local florists and vegetable growers. It is the patent of two local business men and has been used to good advantage in heating residences.

F. L. M.

A Woman Manager

The call for help by industries employed in war work has shortened up the supply available to the trade. At the Rhode Island Nurseries at Newport, R. I., 25 employees recently left. The men in the propagating grounds have to a certain extent been replaced by boys; the latter, however, require considerable overseeing. These grounds, where plants are propagated by the 1,000,000, have been under the efficient supervision of Miss Janet Sherman, as manager, who has the complete detail of everything at her finger-tips. The accompanying illustration shows her on the grounds in a garb adapted for the work, and which certainly has many advantages over draggled skirts.

ALEXANDER MACLELLAN.

Woman manager of nursery. See text

Coming Meetings and Exhibitions

Des Moines, Ia.—Mid-West Horticultural Exhibition, Dec. 10 to 13, including annual conference of the Woman's National Farm and Garden Ass'n. Information obtainable from the Iowa State Horticultural Society, Des Moines.

New York City.—Hort. Society of New York annual Fall exhibition at the Amer. Museum of Nat. Hist., 77th st. and Columbus ave., Nov. 7, 8, 9 and 10. Sec'y, Geo. V. Nash, Mansion, N. Y. Botanical Garden, Bronx Park.

Phoenix, Ariz.—Arizona State Fair, Nov. 11 to 16. W. Ward Davies, Supt. of Agriculture, Mrs. Ernest W. Lewis, Supt. of Floriculture.

Chicago, Ill.—Convention of the Illinois State Hort. Society at the Sherman House, Nov. 19 to 22. Sec'y A. M. Augustine, Normal, Ill.

Late-flowering Gladioli

(Translated from Bloembollencultuur special paper for the Holland bulb trade, being reprinted from the Horticultural Trade Journal.)

Since the institution of our floral committee, no less than nineteen late flowering Gladioli (among which were two primulinus-hybrids) got a first class certificate, and it seems to us interesting enough to see which of these excellent flowers kept also high worth for the cultivation. The varieties are: Europe (1911), Glory of Noordwyk (1912), Panama (1912), Red Emperor (1912), Sieger (1912), Badenia (1913), Electra (1913), Liebesfeuer (1913), Pink Perfection (1913), Prince of Wales (1913), Loveliness (1914), Mme. Mounet-Sully (1914), White Giant (1914), Flora (1916), Majestic (1916), Mrs. Velthuys (1917), Mrs. Frank Pendleton (1917), Primulinus Jane (1914), Scarletta (1917).

Among these are three of no worth to us, because they are not grown here in quantity; they are Sieger, Badenia and Mme. Mounet-Sully. The latter is a very fine creamy white Gladiolus with Orange scarlet spot, has been imported from abroad where it will certainly be found in large quantities. It is grown here, but gives only few corms. Sieger and Badenia are difficult to grow here, which is a pity, especially for Badenia, the color being so distinct.

Europe is surely one of the best white Gladioli though it is hard to grow. In sandy soil is does not grow well, but does better in heavy soil, specially in clay.

Glory of Noordwyk amazed the whole Gladiolus world in its time. The exceptionally well formed blooms of soft yellow tint held everybody's attention wherever it was shown, but we fear that Glory of Noordwyk will, within a few years, follow Sieger and Badenia in being little grown. This would be a great pity, as Glory of Noordwyk is a Holland grown bulb, which we should like to spread all over the world.

Several Fine Reds

Red Emperor has also known better times. We remember very well how a few of these fine flowers were brought by auto car to the flower show and how enthusiastic people were when they saw them. They were beautiful, indeed; large Amaryllis—like bright red blooms on long strong stems; better and finer they could not be. In general cultivation, however, Red Emperor did not seem quite so good and it must, therefore, be classed among those varieties, which will never be important sorts.

Electra, another red, can be grown here with success, and though the color is not so deep and the flower not so large and round as those of Red Emperor, yet it is a beautiful Gladiolus and will always be highly valued by all growers.

Liebesfeuer is one of the best reds we know, and it is well worthy of being grown. It has many merits; the color is of the finest bright red, many blooms open at one time, and the stem fulfills all requirements. We are sure the Liebesfeuer will always be one of the best commercial sorts, for, besides being an excellent cut flower, this variety is of high value for arranging in groups, as the stems are strong and not too long and the color is beautiful.

Panama and Pink Perfection are two pink Gladioli which are well known. Both are cultivated here pretty easily. Pink Perfection is of a fine, distinct pink color and we sometimes find spikes with an extraordinarily large number of blooms. We surely have here two leading varieties, which, both as cut and garden flowers, possess the most favorable qualities.

Prince of Wales is not to be surpassed for its color, both as a cut and a garden flower. Its soft, fine salmon pink color gives this variety a singular charm. Among all sorts which have been awarded certificates it stands alone. There are many white, red, yellow and pink varieties, but there is only one salmon and that is Prince of Wales. This variety also has a future and will always play an important part in our lists.

And what is there to say of Loveliness? Does it not stand quite apart, in the first ranks because of its color? Loveliness will remain with us. Its exceptional creamy white tint attracts attention, while the very large blooms and long spikes meet the high expectations. Its cultivation is easy, which is another reason for its remaining a standard sort.

A Splendid White

White Giant is really the white giant. Thinking of a giant we picture something big, heavy and stiff. But this can not truthfully be said of White Giant. Large, very large, are the blooms, indeed, but heavy and stiff they are by no means; on the contrary, the form of the separate blooms is such that the whole spike has something of a loose and elegant quality, for no matter how many of the gigantic white blooms are opened the spike remains always attractive. The color is pure white. Sometimes we wish that the bloom might have a slight creamy flake on its lower petals, so that the flowers might seem more alive. Again, however, we think of the Nymegen exhibition when we were surprised by the splendid effect made by the snow white of the blooms against background. White Giant is undoubtedly the best present day white.

Flora is an improved Glory of Noordwyk. The color is soft and yet bright, while the blooms and spikes are excellent.

Majestic is certainly the most brilliant red Gladiolus among the elect. In the field, in the bright sunshine the color is dazzling. It will undoubtedly prove of high value for garden decoration. It can also be used for cut flowers with great success. Our only fear is that the blooms will become too much striped by bad weather. Regarding its worth for cultivation we cannot judge, but we have heard that it grows well and if this is true, it is sure to have a good future.

Mrs. Velthuys in 1917 received a first class certificate. It is quite new and one of the most brilliant Gladioli we know of. The separate blooms often become so large that they make us think of an Amaryllis, while the fiery carmine red color gives it an unusual attractiveness. We once had the pleasure of seeing this variety in the open field, where we noted its vigorous stand and luxurious growth and we shall not easily forget the impression that its color made on us. Mrs. Velthuys is sure to make a great stir in the Gladiolus world.

The last of the 17 is Mrs. Frank Pendleton, an American sort, with fine colored blooms. The dark spots produce a fine effect on the lighter pink shade. The spike is excellent and is different from the other Gladioli named, as the blooms stand somewhat separate, which in my opinion is a noteworthy merit.

From the foregoing it will be seen that among the 17 Gladioli which were awarded first class certificate at Haarlem, ten are of Dutch origin, or at least have been brought into the trade or offered for examination by Hollanders. They are Glory of Noordwyk, Red Emperor, Electra, Pink Perfection, Prince of Wales, Loveliness, White Giant, Flora, Majestic, Mrs. Velthuys. Four of these were of German origin: Europe, Sieger, Badenia, Liebesfeuer. One came from France: Mme. Mounet-Sully while the United States of America gave us two varieties: Panama and Mrs. Frank Pendleton.

Primulinus Hybrids

Only two Primulinus hybrids were awarded first class certificates, namely Jane, in 1914, and Scarletta, in 1917. It may be asked whether between 1914 and 1917 no Primulinus hybrids were offered for examination. In fact several hybrids were offered, but no high certificates were awarded. Since that time, however, the regulations regarding first class certificates have been changed. While Jane got a certificate in the first show, Scarletta had first to receive all the other distinctions before it got the highest. In the years 1915, 1916, 1917 several other varieties were given the award of merit, so that we may expect that varieties of this group will get a prize in the near future.

Jane and Scarletta differ very much in color. Jane is of a very light yellow, with terra cotta tint, while Scarletta is an excellent orange red. Both are excellent and will certainly remain principal sorts.

The culture of the Primulinus hybrid is still in its infancy, but we may expect much of them. That sorts like Jane and Scarletta will be surpassed quickly, we do not believe, however.

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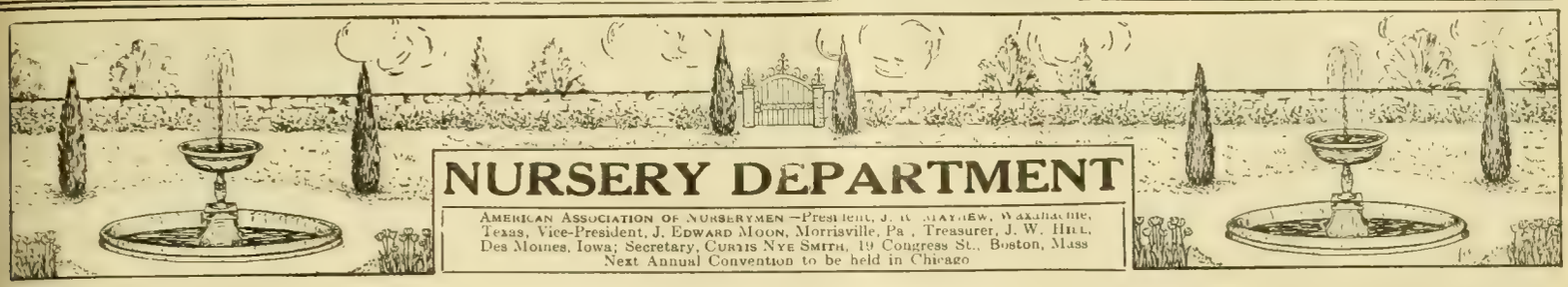

NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. H. MAYHEW, Waxahachie, Texas, Vice-President, J. EDWARD MOON, Morrisville, Pa., Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago.

Taxus baccata aurea

(Subject of this week's illustration)

In the English Yew, Taxus baccata, we have one of the most beautiful of evergreens, its bright green foliage delighting the eye at every season of the year. And then, though it attains to a very large size as the years add to its age, it is always well clothed with green foliage.

The golden form, to which we especially refer, is most beautiful. Both the golden and the green foliage appear at their best, the combination being most pleasing. This is always most noticeable in late Spring, as the new growth is maturing, the colors of both green and gold being then the most vivid.

Besides the golden form of the normal form of this Yew, there are several others which may well be mentioned here. The most prominent, as seen in our nurseries, is the golden fastigiate one, which one might call the golden Irish Yew, for it has much the same habit of growth, but the name elegantissima and others are applied to it. It and the common form of the golden are but two of the several known as Golden Yews, one and all so much in demand by landscape gardeners. There are many positions where one or the other of them may be set to great advantage.

There is, to the advantage of the Yew in all its varieties, the fact that it transplants with no great difficulty, as it is usually well supplied with roots, and one must keep in mind too, that there is now far more care exercised by nurserymen in the digging and packing of all such trees than before, so that losses are rarely attributable to lack of it.

As to the hardiness of the English Yew and its varieties, it is only where Winters are very severe that this evergreen refuses to thrive. It likes shade from the sun in Winter, as do all evergreens for the matter of that.

The propagation of Yews is not at all difficult. Make cuttings of the Summer's growth in late Autumn, place them in heat under glass, and by Spring one may expect to see them all rooted.

J. M.

Taxus baccata aurea

Are all the Plants Labeled in Your Nursery?

Visitors to a nursery naturally expect to find the stock neatly labeled whether it be by common or botanical name. To use both is a common practice and it educates employee and customer alike. Stock taking usually includes checking up of the labels, but if, in the hurry to complete the count, time has not been taken to write labels, now, before digging of orders begins attention should be given this important work.

To consider labeling as one of the non-essentials in the upkeep under present labor conditions is a mistake. Of course the experienced hands, in filling orders, know the identity of plants without their labels, but what if the experienced hands leave for better paying positions or to enlist with Uncle Sam? The employment of inexperienced workers is unavoidable these days, but their efficiency can be greatly increased if they find all plants labeled for them. They are more quickly instructed and what is just as important, there is not the likelihood of the customer getting a plant not true to name. The visitor, too, is impressed favorably when he notes a neatly written or printed label at the beginning of each row of plants, and can find enjoyment in looking over the stock alone, should the salesman be busy with other customers.

Incidentally, if the labels be a 2in. or 3in. wide stake, such as is commonly used, drive it in with the broad side or written fair parallel to the row. It is less likely to be hit by the swing tree or whippletree in hoe harrowing or cultivating than if driven at right angles with the row. If stakes require too much time at this late date, use a 6in. painted label or even the 3½in. painted copper wired label, which is quickly applied, and though small, is better than none. It should be attached to the first plant in the row.

If your Althæas (Hibiscus syriacus) are mixed, check up and label the colors before they go out of bloom. Another possible mixture and one which the writer noticed in a nursery recently, is Hydrangea paniculata and H. paniculata præcox, all under the former name. H. paniculata is more common and perhaps the buyer of same would not object to receiving the earlier flowering type (præcox) mixed with the purchase, but it might not work out so well if all præcox were wanted. Such mixtures are bound to happen in planting the nursery, but when noticed the plants should be individually marked to prevent their being sent out under the wrong name.

High class stock will build a reputation but confidence is best obtained by being conscientious in furnishing plants true to name.

SAMUEL NEWMAN BAXTER.

Women in the Nursery

The time has passed—if such a belief ever existed—that women in the nursery are regarded as an intrusion and as usurping the duties of men. With the reduction of man power, one daily notes the entrance of women into vocations hitherto held exclusively by men. Duties, which in times past would have been regarded as menial and befitting those in poor circumstances are now being performed—and successfully, too—by the most intelligent classes, college girls, if you please.

If other business concerns have seen fit to employ women successfully to solve the labor problem, why not the nurserymen? There are many light duties about the nursery which women might perform satisfactorily. The idea is not new; the following are but a few instances which recently came to the writer's attention in a nursery where women are doing men's work. Weeding of seed beds and herbaceous borders, previously performed by young men and boys, was done by school girls, affording them a healthful and lucrative vacation employment. The same corps followed men pruners in a young orchard, painting the cuts; with a little more time for instruction and experience, these young women might well have done the pruning too. A nice batch of shrub cuttings, carefully lined out in coldframes, was the handiwork of young women from the office force, as was the shearing and training of small evergreens.

Many other duties might well be performed by women, namely, budding, potting of plants, assembling and packing for shipment of small plants (herbaceous perennials or small potted Roses, etc.); directing laborers in the digging of orders; assisting the shipping clerks in addressing bags or packages; picking seed, etc. Every nurseryman has similar positions to be filled and if male help is scarce why not turn to women for assistance as a solution of the labor problem?

Incidentally, if the office staff is large and likely to have some idle moments this Winter the loyal ones surely would not object to the soiling of hands by departing from clerical work to aid the employer in these turbulent times.

SAMUEL NEWMAN BAXTER.

Senecio clivorum

Would you have a bold display in partial shade; on the edge of a woodland or in low moist ground; bold in foliage as well as in the display of flowers? Then plant Seneci clivorum (Groundsel.) The plant grows to a height of 2ft. to 3ft. and just above the heart shaped leaves, which are frequently one foot across, appear the orange yellow Daisy-like flowers, each 2in. to 3in. across and in clusters of eight to ten on the single, fleshy stem.

The blooming period covers the last two or three weeks in August and early September, but even when not in flower the foliage is attractive and appropriate where a bold display is wanted. Although introduced by Wilson from China there should be no objection to its use in a Japanese garden and a group of plants seen recently, used in this connection, looked very much at home and gave the impression that once established they soon form a substantial colony. The plant is quite hardy and the blooms are good for cutting. Seed offers ample means of reproduction.

SAMUEL NEWMAN BAXTER.

The Sea Lavender

The "airiness" which Baby's Breath (Gypsophila paniculata) lends to a bouquet of cut flowers justifies its popularity in being regarded as indispensable. A hardy plant not as well known, but equally as suitable for bouquets is the Sea Lavender (Statice latifolia) which blooms a few weeks later in August. It grows to a height of 2½ft. and one plant, though having only one or two main stems, will spread two or three feet across, with its branches well laden with lavender blooms resembling tiny Lilac flowers.

The plant's only foliage consists of a few large leaves at the base; in this respect the foliage of Sea Lavender is quite different from leaves of Baby's Breath, whose small leaved foliage is borne all along the branches. The foliage of neither plant, however, is essential to its attractiveness, which is due rather to the mist-like effect of the flowers. As Baby's Breath gives the white "mist," the use of Sea Lavender will produce the lavender "mist." The blooming period of Sea Lavender covers two or three weeks in August, to which we might add a week for the flowers when in bud, for they may be cut in this condition—when they are more nearly white—and used for bouquets. The blooms will last for some time; in fact, they may be dried and retained as Winter bouquets. Propagation is by seed; in the nursery plants will frequently spring up from seed of the parent plants nearby. Statice is frequently used as a plant for rock gardens, and considering the fact that this is also true of America (Thrift) and Plumbago Larpentæ (Leadwort), it would seem that the Leadwort family (Plumbaginaceæ) to which they all belong, is truly a wall garden tribe.

SAMUEL NEWMAN BAXTER.

FOUNDED IN 1888

THE FLORISTS EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

If Your Exchange is Late

Do not write complaining of the delay as it is beyond our power to prevent it. The Post Office is undoubtedly doing the best it can for all under circumstances of unprecedented transportation and mail conditions. If your copy does not reach you after a reasonable waiting notify us and we will mail you a duplicate.

This is No Time to "Sob"

But a good time to get busy. This sentence was contained in a recent newsletter from Kalamazoo. Read it. S. B. quite often has the ability to hit off, in a sentence, a column of meaning. He has surely done so in this quotation.

Let each one of those of us who are in nonessential employments get busy, intelligently so, and we will pull through with credit to ourselves and credit with the bank.

The "survival of the fittest" is an expression which is often abused through being introduced in the wrong place or at the wrong time, but it strikes us forcibly that it fits in well with the present day situation of the florist and the nurseryman and others in the non-essential-to-winning-the-war class. With us it most surely is going to be the survival of the fittest, this time, but then we can all emerge as survivors, and fairly husky ones at that, if we will but follow S. B.'s optimistic yet thoroughly practical advice.

Our Big Cities in the Fourth Liberty Loan

A retrospect of the Fourth Liberty Loan bonds subscribed for by the florists in our various large cities shows that so far as New York, Philadelphia and Chicago are concerned the amounts of purchases were remarkably close.

One might say that New York, so much larger a city than the others, should have subscribed more money than it did, but when we look at the conditions surrounding the trade in New York, this will not hold. There are really no growers in the city limits and many of the larger seedsmen subscribed through other agencies than the Florists' Committee, and thus the amount was raised almost entirely by the retail and wholesale florists. Within the confines of Chicago and Philadelphia, however, are quite a number of growers. In Chicago, on account of its central locality, the wholesale florists handle more business than the New York men, while Philadelphia also has the advantage of being the headquarters for the supply trade. Boston, unfortunately, did not have a committee of florists and allied trades. We hope than when the next loan comes along that city will surely appoint one.

The totals raised, so far as our information goes, are as follows: Philadelphia leads with $420,000; Chicago $382,050; New York City $389,500.

"Have you ever been arrested before for reckless driving?" "No, your honor! This is the first decent running car I have owned." *N. Y. Globe.*

Sweet Alice's new job has brought forth these lines from the poet of the *Syracuse Herald*:

Oh, don't you remember sweet Alice, old sport,
Sweet Alice, so languid and pale,
Who shuddered aghast at the mention of work,
And fainted at sight of a snail!
On a fertile farm in the valley, old sport,
Far removed from the big city's thrall,
There are all sorts of lassies at back-breaking tasks,
And sweet Alice works hardest of all!

Reviewing the Coal Situation

To rush to the conclusion, as one of our contemporaries put it last week, that florists everywhere are to have one hundred per cent. coal without further let or hindrance, must have been most disappointing to any who chanced to rely upon that misinformation.

In THE EXCHANGE, issue of Nov. 2, page 689, the limits of the new ruling were most fully set forth.

The only coal released to commercial florists was bituminous or steam anthracite, which means any anthracite below No. 1 Buckwheat, and in size down to dust. These fuels were obtainable in any quantity without reference or regard to the fifty per cent. coal curtailment order of April 24, 1918, "Whenever there is a surplus of such fuel which, in the opinion of the State Administrator, can be spared for such purpose," etc.

The final decision, it is thus easily seen, rests entirely with the Fuel Administrator of each State.

Here is where the State Vice-Presidents of the S. A. F. and O. H. and the officials of local florists' clubs have an opportunity to be of service in cases where their State Fuel Administrator is obdurate; it would be their duty to make an investigation on their own account as to the facts of scarcity or otherwise.

As to the use of bituminous coal: Experts informed us last week (see page 689) that it was not a difficult matter to adjust an anthracite grate to burn soft coal. Florists who have had this experience and have been successful in changing from one fuel to another without changing their grates would confer a favor on their brothers in trade by telling just how they accomplished it—if their way was different from that which we have already published.

Bituminous coal seems likely to be the brand on which florists will have to depend mainly in the future; that is, those who have been using anthracite. Would it not be well, in view of this, for the hitherto hard coal consumers to equip themselves with grates built especially to take soft coal? The expense, we are informed, is but a trifle as against all the advantages presented; the principal one being at the present moment that if a grower can get the bituminous coal (which seems fairly possible) he can maintain his range through this Winter at full capacity.

Fertilizer Crisis Imminent

The National Fertilizer Association declares that the only way to avert a crisis in the distribution of fertilizers next Spring is to order supplies now for earliest possible delivery. Many fertilizer factories are so short handed that production cannot be managed on the old basis of a grand rush during late Winter and early Spring, but only by the most efficient and continuous use of the available help from now forward, and by the shipment of material as soon as prepared. This will eliminate double and triple handling and, it is believed, will make possible the meeting of demands. It will also insure receipt of supplies well in advance of the season and thus avoid delays due either to the holding of orders until reached in their due sequence or to slow deliveries by transportation companies.

The situation a year ago was thought to be serious enough when fertilizer companies were able to fill a maximum of only 75 to 85 per cent. of their orders. Since then the demands of the draft and the calls for men to work in shipbuilding, munition making, war material manufacture and other lines has reduced the available labor in fertilizer factories 30 to 40 per cent. So it is imperative that manufacturers utilize these depleted forces at the highest possible efficiency. This means continuous manufacture and daily shipments. Hence it behooves florists, vegetable and fruit growers to plan their next season's work now and order the fertilizer needed now.

There is no reason to believe that the labor situation will be sufficiently improved in the next six months to approach an antewar basis. Indeed, manufacturers look for even worse conditions. Not only for their own interests but to aid both manufacturers and the whole country, growers must help to the limit. They must order and accept early shipment and use their own buildings for storage, so much is being requisitioned by the Government.

We have all reduced our consumption of Wheat, meat, sugar, gasolene and dear knows what not, as war measures. This new "war measure" must be accepted as a patriotic duty; but like money invested in Liberty bonds and War Savings Stamps, it will bring its reward; for fertilizers are needed to increase production and to secure better prices. The money invested now in fertilizers will be returned with interest at the close of the crop sason; whereas that sent later to manufacturers and dealers may be returned by the next mail, because the order cannot be filled!

Are you too Busy—or Don't you Care?

We are, after many years, still looking for the day to come when our readers will make it a practice to write us freely on the subjects uppermost in trade circles. For instance, there is Plant Exclusion or Restriction, one of the most pregnant subjects of recent years, yet we fail to hear to any appreciable extent from those affected—favorably or adversely. In other lines of business the pros and cons would have had their innings and readers thus been given a more general idea of what it all means.

Are our people so busy that they cannot find time to write, or so indifferent that they don't care?

All things change, including the methods of handling a trade paper. Long drawn out essays and cultural articles must give way to shorter and more "snappy"—yes, snappy is the best way to express it—material articles which go right into the heart of the problems having to do with everyday business. And of such there is no end—yet the editor cannot do it all, the pointers must come to him from the outside if a trade paper is to be lifted out of chronic monotony.

Now here's something for catalog makers—nurserymen, perhaps, more particularly—to dwell on. Subject introduced by John Watson, of the Princeton Nurseries N. J., who, recently sent us a copy of "A Book About Princeton Products," handsomely illustrated and printed and dedicated to the Nurserymen of America. With the catalog he sent a letter which makes good reading for many more than the Editor. Here it is:

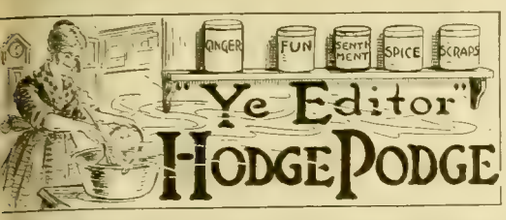
Because I think it will interest you as a piece of printing, and as a maker of fine catalogs yourself, and because it is distributed to the trade in war times, I am sending you a copy of the Princeton Nurseries trade list.

I can't help but feel that the present tendency on the part of so many nurserymen to cut down their advertising and to reduce their catalog expense is a serious mistake. Certainly we have to save paper. But it is poor economy to save it in the direction of possibly reducing the planting of such essentials as ornamental and fruit bearing trees and plants. The Government does not regard as non-essential the use of full pages in the *Saturday Evening Post* to advertise Victor Talking Machines and records. We nurserymen have been given every sort of encouragement by the Secretary of Agriculture, declaring that there should be no let-up in the planting of fruit trees, particularly; and the Director General of Railroads has placed nursery stock in the list of things entitled to priority movement when in the hands of the transportation companies. The distribution of the things that we nurserymen grow has been declared by at least three of the departments in Washington as being vital and absolutely essential.

It would seem to be necessary then only for us to convince ourselves that our activities are not useless and that our business is worth while. It seems to me that this is the very time of all times for us to push our business to the utmost. The wholesale nurseryman is decidedly handicapped, because he cannot create a demand nor develop a market; he can sell only when the retail nurserymen—the distributors—are selling more than they are producing. Our lists addressed to the trade, then, is sent out with this idea. We have tried to make it a handsome list and we have earnestly endeavored to make it an intelligent list. Our aim has been to tell the reader something about our stock and to give him an idea, with comment and illustrations, of its quality. And we have frankly stated the grounds upon which we invite orders from the distributing nurserymen.

It may be unusual to use Warren's 75 pound Cameo Sepia and double-tone brown ink for printing the list. These are not cheap things, as you know, and these illustrations, made from photographs taken for the purpose, represent some outlay. And then, giving over the two cover pages—the most important in any book—to pictures of non-commercial things not at all suggestive of the contents of the book, may be flying in the face of all advertising rules; but I believe those pages have a value and I believe that the man who sees the outside of this book is going to have his interest aroused sufficiently to see the inside of it. We nurserymen are farmers and not experts in preparing advertising matter. But I notice that many advertisers fall into the mistake of talking to themselves instead of talking to their audiences. Sometimes I think we are so close to our own propositions that we cannot see them as they are, but rather as we think they are, or as we think they ought to be; and so whatever we say in our advertising is colored by our own viewpoint and our personal opinions, and we fail to get the viewpoint of the people we are addressing. And in advertising—whether in books, or in papers or in letters—it seems to me it is necessary to know what the other fellow thinks or wants to know and to talk to him from his standpoint. In making up this list, I have tried to make myself the "other fellow." I don't know how successful I have been in the effort to make this a book that ought to bring orders. I shall soon find out.

Mr. Watson has had the courage to issue a good catalog. Several other nurserymen have done likewise this Fall. These efforts may pay and they may not—directly. But if everything else is equal, including careful distribution, and if these efforts are followed up—and the follow-up quite often does the clinching—intelligently, there can be no question of ultimate success, a far more appreciable success than would come to the man who does not put his heart and soul and his good dollars into the planning and making of his catalog—a good catalog is the basis of success.



We can all profit from a great deal of advice by not taking
.—*Albany Journal.*

It is one thing to hear the truth and another to recognize it.
—*Albany Journal.*

Of all sad words of tongue or pen, the saddest are these: "An mpty bin."—*Philadelphia Inquirer.*

As a means to save paper, we suggest that people pay their ills promptly when received. The sending of numerous bills akes time, money and postage.

A high wind struck Riverton, Wyo., the other day and, as a esult, the shadow of an incoming train reached the town wenty minutes before the train arrived.—*N. Y. World.*

The doctor was chaffing one of the patients about his work in he town council. "I'd sooner put up as a candidate for a natic asylum than put up for the town council," said the man f medicine. "I dare say you would," agreed the patient, ith a grin. "You'd stand a much better chance of getting

In the Cyclopedia Americana occurs a funny typographical rror under the title "Fruit." The sentence, condensed, indicates that common Apples contain only 3 per cent. of ectin or jelly forming material whereas "the best rennets" ntain 10 or 12 per cent. What is intended, of course is reinettes," mostly choice dessert varieties!

A quartermaster was hoisting the admiral's flag, and having ecured it was turning away, when a new man who had been atching him said: "Say, Jack, what's the two stars mean in at flag?" The "old timer," after sizing him up, said: "Son, at flag is for two sailors who left this ship and joined the rmy. It's our service flag."—*N. Y. Globe.*

It is authoritatively stated that the largest known flower is und on the island of Mindanao, in the mountains, 2500ft. bove sea level. The natives give it the name of Bolo. Its ve-petaled blossom is more than 3ft. in diameter and weighs 2 lbs. The flower was first found in Sumatra and was called affesia Shadenburgia, in honor of its discoverer.*

We see no reason why a certain young lady should object the "hearty congratulations" extended by one of our ntemporaries on the event of her recent marriage; but we ink she might feel peeved to see the notice sandwiched between a remedy for wireworms and a doleful note conrning the prevalence of Potato blight.—K.

The Arcadian highway dream, so eloquently portrayed by Irs. Stewart at St. Louis, may become a future fact, now at Government is making large use of the highways for my traffic may hasten the building of Government roads, though they may not be as elaborate as that planned by ngineer Cupples.—J. G.

"De trouble wid some people," severely said good old arson Bagster, "am dat dey don't think it necessary to work r de Lawd—dey considers deir whole duty done when dey outs for Him. Dey, magines rumpus is a squidulum for ork, and dey prays like a flivver car and flatters deir selfs y's all th'oo. All dey gives to de Lawd am deir best wishes a loud voice."—*The Country Gentleman.*

I'm wearing last year's mohair suit, and hope by this to eer a Teut, and make old Bill despond; the coin I'd spend raiment gay, for shirts and neckties recherche, will buy other bond. And every bond for which I pay brings nearer ll the happy day when triumph will be ours; when our ave boys will homeward come, and we shall make the old wn hum, and load them down with flowers.—Walt Mason N. Y. *Sun.*

We florists and flowers are "essential." My, but we're glad hear this; maybe we are like sugar and flour, essential, but can't be used too freely. Now we can make up our uquets and look happy while we're doing so, for the florists d those who work in flowers are very like the old song:

"Old man Moses, he sells posies;
All he knows is the price of Roses."

Ask the president of the Rose Society if this is not so? And t is a small job.—I. F.

What can be more distressingly incongruous than a junk rd and a flower garden? Benjamin Hammond, of slug shot ne, remarked in a letter published in his home paper recently, t in traveling through New London, O. he observed a junk ler's home with the front yard filled with flowers. Flowerines were trained over the cottage and a large sign read m Winskers, Junkman." The junk however,was visible at the back; there certainly was no junk in the front d.*

A pedagogue in botany who was scrupulously exacting about quality of milk, asked of a milkman: "What are you giving ir cows now in the way of galactagogues?" "Oh," reunded the dairyman, who was a graduate of an agricultural lege, and not to be outdone in technical matters, "their tenance is wholly of vegetable origin, rich in chlorophyll l opulent in butyraceous qualities." "Quite sure about t, are you?" inquired the professor doubtfully. "Then may give me a pint."*

She was called "Deenia" for short, her name being abbrevid from that fragrant white flower the "Gardenia." She a colored maid, of the true type of the old school, with jetck, kinky hair. The boarding house mistress said to her: ow Deenia, I think we'll have chicken croquettes today, of that leftover pork and calves' liver." "Yes'm," was reply, "'en we's got a little bread dressin' dat went wid it; pose I jist throw in a little cider and make Apple sauce 'en hit, Mum?"*

Ninety per cent of the troubles we worry about never happen.—W. F. Gude.

Employees in Greenhouses Are Not Compelled to Seek War Work

Wm. F. Gude, Washington representative of the S. A. F., ever zealous of the welfare of the trade, again sets at rest the rumors and newspaper stories which have been going the rounds to the effect that florists must quit their work in the greenhouses, seek war work, or be forthwith inducted into the Army.

Employers should explain this matter to their men. Follows Mr. Gude's letter and the official reply thereto.

You will remember my letter under date of Sept. 10, 1918, giving my interview with General Crowder and his statement that florists should not be unduly exercised about being drafted into war work.

On last Sunday (Oct. 27) I received a special delivery letter, enclosing a half page from a daily newspaper, with the statement that all persons in the florist's business from 18 to 65 should either quit their jobs at once or be drafted into military service.

On receipt of this I immediately arranged an audience with the War Industries Board, Priority Division, Washington, D. C., because if there was anything that I could do to help florists East or West, North or South, I would do it. The audience was on Monday, Oct. 28, at 2 p.m., at which I presented the letter from Denver, with the clipping from the paper.

After a pleasant conference at which I presented our case, stating that my mission was not to obstruct war industry but to conserve the florist industry as well as every other industry as much as possible while the war was going on, they then told me that I should have a written communication next day.

I am now enclosing you the official communication of the War Industries Board, which I trust you will print in full and which should reassure all florists.

October 30, 1918

From: Chief of Labor Section, Priorities Division.

To: W. F. Gude, 1214 F. st., N. W., Washington, D. C.

Subject: Florists' labor.

1. You have called our attention to a letter dated Oct. 24, addressed to you from Davis & Whitney, Attorneys at Law, Denver.

2. This letter states among other things in substance that a United States Employment Service agent in Denver has stated to men who are working as florists that unless they absolutely quit their jobs before Nov. 1 they will be inducted into the military service immediately; further that this covers every man between the ages of 18 to 56.

3. If an employment agent made such a statement we think it was unauthorized. The fact that a man is employed in a florists' establishment would not in all probability entitle him to consideration for deferred classification on industrial grounds, but such a man, provided he is not a clerk in a florists' store, is not engaged in a nonproductive occupation within the meaning of General Crowder's present "work or fight" order, and would not lose his right to deferred classification on dependency grounds, or his order number, and be inducted into service because he chose to remain in his employment. This is in accordance with the present law and regulations.

4. You will understand that this does not apply to a clerk in a florist's store who comes within the "work or fight" order.

5. You will agree with us that the florist business is among the less essential businesses. The need for most effectively utilizing the man power of the country in the present emergency demands that so far as possible able bodied men should be either in the service or in some war industry, and it is perfectly proper that such men should be encouraged by the Employment Service, or by anyone else, to get into a war industry. It is not, however, as we have said, proper to use as a means of compulsion a statement which is not justified.

(Signed) A. W. CLAPP,
Chief of Labor Section
Priorities Division.

Make a Profit

[The Michell Seed House of Philadelphia has become so imbued with the fact that many florists charge too little, that it has reviewed the situation and presented the case as florists should see it. After reading what it has to say those florists whom this affects should experience a change of heart for their own good and for that of the trade.—Ed.]

These three words on a sign stand out very conspicuously on the wall in the office of the head of a large department store in Philadelphia. The sentence is short, but it means so much! Yes, more than most of us in business stop to realize.

Many florists today are basing their selling prices of cut flowers, plants, and for services rendered, on olden time costs. Conditions have changed, labor has advanced, hours have been shortened, delivery service by auto in many cases has been forced upon them—everything that enters into the conduct of the business (including everything you buy to sell again, such as seeds, bulbs, pots, supplies, etc.) costs much more.

Look at the price of coal! Wax paper costs now double what it did a year ago. Cotton twine in three years has increased about five times its former value. In fact, we could go on in an endless citation of things like this.

Have you increased your selling prices for plants, cut flowers, funeral designs and labor performed for your customers? If not, why not?

Every florist knows the cost of everything he buys; he should also know the cost (and he can easily figure it) of everything he grows himself, and the cost of any labor he performs, and add a fair profit for his services. The public does not want to be squeezed, but it is willing to pay a fair price for anything it wants. In every line (except the horticultural industry) unheard of prosperity is being enjoyed, and that same prosperity is right at hand for the florist.

One of our representatives was recently in the retail store of a florist in a town that is doing an enormous volume of war work, when a prospective customer came in and asked the price of funeral designs, whereupon he was informed that this ranged from $2.50 up to $5. The prospective customer walked out without leaving an order. And why?

The price quoted appealed to the buyer as too low. He wanted something better than that offered, and he was willing to pay for it, which he did elsewhere later in the same town. Imagine the folly of quoting such a price! And cut flowers at the premium they have been for several weeks! The florist didn't stop to think that tinfoil costs double; wire costs about three times; twine costs five times, and paper twice its normal price.

Some florists are still selling Geraniums in 4in. pots (the pot going with them) for 10c. They think they can't get more than 12c. or 15c. for an Easter Lily flower or a Hyacinth.

Man, it costs you more than that to grow these items, so don't figure that you've made a profit. You have actually lost money, and the quicker you realize it, the better.

Mr. Florist, this little reminder has been written in your interests. If you want to make a profit, be able to pay your bills when due, make a living and be able to lay something aside for a rainy day, which is your just due, charge fair prices; make a profit. Start today. Now.

The dreams of the newly fledged gardening suburbanite do not immediately come true. Inexperience and other adverse circumstances have accounted for many failures and disappointments, and lack of perseverance has led unlucky ones to abandon all hope of success. Here's an example: They decided to live in the suburbs, and nothing would do but they must have a garden. They were almost speechless over first Radishes, but their ardor cooled when their Lettuce refused to head, their Onion seeds yielded unbelieveably small Onions and predatory rabbits ate all their Peas. "But Tomatoes?" questioned a sympathetic caller. "They are so easy to raise. Surely you had good luck with them?" "They were the worst disappointment of all!" wailed the bride. You know there are two kinds of Tomatoes and we *thought*,, we were planting the red kind, but those horrid old Tomato bushes are just covered with green ones, which we don't want at all, as we never eat pickles."—P.

Obituary

John Mackie

John Mackie, of the firm of Armstrong & Mackie, retail florists, Eighth ave., at 45th st., New York City, died at the age of 31, of pneumonia following influenza, at the home of his mother in New York City on Sunday, Oct. 27. The funeral services were held at the Holy Cross Church in this city on Thursday, Oct. 31, and the interment was at Madonna Cemetery, Fort Lee. Mr. Mackie was the brother of William Mackie, the wholesale florist of 105 West 28th st. He was a member of the Elks, Knights of Columbus, Woodmen of the World and several other fraternities. He was unmarried.

Joseph A. Becvar

We regret to hear of the death of Joseph A. Becvar, on Oct. 24, at his home at Sayville, N. Y., after a short illness of pleurisy. The funeral services were held at his late residence on Lakeland ave. Mr. Becvar was born on Nov. 28, 1885. He began his life work with L. Noe, of Madison, N. J., then became private gardener for W. K. Vanderbilt, going from the latter employment to become head gardener for Eben Richard, of Tuxedo Park, N. Y. About three years ago he engaged in business for himself as a commercial grower and florist and continued these activities until his death. He had been a subscriber to The Florists' Exchange for the past 17 years, was for some time a member of the New York Florists' Club, and belonged to the Royal Arcanum and Foresters of America. Mr. Becvar leaves a widow and two children.

Directory of Reliable Retail Houses

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Albany, N. Y.

Danker — The best service

The Rosery Flower Shop — ALBANY, N. Y. 23 Steuben Street. The best flowers and prompt service to out-of-town orders.

Allentown, Pa. — Ernest Ashley FLORIST. Store, 1012 Hamilton St. Both Telephones. Can fill your Telegraph Order. Greenhouses, Bethlehem Pike.

Allentown, Pa. — John F. Horn & Bro. STORE: 20 North Sixth Street. Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.

HOTALING, *The Florist*
58 MARKET STREET
Satisfaction and personal attention guaranteed

Boston-Becker's

Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST — 144 Massachusetts Ave. BOSTON
All orders will be reciprocated

Carbone

BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers

BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop. Yours for reciprocity.

BRIDGEPORT, CONN.

JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS.

Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc. — 220 Washington St. BROOKLINE, MASS. Established 1886

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to all of its advertisers Test it yourself.

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.
Penn, The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y.

ESTABLISHED 1869
James Weir, INC.
324 Fulton Street, Our only store

Wilson FLORIST — Brooklyn, N. Y. Main Store: 3 and 5 Greene Ave. Corner Fulton St.
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON

440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop

219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

W. J. PALMER & SON — Palmer's — 304 MAIN STREET BUFFALO, N.Y. — Members Florists' Telegraph Delivery Association

Scott the Florist

Buffalo, New York

Gove The Florist — Burlington, Vt. Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist — Rodgers Floral Co. 219 KING STREET CHARLESTON, S. C.

In its Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

Scholtz, the Florist, Inc

CHARLOTTE, N. C.
Charlotte and Vicinit

Friedman Flowers — CHICAGO ILL. 522 So. Michigan Ave. Congress Hotel
Courtesies Extended to all Florists

A. Lange — CHICAGO, ILL. 25 E. Madison S

CINCINNATI, OHIO

150 EAST FOURTH STREET
HARDESTY & CO. — The Best Flowers That G and Experts to Arrange Th

CINCINNATI, OHIO
E. G. Hill Floral Co.

532-34 RACE STREET
Also Motor Delivery to Newport, Coving and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son — CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Florist

For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE T EAST 105th STREE

KNOBLE BROS.

1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists — CLEVELANI OHIO 735 Euclid Avene

Flowers and Ser
Westman & Getz — 5923 Euclid Ave
CLEVELAND, OHIO

ORDERS FOR Colorado Springs AND VICI T
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

Suggestions for Thanksgiving Day Local Newspaper Advertisements

Thanksgiving, this year of 1918 calls for advertising of an entirely different order. For that reason we have taken the liberty of presenting on this page four advertising suggestions for that day compiled by members of *The Florists' Exchange* staff as being the most appropriate feature for this week's Retail Department.

(A Suggested Advertisement for Thanksgiving Day—By J. H. S., of The Florists' Exchange staff)

Thanksgiving Flowers

If you are thankful this Thanksgiving Day to the All-Giver that the darkness of the hideous night of imperialism and militarism is giving way to the dawn of that day,

"When the war drum beats no longer
and the battle flags are furled
In the parliament of man, the federation of the world—"

If you are grateful for the nourishment of your body and mind and spirit, and for whatever you have done in the past year to help your fellow men, and they have done to help you, "Say it with Flowers," the sweetest and most universal language ever spoken by man.

(Here insert name and address)

Choice and Seasonable Flowers
Prompt Delivery

(A Suggested Advertisement for Thanksgiving Day—By C. L., of The Florists' Exchange staff)

★★★

This Thanksgiving in the Homes of the American Crusaders

Flowers for every service star
—his favorite for preference

They will stand as silent sentinels of his willingness to serve, and yours to sacrifice, if needs be

Our connections permit us to fill orders for all the American continent and abroad

Name of florist.....
City or Town.....

(Suggested Advertisement by G. S., Florists' Exchange staff)

Flowers for Thanksgiving Day

THERE will be no turkey this year, it is true. One kind has gone to the soldiers (for which they are thankful); the other kind has gone to the dogs (for which we are thankful). **BUT**

There will be plenty of **flowers** and we can offer you the best on the market:

CHRYSANTHEMUMS, great, rich, wonderful blooms, a joy and delight, in yellow, white and other colors.

ROSES, American Beauties in perfection; other kinds in profusion, no less attractive.

CARNATIONS, piquantly scented, bright colored and cheerful.

All these and other kinds to adorn the Thanksgiving Day table and add to the pleasure of the festive meal.

Also Corsages for personal adornment, as a sign of joy and thanksgiving for the victories of our boys "Over There."

Or tastefully arranged baskets of blooms for intimate personal gifts.

All at moderate prices, but of unquestioned quality.

Remember your friends or dear ones in distant places; we can send them floral messages by F. T. D. (Our system of telegraphic delivery.) "Say it with flowers."

Then finish Advertisement with your name and address

(Form of Thanksgiving advertisement for your local paper intended to reach the homes of business and professional men. Prepared by A. T. D., Florists' Exchange staff.)

Will You Give Thanks?

The Civil War ended over fifty-three years ago, and no doubt Thanksgiving Day, 1865, was an event of events, a celebration the memory of which some of our citizens still retain.

With sorrow for those who had fallen was mingled the joy that Peace prevailed and a United Country was existent to face the world. The result of the Civil War has led to the results now accomplishing in the Great War.

So this Thanksgiving of 1918 sees us nearing the millennium, the end of all wars. It should be a "day of days," only to be surpassed by that of 1919, when "our boys" have come home and can sit at the table with us.

Your rooms as well as your table should be profusely decorated with flowers and greenery, emblematic of hearts filled with rejoicing—without these accessories the spirit of the day will be sadly lacking.

We will have in stock for that day everything seasonable in flowers, Autumn leaves and greenery.

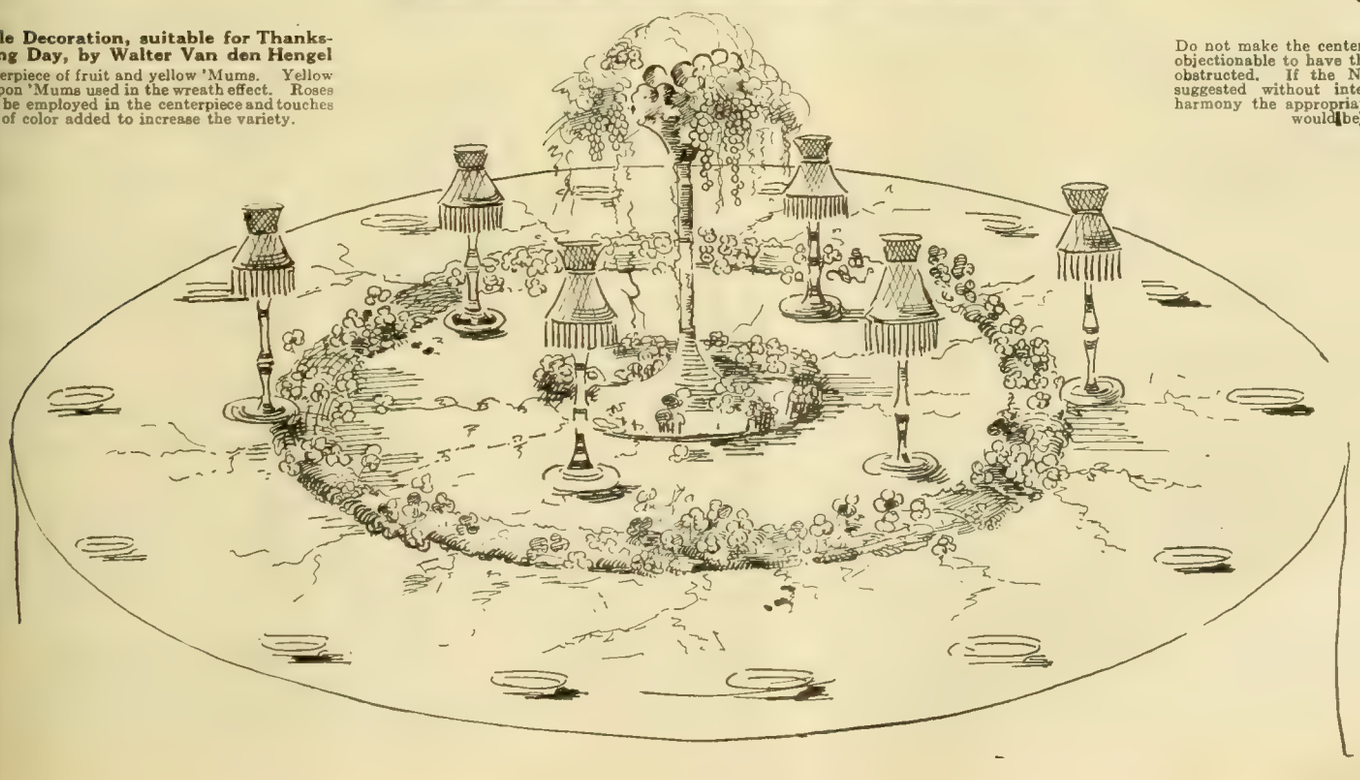
We will be delighted to have you call and examine our stock and to make you an outline of the decorating we can do for you at a modest outlay, for Thanksgiving, 1918. Or call us up, phone ....

(Here follow name and address)

Table Decoration, suitable for Thanksgiving Day, by Walter Van den Hengel

Centerpiece of fruit and yellow 'Mums. Yellow pompon 'Mums used in the wreath effect. Roses may be employed in the centerpiece and touches of color added to increase the variety.

Do not make the centerpiece too low, as it is objectionable to have the view across the table obstructed. If the National Colors could be suggested without interfering with the color harmony the appropriateness of the decoration would be enhanced



· Directory of Reliable Retail Houses ·

"Say it with Flowers"—At the end of 30 days *"Say it with a Check"*

FLORISTS EVERYWHERE

MEMBERS OF THE F. T. D. AND OTHERS

Whenever you receive an order for flowers from another florist—make every effort to fill it, and promptly at that.

Service must be the keynote—not only to your own customer, but in filling all F. T. D. orders sent you by a brother florist.

If you cannot fill the order at the time requested, write or call up the people to whom the order is to be delivered and tell them that you have a message to deliver to them from their friends, but that at the moment you are all out of flowers, but will satisfactorily fill the order at earliest. Immediately notify the florist who sent you the order of what you have done.

DO BUSINESS IN A BUSINESSLIKE WAY

THE FLORISTS' TELEGRAPH DELIVERY

For Better and More Efficient Floral Service to the Public as well as from Florist to Florist

---

COLUMBUS, OHIO, AND VICINITY

THE MUNK FLORAL COMPANY

GROWERS

Can fill all retail orders — 19 South High Street

DALLAS, TEXAS

LANG FLORAL AND NURSERY CO.

FINE FLOWERS—PROMPT SERVICE

Heiss Company — DAYTON, OHIO

FLORISTS — 112 South Main St.

The Park Floral Co. — DENVER, COLO.

B. E. Gillis, Prest. E. P. Neiman, Sec.

1643 Broadway — Colorado, Utah, Western Nebraska and Wyoming

points reached by express. Orders promptly filled. Usual discounts

---

DETROIT

MICH.

Orders given best care by these four F. T. D. Members

John Breitmeyer's Sons

BROADWAY

Fetters Flowers

17 Adams Avenue E

Gust. H. Taepke Co.

Walter E. Taepke — 95 Gratiot Ave.

The L. Bemb Floral Co.

Albert Pochelon — 153 Bates Street

Yours For More Co-operation

SMITH, *THE FLORIST*

EAST ORANGE, N. J.

We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York

---

Leahy's—Telegraph Florist of Elizabeth, N. J.

We give the best of service — 1169 E. Jersey Street

Bad Odors in the Floral Shop

[This article has not been written or published for those florists whose stores are typified in the first paragraph, but for such few as do not appreciate the business assets of fragrance and neatness.—Ed.]

Comments are sometimes heard concerning the beauty of the larger floral shops, and the wonderful odor of fragrant flowers. Some shops are veritable fairylands in this respect. Taste and refinement enjoy visiting them.

How unlike this description are some of the small shops, especially those on side streets in the larger cities, where the owner, his wife and relatives do all the work, make little attempt to keep the place bright and fragrant, and where cooking is done in the store proper.

In the floral business during rushes, time means everything. With a small force the florist hasn't time for trips to the restaurant or home, so his shop is equipped with a dining room or a gas stove upon which coffee, soup, canned goods, etc., are hurriedly prepared. A good dining room is a great advantage to any florist, but it should always be on the second floor so odors may not permeate the store proper. It should never adjoin the main store, with a doorway opening directly into the store. Nor should it be in the basement.

Two cases the writer knows of are especially interesting. In one a florist, employing about ten people in normal times, has a kitchen and dining room in the basement. As the building is old and there are numerous small openings between the basement and the main store, odors of coffee, soup, onions, cabbage, etc., fill the store whenever a meal is on the stove. The operator in the adjoining store has been wrangling for years with the florist because the cooking odors permeate his store through the party wall. He often has to tell his patrons that he isn't cooking soup, but that his neighbor is.

In the other store a woman who has been operating the shop for years, cooks all her meals in the rear of the store, though her room is nearby. The coffee pot is nearly always on the stove. Onions are peeled at the main work bench, which is used for a table. It is not unusual on entering the shop, to be almost knocked over by the smell of cooking food, and to find a meal in progress in the rear of the store.

In the same city a florist, who is conducting a high class establishment, and endeavoring to keep it clean and fresh, is bothered by a restaurant established next to him after he had installed a fine store. He has had a steady fight to prevent the restaurant's cockroaches from wandering all over his store, and it has been impossible to keep out all the odors, though the restaurant owner has installed exhaust fans in the kitchen to drive the fumes out at the roof, and though crevices have been tightened as much as possible.

A Mrs. Malaprop once spoke of the "effluvia" of the beautiful Roses in her neighbor's yard, not knowing the true meaning of the word. Webster defines the word as "disagreeable exhalations arising from decayed matter." Such floral shops as described send forth odors which suggest effluvium, but much of this could be readily stopped if the florist took time to consider what it means to his business. A barber shop has usually a pleasant odor due to use of scented soaps, etc. The old fashioned drug stores used special preparations to give an attractive odor. Even today some druggists use perfume to spray their stores in order to make an attractive atmosphere.

Baker Bros. Ft. Worth Texas

FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to

Drumm Seed and Floral Co.

Fort Worth Texas

GALESBURG, ILL.

I. L. PILLSBURY

Careful attention to all orders — PILLSBURY'S CARNATION STAPLE

HENRY SMITH, *THE FLORIST*

GRAND RAPIDS, MICH.

MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST — HARTFORD, CONN.

Stores: 741 Main Street, 364 Asylum Street

Greenhouses: Benton Street

GEORGE G. McCLUNIE

HARTFORD, CONN.

165 MAIN STREET, SOUTH

FLOWERS

Spear & McManus, *Florists*

242 ASYLUM STREET

HARTFORD, CONN.

Welch THE FLORIST — ANDREW W. WELCH, GEORGE F. LANE

180 ASYLUM STREET

Hartford Connecticut

Highland Park Greenhouses

Telephones 75 and 85 — HIGHLAND PARK, ILLINOIS

Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

---

Kerr The Florist — **ORDERS FOR TEXAS**

HOUSTON, TEXAS

Bertermann Bros. Co — INDIANAPOLIS, IND.

241 Massachusetts Ave.

Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

---

MILLS *The Florist, Inc.*

36 West Forsyth Street

We reach all Florida and South Georgia points — Jacksonville, Fla.

Jacksonville, Florida

Telegraph orders for Florida promptly and carefully executed. Usual discount

TOMLINSON-KEY FLORAL CO.

· Directory of Reliable Retail Houses ·

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

We have the faculty of having a good stock of Flowers at all times
NO DISAPPOINTMENTS HERE
"WE STRIVE TO PLEASE"
ALPHA FLORAL Co.
1105 WALNUT-PHONES 1806
Altman Building, Kansas City, Mo.

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL
SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST. 1873
550 FOURTH AVENUE — LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
432 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to its advertisers. Test it yourself

An attractive atmosphere, both of the air and the general outlay of the store, means much to the florist, and brings business. The woman of refinement, who has just eaten a good meal is likely to become sick or faint upon entering a store and being struck by odors of cooking. While cooking food smells good to a hungry person, it has a different effect when one has just been fed.

The stables and garages of small growing and retailing shops should be far removed from the store; manure or fertilizer piles well in the background; stale flowers, which begin to get sour, should be removed, and not thrown into a nearby box, but carried to a distance.

Florists are today getting much better prices than ever before. These are justified. However, shops operated in a haphazard way, cannot expect to get prices obtained by the better ones, nor to secure the same class of business.

A short time ago a florist operating a disagreeable small shop on a side street, commented on the prices that a leading florist was getting. The little fellow considered that the public is crazy for paying the prices asked. He was getting $1 to $1.50 for Roses that the larger competitor was getting $2 and $2.50 a doz. for. It isn't a question of the side street so much as of the appearance of the side street shop, and the general atmosphere of the place. Customers entering the large shop would in realty rather pay $3 a dozen for good stock, than $1.50 and be compelled to go into a dirty shop, where service is bad, and general conditions worse.

Attention to these small details will put many a dollar into the pocket of the retailer. Of course, some of the little fellows, who haven't much help, and who would probably have to close shop to go out to lunch, are rather hard pressed for a hot meal. However, the Thermos bottle will hold coffee or tea hot for many hours. Missing a hot meal once a day isn't likely to hurt anyone, as hot meals in the middle of the day are mainly a matter of habit. A cold lunch with a bottle of hot coffee, is good enough for anyone. Meals of this sort may be readily eaten without smelling up the whole place. It would in fact be much better to close the store for a half hour, and go to a nearby restaurant, or secure an assistant to watch the store.

Food and flowers will not mix. It is the beauty of flowers that appeals to the artistic temperament and results in the large sales. There is nothing artistic about rough food or the smell it gives off when cooking. Much food is artistic by the time the chef gets through with it and it is properly served, but coffee, onions, soups, etc., in the floral shop hardly appeal to the artistic in anyone.

A. W. Williams.

A Password as Well as a Slogan

Business everywhere during the present period, especially in the florist's line, has gone beyond the expectations of all of us, of course in a great measure due to the unfortunate epidemic which necessitated everyone's being worked to the limit, employer and employee alike, and everybody from the wireworker to the grower sharing in the rush to fill orders which came from all directions.

Now, during a rush like the present we are apt to forget the condition of the future, as for instance, where the demands for flowers have been many on account of the influenza epidemic, there would be a curtailment of flowers for personal use later on, due to the fact that the unusual expenditure by the customer will alter conditions.

It is up to us to keep the ball rolling by continually advertising our slogan "Say it with Flowers."

Now, many may ask, "Why advertise our product when we have a shortage of flowers, as perhaps will be the case later?" Do you realize that when you create the demand you also stimulate production so that there will be something to fill the bill, if not in one kind of stock, then in some other sort?

Have you noticed how many manufacturers have been advertising their product to the public, although the Government has commandeered their entire output for the period of the war? This is done for the sole purpose of holding the good will of the public, so that the product may not be forgotten when times become normal again.

What do you think the slogan will mean to every tthinking man, woman or child, when doubt arises as to what to send to mother, father, sister or brother? Do you realize the effect it will have? And if all who use printer's ink will make use of our slogan, do you realize what the future has in store for you?

Go the limit with the slogan and you will merit the benefits more and more.

Henry Penn,
Chairman National Publicity Campaign.

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's
Nashville, Tennessee
200,000 Feet of Glass

NEWARK, N. J.
Begerow's
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger
883 Broad St.
NEWARK, N. J.
Choicest of Flowers
Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass.
And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST
Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE
135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F. T. D.

Write the Florists' Exchange for particulars of its Book of Floral Designs de Luxe. The most popular book for the retailer ever published.

. Directory of Reliable Retail Houses .

VIRGINIA

NORFOLK — Grandy THE FLORIST 269 GRANBY ST NORFOLK VA — FORTRESS MONROE

Special Messenger Service to above City $1.00

NORFOLK'S TELEGRAPH FLORIST

New York — MAX SCHLING — Phone, 7241 Plaza — 785 FIFTH AVENUE

M. A. Bowe — IN HEART OF NEW YORK CITY — 332 Fifth Avenue — 'Phones {358} MADISON {359} SQUARE — Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST — We Guarantee Satisfaction — NEW YORK — 413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS — 2139-2141 Broadway — NEW YORK CITY — Phones {1552} {1553} Columbus — ESTABLISHED 1849

DARDS — 341 Madison Avenue New York — ESTABLISHED 1874

Help do your Bit today.
By selling THRIFT and WAR SAVINGS STAMPS.
Stand behind the FOOD CONSERVATION LAWS.
Display prominently PATRIOTIC POSTERS.
DO IT NOW.

Thos. F. Galvin Inc. — New York 561 Fifth Avenue — Boston 1 Park Street 799 Boylston Street — Deliveries to Steamers and all Eastern Points

Hession — MADISON Ave. at 76th St. NEW YORK — QUALITY FLOWERS — PLANT SPECIALISTS :-: Two Greenhouses on Premises — Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist — 426 Madison Avenue and 49th Street, NEW YORK — Also Ritz Carlton and Vanderbilt Hotels — Telephone: Murray Hill 783 — Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace — Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS. — Main Store: 2077 BROADWAY — Branches: 2703 Broadway and 1664 2d Ave. — NEW YORK CITY

GET ACQUAINTED — NEW YORK CITY — ADOLPH MEYER — 1062 MADISON AVENUE 'Phone, Lenox 2352 — Flowers Delivered Promptly in Greater New York City and Neighboring States

Giving Service

If the Florists' Telegraph Delivery is to achieve the success and the proportions which are open to it, namely, to cover the United States, Canada, England, France and later on encircle the world, all of which is its legitimate field, and readily within the possibilities, those who are in it now, the pioneers of the movement—for many as they are today they constitute but the vanguard of the great membership that can be created—these pioneers, we repeat, must see to it that the foundations are laid broad and deep.

The F. T. D. itself might well issue a sort of catechism and confer membership only aften an applicant had satisfied the Board (examiners) that he was fully informed as to the ethics and principles necessary in order to be a worthy representative of the Association.

After all, this is not asking too much; it is only following out the rules which are the guide and mainspring of every successful business.

The members must act as a unit in all they do and the Service must be perfect.

Scores of enthusiastic F. T. D. men at St. Louis last August heard many instances of what Service had accomplished for the narrators; in giving Service to fill orders some had lost money in the effort, others had secured immediate returns, but all had gained the one thing necessary, above all others for permanent success—a reputation for Service.

Maintain Steady Nerves

Flower Gardening is the Purest of Human Pleasures and the Greatest Refreshment to the Spirit of Man

While we must continue to encourage the making of war gardens, we must not forget that it would merely give the enemy encouragement to banish all beauty from our dwellings and neglect the flower gardens that make our homes attractive and something to fight for.

George Washington surely had at Valley Forge troubles that we have not yet begun to experience in this war, but that did not prevent him from giving minute instructions in his letters as to the upkeep of his flower garden at Mount Vernon, which even today is a show place as a fine piece of landscape and gardening work. Probably the very thought of this garden, awaiting his return, may have helped him to preserve that iron and indomitable determination by which he kept alive hope in the hearts of his soldiers when everybody seemed to be against them—even the Continental Congress, which was pledged to give them earnest support and yet at one shaky time in its history left Washington to hold the bag.

Washington loved the charm of his garden and knew how to enjoy it. In the Spring and Summer, when he had no war on his hands, he not only worked in it, but lived in it, having parties on the lawn in sheltered nooks, taking his meals by some quiet pool or fountain, or, while the flowers sent up their fragrance and the stars sent down their soft light, spending the evening in silent and solitary meditation—in that meditation of solitude which is said to have nurtured and developed most of our great men.

It looks as if even the newspapers are beginning to realize that we need in this country a little more calmness and composure. The distinguishing characteristic of Washington and other great leaders was that they were calm and serene when almost all persons had lost their heads. You will find that all these distinguished men spent a large part of their time in quiet gardens, even during war, when it was possible to fix headquarters where they could enjoy the use of a garden. Therefore, while we are encouraging the people to make vegetable gardens, it may be as well to caution them not to forget that the modest little flower gardens of the homes are

GEO. E. M. STUMPP — 761 Fifth Avenue — NEW YORK

Young Irmgard — 42 West 28th St. — NEW YORK — Telephone Madison Square 2065-2066 — We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN — Successors to H. W. FIELD — SMITH COLLEGE FLORISTS — NORTHAMPTON, MASS.

Omaha, Neb. — HESS & SWOBODA — FLORISTS — 1415 Farnum Street — Phones—1501 and L158

EDWARD SCEERY — PATERSON, N. J. — PASSAIC, N. J.

PHILADELPHIA — CHAS. H. GRAKELOW — Everything in Flowers. — Broad St. at Cumberlan

J. J. Habermehl's Sons — PHILADELPHIA, PA. — The Bellevue-Stratfor and Diamond & 22d St — Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St. — The London Flower Shop

Trade E. C. Ludwig Floral Co. Mark — Pittsburgh, Pa. — "E. C." LUDWIG FLORAL CO. — 710 East Diamond Street (North Side — OUR ONLY STORE — "We Serve You Better" — Store open Day and Night

PITTSBURGH, PA. — Randolph & McClements — 5936 Penn Avenue

PROVIDENCE, R. I. — AND NEW ENGLAND POINTS — T. J. JOHNSTON & CO — 107 WASHINGTON ST., PROVIDENC

PROVIDENCE RHODE ISLAND — Johnston Brothers — LEADING FLORISTS — 38 Dorrance Street

Providence, R. I. — 2 Broad Street — Macnair, Florist

Directory of Reliable Retail Houses

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons — ROCHESTER, N. Y. 25 Clinton Ave., North. Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

ROCHESTER, N. Y.
H. E. Wilson FLORIST — 88 Main Street, East. We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee FOREST CITY GREENHOUSES — ROCKFORD, ILL. Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

St. Louis, Mo. Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson — St. Paul. Minn. 20-22-24 West Fifth Street — National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

Salt Lake City FORT DOUGLAS and Vicinity
MILLER FLORAL CO.
Ten E. Broadway
250,000 SQUARE FEET OF MODERN GLASS

San Francisco, Cal.
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Seattle's Leading Flower Shop
1534 Second Ave.

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Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
1315 Cherry Street

PROGRESSIVENESS — WASHINGTON, D. C.
Gude Bros. Co.
Florists — 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

just as important, because the winners in any contest must have cheerful countenance as well as something in the stomach. A serene spirit will help us to win the war. If indeed we are to banish all that is pleasant in life, out of a mistaken idea that this will help to win the war, then what will we have to fight for?—C. L. Brock (before the Houston Florists' Club.)

Victory Corsage

Considerable enthusiasm was awakened among the members of the Washington (D. C.) Florists' Club at a meeting held Tuesday evening, Nov. 5, in the offices of Gude Bros., Co., by the suggestion of President Z. D. Blackistone that the florists of Washington conceive and market what he termed the "Victory Corsage." The idea is to prepare suitable advertising matter for insertion in the extra editions of the local papers that will be put upon the streets the moment news comes of the war's end suggesting that the ladies of the city show their patriotism and their enthusiasm of the conclusion of hostilities by wearing one of these corsages.

Realizing the difficulties that have come through the continued advertising of white Carnations for Mother's Day, the suggestion of Mr. Blackistone was that three flowers, representing a trinity, be used in combination with greens and with either a rosette of the National Colors or with an American flag in the center. It may be Roses, Carnations, orchids, or even pompon 'Mums, depending on the amount of money that the customer desires to expend. The big feature will be the inclusion of the American Colors. The club thanked Mr. Blackistone for the suggestion and he was instructed to appoint a committee to raise a sufficient sum to cover the four cooperative advertisements that will appear in that number of Washington papers. E. A. D.

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary. Central New York orders efficiently filled. Wells College.

Auburn, N. Y. MILLER'S FLORAL SHOPPE Delivery to any part of Cayuga Co. or Central N.Y.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Bloomington, Ill. A. WASHBURN & SONS Members Florists' Telegraph Delivery

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass. Members F. T. D. We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D.

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Denver, Colo. ALPHA FLORAL COMPANY Efficient Service

Dover, Del. J. J. VON REIDER Your orders solicited

Dover, N. J. ALONZO D. HERRICK National and Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.

Ft. Smith, Ark. GEO. RYE, The Plaza Member F. T. D. "Some Florist"

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. ALONZO D. HERRICK. National and Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity.

Kalamazoo, Mich. G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery

Kansas City, Mo. W. J. Barnes FLORIST K.C.MO. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890

Lancaster, Pa. B. F. BARR & CO. Prompt, efficient service Member F. T. D. (Est. 1893) National Florist

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and all points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Newport, R. I. OSCAR SCHULTZ, Florist Gives prompt service

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.

Philadelphia, Pa. FOX FLORAL SHOP, 1307 N. Broad St. Member F. T. D. Prompt, efficient service

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Richmond, Ind. FRED H. LEMON & CO. Members F. T. D Florists and Decorators. Send us your orders

Roanoke, Va. WERTZ, FLORIST, Inc. Leading Florist of Southwest Va. All orders given special attention

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. A. S. BESANCON & CO. Members F. T. D. Scranton Life Bldg. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist (Est. 38 years) Member F. T. D. 7 Railroads. Reach all pts. Wires rec'd any hour

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D.

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Winnipeg, Canada THE "KING" FLORIST 270 Hargrave Street F. T. D. Florist

Yonkers, N. Y. R. T. BRODERICK Member F. T. D. Tel. 4681 Prompt delivery and orders filled satisfactorily

York, Pa. CHAS. A. SCHAEFER. Leading Florist Prompt and efficient service.

Youngstown, O. H. H. CADE The only store in the city having greenhouse

Zanesville, O. THE IMLAY CO. (F. T. D.) S. E. Ohio, 50,000 sq. ft.

Our Album of Floral Designs (Solicitor's Design Book)

This highly superior book to any hitherto issued has proved a business getter of the first water—and no mistake. Thirty-six pages and highly ornamental cover; size 9x12 inches.

Eight Pages Are Printed in Wonderfully Attractive Color-Combinations

Four of these pages are in full natural color effect. The remaining four pages are rendered in black and white and green color effect. The entire eight pages are faithful, life-like reproductions, true to color, and **consist of such subjects as are in every day demand.** Over $500 was paid the engraver for the making of these eight color plates alone. The black and white illustrations, embracing a full collection of designs in every day use, are artistically rendered and simply superb. In all, the book includes 138 designs, every one a selected gem; also 25 emblems of leading American societies.

This Book the Greatest Money Maker Ever Offered

Nothing approaching the scope of this book has ever before been presented to the trade; moreover, it is so arranged that the customer will understand it to have been produced especially by you for your trade. It carries no advertising.

To push your business you will need 25, 50, 100, yes, perhaps 1000 copies. Send 50c. for sample book. If you are not fully satisfied with the value of the book, money back promptly.

Your name and address printed on front cover on orders of twelve copies or over. Price, delivery paid: 12 copies, $4.75; 25 copies, $8.75; 50 copies, $16.50; 100 copies, $30.00. *Orders filled without delay.*

Owing to increased cost of every item our next edition will have to be sold at a higher price. So better order now.

Floral Designs de Luxe

A Cloth Bound Book for Use by the Retailer in His Own Store

Fifth Edition

Shows the finest selection of designs ever grouped together under one cover for the guidance of the retail florist. **Contains over 400 practical ideas in make-up.** Covers every phase of the art. **Four pages in two-color, and four pages in four-color effect have just been added to this great book,** making it the most attractive presentation for order getting ever issued. Bound in cloth boards; 128 pages in black and white effect, 8 pages in superb color effect, and 32 blank pages for pasting additional designs. Size of page 9x12 inches. All superbly printed. If you do not think the book up to our representation, return it promptly in good condition and we will refund you your money.

Price, delivery prepaid, $2.50.

Wedding Designs
Social Designs
Funeral Designs

The TRIPLETS

These three entirely new productions, produced for exclusively high-class trade, constitute the publications which, for brevity's sake, we dubbed

We challenge all that no higher class photographic reproductions have ever been offered.

You should personally examine a set and be thus enabled to decide for yourself. We say, confidently, that money spent on **The Triplets** will bring you in better returns than any other form of advertising (at equal outlay) you may indulge in.

Sample set, by mail postpaid, One Dollar. (This includes all three booklets.)

PRICES—Delivery Prepaid — *A plain white mailing envelope is included for each booklet*

Orders for 100 copies and up can embrace (so many each of) all three

50 copies.....	$9.00	250 copies.....	$35.00
100 copies.....	15.00	500 copies.....	60.00
1000 copies.....	$110.00		

Without extra charge, your name and address will be carefully printed and embossed on front cover in a color ink to fit in with the design

Send us your printed letterhead as evidence that you are in the trade, and we will mail you, free, our complete circular telling all about our various Design Books and their uses.

The Manual of Floral Designing

By W. CLEAVER HARRY

Trained Help is scarce. New Help will require instruction. This Manual will give it. All contained in seven lessons, illustrated, additional articles on Make Up and Table Decorating.

Now in Preparation—Price, One Dollar We will be glad to hear from anyone interested before the book goes to press

The Florists' Exchange

In New York: 438 to 448 West 37th Street
In Chicago: 66 East Randolph Street

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.60	24 x 8 x 5	$7.80
21 x 5 x 3½	4.80	28 x 8 x 5	8.80
24 x 5 x 3½	5.75	30 x 8 x 5	11.00
28 x 5 x 3½	7.00	36 x 8 x 5	13.00
21 x 8 x 5	7.10	30 x 12 x 6	15.00
30 x 5 x 3½	8.00	36 x 14 x 6	17.00
		36 x 12 x 6	16.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 16 x 7	$11.50
18 x 18 x 8	13.50
20 x 20 x 9	15.50
22 x 22 x 9	19.50

Bouquet Boxes

	Per 100
19 x 9 x 8	$11.50

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $2.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $4.00 per bale

BOXWOOD FINEST QUALITY

$18.00 per 100 lbs. 25c. per lb.

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

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WHOLESALE FLORISTS
2 WINTHROP SQUARE
32 OTIS STREET

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Main 2439-2616-2617-2618-52144

MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
HARDY CUT EVERGREENS

Unknown customers please give reference, or cash with order

When ordering, please mention The Exchange

SOUTHERN WILD SMILAX
$3.00 per case

Natural Log Moss
$1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.

Caldwell The Woodsman Co., EVERGREEN, ALA.

WIRED TOOTHPICKS
10,000 $2.25; 50,000, $9.75
Manufactured by
W. J. COWEE, Berlin, N. Y.
Samples Free. For Sale by Dealers.

PREPARED Magnolia Leaves
IN CASES OR CARTONS
Pass us your orders
THE RUMBLEY CO.
EVERGREEN, ALA.

Michigan Cut Flower Exchange
INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
264-66 Randolph St., Detroit, Mich.

Southern Wild Smilax
$2.50 per case; $1.50 per half case
Wire or write
Southern Evergreen Co.
J. L. CUMBIE, Manager
MORRIS STATION :: GEORGIA

Florists' Supplies
McCallum Co.
Pittsburgh, Pa.

When ordering, please mention The Exchange

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

When ordering, please mention The Exchange

GNATT'S
"Queen Quality"
Magnolia Leaves

They will not mold. Packed from selected leaves. Uniform size
BROWN—GREEN—PURPLE
$1.75 per carton, $22.00 per 100 lbs.
5% CASH WITH ORDER

THE OVE GNATT CO.
LA PORTE, INDIANA

Write for our latest catalogue and get the new and practical things

When ordering, please mention The Exchange

Christmas Cards

100.....$0.60 500.....$2.00
200..... 1.00 1000..... 3.50
Terms: Cash with order, or C. O. D., postpaid
Samples gladly sent
THE JOHN HENRY CO.
LANSING MICHIGAN

When ordering, please mention The Exchange

M. RICE CO.
Buy "Keystone Quality" Florists' Supplies
PHILADELPHIA, PA.

When ordering, please mention The Exchange

Our Advertising Columns
READ FOR PROFIT! USED FOR RESULTS!

Western States

Fort Wayne, Ind.

First frost came last week—30 degrees—Nov. 1. This finishes outdoor stock for this year. The call for flowers for funeral work has continued steadily the past week with no let up in sight. Blankets, flags, wreaths, and baskets in patriotic colors have been in heavy demand. Out of town funeral work has been unprecedentedly heavy. The ban on public meetings will continue until Nov. 9, although it has been raised by the State Board of Health throughout the state. Besides the demand for funeral work, little is doing. Counter trade is rather brisk, and many flowers are being sent to the hospitals. There is practically no wedding work.

The supply of 'Mums continues to increase, the season being almost at its height. Fine yellow and white Bonnaffon appeared last week, and Poehlmann, Chrysolora, and Appleton are of splendid quality. Pompons are increasing, and 'Mum plants are selling with a vim. Caprice, in yellow and brown, is a favorite with the public. The supply of Roses, although heavy, is not greater than the demand. Russell, Shawyer, Columbia and Ophelia are the leading varieties. Although many Killarneys are on the market, they are used up in miscellaneous funeral work, as there is not the demand for them as in past years. The supply of Carnations is more adequate, and the quality is showing much improvement, both in the length of stem, and the size of the flowers. Prices are holding firm. There is a good supply of orchids, which clean up well daily. Lilies are bought up as fast as offered. Few Lily of the Valley are in demand here on account of the high prices. Single Violets are being offered, and are used up for funeral work. Still a short supply on all kinds of ferns and greens.

Tattlings on the Trade

The entire force of the A. J. Lanternier Co. has been working overtime on account of the heavy demand for funeral work, especially for out of town patrons.

The New Haven Floral Co. is cutting rather heavily on Chieftain, Chrysolora and Halliday Mums.

While October went far ahead of the same month in any previous year, as far as the demand for funeral work was concerned, yet there was a noticeable falling off in wedding work, and transient trade. Funeral work, however, was five times as heavy as in other years, owing to the epidemic.

W. J. and M. S. Vesey are having a fine orchid crop, principally of Cattleyas. Their heavy cut of 'Mums and Roses is used up daily. This firm expects a fine crop of greenhouse Lettuce within a few weeks, and will have Tomatoes in time for Thanksgiving.

Mrs. Lillian Underhill, sister in law of Judge W. J. Vesey, and sister of Fred Lemon, the florist of Richmond, Ind., is ill here with a severe attack of paralysis.

Edgar Wenninghoff reports a heavier demand for funeral designs the latter part of the week than during the past four weeks. Chrysanthemums and Roses have supplied this demand mainly. He is also showing 'Mum plants in many varieties. Florists are much encouraged over the prospect of obtaining 100 per cent. coal and many have put in orders with local dealers to secure their full allowance.

All hands have been busy at the Flick Floral Co., making up funeral designs early and late during the past week. This firm reports that the demand was greater last week than at any time since the outbreak of the epidemic. With the state ban on public meeting raised, business firms are hoping for a speedy raising of the closing order by the local board of health.

D. B.

Indianapolis, Ind.

Market Report

The extreme flower situation is easing off readily with the passing of the influenza epidemic. In fact, flowers, particularly Chrysanthemums, are becoming very plentiful so that there is no trouble at all in getting a needed supply. An unusually fine supply of Chrysanthemums is at hand this year at $1.50 to $5 per doz. wholesale and $3 to $12 per doz. retail. Pompon and single varieties, too, have enjoyed a wonderful growing season and sell readily at $1 per bunch, six sprays to the bunch. The mid-season varieties, including Richmond, Tiger, the Turners, Chieftan and several of the real new kinds, are shown simply to perfection in the downtown store windows.

The Rose supply is all sufficient and prices have dropped decidedly during the past week; $8 to $15 per 100 for select stock is the usual quotation. American Beauty Roses are selling better than last season at $5 to $60 per 100 wholesale and $6 to $18 per doz. retail. The demand for Cattleyas at 50c. each, Violets at $1 per 100 and miniature Roses at $1 per doz. is not nearly so good as when there are social matters at hand.

There has been a little change noted since the favorable war reports have begun to come in. Some of the wealthy people, who have been conspicuous by their absence, come now and then for flowers for the sick room or for other occasions which they deem decidedly necessary. Let us hope that this class of trade may soon be able to return in its old time humor.

The coal situation seems to be extremely favorable, particularly in this section of the country and the writer would not be at all surprised to see many of the Eastern states relieved of their 50 per cent. shortage ere Spring

News Items

Bulbous shipments are apparently arriving with less delay than last year, and as there are a great many cases, there will no doubt be the usual plentiful supply in this locality.

Mr. Klyn, representing Westerbeek & Klyn, is in the city looking after business and is also on pleasure bent, having brought his wife along for the trip.

The November meeting of the State Florists' Association of Indiana will probably be held in Richmond, Nov. 12 or 15. Secretary Steinkamp has matters about shaped up so that the long looked for meeting will be largely attended.

Walter Bertermann has returned from a month's stay in California, which he enjoyed immensely.

J. A. Karins of Henry A. Dreer Co., inc., Philadelphia, is in the city booking orders.

Charlie Pahud says that he made up one of the largest American Beauty sprays in the history of the house last week.

Earl Hager, formerly with Hitz & Son, Brightwood, has accepted the conservatory position at Bertermanns.

Mr. Sharp, the well known Noblesville florist, is handling a lot of fine Chrysanthemums in Indianapolis. They find a ready sale at the Smith & Young Co.

A. Wiegand's Sons Co. reports that most of its employees who have been severely ill are again able to be at work, thus relieving the severe shortage the company has experienced.

Tomlinson Hall Market reports a very lively business, both in wholesale and retail lines. There are a great many good 'Mums brought there which find a ready sale.

Hartje & Elder are cutting quite a quantity of their famed pompon varieties of Chrysanthemums.

It is reported in local circles that a number of convalescent soldiers at Ft. Harrison made up a collection with which to purchase some flowers for themselves. The florists have been quite liberal in this direction, but if this report is actually with foundation, the flowers ought to be so well supplied to the soldiers that this will not be necessary. Further than this, it shows how surely flowers are still in the hearts of the people, even among the soldier boys who are farthest from the flower business.

A. Nelson, the well known N. Capitol ave. florist, is cutting an excellent lot of Chrysanthemums.

Both the Grandes are cutting an excellent crop of California Violets.—I. B.

Denver, Col.

The condition of the market here is the same as in many other cities. Cut flowers of all kinds are scarce. The daily supply is divided among regular customers, but at that it has been impossible to meet the demand. Florists who were using Dahlias, Cosmos, Snapdragon and other outdoor stock in their funeral work, together with the indoor stock, did not realize the scarcity of flowers until the frost on Oct. 23 which put an end to all outdoor stock. Last year frost came Oct. 11. Never before can we recall such a shortage at this time of year and for such long duration. Retail stores have been forced to turn orders away, so as to take care of their regular customers. At that they make no promise what they will give buyers, telling them that they will do the best they can for the amount of money they wish to spend. Many stores have been closing the door at 6 p.m., but working later nights. Scarcity of green goods is also hard on the florists. Little of any kind is obtainable. In some cases plant baskets have been used to good advantage with a few cuts stuck in to add color. From the present outlook stock will be scarce for some time.

O. H. Frank, representing the A. L. Randall Co. in this section, has resigned his position.

D. S. Grimes & Son have been cutting fine, large, yellow and white Eatons. A choice collection of pompons are seen in the greenhouses.

Ben Boldt has the best Cyclamen plants shown so far, having plenty of flowers, buds and foliage.

The Alpha Floral Co. has an artistic Hallowe'en window display. A full moon rising over a bundle of Corn fodder shining on an owl perched on a tree stump, a scare crow with a pumpkin head, black cats, flying bats, and pumpkins filled with flowers.

The Park Floral Co. sold up clean on 'Mum plants and had to refuse a large order from the South.

At the House of Flowers we found S. R. Lundy, head of the house, as busy as a bee, funeral work being heavy. A handsome blanket was also turned out by the house.

City Floral Co. is the first to cut Golden Wedding 'Mums, also pink and white Chieftain. It has been cutting its 'Mums before they have fully developed, owing to the shortage of stock.

Mrs. E. S. Kennedy and Mrs. C. F. Edgar had an auto trip with Mr. and Mrs. Conrad Lengenfelder.

The Barteldes Seed Co. has been busy in the cut flower department, this being a new venture for the firm. It is pleased with the outlook. An Odontoglossum Grandé in the window drew much attention, it being a specimen plant grown by Mr. Horlacher, the manager, who, specializes in orchids, having some 40 varieties.

C. F. E.

Cleveland, O.

The arrival of larger quantities of Chrysanthemums in sizes ranging from teacups to dinner plates has broken the grip of the greatest period of scarcity known in this market. Do not infer from this that business is enjoying a respite; on the contrary, it is heavy but the supply of seasonable stock is such that the retailer can get at most anything he needs without going outside. Valley is in light supply, but fortunately, the call is weak. Consignments of Roses are heavier and the better varieties are to be had in greater abundance. Carnations are improving in stem. Receipts, however, are inadequate. The market is glutted with Cosmos even the better grades having little, if any, market value. New England ferns are still arriving irregularly, causing much inconvenience at times. Adiantum and Asparagus are scarce.

Club Meeting Postponed

The ban upon public gatherings still being in force, President Chas. J. Graham, after a conference with Health Commissioner Rockwell, announced that the Florists' Club meeting scheduled for Nov. 4, would be postponed till a later date. It was necessary to telegraph leading officials of the American Carnation Society who had planned to attend this meeting to complete arrangements for the annual gathering of the Society here in January.

Caught by the Newsgatherer

Walter E. Cook, the popular seedsman, fell a victim to the epidemic while on a business trip East necessitating his confinement October 30, at Newark, N. J. Mrs. Cook is also suffering with an attack of the same malady.

Letters from J. Urban Fox, with the American Expeditionary Forces in France, state that his regiment is now in active service and that he is getting much enjoyment out of his many novel experiences.

William E. Penick of Wooster, O., has recovered from a severe attack of the prevailing illness and is attending to business again in his customary energetic and cheerful manner.

Another victim is George J. Wilhelmy, the Lorain st. florist, who is convalescing after several days confinement.

William Baird & Son, of Greenville, Pa., are enjoying an unprecedentedly heavy business. In addition to a greatly increased volume of funeral orders, they have recently executed a number of large wedding decorations.

Richard Rolston, who was recently reported as having taken a position with Geo. Wienhoeber, of Chicago, has joined the sales force of Knoble Bros.

The J. M. Gasser Co. has added a truck to its rolling stock to transport flowers from the greenhouses at Rocky River, O., to the wholesale store.

Mr. and Mrs. C. W. Cares are the happy parents of a 9½ lb. boy. Mrs. Cares operates a nicely appointed store at 7720 Hough ave. under the name of "Christine."

J. McL.

Cincinnati, O.

The Market

Roses are fairly plentiful. Taken as a whole they are of a high quality. The Carnation cut is fair. 'Mums and pompons are plentiful. Easter Lilies are in a fair supply. Dahlias and Cosmos are out of the market. Other offerings are Lily of the Valley, Single Violets and Sweet Peas.

Talk of the Town

The Christmas fund committee for the Cincinnati florists' boys in the U. S. military and naval service reports contributions to date amounting to over $400. Florists are requested to send the names together with addresses of all the trade representatives who are in the service from this vicinity, to Miss Laura Murphy, 329 Main st., secretary-treasurer of the committee in charge.

J. J. Broxey, of Dayton, Ohio, motored through to this city last Saturday for flowers for All Saints Day.

Jos. Hill, of Richmond, Ind., was in this city last week for the first time since his recent illness. We were all glad to see him about again.

Other visitors were S. J. Benniger, of Marion, Ohio, and Walker Gray, of Hamilton, Ohio.

TEDDY.

St. Louis, Mo.

The Market

Wholesale prices of flowers are about the same as a week ago. Roses are still fine and plentiful. They range from 6 to 30c. each. 'Mums were never so gladly welcomed by the florists as this year. The unprecedented demand for cut flowers ran the supply of Roses almost to notice, ing these being about the only thing on hand. The first 'Mums were eagerly taken by all who could get them. They were well worth waiting for—up to usual standard with local growers, perhaps a little better. They are selling at wholesale from $2.50 to $4 a doz. While Carnations are being cut are good, but still scarce and not being considered much in making up orders.

Business continues as good as for more than a month. October, 1918, has gone down in the annals of every Kansas City florist as a red letter month, breaking every record in the history of the business. It surpassed every holiday in the volume of orders and was better than any holiday because the demand continued for such a long stretch while the holiday business is over in a few days. It was mostly funeral work, due to the epidemic. In all the shops it is the same story—getting down earlier in the morning, working later in the evening, working every Sunday and sometimes working at night.

The Kellogg Flower & Plant Company expects to have a fine cut of American Beauty and other red Roses for Christmas class condition and with anything like class condition and with anything like favorable conditions the cut is expected to be splendid.

The Week's News

Wm. C. Smith of the Smith Wholesale Floral Co. was laid up a few days with severe cold.

The growers will have a meeting at the 11-Mile House on Wednesday, Nov. 6; a 'Mum show will be staged.

Kalish Bros.' Dahlias are over, the frost killing them. They have had a very remunerative season.

The publicity meeting will take place this coming week; all retailers are urged to contribute.

At time of writing it is getting warmer, feels like Indian Summer.

W.

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The Florists' Supply House of America

Chiffons, Red Ruscus and Red Roping

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WAREHOUSES and FACTORY: 113 N. 12th St. and 1127 Appletree St.

When ordering, please mention The Exchange

Toronto, Ont. Canada

Next meeting of the Toronto Retail Florists' Club, Nov. 11, at Dunlop's Hall.

Next meeting of the Florists and Gardeners' Club of Ontario, Nov. 19, at St. George's Hall. Annual election of officers.

Business has been very brisk, there being a great deal of funeral work. This week shows a little falling off, but the demand for flowers is still great. Prices are high, and while retailers expect a certain increase due to the advances in cost of bonemeal, coal, labor, etc., they object to being charged more for stock than the drug stores, thus permitting the latter to cut prices.

During the rush of last week there was a scarcity in the city of Magnolia leaves, Cycas and Wheat sheaves, and it was almost impossible to get wire frames.

Very select Turners are selling for $15 per doz.; Cattleyas at $1 each; Roses at $3, $4 and $5, with select grades at $6 to $12; Violets are quoted at $3 per 1000.

H. G. Dillemuth was showing some exceptionally fine Mrs. Turner 'Mums. In his greenhouse his early crop of 'Mums has been coming along finely. He has been rushed with numerous orders and has been fortunate in having a good supply of flowers. His Christmas stock will be large and he will be ready to handle his extensive Christmas trade in baskets, potted plants, etc.

Dunlop's report flowers more plentiful, but that prices are exceedingly high. In their greenhouses at Richmond Hill they have large stocks of Ophelia, Hoosier Beauty, Russell, and Mrs. Henry Winnett, the new seedling Rose; also excellent 'Mums.

Simmons & Son have been very busy and are now having what Mr. Simmons calls a lull before another storm. He thinks prices asked by the growers are much too high, and believes that there should be co-operation between the grower and retailer and a distribution of profit, and that the growers should have a uniform price for all.

Coming 'Mum Show

Thomas Manton will have a good supply of 'Mums for the big 'Mum show, Nov. 8 and 9. The retailers are busy advertising the show and expect that a greater interest will be shown than last year. Mr. Manton says a number of growers are holding back in order to have adequate supplies for this event.

J. J. Higgins is to couple a "re-opening" of his Yonge st. store with the 'Mum show. The store has been artistically re-decorated, the furnishings being finished in white enamel.

J. J. Higgins, H. G. Dillemuth and Geo. Geraghty have been appointed a Toronto committee by the S. A. F. and O. H. to assist in the national publicity campaign.

The next meeting of the Florists and Gardeners' Club of Ontario will be held in St. George's Hall on Nov. 19. The annual election of officers will take place.

The next regular meeting of the Toronto Retail Florists' Club will be held in Dunlop's Hall on Nov. 11.

Peter Bros. have opened a store on King st., Hamilton.

Wm. D. Manton, son of Thomas Manton, who was recently wounded in the head, is at Colchester Hospital and is progressing favorably.

Work is to start shortly on a $5000 timber and glass greenhouse for Wm. Tapping & Son, Ruthven, Ont., who want prices on materials at once.

Mrs. H. G. Dillemuth and family left for Los Angeles, Cal., on Nov. 1, to spend the Winter. Mr. Dillemuth has taken rooms at the Elliot House.

Edward Gale of Dunlop's is back at work after being ill with influenza. Mr. Geraghty is recovering from pneumonia.

Portland, Ore.

The Market

The procession of funerals goes on unabated and as a consequence we find all the shops rushed with funeral work of all kinds. The recent closing of all places of amusement has almost entirely stopped counter sales, and as the ban is on parties also there is little or no demand for stock for such occasions. The hospitals and patients are, of course, well supplied with flowers, so that this line of trade is also brisk. The supply of stock is falling far short of the demand in these abnormal times and prices have risen considerably in all lines of stock. It is about time that this rise in price takes place, as for many a year stock was sold for less than labor cost in many cases, let alone margins. With the early 'Mums out of the way and the midseason varieties not equal to the demand, prices will no doubt remain stiff.

Roses, owing to the fair weather, are coming in in good shape and fair in quantity. Carnations are fine, only there are not enough of them. Among the 'Mums Chieftan, Ivory, Turner and Chrysolora, including some of the odd varieties, about cover the list. Chieftan, when well grown, although not quite so large as some others, brings a very good price.

Carnations retail at $1 per doz. 'Mums, $3 to $7.50 per doz. In the case of Marigold (the new golden yellow) $10 was reached. Pompons retail at from 75c. to $1.50 per bunch; among these Buckingham is the favorite. Pompons bid fair to be rather scarce this season. Roses bring from $1 to $3 per doz. Cecil Brunner Roses are still 50c. per bunch but the demand is weak. Dahlias bring from 75c. to $2 per doz.; Cosmos 50c. per bunch.

H. NIKLAS.

Chrysanthemum Society of America

Examining Committee Reports

The examining committee of the C. S. A. has made the following report:

At Cincinnati, O., Oct. 19:

By Elmer D. Smith & Co., Adrian, Mich. **Walda**—Color, white; type, pompon; 90 points. **Lulah**—Color, white; type, pompon; 86 points pompon.

At New York, Oct. 26.

By Rodman & Sons, Bushwick ave., Brooklyn, N. Y. **Seedling No. 4**—Color, bronze, rose tints; type, Japanese; 82 points commercial.

By Wm. Whitton, Flagler Estate, Greenwich, Conn. **Greenwich**—Color, magenta; type, large flowered single; 85 points single. **Alex. Clarke**—Color, dark magenta; type, large flowered single; 85 points single.

E. G. Hill Co., Richmond, Ind. **Delight**—Color, pink; type, Japanese reflex; 92 points exhibition.

At Chicago, Ill., Oct. 26:

By Mt. Greenwood Cemetery Ass'n, Morgan Park, Chicago. **Seedling No. 20**—Color, white; type, Japanese; 92 points commercial. **Seedling No. 28**—Color, bronze; type, Japanese; 88 points commercial.

Elmer D. Smith & Co., Adrian, Mich. **Duray**—Color, maroon; type, pompon; 91 points pompon. **Vasco**—Color, yellow; type, pompon; 91 points pompon.

At New York, Oct. 30·

By Alex. Robertson, gdr., E. H. Wells, Mountain ave., Montclair, N. J. **Mrs. Edwin H. Bennett**—Color, pink, white center; type, single; 85 points, single.

DAGGER and FANCY FERNS. New Crop, Now Ready. $2.00 per 1000. All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Fall weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 5c. and 6c per yard.

BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $3.50 per large bale.
BRANCH LAUREL, large bundles 35c.
GROUND PINE, 10c per lb. Made into festooning, 8c. and 10c. per yd.
FINE BOXWOOD. In 50 lb. cases, $8.50.
Extra good **SOUTHERN SMILAX.** 50c. lb. cases only. $5.00 per large case.
LAUREL WREATHS, $2.50 to $3.00 per doz.
FINE WREATHS. $2.50 to $3.00 per doz.
We also make special sizes when wanted.
Samples sent if desired.
Order in advance and have fresh stock.
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SOUTHERN WILD SMILAX
$3.00 per case
Natural Log Moss $1.75 per bag of 100 sq. ft.
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$3.50 per bag of 100 sq. ft.
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PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it's made of wire we can make it.
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'MUMS, Including POMPONS and SINGLES
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New York City

Meeting of the New York Florists' Club, Monday Nov. 11, at the club's rooms, Grand Opera House Building, 23d st. and 8th ave., 7.30 p.m.

The Market

Nov. 6—Most items of stock are plentiful; the demand in general is moderate, and lower prices rule. American Beauty Roses are in short supply. Special grade blooms are moving well at 15c. to 50c. each and other grades at corresponding prices. Hybrid tea Roses are in large supply and of excellent quality. Top grade blooms are selling at 6c. to 15c. each in general and No. 2 blooms at $2 to $3 per 100. The demand is moderate. Carnations are in seasonable supply and are meeting a slow demand at about $3 per 100 for the best. Cattleya orchids meet a moderate demand at about 50c. each for the choicest blooms. Gardenias are now in the market, but meet with a weak demand at $2 to $4 per doz. for the best. White and pink Lilies are moving more slowly, the former at $10 to $12 and the latter at $3 to $5 per 100. Lily of the Valley is accumulating on account of the small demand, the best realizing no more than $8 per 100. 'Mums are in seasonable supply and are moving fairly well at about $3 per doz. for the best. In bunch 'Mums the whites and light [illegible], which can be used in funeral work meet with a fair demand, but other colors go slowly. Violets are unfit for sales soon after their arrival; many go to waste and others realize no more than 15c. to 35c. per 100. In miscellaneous flowers, there is a small supply of [illegible] rhinum, Delphinium, Gaillardias, Cosmos, and Tritomas. All greens are moving slowly except Oak foliage.

News Notes

At the meeting of the Florists' Club Nov. 11, some of the features will be the report of the Committee on Nominations, a review of the work of the Fourth Liberty Loan drive and probably a discussion of the coal situation. The following letter which H. C. Riedel 49 W. 28th st., of the Exhibition Committee is sending out is self explanatory, and should meet with a generous response:

"For the November meeting of the New York Florists' Club, which takes place on Monday, Nov. 11, the exhibition committee has decided to call on 'Mums. As the committee is anxious to make a good showing it, as well as all members of the club, will greatly appreciate your exhibit. If you haven't any 'Mums anything else will do. You may send whatever you have to reach me any time before 6 p.m. on the above date; if you are unable to come yourself, I will stage same for you."

Under the personal direction of William F. Grell, Park Commissioner, laborers of the Park Department began last week the work preparatory to establishing extensive flower beds on both sides of the famous promenade on the Mall in Central Park. After the ground is prepared the work will be carried out under the supervision of Landscape Architect Julius Burgevin and Park Forester Jacob Kaplan. The plan calls for flower beds extending 800ft. the entire length of the promenade that centers the Mall, and a width of 5ft. These beds will be filled next Spring with Summer bedding plants with greenery at the far ends.

A. N. Pierson, of Cromwell, Conn., accompanied by Mrs. Pierson and his niece, were calling in this city on Tuesday. They were on their way to Florida, traveling on the Pennsylvania Railroad. They have taken a house in the "Flower Land" and will pass the Winter there. Their chauffeur also has gone along with them and their automobile has been shipped to their Winter home.

Julius Roehrs, of Rutherford, N. J., has been sick and confined to his home for several days.

The Autumn Chrysanthemum exhibition of the Horticultural Society of New York is being held during the closing days of this week. A report will appear in our next issue.

Samuel Perlow, of the firm of Spiwork & Perlow, plantsmen, Elmhurst, L. I., died at the age of 37 years on Wednesday, Oct. 30. Mr. Perlow had been at the Presbyterian Hospital in this city sick with pneumonia, from which he had recovered. A few days later he suffered a relapse and was again taken to the same hospital, where he died, and from which he was buried on Monday, Oct. 31. Mr. Perlow was unmarried.

Boston

Market Report

Nov. 5, 1918.—There is a big over production of flowers principally brought on by the Summer weather during the latter part of last month. A few days last week were record breakers for heat in October. The influenza epidemic is practically over here; hence orders for flowers are much lighter. American Beauty Roses are in heavy supply with less demand at $3 to $5 per doz. Hybrid tea Roses are abundant of extra nice quality and in fair demand at $2 to $10 and $12 per 100. Carnations are abundant. The stems have lengthened considerably. During the past week the blooms were rather soft owing to the warm weather. Prices have dropped to 2c. to 4c. each. A better supply of Cattleya orchids, mostly of superb quality, at 40c. to 50c. each. 'Mums are plentiful. Large late varieties such as Bonnaffon and Eaton are in fine form. Prices vary from 75c. to $2.50 per doz. Lilies are slightly more plentiful but prices are still 15c. to 20c. each. Lily of the Valley is not abundant. It sells at $8 to $10 per 100. Violets are abundant but the weather has been too hot for them. There is a nice supply of late Cosmos, plenty of Calendulas, a few Daisies. Bouvardias and greenery are plentiful. 'Mum plants sell well. They are of superb quality.

Here and There.

Patrick Welch, president of Welch Bros. Co., has received word from R. B. Stone, chairman Conservation Dept., Boston Fuel Administration, to the effect that florists who have been restricted to 50 per cent. of their coal requirements may use 100 per cent. of anthracite below No. 1 buckwheat.

Anthony Leuthy has coal enough to carry him through the greater part of Winter.

C. S. Andem, Putnam, Conn., is marketing a large supply of finely grown Carnations through the Boston Flower Exchange, by Mr. Green.

The annual meeting of the stockholders of the Boston Flower Exchange will be held on Monday, Nov. 11.

The next meeting of the Gardeners and Florists' Club of Boston will be held on Nov. 19. A large attendance is hoped for as nominations for officers for 1919 will be made.

The committee on prizes and exhibitions of the Mass. Hort. Society is working on the schedule for 1919. The principal exhibition of the year will be a large vegetable and fruit exhibition in September. Liberal prizes are to be given. The annual meeting of the society for 1918 will be held at Horticultural Hall at 12 o'clock, Nov. 16, when the business will be the election of a president for one year, a vice-president for two years, four trustees for three years and a nominating committee of five members. Voting will be by Australian ballot. The polls will be open between 12 and 3 o'clock.

William Sim of Cliftondale is marketing superb Violets. His Carnations are looking well.

The Waban Rose Conservatories office and salesroom, for some time at 5 Winthrop sq., is now vacated. The office is at 15 Beacon st., and the salesroom at the Boston Flower Exchange.

H. M. Robinson, Jr., who is in the Navy at Providence, R. I., is editing a paper called "The Trigger," published at Providence, R. I., by the Naval Rifle Range Force. He is a chip of the old block and has energy and push. Undoubtedly he is the youngest editor in New England—only 20 years old. "The Trigger," only three months old, began with a circulation of 3000; now it has increased to 15,000.

B. A. Snyder Co., wholesale florists, at 278 Devonshire st., is going to larger quarters about Nov. 15. The present

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Up to Wednesday, Nov. 6, 1918

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	15.00 to 50.00	Adiantum Cuneatum	.20 to .25
" Fancy	12.00 to 30.00	Hybridum and Croweanum	.25 to .50
" Extra	10.00 to 20.00	Antirrhinum, per bunch	.15 to .75
" No. 1	8.00 to 10.00	Asters	..... to .....
" No. 2	4.00 to 6.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	2.00 to 4.00	Carnations, Select	2.00 to 3.00
Killarney	2.00 to 6.00	Ordinary	1.00 to 2.00
Killarney Brilliant	2.00 to 6.00	Calendula	..... to 1.00
White Killarney	2.00 to 6.00	Chrysanthemums, per doz	1.00 to 4.00
White Killarney, Double	2.00 to 8.00	Chrysanthemums, bunch	.10 to .60
My Maryland	2.00 to 6.00	Cosmos, per bunch	.08 to .20
Columbia	2.00 to 10.00	Delphinium, per bunch	.15 to .25
Hadley	5.00 to 15.00	Ferns, per 1000	1.75 to 2.00
Hoosier Beauty	2.00 to 10.00	Galax, green and bronze, 1000	..... to 1.00
Key	10.00 to 30.00	Gardenias, per doz	1.00 to 4.00
Cecile Brunner, Elgar, etc. bun	..... to	Gladiolus	..... to .....
Mme. Pl. Euler (Prima Donna)	3.00 to 12.00	Leucothoe, per 1000	4.50 to 7.00
Mrs. George Shawyer	3.00 to 10.00	Lilies, Longiflorum	10.00 to 12.00
Sunburst	2.00 to 8.00	" Rubrum	3.00 to 5.00
Mrs. Aaron Ward	2.00 to 8.00	Lily of the Valley	2.00 to 8.00
Lady Alice Stanley	2.00 to 12.00	Mignonette, per doz	..... to .....
Ophelia	2.00 to 10.00	Orchids, Cattleyas	20.00 to 50.00
J. J. L. Mock	3.00 to 12.00	Smilax, per doz., strings	1.00 to 1.50
Mrs. Charles Russell	4.00 to 15.00	Sweet Peas, Spencers	..... to .....
.....	..... to	Tuberoses, per doz	..... to .....
.....	..... to	Violets, Double	.15 to .25
.....	..... to	" Single	.15 to .25

All the New and Standard ROSES

Fine Grade CARNATIONS

and all Seasonable CUT FLOWERS

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The Florists' Exchange

Best Advertising Medium

B. A. SNYDER CO. *Wholesale Florists . .*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
278 Devonshire Street, BOSTON, MASS.
Telephone, Fort Hill 1083-25017-25552

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Nov. 3, 1918	Cincinnati	NAMES AND VARIETIES	Boston Nov. 5, 1918	Denver Nov. 2, 1918	Pittsburgh Nov. 4, 1918
5.00 to 50.00	..... to	Roses—American Beauty	8.00 to 40.00	8.00 to 50.00	4.00 to 35.00
4.00 to 12.00	..... to	Hadley	4.00 to 12.00	..... to	..... to .....
3.00 to 10.00	3.00 to 8.00	Hoosier Beauty	4.00 to 12.00	4.00 to 10.00	6.00 to 15.00
..... to	..... to	Kaiserin Augusta Victoria	..... to	..... to	..... to .....
4.00 to 12.00	2.00 to 8.00	Killarney	3 00 to 6.00	4.00 to 10.00	4.00 to 12.00
4.00 to 10.00	2.00 to 8.00	White Killarney	4.00 to 8.00	..... to	4.00 to 12.00
3.00 to 6.00	..... to	Killarney Queen	4.00 to 8.00	3.00 to 8.00	..... to .....
3.00 to 6.00	2.00 to 8.00	Mrs. Aaron Ward	..... to	..... to	4.00 to 12.00
6.00 to 20 00	4.00 to 8.00	Mrs. Chas. Russell	8.00 to 12.00	8.00 to 15.00	6.00 to 15.00
..... to	..... to	Francis Scott Key	..... to	8.00 to 15.00	..... to .....
4.00 to 12.00	..... to	Mrs. George Shawyer	..... to	4.00 to 12.00	4.00 to 12.00
10.00 to 15.00	4.00 to 8.00	Columbia	..... to	8.00 to 15 00	..... to .....
..... to	..... to	Rose Marie	..... to	8.00 to 15.00	..... to .....
4.00 to 12.00	..... to	My Maryland	..... to	..... to	4.00 to 10.00
6.00 to 15.00	..... to	Prima Donna	..... to	6.00 to 15.00	4.00 to 15.00
4.00 to 12.00	3.00 to 8.00	Ophelia	4.00 to 12.00	4.00 to 12.00	4.00 to 12.00
4.00 to 10.00	2.00 to 8.00	Richmond	4.00 to 8.00	2.00 to 8.00	4.00 to 12.00
4.00 to 12.00	2.00 to 8.00	Sunburst	6.00 to 12.00	..... to	3.00 to 10.00
5.00 to 12.00	..... to	Killarney Brilliant	6.00 to 10.00	2.00 to 8.00	..... to .....
..... to	..... to	J. J. L. Mock	..... to	2.00 to 10.00	..... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	2.00 to 4.00	..... to 1.00
1.00 to 2.00	... to 1.00	Adiantum, ordinary	..... to 1.00	1.00 to 2.00	1.00 to 1.25
1 00 to 1.50	..... to	Antirrhinums, bunch	4.00 to 8.00	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, bunch	.25 to .50	..... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
..... to	..... to	Asters	..... to	..... to	..... to .....
.50 to 2 50	..... to	Calendula	2.00 to 3.00	..... to	..... to .....
5.00 to 6.00	2.00 to 5.00	Carnations, Select	3.00 to 4.00	..... to 4.00	..... to 6.00
2.00 to 4.00	..... to	Ordinary	2 00 to 3.00	2.00 to 3.00	..... to .....
10.00 to 30.00	10.00 to 25.00	Chrysanthemums, Early	16.00 to 30.00	16.00 to 50.00	8.00 to 20.00
..... to	..... to	Pompons, per bunch	.50 to 1.00	.50 to .75	.25 to .75
..... to	..... to	Coreopsis	..... to	..... to	..... to .....
..... to	2.00 to 8.00	Dahlias	..... to	..... to	..... to .....
1.00 to 1.25	..... to	Daisies	.50 to 1.00	..... to	1.00 to 2.00
.... to	..... to	Delphinium, doz	..... to	..... to	..... to .....
..... to 2.00	..... to .15	Ferns, Hardy	..... to	..... to .50	..... to .40
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to .12½	Galax Leaves	..... to	..... to	..... to .15
..... to	..... to	Gladioli	4.00 to 6.00	..... to	..... to .....
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to 1.00
15.00 to 20.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
12 00 to 15.00	..... to	" Longiflorum	15.00 to 20.00	..... to 15.00	15.00 to 18.00
15.00 to 20 00	..... to	" Rubrum	10.00 to 12.00	..... to	..... to .....
8 00 to 10 00	..... to	Lily of the Valley	6.00 to 8.00	..... to	8.00 to 10.00
2.00 to 3.00	..... to	Mignonette, Per 100	..... to	..... to	..... to
60.00 to 75.00	..... to	Orchids—Cattleyas	40.00 to 50.00	..... to 75 00	75.00 to 100.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1 80 to 2.40	.... to 1.80	Smilax, dos. strings	..... to	2.00 to 3.00	.. to 2.00
..... to	..... to	Snapdragon	3 00 to 4.00	4.00 to 6.00	..... to .....
.25 to .60	..... to	Sweet Peas	..... to	.25 to 1.00	..... to 1. 5

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 5948} MAIN Boston, Mass.

New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

place is too small to take care of increasing business. The company has leased the large, roomy store at 23 to 25 Otis st., where it will have a floor space of 10,000 sq. ft. Business this fall has surpassed that of any previous year.

The New England Florist Supply Co., at 276 Devonshire st., reports that the last two months have been the best since it has been in business. The demand for all kinds of supplies was larger than ever before.

H. M. Robinson & Co. are rushed with shipping orders. Funeral flowers are still in heavy demand. They have a large force of men in their wire department and hardly can keep up with the orders. Mr. Robinson has been on the sick list but is now on deck again.

R. C.

Orchard Brings Big Price

The Apple orchard of Melville Green, located in Frederick County, West Virginia, was recently sold to J. E. Hartman of St. Louis for $155,000. This is said to be the highest price ever paid in this section for an Apple orchard. The orchard comprises eighteen acres and this year's crop amounted to 18,000 barrels. It is said that Mr. Green paid only $18,000 for the orchard when he bought it fourteen years ago.

Chicago

The Cut Flower Market

Nov. 4.—The market has assumed its normal seasonable tone. Stock of all kinds is plentiful and the demand good, all moving at good prices and no surplus on hand with the exception of some poor grade Chrysanthemums. All the rulings regarding the use of flowers for funerals have been called off, and the social life of the city can now proceed as before. The shipping trade is good; the demand for flowers for All Saints' Day in New Orleans cleaned the market up well the early part of the past week. There is more activity in local buying and all prospects point to a good business for the month of November.

American Beauty Roses are in moderate supply with sufficient demand to move all as fast as they arrive at list prices. In other varieties there is enough in all conditions and length of stems. Columbia and Mrs. Russell are bringing the highest prices, with Milady a good second. Short stock in other varieties is selling at $3 per 100; medium and fancy grades from $6 to $10 and $12 per 100.

Carnations are on the short side; more could be sold daily if it were possible to get them. What stock comes in is of good quality and prices range from $3 to $6 per 100. Growers promise a full supply later in the month which they will be able to maintain throughout the season.

The Chrysanthemum season will reach its height within the next week. At present the supply is heavy and comprises a variety of grades and conditions of blooms with prices ranging from $1 to $4 per doz. Some small stock is sold for from $6 to $8 per 100. Pompons are bringing from 25c. to 75c. a bunch. The California stock has about all disappeared from the market and the home growers have things all their own way; even with this it is feared there will be a considerable surplus of stock during the next couple of weeks when most growers will be cutting heaviest.

Th supply of Easter Lilies is just about equal to the demand and prices remain firm. There is sufficient valley for all demand. The orchid supply is ample, all stock clearing daily without much, if any, surplus remaining on hand. Double and single Violets are in good supply, the doubles from the Hudson River section are coming through in good condition. Some good Calendulas are seen and fancy stock brings as high as $4 and $5 per 100. Some greenhouse grown Asters are to be had at $3 to $4 per 100. Pansies are in good supply. There is a small supply of Sweet Peas but at present not in any special demand. The situation regarding fancy ferns and all decorative greens is tight; scarcity of help and difficulties of transportation are assigned as the cause. This is resulting in higher prices for all this material than it has ever brought before.

News Notes

Otto F. Larson, who conducts a flower store near Ashland ave. on 63d st., has been confined to his room during the past week with influenza.

The new store of Wm. F. Schofield, at 754 N. State st., has been finished at considerable cost, and is one of the best equipped on the North Side. The floor is of mosaic tiling, on which numerous large columns are placed that display to advantage many specimen plants and baskets. The floor extends right up to the outer window, which is on the street level, where plant stock can be exhibited to the best advantage.

Henry F. Dunn, who started Dunn's Flower Shop, at 807 N. State st., a couple of years ago, reports good business in his neighborhood, but finds much trouble in getting his orders out on account of lack of help. He and Mrs. Dunn have worked late into the night for several weeks past.

The Keenan sisters, who have been conducting the business of A. F. Keenan & Co., at 1306 E. 63d st., report good trade in their section. Art Keenan, former manager of the store, who joined the Marines some months ago, was leaving for France when he was last heard from ten days ago.

J. M. Cochrane, who has a neat establishment on 119th st., in the West Pullman section of the city, has a fine lot of Boston and other ferns that he has made a specialty of this season. On account of the high price of fancy ferns on the wholesale market he has a bench he is cutting from for cut flower use. He says it is cheaper to cut them than buy the other stock.

Oscar Metz, at 5525 Harper ave., has a house full of Azaleas all in good foliage and well budded. In the large flat buildings in his section his boys made it a specialty to collect the Azalea plants from their owners as soon as the plants had finished blooming. The owners were always glad to get a fern or some small plant in exchange, and in this way an excellent stock has been worked up that under existing conditions will prove to be of much value.

Robt. R. Canfield, who some time ago succeeded Sullivan Bros. as proprietor of the Woodlawn Flower Shop, at 811 E. 63d st., was killed in an auto accident, on Oct. 27, when his touring car collided with a Rock Island train on

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
When ordering, please mention The Exchange

Chicago, Nov. 4, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.		
Specials	per doz.	4.00 to 5.00
36-inch stems	"	3.00 to 4.00
30-inch stems	"	2.00 to 3.00
24-inch stems	"	1.50 to 2.00
18 to 20-inch stems	"	1.00 to 1.50
Short stems	per 100	6.00 to 8.00
Columbia		6.00 to 20.00
White and Pink Killarney		3.00 to 12.00
Killarney Brilliant		3.00 to 12 00
Milady		6.00 to 15.00
Mrs. Aaron Ward		3.00 to 10.00
Mrs. Chas. Russell		6.00 to 20.00
Richmond		3.00 to 10.00
Sunburst		3.00 to 10.00
Ophelia		3.00 to 10.00
Carnations, Select		4.00 to 5.00
" Ordinary		3.00 to 4.00
Asparagus plumosus, per bunch		.35 to .50
" Sprengeri, per bunch		.25 to .50
" plumosus, strings		40.00 to 50.00
Asters, Common		3.00 to 4.00
" Fancy		4.00 to 5.00
Adiantum		1.00 to 1.50
Boxwood, per pound		..... to .20
Calendulas		3.00 to 5.00
Chrysanthemums, Ordinary.	Doz.	1.00 to 1.50
" Fancy	"	3.00 to 4.00
" Pompons,	bunch	.25 to .75
Cornflowers		..... to 1.00
Daisies		1.50 to 2.00
Ferns, Hardy, per 1000		4.00 to 5.00
Galax Leaves, per 1000		..... to 1.25
Gardenias, per doz		..... to 3.00
Leucothoe Sprays		.75 to 1.00
Lilium Longiflorum		12.00 to 15.00
Lilium Rubrum		4.00 to 5.00
Lily of the Valley		5.00 to 6.00
Mexican Ivy, per 1000		..... to 6.00
Mignonette		3.00 to 4.00
Orchids—Cattleyas, per doz		9.00 to 10.00
Smilax, per doz		2.50 to 3.00
Sweet Peas		.50 to .75
Violets		.50 to .75
Wallflowers, per bunch		.35 to .50

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

Vincennes ave. He was 26 years old and had many friends in the trade who regret his untimely death. The store has been closed all the week.

There is a rumor that the retail florists of the city are formulating plans to organize a retail florists' club. Geo. Asmus and F. R. Webb are leaders in the matter.

J. Fred Wustenhoff, of the Zech & Mann store force, is receiving congratulations on the arrival of a daughter at his home on Belle Plains ave., on Oct. 27.

The new greenhouses erected this Sum-

WHEN IT COMES TO
VARIETY, QUALITY and QUANTITY

we know that we can offer you more than you will find elsewhere, and that is some assurance that your orders will be taken care of if placed with us.

We can furnish you most every variety of ROSES worthwhile, such as RUSSELL, PRIMA DONNA, COLUMBIA, HADLEY, OPHELIA and SUNBURST.

This week we will have a larger supply of CARNATIONS. You will find them very good stock.

Of EASTER LILIES we continue to have a fresh supply every morning.

The mid-season varieties of CHRYSANTHEMUMS are coming in and we can furnish them in quantity.

POMPONS in white, pink, yellow, bronze and many other shades. For every purpose POMPONS can be used to good advantage, and the price is sufficiently low that you can afford to buy them.

You can depend on us to supply the necessary stock to fill your orders.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses
Carnations
Snapdragons
and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN
5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.
Carnations and Chrysanthemums
When ordering, please mention The Exchange

mer at Pana, Ill., by the American Greenhouse Co., and which are managed by Adolph Neilsen, recently with Gullet & Sons, Lincoln, are reported to be in good condition. They have just commenced cutting; most of the stock goes to the St. Louis wholesale market.

The regular meeting of the Chicago Florists' Club will be held Thursday, Nov. 7, at 8 p.m., at Randolph Hotel, Wells and Randolph st. At this meeting the nomination of officers for the coming year will be held. A week ago it was thought this meeting could not be held owing to the ruling preventing all public gatherings on account of the influenza. Recent rulings, however, announce the lifting of the ban on all measures pertaining to the epidemic.

The Washington Flower Market, at 77 W. Washington st., has been incorporated, the capital stock being $2500. Incorporators are J. N. McMinn, H. Pitluck and N. W. Campbell.

The new ruling by the Fuel Administration that florists are permitted to use 100 per cent. coal (bituminous) if they can get it is good news to the growers, but it is still doubtful if it will change the plans of many who have already made their arrangements to close up part or all of their houses for the Winter.

With the passing of the Fourth Liberty Loan campaign the trade organizations of the city are again called on for War Relief funds. A total of four and one-half per cent. of the Liberty Loan is assigned to each organization as their quota of support to the War Relief associations. This will make the quota of the allied trades $13,500. The campaign begins Nov. 11 and will continue until the 18th inst. The same organization will put it through that so successfully put the Fourth Liberty Loan over the top.

Our Advertising Columns
READ FOR PROFIT
USE FOR RESULTS

Philadelphia, Nov. 5, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	6.00 to 40.00
Kaiserin Aug. Vic.	3.00 to 10.00
Killarney	3.00 to 10.00
White Killarney	3.00 to 10.00
Mme. P Euler (Prima Donna)	3.00 to 10.00
My Maryland	3.00 to 10.00
Richmond	3.00 to 10.00
Sunburst	3.00 to 10.00
Killarney Brilliant	3.00 to 10.00
J. J. L. Mock	3.00 to 10.00
Lady Alice Stanley	3.00 to 10.00
Mrs. Chas. Russell	3.00 to 20.00
Mrs. Francis Scott Key	3.00 to 10.00
Mrs. George Shawyer	3.00 to 10.00
Hadley	3.00 to 10.00
Hoosier Beauty	3.00 to 10.00
Ophelia	3.00 to 10.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Carnations, Select	3.00 to 5.00
Chrysanthemums	12.00 to 35.00
Dahlias	2.00 to 4.00
Galax Leaves, per 1000	1.00 to 1.50
Gladioli	..... to ...
Lilium Longiflorum	10.00 to 12.50
Lilium Rubrum	6.00 to 10.00
Orchids—Cattleyas	50.00 to 75.00

Philadelphia

A slight falling off in business occurred last week. The supply of flowers remains abundant. Chrysanthemums, the leading item, have been in active demand, having preference over other stock. All the leading varieties are to be had with Chieftan, Razer, Bonnaffon, Turner, Marigold, together with a dozen other good sorts to draw upon. Prices scale from $1.50 to $5 per doz. Pompons are not as active. A heavy supply of Roses was further increased by the warm spell that brought the majority of the shipments in soft and well opened. Carnations are moving well with increased arrivals. Easter Lilies in normal supply are taking well. Violets are faring badly. More are dumped than sold. Snapdragon, Bouvardia and Mignonette have reappeared in limited quantities. The supply of Sweet Peas is also growing larger. Dahlias still arrive, but not enough to cut any figure. Cosmos has also run its course.

Russell and Columbia

Both these sterling Roses are cutting freely and of splendid quality, short, medium and long at

RUSSELL

Special	$25.00
Fancy	20.00
Extra	15.00
First	10.00
Second	8.00

COLUMBIA

Special	$20.00
Fancy	15.00
Extra	10.00
First	8.00

Pompon Chrysanthemums, assorted colors, $4.00 to $6.00 per doz. bunches.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

S. S. PENNOCK COMPANY
The Wholesale Florists of Philadelphia
PHILADELPHIA 1608-1620 LudlowStreet
NEW YORK 117 West 28th Street
BALTIMORE Franklin & St. Paul St.
WASHINGTON 1216 H St., N. W.

When ordering, please mention The Exchange

Club Meeting

Vice President E. H. Harvey conducted the November meeting of the Florist Club. Arthur A. Niessen, chairman of the Liberty Loan Committee, made his report, showing that the florists of Philadelphia have subscribed to the grand total of $420,000; that is over $30,000 more than their allotted quota of $390,000. This is, we believe, a larger subscription than can be shown by the florists in any other city. It ranks among the leading ones in the industrial section of Philadelphia.

Robert Craig, essayist of the evening, spoke of the florist business, giving reminiscences of its early history in this city and of his experience of over half a century as a florist. His talk was highly entertaining and full of optimism for the future of business. C. A. Liggit displayed a splendid vase of the new Rose, Premier, from the E. G. Hill Co. of Richmond, Ind. It was highly commended as a commercial variety. Robert Scott & Son of Sharon Hill had four vases of seedling Roses that look promising—a white, a flesh colored one and two pinks.

News of the Town

Joseph G. Neidinger underwent an operation on Nov. 2 at the Lankenau Hospital. From latest reports he is slowly recovering and is believed to be out of danger.

(Concluded on page 762)

ANNOUNCEMENT

We beg to inform our customers that Mr. Herbert F. Sloane no longer represents this firm.

New England Florist Supply Company

BOSTON, MASS.

October 14th, 1918.

When ordering, please mention The Exchange

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { New York: Box 100 Times Square Station. Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—As foreman-manager; 48 years old; married, 35 years' experience in every branch of the retail business; grower-designer; fast worker; original and resourceful; used to handling help for results. Would consider management during owner's absence. References from present and past employers. Open for engagement on or after Nov. 26. State nature of position and salary in first letter. Address O. E. care The Florists' Exchange.

SITUATION WANTED—As head man, or under owner, by a practical florist, formerly propagator and grower for one of the largest concerns in the East; cut flowers, potted and bedding stock. 27 years' experience; age 42; married; no children. Steady position wanted. Best of references. Address O. C. care The Florists' Exchange.

SITUATION WMNTED—By gardener, on private place. 18 years' experience (10 years in America) in flowers, vegetables, inside and outdoors. Single; German with first papers. South preferred.
Max Reuter, 180 Atlantic Ave., Brooklyn, N. Y.

SITUATION WANTED—By thoroughly good greenhouse man; English; draft exempt. Good wages wanted; state same with or without board. Address O. D. care The Florists' Exchange.

HELP WANTED

WANTED—Men and women to solicit orders for Fruit and Ornamental trees, Rose bushes, Shrubbery, Vines, Bulbs, etc. Our representatives make from $50 to $300 per week. Tremendous demand for our products right now for Spring delivery. We guarantee profitable, permanent employment. Good pay. All or part time. We equip you free of expense. No delivering, or collecting. You merely solicit orders. Hundreds of acres of nurseries. Write us at once for terms.
C. H. Weeks Nursery Company,
Newark, New York State

WANTED—A good lady, or gentlemen, designer, at once, at Labo Greenhouses. State wages and references in first letter, or come at once. Must be steady, sober and industrious. Take Wilcox car, leave on Mason Ave.
Labo, Florist, Joliet, Ill.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations, Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Two assistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—Section man, who understands growing of Ferns, Cyclamen, general bedding stock. Steady position; good wages. Address O. A. care The Florists' Exchange.

WANTED—Experienced store man, capable of managing. State salary and experience in first letter. Address O. F. care The Florists' Exchange.

WANTED—At once, 1 Rose grower and 1 Carnation grower. Fine location and good houses. Good wages to capable men. State wages and experience in first letter.
Fisher & Burkland, Market st., Youngstown, Ohio

WANTED—Night fireman for low pressure steam boilers. Must be temperate. $75.00 per month. State references. Address M. J. care The Florists' Exchange.

WANTED—Plant packer for nursery. Must be experienced. Good position for right man. State full particulars.
Michell's Seed House, 518 Market st., Philadelphia

WANTED—2 men for general greenhouse work. Must understand watering and potting.
A. L. Miller, Jamaica, N. Y.

WANTED—Salesman in plant department. Salary $25.00 per week. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—An experienced store man for first-class flower store. Must give reference and state wages. T. Malbranc, Johnstown, Pa.

WANTED—Night fireman; 4 hot water boilers. steady position. Good wages. John Reck & Son, Bridgeport, Conn.

WANTED—Good maker-up and store man. Apply at once. Golden Flower Shop, 29 Lafayette Ave., Brooklyn, N. Y.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr. XX heavy	$3.00	$26.00
2 yr. No. 1	2.50	18.00
2 yr. No. 2	2.00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries, 331 Broad st., Red Bank, N.J.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII—See display, page 735. Roman J Irwin, 108 W. 28 st., New York.

ANCHUSAS

Field Clumps. Opal, Italica Dropmore, Perry's Variety, $5.50 per 100, $50.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

AQUILEGIA

AQUILEGIA—Long spurred. Strong, field-grown plants. $5.00 per 100.
Green Acres Nurseries, Newark, New York

ASPARAGUS

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

CUT GREENS

ASPARAGUS Sprengeri and Plumosus sprays; fine stock. Parcel Post, $1.50 per 100.
O. Herms, Port Richey, Fla.

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS — 2½-in., strong 3½c.; 3-in., 7c.; Sprengeri, 2½-in., well established, 3c. Gullett & Sons, Lincoln, Ill.

ASPARAGUS—Plumosus. 2¼-in. pots, $3.00 per 100. Geo. C. Drew, Hyannis, Mass.

BARBERRY

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra	7.00	60.00

Packed free of charge
CHARLES BLACK, HIGHTSTOWN, N. J.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO.

BERBERIS THUNBERGII — 10 miles of it.
The Conard & Jones Company, West Grove, Pa.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

FREESIA PURITY—For high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

Continued on Next Column

STOCK FOR SALE

BULBS

MICHIGAN-GROWN GLADIOLUS BULBS
Clean, healthy, young stock, now ready to ship.

	Price per 1000 1½-in and up	1¼-in to 1½-in.
America, flesh pink	$17.00	$14.00
Attraction, crimson, white throat	20.00	16.50
Beulah, white, scarlet in throat	17.00	14.00
Columbia, scarlet, flaked purple	17.00	14.00
Cracker Jack, rich dark red	15.00	12.00
Dawn (Tracy's), coral pink	65.00	55.00
Empress India, very rich dark red	25.00	20.00
Geo. Paul (Faust), rich wine color	20.00	17.00
Ida Van, flaming pink	20.00	17.00
Klondyke, yellow crimson throat	15.00	12.00
Lily Lehman, pure white	25.00	20.00
Meadowvale, white, pink in petals	17.00	14.00
Midnight, very dark red	15.00	12.00
Mrs. F. King, light scarlet	15.00	12.00
Niagara, light crocus yellow	30.00	25.00
Panama, deep rose pink		20.00
Peace, white, violet on petals		20.00
Pendleton, light pink	40.00	30.00
Pink Perfection, apple blossom pink	30.00	25.00
President Taft, delicate pink	13.00	12.00
Princepine, rich dark scarlet	20.00	17.00
Schwaben, yellow carmine throat		25.00
Velvet King, dark scarlet	15.00	12.00
Victory, clear yellow	15.00	12.00
Willie Wigman, white flushed pink	25.00	20.00
War, deep blood red, very large	40.00	32.50
Supreme Mixed, contains most of the above, and many others	15.00	12.00
Select Mixture, choice varieties	10.00	8.00

Planting stock and bulblets of all the above varieties, also Augusta, Gov. Hanley, Chicago White, Golden King, Halley, Independence, Kunder's Glory. 250 bulbs sold at the 1000 rate. Terms: 3% discount , cash with order; 2% ten days; 30 days net. Orders from unknown correspondents must be accompanied with cash or satisfactory reference.
T. H. FULLER, Gladiolus Specialist
649 Marshall st., Battle Creek, Mich.

GLADIOLUS BULBS

I am ready to quote prices on Massachusetts grown Gladiolus bulbs of A-No. 1 quality for shipment November 1 or later.

America	Mary Fennell
Augusta	May
Baron Joseph Hulot	Mrs. Dr. Norton
Brenchleyensis	Mrs. Francis King
Czar Peter	Mrs. Frank Pendleton
Chicago White	Mrs. Watt
Empress of India	Myrtle
Europa	Niagara
Glory of Holland	Panama
Golden West	Peace
Goliath	Pink Beauty
Halley	Pink Perfection
Ida Van	Schwaben
Independence	Roos' Extra Choice Mixture
L'Immaculee	Roos' Exhibition Mixture
Loveliness	Roos' Primulinus Hybrids Mixture

and many other varieties, all sizes

State varieties, sizes and quantities wanted also date of shipment.

My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.
JELLE ROOS
Gladiolus Specialist Box B., Milton, Mass.

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.
Single nose.....$20.00 per 1000
Double nose..... 30.00 per 1000
JOHN R. WALSH, 502 California st., San Francisco, Cal.

Continued on Next Column

STOCK FOR SALE

BULBS

GLADIOLUS BULBS

	Per 1000 1st size	2nd si
America	$18 00	$14.
Augusta	18 00	14.
Mrs. Francis King	17.00	13.
Panama,	30.00	24.
Peace	30.00	24.
Pink Beauty	18 00	14.
Schwaben	30.00	24.

Just harvested; fine, plump bulbs, the ki that will flower superbly. Try us for Gladi and see what good bulbs are.
THE GOOD & REESE COMPANY
The largest Rose Growers in the World
Dept. E. Springfield, Oh

Send us your list of requirements. We a ready to quote you on all leading varieties large quantities. Samples will be sent on requ Those who placed their Gladioli orders last Spri with J. J. Grullemans & Sons, of Lisse, Holla will receive their bulbs from this company, shipping from Holland will be almost impossil this Fall.
The Grullemans Co., R. F. D., Avon on Lake,

FREESIA—Improved Purity. We have Chicago a small surplus at following prices p 1000: ¾ to 1-in., $18.00; ⅝ to ¾, $12.00; ½ ⅝-in., $7.50. All plump carefully graded.
Vaughan's Seed Store, Chicago and New Yo

BULBS—Of all descriptions. Write for pric C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

CALENDULAS

CALENDULA—Orange King. "True" select strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CARNATIONS

CARNATIONS—Field-grown. White Encha tress and Enchantress. Nice, 2d. size plant $4.00 per 100, $35.00 per 1000
Blackmon Bros., Centre st., Trenton, N. J.

CARNATIONS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New Yor

CARNATION PLANTS
White Perfection, $6.00 per 100, $50.00 p 1000. Geo. Peters & Sons, Hempstead, N.

CHRYSANTHEMUMS

We are now booking orders for young plan for early delivery of the following early Pompor all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-2
PRICE:
$1.00 per 10, $8.00 per 100, $75.00 per 10
There will be no change in the price befo May 1st, 1919.
We can also supply the following early stan ard sorts:
Zora, Bright yellow, ready Oct. 15-20.
Nisa, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 100 5 of a variety at 10, 25 at 100, 250 at 1000 rate
These are the best early Pompons to date, a those desiring early kinds should resort to tho mentioned above.
Elmer D. Smith & Co., Adrian, Mic

CHRYSANTHEMUM "YELLOW ADVANCI STOCK PLANTS NOW READY

Early varieties brought money this year, a Yellow Advance is the most profitable ear 'Mum we ever handled. Quantity limited stock plants from the bench:
30c. per plant; $3.00 per dozen.
CHARLES H. TOTTY COMPANY
MADISON NEW JERSE

BEAUTIFUL POT 'MUMS—Fine Capric Lincoln, Patty, etc., in half open bud. Prin condition to ship. Quick sellers. 4-in. 20 5-in. 35c. and 40c.; 6-in. 50c., 65c. and 75 7-in and 8-in. $1.00 and $1.25. Add 5% f shipment out of pots. or 10% in pots.
Gullett & Sons, Lincoln, Ill.

'MUM STOCK PLANTS—G. Glow, Unak Oconto, Pink Chieftain, Chas. Razer, 5c. eac Cash. Theodore Strzeski, Wortendyke, N.

Continued on Next Page

STOCK FOR SALE

CENTAUREA

CENTAUREA MACROCEPHELA. $2.00 per 100. Naperville Nurseries, Naperville, Ill.

CINERARIAS

CINERARIAS—Semi-dwarf, best strain, from 2¼-in. pots. $5.00 per 100, $45.00 per 1000. Henry Schmidt, 673 Church Lane, No. Bergen, N.J.

CINERARIAS—2¼-in. See display, page 735. Roman J. Irwin, 108 West 28th st., New York

CINERARIAS—Fine, 3-in., $5.00 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

CINERARIAS—Dwarf strain. 2¼-in., $4.00 per 100. Geo. C. Drew, Hyannis, Mass.

COLUMBINES

AQUILEGIA CÆRULEA HYBRIDA—All colors and shades, fine cut flower next season if planted now, $5.00 per 100. See our trade list for other perennials.
WAYSIDE GARDENS, MENTOR, OHIO.

CORNUS

CORNUS—Siberica and Aurea. 2-3 ft. $7.00 per 100. Green Acres Nurseries, Newark, N.Y.

CYCLAMEN

CYCLAMEN—See display ad. page 735. Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

DAISIES—Bellis; Monstrosa, pink or white; also Longfellow and Snowball. Fine, strong plants, $2.50 per 1000, $6.75 per 3000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

DAISIES—Boston Yellow, $7.00 per 100; Giant White, $6.00 per 100. 2¼-in. pots, strong plants.
Henry Schmidt, 673 Church Lane, No. Bergen, N.J.

DELPHINIUMS

DELPHINIUMS—Gold Medal Hybrids. Strong field-grown plants, $6.50 per 100.
Green Acre Nurseries, Newark, New York

DRACÆNAS

DRACÆNA—Indivisa. 3-in. $7.00 per 100. Geo. C. Drew, Hyannis, Mass.

FERNS

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 2½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

FERN SEEDLINGS AND OTHER FERNS—In any quantity; see advertisement on page 738 J. F. Anderson, Fern Specialist, Short Hills, N. J.

BOSTON RUNNERS—Strong, $1.00 per 100, $7.50 per 1000, Parcel Post.
O. Herms, Port Richey, Fla.

FERNS—All varieties. See display. Roman J. Irwin, 108 West 28th st., New York.

HARDY FERNS—Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov Minn

BOSTON FERNS—2¼-in. $5.00 per 100. Geo. C. Drew, Hyannis, Mass.

Fruits & Vegetables Under Glass

William Turner. Reduced to $3.50

A. T. DE LA MARE CO., INC.
438 to 448 West 37th Street, N. Y.

Continued on Next Column

STOCK FOR SALE

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early: stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

GERANIUMS

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—Ricard, Poitevine. 2¼-in. $3.00 per 100. Geo. C. Drew, Hyannis, Mass.

GLADIOLI

	Per 1000 1st size	2d size
America	$18.00	$15.00
Mrs. Francis King	18.00	15.00
North Star, Mixed	12.00	10.00
Mixed, XXX	12.00	10.00

Send for list of other varieties
Niles Nursery Co., Niles, Mich.

HARDY PLANTS

Strong, field-grown plants, 2 years old. Aquilegia Hybrids, Achilles The Pearl, Alyssum Saxatile, Anthemis Kelwayi, Astilbe Japonica and Davidii, Baptisia Australis, Boltonia Asteroides and Latisquama Nana, Campanula Media, Chrysanthemums Maximum, Coreopsis Lanceolata, Delphinium Chinensis, Dianthus Barbatus and Plumarius, Funkia Media Variegata, Hibiscus Moscheutos and Crimson Eye, Iris Germanica and Orientalis, Lychnis Chalcedonica, Pentstemons in named varieties, Rudbeckia Purpurea. Send for Trade List. $5.50 per 100, $50.00 per 1000. Palisades Nurseries, Inc., Sparkill, N. Y.

HELIANTHEMUMS

Strong, field or pot grown plants. Mutabile Croceum and dbl. Orange, $5.50 per 100, $50.00 per 1000. Palisades Nurseries, Inc., Sparkill, N.Y.

HEMEROCALLIS

Strong clumps. Flava, Kwanso, fl. pl. Orangeman, Thunbergi, Florham, Apricot, etc., $4.00 per 100, $35.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

HEMEROCALLIS—Flava, lemon Lily. Strong, field-grown plants. $5.00 per 100.
Green Acre Nurseries, Newark, New York

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and Single, mixed colors, $4.00 per 100. Other Hardy Plants also.
WAYSIDE GARDENS, MENTOR, OHIO.

HYDRANGEAS

HYDRANGEAS—Pot-grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibraye, Radiant, Bouquet Rose, Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere.

Flowering branches	Per 100
4	$20.00
5 to 6	30.00
7 to 10	40.00
10 to 12	50.00
12 to 15	75.00

Terms: Cash with order. Packing charges of 5% of value of order will be added.
Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS

Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.	Each
7 inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2¼-inch	.05

A Colle, Doylestown, Pa.

HYDRANGEAS—Field-grown. See display. Roman J. Irwin, 108 West 28th st., New York.

IVY

ENGLISH IVY—Out of 2-in. pots, 2 and 3 to a pot, 8 to 15 in. long, $4.00 per 100. Cash with order. H. Gulliksen, Hackensack, N. J.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—See display. Roman J. Irwin, 108 West 28th st., New York.

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $14.00; 1000, $27.00.
Vaughan's Seed Store, New York

A successful method which covers your own proposition is always a good lead to follow. The majority of the subscribers to this paper use the Classified Department of THE EXCHANGE for the selling of surplus stock with success.

Continued on Next Column

TO Have And To Hold

Is a good policy—but not always, especially when there is a profitable market open.

If you have a surplus—don't hold it. Some one, "somewhere in America," and a reader of THE EXCHANGE, is looking for the offer that you are able to make, and he is looking in the Classified Department of THE EXCHANGE for word from you.

Rate of 12½ cents per line of seven words

STOCK FOR SALE

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots.	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10 00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J.B. Braun, Parkside Greenhouses, Hightstown, N.J.

Pansy plants of my largest flowering mixtures of show varieties, unsurpassed quality, good size stocky plants (July sown), $3.00 per 1000; same size plants in white, light blue and yellow, $3.00 per 1000, 500 at 1000 rate.
Gustav Pitzonka, Pansy Farm, Bristol, Pa.

PANSIES—Plants for greenhouse planting. Extra large, strong, transplanted plants in bloom. "Superb strain". $1.00 per 100. Cash. Brill Celery Gardens, Kalamazoo, Mich.

PANSIES—Giant-flowering, $3.00 per 1000; Steele's Private Stock, $4 00 per 1000. Cash. Strong plants; Aug. sown; well packed.
C. C. Breece, Delaware, Ohio

PANSY PLANTS—First-class, 60c. per 100, $3.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

PELARGONIUMS—See page 735. Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Quality guaranteed to please you. Harmel Peony Co., Berlin, Md.

PERIWINKLE

PERIWINKLE—Vinca Minor. Strong, field-grown. $8.00 per 100, $75.00 per 1000.
Thomas B. Meehan Co., Dresher, Pa.

POINSETTIAS

POINSETTIAS—See page 735. Roman J. Irwin, 108 W. 28th st., New York.

PRIMULAS

Primulas with a reputation now ready.
Obconica, true Silver Dollar strain
Appleblossom, Rosea and Kermesina and other varieties
From 2¼-in. pots
$5.00 per 100, $45.00 per 1000
Kewensis (yellow) from 2¼-in. pots
$5.00 per 100.
HENRY SCHMIDT
673 Church Lane North Bergen, N. J.

PRIMULA OBCONICA GIGANTEA—Fine, large plants, mostly rose and red, in bud or bloom. 4-in. $8.00 per 100; 5-in. $15.00 per 100. Chinese 4-in $8.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N.Y.

Continued on Next Column

STOCK FOR SALE

PRIMULAS

ENGLISH PRIMROSES
Are you wondering what to fill your houses with after the early 'Mums are cut? Why not plant English Primroses? They don't require much heat and are certain to prove a profitable investment. Superb as pot plants or for cutting. Field-grown clumps.
$8.00 per 100, $75.00 per 1000.
CHARLES H. TOTTY COMPANY
MADISON, NEW JERSEY

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.
J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—2¼-in. Ready now. $4 00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA
Fine, large plants Mammoth flowering 4-in. 8c.
SAMUEL WHITTON
Churchill Ave. Utica, N. Y.

PRIMULA—Malacoides. Per 100: 2-in. $3.50. 3-in. $5.00. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display. Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	

AMOOR RIVER NORTH

18 to 24-in., well branched	$3.00	$25 00
2 to 3 ft, well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK, HIGHTSTOWN, N. J.

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528
Western Rose Co., Pasadena, California

New and standard Roses for all uses; get list. Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash, please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEDUMS

Strong clumps of 4-in pots. Spectabile, Brilliant, Atropurpureum, Oppositifolium, etc. $5.00 per 100, $45.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
Northern greenhouse grown, guaranteed the genuine Nanus and true to type.
Per 1,000 seeds $3.50
Per 10,000 seeds 30.00
Special prices in larger quantities
ASPARAGUS SPRENGERI SEED
Per 1,000 seeds $1.50
Per 10,000 seeds 12.50
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

SWEET PEA SEED
We offer for immediate delivery Zvolanek's complete list of the best standard varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

SWEET PEA SEED
All the best commercial varieties. Orchid flowering. Send for complete list with prices.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS—Sprengeri. Fresh stock. 75c. per 1000, $6.00 per 10,000.
O. Herms, Port Richey, Fla.

SHRUBS

SHRUBS—Send for new complete price list. The Conard & Jones Company, West Grove, Pa.

SNAPDRAGONS

SNAPDRAGON—Giant white, pink, silver pink, garnet and yellow; assorted colors. Seedlings, once pinched, $8.00 per 1000. Cash.
Geo. Milne, Winchester, Mass.

SNAPDRAGON—Silver Pink, white and yellow. 2¼-in., strong, clean plants, $5.00 per 100, $45.00 per 1000. Cash.
Hopkins, The Florist, Brattleboro, Vt.

Continued on Next Page

The Florists' Exchange

STOCK FOR SALE

SNAPDRAGONS

SNAPDRAGONS—All varieties. See display. Roman J. Irwin, 108 West 28th st., New York.

SNOWBALLS

SNOWBALLS—Japan Snowball, heavily rooted, 3-in. pot plants, at $50 per 1000; also from 1 to 3 year, $10 to $25 per 100.
The Conard & Jones Company, West Grove, Pa

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4-in. 15c.; 5-in. 30c.; 6-in. 40c. None but well berried plants sent out, pot grown.
Abbey Ave. Greenhouses, Dayton, O.

STEVIA

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 735.
Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCA VARIEGATA—2¼-in. pots, $2.50 per 100; Rooted Cuttings, $1.00 per 100.
Geo. C. Drew, Hyannis, Mass.

VINCA MINOR—Periwinkle. Strong, field-grown, $8.00 per 100, $75.00 per 1000.
Thomas B. Meehan Co., Dresher, Pa.

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINES

VINES—Honeysuckles, Clematis, Wisterias, Euonymus, Matrimony Vine. See complete price list.
The Conard & Jones Company, West Grove, Pa.

MATRIMONY VINE—3-4 ft., $7.00 per 100.
Green Acres Nurseries, Newark, New York

VIOLETS

VIOLETS—Princess of Wales. Extra strong plants. $8.00 per 100.
J. F. Dimmock, Pocasset, Mass.

MISCELLANEOUS STOCK

COLEUS—Xmas Gem, Brilliancy. 2½-in. $4.00 per 100; assorted varieties, prettiest colors, 2½-in., $2.50 per 100. Fuchsia, Black Prince, 2½-in. $3.50 per 100; Imp. Sultana, violet rose, orange red, white and deep pink, 2½-in. $3.50 per 100. English Ivy, 2½-in. $3.50 per 100; 3-in. $6.00 per 100. Salvia America, everblooming, 2½-in. $3.50 per 100; Bonfire, 2½-in. $2.50 per 100. Lantana, white, pink, red and weeping, 2½-in. $3.50 per 100.
Oak Grove Greenhouses, Tuskegee, Ala.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

VEGETABLE PLANTS

FRENCH ENDIVE ROOTS—Selected size, cut to proper length 75c. per doz., $3.50 per 100, $30.00 per 1000. For cultural directions, see issue of The Florists' Exchange, Sept. 21, page 456. Cash or reference. R. W. McClure, Sunny Slope Greenhouses, 401 McClure av., Syracuse, N. Y.

WITLOOF CHICORY or FRENCH ENDIVE ROOTS—Large size, $4.50 per 100, $35.00 per 1000; medium size, $3.75 per 100, $25.00 per 1000.
Harry P. Squires, Good Ground, N. Y.

CABBAGE, CELERY AND TRIPLE CURLED PARSLEY PLANTS—Field-grown, 50 cents per 100, $3.00 per 1000, prepaid. $2.00 per 1000, not prepaid. F. M. Pattington, Scipioville, N. Y.

20,000 Chicory Witloof or French Endive. Extra strong roots. $3.00 per 100, $28.00 per 1000. Hugo Schmidt, Green Lane Farm, Succasunna, N. J.

CHICORY WITLOOF ROOTS—A few thousand left. Write for special price to clean up. Easily forced under benches; no extra coat
John Weston, Valley Stream, L. I.

LETTUCE PLANTS—Good, stocky Grand Rapids, $1.50 per 1000. Best forcing Tomato plants, $1.00 per 100. Will H.Carl, Elysburg,Pa.

LARGE ASPARAGUS ROOTS—3 yrs. old, $1.50 per 100, $7.50 per 1000; 8 yrs. old, $1.75 per doz., $10.00 per 100.
Harry P. Squires, Good Ground, N. Y.

PARSLEY PLANTS—Double curled, 40c. per 100; $1.90 per 1000.
Harry P. Squires, Good Ground, N. Y.

LETTUCE PLANTS—Grand Rapids, Big Boston, $1.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

SAGE PLANTS—Holt's Mammoth, $1.00 per doz., $7.00 per 100.
Harry P. Squires, Good Ground, N. Y.

FRUITS & VEGETABLES

RASPBERRY Plants—St. Regis, Cumberland, Cuthbert, Gregg, Black Diamond, $1.90 per 100, $12.00 per 1000. Blackberry plants, Snyder, $2.00 per 100, $14.00 per 1000. Currant, Gooseberry, Strawberry and Grape plants at reasonable prices.
Harry P. Squires, Good Ground, N. Y.

Continued on Next Column

STOCK FOR SALE

FRUITS AND VEGETABLES

LARGE RHUBARB ROOTS—Forcing size, $1.20 per doz., $6.50 per 100; very large size, $4.00 per doz., $30.00 per 100.
Harry P. Squires, Good Ground, N. Y.

FOR SALE OR RENT

ESTABLISHED FLOWER SHOP FOR SALE
Located in Massachusetts, in busy resort city of 40,000, drawing from surrounding population of over 100,000, doing annual business of $24,000 to $25,000. Excellent credit, local reputation and finest clientele. All details will bear keenest investigation. A real opportunity for any one. Owner obliged to live South, therefore early acceptance is imperative. Address O. B. care The Florists' Exchange

FOR SALE—5000 ft. of glass, all heated with hot water; 8 acres of land, 5-room house, 1 horse market wagon, farm wagon, 1 Ford, 1 truck. Houses all filled. A bargain. Retail business. John Lealman, R. 1., Box 50, Wheat Rd., Vineland, N. J.

FOR SALE—In Vermont, 10 greenhouses. Big business over 40 years. Ill health compels retirement. Address N. A. care The Florists' Exchange.

Greenhouses, iron frame, covering 28,000 sq. ft.; also 9 room house, all improvements; 2 acres of ground; 11 miles from New York.
Jacob Hauck, 49 Montgomery st., Bloomfield, N.J.

SUNDRIES FOR SALE

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.50 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c., ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—Greenhouse Glass, B Quality double thick; 2nd hand; only been on the houses a couple years. 10x15, $4.00 per box; 16x18, $4.50 per box; 16x24, $4.75 and 12x20, $4.00 per box. John R. Coombs, West Hartford, Conn.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10 bbl. bale, $3.25; 2 bales, $6.00; 2 5-bbl. bales, $3.75. Live Sphagnum Moss, $1.25 bag. Green lump moss, $1.50 bag. Green sheet moss, $1.50 bag. Burlap, 50c extra; cash, 5c. less.
Jos H. Paul, Box 156, Manahawkin, N. J.

POTS

FOR SALE—10,000 used pots, 2-3½-in. half price. W. H. Salter, Rochester, N. Y.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

DREER'S
FLORISTS' SPECIALTIES
New Brand New Style
"RIVERTON" HOSE
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft. . . . . 19c.
Reel of 500 ft. . . 18½c.
2 reels, 1000 ft. . . . 18c.
1½-inch, per ft. . . . 16c.
Reel of 500 ft. . . . 15½c.
Couplings furnished without charge
HENRY A. DREER
714-716 Chesnut St.
Philadelphia, Pa.

When ordering, please mention The Exchange

Philadelphia, Pa.

(*Continued from page 759*)

The new Rose, Columbia, has made a favorable impression in this market. Among those growing it are the Jos. Heacock Co., Stephen Mortensen, John Andro, George Burton and Zieger & Sons.

The annual Chrysanthemum Show of the Pennsylvania Hort. Soc. is withdrawn this year.

Clarence Watson, who has been listed among the sick, is again able to resume his duties with the Leo Niessen Co. This house is receiving excellent Bouvardia Humboldtii.

Paul Richter of the Henry F. Michell Co. has written a timely article on "Make a Profit," that may be found elsewhere in these columns. Read it. Manager A. R. Burton of the nurseries at Aulausia, despite the handicaps of labor shortage, has kept the place right up to the mark. The Dahlias came in for a great deal of attention by all who visited the nurseries lately. They have done exceptionally well this season. While the number of varieties runs well into three figures, the matter of seeking any one sort in the field has been simplified by planting the varieties in alphabetical order.

Among the choice 'Mums noted at the S. S. Pennock Co., especially prominent was the variety Wm. Turner.

Wm. J. Baker is featuring exceptionally fine 'Mums in the varieties of Bonnaffon, Marigold and Razor.

Chas. E. Meehan is sending in a good cut of 'Mums to his own commission house from his place at Churchville.

Business among the retailers has quieted down considerably, proving that the influenza has about run its course.

A Flower Restores Speech and Appetite

Richard Vincent, Jr., at a recent meeting of the New York Florists' Club gave his auditors a startling narrative regarding the stimulating effect of flowers on the mentality of a wounded soldier. This story should travel wide and sink deep. Mr. Vincent said, in effect:

At the request of Major Herring the doctor in charge of a certain hospital ward, I visited Fort McHenry to show them how to plant their flower borders and beds around the buildings.

In passing from the surgeon's office to the grounds he stopped me in front of a man sitting on the porch and said, "See that man?" I said "Yes." "Well, that man was injured by a piece of shell and was brought here for surgical treatment. For three weeks he has not spoken a word, but this morning I brought one of the Geraniums in bloom that I procured from your establishment and placed it on the table directly in front of him and, touching his arm, said, 'Look.' He looked and the first word we have heard him utter was right there when he said 'Pretty.'"

The next word he uttered was "eat." That Geranium awoke him and that man, with an occasional glance at the flower, ate the best and most nourishing meal that he had eaten since he was wounded. As Major Herring said, it was the flower that awoke his memory and brought him back to life and feeling.

Major Herring added: "As a testimonial from me as a doctor I want to say that a bunch of flowers in a room of sick or wounded is one of the greatest solaces that we can obtain, often amounting to more than medicine."

Advertising Before and After the War

Let us wander a bit to the time of flower prosperity about a year before the war. How everybody and everything connected with flowers were up to the high mark. No worrying about stocks, coal, labor; everything running along smoothly. No necessity for knowing the cost of producing flowers and plants. Easy come and easy go; happy go lucky about it all. Then the transformation a year after the war started; shortage of coal, which was needed to help win the war; release of men for war work, causing a shortage of man power; and shortage of stock resulting from conditions essential to winning the war.

How has advertising anything to do with the conditions mentioned and how does it benefit or retard our industry generally?

Show me the man immune from using publicity to aid his business during the interval mentioned, and I'll show you that he fell back considerably, both financially and otherwise. On the contrary, show me the men who are spending money to continue their advertising and publicity. They are going ahead and creating new business all the time.

A peculiar thing happened to me when a question was put as to how we are getting on with the help question. Strange as it may seem, we have as yet not felt the shortage; perhaps we may later, though most of our men are past the draft age. I maintain that because of advertising our mails bring many letters from applicants who seek a change of position and having heard of us want to affiliate with a growing concern. Human nature travels that way. Where there is apparent success, there will the crowd follow. This seems to contine in channels both as to salesmen who seek business and also in volume of sales. When conditions are continually changing as in our business regarding present buyers and those of the past it is up to every florist to make known the fact that he has flowers to sell and not to keep.

Advertising is the open sesame between one's store and the buying public. The fellow who keeps up a campaign now and after the war will gain the greatest advantage, provided he keeps time both in quality of flowers and service rendered. These qualifications entitle one to get whatever he goes after; namely success, both as a florist and as a merchant.

Advertising is the stimulant needed and which is now coming into its own for florists generally. Our own National Publicity campaign will probably be the means of a reawakening for many who have hitherto never felt the need in the sale of flowers, but who now feel the necessity as in all other lines. Hats off to the men in our line who saw the light and started this campaign in New York a little over a year ago.

It was the beginning of what some day will be he biggest thing that the florists have ever done in popularizing the uses of floflwers.

"Say It with Flowers" has a wonderful future. Watch the growth!

A Certain Little Jenny Wren

A florist friend in New Jersey sends us an extract from a daily paper, which embodied a story wrought about a certain little Jenny Wren, a poor working girl who has made her somewhat plainly furnished one-room apartment attractive in the extreme through its shining cleanliness and arrangement, her poverty made endurable through a blaze of Geraniums in the one window opposite the door. It's just a plain, simple story, an epitome of the lives of hundreds of young women like unto her. She makes the most of the little she has and "once in a while spends fifteen cents for a new pot of Geraniums." The story runs on: "She'll be waiting there in the little room with the Geraniums until Robin comes home from the war, and when the two start out to make a new home in this land of homes, I am sure it will—no matter how small, how obscure, on what unknown, unheard-of street, and up no matter how many stairs—be one worth having."

Our correspondent adds: "Articles of this character are worth hundreds of dollars to the florists and nurserymen, being read by thousands of women. Just such articles inspire them to do things, where otherwise they might pay little attention to an advertisement directly to the point. Does the trade show proper appreciation for this kind of work, especially now, when the florist business is considered a luxury?

"Would it not be good policy if some such organization as the S. A. F. and O. H., or others, were to show their appreciation to the writers of such articles, and encourage them in this sort of work?

"On more than one occasion I have read similar articles and wanted to thank the author. However my lone effort would appear insignificant."

[Not at all, F. S., a "lone" letter from reader to editor, showing appreciation for services rendered, is always welcomed—they come so rarely nowadays.]

Buffalo, N. Y.

A profusion of flowers marked the recent opening of the new home of the Buffalo Trust Co., 449 Main st.

William E. Harries, Supt. of Parks, and Harry B. Filer, City Forester, are members of Buffalo's city planning committee, recently appointed.

JOSEPH A. McGUIRE.

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots.
$2.00 per single gallon.
Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

Putty Bulb
(Scollay's)
for Liquid Putty
The best tool for glazing and repairing greenhouse roofs.
Note the Improved Spout
For sale by your supply house or sent postpaid for $1.15
John A. Scollay,
INCORPORATED
74-76 Myrtle Ave.,
BROOKLYN, N. Y.

When ordering, please mention The Exchange

GLASS
FOR GREENHOUSES
Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices
PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

When ordering, please mention The Exchange

FOLEY GREENHOUSES
SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
3075 S. SPAULDING AVE.
CHICAGO

NO MORE SOOT TROUBLES
Z-I-N-C-O

WHAT IT IS
Soot destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.

WHAT IT DOES
Z-I-N-C-O
Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft.

"Ain't it a Grand and Glorious Feeling?"

WHAT IT DOES
Z-I-N-C-O
It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

Note The makers of Z-I-N-C-O have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is $3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO. 468 W. Erie St., Chicago

When ordering, please mention The Exchange

Great Saving in Preparing Land for Carnation Stock
FOLLOWING is what Kretschmar Brothers, of West Nyack, N. Y., say of the system:

"It has always been a great expense to prepare our land for the carnation stock before planting, as each day we would only plough enough for the day's planting so that we could work in moist soil. This also would be all hand raked to get it in the best condition. We can now plough the whole strip and harrow with a spiked tooth harrow and use the Skinner System after each day's planting to water them down."

SKINNER SYSTEM OF IRRIGATION
The Skinner Irrigation Co.
225 Water St., Troy, Ohio

When ordering, please mention The Exchange

—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.

GLASS
N. COWEN'S SON, 14-16 Wooster St. NEW YORK

When ordering, please mention The Exchange

Peirce Paper Flower Pot
Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes Samples furnished free Ask your dealer for them
E. ALLAN PEIRCE
40 Oaks Road, Waltham, Mass.

When ordering, please mention The Exchange

RAMSBURG'S SQUARE PAPER POT
Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.
G. S. RAMSBURG, Somersworth, N. H.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

NEW — USED
LARGE STOCK
All sizes, threaded and coupled or cut to length
Your inquiries solicited
Peerless Iron Pipe Exchange, Inc.
396 Broadway, New York

When ordering, please mention The Exchange

When ordering, please mention The Exchange

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., INC.
Cambridge, Mass.

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.
Think of us—write us—try us
The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa.

Why It Is a Good Time to Buy Glass

THE Government has restricted the output to 50%.

France and Belgium are not making a light and haven't for some time.

It will be long after the war is over before they can again make it.

After the war there is bound to be a big boom in all kinds of building operations.

This means a lively demand for glass, with no chance of the price being lower.

Frankly, it looks as if after the war prices would actually be higher.

That's why now is a good time to buy glass.

We can sell you either Double A or Double B quality in any of the following sizes.

For Sale

DOUBLE A		DOUBLE B	
16″x 28″	16″x 18″	16″x 28″	16″x 22″
16″x 26″	16″x 16″	16″x 26″	16″x 18″
16″x 22″		16″x 24″	16″x 16″

Write for prices, stating quantity desired

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

SALES OFFICES:

NEW YORK 42d Street Bldg. | CHICAGO Continental & CommercialBank Bldg. | ROCHESTER 29 Avondale Park | CLEVELAND 1316 Ramona Avenue | TORONTO Royal Bank Bldg. | MONTREAL Transportation Bldg.

FACTORIES: Irvington, N. Y., Des Plaines, Ill., St. Catharines, Canada

When ordering, please mention The Exchange

Heid Kerosene Heater

The "HEID KEROSENE HEATER" needs no electric motor, no air pressure. No ashes to remove, and can be used in any make of boiler.

By order of the United States Fuel Administrator, florists will get only 50% of their coal this season.

WHY NOT BURN KEROSENE OR CRUDE OIL AND SAVE COAL?

With a few pounds of coal you cannot heat water or make steam, but with five gallons of oil in my Heater you can. You can heat your greenhouses quicker; it is cleaner and, above all, a time saver. Equally adapted for heating private residences. Write for prices. When writing give width of feed door of boiler, size of grates and height of chimney.

You can see the heater working successfully any time by appointment. I will be pleased to explain it to you.

FRANK HEID, 287 South Broadway, Tarrytown, N. Y.

When ordering, please mention The Exchange

Water For The Greenhouse

—a regular, dependable supply of it, all year 'round and always under good pressure, can be obtained most economically by installing a Caldwell Tubular Tower. Simple, strong, safe. You can erect it yourself.

Send for Catalogue

W. E. CALDWELL CO.

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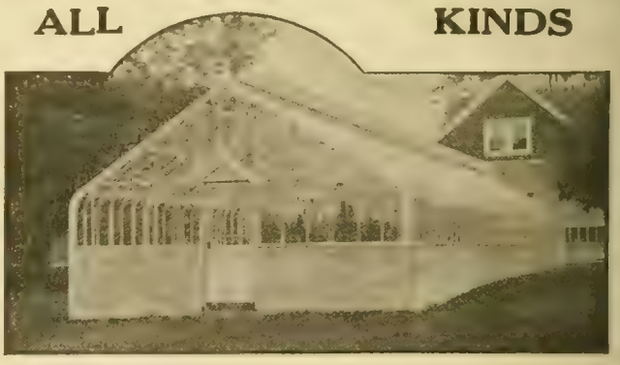

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Recommendations for Bettering the Flower Trade

The Chrysanthemum Shows

The Great War is Over

Thanksgiving Day Decorations

New York Florists' Club Meeting

Christmas Plants

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a Floral Co.....789
rican Bulb Co....777
nann, Charles..777-79
rson, J. F.....774
rson, S. A.....786
ne Mfg. Co.....778
mann Bros.....774
mann, Godfrey...779
y, Ernest.....786
ibon Nurs.....780
ue Floral Co....789
r Bros.....788
r, Wm. J.....799
ay Nursery.....772
, B. F. & Co....780
ows, Henry H....774
oer, A. R.....778
& Steinkamp....779
rsdorfer & Co...793
State Nurs., The.780
en, E. A.....793
ers' Cons.....786
erts Seed Store..770
row Floral Co....789
o Floral Co., L...788
et, C. A.....779
rmann Bros.,Co.788
ington Co., Inc..768
ano & Son, J....779
et & Blake.....797
n Floral Supply 768
, M. A.....790
, J. B.....779
meyer's Sons, J..788
n, Peter.....779
n Bag Filing ch. Co., The....772
, Alonzo J.....777
bee, H. W.....791
ard, A. T.....790
tt Bros.....772
e, W. A. & Co..772
Butler & Ullman.....790
Byer Bros.....779
Caldwell the Woodsman Co.....793
Campbell Bros.....774
Caplan, Florist.....786
Carbone, Florist.....786
Champion & Co.,John N.....789
Chicago Feed & Fertilizer Co.....778
Chicago Flower Grower' Ass'n, The.....798
Childs, John Lewis...772
Chinnick, W. J.....774
Christensen, Thos. P.774
Clarke's Sons, D.....790
Clay & Son.....778
Colonial Flower Shop.786
Conard & Jones Co...779
Coombs, Florist.....788
Cowee, W. J.....793
Cowen's Sons, N.....803
Craig Co., Robt.....774
Crowl Fern Co.....793
Cut Flower Exch.....797
Danker, Florist.....786
Dards.....790
Day Co., W. E.....791
De Buck, John.....780
Dietsch Co., A.....803
Dorner & Sons Co....779
Dreer, H. A...770-78-802
Drumm Seed & Floral Co.....788
Eble, Chas.....789
Edlefsen-Leidiger Co.789
Edwards' Folding Box Co.....793
Edwards, Harry B....780
Emmans, G. M.....779
Eskesen, Frank N....774
Fallon, Florist.....791
Fenrich, Joseph S....796
Fetters, Florist.....788
Fletcher, F. W.....772
Foley Greenhouse Mfg. Co.....802
Ford, M. C.....796
Ford, Wm. P.....797
Fottler, Fiske, Rawson Co.....768
Friedman, Florist.....786
Friedman, J. J.....778
Froment, H. E.....797
Galvin, Thos. F.....790
Gasser Co., J. M.....786
Giblin & Co.....802
Girvin, Willis B.....779
Gnatt Co., The Ove..795
Goldstein & Futterman.....797
Gove, The Florist....786
Graham & Son, A....786
Grakelow, Florist.....790
Grandy, The Florist..790
Gude Bros. Co.....791
Gunther Bros.....797
Habermehl's Sons....790
Hahn, Florist.....786
Hanford, R. G.....777
Hardesty & Co.....786
Hart, George B.....793
Heacock Co., Jos.....774
Heid, Frank.....803
Heiss Co.....788
Henry Co., John.....793
Henshaw Floral Co..796
Hentz & Nash, Inc...797
Herr, A. M.....779
Hess & Swoboda.....790
Hession.....790
Hews & Co., A. H....778
Highland Pk. Gnhs...788
Hill Co., E. G.....798
Hitchings & Co.....804
Hill Floral Co., E. G..786
Hill Nursery Co., The D.....779-80
Hollywood Gardens..791
Holm & Olsen.....791
Horan, E. C.....797
Horn & Bro., John F..786
Hotaling, the Florist..786
Howard Rose Co.....780
Irwin, R. J.....775
Jackson & Perkins....780
Jennings, E. B.....779
Jacobs & Sons, S.....803
Johnston Bros.....790
Johnston & Co., T. J..790
Joseph's Florist.....791
Joy Floral Co.....789
Kasting, Wm. F. Co..765
Keller, John A.....789
Keller Pottery Co....778
Keller Sons, J. B.....791
Kelway & Sons.....777
Kentucky Tobacco Product Co., The..778
Kerr, The Florist....788
Kervan Co., The....793
Kessler, Wm.....797
Knapper, Albert.....779
Knoble Bros.....786
Kooyman Co., Inc.C..772
Kottmiller, Florist....790
Kroeschell Bros. Co...778
Kuebler, Wm. H.....797
Lager & Hurrell.....779
Lang Floral & Nurs. Co.....788
Lange, A.....786
Lange, H. F. A.....791
Langjahr, A. H.....797
Leahy's.....788
Leonard Seed Co.....772
Liggit, C. U.....777
Littlefield & Wyman.780
Lockland Lumber Co.803
London Floral Shop..790
Lovett, Lester C.....780
Lovett, Inc., J. T....779
Ludwig Floral Co., E. C.....790
Mackie, W.....797
Macnair, Florist.....790
Mader, Paul.....779
Malandre Bros.....790
Marshall & Co., W. E.772
McCallum Co.....793
McCarron, Miss.....789
McClunie, Geo. G....788
McHutchison & Co..770
McManus, James.....797
Meehan, C. E.....799
Metarie Ridge Nursery Co., Ltd.....789
Metropolitan Material Co.....803
Meyer, Adolph.....790
Michell Co., Henry F.766
Michigan Cut Flower Exchange.....793
Michler Bros. Co.....789
Miller, A. L.....779
Miller Floral Co.....791
Mills, the Florist.....788
Mountain View Floral Co.....780
Munk Floral Co.....788
Murray, Samuel.....789
Murray, Florist.....789
National Florists' Board of Trade....802
Neidinger Co., J. G...793
New England Florist Supply Co., Inc....798
Nicotine Mfg. Co....802
Niessen Co., Leo....799
Noe & Sampson.....797
Ouwerkerk, P.....780
Palmer, F. E.....786
Palmer & Son, W. J...786
Papworth, Harry....789
Park Floral Co., The.788
Parshelsky Bros., Inc.803
Peacock Dahlia Farms.....774
Peirce, E. Allen.....802
Penn, The Florist....786
Pennock Co., S. S....799
Peerless Iron Pipe Exchange, Inc.....802
Peters & Reed Pottery Co.....778
Pfaff & Kendall.....803
Philips Bros.....789
Pierce Co., F. O.....803
Pierson, Inc., A. N...765
Pierson Co., F. R....765
Pikes Peak Floral Co.786
Pillsbury, I. L.....788
Pittsburgh Cut Flower Co.....793
Polykranas, G. J.....797
Pulverized Manure Co., The.....778
Purdie & Co., D. S...789
Purnell, W. Z.....793
Ramsburg, G. S.....772
Randall's Flower Shop791
Randolph & McClements.....790
Rawlings, Elmer.....774
Reck, John & Son....786
Reed & Keller.....795
Reinberg, Peter.....798
Rice Co., M.....795
Riedel & Meyer, Inc..797
Ritchy, F. W.....779
Riverview Nursery...780
Robinson Co., H. M..795
Rock Flower Co., W..789
Robinson & Co., Inc., H. M.....797
Rodgers Floral Co...786
Roehrs Co., Julius...802
Rosedale Nurseries...777
Rosemont Gardens...789
Rosary Flower Shop..786
Royal Glass Works...802
Rumbley Co., The....793
Rupp, John F.....770
Sauter, A.....797
Sceery, Ed.....790
Scheepers Co., John..772
Schling, Inc., Max., Seeds.....777
Schling, Inc., Max., Flowers.....790
Schmidt, J. C.....777
Schultheis, Anton....777
Scholtz, the Florist, Inc.....786
Schramm Bros.....791
Schultz, Theo.....793
Schulz Co., Jacob....789
Schwacke & Co., C...770
Scott, Florist.....786
Scottwood Gnhs.....791
Serphos, Norman.....772
Sheridan, Walter F...797
Siebrecht, Geo. C....797
Skidelsky & Co., S. S.770
Skinner Irrigation Co.803
Smith & Fetters Co..786
Smith, Henry.....788
Smith, P. J.....797
Smith Co., W. & T...780
Smith & Co., Elmer D.802
Smith, the Florist...788
Snyder Co., B. A...798-99
Solomon & Son, L....802
Southern Evergreen Co.....793
Spear & McManus...788
Stearns Lumber Co., The A. T.....803
Steele's Pansy Gardens.....766
Storrs & Harrison Co.779
Stumpp, Geo. E. M..790
Stumpp & Walter Co. 766-68
Syracuse Pottery Co..778
Taepke Co., G. H....788
Thompson & Co., C.B.789
Thorburn & Co., J. M.770
Tomlinson Key Floral Co.....788
Tracy, Inc., N. Hammond.....770-72
Traendly & Schenck..797
United Cut Flower Co., Inc.....796
Van Bourgondien, K. & Son.....766
Van Der Schoot, R. A.770
Vaughan's Seed Store.772
Vick's Sons, James...777
Vincent, Jr., & Sons..765
Walker Co., The F...789
Watkins & Simpson766-70
Wax Bros.....786
Weber, F. H.....791
Weir, Inc., James....786
Welch Bros. Co.....798
Welch, the Florist....788
Wenk, Peter.....779
Westman & Getz.....786
Whilldin Pottery Co. 778
Wilk, John.....772
Wilson, H. E.....791
Wilson, R. G.....786
Wolfinger, Florist....789
Wood Bros.....779
Woodruff & Sons, S.D.772
Young & Co., A. L...797
Young & Co., John...797
Young & Nugent.....790
Young & Sons Co., C.791
Zech & Mann.....798
Zvolanek, Ant. C.....770

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

tum.....765-75
tum.....775
um.....770-77
llis.....770
opsis.....775
.....774
gus..768-74-75-77-779
dium.....774-77
s.....780
as..765-70-75-77-79
.....768-77
s.....779-80
g Heart.....780
765-66-68-70-72-75-777
laria.....768-75
tula.....768-75-79
.....768-72-75-79
s.....770-79
ions.....775-79
mas Plants.....765
mas Trees.....780
nthemums.775-79-802
um.....774
rias768-70-75-77-79
is.....780
.....779
.....765-70
.....780
pine.....775
sis.....777
.....777
s.....765-77
meria.....774
en768-70-74-75-77
s.....772-74
.....774-75-77-79
tive Plants....774
nium.....775
a.765-74-75-77-79
.....780
.....777
sens.....779-80
eeds.....777
.....765-75-77-79
w.....779
.....774-77-79
nenots.....777
ees.....777
us.....780
...766-68-70-72-75
.....780
rees.....780
.....775-77-79
Gaillardias.....777
Genista.....775
Geraniums...765-74-77-79
Gerbera.....779
Gladiolus....766-70-72-75
Gypsophila.....768-75
Heather.....777-79
Heliotrope.....765-75-79
Hollyhocks.....777
Hyacinths.....766-75-77
Hydrangeas....765-75-80
Iris.....766-72-75-77-80
Ivy.....765-74-75-79
Japonica.....780
Jerusalem Cherries765-77
Kentias.....765-74-75-79
Lantanas.....777-79
Lilac.....780
Lilies.....770-72-75-77-80
Lily of the Valley.770-72
Lindens.....780
Lobelias.....770
Lombardy Poplars....780
Marguerites.....777
Mignonette.....768
Myrtle.....765
Narcissus....766-72-75-77
Norway Maple.....780
Norway Spruce.....780
Nursery Stock.....780
Oaks.....780
Onion Sets.....772
Oranges.....777
Oxalis.....775
Orchids.....779-80
Palms.....765-77-79
Pandanus.....765-77
Pansies...766-70-75-77-79
Pelargoniums.....775
Peonies.....772-80
Peppers.....777
Perennials....775-77-80
Petunias.....770-77
Phlox.....770-77-80
Phœnix.....774-77
Pinks.....777
Poinsettias.....777-79
Poplars.....780
Populus.....780
Primulas.....770-75-79
Primroses.....770
Privet.....779-80
Ranunculus.....766
Rhododendrons.....780
Roses.....779-80
Rubbers.....765
Salvia.....765-70-79
Seeds.766-68-70-72-75-77-779
Shasta Daisy.....777
Shrub.....779-80
Smilax.....775-77-79
Snapdragon .768-72-75-77
Spiræa.....780
Stocks.....770-75
Swainsona.....765
Sweet Peas..766-68-70-75
Sweet William.....777
Trees.....780
Tulips.....766-75-77
Ulmus.....780
Vegetable Plants..772-77-779
Vegetable Seeds..766-70-772-77-79
Verbena.....770
Vincas.....775-77-79
Violets.....774-75-79

MISCELLANEOUS

Aphine.....775-78
Aphis Punk.....775-802
Artificial Flowers.....768
Auto Spray.....775
Bamboo.....770
Baskets.....768-93-95
Boilers.....802
Boxes.....768-93-95
Boxwood.....793-95
Christmas Cards.....793
Crepe Paper.....793
Cycas Leaves.....768-95
Cypress.....803
Dagger Ferns.....793-95
Directory of Reliable Retail Houses..786-87-788-89-90-91
Dirt Bands.....802
Evergreens.....793
Fancy Ferns.....793
Fern Dishes.....793
Fertilizers.....778
Florists' Accounts Insured.....802
Florists' Supplies..768-93-795
Fungine.....778
Galax Leaves.....793-95
Glass.....779-802-803
Glazing Points.....802
Greenhouse Construction.....802-03-04
Greenhouse Material.803
Ground Pine.....793
Gutters.....803
Kerosene Heater.....803
Heating.....804
Holly.....793
Insecticides.....778
Irrigation.....803
Jardinieres.....793
Laurel.....793
Laurel Festooning....793
Lemon Oil.....775
Lumber.....803
Magnolia Leaves..768-93-795
Manure.....778
Mastica.....803
Moss.....793
Nico-Fume.....775-78
Nicoticide.....775
Nikoteen.....775-78-802
Paper Pots.....802
Pecky Cypress.....803
Pipe.....779-802-803
Pipe Fittings.....779
Plant Food.....778
Posts.....803
Pots.....778
Putty.....803
Putty Machines.....803
Roping.....793
Sash.....803
Seed Packets.....772
Smilax.....793
Soot Destroyer.....778
Sphagnum Moss..793-95
Sprays.....768-93
Stakes.....770
Tobacco Products....778
Toothpicks.....793
Tubs.....778
Vermine.....778
Wants.....800-01-02
Wax Goods.....768
Wholesale Florists 796-97-798-99
Wire.....793
Wire Designs.....768-93
Wreaths.....768-93

Editorial Contents

American Ass'n of Nurserymen.. 792
Canada Growing Seed Supplies. 773
Canadian Seed Importation..... 773
Catalpas 781
Catalogs Received 773
Chrysanthemum Society of America 776, 784
Cladrastis tinctoria (Illus.).... 781
Clubs and Societies..... 792
Coal Output 782
Florist Soldiers, Our..... 776
Flower Trade, Recommendations for Bettering the 769
Gardeners' Conference at Boston 783
Gerbera Jamesonii 792
Great War is Over 782
Is it not Time to Celebrate?.... 782
Labor, No Further Loss of.... 782
Letter, A Chatty, from Overseas 773
Middle Atlantic States 792
'Mum Show at Washington (Illus.) 785
New York Florists' Club..... 785
Nursery Dept. (Illus.)..... 781
Obituary:
Boland, Mrs. Mary D.; Connell, Benjamin; Ferrari, Emile E.; Miller, Charles R..... 783
Peace, Anticipating 782
Peace Offer, A 783
Poppy Plume 781
Publications Received 776
Retail Dept. (Illus.):
Thanksgiving Day Decorations; The Victory Wreath; Victory Corsage; Say Your Thanks with Flowers; F. T. D. Suggestions from Cleveland Meeting; F. T. D. Association 787-791
Seed Trade, The 773
S. A. F. and O. H.:
National Publicity Campaign. 771
Stone, E. E. (Portrait)..... 776
Tarrytown Hort. Society Show. 783

Trade Notes:

Boston.....796
Buffalo.....792
Chicago.....798
Cincinnati.....794
Cleveland.....794
Denver.....794
Fort Wayne.....794
Kalamazoo.....794
Lancaster.....792
New York.....796
Philadelphia.....799
Portland.....795
Rochester.....792
Sacramento.....773
St. Paul.....794
Toronto.....776
Wilkes-Barre.....792
Worcester.....792

Vegetable Seeds from Europe... 773
Victory Increases Allied Food Needs 782
Ward, The Late Admiral..... 771
Week's Work, The:
Single Violets; Snapdragons; Spanish Iris; Outdoor 'Mums; Freesias; Small-flowering Gladioli; Callas; Ranunculus for Forcing.... 771
Western States 794

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Size	Per 100	Size	Per 100
18x5x3	$3.10	28x8x5	$7.20
21x5x3½	3.70	30x8x5	8.45
24x5x3½	4.25	36x8x5	10.70
28x5x3½	4.95	30x12x6	12.40
21x8x5	5.75	36x12x6	14.95
30x5x3½	6.10	36x14x6	16.30
24x8x5	6.55		

Bouquet Boxes

Size	Per 100
19x9x8	$9.40

Wreath Boxes

16x16x5	$8.25	20x20x6	$11.65
16x16x7	10.15	20x20x9	15.30
18x18x6	10.75	22x22x9	18.10
18x18x8	12.10	22x22x6	14.25

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Recommendations for Bettering the Flower Trade

Otto Amling addresses the Chicago Florists' Club; analyzes the situation; declares that many greenhouses operate at a loss; insists that growers must know production costs; urges establishment of standard grades and uniform prices; suggests stabilizing the market in glut times by giving surplus to hospitals, instead of selling it at cut-throat prices; reviews reconsignment practices and disadvantages; recommends formation of advisory board consisting of growers, wholesalers and dealers to publish semi-weekly bulletins to post the trade; and presents figures as to production cost of Roses

As a member of a committee appointed by the president "to make recommendations for bettering conditions in the trade," I have made a careful study of this subject. My observations and experience lead me to submit first, an analysis of the situation, and then recommendations for improvements.

At present, under existing conditions all branches of the trade are suffering and not getting the returns they should. The hardest hit of all is the grower, the backbone of the business, who has by far the greatest investment of any, the biggest fixed expense in depreciation, and otherwise, and an extremely hazardous business. He is at present facing a serious situation and wondering whether it will be possible for him to survive. However, upon his welfare depends the further existence of the wholesaler and retailer.

Reports show that many greenhouse establishments are now operating at a loss. Of these many, finding it impossible to produce at a loss indefinitely, will close down all, or part of their houses, to keep from losing more. This reduction in the supply, added to the former output of the glass already abandoned, may cut quite a figure in the future of our business, and directly affect both wholesaler and retailer.

To prevent further curtailment of production it is necessary to get better average prices for the grower than those prevailing in past seasons. To this end the cooperation and assistance of all branches of the trade are needed. Better average prices will keep the growers above water, increase the commission and lessen the handling expense of the wholesaler and insure the retailer a steady flow of stock.

It has been suggested that the only solution of the grower's problem is the establishment of a powerful growers' organization to handle the selling and establish a chain of stores for the direct disposal of flowers to the public at profitable prices. This however, may be unnecessary, as there is no reason why the established wholesale houses should not handle the stock at prices that will enable the grower to make ends meet.

Must Know Cost of Production

To accomplish this, it is necessary in the first place, for the wholesaler to know what profitable prices for flowers are, and secondly, to get them. Many wholesalers have no producing experience; that of others is antiquated. Therefore it is necessary for the grower to supply an accurate record of present day cost of production per flower, from which to determine the price he should get for the various varieties and grades from time to time to bring the season's average up to what it should be. I am convinced that a thorough knowledge of what it costs to produce each flower today will open the eyes of many men in the flower business, and lead them to realize more fully that each flower has a value, and spur them on to get better average prices and not sell as cheaply as has been common practice most of the time in the past.

Profitable prices can be gotten by the wholesaler if asked. Many times it requires nothing more than the asking. It should be borne in mind that nature brings on by far the largest quantity of stock during Spring and Summer months, and that the prevailing prices in these months in a great measure decides the season's average price. Even though prices may seem high during some months when production is low, to make up for the low averages prevailing at times, requires selling at these good figures.

Uniform prices by all houses on equal stock, and the establishment and maintenance of a minimum price on flowers, such as $1 per 100 on Roses, 50c.per 100 on Carnations, and similar figures on other staple articles. would also result in materially improving weekly returns to the grower, as frequently as much stock can be sold at these figures than could be moved if allowed to drop still further, thereby demoralizing the market.

Prevent Glut Damage by Gifts to Hospitals

It would be better, in times of abundance, to donate to the hospitals the unsold surplus, if any, after prices have reached these extremely low levels, then follow the practices of many wholesalers to offer stock for sale at 50c. per 100 when competitors are asking a higher established minimum. No greater quantity of stock is sold at the lower figure and the loss to the grower and wholesaler is tremendous. It matters little whether John Doe's stock is sold, or that of Jim Smith, nor whether one wholesaler makes the sale, or another. The main thing is that someone make a profitable sale and not below the established minimum. If all wholesalers keep this in mind the wonderful mutual results will be reflected on the grower's statement.

Reconsignment Disadvantages

Another practice of the wholesaler which has frequently come within my own personal observation, which does not work out to the grower's best interests, is the reconsignment of stock, and the neglect at times of one wholesaler to charge another market price for goods bought although the stock so purchased is ofttimes again billed out at top market prices. In fact, some wholesalers have few or no consignors, and openly boast of being able to buy stock from others at prices enabling them to resell at wholesale at figures yielding them as high as 100 per cent profit. Growers can curb this practice and get the full price at which stock is billed to the retailer less the usual 15 per cent commission by so distributing their stock that no one house will be overloaded on certain stock and placing it as nearly direct to the buyer as possible.

Establish Grade Standards

A uniform system of grading such stock as Roses by all growers, to a certain length of stem, say 12in. and under, 15in., 18in., 24in., 30in., 36in. and 48in., to tie them in bundles of 50 each,allowing one extra for breakage,would materially lessen the expense of handling the stock by the wholesaler as frequently stock can be sold in these original bundles, thereby eliminating some of the breakage and bruises incidental to regrading. Open flowers ready for immediate sale should be kept separate. Bundles of a given length of stem would reduce the practice of some of the wholesalers' employees in cutting stems short unnecessarily, just because they think they ought to be so. Often I have seen this, much to my disgust. It costs money to grow every inch of stem on a rose, so the full length of stem should be utilized whenever possible, and stems reduced in length no more than necessary.

Advisory Board and Bulletins Suggested

A plan that has struck me as practical is the establishment of an advisory board consisting of three representative men from each branch of the trade—wholesalers, retailers and growers—meeting twice a week to discuss prevailing conditions. Such meetings would help in a great measure towards bringing about closer cooperation. Such board, for instance, could issue bulletins after each meeting, a separate one to the retailers featuring the items that represent the best value at the time, owing to the quantity on hand. The prospects of the cut for the next few days, as gauged by the weather conditions and by information furnished by the growers, would also help the retailer with his plants. Retailers would be thus enabled during times of overabundance to get bargains if quantity purchases are made, and should go out and make a splurge, giving the public part of the benefit of their large purchases, thereby moving a large quantity of stock, (much the same as the dry goods man in his line), resulting in new customers, and a handsome profit, besides eliminating the competition of the department stores.

The growers' bulletin would contain timely advice, such as: "Cut stock tighter, due to prevailing heat wave. Market overfilled on Roses; pinch what stock you can to have it come later. Much stock arriving infected with mildew. Get after thrips, etc." The recipient of this bulletin would stop to think whether any of his stock has been neglected in any way, so much could be accomplished toward raising the quality of flowers received on the market. Under prevailing conditions the individual wholesaler often hesitates to call a grower's attention to his neglect, fearing he may lose a consignor even though such advice would mean many dollars in his pocket, still more to the grower and more general satisfaction to the retailer.

Wholesaler Should be the Balance Wheel

After all, the wholesaler, as the grower's selling agent, and the source of supply for the retailer, controls the situation. It is my honest belief that he can do more than any other at this time to furnish immediate relief, enabling the grower to continue his difficult task in these times of stress, and by so doing improve his own welfare, as well as that of the retailer.

My general idea of improvements in the present system to afford immediate relief for the grower, can be termed as "cutting off the rough edges of the wholesaler's present practices" and closer cooperation by both retailer and grower with the wholesaler. Permit me to suggest the following:

Summary of Recommendations

1. Growers, study the costs of production, and bring them to the knowledge of the wholesalers. 2. Wholesalers, don't be bashful about asking a price. Remember that your season's return per flower must average above the costs to enable the grower to live, and that the price received during the months of heaviest production decide the average more than the seemingly high prices usually prevalent when cuts are low. 3. Wholesalers, establish a minimum price of $1 per 100 on Roses, 50c. per 100 on Carnations and similarly on other staple articles. 4. Wholesalers, always bear in mind that even though you may lose a sale by asking a price from a customer who wants to buy for a song, by maintaining uniform prices, some other man will make a profitable sale, resulting in mutual benefits. 5. Growers, consign your stock to the house through which it reaches the retailer most directly. 6. Wholesalers, charge one another full market price, you owe it to the growers. 7. Growers, cooperate with, and assist your wholesalers by a uniform system of grading and bunching, adopting such standard sizes as 12in., 15in., 18in., 24in., 30in., 36in. and 48in., for Roses. 8. Wholesalers, remember that each inch of stem costs money to produce and utilize full length whenever possible. 9. The election of a representative advisory board of nine members three to be chosen from each branch of the trade meeting twice weekly in the trade's interest. 10. The issuance of two semiweekly bulletins one for the retailer, and one for the grower. 11. Retailers to purchase as much as possible the items on the long side of the market in sufficient quantity to prevent stock from reaching the department stores, thereby reaping the benefit for themselves.

It has been my aim to depict conditions as they exist, not solely to criticize, but with a view to affect improvements which will insure the future prosperity of our business, and result in mutual benefits.

Figuring Cost of Production

Cost of production has been arrived at by taking the total operating expenses for the year, including proper depreciation charges and 6 per cent. interest on the total investment and dividing this into the total number of square feet of bench space. Thereafter the cost per suqare foot is used as a basis for all other determinations.

The cost of operation per square foot of bench space of an exclusive Rose growing establishment for the fiscal year ending June 30, 1918, was 67.6c. per square foot, divided as follows:

Cost of Operating Rose House

Items	Cost in Cents per Sq. Ft.	Items	Cost in Cents Per Sq. Ft.
Wages	24.44	Boxes and wrappings and expressage	1.58
Coal	11.32	Water (power bills and other expenses)	1.40
Commission on sales	10.14	Plants and seeds	1.26
Depreciation on plant and equipment	4.73	Insecticides	.79
Interest on investment	4.35	Taxes	1.13
General expenses	3.88	Insurance	.03
Fertilizers	2.15		

The present day cost of operating each square foot is, and the total for the current year will be, much higher than the average prevailing during the past year. For instance, much coal was bought the fore part of the year at lower figures and with lower freight rates attached than obtainable now. Labor also is now considerably higher. The latter you will note comes first in order of importance with coal ranking next. These two represent a grower's heaviest expense items and any increases are reflected immediately on his balance sheet. Of course, the advances of other items since last year also add to a grower's difficulties.

Minimum Gross Return per Square Foot

Considering all advances and the extremely hazardous nature of the business with little or no insurance, due to the almost prohibitive rates, I feel the gross returns per square foot per season, to meet present conditions, and provide a profit commensurate with the chances taken, should be no less than 96.2c. per square foot on Roses, and similar crops requiring the same high temperature, fertilizer and amount of time to handle. These figures would be somewhat lower in the case of Carnations and other cool growing crops.

The cost of operating per square foot is the basic figure for all other determinations. Some varieties of Roses such as Russell are sometimes set closer, but the average planting distance of most growers is 12in. x 15in. Each plant thus occupies 1¼ square foot of bench space. The gross returns per plant on Roses should be not less than $1.20 on varieties occupying 1¼ sq. ft., and proportionately according to distance set.

(*Concluded on page* 783)

To American Seedsmen

WATKINS & SIMPSON, Ltd., will be greatly pleased to receive a visit from any of their American customers, their relatives or friends, who may be coming to England in connection with the present war. They will at all times receive a cordial welcome at

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With the shortage of many of the customary Easter Plants these Giant Flowered Amaryllis which are more easily grown in pots than Easter Lilies and are far more showy, should prove a valuable addition among flowering plants for late Winter, early Spring and Easter use.

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Give these a trial, as we feel certain you will be pleased with the result.

Price: Extra Heavy Selected Bulbs, $6.00 per doz., $45.00 per 100, $400.00 per 1000. 50 supplied at 100 rates, 250 at 1000 rates.

The above prices are intended for the Trade only.

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FROM NEW YORK COLD STORAGE
LILY OF THE VALLEY
BEST QUALITY HOLLAND-GROWN

In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Mixed, 500 seeds, $1.00; ½ pkt., 50c.
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
ALYSSUM Snowball. The only true dwarf, 20c.
CYCLAMEN, Giants, trade pkt., $1.00; ½ 50c.
COLEUS. New fancy hybrids, 20c.
CINERARIA, large dwf., pkt., 50c., ½ pkt. 25c.
LOBELIA. Crystal Palace. Finest dwf. blue, 20c
PANSY, Giants, 5000 seeds, $1.00; ½ pkt. 50c.
PETUNIA. Cal. giant & Bluejacket. Each 20c.
PHLOX Drum. Giant flow. dwf., fine, 20c.
SALVIA Bonfire. Finest grown, 20c.
VERBENA. Cal. giant, mixed or sep., 20c.

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

Cedar Acres Gladioli

All varieties and sizes
Send for List

B. HAMMOND TRACY, Inc.
WENHAM, MASS.

When ordering, please mention The Exchang

Single Violets

Nothing like Violets for an ideal cold house crop. Not a florist in the country but can make good use of them if they are any good at all. If the doubles don't do well for you why not try the singles? With many growers the early and even a good part of the midseason sorts of 'Mums have left the houses before a serious frost has done much damage outdoors so the single Violets out in the field, or lifted plants in frames, are in the very best condition to be brought in now and be planted in one of the cleared 'Mum benches. There is no reason for changing the soil; work it over well. Maybe add a little. Most likely all the nourishment the Violets will need is already in it. Later on if the plants do well you may apply a couple of doses of liquid cow manure. But let the plants get established first. Don't plant runners and all; but clean the plants nicely. Take off all the decayed leaves; remove the runners. It is far easier to do this before planting than to pull the plants all over the bench just as the roots get hold. If for any reason you like to plant a house when the temperature is to be kept just above freezing, Violets will be the proper thing. They won't pay during Midwinter in such a house but will give you a mass of flowers in early Spring.

Snapdragons

As a Paying Crop

This is a good time to plant some 2in. or 2½in. Snapdragons on a sunny bench for early Spring flowering. Hardly anything one can plant now will yield so much before March and April. Snapdragons are as ideal a crop to follow 'Mums as the florist can handle. As with everything else don't overdo it. Because you have 1500 nice plants ready for benching isn't any good reason for planting them all when you have use for only 300 or 400 plants. Don't depend on wholesaling your surplus if you have a limited amount of glass and grow for retail trade. Plant just enough of what you can dispose of and devote the balance of the bench room to some other crop. It's variety you need. With the specialist it is quantity. He or the commission man may supply your shortage. With Spring crops in particular it is apt to happen that at the time you have a surplus on hand and send it to the market expecting some wonderful returns, judging by what you had to pay for stock during Midwinter, you find everybody else with a surplus of the same thing. Then you promise yourself never again to grow this particular crop, when the fault is all yours and not the crop's. Rust and a dry, warm house go well together with Snapdragons, while a cool house, fairly moist atmosphere, yet plenty of ventilation, keep rust down.

Spanish Iris

Among the Spanish Iris we have a dozen or more beautiful sorts most desirable for forcing under glass for early Spring flowering. It will pay to grow at least a few of them with the little work attached to it. Make use of bulb pans, 10in. or 12in. in diameter, or flats the same as you would for the small flowering Gladioli. Place them after being planted in a deep coldframe and water thoroughly. Keep them until needed to place into a Carnation house temperature next February. By the middle or end of March, they will set buds and if you wish they may be hustled along a bit if necessary.

Outdoor 'Mums

Have You a Good Supply on Hand?

When at noon on Nov. 7 the church bells started to ring and the whistles began to blow to start the celebration of what turned out afterward to be a false report regarding the great war having come to an end, we were cutting excellent 'Mums outdoors. The plants, protected with a temporary frame over them and glass, ought to be in good shape for some days yet. While this is unusual for so late in the season there is hardly a year when one can't make this class of 'Mums pay. While they may not be as perfect as pompons grown indoors they will answer every bit as well for decorative purposes, help to make your store a show place and sell other 'Mums. Every retail grower has good use for them even in localities where the plants can't stand the Winters without being well protected. Lift a few stock plants now and heel into a frame where they may remain until February. If you have good early sorts I suggest propagating heavily next Spring. Plant them in the field in beds 5ft. wide so when Fall comes you may place a temporary frame and glass over them. With such the thermometer may go down to 25 deg. without doing any harm to either plants or flowers. Even if they should partly freeze and spoil or prove a complete failure in some years it will still pay well to handle them. You should have a good sized stock on hand in the way of small plants to offer to your customers next Spring for their own grounds.

Freesias

If you started Freesias, six to seven bulbs in 4in. pots, the present is a good time to plant them out on a bench to follow 'Mums. The July planted stock is ready to form buds. It looks as if there won't be any trouble in getting them to flower by Christmas. This means that they will more or less replace Roman Hyacinths and Paperwhite Narcissi with many of the smaller growers. See to it that the early planted stock will be properly supported. Don't keep the house they are in over 50 deg. If you plant the rows far enough apart, of the ones you bench now, Pansies or some other crop may be planted between to take the place of the Freesias later on.

Small-flowering Gladioli

What we know under Gladiolus Colvillei and to which such beautiful sorts as the Bride, Blushing Bride, Fairy Queen and Peach Blossom belong, form desirable cut flowers during early Spring. The bulbs may be planted any time between now and the end of December In a bench by themselves they hardly pay the man with a small area of glass. They occupy the space too long. To plant them along the edge or between Carnations is just as bad If the Carnations are so bad that there is room to plant another crop between the plants it is high time to fire them out. If Carnations are paying for themselves don't spoil them with trying to grow other things between them. If you have early Pansies or Freesias in rows across the benches and far enough apart these small Gladioli may be planted in double rows a couple of inches apart between the bulbs. Another way, and a good one, when you plant only a small number of bulbs, is to plant in pans. Don't crowd the bulbs. Have at least 2½in. between them. The deeper the pans the better. The advantage of pan culture is that the smaller grower may shift them about anywhere and at any time. The smaller a place and the greater the variety of stock grown in it the more shifting and handling is usually to be done. If you have other uses for your bulb pans small flats may be used instead, but allow at least 4in. depth of soil. Shallow flats spell failure. You may obtain a fair growth of leaves but usually the buds will dry up. That doesn't pay. Don't attempt to handle more than you can take care of.

Callas

No matter what may happen this much is certain: Lilies next Easter won't be over plentiful. I predict a larger business than ever for that great flower day. The nearest thing to an Easter Lily is a Calla. There will be a ready market for all that will be offered. Why not grow at least a few? You don't need a 60 deg. house. If you want the plants to flower during the latter part of April a Carnation temperature is good enough. Plant the bulbs now and let them come along in a cool house below a bench if necessary. After the holidays bring to the light. If kept cool you will obtain short stocky plants just the thing for pots. By watching them a little you may have every plant in time for Easter week. They may need a little pushing or holding back during the last five weeks.

Ranunculus for Forcing

The giant French and Persian Ranunculus will be appreciated by your patrons next April. After a season of Carnations and Roses they are something out of the ordinary. They last for days in a cut state. Plant a few now and treat them almost like the Spanish Iris. Because the bulbs are cheap don't crowd them into the pans nor try any severe forcing on them. They won't stand it. While Tulips and Narcissi are the main items in the list of bulbs for forcing don't stop there. With the many other things these are rarely seen, yet there is so little to the forcing itself that one should really pay more attention to it. Keep on showing something out of the ordinary and it is sure to be appreciated.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway New York

National Publicity Campaign

Judging from the clippings of advertisements coming into our Promotion Bureau, the trade is not using our slogan, "Say It with Flowers," to nearly the extent expected. A little thought of the fact that this slogan is featured in all our magazine advertisements should determine the advisability of using it as widely as possible in all advertising, on stationery, boxes, parcels and wherever it can be introduced. While it is not absolutely necessary that the line conform to the design of the one used in all bureau publicity (printers, of course, being able to provide a bold setting for any purpose) still as the public is now accustomed to seeing it in our own style, it would be better to get a line electrotype from the bureau, or have one made especially. We can supply electrotyes of lines 1½in., 2in, 6in. and 9 in. long carrying all these sizes in stock for immediate despatch on receipt of orders.

In addition to the magazine advertising already arranged for November and December, the program for January and February embraces a list of 27 national magazines which are to carry a series of advertisements featuring the slogan in connection with special days and seasons. In 18 of these magazines an advertisement will appear twice, and nine of them three times. The combined circulation of these magazines is roughly estimated to be in the neighborhood of 10,000,000 copies, and it must be remembered that this field is to be gone over twice, and 40 per cent. of it three times! With all this publicity our slogan as a trade mark will have a value almost incalculable, and florists may, and ought to use it as much as possible.

The list of magazines is as follows: *Atlantic, Red Book, American Magazine, Century, Cosmopolitan, Everybody's, Harper's Magazine, Hearst's Magazine, Metropolitan, Munsey's Magazine, Popular Science Monthly, Review of Reviews, Scribner's Magazine, Vanity Fair, Vogue, Harper's Bazaar, World's Work, Sunset, Argosy Combination, Collier's Weekly, Christian Science Monitor, Independent, Leslie's Weekly, Life, Literary Digest, Outlook, Scientific American.*

It is now almost a year since our publicity campaign started with an appeal for subscriptions. We aimed to raise a fund of $50,000, but if our object is to be attained we must raise about $5000 more before the close of the year. Shall we do it? If the florists who have not yet subscribed will give our project the consideration it deserves, we shall. As has been said many times before, this is not work for the benefit of any one florist, it is for all in the trade, collectively. One man cannot get more than another, our policy of using journals of national circulation insuring against this. The larger the city, the larger the number of florists, of course, so the benefit is equitably distributed. It may be said, without fear of contradiction, that the campaign for 1918 has resulted in a stabilization of business despite adverse conditions. It has increased the demand for flowers considerably; it has built up business for special flower days; and has caused the public very largely to look upon flowers and plants in a new light, as subjects highly suitable for gifts.

As "drives" for the attainment of important objects are the fashion today, why not start one by yourself, sending in a subscription to the fund if you have not already done so? In your own community you have brother florists; why not make a little drive and send in a community subscription? You would feel the better for it.

Remember, all subscriptions are published. JOHN YOUNG, Secretary.

1170 Broadway, N. Y.

The Late Admiral Aaron Ward

The executive committee of the American Rose Society has adopted the following resolutions on the death of Admiral Aaron Ward:

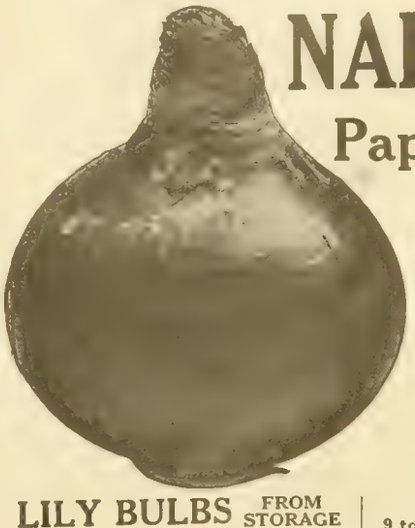
WHEREAS, Since the last session of the executive committee of the American Rose Society, our friend and counselor, Admiral Aaron Ward, has passed into the "Great Beyond," and

WHEREAS, We feel keenly the loss of his wise counsel in the work of the Society where his keen love of Roses and his thorough knowledge of their culture, both in this country and abroad, made his membership in this committee and in the Society of inestimable value, therefore be it

RESOLVED, That we express to Mrs. Ward and family our sense of loss, our deep sympathy for them in their bereavement, and our appreciation of the rare quality of the character of Admiral Ward; and be it further

RESOLVED, That a copy of these resolutions be sent Mrs. Ward, a copy spread on the minutes of the Society and copies inserted in the horticultural press.

A large commercial grower came hastily into this office the other day to insure space to dispose of his stock, asking the very proper question: "Why, sir, have you always called your splendid paper THE FLORISTS' EXCHANGE?" "Simple enough, and our friends who have profited by us will join us in saying it is the one great exchange mart, or clearing house, for the enjoyment of all florists, nurserymen and seedsmen, with contemporary trades, in America and elsewhere. You see, sir, you simply bring the news of your stock to us, we clear it out for you, and exchange it into money. All you have to do is to receive your checks, credit your customers on your books, take a little surplus and your motor down to the seashore and enjoy a good dinner, just as you see them doing all the time, so then, you being one of us—why not you?"*



NARCISSUS
Paper Whites

Per 1000
12 ctm. (1500 to case)...$19.00
13 ctm. (1250 to case)... 21.00
14 ctm. (1000 to case)... 25.00
F. O. B. New York

Also a few kinds only

Dutch Bulbs
Mail us your lists for prices

LILY BULBS FROM STORAGE
GIGANTEUM Per Case
7 to 9 in. (Case of 300).....$20.00

RUBRUM
9 to 11 in. (Case of 140).....$14.00
10 to 11 in. (Case of 125)..... 15.00
11 to 13 in. (Case of 90)..... 15.00

VALLEY from storage. Per 1000, $27.50; 500, $14.50; 250, $7.50

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Prices*

LEONARD SEED CO.
226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

SNAPDRAGON

Florists who know are stocking up on **Snapdragon.** This is a year when space must count. **SNAPDRAGON** will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink:** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new **Golden Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed.** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

PLANTS of **Keystone, Nelrose, Yellow, White** and **Buxton,** $5.00 per 100, $45.00 per 1000; less than 100 plants 6c. each. Cash with order. Plants travel at purchaser's risk.

G. S. RAMSBURG
SOMERSWORTH, N. H.

LET US QUOTE YOU ON
CALLA Elliottiana
Iris, Liliums, Paeonies, etc.
FOR FALL DELIVERY
JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.

F. W. FLETCHER
(For 25 years at Auburndale, Mass.)
Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: **Nelrose, Phelps' White, Enchantress, Bronze Beauty,** 50c. per trade packet; 6 for $2.50.
New Address:
Rosalind Gardens, Orlando, Florida
When ordering, please mention The Exchange

Lilium Auratum
Cold Storage Bulbs
Sizes, 9 to 11 and 11 to 13
Prices on application
W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK
When ordering, please mention The Exchange

Seed Packets
FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.
When ordering, please mention The Exchange

STOCKS-STOCKS
GREENHOUSE-SAVED SEED
LENOX, White LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00
JOHN WILK, 155 WEST 33d STREET NEW YORK
When ordering, please mention The Exchange

GARDEN SEED
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS
Dey St., NEW YORK, and ORANGE, CONN.
When ordering, please mention The Exchange

Surplus Stock of High Quality Bulbs

DARWIN TULIPS
Baron de la Tonnaye — La Tulipa Noire
Clara Butt — Painted Lady
Dream — Phillip de Comminas
Edmee Fra Angelico — Pride of Harlem
La Priestesse — Psyche
Rev. Ewbank

COTTAGE TULIPS
Ellen Wilmott — John Ruskin
Flava — Mrs. Moon
Inglescomb Yellow — Moonlight
The Fawn

BREEDER TULIPS
Golden Bronze — Lucifer
Jaune D'Oeuf — Yellow Perfection

NARCISSUS
King Alfred — Poetaz Elvira
Mrs. Langtry — Spring Glory
Glory of Noordyk — Sir Watkin
Poeticus recurvis — White Lady

Wire quantities wanted and we will quote prices for immediate delivery

JOHN SCHEEPERS, Inc.
2 Stone St. NEW YORK, N. Y.

When ordering, please mention The Exchange

1918 CROP

BEET	Per lb.
1000 Detroit Dark Red	$0.50
1000 Crosby's Egyptian	.50
1000 Early Egyptian	.50

CARROT	
1000 Danvers Half Long	.60
1000 Chantenay	.60
1000 Imp. Long Orange	.60
1000 Oxheart	.60
1000 Nantes	.65

ENDIVE	
500 Broad Leaf Batavian	.75

PARSNIP	Per lb.
1000 White Hollow Crown	$0.65

RADISH	
500 Early Scarlet Globe	.75
500 White Tipped Scarlet Turnip	.75
500 White Tipped Scarlet Globe	.75

TURNIP	
1000 Early White Flat Dutch	1.00
500 Cow Horn	1.25
500 White Egg	1.25
500 Purple Top Strap Leaf	1.25
500 Purple Top White Globe	1.50
500 American Purple Top Rutabagas	1.25

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

Burpee's Seeds
PHILADELPHIA
Blue list of Wholesale Prices mailed only to those who plant for profit
When ordering, please mention The Exchange

DUTCH BULBS
Of all kinds, in stock now
Extra fine **P. W. Narcissus,** $19.00 per 1000
Cash with order
BARCLAY NURSERY
14 WEST BROADWAY, NEW YORK CITY
When ordering, please mention The Exchange

Gladioli and Dahlias
We have purchased the entire stock o J. L. Moore, and can make attractive prices. Send for list.
B. HAMMOND TRACY, Inc.
Cedar Acres, WENHAM, MASS
When ordering, please mention The Exchange

Burnett Bros.
SEEDSMEN
Catalogue on application
92 Chambers Street, NEW YORK CITY
When ordering, please mention The Exchange

Our Advertising Columns
READ FOR PROFIT! USE FOR RESULTS

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

European Notes

(The following letter was of course written before the armistice, which practically ends the world war, was signed.)

Short days and long, humid nights do not help the seed grower much; less than ever now that both our coal and light is not only rationed but also very seriously reduced. As, however, it is for "the good of the cause" we do not complain. Our friends on your side will, we feel certain, not be too exacting as regards the time of delivery, seeing that we are doing our best to win the war. The changed conditions in connection with the awful struggle now proceeding is having its anticipated effect in neutral countries, which have for the past two years been trying to balance themselves upon the fence. As a result a number of offers are flying around, some of them of a somewhat tempting character. The greater part, however, are priced on the lines laid down by the most exacting French grower, and are consequently out of reach.

For some few special lines, notably the popular varieties of Cabbage, the demands of the growers will have to be complied with, but the more bulky articles, such as Beet, Carrot, Mangel and Onion are likely to cause the aforesaid growers grievous disappointment. As regards Carrots it is very odd that the white varieties are worth considerably more than the red or yellow. Supply and demand are the cause of this, and the few growers who have consistently held on to the culture of the white varieties are reaping their reward. They deserve it.

Chicory and Endive, which have been extremely difficult to procure at any price are turning out so well at present that prices are once more on a fairly moderate basis. The plains of unhappy Belgium, if they can be prepared for cultivation in time, will doubtless absorb a considerable quantity of the large rooted and Witloof varieties; this is a culture for which Belgium has long been famous. The Belgians are said to prefer the Chicory Coffee to the genuine article, and while the present writer does not share their tastes, he is bound to admit that he has never tasted Chicory in such perfection in any other country.

Your English correspondent, in describing, on page 426 of The Exchange of Sept. 14, the culture of Chicory in England as a "stunt," has evidently been misinformed. It has been grown quite extensively, for an article of this description, for several years, and quite successfully so far as the cultivation and handling of the product are concerned, but it can hardly be considered a great financial success; and its culture will most likely be discontinued after the war is ended.

European Seeds.

New York Seed Trade

Larger Demand Probable

Consequent upon the close of the great war many former employees of the seed stores in this city will probably be released from the war service to which they were called, and will be seeking positions in their old line of work.

Some questions of importance in the seed trade are now coming up: First, will the sale of garden seeds, both vegetable and flower, and of field seeds be larger than that of 1918? It certainly appears as if this question must receive an affirmative answer, for many private places will no doubt again be reopened in early Spring, and commercial truck and field farming will probably expand, since more help will be available to carry on these lines of private and commercial horticulture and agriculture; perhaps, too, though this is far from certain, indeed doubtful, more fertilizers of some kinds will be available. The second question is, will Pacific Ocean line steamers be available and will they bring to the United States, though late, a considerable number of this year's crop of Japanese Lily bulbs? This certainly seems possible and perhaps probable.

There has been no further arrival of Dutch or French bulbs. All bulbs are said to be selling well, and there appears to be no probability of any large surplus.

The general hilarity in this city on Monday consequent upon the close of the Great War prevented the transaction of any considerable business on that day and, in fact, during any of the earlier days of the week.

Thomas Page, of Great Barrington, Mass., was in town last week attending the two Chrysanthemum exhibitions, also was George L. Stillman of Westerly, R. I., the Dahlia specialist.

Now that the advance bulb orders are mostly filled there is little business doing in the way of sales in the several seed stores of the city.

Chicago Seed Trade

Dealers in French and Holland bulbs complain of the delay in receiving their full supply. Shipments come through at intervals. Many varieties in ready demand have not come in so far. Wholesale orders are only partially filled. Some of the houses are reserving the largest portion of their stock for their retail trade.

The W. W. Barnard Co., had an attractive bulb advertisement in the Sunday *Tribune*. M. K. Smith states that the company is having a brisk retail trade. In the wholesale department it is oversold to an extent of several thousand dollars. Stock comes through in such small quantities nearly all wholesale orders are filled short.

Winterson's Seed Store reports a good demand for bulbs at retail notwithstanding the fact that all bulbs are selling at much higher prices than formerly. This has not lessened the demand. Buyers are willing to pay the price.

A. Miller, president of the American Bulb Co., states that the demand and inquiries for bulbs this Fall are so far ahead of the supply that only old customers who placed their orders well in advance with his company can be supplied.

The Onion set situation is quiet at present. A considerable portion of the crop is still on the farmers' hands.

Vaughan's Seed Store is having a large call for all bulbs and plants for Fall planting. While there is a good supply on hand there is some shortage in many items. Geo. Mohn is taking care of the wholesale orders from the West Side store at Randolph and Halsted sts. Mrs. J. C. Vaughan has gone to Miami, Fla., for a rest.

Building permits have been issued to the Stratton-Ladish Co., of Milwaukee, Wis., for construction of a $60,000 warehouse, a $40,000 addition to the present seed plant and $11,000 office building, sanctioned by the War Industry Board.

Canadian Seed Importation

Regulations respecting seed importations into Canada to take effect Nov. 1 have been published in a "Memorandum," dated Oct. 26, by the Dept. of Customs, prohibiting the entry of "unfit" seed in lots of 10 pounds or more. The seeds covered are Clovers, grasses, Vetches, Rape and other forage plants, field, root and garden vegetables. The regulations cover what constitutes unfit seed, taking of samples, delivery on examination or in bond, delivery without examination or bond, release or cleaning under bond, recleaned seed sampling, unfit seed exporting, release of cleaned seed, prohibition of mixing unfit shipments with other seed, notice of removal from port of entry, reports of disposition of detained shipments, failure of importer to report, and penalties.

Canada Growing Seed Supplies

The war has made Canada produce her own seed. Previously field, root and vegetable seeds came from Europe largely. Mangel and Beet seed came from France and Germany, Turnip from Holland and Great Britain, and Carrot from France and Great Britain. Cabbage, Cauliflower, Celery, Parsnip, garden Beet and Radish were mainly of European stock. Tomato, Cucumber, Onion and Melon seeds come from the United States. Last year over 64,000 pounds of these seeds were produced in Canada. The Canadian seed branch has been working in cooperation with the American Seed Reporting Service Bureau of Markets at Washington in making surveys and exchanging seed supplies. The Canadian seed commissioner has just returned from a conference at Washington of the American Seed Stocks Committee with representatives of the Food Administration, War Trade Board, Seed Trade and Seed Growers. He arranged for Canadian exchange with the United States of seeds which were required to supply shortages in either country. Canadian gardeners are thus assured of a sufficient supply of field, root and vegetable seed for their next season's crop.

G. C. K.

Vegetable Seeds for Europe

Requested to give an opinion as to what vegetable seeds, if any, American seedsmen would be in a position to export if called upon by European needs, the Jerome B. Rice Seed Co., of Cambridge, N. Y., say they doubt if the man lives who is able at this time to tell either what the demand will be from abroad or what will be available for use there. Further, they add:

"Without a doubt a good many kinds of vegetable seeds are more plentiful, or, at least, less scarce this year than they have been for the past two or three years, but so far as we are concerned we see no prospect of any real surplus in any lines after taking care of the orders we handle, and providing the necessary insurance against future shortages or crop failures.

"The weather during September and the first part of October was so exceedingly bad that the harvest was greatly delayed and we do not know yet what we are going to get on many things. We have the feeling that a good many seedsmen in placing their orders early this year estimated rather liberally as to their requirements and some, if they get orders filled 100 per cent., may feel that they have some surplus, but we do not think this would be large, taking it all together, and that it would go very far toward helping out any serious deficiency which might arise on the other side. Indeed, we feel it will take some years to get back to the normal supply of seeds for the world, even though peace comes at once."

Catalogs Received

Domestic

Wood Stubbs & Co., Inc., 219-221 E. Jefferson st., Louisville, Ky., Fall price list of hardy perennials, shrubs and evergreens, including also climbers and trailers, Roses, Dahlias, and fruits and small fruits; 32 pages.

Harrison's Nurseries, Berlin, Md., wholesale price list to the trade only, listing fruits and ornamental shrubs, shade trees and evergreens; 16 pages, illustrated; a well-arranged and handy list.

Fraser Nursery Co., Inc., Huntsville, Ala., Fall 1918 amd Spring 1919 annual wholesale price list of fruit, nut and shade trees, evergreens, Roses and small fruits; 24 pages.

Sacramento, Cal.

The Valley Seed Co., at Sacramento, moved into its new and enlarged quarters at 1019-1021 Tenth st., on Nov. 1. It reports business as excellent.

J. R. W.

C. J. Van Bourgondien, at Arlington, N. J., manager of the American offices of K. Van Bourgondien & Son, of Hillegom, Holland, reports an exceptionally brisk demand for Dutch bulbs. His firm is preparing for the Spring trade and has cabled to the Holland offices for a large quantity of high grade Gladioli bulbs. It is expected that these will be shipped by the regular route, as it is belived that shipping conditions will be normal by the early Spring.

A Chatty Letter from Overseas

The following was recently received at The Exchange office:

I was very glad indeed to receive your kind letter of Sept. 6, and in answer to your question as to "just who are you?" I am very pleased and proud to say that I am, as you surmised, the son of George Arnold of Rochester, N. Y. (although he is now at Ensenore, N. Y.) It was under his most excellent tutelage that I received the best part of my training, my especial interest being in seed breeding work. I am getting The Exchange quite regularly, as my father placed a subscription for me this Summer. At the time of enlisting I was with Joseph Harris Co., of Coldwater, N. Y. I wish to thank you for your offer to send me The Exchange.

I have been over here a year and have traveled over a good bit of France, but as I have been up near the front with a railway operating regiment I have had very little chance to see much of interest to the trade. There are many interesting things in connection with the war, both horrible and humorous, that I could tell, if I were permitted, but you probably get enough of that in the daily papers.

Asiatic Labor in France

There is a statement in the Seed Trade columns of The Exchange of Aug. 24 that I would like to comment on. France has imported Asiatic labor as well as Algerian, etc. But I do not know of their being used as domestic laborers, as all I have seen were brought in as Colonial troops and are largely used for construction work under military supervision. In fact, we have many of the Chinese working with us as laborers on the railway. However, I am glad to see the majority of the trade *not* in favor of importing them into the United States.

French Agricultural Methods

I have found the French agricultural methods very interesting. Although many of their practices seem "old fashioned" to us, I am not so sure that they really are. They are surely much more thorough in their cultivation than we are, and I think it is only the fact that most of their implements are rather crude that makes their farming and gardening appear old fashioned. The ground is mostly worked in small plots and much hand labor is used.

The lack of labor saving tools is surprising and it is hard to see how they produced the seed that they did at the low prices, even considering the cheapness of labor. I think the reason is that the people were satisfied with living conditions that did not require big returns.

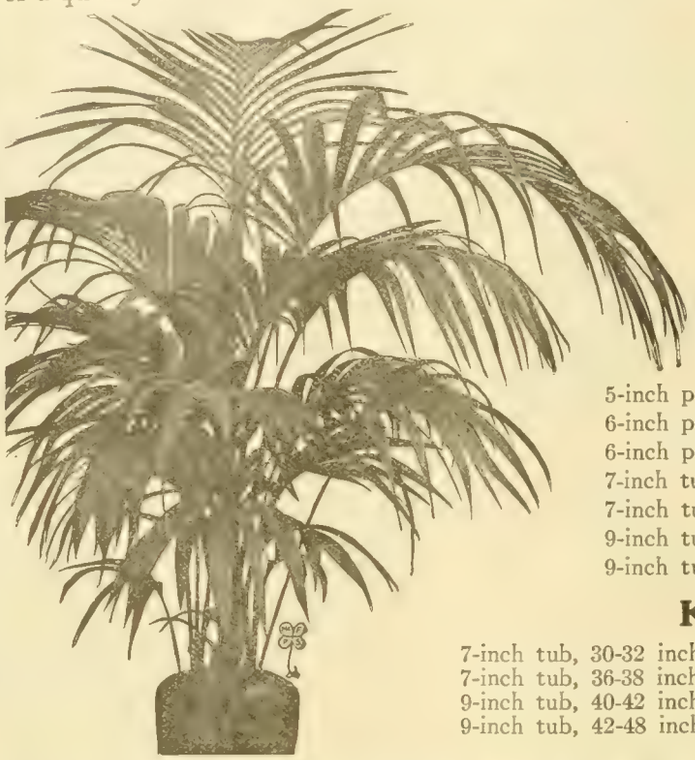
I have seen farmers who were considered the leading farmers of the town and they were not living as farmers in the same class in America do. A stone house of the simplest design, a few rooms, crude furniture, the house heated by fireplaces, and with the barn incorporated in the same building; plenty to eat of plain food, plenty of wine, a few francs laid by, and they were happy and contented. They don't spend much time or money traveling; they don't desire an auto, or a furnace and bathroom. But I think these times are past and we will never hear of cheap French seeds again. Wages are high and the people have traveled more than ever before and I can see that they are never going to be satisfied again with the old order of things.

Good Seed Can Be Grown in the United States

With our more modern tools and our way of doing things, as Geo. D. Clark would say, "in the most expeditious manner," there is no reason why we need import so much of our seed from Europe, providing we introduce some of the French thoroughness into our stock selection. Another thing I have noticed here is a lack of conserving fertility by saving manure or using cover crops, and the soil is badly in need of it. I have not seen a manure pit or a cover crop. From my observation in the gardens it looks to me very much as if the French stocks have run down considerably in the last four years. A good clean stock of any variety is hard to find in any of the many, many gardens I have seen, both military and civilian. I repeat that I cannot help feeling that with proper care in stock seed selecting America could soon lead in seed production.

(*Concluded on page* 776)

Cold weather will soon be here and the shipping of plants will be difficult. If you order at once they will go through without danger of freezing. We have a splendid lot of **KENTIAS** to offer, in both single and combination, of a quality and finish that cannot be excelled.



ARECA Lutescens

6-inch pot .....$1.00, $1.50, $2.00 each

CIBOTIUM Schiedei

9-inch tubs.....$5.00 each

PHOENIX Roebelenii

7-inch tubs.....$3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each
7-inch tub, 36-38 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
11-in. tub, 4½ ft. high	$12.00 each
11-in. tub, 5 ft. high	15.00 each
11-in. tub, 5½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

When ordering, please mention The Exchange

Ferns for Fall and Winter

Stock up your houses now with good saleable stock and be prepared to fill your customer's wants with plants, as there will be a shortage this Winter on cut flowers. Don't let your customer walk out, a choice Fern in a fine basket makes a pretty gift, so be prepared. Send us your order at once.

NEPHROLEPIS Scottii and Teddy Jr. 4-in. pots, $3.00 doz., $22.00 per 100. 6-in. pots $7.20 per doz. 7-in. pots, $12.00 per doz. 8-in. pots, $1.25 and $1.50 each.
Scottii. 2¼-in. $6.00 per 100.

NEPHROLEPIS Norwood. 6-in. pots, $7.20 per doz.

Asplenium Nidus-Avis (Bird's Nest Fern). 5-in. pots, fine plants, $9.00 doz.

Ficus Elastica (Rubber plants). 6-in. pots, $7.20 doz. and $9.00 doz. 7-in. pots $12.00 doz.

DRACÆNA Terminalis. 6-in. pots, very heavy, $15.00 doz.

HARDY IVIES. 6-in. pots, fine plants, $6.00 doz.

PRIMULA Obconica Grandiflora. The best strains, 4-in. pots, $15.00 100.

ASPARAGA Plumosa. 3-in. pots, $7.00 100.

Dish Ferns, 2½-in. pots, the best varieties, $5.00 100.

CYCLAMEN Giganteum. 4-in. pots, $25.00 per 100.

Cash with order.
All plants travel at purchaser's risk.

ASCHMANN BROS.

Second and Bristol Streets **PHILADELPHIA, PA.**

When ordering, please mention The Exchange

FERNS

TEDDY, JR. and Scottii

8-in. $1.00 to $1.50 each; 7-in. 75c. and $1.00 each; 6-in. 50c. each.

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

FERNS

Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.

ADIANTUM Farleyense Glorlosa, 2¼-inch, $1.75 per doz., $12.00 per 100.

KENTIA Belmoreana, 2¼-inch, $12.00 per 100.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

FERNS

	100	1000
Bostons, 2 [illegible]	$5.00	$45.00
Roosevelts, 2 [illegible]	5.00	45.00
Whitmani, 2 [illegible]	6.00	50.00
Teddy, Jr., [illegible]	6.00	50.00
Verona, 2¼-in.	6.00	50.00

Orders may be sent through S. S. Skidelsky & Co., Philadelphia, Pa. (sole agents.)

Henry H. Barrows, Whitman, Mass.

When ordering, please mention The Exchange

CRYPTOMERIA Japonica

(JAPAN CEDAR)

2-in., for growing on, $7.00 per 100.

BOSTON YELLOW DAISIES

2-in., $3.00 per 100.

DRACAENA Indivisa

Extra good, 2-in., $2.00 per 100.

GERANIUMS

S. A. Nutt, Jean Viaud, and others, 2-in., $2.00 per 100, $20.00 per 1000.

PACKED RIGHT

ELMER RAWLINGS

ALLEGANY - - NEW YORK

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS

BERLIN, N. J.

When ordering, please mention The Exchange

Violets - Violets

Marie Louise, clean and healthy, ready now, 3-in., $5.00 per 100

Cash with order

W. J. CHINNICK

TRENTON NEW JERSEY

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.

4900 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

FERNS

MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in stock in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Elegantissima and Dreyerii. Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings. $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong. 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100; 7-in., $2.75; 8-in., $3.75; 9-in., $5.00 each.

ASPLENIUM Nidus Avis (Bird's Nest Fern.) Strong 3-in., ready for a shift, $2.50 per doz., $20 00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8 00 per 1000.

J. F. ANDERSON, Short Hills, N. J.

FERN SPECIALIST

When ordering, please mention The Exchange

Ferns for Jardinieres

NOW READY

Fine, strong plants, in best Varieties and ready for immediate use.

From 2¼-in. pots, $5.00 per 100, $40.00 per 1000

From 3-in. pots, $10.00 per 100, $90.00 per 1000

KENTIA and COCOS. Just right for centers. From 2¼-in. pots, $12.00 per 100.

BIRDS' NEST FERNS. From 4-in. pots, 25c. each; 5-in. pots, 50c. each.

BOSTON FERNS. From 5-in. pots, 35c. each; 6-in. pots, 60c. each; 7-in. pots, $1 00 each.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

Sweet Pea Seeds

Early or Winter Orchid Flowering and Choice Florists' and Flower Seeds

Satisfaction Guaranteed—Send for New Complete Price List

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White. Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000.

Giant Salmon King, best salmon, $2.00 per 100, $18.00 per 1000.

Glory of Wandsbeck. Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6 00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1 00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SAVE COAL

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	

BICOLOR, or PINK & WHITE COLORS			
Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00

PURE WHITE OR BLUSH			
Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2 50	8.00

LAVENDER AND LIGHT BLUE COLORS			
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00

SCARLET AND RED COLORS			
Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00

DARK BLUE AND MAROON COLORS			
Zvolanek's Marquis	4.00	15.00	50 00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. ROSE QUEEN, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

SWEET PEAS

IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices: ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate; 4 oz. of one variety at price quoted. List of varieties in issue of October 26.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc,** white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.

NARCISSUS

PAPER WHITE GRANDIFLORA

13 to 15 ctm , 1250 in a case, $24.00 per case; $2.50 per 100.

14 to 15 ctm., 1000 in a case, $23.50 per case; $3.00 per 100

French Trumpet Major. $22.50 per 1000: $2.50 per 100.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ½ to ⅝ in., $1.25 per 100; $10.00 per 1000. Prices on large quantities on application.

LILIUM GIGANTEUM

Cold Storage Bulbs

7-9 300 Bulbs in a Case.....$24.00

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1¼-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

OXALIS Buttercup

Mammoth Bulbs. $1.75 per 100; $15.00 per 1000.

GLADIOLUS BULBS

(Now Ready)

Best Long Island Grown—1½ in. and up	100	1000
America and Augusta	$2.00	$18.00
America Mammoth Selected, 1¾ in. and up	2.75	25.00
Baron Hulot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and White Florists' Mixture	2.00	15.00

Prices on all other varieties on application

DUTCH BULBS

(Very Best Bulbs)

Hyacinths, Named, 1st, 2d and 3rd size and bedding varieties; **Narcissus,** single and double; **Tulips,** in all varieties; **Spanish** and **Dutch Iris,** etc.

Send for prices.

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. Strong, 4-in., $25.00 per 100.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

AMPELOPSIS Veitchii (Boston Ivy). Strong, pot-grown, $4.00 per doz., $30.00 per 100; strong, field-grown, 3 yr. old, $30.00 per 100; " " 2 yr. old, $25.00 per 100; medium, " 2 yr. old, $20.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in., $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000.

CARNATIONS. Field-grown, **Matchless, Perfection, Enchantress, Harlowarden,** $7.00 per 100. Prices on other varieties on application.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100; 3-in., $10.00 per 100; strong, 3½-in., will flower for Christmas, $15.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Rooted cuttings, $4.00 per 100. **Mrs. Sanders,** rooted cuttings, $1 50 per 100; 2¼-in. per 100, $3.50; 1000 $30.00.

Single White Margaret Daisy, 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100

DELPHINIUM Belladonna. Turquoise blue. Strong, 2-year-old plants, $12.00 per 100; 1-year-old, $10.00 per 100; seedlings, $4.00 per 100.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $17.50 per 1000.

GENISTA. 3½-in., $20.00 per 100. Strong, 5-in., $4.00 per dos., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid.

HYDRANGEAS. French varieties and **Otaksa.** Field-grown and pot-grown. Price on application.

IVY. English. Rooted Cuttings, $1.25 per 100, $10.00 per 1000. 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000.

KENTIA Belmoreana. 2½-in., $9 00 per 100.

'MUMS. Stock plants in all varieties, **Pompons,** etc. Write for prices on what you want to buy.

PANSIES. Giant flowering, strong seedlings, transplanted, $5.00 per 100.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz , 2-in., pots $8.00 per 100.

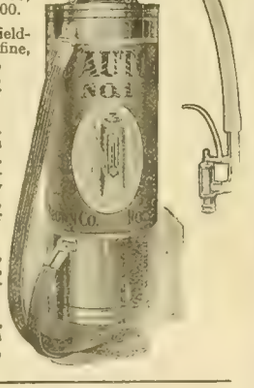
SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and **New Enchantress Pink, Bronze Beauty, Garnet, Blood Red,** 2¼-in., $5.00 per 100, $45.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer strain, Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Fine, 3-in., $10.00 per 100. **Chinensis,** large flo. fringed, 3½-in., $12.00 per 100. **Primula Malacoides Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; **Malacoides,** mixed, 2¼-in., $3.50 per 100, $30.00 per 1000.

TABLE FERN SEEDLINGS. Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. **Bird's Nest Ferns Asplenium,** 2¼-in., $12.50 per 100; 3-in., 25c. each.

FERN FOR FERN DISHES: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above 50c. each. **Boston,** 2¼-in., $5.00 per 100, $45.00 per 1000. **Roosevelt,** $5.00 per 100, $45.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00. per 1000; **Whitmani,** 2¼-in., $5.00 per 100, $45.00 per 1000.



VINCAS. Field-grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.

AUTO-SPRAY, Galvanized, with Auto-Pop, $7.00.

AUTO-SPRAY, Brass, with Auto-Pop, $10.00.

"THE BUGS ARE BUSY NOW"

NICOTICIDE. 1 gal., $15.00.

LEMON OIL. ½ gal., $1.50, 1 gal., $2.50

APHIS PUNK. 1 box (12 sheets) 65c. 1 case; (12 boxes,) $7.00.

APHINE. 1 gal., $2.50.

NICOTINE. ½ pint $1.00; 1 pint $1.60; 1 case (10 pints) $14.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.00, 288 sheets, $7.50; 24 sheets, 90c.

ROMAN J. IRWIN

108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

A Chatty Letter from Overseas

(Continued from page 773)

French War Gardens

The French have a very admirable system of war gardens which means much to them. There is a special department for the carrying out of this work and for supplying seed, tools, etc. Each camp has its garden and it is obligatory that it be properly worked, even though the men are to move on in another month and others take their places. These gardens are very neat and efficient and are producing something the year around. I have seen them up at the front where they were subject to frequent shell fire. I have read that last year vegetables to the value of over 2,500,000 francs were produced.

U. S. A. Garden Service Dept.

The Garden Service Department of the Quartermaster Corps of the U. S. Army is also doing some good agricultural work. Each regiment stationed permanently is supposed to cultivate 2½ acres. As to their work I will give in part a letter I have recently received from Sgt. G. A. Erickson of the Garden Service:

"Versailles is the headquarters for the Garden Service. We have a large farm of about 500 acres, and in addition a seedling nursery for the production of seedlings, which, when large enough, are transported to our numerous gardens in France. There are numerous gardens wherever troops are stationed, in order that they may be supplied with green vegetables. In addition to this, bulk production farms are being established for growing vegetables in bulk, principally Potatoes, Cabbage, Beans and root crops. These farms vary in size from 500 to 1200 acres."

Commends U. S. Florists' Patriotism

With great pleasure I have been noticing in THE EXCHANGE the spirit shown by the trade back home. It is surely fine and the patriotism shown by the patriotic actions taken, collectively and individually, places the trade on a high plane. You have showed that you are far from "slackers," and it is such things being done at home that make our work over here much more worth while.

Thanking you for your kindness, I am, etc. PVT. SCHUYLER ARNOLD,
Co. D, 13th Engrs. (Ry.), A. E. F.
Oct. 12, 1918.

Publications Received

Journal of the Royal Hort. Soc, Part one, Oct. 1916, and parts 2 and 3 Sept. 1917 of this British publication arrived in the same mail. The former consists of 208 pages, the latter 316 pages. There are also numerous excellent half tones and "extracts from the proceedings." Among the papers and addresses of interest to florists are: Essential points of orchid cultivation, page 7; century of certified plants introduced by E. H. Wilson, p. 35; Single Roses, p. 145; Daffodil development, p. 229; Sussex Rock garden, p. 271; Border Chrysanthemums, p. 282; Clematis, Fallacies, p. 292; British Bulb growing conference, p. 296; and Paradise Apple Stocks, p. 361.

Chrysanthemum Society of America

Examining Committees Report

The C. S. A. examining committees have made the following reports:

At Boston, Mass.:
By S. R. Cowey, Walpole, N. H., Oct. 26. **Radio**—Color, pink with golden center; type Anemone; 90 points Anemone. Nov. 2, **Monadnock**—Color, yellow; type Anemone, 90 points Anemone.

At Chicago, Ill.:
By Elmer D. Smith & Co., Adrian, Mich., Nov. 2. **Sun Glow**—Color, yellow; type, Inc.; 92 points commercial. **Cometa**—Color, pink type pompon; 95 points pompon. **Pomona**—Color, white, yellow center; type Anemone; 95 points pompon. **Cheyenne**—Color, bronze; type Jap.; 92 points commercial. **Artisan**—Color, blush white; type Jap.; 91 points commercial. **Seedling White**—Color, white; type Jap.; 83 points commercial.

At Cincinnati, O., Nov. 2:
By Elmer D. Smith & Co. **Artisan**—Color, blush white; type Jap.; 82 points exhibition. **Cheyenne**—Color, amber, shaded pink; type Jap. reflex; 83 points exhibition. **Pomona**—Color, white, lemon center; type Anemone; 89 points pompon. **Sun Glow**—Color, yellow; type Inc.; 86 points commercial.

At New York City, Nov. 6:
By C. H. Totty Co., Madison, N. J. **Mrs. Chas. Cleary**—Color, bronze red; type single; 90 points single. **Lily Neville**—Color, white; type single; 94 points single. **Cloriana**—Color, bronze; type single; 89 points single. **Mildred Presby**—Color, pink; type single; 95 points single.
By Mrs. J. Leslie Davis, Haverford, Pa. **Mrs. J. Leslie Davis**—Color, pink; type Inc.; 88 points exhibition.
By William Whitton, Flagler Estate, Greenwich, Conn.—**No. 4**—Color, bronze; type single; 89 points single. **No. 3**—Color, red; type single, 78 points single.

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

John Jackson, of Jackson's Flower Shop, of Kalamazoo, Mich., is in the aviation service.

Herbert Clawsen, of the America Flower Shop, of Denver, Col., has been ordered to report at Camp Pike.

On his return from 15 months in France Jack Mills of Toronto, Ont., has taken up his old work at Allen Gardens.

John Bartsh, formerly with P. C. Hahn of Cleveland, Ohio, writes from France that he is feeling "like a duke," and having a good time.

Victor Ferrari, son of Emile E. Ferrari, of San Francisco, Cal., is in New York undergoing instructions for Ensign in the United States Navy.

Henry P. Gessner, a former employee of the Whitney-Eckstein Co., of Buffalo, N. Y., writes from France that he was recently lost in "no man's land," not an unusual occurrence to a despatch bearer.

Mr. Western, who for six years past has been well known to the Denver trade and was in business there under the firm name of Davison & Western Floral Co., enlisted in the Army several months ago.

Sergeant J. W. Kolinsky, formerly with the Taylor Arcade Flower Shop, of Cleveland, Ohio, writes that he is enjoying novel experiences at Pisgah Forest, N. C. The camp is 8000ft. above sea level.

One of THE EXCHANGE boys who is "Over There" writs an interesting letter. This stands out particularly: "I had my hair trimmed by an old barber who has been in the same place for 37 years, and I daresay the scissors must have been there the same length of time."

Dick Vesey, son of Judge W. J. Vesey, wholesale and retail florist, of Terre Haute, Ind., left home on Nov. 5 to join the motor transport corps at Washington, D. C., whence he will later be moved to a training camp. David Vesey, his younger brother, left the same day for Washington to be in the hardware and metals department of the war service. Dick is a graduate of DePauw University of Michigan. Each is married and has two children.

"A glorious death is his
Who for his country falls."

The trade generally and the many friends of Chas. F. Drawiel, florist of 268 Ninth st., Brooklyn, N. Y., will regret to learn of the death of Mr. Drawiel's only son, Wilbur A., who died on Oct. 31, at the age of 19. The young man was in U. S. Service at the time of his death, in the Medical Corps. After enlisting in October, 1917, he contracted pneumonia and was finally sent for treatment to the base hospital at Gun Hill Road, near Mount Vernon, N. Y. Tuberculosis developed, however, and he was sent to Lierty, N. Y., for five months, but his case was hopeless and he died at his parents' home. He was buried at Greenwood Cemetery on Nov. 3.

E. E. Stone

A telegram from R. C. Kerr of Houston, advises us of the recent death of E. E. Stone, nurseryman of Dickinson, Texas, who was killed in action in France. Mr. Stone, who was a Canadian by birth, volunteered in the Canadian Army the first of this year, and went to Toronto, subsequently being sent to France.

He was well known in the trade as a wholesale grower of Asparagus plumosus and ferns, as well as a general grower of shade trees and ornamentals. At the time of his enlistment he disposed of his nursery business, which was a side line, his wife continuing the fern business. During the great hurricane which swept over the Southern Coast in Aug., 1915. Mr. Stone sustained the loss of a number of his greenhouses. He took occasion at that time to make records of the hurricane and for graphic details the report was considered most complete. Mr. Stone was highly commended by the florists of Texas, when he enlisted, and his death will be keenly felt by many.

Toronto, Ont. Canada

Various Flower Shows

Flower shows were the order this week in Toronto. On Tuesday, Nov. 5, the Gardeners and Florists' Association held its annual 'Mum show in St. George's Hall, 14 Elm st., and on Friday and Saturday, Nov. 8 and 9, under the auspices of the Toronto Retail Florists' Club, the Toronto florists had displays of magnificent 'Mums in their various stores, making a show which marked this year as the "best yet." The show on Nov. 5 was for private greenhouses only. The displays were excellent and the hall was crowded during the whole evening with flower lovers. First prizes in the five classes were all awarded to Sir Henry Pellatt; second in Section 2 to Sir Edmund Osler; in the other four sections to Exhibition Park.

Sec. 1. Best 6 distinct varieties; Sec. 2. Best 3 distinct varieties; Sec. 3. Best 1 bloom; Sec. 4. Best vase of singles, with own foliage, arranged for effect, vase not more than 4in. across; Sec. 5. Best vase pompons, own foliage, arranged for effect, vase not more than 4in. across. The following made the entries from the above greenhouses: Sir Henry Pellatt's—George Thompson; Exhibition Park—Arthur Hasted; Sir Edmund Osler's—W. Allen; Allen Gardens—W. Hermiston.

Special prizes were awarded for a number of exhibits. W. J. Hoath, retail florist, 272 College st., was awarded a special prize for the best arranged basket of various 'Mums. F. Noton of Sir Joseph Flanell's greenhouse a first for a vase of new singles. A beautiful, large basket of a new yellow seedling called the Margaret Noton secured another special prize. Mr. Noton also showed a pink seedling. H. G. Dillemuth, vice-president of the Gardeners and Florists' Association was judge. The committee in charge consisted of Alexander Simpson, president; Geo. H. Mills, treasurer, and Geo. Douglas, secretary.

Retail Florists' Club Show

The 'Mum show on Nov. 8 and 9, under the auspices of the Retail Florists' Club, was a big success in spite of rainy weather on the 7th and a big celebration which interefered with the delivery of flowers. The Dale Estate at Brampton gave the florists a surprise in the quality and quantity of the blooms. Usually the florists make the rounds of the greenhouses previous to the show but this year so many florists were ill and others so busy that they were unable to make the usual visits. The blooms on display supplied by the various greenhouses, were gorgeous and occasioned much favorable comment both by the florists themselves and the public who thronged the stores.

E. E. Stone

Bonnaffon, Chieftain, Childs, Chadwick and similar varieties retailed at $4 per doz.; Turner, Tursell and exhibition varieties sold for $12 to $24 per doz., pompons were $1.50 per bunch and Mensa at $1 per doz.

All the stores were beautifully decorated with various kinds of 'Mums arranged for best decorative effects. They filled the windows and were decked in banks in the store in collections to show to best advantage. All the floral merchants in the city took on the cooperative plan of the Toronto Retail Florists' Club. The big celebration on Thursday, Nov. 7, following the peace announcement interrupted the supply of flowers and dealers were afraid of the 'Mum deliveries which, however, were made promptly Friday morning. Dealers were not slow to recognize the holiday and sent out all flowers tied with tricolor ribbons.

Agincourt Hort. Society Meeting

The second annual meeting of the Agincourt Hort. Society was held at Agincourt, Ont., on Nov. 6. The retiring president, G. B. Padget, announced that the first year's work of the society had been successful. One hundred and sixty trees have been planted in the village, and the society has opposed with success the mutilation of shade trees by the hydro. Officers elected are: Mrs. Geo. S. Henry, honorary president; Frank Weir, president; Mrs. T. A. Paterson, first vice-president; Mrs. G. B. Padget, second vice-president. Board of Directors: John Elliott, W. H. Paterson, W. G. Preston, Mrs. A. Doherty, Mrs. John Quantz, Dr. E. N. Coutts, T. A. Paterson, George Padget and R. T. Lang.

At the annual meeting of the Belleville Hort. Society, held at Belleville, Ont., Nov. 7, the following officers were elected: President, W. M. Mott; first vice-president, W. R. Vallance; second vice-president, H. Gorman; secretary-treasurer, W. J. Diamond; directors, F. D. Diamond, W. J. Diamond, S. J. Wedden, H. J. Clarke, B.A., A. E. Thrasher, H. Wilkin, John Harris, Jesse Harris, and A. R. Walker; auditors, F. D. Diamond and A. R. Walker. H. J. Clarke was appointed delegate to attend the annual meeting of the Ont. Hort. Ass'n., to be held at Toronto. A committee on inducements was appointed as follows: President Mott, Messrs. H. J. Clarke, S. J. Wedden and W. J. Diamond.

Trade Topics

The gardeners and florists of Toronto visited the greenhouses of Sir Henry Pellatt and Sir John Eaton on Saturday, Nov. 9. The former is in charge of George Thompson and the latter in charge of E. Whittick.

S. A. Frost, College st., is on a hunting trip in the north country.

C. A. Urbach, 490 Bloor st. west, died recently. He had been at the same location for the past 25 years.

George Geraghty, manager of Dunlop's, has returned to work after his serious illness.

By a recent amendment to the destructive Insect and Pest Act shipments of nursery stock from England or other European countries may now enter at the Port of Quebec. Previously Montreal was the only port of entry for the Quebec district.

E. S. Estlin, representing the Ontario Railway and Municipal Board in connection with the gas situation, issued an order on Nov. 4 that on and after Nov. 15, greenhouses might use gas only between the hours of 9 p.m. and 7 a.m. During other hours there must be some other kind of fuel for heating purposes. He emphasized the fact that having other fuel on hand will also be a precautionary measure should the natural gas supply in the western counties of Ontario become weak and it should be necessary to cut off all commercial users. Until Nov. 15 the greenhouses may use gas as they have done before, for all purposes.

E. Long, 66 Weston st., London, will construct a glass and frame greenhouse.

On his return after being in France for 15 months, Jack Mills has again taken up his work at Allen Gardens, Toronto. G. C. K.

Surplus Bulbs

At Low Price To Close

TULIPS

EARLY SINGLE and DOUBLE. 250 **La Reine** 100 **Artus**, 50 **Crimson King**, 50 **Rose Grisdelin**, 40 **Couleur de Cardinal**, 25 **Pottebakker Yellow**, 70 **Tea Rose**, 135 **Vuurbaak.**

DARWIN. 60 **Ethel Roosevelt**, 120 **Flamingo**, 65 **Harry Veitch**, 75 **Isis**, 95 **Mrs. Potter Palmer**, 35 **Rev. Ewbank**, 1200 **Mixed**, and 225 **Ellen Willmott**, 150 **Inglescombe Yellow** 90 **Moonlight**, 100 **Mrs. Moon**, 250 **Mixed.**

REMBRANDTS and BREEDERS. 40 **Apollo**, 50 **Bronze Queen**, 100 **Golden Bronze**, 40 **Madras**, 50 **Marie Louise.**

HYACINTHS

A few choice, named varieties, sizes, 1st, 2nd, and miniatures.

NARCISSUS XX

100 **Bicolor Victoria**, 100 **Emperor**, 100 **Glory of Leiden**, 100 **Lucifer**, 100 **Alba Stella**, 90 **Gloria Mundi**, 40 **Mrs. Langtry**, 200 **Glory of Lisse**, 300 **Poeticus Ornatus**, 150 **King Harold**, 100 **Alvira**, 100 **Laurens Koster**, 150 **Campernelli reguiosus**, 150 **Alba Plena Odorata**, 160 **Van Sion**, 200 **Mixed.**

CROCUSES (Mammoth)

100 **Albion**, 50 **Baron Brunow**, 90 **King of the Whites**, 50 **Purpurea Grandiflora**, 175 **Queen Victoria**, 130 **Sir Walter Scott.**

ENGLISH IRIS

150 **Almoena**, 150 **Queen of the Blues**, 150 **King of the Blues**, 75 **Mont Blanc.**

SPANISH IRIS

200 **Belle Chinoise**, 400 **Blanche Fleur**, 300 **Cajanus**, 250 **Chrysolora**, 250 **Count of Nassau**, 200 **Flora**, 100 **King of Blues**, 150 **Louise**, 250 **Queen Wilhelmina**, 800 **Mixed.**

HOLLANDICA (Dutch Iris)

200 **Anton Mauve**, 170 **Rembrandt**, 100 **Seedlings Mixed.**

MISCELLANEOUS

200 **Chionodoxa**, 250 **Galanthus**, 400 **Scilla Sibirica.**

ROSEDALE NURSERIES

S. G. Harris, Prop. Tarrytown, N. Y.

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.

172 North Wabash Avenue

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When ordering, please mention The Exchange

LILIUM CANDIDUM $9.00 per 100

NARCISSI PAPER WHITE GRANDIFLORA

14 up, 800 to case, $20.00 per case

MAX SCHLING, Inc.

Seed Merchants and Growers

24 West 59th Street, New York City

When ordering, please mention The Exchange

James Vick's Sons

Growers of Flower and Vegetable Seeds

Get the benefit of our 69 years' experience

All seasonable varieties

Our stocks are very complete

Rochester, N.Y. The Flower City

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KELWAY'S SEEDS

GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON

Wholesale Seed Growers LANGPORT, ENG

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The Florists' Exchange

Brimful of Facts and other Valuable Information

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; **GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOXGLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS.** Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also **Longfellow** and **Snowball.** Fine, strong plants, $3.00 per 1000.

CINERARIAS. Giant Prize strain, in 2¼-in. pots, $3.00 per 100.

SNAPDRAGON. Keystone, pink, white, yellow. Out of 2¼-in. pots, $2.50 per 100.

DOUBLE SWEET ALYSSUM, Winter-Flowering FORGET-ME-NOTS, DBL. PETUNIAS and **GERANIUMS.** Strong, out of 2¼-in. pots, $2.50 per 100.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and Grand Rapids. Strong, $1.00 per 1000, $8.50 for 10,000.

J. C. SCHMIDT

BRISTOL, PA.

When ordering, please mention The Exchange

Some Excellent Stock

LIBERAL EXTRAS FOR EARLY ORDERS

Inch		100	1000
2½-in.	ASPARAGUS Plumosus and Sprengeri	$2.75	$25.00
4 -in.	ASPARAGUS Plumosus and Sprengeri	7.00	65.00
3 -in.	CYCLAMEN. 8 varieties	8.00	75.00
4 -in.	CYCLAMEN. Fine stock	20.00	
4 -in.	FERNS. Assorted	15.00	
5 -in.	FERNS. Assorted	20.00	
3½-in.	FUCHSIAS. Little Beauty	7.50	70.00
3½-in.	FUCHSIAS. Assorted	6.00	50.00
4 -in.	DRACÆNA Indivisa	15 00	
5 -in.	DRACÆNA Indivisa	25.00	
4 -in.	MARGUERITES. White and Yellow	7.50	70.00
2½-in.	LANTANAS. Dwarf, in Bloom	5.00	50.00
3½-in.	LANTANAS in bloom	7.50	70.00
3½-in.	LANTANAS. Assorted varieties	5.00	45.00
2½-in.	SMILAX. Large plants	2.75	25.00
2¼-in.	SNAPDRAGON. White, Pink and Yellow	5.00	45.00

Abundance of other stock. Correspondence solicited

ALONZO J. BRYAN, Wholesale Florist

WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

Vinca Variegata

Large, bushy plants, with 4-ft. long vines

$55.00 per 1000

CHARLES AMMANN

Central Avenue and Tuckahoe Road **YONKERS, N. Y.**

When ordering, please mention The Exchange

Snapdragon Plants

Fine plants., 2-in., of **Buxton's Silver King,** light pink and **Virginia,** brilliant rose pink, **5 cts.**

CINERARIAS, 2-in., fine stock, raised from Dreer's best seeds, **5 cts.**

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

BLOOMING AND FOLIAGE

Plants for Christmas

BEGONIAS

Luminosa, red, $25.00, $35.00 and $50.00 per 100.
Cincinnati, 60c., 75c., $1.00, $1.50 and $2.00 each.
Mrs. Peterson, $1.00, $1.50 and $2.00 each.
Chatelaine, 50c., 75c., $1.00 and $1.50 each.
Lonsdale, $1.00, $1.25 and $1.50 each.
Lorraine, 50c., 75c., $1.00 and $1.25 each.

POINSETTIAS

3 inch, $20.00 and $25.00 per 100.
4 inch, $35.00 and $40.00 per 100.
5 inch, $50.00 and $60.00 per 100.
7 inch, Pan Combination, $1.25 and $1.50 each.
8 inch, Pan Combination, $1.50, $2.00 and $2.50 each.
10 inch, Pan Combination, $2.00, $2.50 and $3.00 each.

CYCLAMEN

Especially fine this year, the large flowering strains, extra selected. Beautiful colors in great variety.
4 inch, $35.00 per 100.
5½ inch, $75.00 per 100.
6 inch, $1.00, $1.25 and $1.50 each.
7 inch, $1.50, $2.00, $2.50 and $3.00 each.
8 inch, 3.50, $4.00 and $5.00 each.

COMBINATION PLANTS

Well established and made up of the following variety of plants:
DRACÆNA Terminalis, CROTONS, MARANTAS, COCOS, PANDANUS Veitchii, FERNS and EUONYMUS.
Price $2.50, $3.00, $4.00, $5.00 and $7.50 each.

CHRISTMAS HEATHER

MELANTHERA, white, showing the dark anthers. Well grown plants, $1.50, $2.00, $2.50, $3.00, $4.00, $5.00 and $7.50.

PRIMULA in Bloom

	100
MALACOIDES, Rohrer, the finest of all, 4 inch	$35.00
5 inch	50.00
Townsendi, 4 inch	27.50
Obconica, 4 inch	20.00
Obconica, 5 inch	35.00
Chinensis, 4 inch	25.00

OTAHEITE ORANGES

Limited quantity

A very fine stock of this wonderful Christmas plant.
Plants with 8 to 50 fruits.
Plants, well ripened, delivery December 1st and later, 35c. per fruit.

CHRISTMAS PEPPERS

Extra fine and well berried plants. $30.00, $40.00 and $60.00 per 100.

JERUSALEM CHERRIES

Cleveland Cherries with berries above the foliage. 50c., 75c., $1.00, $1.25 and $1.50 each.
Melvinii. 25c., 35c., 50c., 75c., $1.00 each.

PALMS

Phœnix, 7-inch, $4.00.
Kentia, 3 to pot, 4 inch, 75c., 5 inch $1.00.
Single, 5 inch $1.25, 6 inch $1.75, 7 inch $4.00 to $6.00, 9 inch $7.00 to $10.00.
Made-up, 7 inch $4.50 to $20.00 each.
Cocos, 5 inch $1.00, 7 inch $3.00.

FICUS

Elastica, 75c., $1.00, $1.50, $2.00, $3.00, $4.00 and $6.00.
Pandurata. $2.50, $3.00, $4.00 and $5.00.
Craigi. $1.50, $2.00 and $3.00.

DRACÆNAS

For Baskets or Combinations	Each
Terminalis, 4-in.	40c. and $0.50
5-in.	60c. and .75
6-in.	75c. and 1.00
Superba, 4i-n.	.50
Messangeana, 4-in.	.60
6-in.	$1.50 and 2.00
10-in. tubs	$4.00 and 5.00
Lord Wolseley, 4-in.	.50
6-in.	1.25
Craigi, 4-in.	.60
6-in.	1.25
Strictagrandis, 4-in.	.60
6-in.	1.25
Baptisti, 4-in.	.60
6-in.	1.50
Shepherdi, 4-in.	.60
6-in.	1.50
Kelleriana, 4-in.	.50
3-in.	.40
Fragrans, 6-in.	$1.25 and 1.50
8-in.	$2.00 and 2.50
Warnecki, 4 in.	1.25
6-in.	2.50

PANDANUS—For Hampers

	Each
4-in.	$0.60
5-in.	.75
6-in.	1.50
7-in.	$2.50 and 3.00
10-in. tubs	$5.00 and 7.50

CROTONS

Highly Colored for Basket Work.	100
2½-in, heavy	$25.00
3-in.	35 00
4-in.	50.00
	Each
6-in.	$1.00, $1.50 and $2.00
7-in.	$2.00, $2.50 and $3.00
10-in.	$5.00, $6.00 and $7.50

FERNS

Boston, Scotti, Teddy Jr., Roosevelt and **Whitmanii.**
4-in., $25.00 per 100.
6-in., 75c., $1.00 and $1.25 each.
8-in., $1.25, $1.50 and $2.00 each.
10-in., $2.50 and $3.00 each.
12-in. tubs, $3.50, $4.00 and $5.00 each.
Smithii, 4-in., $35.00 per 100.
Norwood, 4-in., $35.00 per 100.
Cibotiums, 9-in. tubs, $6.00 each.

DISH FERNS	100	1000
2½-in.	$6.00	$50.00
3-in	9.00	80 00
4-in	25.00	

ASPLENIUM Nidus Avis (Bird Nest Fern) Guaranteed free from disease.	100
3-in.	$25 00
4-in.	50 00
5-in.	75 00
6-in, $1.00, $1.25 and $1.50 each.	

ASPARAGUS Plumosa

	100	1000
2½-in., extra fine	$4.00	$35.00
3-in., extra fine	7.00	60.00
4-in, extra fine	12.00	100.00

Packing and boxes extra at cost.
All purchasers should have shipments made not later than Dec. 10th.
We assume no risk for damage or delay in transit.

C. U. LIGGIT Office: 325 Bulletin Bldg. **Philadelphia, Pa.**

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FLOWERING and FOLIAGE

Plants for Xmas

CYCLAMEN Persic. Gig., $9 to $24 per doz.
DRACÆNAS, in varieties, as **Marg. Story, Terminalis, Craigi, Lord Wolseley, Aurea,** $12 to $36 per doz.
ERICAS Fragr. Melanthera, $9 to $60 per doz.
ERICAS Pres. Carnot, $9 to $30 per doz.
ORANGES, $1 to $6 each.
JERUSALEM CHERRIES, $6 to $18 per doz.
PEPPERS, $12 to $24 per doz.
PANDANUS Veitchii, $9 to $15 per doz.
PHŒNIX Roebelinii, $2.50 to $4 each.

Packing charge, 5% of total amount of bill; minimum charge, $1.

Terms: Cash with order, please.

Anton Schultheis, 316 Nineteenth Street COLLEGE POINT, N. Y.

When ordering, please mention The Exchange

NO MORE SOOT TROUBLES

Z-I-N-C-O

WHAT IT IS

Soot destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.

WHAT IT DOES

Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft.

"Ain't it a Grand and Glorious Feeling?"

WHAT IT DOES

Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

Note The makers of **Z-I-N-C-O** have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is $3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO. 468 W. Erie St., Chicago

When ordering, please mention The Exchange

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can..	$10.50	288-sheet can	$7.50
4-lb. can..	5.50	144-sheet can	4.00
1-lb. can..	1.50	24-sheet can	.85
¼-lb. can..	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

When ordering, please mention The Exchange

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75

No.	Diam.	Each	Doz	1000
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES **714-716 Chestnut St., Philadelphia, Pa.**

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.

SOUTH ZANESVILLE, OHIO

RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA — WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

The Prices Advertised in The Florists' Exchange are for THE TRADE ONLY

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

When ordering, please mention The Exchange

SYRACUSE

Standard Red Pots

STRONG—LIGHT—POROUS

Write for Catalogue and Prices

Syracuse Pottery

L. BREITSCHWERTH, Prop.

SYRACUSE, N. Y.

When ordering please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa.

When ordering, please mention The Exchange

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticid

A spray remedy for green, black white fly thrips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affectin flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

VERMINE

For eel worms, angle worms and other worm working in the soil.

Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co., MADISO N. J.

When ordering, please mention The Exchan

ULTIMATELY

You'll Deman

Magic Bran

When Ordering Fertilize of Your Supply House *Why Not Do It Now*

Chicago Feed and Fertilizer Compa
U. S. YARDS, CHICAGO

Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLD
PHILADELPHIA, PA.

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USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

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FRIEDMAN'S BEST

TOBACCO POWDER, $4.00 100 lb sack
(For Fumigating and Sprinkling combined
TOBACCO DUST, $2.50 100 lb sack
FUMIGATING KIND, $3.00 100 lb sack
TOBACCO STEMS, $1.50 100 lb bale
Special prices in Tons and Carload Lot

J. J. Friedman, 285-289 Metropolitan Ave BROOKLYN, N. Y.

When ordering, please mention The Exchan

Our Advertising Man's Corner

November 11, 1918

On The Value of Printer's Ink

Amid all the factors contributing to the successful conclusion of the war, printer's ink has been pre-eminent; its free use has given unstinted service. That the duty of the users of printer's ink—nay, their privilege—the distribution of the information so necessary to the consolidation of the feelings of millions of people, giving full expression to their will to win the war, has been next most important to the actual fighting on the field, few will deny.

A great task has been met in a great way.

The use of printer's ink in connection with the various Liberty Loan campaigns is a serviceable illustration of the value of its work.

Printer's ink was the common ground on which all the Allied Governments could meet their people at any time or place. It was actually the use of the local road on express schedule, in that while it dropped its information at all stations, it covered the entire route in lightning time.

Surely there is in this work performed a great business moral which keen advertisers will not be slow to take advantage of.

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $8.00 per 100. Ophelia and Mrs. Russell, own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

CARNATIONS

	FIELD-GROWN	100	1000
Enchantress.	Light Pink	$7.00	$60.00
Matchless.	White		50.00
Lady Bountiful.	White	5.00	45.00
Winsor.	Pink	5.00	45.00

VIOLETS Field Clumps

Princess of Wales.....$6.00 per 100

Wood Brothers

Fishkill, N. Y.

Carnation Cuttings

We have commenced propagating. Our stock is fine and we have large quantities of the following varieties:

White Wonder	White Enchantress
Matchless	Enchantress Supreme
Mrs. C.W.Ward	Rose Pink Ench.
Rosalia	Benora
Pocahontas	Merry Christmas

$4.00 per 100, $35.00 per 1000

BAUR & STEINKAMP

CARNATION BREEDERS

INDIANAPOLIS - - INDIANA

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

If Interested in

HEAVILY BUDDED

HEATHER

MELANTHERA and OVATA

FOR CHRISTMAS

Avoid disappointment and order now
Satisfaction guaranteed

A. L. MILLER, Jamaica, N.Y.

When ordering, please mention The Exchange

Privet and Berberis

LARGE STOCK FOR FALL

C. A. BENNETT

ROBBINSVILLE, NEW JERSEY

When ordering, please mention The Exchange

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Complete assortment in large and small sizes. Price list now ready

The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill.

Evergreen Specialists
Largest Growers in America

HEADQUARTERS
for **California Privet** *and* **Berberis Thunbergii**

Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery

J. T. LOVETT, Inc., Little Silver, N. J.

When ordering, please mention The Exchange

The Storrs & Harrison Co.

NURSERYMEN, FLORISTS *and* SEEDSMEN

PAINESVILLE, OHIO

When ordering, please mention The Exchange

ROSES · CANNAS AND SHRUBBERY

Write for Price List

THE CONARD & JONES CO.
WEST GROVE, PA.

When ordering, please mention The Exchange

HALF PRICE

20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

PAUL MADER, East Stroudsburg, Pennsylvania

When ordering, please mention The Exchange

ORCHIDS

Now is the time to place your order for freshly imported stock.

We are now collecting all of the standard kinds for cut flower growing.

Write us for prices.

LAGER & HURRELL, Summit, N. J.
Orchid Growers and Importers

When ordering, please mention The Exchange

Gerbera Jamesonii (Transvaal Daisy)

1 year old plants....10 for $3.00
1 year old plants...100 for 25.00

These are not seedlings or Hybrids, but divided plants true to color, bright scarlet.

Albert Knapper, *Gerbera Specialist*
625 West 56th St. LOS ANGELES, CAL.

Reference: S. S. Pennock & Co., Phila., Pa.

When ordering, please mention The Exchange

Special Low Prices FOR THIS MONTH ONLY

Stock up your store and greenhouses with some of this choice stock, as you will need it to be prepared to meet your customers' wants.

FERNS. We have four houses full, all pot-grown, sturdy and good green color **Scottii, Whitmani, Teddy Jr.** and **Boston.** 4-in. pots, 20c.; 5-in., 35c.; 6-in., 50c.; 7-in., 75c. **Nephrolepis Norwood,** 5-in. pots, 50c.

KENTIA Belmoreana. 4-in. pots, 40c.; 5-in. pots, 60c.; 5½-in. pots, 75c. and $1.00.

DRACÆNA Terminalis. 4-in. pots. 35c.; 5-in. pots, 60c. and 75c.

BIRD'S NEST FERNS. 4-in. pots, 35c. each.

FICUS Elastica (Rubber Plant). 5-in. pots, 40c.; 6-in. pots, 60c. and 75c.

DISH FERNS. 2½-in. pots, $5.00 per 100; 3-in. $7.00 per 100.

PTERIS WILSONII. In 6-in. pans, 30c. each.

COCOS Weddelliana. 3-in. pots, 20c. each

BEGONIAS Magnifica. Pink; **BEGONIA Luminosa,** red; in bloom. 5-in. pots, 35c.; 4-in. pots, 20c.

PRIMULA Obconica. Best colors, 4-in. pots, 15c.

CALLAS. 4-in. pots, strong, 25c.

ASPARAGUS Plumosus. 2½-in. $4.00 per 100; 3-in. $7.00 per 100.

POMPON CHRYSANTHEMUMS. 4 best varieties, full of buds. 5-in. pots, 30c.

CINERARIA Hybrida Grandiflora. 3-in. pots, $10.00 per 100.

HARDY ENGLISH IVY. 5½-in. pots. 35c. each.

Cash with order, please.

All goods travel at purchaser's risk. Please state if plants are to be shipped in or out of pots

GODFREY ASCHMANN 1012 W. Ontario St., PHILADELPHIA, PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All sold until January. Everything shipped via Parcel Post (special delivery) with bill for actual postage and a small charge for packing, unless otherwise ordered.

S. A. NUTT.....$15.00 per 1000
POITEVINE and RICARD.....$17.50 per 1000

Ready **now: PLUMOSUS,** fine stock, at $3.00 per 100, delivered free up to 4th zone.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked until December 1st

FRED. W. RITCHY
LANCASTER, PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked for November except **Buchner,** $15.00 per 1000

PETER BROWN
LANCASTER, - - - - PA.

When ordering, please mention The Exchange

GERANIUMS STOCK PLANTS

Ricard, Poitevine and **Buchner,** $30.00 per 1000

If you are doubtful of our stock plants, I can refer you to florists who bought 1000 and 10,000. Unrooted **Ricard, Poitevine** and **Buchner** Cuttings, $7.00 per 1000.

J. B. BRAUN
HIGHTSTOWN NEW JERSEY

When ordering, please mention The Exchange

Carnations

F. Dorner & Sons Co
LA FAYETTE, IND.

When ordering, please mention The Exchange

Moss Curled Parsley Roots

$3.50 per 1000. Cash.
Good, strong roots

W. B. GIRVIN
LEOLA, PA.

When ordering, please mention The Exchange

PRIMULA

Obconica Giant and **Grandiflora.** Mixed; also **Apple Blossom.** Extra fine stock. 2-in. $4.00 per 100, $35.00 per 1000.

SMILAX. 2-in. $2.00 per 100.
ROSE GERANIUMS. 2¼-in., $2.50 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.
DAISIES. Snowball and **Longfellow.** $2.50 per 1000. **Single White, R. C.,** $1.25 per 100.
FEVERFEW Gem. 2¼-in., $2.50 per 100.
TRAILING LANTANA, R. C. $1.25 per 100.
WEEPING LANTANA, R. C., $1.25 per 100.

Cash

Byer Brothers
Chambersburg - - Pa.

When ordering, please mention The Exchange

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK
Oxford Ave., OZONE PARK, N. Y.

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and **Buchner.** 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass. $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

SALVIA BONFIRE

½ oz. 75c.; 1 oz. $1.50; 4 oz. $5.00.

PANSIES

Giant Superb. Finest Mixture. Strong, transplanted plants, $1.25 per 100, postpaid.
Cash with order

E. B. JENNINGS, Box 25, Greens Farms, Conn.

When ordering, please mention The Exchange

ENGLISH IVY

Bushy, 3 to 4 ft., 5- to 6-in. pots
$35.00 per 100

CHARLES AMMANN
Central Ave. and Tuckahoe Road Yonkers, N. Y.

When ordering, please mention The Exchange

Norway Spruce for Miniature Christmas Trees

SELECTED, SHAPELY PLANTS

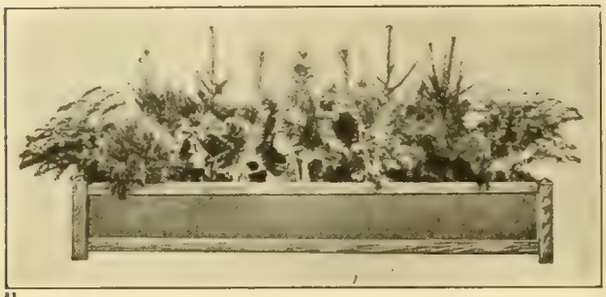
2½-3 feet	**$25.00** per 100	18-24 inches	**$15.00** per 100
2-2½ feet	**20.00** per 100	12-18 inches	**12.00** per 100

THIS Evergreen has become a very popular holiday specialty. Many of our customers have handled them for several years with increasing success. Christmas novelties are scarce this season. These will help to fill in the gap. Will pot nicely in 6-inch, 7-inch and 8-inch pots. They are also good material for filling window and porch boxes, also vases and tubs for lawn and veranda decorations.

Order now. We can ship at once or hold until December 1st

Jackson & Perkins Co., Newark, New York

When ordering, please mention The Exchange



Window Box EVERGREENS

Especially Grown, Bushy, Symmetrical Stock

Assorted Varieties, $9.50 per 50, $18.00 per 100.
Assorted Varieties, (Extra select balled plants), 50c. each, $5.00 per doz.
Picea Canadensis (Black Hill Spruce), extra bushy, 12-18 in. balled, 50c. each, $5.00 per doz.
Pinus Mugho (Dw. Mt. Pine), bushy, 6-10 in. balled, 50c. each, $5.00 per doz.
Thuya Pyramidalis (Pyr. Arb. Vit), extra fine, 12-18 in. balled, 50c. each, $5.00 per doz.

Miniature Xmas Trees

Well formed, thrifty, shapely stock

1-1½ feet	$10.00 per 100
1½-2 feet	14.00 per 100
2-3 feet	22.00 per 100

Evergreens for Tubbing

Owing to scarcity of Boxwoods, Hardy Evergreens will be largely used in their place. We have prepared a very complete line at attractive prices.

CORRESPONDENCE SOLICITED

THE D. HILL NURSERY CO., Inc. Box 403 DUNDEE, ILLINOIS

EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA

NURSERY STOCK

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

W. & T. SMITH CO.

Geneva, N. Y.

70 Years **1000 Acres**

When ordering, please mention The Exchange

Barr's Choicest Trees

AMERICAN LINDEN	1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE	1½-3-in. Cal., 12-15-ft.
AMERICAN ELM	1½-3-in. Cal., 12-15-ft.
PIN OAK	1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

B. F. BARR & CO.

KEYSTONE NURSERIES LANCASTER, PA.

When ordering, please mention The Exchange

California Privet

The Largest Stock in the World

BERBERIS Thunbergii

in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett

MILFORD DELAWARE

P. Ouwerkerk

216 Jane Street
WEEHAWKEN HEIGHTS, N. J.

JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

When ordering, please mention The Exchange

CALIFORNIA PRIVET

2 year old, 18-24 inches	$1 0
2 year old, 12-18 inches	1 0
2 year old, 6-12 inches	0
No. 1 Cuttings, 8 inches long	0

Cash with order. Packing free.

Harry B. Edwards, Little Silver, N.

When ordering, please mention The Exchange

HOWARD'S Own Root ROSES Desert Climate Grown HEMET, CAL.

OWN ROOT FIELD-GROWN
EXPRESS
WINTER SHIPMENTS

HOWARD ROSE CO., Hemet, Cal.

When ordering, please mention The Exchange

We are the Largest Growers of

Roses—Portland—Roses

Superior Quality—Choice Varieties—Sell better—Grow better

Ask for price lists. ORDER NOW

MOUNTAIN VIEW FLORAL CO.
PORTLAND, OREGON

When ordering, please mention The Exchange

PIN OAK, (QUERCUS PALUSTRIS)

IN ALL SIZES

FRAXINUS Americana (White Ash), in sizes.
ULMUS Monumentalis (Cornish Elm.)
POPULUS nigra fastigiata (Lombardy Poplar.)

Ask for our prices before ordering.

Audubon Nursery, Lock Box 818 WILMINGTON, N.

When ordering, please mention The Exchange

TREES
Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

The Bay State Nurseries
North Abington Mass.

SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

When ordering, please mention The Exchange

California Privet

100,000 3-year-old, cut back once

2 to 3 feet, 4 to 8 branches	$20.00 per 1000
18 to 24 inches, 3 to 6 branches	15.00 per 1000
CUTTINGS, 8-in. (strong)	75c. per 1000

RIVERVIEW NURSERY

J. H. O'Hagan, Prop. LITTLE SILVER, N. J.

When ordering, please mention The Exchange

Clematis Paniculata

	Per 100
3-years, fine	$15.00
2-years, heavy	9.00
2-years, medium	7.00

LITTLEFIELD-WYMAN NURSERIES
No. Abington, Mass.

When ordering please mention The Exchange

BOOK of WATER GARDENING PRICE $2.50

A. T. De La Mare Co. Inc., - 438 to 448 West 37th St., New York

Book of Water Gardening

PRICE $2.65 POSTPAID

A. T. DeLaMare Co., Inc., 448 W. 37th St., N.

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Cladrastis tinctoria "Yellowwood"

(This week's illustration)

In the list of papilionaceous flowering trees there are w of those of the temperate zone that will equal the auty of our native "Yellowwood" as a specimen lawn ee. We use the word beauty advisedly, thinking not ly of its flowers, but also of the foliage and the whole portment of the tree, which is wholesome and clean all seasons of the year. With these attributes in favor, one would naturally expect to see it more ely used, yet it is rarely we come across a good ecimen of it. The only answer to this as far as we n see is that the tree is but little known the public and perhaps even to those in e trade.

There are few people who have not a stinct liking for pea shaped flowers (no ubt because of an association with Sweet as) and were the Cladrastis better known would surely be in demand and consetently be a good seller.

While native to the middle South and for is reason considered a Southern tree, it is proved hardy in the Northeastern States, during our Winters quite as well as many her plants considered hardier. The illusation herewith, which shows a tree at Chestut Hill, Philadelphia, proves the truth of e foregoing statement. The tree stands on ther high ground, with little or no proction; in fact, it is quite exposed to the ll blast of the prevailing northwest winds at sweep across the Whitemarsh Valley. ne manner in which it has come through e exceptionally severe Winter just passed id retained its health, producing a wealth flowers and foliage is sufficient proof, think, of its hardiness.

At the date our photograph was taken, ay 27, the flowers were at their best. The ee bloomed somewhat earlier this year than ual, it being generally classed as a June wering tree. The fragrant flowers appear pendulous branching racemes, 15in. to in. long and are white, with pale yellow arkings on the standard petal; these markgs are not noticeable unless the flowers e closely observed; to all appearances the ooms are pure white when seen at a disnce of a few feet. The individual leaflets the pinnate leaf are larger than those of any other leguminous trees and shrubs and r this reason the plant is not so readily cognized as belonging to the legume family the casual observer. One cannot, however, mistake its class identity when the tree in full bloom, for its pea shaped flowers ll the story. It has a remarkably thin and ooth bark, which happily seems imperous to insect attack. Even the leaf miner, hich spoils the attractive appearance of e Yellow Locust seems not to bother the Cladrastis the least, so that the Yellowwood, in the Fall, has added charm in its foliage, the leaves turning a lden yellow before they are shed.

The common name, Yellowwood, is derived from the ct that a yellow dye of commercial value is extracted om the wood, and has no reference to its leaf colation. Seed is usually produced in sufficient quanty to make this mode of propagation best, although e tree is also increased from root cuttings. As with her members of the order, it does not produce many rous roots unless frequently transplanted in the nurry, which induces a root system essential to a final ccessful planting when the tree leaves the grower's nds.

The specimen illustrated is about 30ft. high, with a read of 25ft. This tree's ideal form is due not one to good preparatory planting measures but also a wise and judicious thinning out of the head just hen it was needed; a process too frequently overoked by many, in connection with trees, during their rly years, when growth is more rapid. As a result this thinning and good culture a handsome, sturdy ee was produced, one which was well worth waiting r.

EDWIN MATTHEWS.

Catalpas

The Commercial Introduction of Catalpa speciosa

In June, 1844, Dr. John A. Warder, a practicing physician of Cincinnati, O., while attending a medical convention in Dayton, noticed a few Catalpa trees in front of a residence there that were in full bloom, while Catalpas in Cincinnati were not yet in flower; this, in spite of the fact that vegetation generally in the latter city was several days in advance of that of Dayton. The trees in Dayton were much taller and of more symmetrical growth than the ordinary C. Bignonioides; their appearance convinced him that these were of distinct and superior growth compared with the ordinary Catalpa. The doctor was so impressed with the superiority of the Dayton trees that he called attention to the matter in the next issue of his *Western Horticultural Review*, a magazine he was then conducting.

Cladrastis tinctoria. See text

My brother, John C., and I, had a little nursery at Spiceland, Ind., and we wrote the man who had the new Catalpa trees in Dayton, as we wished to procure seeds. In due season we received a quantity, which we planted the following Spring and grew several thousand seedlings. We sold 1000 of these seedlings to Suel Foster, a nurseryman of Muscatine, Iowa. In this locality C. speciosa proved much hardier than Bignonioides which was often killed by the cold in Iowa.

After C. speciosa was considerably disseminated E. E. Barney of Dayton, who was largely interested in the construction of railroad equipment, conceived the idea of using Catalpa timber for cross ties under the rails. He put down ties of Catalpa, Oak and Walnut under the rails at a point near the station at Dayton, where the cars were passing every few minutes through the year. After a thorough test Mr. Barney concluded that Catalpa was superior to any other wood tested. The idea took hold of railroad interests in the West and resulted in the planting of many millions of Catalpa speciosa seedlings on the prairies of Illinois, Missouri and Kansas, in the hope of producing timber for cross ties and possibly telegraph poles. Where these plantings were properly cared for the result was a success, but where prairie fires and jack rabbits had full sway failure could only be expected.

I received a letter not long ago from the D. Landreth Seed Co. of Bristol, Pa., which read: "Fifty-two years ago we bought Catalpa speciosa seedlings from you and from others, altogether more than 100,000. These were planted on our lands in the Shenandoah Valley, Va. Since then they have been turned into railroad cross ties by parties who bought the plantation from us."

Catalpa Bungei

Catalpa Bungei is supposed to be a sport from C. Bignonioides, but I do not know when or where it was discovered. I planted it to see what it would do, 25 years ago, and as it did not do anything I expected of it, I allowed it to grow up to a scraggly plant 10ft. or 12ft. high. It did not bloom nor seed and I used it to take cuttings from. It forms a beautiful dwarf plant 3ft. to 4ft. tall, and about the same breadth.

I think it was about 1880 that A. H. Griesa, a nurseryman of Lawrence, Kan., first offered the Umbrella Catalpa, C. Bungei, grafted on speciosa stock 6ft. to 7ft. tall. This has had a wide sale.

There are a few specimens of this Umbrella Catalpa near where I write, planted ten or more years ago, with stems 8in. or 9in. in diameter. Last Winter these heads extended about 10ft. across. Last March the heads were cut back and I think the spread was reduced to a quarter of what it had been. I feared the pruning would kill the trees, but they have put out splendidly. I fear the inner branches must smother.

E. Y. TEAS.

The Plume Poppy

Plume Poppy, the common name for Bocconia cardata, is so unlike a Poppy that one may well wonder if a relationship exists. But B. cordata *is* a Poppy and one may find it listed in the order Papaveaceæ with such better known garden favorites as Papaver, Eschscholtzia and Sanguinaria. It towers above all these in height, being 6ft. to 8ft. This, together with the fact that the plume-like panicles of cream white or rose tinted flowers are not generally regarded as suitable for cutting, does not entitle it to a place in the small formal garden.

Massed in the background of a flower border or in connection with a plantation of shrubs, however, it is very striking. It starts to bloom early in July and continues for five or six weeks. The lobed, heart shaped leaves are light green above and silvery beneath and with the panicles of seed, persist well into November. This last feature might well be utilized in connection with Autumn bouquets at 'Mum shows, in much the same manner as one sees plumes of the hardy ornamental grasses used with artistic effect. For this use alone why not buy a dozen plants (about $1.50 for the lot?) Set them out in two or three groups along the back fence with Scarlet Sage or some lower growing plant to cover the lower part of the stems, which become leafless toward the close of Summer.

The Plume Poppy comes from China. It is quite hardy and spreads rapidly, so that a dozen plants after a few seasons would provide a stock for sale. Seed, of course, would be a better means of propagation if plants were wanted in quantities.

SAMUEL NEWMAN BAXTER.

Nurserymen!

Optimists in the nursery trade will need no urging to embrace, by the exertion of every avenue, the opportunity of the good times now ahead. Pessimist, brace up!

FOUNDED IN 1888

THE FLORISTS EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

If Your Exchange is Late

Do not write complaining of the delay as it is beyond our power to prevent it. The Post Office is undoubtedly doing the best it can for all under circumstances of unprecedented transportation and mail conditions. If your copy does not reach you after a reasonable waiting notify us and we will mail you a duplicate.

Victory Increases Allied Food Needs

The Federal Food Board has issued a statement that, contrary to victory making a relaxation of our food conservation program, it will increase our obligations to save. It declares that whereas of last crop year we shipped about 12,000,000 tons of food, we must ship 50 per cent. more during the present crop year, and from stocks not materially larger. Florists who have available areas adapted to vegetables may well devote space to food production, at least of crops easy to grow and handle; for instance, Beets, Carrots, Tomatoes, Eggplants, Parsnips, Beans, Cabbage, Spinach, Dwarf Peas and Turnips.

No Further Loss of Labor

According to Secretary of War Baker and Provost Marshal General Crowder there will be no further inductions into the army, but all men between the ages of nineteen and under thirty-seven years of age will be expected to complete their registration and classification. Soldiers who were entraining for various camps on Monday, Nov. 11, were recalled, some 5000 in New York City alone. These men resume their order and serial number but are otherwise free to again take up their ordinary avocation. Men over 37 are freed from all obligations to the army, according to our latest information. Eighteen to 21 year old men must complete their classification.

This will be good news to florists, nurserymen and the allied trades.

Anticipating Peace

Again threw THE FLORISTS' EXCHANGE a day behind in getting into the mails. Everthing was moving on time for the first week in three when the excitement reached the "zero" mark. The bells, sirens and hubbub in the streets started downtown in the early afternoon, struck Fifth ave. by 2 p.m. which promptly jammed with people and autos. Employer and employee alike deserted desk, customer or tools; the big department stores lost their help—there was no restraining anybody. Before long the news reached outlying streets and great factory buildings were emptied as though by magic. Impromptu parades started and where all the bonnie beflagged lassies came from was a mystery. Meanwhile from every building of size dropped millions of bits of paper—emblematic of the "scraps of paper" of historical memory; so great was the enthusiasm in this direction that in some cases everything resembling paper went out of the windows, even to entire writing pads—in certain blocks one literally had to wade through paper.

Bulletins went up in several newspaper offices denying the peace news but, by this time, the people were wrought up to high pitch and would hear of no contradiction of the good news.

All in all Thursday Nov. 7 was a memorable afternoon.

The Great War is Over

Praise God, from whom all blessings flow,
Praise Him, all creatures here below;
Praise Him above, ye heav'nly host;
Praise Father, Son, and Holy Ghost!

In quick succession, so rapidly that the man in the street can grasp it only by reference to his marked calendar, came the surrender of Bulgaria, then Turkey, followed by Austria, culminating on Monday morning, Nov. 11, with the news of the unconditional surrender of Germany.

One by one these countries have collapsed like houses of cards, and with them has been swept away their monarchs, and the pretense of these to rule by Divine right.

Our boys, the men to whom we owe everything, are happily freed by the armistice from intensive fighting and our anxieties on their account may now be reduced to a minimum.

There remains the uncertainty as to whether the new rulers of all the sesubdued nationalities will be able to establish an acceptable (which means an orderly) Government, one free from the troubles now besetting Russia. This may be determined in a comparatively short period. At the best 500,000 American troops will have to remain in Europe an indefinite numbers of months.

At once, on the very Monday, a pruning down of Government expense was inaugurated, and from week to week we will see reductions. There is every reason to feel that this will be done in a way to prevent all possible dislocation of industrial employment, although there is bound to be more or less in view of the tremendous number of both males and females in Government employ whose services are now no longer required.

Coming to our own lines: Resumption of florist and nursery activities in full will be retarded by three factors: shortage of coal; shortage of material owing to non-propagation; shortage of labor.

The first will be relieved as Government requirements fall off and more men get back into the mines; the second will come to an end as quickly as the florists regain their courage, but the propagating nurseries are likely to remain short of material until they get back their skilled men or are able to import from abroad. As to labor, which shortage will gradually lessen, we can make our minds up that there will be no surplus for years to come, consequently it will have to be well paid.

Under all these conditions the wise man, while continuing to practice business economy, will see to it that he obtains cost plus overhead plus a reasonable profit on all he handles—for in that is the only way out.

That an improved demand for flowers will quickly make itself manifest is altogether likely for it will no longer be a reproach to those who have the means to gratify their desire for flowers to their hearts' content—this had been the case, we all know, since we entered into war.

Private estates and our city parks will feel the rejuvenating hand of peace and the call for material to supply their wants will be beneficial to all.

As to our seedsmen: of vegetable seeds, if any can be spared, these will have to go to Europe; flower seeds will cease to be a drug immediately the season opens.

It is reasonable then to expect a renewal of full activity in every line before Easter, 1919. The war has created thousands of new flower purchasers and tens of thousands of new vegetable gardeners; these latter having acquired the taste and the desire, will remain with us in great part, while, additionally the amateur gardeners can be persuaded through judicious advertising, to add flowers for their leisure, all of which will make to the commercial advantage of those who know how to improve an opportunity such as now presents itself.

Is it not Time to Celebrate?

IRWIN BERTERMANN

Is it not time to celebrate: not only the ending of the war bu t the beginning of a new era for the flower business? Every prospect seems brighter than for many years; the love of flowers has been instilled more firmly in the hearts of the people; the national advertising campaign is serving a wonderful purpose; the work of the F. T. D., so great heretofore, now looks forward to a still more wonderful future; the art of charging a righteous price for flowers has been demonstrated, and the future of the willing florist seems practically assured. Those who have struggled during the past years will have surely arrived at the "green pastures" and will reap the rewards which are their du

[Mr. Bertermann has struck the keynote. Every flori is entitled to press forward toward a success undreame of before the Great War started in 1914. Since then th people have learned to value flowers in a nobler and mo enduring way. This lesson, pressed home, will redoun to the credit of both nation and profession.—A. T. D.]

American Dahlia Society

A meeting of the executive committee of this socie was held in the Grand Hotel, New York, on Nov. Those present were Geo. W. Kerr, Geo. L. Stillman, H. Langjahr, James Duthie, President R. Vincent, J and Secretary J. R. Lewis. Important action was tak regarding the definition of a seedling Dahlia. Resol tions of sympathy were adopted on the death of Willia Wallace Wilmore, Jr., son of W. W. Wilmore of Whea ridge, Colo., who died in a military hospital in Fran on Sept. 22, last.

The Coal Output

Recent reports to the Geological Survey indicate th the combined output of bituminous and anthracite co slightly exceeds 11,000,000 tons weekly as against mo than 13,0000,000 tons weekly during late Summer. B tween 2,000,000 and 3,000,000 have been saved this F because of the mild weather. Economies in consum tion in factories and industries as well as in residenc have helped to reduce the needs. Since April 1 the ou put of the mines is said to be 13 per cent. more th that of last year.

A Wise Owl Said:

There's too much good material in the trade papers read them hastily; take them home with you and re them while sitting in your easy chair. Spend one ev ing in each week after reading your daily, in think over your profession with the help of your trade pap

Too many florists, especially the busy retailer, ceives his trades papers with his mail, gives them glance and that ends it.

Now, instead of that, a wise owl said to me day: "Don't look at your trade paper during y business hours, take it home and give it a little m time than usual." I took the owl's advice and e since then have realized I learned a lesson. I did t the trade papers home with me and, to my surprise can state that many a pleasant evening I have sp digging deeply into the store of material th furnish, and many a dollar have I made by study them and gaining more knowledge of my professi In the ads as well as in the reading matter and editor of our trade papers there is a key that can make y ring up sales a great deal more often than you h any idea of. Since the time I commenced taking trade papers home, I feel much disappointed when th do not show up promptly.

Try it and convince yourself.

ALBERT POCHELON

Your Work and Our Work

The members of the Publicity and Finance Committees have given generously of their time toward upbuilding of our Publicity Campaign with the s aim of trying to get maximum results for all branc of the business.

Now and then some members criticise or com ment the efforts given, which is always appreciated the chairman of the respective committees, who by way, would welcome more of both kinds, be it com mentary or otherwise. As the committees are at l times trying to reflect the kind of publicity that wo do the most good, suggestions are always most welco

Now, to those who cannot help in this direction, m we not expect the financial interest in our campaign, necessary to carry on for 1919, which will soon be operation, for without the financial needs your comm tees cannot properly plan for the ensuing year?

The general layout of the new year's work will s be ready for action, and the members who so generou gave will surely feel that they have started a movem that will have added results as time rolls on. L every man in our business give his full limit and pr by the investment by keeping interested in all workings.

Give, and you will receive full measure in return, that your work and our work will merit its own.

HENRY PENN,
Chairman National Publicity Campaign.

"There is a tide in the affairs of men.
Which taken at the flood, leads on to fortune."

THAT'S NO !

Recommendations for Bettering the Flower Trade

(*Concluded from page* 769)

The average annual wholesale price that must be obtained to reach this figure depends on the quantity of flowers a plant will produce on an average per season. Later we expect to have an accurate record of the average length of stem of other varieties, but compilation of the average production of good average flowers per plant from records of the past three years together with the average length of stem on Russell shows as follows: Russell, 17.3 flowers; Brilliant, 32.4; White Killarney, 35.1; Milady, 25.4; Ophelia, 26.5; Sunburst, 26.4. Taking $1.20, the lowest amount a plant should return in a season and dividing it into the average yield of each variety for a series of years, gives us the average price that should prevail on each variety, namely: Russell, 6.26c. each; Brilliant 3.69c; White Killarney, 3.29; Milady, 4.67; Ophelia, 4.38; Sunburst, 4.52.

The selling price should necessarily be considerably higher for select stock and correspondingly lower for stock grading lower. Also the prices during the cold season when the yield is limited and operating costs heaviest should go above the year's average because of the exceedingly low prices during the season of heaviest production.

Although I have no late records on Carnations, from past experience and from the best information obtainable, I would venture to say that the gross returns should be no less than 81c. per square foot. Figuring a Carnation plant as occupying 5-9 sq. ft. of bench space, and taking a general average yield on all varieties of eighteen flowers per plant would bring the seasons' price to 2½c. Selling prices of all other flowers and plants may be determined from the foregoing basis.

Gardeners' Conference at Boston

The New England gardeners' conference, which was scheduled to be held in Boston, Oct. 18, but postponed, will be held at Horticultural Hall of that city under the auspices of the Boston members of the National Ass'n of Gardeners, on Friday evening, Nov. 22. The meeting will be called to order at the early hour of 6:30 to permit of ample time for a full discussion of the subjects to be presented.

Several prominent speakers will address the meeting; their topics will include the post-war problems confronting the gardener, the effects of plant import restrictions on American horticulture, and the best means of perpetuating the gardening interest aroused by the war gardens.

All affiliated with the profession of gardening are invited to attend the conference and participate in the general discussion, which may be counted on to prove of more than ordinary interest. The gardeners' patriotic spirit will not be found wanting on this occasion, following closely on the announcement of the great victory of world democracy, and the evening's program will provide a fitting celebration of this glorious event.

M. C. Ebel, Secretary.

A Peace Offering

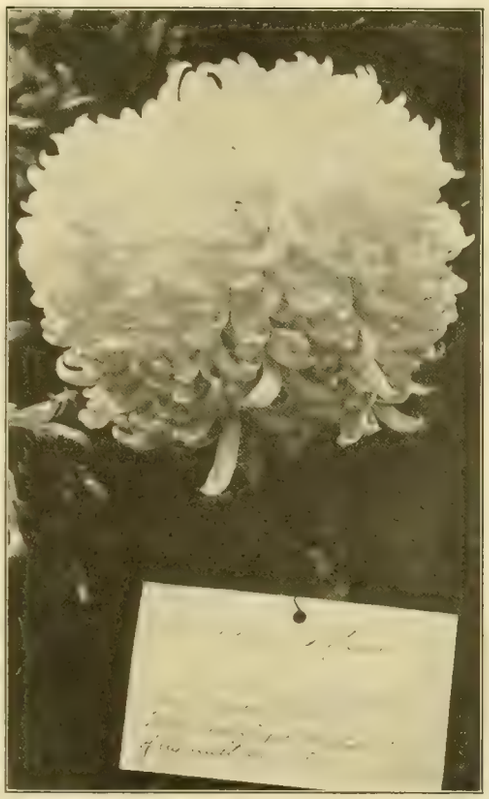
Isaac Hicks & Son, nurserymen, Westbury, N. Y., lost no time in advertising a peace offering, it appearing in the *New York Times* of Nov. 12. We repeat the wording, for the reason that our copy of the ad. was not a perfect one, and the text may not be clear in the reproduction presented herewith:

To celebrate the approach of peace and help along the big task of reconstruction, we will send at once, free to every one who has the space in which to plant it, a Hicks Apple tree (guaranteed to grow superb fruit) on receipt of this pledge card with signature and address. (Tear it out and mail it today. Deferred delivery if desired.)

Then follows the pledge:

You may send your peace offering of an Apple tree which I agree to plant and care for. I pledge myself to do my best to make my own grounds produce more—more fruit, more food, more flowers—and I will follow carefully your advice to this end, so far as lies within my power. (Signature and address.)

This advertisement is to be commended on account of its timeliness and for the opportunity which it offers to secure as future customers at least 50 per cent. of the people who sign the pledge card and secure an Apple tree gratis. It is opportunities similar to this for which the keen advertiser is ever on the lookout. To think out a bright advertising scheme which is also going to prove successful, calls for continuous, steady and a most careful reading of the news and the trade papers in search of ideas and of course for boldness and originality. Undoubtedly Hicks & Son will be flooded with orders, and while it will be all out-go and no in-come for the present, we cannot see how such an advertisement as this can fail to be highly profitable in due time. Mark, too, how it sets the recipient on his or her honor to become a better producer, a more careful worker. This pledge not only insures to the benefit of the advertiser, but it is helpful to the entire trade.

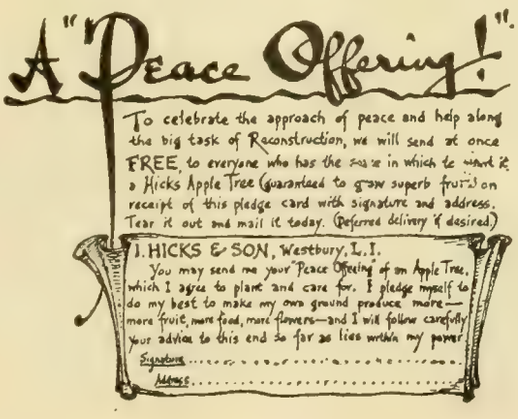


Seedling Chrysanthemum Mrs. Woodrow Wilson, exhibited at the recent Mum show of the Dept. of Agriculture at Washington, D. C. The bloom is snow white, very large, and has many of the characteristics of the well-established favorite Queen Mary

Warrior from Palestine (whose baby is about to be christened and who has a bottle of Jordan water for the purpose: "Eh, by the way, meenister, I ha'e brocht this bottle—" Minister: "No' the noo, laddie! After the cermony I'll be verra pleased!" —*London Opinion.*

A Southern darky, named Jones, appeared at his accustomed corner after an absence of several weeks, and was greeted by one of his cronies with: "Howdy, Mistah Jones! Habn't seen yo' fo' a long time. What you-all bin doin'?" Jones drew himself up proudly as he replied: "Ise suah bin doin' a heap ob business, Mose." "How you bin doin' so much business?" "Yo' know dat mare I used to hab?" "Yessir." "I traded her, fo' some sheep." "Whe' am de sheep?" "I dun trade 'em fo' some cattle." "An' you got de cattle?" "Nope, traded dem fo' some hawgs." "An' what am de hawgs wuth?" "'Bout sixty dollars." "What was de gray mare wuth?" "Guess 'bout sixty dollars." "Mistah Jones, whe' you bin makin' eny money?" "Go long, you fool niggah! I didn't say I make money; but jes look at de business I been doin'!" —*Author Unknown.*

Cornflower lovers are delighted that it has outlived the onslaught made upon it by certain individuals who professed to have discovered that it is the favorite flower of the Kaiser. When the "demonstration" was at its height a lady acquaintance bought a hat somewhat profuse but tastefully trimmed with the little blue beauty (artificial, of course). "Why, mother," said one of her boys, "wear that hat and you'll carry about the floral emblem of Germany." Like a true American patriot, she indignantly discarded the dainty piece of millinery. A messenger took it to the big store in New York whence it came. The invoice was endorsed, "Not returnable," but when the circumstances were explained to the manager he unhesitatingly refunded the cost. All honor to him! Happily, however, the tale of the German emblem was not substantiated and the popular Cornflower—the pride of grandmother's flower garden—survives.—P.


A "Peace Offering!"
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I. HICKS & SON, Westbury, L.I.
You may send me your "Peace Offering" of an Apple Tree, which I agree to plant and care for. I pledge myself to do my best to make my own ground produce more—more fruit, more food, more flowers—and I will follow carefully your advice to this end so far as lies within my power.
Signature
Address

Tarrytown (N. Y.) Horticultural Society

Owing to war conditions, the usual large Fall exhibition was omitted and a small exhibition was held on Thursday, Nov. 7, in the society's own rooms in the Corporation Building at Tarrytown.

Competition was open to members only. While the exhibits were not large, the quality was equal to that of any previous exhibition. A particularly fine lot of fruit was exhibited, principally by Dr. C. C. Brace and Mrs. Stanley J. McCormick. There were also fine exhibits of Chrysanthemums, etc., by John D. Rockefeller, Finley J. Shepard, Dr. C. C. Brace, Emil Berolzheimer, J. I. D. Bristol, David L. Luke, Robert Mallory, and Henry Sidenberg. An exhibit of pot plants of the Chrysanthemum Nag-ir-ro by Finley J. Shepard grown in 6in. pots, attracted considerable attention. These plants were particularly well grown and made a fine exhibit; it was awarded a cultural certificate. The largest Chrysanthemum was a bloom of Queen Mary, shown by Emil Berolzheimer.

The flowers, fruits and vegetables on exhibition were sold for the benefit of the Red Cross. A box of Apples, arranged in the form of a Red Cross, was exhibited by Dr. C. C. Brace and received honorable mention.

The judges were William J. Sealey of Port Chester, Robert Williamson of Greenwich, Conn., and William Smith of Port Chester. The awards were as follows:

Chrysanthemums:

Lilian Doty, 18 blooms, disbudded, single stem, 24in. long: 1, Finley J. Shepard, Charles S. Russell, supt.; John D. Rockefeller, George Wittlinger, supt.

Six blooms, distinct vars., 15in. stems: 1, Emil Berolzheimer, Wm. Jamieson, gdr.; 2, David L. Luke, John Elliott, gdr.

Largest bloom: Emil Berolzheimer. (var., Queen Mary).

Three blooms, one each, white, pink and yellow: 1, Finley J. Shepard; 2, Emil Berolzheimer

Six vases, 6 vars., 5 sprays ea., pompons: 1, Henry Sidenberg, John Mair, gdr.; 2, Finley J. Shepard.

Singles, 6 vases, 6 vars., not disbudded: 1, John D. Rockefeller; 2, Dr. C. C. Brace, George McIntosh, gdr.

White, 6 blooms: 1, David L. Luke; 2, Finley J. Shepard.

Carnations:

White, 12 blooms: 1, Henry Sidenberg; 2, Robert Mallory, William Smith, gdr.

Scarlet, 12 blooms: 1, Robert Mallory.

Dark Pink, 12 blooms: 1, Henry Sidenberg.

Light Pink, 12 blooms: 1, Robert Mallory; 2, Henry Sidenberg.

Crimson, 12 blooms: 1, Robert Mallory.

Violets, bunch 50 singles, blue: 1, John D. Rockefeller; 2, Finley J. Shepard.

The prizes for Apples, Pears and vegetables were divided among Dr. C. C. Brace, Mrs. Stanley J. McCormick, Chas. J. Wood, grd.; David L. Luke, J. I. D. Bristol and Finley J. Shepard. Several special prizes were also awarded; these were taken by exhibitors previously mentioned.

Obituary

Mrs. Mary D. Boland

Mrs. Mary D. Boland, widow of the late James B. Boland, long identified with the florist trade of San Francisco, died in this city on the 27th ult.

Charles R. Miller

Charles R. Miller of Flushing, L. I., N. Y., for many years head salesman for Walter F. Sheridan, 133 W. 28th st., New York City, died after a brief illness of double pneumonia, at his late home on Saturday of last week. Mr. Miller was fifty years of age; he had been in poor health for several years. The funeral services were held on Tuesday of this week at the church in Flushing and interment was at Calvary Cemetery. The deceased is survived by a widow and six children.

Emile E. Ferrari

We report with deep regret the death on November 6 of Emile E. Ferrari, who with Peter Ferrari, conducted the well known firm of Ferrari Brothers of University ave., San Francisco. Mr. Ferrari was 50 years of age, married and was the father of five children, one of whom, Victor, is now in New York undergoing instructions for Ensign in the United States Navy. Mr. Ferrari was well known and well liked in the trade.

J. R. W.

Benjamin Connell

As we go to press the regrettable news reaches us of the death of Benjamin Connell of Merchantville, N. J., on Nov. 9, last Saturday. No further particulars are available at this writing. Mr. Connell was a very quiet and unobtrusive gentleman and was not a leading figure in clubs or society life. He was one of the old time florists and had been a consistent advertiser through The Florist's Exchange for over twenty years. If we are not mistaken he claimed to be the originator of the plant mail trade. He became a member of the Society of American Florists in 1886, at which time he was at West Grove, Pa., but in 1906 dropped out.

Chrysanthemum Society of America

Annual Meeting and Show, at New York, November 6 to 8, in conjunction with the 87th Annual Fair of the American Institute

The seventeenth annual meeting of the Chrysanthemum Society of America was called to order at 4 p.m. Wednesday, Nov. 6th, in the auditorium of the Engineering Building, 25-33 West 39th st., New York City, by Pres. W. W. Vert.

In the absence of Secretary Charles W. Johnson, Arthur T. Herrington of Madison, N. J., was appointed secretary pro tempore. Mr. Herrington, in behalf of the American Institute, spoke a few words of welcome. He also mentioned the present adverse conditions which militated against the extent of the show as compared with those of former years. Mr. Herrington, on behalf of the American Institute, extended an invitation to the society to hold its show in New York again next year, under the auspices of the Institute.

After Mr. Herrington's welcome President Vert followed with his annual address:

President's Address

Another year has rolled around and we are once more assembled, this being our seventeenth annual meeting. This year the list of exhibitions throughout the country will be greatly reduced, due to the fact that most of the large private estates are closed and therefore the number of growers of exhibition flowers is much smaller than in previous years. It is to be hoped that before another year has passed the Fuel Administrator will permit the large private greenhouses to have coal, as they have been accustomed to having so that horticulture may once more be conducted on its accustomed plane.

As you are all probably aware, the society last year voted to hold its show with the Pittsburgh Gardeners and Florists' Club and the Western Pennsylvania Horticultural Society. These two societies, in conjunction with the Sewickley Horticultural Society, were anxious to make the 1918 convention a success and I have no doubt that they would have accomplished that end. It is a matter of regret that, owing to local conditions, they were unable to carry out their contract and requested to be released from their engagement. The American Institute, on being asked if they would again take up the invitation they forwarded last Fall, very kindly agreed to do so and to them our grateful thanks are due for placing these rooms and the exhibition hall at our disposal. This is the reason we are here today.

While the large exhibitions may not be as numerous throughout the country this Fall, the fact remains that the average man or woman has great liking for the Chrysanthemum. This is shown by the quantities of blooms growing everywhere in the gardens.

The present Fall, thus far, has been wonderfully favorable for the Chrysanthemum; outdoors, the singles, early flowering kinds and pompons have been equally fine. Under such favorable conditions it is a matter of surprise that we do not have scores of amateur growers desiring to join the C. S. A., and contributing their dues to help out our finances.

The Chrysanthemum season is so short that it seems difficult to hold the interest of new members from year to year and if any of our older members have suggestions to offer along these lines we shall be only too glad to hear from them.

Before closing I would suggest that the medals of the C. S. A. be offered to the horticultural societies throughout the country where it is shown that the exhibitions of these societies are of sufficient importance to warrant it; this, I believe has been done previously, when requested. Such action gives every Chrysanthemum grower an opportunity to compete for the C. S. A. medals at his local club exhibitions. However, I believe that this privilege should be restricted to C. S. A. members.

The report of the secretary was then read.

Secretary's Report

At the annual meeting held in Cleveland, Nov. 8, 1917, the invitation of the Pittsburgh Gardeners and Florists' Club, the Sewickley Horticultural Society and the Western Pennsylvania Horticultural Society to hold the C. S. A. 1918 meeting and exhibition in conjunction with their 1918 Flower Show was accepted. After arranging for a number of special prizes for the exhibition, your secretary received a letter from the secretary of the Pittsburgh Gardeners and Florists' Club stating that, owing to the unsettled conditions of the country, it was thought best not to hold a flower show until conditions became normal again. Then the club would be pleased again to extend the C. S. A. an invitation to meet at Pittsburgh.

Your secretary took the matter up with Pres. Wm. W. Vert, who made arrangements with the American Institute for the 1918 meeting and exhibition. A second letter to the firms and individuals offering the special prizes brought a responsive sanction for all the prizes to be transferred to the present exhibition. Your secretary appreciates, on behalf of the C. S. A., the kindness of those whose generosity makes the list of special prizes possible.

As instructed at the last annual meeting your secretary had 20,000 membership application forms printed and sent to the leading 'Mum growers for insertion in their 1918 catalog. So far the gain in new members has scarcely paid for the outlay.

The general outlook for the Chrysanthemum is very satisfactory. Not for many years has the demand for cut blooms been as heavy as this season. The pompons and single varieties are also being called for in larger quantities.

The routine work of the secretary's office, consisting of sending out statements to the members, recording the varieties disseminated, getting out the report of the sixteenth annual meeting and the solicitation of special premiums was attended to in due season.

Your secretary wishes to acknowledge the kindness of Elmer D. Smith in furnishing him with a complete list of varieties disseminated in 1917, which was a great help in getting up the annual report.

The trade papers very generously published all notices sent to them from time to time during the year, for which we owe to them a vote of thanks.

A detailed report of all money received and paid over to the treasurer accompanies this.

The reading of the secretary's report was followed by that of the treasurer, which was examined by the auditing committee, Eugene Dailledouze and Charles H. Totty, and recommended for acceptance.

There was a discussion of Mr. Vert's address and of his recommendations in regard to offering of medals for competition at the exhibition of local societies and his recommendations were generally approved, but action thereon was deferred till a later date.

Some discussion ensued as to the lack of interest shown by Chrysanthemum growers generally in not becoming members of the C. S. A. and a motion was finally adopted that at future exhibitions competitors for C. S. A. prizes who were not members of the C. S. A., be required to pay an entrance fee of $2, this to apply toward giving them membership in the C. S. A. for the year.

No other invitations having been extended to the society as regards a place for holding its exhibitions in 1919, on a motion the invitation of the American Institute to meet in New York under its auspices was accepted.

The election of officers then took place.

In the evening a dinner was given to the judges of the show and a few invited guests, including W. A. Eagleson, secretary of Board of Managers of the American Institute.

Chrysanthemum Society of America

Officers for 1919

W. W. Vert.....President
Greenwich, Conn.

William Turner.....Vice-president
Oceanic, N. J.

Charles W. Johnson.....Secretary
Mt. Greenwood, Chicago, Ill.

John N. May.....Treasurer
Summit, N. J.

1919 meeting and show with the American Institute at New York City.

The Exhibition

The annual exhibition was held in conjunction with the American Institute of the city of New York in the Engineering Building on November 6 to 8.

The exhibition, for obvious reasons, was not as large as in previous years, but the flowers shown were of excellent quality. The exhibits were well staged and the show was a credit both to the exhibitors, who thus showed their loyalty to the Chrysanthemum Society and the Institute and also to the managers of both organizations. In the commercial classes the several exhibits of Charles H. Totty of Madison, N. J., were the saving feature of the show.

The judges were: Peter Duff, Orange, N. J.; John MacNicholl, Cedarhurst, L. I., N. Y.; Alexander MacKenzie, Locust Valley, N. Y.; Eugene Dailledouze Brooklyn, N. Y., and William Turner, Oceanic, N. J.

American Institute Awards

Commercial growers, cut blooms:

Twenty-four blooms, one var. long stems: 1, Charles H. Totty, with Louisa Pockett; 2, J. Condon, Brooklyn N. Y.

Twenty-four blooms, 24 distinct vars., one bloom each, in 10in. stems: 1, Mr. Totty. Especially notable among these were Nagirroc, Nerissa, Elberon and Louisa Pockett.

Open to all:

Ten blooms, any white var.: J. Condon.

Vase of single var., 10 sprays pink; 1, Mr. Totty.

New Varieties

New vars., open to all:

Six blooms, any pink var.: 1, Mr. Totty, with seedling No. 13, a blush pink with incurved petals.

Vase of Anemone-flowered vars.: 1, Mr. Totty, with several varieties of the Japanese type.

Vase of hairy and plume varieties: 1, Mr. Totty Among these Fugi was especially notable.

Special Prizes

To A. N. Pierson, Inc., Cromwell, Conn., for five vases, five vars. of pompons and singles. Among those especially notable were Lucille Knoble, Romain Warren, Ramona, Pink Simplicity and Elizabeth Firestone.

To G. E. M. Stumpp, New York City, for collection of palms which added much to the general effect of the show.

To Mr. Totty for vase of Rose Columbia, and of the beautiful new Rose Premier; also for a collection of Anemone-flowered Chrysanthemums for a group of 'Mums, a collection of hardy 'Mums, a collection of single, a collection of hairy and plumed vars. and for a collection of large flowered 'Mums on short stems.

Chrysanthemum Society of America, Special Prizes

Hitchings & Co., (Elizabeth, N. J.,) silver cup, for six vases of single 'Mums, six vars., 12 sprays, no less than 18in. long to a vase: Mrs. Payne Whitney George Ferguson, gdr., Manhasset, L. I.

Elmer D. Smith & Co. (Adrian, Mich.) prizes for four vases disbudded pompons, 4 vars., 12 blooms each open to all; 1, Mrs. Whitney; 2, Mrs. H. McK Twombly, Robert Tyson, gdr., Madison, N. J.

Charles H. Totty Co. prizes for vase of 12 assorted blooms Japanese Anemone 'Mums; gold, silver and bronze medals; 1, Mrs. Whitney; 2, Mrs. Twombly.

C. S. A. silver cup for six vases pompons, 6 vars. 12 sprays not less than 18in. long to a vase: 1, Mrs. Whitney; 2, Mr. Totty.

Stumpp & Walter Co. (N. Y. City) prize, silver cup for 12 blooms, 12 vars. of 'Mums on short stems: 1 Mrs. E. S. Bayer, Alexander Thomson, gdr., Mt. Kisco, N. Y.; 2, Mrs. Twombly.

C. S. A. silver cup for best seedling 'Mums, not disseminated, six blooms, one var., on long stems: Mr. Totty with Vermont, a large flowered pink variety with slightly incurved petals.

Pres. Vert's cup for the best 10 blooms, 'Mums, one var., any color, on long stems: 1, Mrs. E. S. Bayer, with Louisa Pockett; 2, Major L. L. Dunham, Ernest Wild, gdr., Madison, N. J.

Charles H. Totty Co.'s prizes for six blooms 'Mums var. Mrs. H. S. Firestone; 1, Mrs. Twombly.

Among the private gardeners who were prize winners were Robert E. Jones, Glen Cove, N. Y.; James Fraser, Woodbury, L. I., N. Y.; Alexander Thomson, Mt. Kisco, N. Y.; Frank W. Sargeant, Cold Spring Harbor, L. I., N. Y.; George Ferguson, Manhasset, L. I., N. Y.; Adam Peterson, Saugatuck, Conn.; Robert Tyson, Convent Station, N. J.; Ernest Wild, Madison, N. J.; J. W. Everitt, Glen Cove, L. I.; W. J. Sealey, Portchester, N. Y.; Max Schneider, East Orange, N. J.; Charles Ruthven, Mt. Kisco, N. Y.; G. MacDonald, Yonkers, N. Y., and David Francis, Convent Station, N. J.

Horticultural Society of New York

The Autumn exhibition of the Horticultural Society of New York, of Chrysanthemums and other flowers, both cut blooms and plants, was held in the American Museum of Natural History, Central Park West and 77th st., New York City, on Nov. 7 to 10 inclusive.

Although the number of exhibits, because of present conditions, was smaller than usual, nevertheless the show was of a quality which reflected credit both on exhibitors and on the management. The principal awards were as follows:

Chrysanthemums—Plants (Open to All)

The large 'Mum plants, grown in several forms and occupying a large space in the foyer of the building, were a commanding feature of the show. These were exhibited by Jose Rafael De Lamar, Robt. Marshall,

gdr., Glen Cove, L. I., and were awarded seven first prizes, two specials and a gold medal. The several plants with yellow blooms were of the variety Mrs. R. H. Pearson; those with white blooms, the varieties Lady Lydia and Miss Ella Scoville; those with pink the variety Wells' Late Pink; the Anemone flowered white, the variety Emma, and a plant with Indian yellow colored blooms was of the variety Greystone. The gold medal was awarded to a three tiered pagoda shaped plant of the variety Mrs. R. H. Pearson.

Chrysanthemums—Cut Flowers (Commercial Growers)

Twenty blooms, one var., stems not less than 3ft.: 1, Chas. H. Totty, Madison, N. J., with Meudon.

Twenty-five vars., all named sorts, stems not over 15in.: 1, Mr. Totty.

Pompons, 25 vars.: 1, Mr. Totty.

Singles, 25 vars.: 1, Mr. Totty. This collection was one of the most attractive exhibits of the show.

Roses—Cut Flowers (Commercial growers)

Fifty light or flesh pink: 1, Mr. Totty.

New variety, not in commerce: Mr. Totty, silver medal for "Premier."

New Plants

Lager & Hurrell, Summit, N. J., for an Epidendrum, silver medal.

Orchid Plants (Commercial Growers.)

Collection: 1, Lager & Hurrell.

Orchids—Cut Blooms.

Display of Cypripedium insigne Sanderæ: Gold medal to Joseph Manda, West Orange, N. J. In this large group of exquisitely beautiful blooms there was a new hybrid Cypripedium, a hybrid of C. radiosum shortiillense and C. Fairieanum which Mr. Manda has named Sergeant Manda, after his son, Sergeant-Major Edward Manda now in France on the fighting line. This new hybrid was awarded a silver medal.

Foliage and Decorative Plants.

Group of greenhouse foliage and flowering plants arranged for artistic effect, to occupy 150 sq. ft.: W. A. Manda, South Orange, N. J., staged a group which was one of the finest features of the exhibition.

Group of Winter flowering Begonias, the brightest and prettiest of the flowering plant exhibits: Special to John Scheepers, Inc., 2 Stone st., New York. Mr. Scheepers also exhibited a vase of beautiful blooms of Pancratium and fruit of his new everbearing Raspberry, La France.

There were a few meritorious displays of vegetables and a small display of fruits. Mrs. Whitney took first for her collection of 20 vegetables, arranged for effect.

The society's silver cut, valued at $100, was awarded to the group of trained Chrysanthemum plants exhibited by J. R. De Lamar.

The silver achievement medal of the Garden Magazine was awarded to Mrs. Payne Whitney for her exhibit of vegetables.

Special Prizes

W. A. Manda, South Orange, N. J., for collection of Tradescantias, silver medal; for plants of Fourcroya Watsoni, silver medal.

Mrs. Payne Whitney, for vase of Salvia leucantha, vote of thanks.

Mrs. Geo. D. Pratt, Glen Cove, N. Y., for exhibit of dehydrated vegetables and fruit, silver medal.

Howard Phipps, Westbury, N. Y., L. J. Muller, gdr., for collection of seedling 'Mums.

Mrs. H. W. Chapin, Flushing, N. Y., for display of hardy 'Mums.

Mrs. F. Allen, Pelham Manor, N. Y., Jas. Linane, gdr., for collection of Dahlias.

E. H. Wells, Montclair, N. J., Alex. Robertson, gdr., for single pink seedling 'Mum, honorable mention.

Mrs. C. I. Hudson, for six Onions, Invincible.

J. R. De Lamar, for pagoda 'Mum plant, gold medal, and for three others, cash; for display of fruit.

John Scheepers, N. Y. City, for bed of Winter flowering Begonias; for everbearing Raspberry La France, certificate.

Theo. R. Hoyt, Stamford, Conn., for a plant of Cypripedium Sedeni.

J. A. Manda, West Orange, N. J., for display of Cypripedium insigne Sanderæ, gold medal; for new hybrid Cypripedium Sgt. Manda, silver medal.

Julius Roehrs Co., Rutherford, N. J., for display of orchids.

Bobbink & Atkins, Rutherford, N. J., for display of Phœnix.

The Desoris Lane Dehydrating Plant of Glen Cove, L.I., made an interesting and educative exhibit of a large number of kinds of dehydrated fruits and vegetables.

A number of Phœnix palms exhibited in the foyer by Bobbink & Atkins, Rutherford, N. J., added much to the beauty of the exhibition.

Among the private gardeners who were prize winners were: Robt. Jones, Glen Cove, L. I.; Robt. Marshall, Glen Cove, N. Y.; A. MacDonald, Yonkers, N. Y.; Louis Prantin, Great Neck, L. I.; Chas. Thomas, N. J.; James Foster, Stamford, Conn.; Wm. Reid, Orange, N. J.; A. Paterson, Stamford, Conn.; John Thomas, E. Norwich, N. Y., A. V. Carver, New Canaan, Con.

New York Florists' Club

A meeting of the New York Florists' Club was held in the Club's rooms, Grand Opera House Building, 23rd st. and Eighth ave., on Monday evening, Nov. 11, President Chas. Schenck presiding.

After reading the minutes of the previous meeting, the chairman referred to the somewhat lighter attendance than usual, which he attributed to the carnival of rejoicing then in progress as a result of the signing of the peace armistice. It was a proper evening for celebrations, he said, and intimated that the club would have one or two that evening.

Fourth Liberty Loan Returns

As chairman of the Florists and Allied Trades Committee in the placing of the Fourth Liberty Loan, Mr. Schenck announced that the subscriptions booked through the committee aggregated about $400,000, exceeding the quota expected by the Government, and very greatly exceeding the total collected in the previous Liberty Loan drive. Lack of coal, shortage of help and other disagreeable factors notwithstanding the florists had done better than before when conditions were not so hard. He asked Secretary Young to read a letter received from Governor Strong of the Federal Reserve District, which letter expressed the Governor's appreciation of the loyal and generous subscription of the florists. Mr. Schenck said also that, of the subscribers, F. H. Lea, of Henry & Lea, had collected subscriptions for about $65,000 worth of bonds, and Lord & Burnham Co., through Thos. Boothe DeForest were largely responsible for the very substantial subscription total raised at the last meeting, and therefore were deserving of the thanks of the club. Thanks were also due to Robt. E. Berry, Laurenceville, Va., who sent up $500 for bonds for issue through the club rather than buy them in his own district, which would have been to his advantage.

A Fiftieth Anniversary and a Forty-fifth

Patrick O'Mara was referred to by the chair as one whom the club could well congratulate on his ability that evening to celebrate the fiftieth anniversary of his connection with the business of Peter Henderson & Co. Mr. O'Mara gracefully acknowledged the compliment, and spoke somewhat at length of his duties during the period of his service, dwelling in a humorous manner upon his hours of work in the early years of his service, which were from the time the boss chose to call him, any time after 4 o'clock a. m., to continue until sundown.

C. H. Totty moved that the club tender its congratulations to Mr. O'Mara on this occasion, and presented, in behalf of the club, a beautiful bunch of the new Rose Premier, which had formed one of the exhibits in the trade display that evening, a proceeding which Mr. O'Mara acknowledged with a graceful compliment.

Philip F. Kessler, whose clever work as chairman of the house and entertainment committee, has endeared himself to the members, was then called upon to receive the congratulations of the club upon reaching his 45th birthday at a time such as the present. Phil thanked the gathering for their remembrance, and announced that after adjournment all were invited to indulge in a turkey lunch which would be "on him," personally.

Fuel Matters

The secretary read a letter sent out by the Fuel Administrator for King's County, conveying the information that florists will not be allowed to use broken sizes of coal used for domestic purposes, except in an emergency and pending the procuring of coal in the variety allowed for commercial uses. The matter was discussed by the meeting at some length, but no action was taken, for the reason that national conditions now are such as to warrant the belief that many fuel orders will shortly be withdrawn, or compliance with them fail of enforcement.

Flower Show Committee's Report

Vice-President P. W. Popp reported for the Flower Show Committee that later in the month his committee would decide whether or not a Spring flower show would be held.

Memorial Resolutions

Secretary Young read memorial resolutions upon the death of C. B. Weathered, Jr., L. Schmitz, Jr., and A. D. V. Snyder, which were adopted. The secretary also announced the deaths of Ralph M. Ward and Walter R. Siebrecht, members, also the deaths of William Weber, son of Charles Weber, the wife of Carl O. Giessler, and a brother of A. G. Vescelins. Committees were directed to be appointed to prepare resolutions of sympathy in all these cases.

Thanks the Club

A. L. Miller introduced Capt. Munro of Camp Mills, the officer directing all horticultural plantings at the camp, who visited the club personally to thank the members who had contributed plants for the soldiers' use and enjoyment.

Mr. Totty made a short report of his visit as president of the S. A. F., to Washington, to attend a hearing before the Federal Horticultural Board to protest against the proposed prohibition of importations of plants. A full report of this hearing has already appeared in THE EXCHANGE.

Arthur J. Radice, 55 W. 26th st., was elected a member, and Clarence Ankers, Rockville Center, L. I., was nominated for election at the next meeting.

The secretary read a letter from A. T. De La Mare, which concerned a letter of thanks received from the parents of the late J. H. Dick for courtesies extended to the family of the deceased at the time of his death.

U. S. Chamber of Commerce

The secretary read a letter from the U. S. Chamber of Commerce in regard to the formation of a florists' section in that organization, and, upon motion, the appointment of a committee of two was directed to take the matter under advisement and report at the next meeting.

View of the Dept. of Agri. 'Mum Show, held recently at Washington, D. C.

Described on p. 736 of THE EXCHANGE of Nov. 9

The meeting ended with three cheers for President Wilson.

The Exhibition

There was a good exhibition, covering mainly Chrysanthemums. The exception was a splendid vase of the new Rose Premier, which was in fine form. The exhibits were as follows:

By A. N. Pierson, Inc., Cromwell, Conn. A collection of pompon and single 'Mums, comprising the following varieties: Elizabeth Firestone, Big Baby, Virginia Holden, Seedling No. 5, Seedling from Western Beauty, Donald, Hilda Canning, Quinola, Eugene Langaulet, Western Beauty, Frank Wilcox, Seedling 237, Katewood, Little Gem, Romaine Warren, Dusky Maid, Golden West, Doris, Lucille Knoble, Yellow Anemone Seedling, Reggy Bulkeley, Golden Climax, Delphine Dodge, Virginia Holden and the exhibition variety Barbara Davis. The exhibit was awarded a silver medal.

By R. L. Dunn, St. Catherines, Ont., Can., Vase of new Chrysanthemums, a yellow sport of Wm. Turner. It scored 85 points and was awarded a preliminary certificate.

By C. H. Totty, Madison, N. J. Vase of new Rose Premier. This was given 91 points and was also awarded a preliminary certificate.

The Tide is Turning

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RETAIL DEPARTMENT

Thanksgiving Day Decorations

In this article the writer, Joseph H. Sperry, of THE FLORISTS' EXCHANGE staff, gives us "something different" from the stereotyped form of article. He briefly reviews Thanksgiving as an ancient custom, gives an idea of the mainsprings for the 1918 Thanksgiving, mentions in a general way the material for decorations, and then adds some general suggestions in which figure the common things of the farm with the flowers of the florist. He most interestingly indicates decorations in which will be typified the four great events which have elapsed since our previous Thanksgiving; namely, Abundance, Victory, Peace and Service, the latter given by this country for the benefit of other nations.

There is little doubt that from time immemorial men on fixed days offered thanks to that particular deity which they thought had given them in abundance the products of "Mother Earth" they were depending on in a large degree for the maintenance of life.

The Roman people had "gods many"; in fact, a separate God not only for each object in nature, as the sea, the lake, the river, the garden, the field, but also for each action of man, as marriage, childbirth, death, seed sowing and the ingathering of the crops. To this god of the ingathering of the harvest they annually gave thanks and made offerings and in his honor feasted on the crops he had given them.

The Hebrew people, too, who worshipped the true God, had similar customs.

Our Thanksgiving Day had its origin with the early settlers of New England, who, after suffering from hunger one Winter, the following Spring devoted a day to fasting and prayer, and in the Autumn of the same year appointed a day upon which they, in their churches offered thanks to the All-Giver for the abundant harvest of the season and the mercies of the year, while in their homes, surrounded with kinsmen and friends, they feasted upon God's bounties in His honor.

The fact that men do not now so generally attend church services on Thanksgiving Day may not indicate that they are less thankful than in former days, but that there is a stronger tendency to find expression for their gratitude to God for His gifts through family reunions and feasts and social gatherings where good cheer and joy prevail.

When men have, as it were, come up out of the lowlands and reached the broad plateau of the highlands of life, then on Thanksgiving Day they will offer their thanks not alone for what Deity directly and through men has done for them, but most of all for what they have been permitted, guided by Deity, to do to help their fellowmen; in brief for the privilege of service.

The 1918 Thanksgiving

No other year in the world's history has been fraught with so great events as that which happened since last Thanksgiving. There are at least four events of this year which should be featured in our 1918 Thanksgiving, namely: (1) The victory over militarism and world empire ambition, which has made the world "safe for democracy;" (2) The fair outlook for permanent world peace; (3) Abundant harvests, and (4) That the United States has had the privilege of helping to make possible through victory a permanent peace, the privilege of service.

Material for Thanksgiving Decorations

The material for decoration changes little from year to year. It consists largely of flowers, foliage, fruits, grains and vegetables. It remains for the florist to select wisely from the material at his command for the larger and smaller decorations, both for general effect and also for depicting distinct ideas, e. g., Victory, Peace, Abundant Harvests, Service, Liberty, Democracy, etc.

Some General Suggestions

We are not going to attempt to tell exactly how to decorate the home table or that of the banquet hall, or the home rooms or public hall, or ballroom for social occasions, or the barn for harvest home on Thanksgiving Day, but merely to make some general remarks and suggestions. In smaller decorations pyramids of tree fruits and grapes, and of grains, placed in receptacles on the table or directly on the table itself, and interspersed with vases of flowers and tracings of foliage, will suggest abundance. On the table at a large banquet the same idea may be expressed with pyramids having a base of Pumpkins, Squashes and Mangels surmounted by smaller vegetables, such as Potatoes, Carrots, Onions and Radishes. Chrysanthemums and full blown Roses may be placed in the interstices of the pyramid in concealed vases or tubes of water.

In a large private or hotel ballroom sheaves of Corn stalks, Wheat, Rye and Oats may be massed in the corners of the room or around pillars and at other points of vantage. In vases concealed in the base of these sheaves and filled with water may be placed Chrysanthemums, Roses, Carnations, Lilies and Snapdragons. Heaps of Pumpkins, vegetables, tree fruits and grapes, placed at the base of the sheaves of grain will be effective. Long sprays of Bittersweet berries and of red berries and boughs of Oak foliage may be placed at points of vantage. In a large ballroom or hall an immense pyramid made of all the materials just mentioned and located in the center of the room would indicate abundant harvests and be effective.

A Victory Wreath designed by Penn the Florist of Boston—See Text

Abundance, Victory, Peace, Service

Ways of indicating the abundant harvests of the year have already been mentioned. This idea is in fact the easiest of all for the florist to indicate in Thanksgiving decorations, for nature has given him the material with lavish hand.

Suppose the florist has before him the long table of a banquet room, and he would like to carry out in his decorations the four ideas: Abundance, Victory, Peace, Service. Pyramids of vegetables, grains, fruits adorned with flowers, placed at intervals on the table would indicate Abundance. A statuette of Victory, standing on a base of red fruits, and surrounded by red flowers, typifying the precious blood which has been shed, would represent the glorious victory which is to be the salvation of every nation of the world, both those of the victors and the vanquished.

A white dove with an Olive branch in its bill, suspended above an American eagle in a position of rest, the whole being surrounded with white flowers, such as Lilies, Lily of the Valley and White Roses, Carnations and Chrysanthemums would suggest peace.

Figures of soldiers, sailors from the navy, the merchant marine and fishing fleet, of farmers, carpenters, smiths, bakers, butchers, and other trades and occupations, of Government officials, financiers, and of members of the Y. M. C. A., Y. W. C. A., Red Cross, Salvation Army and other religious and philanthropic organizations, each with the implements of his trade or occupation, or profession, in his hand, will represent service.

Shakespeare's Hamlet, in his celebrated soliloquy, said "There's nothing good or bad, but thinking makes it so." Using Hamlet's word with a little different shade of meaning may we not truly say that "thinking" makes all the difference between a Thanksgiving floral decoration which is merely a promiscuous gathering of heterogeneous material, and one which is a skilful and artistic carrying out of well conceived ideas.

We are writing on the eleventh day of November of the year nineteen hundred and eighteen—old time—but the first day of the first month of the year of a new world in which we firmly believe the relations between the nations and between the individuals of the nations will be on a higher and broader level, and in a clearer atmosphere, and more lustrous light than mankind in the past have ever experienced. How can we but be thankful on this coming Thanksgiving to have lived to see these days?

Looking at this coming Thanksgiving Day from the commercial side it is within the ability of every retail florist to take advantage of the historical event which this year so closely connects itself with the event. Commence your advertising without delay—in local papers, by circulars, special letters and window features. Make Thanksgiving for Victory the keynote.

The Victory Wreath

At the suggestion of THE FLORIST'S EXCHANGE, Penn the Florist, of Boston, Mass., chairman of the S. A. F. Publicity Committee, has sent us a photograph of a Victory Wreath which he thinks would be a popular one on account of its simplicity. It is reproduced in these pages. Mr. Penn says: "The tri-colors are interwoven among the Magnolia leaves with streamers of red, white and blue. A cluster of flowers might be added to make it more elaborate."

Such a wreath as this might well be introduced generally throughout the country, and should sell well from now on to right up to the time, at least, when formal peace is proclaimed.

. Directory of Reliable Retail Houses .

"Say it with Flowers"—At the end of 30 days *"Say it with a Check"*

FLORISTS EVERYWHERE

MEMBERS OF THE F. T. D. AND OTHERS

Whenever you receive an order for flowers from another florist—make every effort to fill it, and promptly at that.

Service must be the keynote—not only to your own customer, but in filling all F. T. D. orders sent you by a brother florist.

If you cannot fill the order at the time requested, write or call up the people to whom the order is to be delivered and tell them that you have a message to deliver to them from their friends, but that at the moment you are all out of flowers, but will satisfactorily fill the order at earliest. Immediately notify the florist who sent you the order of what you have done.

DO BUSINESS IN A BUSINESSLIKE WAY

THE FLORISTS' TELEGRAPH DELIVERY

For Better and More Efficient Floral Service to the Public as well as from Florist to Florist

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
1643 Broadway
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Neiman, Sec.
Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

DETROIT
MICH.
Orders given best care by these four F. T. D. Members

John Breitmeyer's Sons
BROADWAY

Fetters Flowers
17 Adams Avenue E

Gust. H. Taepke Co.
Walter E. Taepke
95 Gratiot Ave.

The L. Bemb Floral Co.
Albert Pochelon
153 Bates Street

Yours For More Co-operation

SMITH, *THE FLORIST*
EAST ORANGE, N.J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York

Leahy's—Telegraph Florist of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Victory Corsage

McKenney, florist, at 503 Fifth ave., New York, has been making up dainty Victory corsage bouquets, representing the national colors, by tastefully combining red Carnations, white Chrysanthemums and blue Violets, finished off with a white paper collar and a bow knot of narrow red, white and blue ribbon. The corsage assumes the appearance of a miniature old fashioned formal bouquet, as will be seen in the illustration, and is very striking in appearance. Mr. McKenney keeps four or five corsages in the three colors, but

Victory Corsage by McKenney, New York

Composed of two red Carnotions split open at sides as foundation; four small white 'Mums; six Violets above 'Mums; bow of patriotic ribbon; flowers wired; stems covered with green foil; lace paper shield. See text.

made up in different flower combinations, displayed in his show window each day, accompanied by a sign which reads: "Victory Corsage Bouquets of Natural Flowers —50c." In this way hundreds of these little bouquets have been readily sold; in fact, it required the services of three people in the store one day this week who kept busy making up the corsages, and still the demand was so heavy that it could not be entirely met.

This demonstrates the opportunity that is offered to retail florists all over the country to increase their sales perceptibly every day in the year, and more particularly on special days through just such offerings of corsage bouquets at a moderate figure. It is, of course, essential in making the window display that the price of the corsage be advertised.

In the Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAPLE

HENRY SMITH, *THE FLORIST*
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co.
INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist,* Inc.
We reach all Florida and South Georgia points
36 West Forsyth Street
Jacksonville, Fla.

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

Directory of Reliable Retail Houses

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

We have the faculty of having a good stock of Flowers at all times
NO DISAPPOINTMENTS HERE
WE STRIVE TO PLEASE
ALPHA FLORAL Co.
1105 WALNUT-PHONES 1806
Altman Building, Kansas City, Mo.

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST. 1879
550 FOURTH AVENUE - LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
FLORISTS
832 Fourth Ave. Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

Say Your Thanks With Flowers

By Ella Grant Wilson

Now that the armistice is signed, and the war practically over, is the time for the florist to get busy. We should put across the greatest Thanksgiving Day in history, and it will take the form of flowers if we hustle and work for it. The time is limited, but if every florist will advertise and every local advertisement carries the slogal "Say Your Thanks With Flowers," it should on that day clean up every flower in the United States.

The national advertising campaign has not the time to carry the message to hundreds of thousands of our people, but if every florist will carry the sign in his window, if he will advertise in his local home paper, it will be the precursor of a wonderful day—such a day as Mother's Day has developed into.

Tell everybody to wear a flower to express their gratitude—their visible symbol of thanks for the triumph of the world democracy. Spread the word everywhere!

The ancients celebrated their victories with wreaths of foliage. Let us emulate their example, changing it to the wearing of flowers and the decoration of our homes and tables with them.

Let us urge that the boy "Over There" be honored and remembered by a flower.

Never was there such an occasion for rejoicing—for wearing God's symbol of peace—so let us spread the message broadcast and do our share toward uniting all peoples.

Who knows, this may be the precursor of a world custom to memorialize the triumph of democracy throughout the republics of Europe—perhaps the United States of Europe, we have dreamed of. Let us hasten the day with flowers.

F. T. D. Suggestions from the Cleveland Meeting

So much F. T. D. food has been jammed into those who attended the Cleveland meeting through its two days' session that it will take just as long to digest it all as it takes a normal person to overcome an overloaded stomach.

In digging through some of the papers from this meeting I came across the file with the various suggestions sent in for competition and, as I have made a study of F. T. D. work for the past eight years, I feel in justice to all those who participated in this contest, and without casting any reflections on the committee whose duty it was to judge this contest, that a good deal more valuable information and suggestion for the benefit of the F. T. D. were contained in the correspondence of those who were not prize winners. I feel it, therefore, my duty to personally thank all the participants in this contest, and have only one wish to know who the different parties are.

Sooner or later one or the other participants will find that part of his suggestion will be adopted in one way or the other to carry on our F. T. D. work, while I hardly think the suggestions of the prize winner can ever be carried out and be practical for these several reasons:

1. The F. T. D. has never and should never be allowed or have to bow down to as low an arrangement as buying in its membership. Retailers who cannot see their benefit will never make good members if their membership is forced upon them.

2. If a traveling man enlists a new member in a town where we are not represented, he, perhaps, has been the last one of ten or twelve others who have tried to make this certain retailer see the benefit of belonging to this organization. This same retailer has filled perhaps a number of orders for our members, and everyone of our members has brought some pressure at one time or another to make him join the F. T. D. and yet, according to the prizewinner's suggestion the traveling man who happens to come along just at the time when this retailer is ready to join would have all the credit to himself for which perhaps 25 or 30 others have worked hard.

The F. T. D., as an organization, does not care who gets retailers to join our membership as long as we get them and get them without buying them in.

3. The traveling man is liable to get retailers to join who cannot qualify according to rules and regulations and endless correspondence would result.

4. The traveling men are our coworkers and will gain indirectly through our building up larger fields of business; most of those I know would not consent to accept any pay if perchance they could be the medium of enlightening a retailer in a small town whereby he can find and build up a nice little extra business by joining the F. T. D.

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's
Nashville, Tennessee
200,000 Feet of Glass

NEWARK, N. J.
Begerow's
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger
883 Broad St.
NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass.
And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST
Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
STORE 135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F. T. D.

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to its advertisers. Test it yourself

· Directory of Reliable Retail Houses ·

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NORFOLK — Grandy THE FLORIST 269 GRANBY ST NORFOLK VA — FORTRESS MONROE

Special Messenger Service to above City $1.00

NORFOLK'S TELEGRAPH FLORIST

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Phone, 7241 Plaza
785 FIFTH AVENUE

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

A. T. Bunyard
FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus
ESTABLISHED 1849

DARDS
341 Madison Avenue New York
ESTABLISHED 1874
THE GREAT WORLD WAR WON
but we must still back up THE GOVERNMENT to our uttermost.
BUY and SELL WAR SAVING STAMPS.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue — Boston 1 Park Street, 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession
MADISON Ave. at 76th St.
NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited — Location Central — Personal Attention.

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

THE VERY SMALL COST OF AN ANNUAL *ADVERTISEMENT IN THESE COLUMNS IS* MORE THAN LIKELY TO BE MANY TIMES REPAID YOU.

Perhaps I could dig up a few more good reasons but let that be enough.

The good points sent in with the suggestions are valuable to our organization, and I only hope that some of the trade papers will consent at one time or another to publish some of these suggestions. I shall be glad and hope to have the permission of those who have sent them in to send them to the editors of our various trade papers.

I hope that some of the contestants will read this article and will let me have the duplicate copies with their names on, I shall appreciate this very much, and will be glad to know them.

Yours for a better retail florist trade,

ALBERT POCHELON,
Secretary F. T. D.

The Florists' Telegraph Delivery Association

We sometimes wonder if A. T. Stewart, when he founded his modest store on lower Broadway, N. Y., many decades ago, had a vision of what it was going to lead to—that he, before his career was ended, would be the first real merchant prince of the United States.

Renowned as his department store became it would be among the commonplaces in this day, but that fact does not take away from his glory, however, for not only did he found the department store but, greater than that, he founded it with a system which has enabled those who have since followed along his lines to elaborate the methods of buying and selling until it has become a science, the only weak point in which is human fallibility—in this case mainly the cheaper help—the one factor which genius of the highest order cannot mould to the degree of perfection necessary to produce human mechanism that will work without a flaw.

We often think that higher prices paid to the mass of employees in a department store would secure a more reliable grade, whose superior ability and greater natural interest in the business would recoup itself to the owner by the elimination of the errors and disagreeable incidents which today all too often befall shoppers in these busy caravanseries.

The F. T. D. cannot be likened to a department store as to buying and selling, but it can take pattern by the system which controls it.

The F. T. D. has many advantages over the department store; it has more skilled employees in proportion to unskilled, and it has a far greater proportion of heads of departments—the employers themselves, every one of whom is vitally interested in the success of the business.

And the greatest asset of the F. T. D.—an asset the value of which will be realized as the system is perfected, lies in this—it has No COMPETITION.

To one who has faced bitter competition all through his career the knowledge is dazzling that here is an industry which can encircle the globe—if it takes advantage of its present opportunities—absolutely without competition. F. T. D. members themselves have local competition, but the F. T. D. system has none.

System and Service, then, are the two elements necessary to the widest success. System to control its operations; Service to render it impregnable to any great capitalistic combination of the future—for capital, attracted by success, could establish a chain of stores and, aided by unlimited advertising, undoubtedly cut a swath if not headed off by service.

More anon on System and Service.

Procure your copies of the Album of Floral Designs, the most popular book for the retailer NOW. The edition is running low, and owing to the high cost of paper and other materials the new edition will be advanced in price. Send for descriptive circular F. before ordering.

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK

Young Inwood
42 West 28th St.
NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN
Successors to H. W. FIELD *SMITH COLLEGE FLORISTS*
NORTHAMPTON, MASS.

Omaha, Neb.
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. — PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers. Broad St. at Cumberland

J. J. Habermehl's Sons
PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts.
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade E. C. Ludwig Floral Co. Mark
Pittsburgh, Pa.
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
"We Serve You Better" Store open Day and Night

PITTSBURGH, PA.
Randolph & McClements
5936 Penn Avenue

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS — T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
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J. B. Keller Sons — ROCHESTER, N. Y. 25 Clinton Ave., North. Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

ROCHESTER, N. Y.
H. E. Wilson FLORIST — 88 Main Street, East. We reach all Western N.Y. Points

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H. W. Buckbee — FOREST CITY GREENHOUSES — ROCKFORD, ILL. Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

St. Louis, Mo. Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Hoban & Olson — St. Paul. Minn. 20-22-24 West Fifth Street — National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

Salt Lake City FORT DOUGLAS and Vicinity
MILLER FLORAL CO.
Ten E. Broadway
250,000 SQUARE FEET OF MODERN GLASS

San Francisco, Cal.
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1534 Second Ave.

National Florist
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ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
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PROGRESSIVENESS
WASHINGTON, D. C.
Gude Bros. Co.
Florists — 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

Messages of Flowers

—OR—

THEIR FLORAL CODE AND DICTIONARY

By GEORGE H. O'NEILL

Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. A dictionary of flowers covers more than thirty pages, giving the common names, in alphabetical order, of hundreds of flowers; each followed by the meaning of the flower and its botanical name. In the section "Messages of Flowers," the idea of the message to be conveyed by a flower is condensed into a single word, and the list of these words is arranged alphabetically. Opposite each word is placed the name of the proper flower and beneath appears the expanded message. A "Floral Calendar" gives the name of the flower appropriate for each month of the year, with its meaning, its botanical name, and a bit of verse about it. The mythology of flowers, with many interesting facts about them in modern life, fills nearly twenty pages, taking in alphabetical order thirty or more of the best known blooms. An explanation of the arranging of bouquets to make them carry messages fills another section, and advice about caring for cut flowers and a score of poems and quotations from famous poets about flowers complete the pages of this handy little manual of flower language. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners and lovers of flowers.

Can be sold by retailers, a 25c copy for the customer's own use and a $1.00 copy for the lady who is to receive the flowers.

Cloth, cover embossed in gold, 144 pages, $1.00
Paper, 128 pages, 25c.

A. T. De La Mare Co. Inc., 438 West 37th St. NEW YORK

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary. Central New York orders efficiently filled. Wells College.

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Charleston, W. Va. WINTER FLORAL CO. We give the best of service, Nat'l Florist & F. T. D.

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Denver, Colo. ALPHA FLORAL COMPANY Efficient Service

Dover, Del. J. J. VON REIDER Your orders solicited

Dover, N. J. HERRICK Member Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell, Corning and other points.

Ft. Smith, Ark. GEO. RYE, The Plaza Member F. T. D. "Some Florist"

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. HERRICK Member Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est 1897 Orders promptly delivered for Johnstown and vicinity.

Kalamazoo, Mich. G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery

Kansas City, Mo. W. J. Barnes FLORIST, K.C.M.O. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890

Lancaster, Pa. B. F. BARR & CO. Prompt, efficient service Member F. T. D. (Est. 1893) National Florist

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

Liberty and Loomis Deliveries to Loomis Sanitorium and all points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Newport, R. I. OSCAR SCHULTZ, Florist Gives prompt service

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F. T. D.

Philadelphia, Pa. FOX FLORAL SHOP, 1307 N. Broad St. Member F. T. D. Prompt, efficient service

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Quincy, Mass. JOHNSON'S CITY FLOWER STORE 1361 Hancock Street

Richmond, Ind. FRED H. LEMON & CO. Members F. T. D Florists and Decorators. Send us your orders

Roanoke, Va. WERTZ, FLORIST, Inc. Leading Florist of Southwest Va. All orders given special attention

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Members F. T. D. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist (Est. 38 years) Member F. T. D. 7 Railroads. Reach all pts. Wires rec'd any hour

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

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Middle Atlantic States

Wilkes-Barre, Pa.

'Mums for Red Cross

Local florists report an exceptionally good business. The supply of flowers is not plentiful, but there is a very active demand for 'Mums which seem to have the preference. The 'Mum show now being held at the conservatory of the Park Department, has been a great attraction; there are 40 varieties, including an exceptionally fine display of pompons. The entire exhibit has been turned over to the Red Cross; more than $500 has already been realized and Mrs. Dr. Carr, in charge of the local Red Cross, expects to make sales for more than $1000 additional. CHAS. L. SEYBOLD.

Lancaster, Pa.

Meeting of Lancaster, Pa., Florists' Club, Thursday, Nov. 21. Visiting trip will start from Chamber of Commerce at one o'clock.

Retail business is good. The shops are glad for the let up over that of a few weeks back which has now become a matter of history.

Mrs. Geo. Goldbach was on a sick bed the week trade was at its highest but fortunately had arranged for a supply of flowers that met all demands. The business done was phenomenal. She has the contract for decorating more than 100 graves of deceased B. P. O. Elks of Lancaster for Memorial Sunday, Dec. 1.

The B. F. Barr Co. is having wonderful windows lately with immense supplies of flowers and is doing a remarkable business.

Flowers are coming a bit too fast in view of the wholesale demand. Sweet Peas have started that naughty habit of dropping their buds, owing to the spell of unseasonably hot weather. With a full supply of coal assured a little cooler weather will be welcome to put better quality in the stock. This dropping of buds seems to be an unpreventable reduction of the crop. Elmer Weaver, Chas. M. Weaver and Rudolph Nagle are shipping heavily of Sweet Peas.

The Geranium growers are getting orders faster than the stock can be produced. Other seasons November was a slow month. Just what has made the change is a bit hard to decipher. I suppose we will have to blame it on the war. In addition to reducing the stock and the growing space to comply with fuel regulations the shortage of help is a serious matter in a business that requires so much work to prepare and put flowers on the market.

Club meeting at B. F. Barr's store, Nov. 21, preceded by a visiting trip to the city florists, startingg from the Chamber of Commerce at one o'clock, via machines, will make some news for next week. ALBERT M. HERR.

Buffalo, N. Y.

Nov. 11.—Trade last week was only normal. The floral trade has completely fallen off and business has reached its former level. The supply of 'Mums is fairly good and there is a good cleanup every day. Roses seem to accumulate and the demand is only fair.

Lilies are scarce. There is a normal supply of American Beauty Roses and a fair demand. Violets are plentiful and find no sale. An active trade in all lines is looked for during the remainder of the year.

Peace and the realization of its significance furnish the principal food for thought for every member of the florist trade this week. Unrestrained joy filled the hearts of employers and employees alike in the florist busines when official news of the cessation of hostilities was received here early Monday morning. All the big factories closed for the day and downtown section was crowded with celebrators. The flower shops there, Palmer's, Anderson's and Stroh's, catered to an active trade. On their way down town many of the celebrators bought 'Mums, etc., at Scott's, the Colonial and other flower stores.

It is generally conceded that peace times will see a heavy demand for flowers. Working people will continue to have plenty of "flower money," because the local industrial plants will keep up production at full speed. Factories working on war orders will turn to the manufacture of products which they featured in normal times. All these plants have stacks of post bellum orders so part of the millions to be distributed among the local wage earners will eventually find its way to the local flower shops.

There will be a revival of social functions among wealthy Buffalonians and it is said this will mean a restoration of their old-time trade at the local flower stores.

Thursday afternoon the florists and their employees "succumbed to the hysteria of happiness," when the premature news that the armistice had been signed was heralded in this city. Every flower shop was a-flutter with the Stars and Stripes. A pleasing feature of the florists' stores was that the show windows displayed this sign of striking proportions "Give," which refers to the present drive of the United War Workers.

It may be some time before the hundred and one war time restrictions, which hampered the Buffalo florists, are lifted, but, according to optimists in the trade, everything is positively headed toward an unprecedented boom in the florist business.

Personals

S. A. Anderson, Buffalo florist, has received many congratulations on his success at the recent city and county elections. He won handily in his contest for election as treasurer of Erie County, N. Y., with 40,729 votes in Buffalo against 32,364 for his opponent, and an added 5,500 plurality to that lead in the towns. He made a clean, active campaign and stood upon his merits as a candidate. He put into the drive the energy which characterized his boyhood career. Like many other successful Americans he went to work at 10 years old. The education he obtained at school he supplemented by reading and studying during spare moments. When 22 he went into the florist business in which his success is well known. The *Buffalo Evening News* recently said of him "He has always been a public spirited citizen. He has served on commissions and taken part in many campaigns for boosting the city and its interests. He is unassuming, but, as his friends say, is made of the stuff that does things."

Henry P. Gessner, a former employee of the Whitney-Eckstein Co., Buffalo, writes from France that one of his recent experiences was to be lost in "No Man's Land." He said this was no unusual occurrence for his duty was to carry messages.

A report from Hornell, N. Y., says that Lilac buds are coming out and Dandelions have begun to blow again in that section as a result of the warm weather. The report says that a year ago the ground there was covered with snow.

'Mums are in the height of their glory in the various greenhouses at Delaware and Humboldt parks and at the South Park Conservatory. It is estimated that in the three buildings are at least 10,000 blooms, large and small, on the 125 varieties of 'Mums on exhibition. Three single plants bear the total of 2200 blossoms. The art with which the many stems have been separated to form an outline of perfect symmetry is a pleasing feature.

JOSEPH A. MCGUIRE.

Rochester, N. Y.

There has been a considerable falling off in general business during the past two weeks. Demands for stock are as light now as they were heavy during the rush a few weeks ago. Funeral work is not so plentiful and with an ample supply of Chrysanthemums demands are as usual light. Carnations are becoming more plentiful. Roses, while not over abundant, are coming in sufficient quantities to fill all needs. The market generally speaking, is well supplied. Pompons are plentiful and do not move as readily as usual.

George T. Boucher is making preparations for a Chrysanthemum Show, which he plans holding at his store next week in an effort to stimulate the demand for 'Mums. The idea is a commendable one and will no doubt be well worth the time trouble and expense necessary to put on the display.

E. Kendig has engaged F. Peartree, for some time connected with George T. Boucher, to take charge of the Rosery Flower Shop, which he recently purchased. Mr. Kendig is a frequent visitor to the ity now that he has interests here. He reports business as being brisk in Oswego.

Outdoor flowers are all in for the season, recent frosts having put the finishing touches on them. On the whole, the past season has been a fairly successful one for those engaged in growing outdoor stuff. H. B. S.

Clubs and Societies

Nassau Co. (N. Y.) Hort. Society

Annual Show

The 14th annual 'Mum show of the society was held in Pembroke Hall, Glen Cove, N. Y. on Oct. 31 and Nov. 1. Competition was strong in all the 41 classes. The 'Mums, as usual, were large and of excellent quality. Exceptionally fine vegetables as well as Roses, Carnations, Violets, decorative work and fruit were shown. Particularly meritorious were the large double specimen bush and standard "Hooper Pierson" 'Mums and an unusually fine collection of foliage plants exhibited by Capt. J. R. De Lamar (Robt. Marshall gardener.) This group was awarded the Nat. Ass'n. of Gardeners Medal for the most meritorious exhibit in the show. Special mention is also due Mrs. Percy Chubb, Robt. Jones gar. for cut 'Mums, Mrs. Payne Whitney, Geo. Ferguson gar., for Carnations, F. W. Woolworth, Wm. Churchill gar., for Roses., Mrs. Harold I. Pratt, F. O. Johnson gar., for Violets, Irving Cox, Frank Petroccia, gar., for vegetables A. V. Davis, Alex. McKenzie gar., for a collection of Apples; also C. F. Cartledge, Wm. Noonan gar., for 'Mums, and Mrs. J. G. Pratt, John W. Everitt, gar. for hardy 'Mums, the latter exhibit being awarded the Mrs. F. B. Pratt silver cup. Other prize winners were W. J. Jennings, Frank Sargent gar., J. E. Aldred, Thos Twigg gar., Mrs. W. Gibb, Ben. Sutherland gar., Mrs. J. P. Morgan, Angus B. McGregor gar., Mrs. F. B. Pratt, Harry Goodband gar., Mrs Andrew Fletcher, Ed. Harris gar., and Mrs. M. Daball, Chas. Stangs gar., the table decorations were a feature of the second day of the show. The judges awarded the Mrs. H. L. Pratt silver cup as 1st prize to Geo. Ferguson. A cultural certificate was awarded to Joseph Manda, West Orange, N. J., for a beautiful display of orchids, and special mention to John Dombrowskie and Frank Petroccia for seedling 'Mums. Jas Gladstone, assisted by Arthur Smith and Ben. Sutherland, were the efficient managers. The judges were Geo. Ashworth, Alex. McKenzie and Thos. Proctor.

HARRY GOODBAND,
Cor. Sec'y.

Stamford (Conn.) Hort. Society

Flower Show

The Stamford Hort. Society recently held a successful show at Stamford, in which many attractive exhibits were shown. The prises consisted of War Saving Stamps and Thrift Stamps and a number of gardeners on the estates in the vicinity of Stamford competed. At the close of the show the exhibits were auctioned off for the benefit of the Red Cross, Geo. B. Cannon, prop. of the Quality Seed Store of Stamford, officiating as auctioneer. Mr. Cannon's enthusiasm and efficiency helped to swell the fund for the Red Cross, to which was also given the sum resulting from the sale of tickets for admission.

Westchester (N. Y.) and Fairfield (Conn.) Horticultural Society

The regular monthly meeting of the Westchester and Fairfield Hort. Soc. held in Greenwich, Conn. Friday evening Nov. 8 was well attended. As it was Chrysanthemum night the exhibits were numerous and of fine quality considering that our gardeners have not been allowed to use coal. If mild weather continues, we may be able to cheat the fuel men. The judges were Pres. Harry Wild of the Stamford Hort. Soc., W. A. Besizekie and James Foster; their decision as to leading prizes were as follows: One specimen 'Mum plant from Thomas Ryan, first; 3 'Mum plants from Robert Williamson, first; 12 blooms assorted, James Stuart, first; six blooms assorted, vase of large blooms arranged for effect, W. Graham, first; vase of single 'Mums arranged for effect, James Stuart, first; vase of pompons for effect, W. Sealey, first; basket of 'Mums arranged for effect Fred Lagerstram, first.

A display of single seedling 'Mums from Alex. Geddes was highly commended. When the coal burning question came up for discussion the fuel commissioners came in for much criticism. It is a shame that the working man should have to pay famine prices for coal where no famine exists. James Foster opened up a discussion about changing the names of Roses with German names. He was followed by Harry Wild, W. A. Besizekie and others. It was the unanimous opinion of the speakers that the names remain as they are. The nominations for officers for the ensuing year were submitted by the executive committee, their election subject to the approval of the members will be at our next meeting on Dec. 13. Jack Conroy, Cor. Sec'y.

Gerbera Jamesonii, or Transvaal Daisy

Albert Knapper of Los Angeles, Cal., who is making a specialty of the Gerbera and has been handling it successfully for five years, has, at our request, sent us the following particulars in regard to its culture:

To grow the Gerbera requires a temperature of from 45 to 60 deg., the same as is given monthly Carnations. It needs a great deal of sunlight and air. In the East it cannot stand Winter exposure. During the Summer months it does well out of doors. It is advisable to grow it in soil mixed with sand and as to watering a light sprinkling twice a day is required. The flowers are very effective for table decoration, and at the present time, when patriotic decorations have so much call, it lends itself as one of the best sellers for the red, white and blue combination. Hybrids cannot be recommended as being true to color.

Worcester, Mass.

Red Cross Chrysanthemums and 'Mums exhibited for the American Fund for French Wounded transformed Horticultural Hall into a scene of indescribable splendor last week when the Worcester County Hort. Society held its annual show. No exhibit of this kind has ever surpassed it. The decorating of the stage was in charge of H. F. A. Lange. Southern Smilax hung from ceiling to floor, screened the orchestra. For the background palms, Bay trees and other decorative plants and flowers were used. Brilliant painted wooden birds swinging amid the greenery gave the setting a fairyland effect. The space on the opposite wall from Lange's exhibit was that of Harry I. Randall's beautiful exhibit of fancy plants, cut flowers and basket arrangements, etc., in charge of Al. Bock. The east side of the hall was given over to the exhibits from G. Henry Hutchins estate, "Ard-Na-Clachen," and the Summer home of Dr. Homer Gage, "Iristhorpe." Both added greatly to the show. On the west side was another garden effect by E. W. Breed of Clinton—English Yews, English Holly, Freesias, Maidenhair and Begonias set off the 'Mums. Mr. Breed shared the west wall with A. N. Pierson Co., of Cromwell, Conn.—an unusual showing of rare foliage plants, 'Mums and specialties for Christmas. Many new 'Mums in singles and pompons shown by Mr. Pierson attracted considerable attention. A certificate of merit was awarded this concern for a new reddish bronze pompon called Hilda Caning which Mr. Pierson will have disseminated next season. Chas. D. Mackie, formerly of Worcester, was in charge of the Pierson exhibit.

Among the smaller exhibitors who had beautiful displays were Mrs. P. G. Forbes, Miss Lucy Coulson, John C. Whiten of Whitensville and A. H. Knight. The feature of the show was Friday evening at 8 o'clock when an auction of flowers, plants and fruit took place, with Harry Worcester Smith as auctioneer. The sale netted the societies already mentioned about $200 in addition to the amount made on other sales and admission fees of 25c. each. The average price received for the fancy blooms was 50c., while some brought $1.50 each. The bidding being rather low for quality received.

Business with the florists the past week was good and a surprisingly big advance in transient business was noticed, especially on Friday and Saturday. Carnations are of good quality and are bringing from $2 to $5 per 100; Roses $3 to $10; Violets $1; 'Mums, good quality and of large variety, $1 to $3 per doz.; Lilies $1.50 per doz.; pompons and singles 50c. to $1 per bunch; Asparagus plumosus sells well at 50c. per bunch.

F. L. M.

American Ass'n of Nurserymen

Report of the 43d annual convention held June 26, 27 and 28, 1918 at Chicago, compiled by Chas. Sizemore, secretary. The publication runs to 120 pages and includes interesting papers on nursery topics and related subjects, as well as reports of the various committees.

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These concise reports cover the latest work of the various societies, as well as noting the plans of the future; also the names of the present officers appear in each case.

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Western States

Fort Wayne, Ind.

The market was steadier last week than since the outbreak of the epidemic. The ban on public meetings is still on. Funeral work was heavier during the latter part of the week. No flowers were in demand for the hospitals. Counter trade was normal. The supply of flowers, especially Chrysanthemums, has increased beyond all bounds during the past fortnight, due to the warm, bright weather. Many varieties of double and pompon 'Mums are in, and most of the varieties generally timed for Thanksgiving market are appearing now. According to all reports 'Mums for this holiday will be scarce. Handsome Odessa, Wm. Turner, Dr. Enguehard, white and yellow Bonnaffon, and other excellent varieties are being offered. Pompons were never before offered in so many varieties and colors. Prices have come down to normal since the increased supply. Display windows are filled with the choicest of 'Mum blooms. Roses in increasing supply are finding ready sale. Carnations of splendid quality are bringing good returns. Especially fine Cattleyas, Vandas and Cypripediums are in this market. Lilies are holding their own at good prices. Chrysanthemum plants are more than plentiful but far from a drug on the market. Other offerings in cut flowers include Sweet Peas, Violets, Cosmos and Marigolds. Ferns are of splendid quality and selling well. Asparagus and Adiantum are still scarce.

News Jottings

The great celebration on the 7th and the 11th stimulated flower sales. The first was so spontaneous that florists kept open shop to supply the people with flowers, but on the 11th they closed in the afternoon.

Mr. Worthington, representative of the Peters & Reed Pottery Co., of South Zanesville, Ohio, called on the members of the trade here last week.

Two sons of Judge W. J. Vesey, wholesale and retail florist, have joined the Army on Nov. 5. Dick, the elder, enlisted in the motor transport corps. He left for Washington, D. C., where he will remain about a week, before leaving for a training camp. David also left for Washington, where he will be stationed permanently in the hardware and metals dept. Dick is a graduate of DePauw University, and David of the University of Michigan. Each has been prominent in business and social circles of the city; each is married and has two children.

Miss Helen Patten of the Patten Flower Shop, Toledo, Ohio, is spending a week with her mother, Mrs. Mary Patten. She reports a record breaking trade this Fall, with a good outlook for the coming Winter. She some time ago offered her services to the Red Cross and has been expecting her call daily for service either here or overseas.

The Flick Floral Co. is the first to be cutting Golden Wedding 'Mums. It is offering a wide range of varieties in both doubles and singles. Miss Marguerite Flick is entertaining Private George B. Jansen, her fiance, of the hospital corps, Camp Sherman, Chillecothe, Ohio.

Florists' Club Meeting

The November meeting of the Fort Wayne Florists' Club was held on Friday evening, Nov. 8, in the store of the Flick Floral Co., with President Wenninghoff in the chair. The principal business was the question of the disposal of stock from the city greenhouses through the department stores and 5 and 10c. stores, below market price. The managers of the city greenhouses seem to believe that the florists should buy all their surplus stock, no matter what the quality, or that they are at liberty otherwise to sell it through these stores at cut prices. A letter of petition to the Board of Park Commissioners, signed by all members, was sent by the Florists' Club, asking that the stock from the city greenhouses be sold at least at market prices. No answer has been received as yet. It was decided by the club not to hold a flower show this year, in view of present national conditions. The next meeting will be held at the store of A. L. Lanternier & Co., on Wednesday, Dec. 4.

D. B.

Kalamazoo, Mich.

There is still an active demand among all lines for what flowers are on the market. Funeral work is in the lead and much work is being done in good priced designs. Indeed the prices are and have been exceptionally good, many orders calling for $20 pieces, and some considerably more. The eidemic is responsible for most of this work so now it is happily on the wane that part of the business is likely to give way to the more general lines.

The continued mild weather brings in the 'Mums so fast that Thanksgiving Day will probably see the clean up of them and as they are the main standby just now, a fair amount of business in December will use up all the stock in sight as soon as cut. Indeed, the prospects are for a big shortage all through Midwinter. With the war ending satisfactorily to us and our Allies it is not unreasonable to expect among the general rejoicing much entertaining and social happenings which will entail the use of many flowers.

Personal Pointers

John R. Van Bochove has returned home after an extended auto trip which took him into North Dakota. As the main object was to benefit his health I am glad to say it was a success.

Smith the Florist who succeeds the Minks Est. says the season opens up satisfactorily and promises good prospects.

William Thomas continues to improve in health since his return from the hospital. He finds much to do in preparing for the Winter.

Casper Van der Veen is in charge of Jackson's Flower Shop, taking the place of John Jackson, now in the aviation service of the Army. James Jackson is attending to the growing end of the line. He is cutting a nice lot of 'Mums.

S. B.

Cleveland, O.

The epidemic—the big influence in October business—has abated and trade has returned to a normal basis. Demand is active but is met with a generous supply of seasonable flowers. Chrysanthemums occupy first place. While the crop in some leading sources of supply is not up to the standards of previous years, excellent stock is obtainable, both of the big fellows and the pompons. The peak of the 'Mum season is now passing.

Some growers, compelled to time their crops a little differently this year because of the fuel restrictions, are experiencing heavy cuts of Roses at this commonly considered unfavorable time, resulting in marked declines in values. Rose sales had to be pushed during the latter part of the week ending Nov. 9. For the first time in many weeks there was a surplus at the close of business.

Sweet Peas of good quality are being offered but, thrown into competition with the choice pompons, their movement is slow. Single Violets meet with little call and the demand for New York doubles is rather weak.

Lily of the Valley is turning out so badly in the frames that local growers seriously talk of discontinuing it. Under present conditions a price of $10 per 100 would scarcely make it a profitable crop. This is to be regretted as the belated express service makes the handling of Valley shipped from a distance practically impossible.

Fine dwarf Boxwood from the South is arriving and is hailed with great satisfaction because of the dearth of local greens.

Carnations are steadily improving in quality and can now be had in abundance.

A Busy Florist

During the flow of business in October practically every florist worked early and late, but the record established by T. W. Lisy, the Broadway florist, is particularly worthy of mention. From October 15 to November 1 he averaged 12 funerals daily. This compelled his force to labor day and night on several occasions. The largest funeral was that of Angelo Cellura, the well known wholesale fruit dealer, on Nov. 1, to fill the orders for which two entire benches of Chrysanthemums and Snapdragons at the greenhouses on East 116th st. were cut in addition to heavy purchases from the market. Mr. Lisy is a firm believer in patronizing the home market. He is ably assisted by two sons, Frank J. and William, the former doing the buying and the latter having charge of the retail store at 4517 Broadway. His daughter Sylvia has made a special study of wedding decorations and is annually increasing that phase of the business. Mr. Lisy spends his time for the most part in the greenhouses, where, with the help of competent growers, he produces a splendid output of plants and flowers. Constant application and the faithful cooperation of his sons and daughter are the cornerstones of his success.

Club Secretary Recovering

Word has been received that Walter E. Cook, secretary of the Cleveland Florists' Club, who has been seriously ill with pneumonia, at Newark, N. J., has passed the danger point and is now upon the road to recovery. He became ill while on a business trip East in late October.

Business Briefs

Letters from Sergt. J. W. Kolinsky, formerly with the Taylor Arcade Flower Shop are to the effect that he is enjoying his novel experiences at Pisgah Forest, N. C. The camp is situated 8000ft. above sea level and hasn't had a single case of the "flu."

Commenting upon the recent scarcity of flowers Ed. George, of the Storrs & Harrison Co., Painesville, Ohio, stated that practically everything about the place usable by florists has been cut, the outdoor Roses in particular being much sought.

F. C. W. Brown, of the J. M. Gasser Co., spent the latter part of last week in New York and other Eastern cities.

John Bartsh, formerly with P. C. Hahn, the Superior ave. florist, now in France, writes entertaining letters home to his friends, stating that he is feeling "like a duke" and having a good time.

Business was suspended at noon, Nov. 11, in all the wholesale and retail stores to enable the staffs to join in the city wide celebration of the end of the war, which announcement in the early morning of that day created an excitement never before equaled in intensity in the Sixth City.

J. M. L.

St. Paul, Minn.

Conditions during the past week regarding cut stock probably have been easier. With the epidemic subsiding in Minneapolis and increasing in St. Paul flowers have been used extensively for convalescents while funeral work has been heavy despite private funerals. Stock though more plentiful does not exceed the supply. Carnations are perhaps most short. Local Roses are about out of crop. All classes of Chrysanthemums sell readily and realize good prices. With dull weather the past two weeks few Violets are to be had. They are selling for $2 per 100. Calendulas are finding a ready sale, early Mignonette also.

Probably never before in the history of St. Paul has the demand been so great for Army and Navy funeral designs. Weather conditions have been unfavorable for all kinds of stock. The Twin Cities have not seen the sun for over two weeks. Naturally this reduces stock considerably. At present writing no frost is in the ground, whereas in other years at this season difficulty has been experienced by the landscape workers through the ground being frozen several inches. Even the Salvias in their scarlet splendor were not killed until a week ago.

O. R. Eckhardt reports a brisk shipping trade to all points in the Dakotas and Montana.

Bulbs in small quantities have reached the Twin Cities, but the increased prices of transportation, coupled with cost of labor and production, scarcely pay for handling them.

With the growers a splendid lot of holiday pot stock is noted.

Merriam Park Floral Co. have an exceptionally good patch of Poinsettias. Much berried stock is noticed together with Primroses, Begonia Chatelaine and Christmas red. The warmer growing Begonias have been discarded in favor of plants that staud lower temperatures because in a cold climate such as ours they are easily chilled during holiday business and have never satisfied customers. Merriam Park has also planted considerable cool stock such as Stevia, Calendula and Forgetmenots.

Hiawatha Greenhouses are supplying the trade with well grown Holly pans, Cyclamen and potted Chrysanthemums.

Manzey of Minneapolis is cutting fine pompons and singles from his greenhouses coming in about a week earlier than most growers in this section.

Many friends and acquaintances of Miss Whitted will be pleased to learn of her successful opening of a little store on Spruce st., Minneapolis, where old time customers are giving her support.

Recent visitors were Mr. Hunkel of Milwaukee and S. S. Kairns of Dreers.

E. C. T.

Cincinnati, O.

The Rose supply is fairly large and generally of a high quality. Carnations are again in a fair supply. 'Mum receipts are heavy and generally meet with an excellent market. Easter Lilies may be had but they are not meeting with any particularly strong call. The few Sweet Peas that come into the market clean up readily. Some single Violets and Lily of the Valley are available.

All florists' stores in this city closed as soon as possible on Monday.

Walter Eck was home on a furlough last week.

The Hill Floral Co. has decorated one of its windows with a War Chest to spur the War Chest Drive during the present fortnight.

TEDDY.

Denver, Col.

Cut flowers have not increased in supply any over the past week. Roses, Carnations and 'Mums clean up daily on the wholesale market. The demand has been reduced somewhat.

'Mum Show Cancelled

Owing to the Board of Health' ban on public gatherings the annua 'Mum show in the City Park green houses will not be held. The green houses are filled with shaggy and ga colored 'Mums of about 50 varieties grown by Frank T. Rushmore, foreman of the houses. Every preparation ha been made to make this a show wort while. Among the most noticeable va rieties on display are Geo. F. Turner "L'Enfant des deux Mondes" (Child o the Two Worlds), Caprice, Freda Be ford, Mrs. F. F. Whittington, Mrs. T Carrington, Jossier, S. D. Wright, Ge eral Hutton, Colonel Appleton, Mrs. Mo ton F. Plant, Negoya, Dolly Dimpl Lynwood Hall, Vivand Morrell, Charl Davis, Constable, Mrs. H. A. Alle Golden Age and Louis De Black. Man well grown 'Mum plants were in exce lent condition for the display, also Be gonia Cincinnati, with a mass of shin pink blossoms. An added attraction fruit of which weighs on an average four pounds each. Some of the Lemo on this tree measure 18in. in circum ference. There are about 25 Lemo now on the tree, each of which has to carefully held up by a wire to preve the weight of the fruit breaking th branches. All cut flowers and bloomi plants grown in these houses are donat to the hospitals of Denver from time time. John L. Russell, superintende of City Park carries a large variety bedding plants in the house for the u of beautifying the park.

Denver enjoyed its first snow stor Nov. 6 and 7.

Current Events

The Park Floral Co. has a fi window display of pompon 'Mums a ranged in baskets, the covering on t bottom of the window being of whi silk which adds greatly to the decoratio

Herbert Clawsen, of the Ameri Flower Shop who is in Class A-1, receiv notice from his board to be ready No 11 to go to Camp Pike. His firm showing extra fine Sweet Peas, pin white and lavender, also single and do ble Violets.

Mr. and Mrs. E. S. Kennedy, of t Alpha Floral Co. gave a dinner at t Shirley Hotel, Nov. 5, to a party friends. It was their wedding anniv sary. A large Japanese basket fil with Ophelia Roses and Maidenhair fe formed a handsome center piece.

The City Floral Co. is booking orde for Poinsettia plants for Christmas livery and is about sold up on all siz

Ben Boldt was obliged to call on M Lundy for assistance from his store cause his family was sick.

(Concluded on page 795)

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.60	24 x 8 x 5	$7.80
21 x 5 x 3½	4.80	28 x 8 x 5	8.80
24 x 5 x 3½	5.75	30 x 8 x 5	11.00
28 x 5 x 3½	7.00	36 x 8 x 5	13.00
21 x 8 x 5	7.10	30 x 12 x 6	15.00
30 x 5 x 3½	8.00	36 x 14 x 6	17.00
		36 x 12 x 6	16.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 16 x 7	$11.50
18 x 18 x 8	13.50
20 x 20 x 9	15.50
22 x 22 x 9	19.50

Bouquet Boxes

	Per 100
19 x 9 x 8	$11.50

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

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Sphagnum Moss ..... $4.00 per bale

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WESTERN STATES

Denver, Colo.—Continued

The Bright Spot Greenhouses are now under the control of Charles N. Page, who is an ex-president of the American Seed Trade Association, founder and until recently manager of the Iowa Seed Co. These greenhouses were formerly controlled by the Davison & Western Floral Co. Mr. Page writes that October trade with him was more than double that of last year.

A New York traveling man entered the store of the Colorado Seed Co. and after looking around said to Mr. Root: "I am glad to see you keep in with the live ones." As he picked up THE FLORISTS' EXCHANGE he said: "I have seen this dear old paper in nearly every store I have visited.

Conrad Lengenfelder is now raising goats as a side line. C. F. E.

Portland, Ore.

Stock is somewhat more plentiful owing partly to the increased cut of midseason 'Mums and partly to the early closing ordered by the health officers. The stock in this case would accumulate a great deal faster were it not for the heavy demand for funeral flowers. That is the main use for flowers, the ban being on everything in the party and dance line and even the weddings are limited as to the number of guests. Out of town funeral work is also keeping the local trade busy.

News

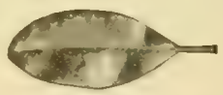
Some of the trade regarded the closing order by the board of health rather skeptically, but the mayor gave them to understand that although there is no law by which violators may be punished it would be made very hot for them nevertheless. It naturally works a hardship on the trade doing a transient business. Some showed a good deal of uneasiness about closing as others were doing business on the side; but the mayor's strict orders followed by the call of an officer did the work. Most shops are busy until after 6 p.m. getting ready for the next day's work. Just how long the order will be in force no one knows. But the probability is that the good news of the war's end will help cure up a great many.

Henry Pfeifer, proprietor of the Liberty is ill but is reported on the road to recovery.

While coming down the steep grade on the other side of Island Station on the Oregon City rd, the motor cycle driven by J. G. Bacher skidded, and Chas. Fisher, the pot man, was pinned under the car and had two ribs broken.

Clarke Bros.' delivery car also had a mixup with another car. Both cars completely turned over. No fatalities; only badly shaken drivers.

Chas. Hustwick, of Astoria, Ore., was a visitor of the week. He recently opened a retail store in Astoria. H. NIKLAS.



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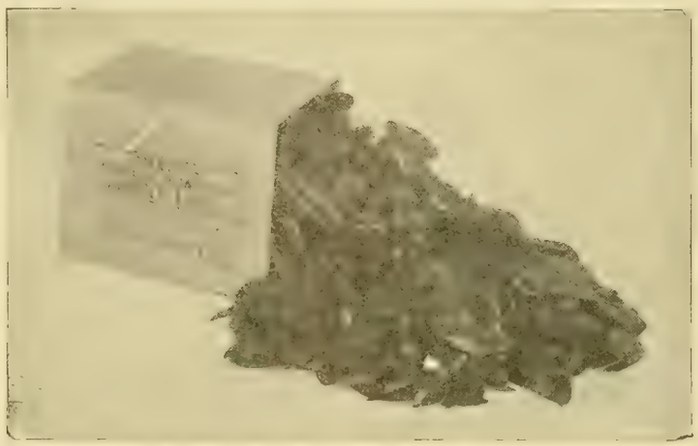

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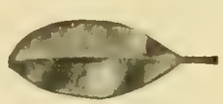

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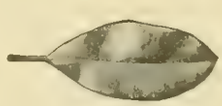

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Coming Meetings and Exhibitions

Des Moines, Ia.- Mid-West Horticultural Exhibition, Dec 10 to 13, including annual conference of the Woman's National Farm and Garden Ass'n. Information obtainable from the Iowa State Horticultural Society, Des Moines.

Chicago, Ill. Convention of the Illinois State Hort. Society at the Sherman House, Nov. 19 to 22. Sec'y A. M. Augustine, Normal, Ill.

St. Johnsbury, Vt.—Vermont State Hort. Society, 22d annual meeting and show, Nov. 21 to 23.

Boston, Mass.—Gardeners' conference, Nat. Ass'n of Gardeners, at Hort. Hall, Nov. 22 at 6.30 p.m. M. C. Ebel, Madison, N. J., sec'y.

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New York City

The Market

Nov. 12.—The early days of this week saw just a seasonably full market of cut flowers. Even 'Mums, which many feared would swamp the market this Autumn because many would grow them, and after the crop was over close up their houses on account of a short fuel supply, are not in an unseasonably large supply as compared with other years.

American Beauty Roses are about the only item in short supply. The best of the special grade blooms are selling at 50c. each in general with a few sales of extra choice blooms at 60c. Hybrid tea Roses show a large range of varieties, mostly of those which have come to the front during the last three to eight years, few of the old timers being seen any longer. The quality is fine, and the demand fair. Top grade blooms are selling at from 6c. to 50c. as per quotations in price list and No. 2 grade at $2 to $3 per 100.

The supply of Carnations is not over large, but they have now to compete with 'Mums of all sizes and colors, and therefore prices are moderate, like the demand, ranging from $1 to $3 per 100, with extra choice blooms realizing $4.

Cattleya orchids are in medium supply and not moving over fast, at about 50c. each for the best. Gardenias are going slowly, though not overabundant, at $2 to $4 per doz. for the higher grades. There are plenty of white Lilies, but no pink worth mentioning; the white go slowly at $8 to $10 per 100. There is a small demand for Lily of the Valley at $3 to $8 per 100.

'Mums are, of course, the leading feature now; it is a question whether they will hold out until Thanksgiving. The larger flowered kinds are selling well at from $1 to $4 per doz. and the bunch 'Mums not over freely at 10c. to 60c. per bunch.

Violets meet with little call at low prices. A few Sweet Peas are now arriving and are selling at about $1 to $1.50 per 100.

Very few of what are classed as miscellaneous blooms are seen; there are some Antirrhinums and Mignonette of improving quality, a few Gaillardias, Calendulas and Delphiniums.

All greens are meeting with a fair demand, and are in seasonable supply.

Club Meetings

The regular monthly meeting of the Florists' Club was held at the club's rooms, Grand Opera House Building, 23d st., and Eighth ave., on Monday evening of this week. A full report of this meeting will be found in this issue.

The Retail Florists' Ass'n of New York City had a meeting on Tuesday night at Lenox Hall, 59th st. and Madison ave. An election of officers was held and resulted as follows: President, Charles H. Brown; vice-pres., Wm. A. Phillips; Sec'y, Wm. H. Siebrecht, Jr.; Treas., G. E. M. Stumpp, Jr. Directors: Marshall Clark, Max Schling, Albert Small and M. A. Bowe. The members present expressed their belief that the outlook for the retail flower business was excellent.

The close of the great war on Monday at 6 a.m. produced various manifestations of hilarious joy beyond precedent all through the day and night, such as will never be forgotten by those who witnessed them.

The two flower shows, the one of the C. S. A. in association with that of the American Institute, and the other that of the Horticultural Society of New York, which were held this week, and of which a report will be found in this issue, bring to a close the Autumn shows in this city and indeed in this section of the country.

A. M. Henshaw, president of the Henshaw Floral Co., 127 W. 28th st., has been promoted to Lieut. Commander in the U. S. Naval Reserve, the highest rank attainable in that branch of the naval service.

A notably large supply of 'Mums this season in great variety have been, and are now being handled by the Henshaw Floral Co., 127 W. 28th st.

Some large, unusually well grown Bonnaffon and Razer 'Mums from Joseph Riede of Middle Village, L. I., the best we have noted this season, were seen this week at E. C. Horan's, 55 W. 28th st.

Philip F. Kessler, 55 W. 26th st., celebrated his forty-fifth birthday on Monday of this week, by giving a turkey dinner that night to the members of the Florists' Club and their guests.

The blooms of exhibition 'Mums in several varieties and in all the 'Mum colors seen daily at Joseph S. Fenrich's, 51 W. 28th st., are in a class of their own. The pompons and singles too are of excellent quality.

We regret to learn that Lieut. Gordon Boyd, a brother-in-law of Edward McK. Whiting of the National Florists' Board of Trade, 56 Wall st., has been killed in action while on outpost duty. He was with the 120th Infantry.

The annual Chrysanthemum show opened in the greenhouse at Prospect Park, Brooklyn on Nov. 2 and continued until Nov. 16. More than 8000 plants were on display to the public at large. There were 110 varieties in all, which were arranged for color effect. Park Commissioner Harmon has been in charge, aided by his gardeners, David L. Thompson, James Quigley and David Quick, to whom he gives much credit for growing the plants and enabling him to present what he considers the finest exhibit of Chrysanthemums Brooklyn has ever seen.

Mayor Hylan has appointed Philip Berolzheimer as Commissioner of Parks for the Boroughs of Manhattan and Richmond to succeed former Commissioner Wm. F. Grell. Mr. Berolzheimer has served New York City as special Deputy Commissioner of Parks in charge of music in all the parks of New York City.

Among the callers in this city this week were F. C. W. Brown, of the J. M. Gasser Co., Cleveland, O.; Thomas Roland, Nahant, Mass.; H. J. Anderson of the traveling force, and A. G. Blomberg of the 'Mum section of A. N. Pierson, Inc., Cromwell, Conn.; W. H. Stone, the Carnation grower, Blue Point, L. I., and R. L. Dunn, grower and retail florist, St. Catherines, Ont., Canada. Mr. Dunn brought with him blooms of a lemon yellow sport of the Wm. Turner 'Mum. He reports that he is getting for fuel a 70 per cent. supply of "grate size" anthracite, that cut flowers are commanding a high price, and that it is a question not so much of the price, as of how many you can furnish. Mr. Dunn forces bulbs as well as grows cut flowers in his range of Lord & Burnham houses. He received his Dutch bulbs direct from Holland and planted them six weeks ago; he is still awaiting the arrival of his French bulbs, via the United States.

Boston

The Market

Nov. 12.—Business during the past week was normal. A lot of flowers has accumulated and undoubtedly there will be a big slump after the victory holidays. All predict a big Thanksgiving business; in fact, larger and more glorious than any previous one in this great country. Prices remain much as they were last week with every indication that quantities of flowers will be used before the week end at banquets and other joy feasts

Massachusetts Hort. Society

The Autumn exhibition of plants, flowers, fruits and vegetables held on Nov. 6 and 7 was the smallest at this season that the society has held in many years.

Great News

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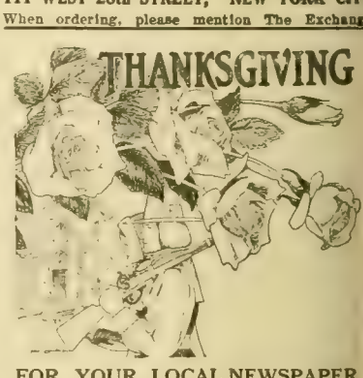

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THE FLORISTS' EXCHANGE

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The most interesting group of plants and orchids came from Albert C. Burrage of Prides Crossing, Mass. This was well arranged and contained many fine specimens and rare varieties. Some of the kinds shown were Laelia-Cattleya Roumania, Cattleya Rafaeliæ, fine large plant of Sacalabium Blumei, large plant finely flowered Vanda Coerulea, Vanda Sanderiana, Boxallis Cattleya Maggie Raphael Cattleya Portia, Laelia-Cattleya Linda Cattleya Aurea, Laelia-Cattleya Edwardii Laelia Cattleya Carmencita, Cypripedium Mandiae Magnificum. There were many fine specimens of Phalaenopsis, Oncidium and other plants. This group was given the society's silver medal.

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New York Cut Flower Market
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Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	20.00 to 50.00	Adiantum Cuneatum	.20 to .25
" Fancy	15.00 to 30.00	Hybridum and Croweanum	.25 to .50
" Extra	10.00 to 20.00	Antirrhinum, per bunch	.15 to .50
" No. 1	8.00 to 10.00	Asters	..... to .....
" No. 2	2.00 to 5.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	1.00 to 2.00	Bouvardia, per bunch	.35 to .50
Killarney	2.00 to 6.00	Carnations, Select	3.00 to 4.00
Killarney Brilliant	2.00 to 6.00	Ordinary	1.00 to 2.00
White Killarney	2.00 to 6.00	Calendula	..... to 1.00
White Killarney, Double	2.00 to 8.00	Chrysanthemums, per doz.	1.00 to 3.00
My Maryland	2.00 to 6.00	Chrysanthemums, bunch	.10 to .60
Columbia	2.00 to 10.00	Cosmos, per bunch	..... to .....
Hadley	5.00 to 20.00	Delphinium, per bunch	.15 to .25
Hoosier Beauty	2.00 to 10.00	Ferns, per 1000	1.75 to 2.00
Key	10.00 to 50.00	Galax, green and bronze, 1000	..... to 1.00
Cecile Brunner, Elgar, etc. bun	..... to	Gardenias, per doz.	1.00 to 4.00
Mme Pl. Euler (Prima Donna)	3.00 to 12.00	Gladiolus	..... to .....
Mrs. George Shawyer	2.00 to 10.00	Leucothoe, per 1000	4.50 to 7.00
Sunburst	2.00 to 8.00	Lilies, Longiflorum	8.00 to 10.00
Mrs. Aaron Ward	2.00 to 12.00	" Rubrum	..... to .....
Lady Alice Stanley	2.00 to 12.00	Lily of the Valley	2.00 to 8.00
Ophelia	3.00 to 12.00	Mignonette, per doz.	.25 to 1.00
J. J. L. Mock	4.00 to 15.00	Orchids, Cattleyas	20.00 to 50.00
Mrs. Charles Russell	3.00 to 15.00	Smilax, per doz., strings	1.00 to 1.50
.....	..... to	Sweet Peas, Spencers	1.00 to 1.50
.....	..... to	Tuberoses, per doz.	..... to .....
.....	..... to	Violets, Double	.15 to .35
.....	..... to	" Single	.15 to .35

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Fine Grade CARNATIONS
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J. K. ALLEN
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Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
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The Florists' Exchange
Best Advertising Medium

B. A. SNYDER CO. *Wholesale Florists..*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
21-25 Otis Street, BOSTON, MASS.
Telephone, Fort Hill 1083-1084-1085
When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Nov. 11, 1918	NAMES AND VARIETIES	Boston Nov. 12, 1918	Denver Nov. 9, 1918	Pittsburgh Nov. 11, 1918
5.00 to 50.00	Roses—American Beauty	8.00 to 40.00	8.00 to 50 00	4.00 to 35.00
4.00 to 12.00	Hadley	4.00 to 12.00	to	to
3.00 to 10.00	Hoosier Beauty	4.00 to 12.00	4.00 to 10.00	6.00 to 15.00
to	Kaiserin Augusta Victoria		to	to
4.00 to 12.00	Killarney	3 00 to 6 00	4.00 to 10.00	4 00 to 12.00
4.00 to 10.00	White Killarney	4.00 to 8.00	to	4.00 to 12.00
3.00 to 6.00	Killarney Queen	4 00 to 8.00	3.00 to 8.00	to
3.00 to 6 00	Mrs Aaron Ward		to	4 00 to 12.00
6.00 to 20 00	Mrs. Chas Russell	8.00 to 12.00	8 00 to 15 00	6 00 to 15.00
to	Francis Scott Key		8.00 to 15 00	to
4.00 to 12.00	Mrs George Shawyer		4.00 to 12.00	4.00 to 12.00
10.00 to 15.00	Columbia		8 00 to 15 00	to
to	Rose Marie		8.00 to 15.00	to
4.00 to 12.00	My Maryland		to	4.00 to 10.00
6.00 to 15.00	Prima Donna		6.00 to 15.00	4.00 to 15.00
4.00 to 12.00	Ophelia	4.00 to 12.00	4.00 to 12.00	4 00 to 12.00
4.00 to 10.00	Richmond	4.00 to 8.00	2.00 to 8.00	4.00 to 12.00
4 00 to 12.00	Sunburst	6 00 to 12 00	to	3.00 to 10.00
5.00 to 12.00	Killarney Brilliant	6.00 to 10.00	2 00 to 8 00	to
to	J. J. L. Mock		2.00 to 10.00	to
to	Cecile Brunner		2 00 to 4 00	to 1.00
2.00 to 3.00	Adiantum, ordinary	to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 2.00	Antirrhinums, bunch	4 00 to 8.00	to	to
1 00 to 1 50	Asparagus Plumosus, bunch	.25 to .50	to .50	.35 to .50
.35 to .50	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
.35 to .50	Asters	to	to	to
to	Calendula	2 00 to 3 00	to	to
50 to 2 50	Carnations, Select	3.00 to 4.00	to 4.00	to 6.00
5.00 to 6.00	Ordinary	2 00 to 3.00	2.00 to 3.00	to
2 00 to 4.00	Chrysanthemums	16 00 to 30 00	16.00 to 50.00	8.00 to 20.00
8.00 to 35.00	Pompons, per bunch	.50 to 1.00	.50 to .75	.25 to .75
.35 to .75	Coreopsis	to	to	to
to	Dahlias	to	to	to
1.00 to 1.25	Daisies	.50 to 1.00	to	1.00 to 2.00
tc	Delphinium, dos	to	to	to
to 2 00	Ferns, Hardy	to	to .50	to .40
to	Gaillardias	to	to	to
to .15	Galax Leaves	to	to	to .15
to	Gladioli	4.00 to 6 00	to	to
75 to 1.00	Leucothoe	to	to	to 1.00
15 00 to 20 00	Lilium Formosum	to	to	to
12 00 to 15 00	" Longiflorum	15.00 to 20.00	to 15 00	15.00 to 18.00
15 00 to 20 00	" Rubrum	10.00 to 12.00	to	to
8 00 to 10 00	Lily of the Valley	6.00 to 8.00	to	8.00 to 10.00
2.00 to 3.00	Mignonette, Per 100	to	to	to
60 00 to 75.00	Orchids—Cattleyas	40.00 to 50 00	to 75 00	75.00 to 100.00
to	Phlox	to	to	to
1 80 to 2.40	Smilax, dos. strings	to	2 00 to 3.00	to 2.00
to	Snapdragon	3 00 to 4.00	4.00 to 6.00	to
.25 to .60	Sweet Peas	to	25 to 1.00	to 1 5

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.
When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street — BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.
When ordering, please mention The Exchange

Boston—Continued from page 796

Joseph Manda of West Orange, N. J., staged as fine a table of cut flowers of Cypripedium insigne Sundvacc as was ever seen in this city, and was awarded a silver medal. L. S. Webster staged a magnificent well grown group of Winter Begonias. The varieties shown were Mookham, Optima, Elatior, Fireflame and Rosalind. They were awarded a silver medal. A single large pan of a new variety named Begonia Exquisite was also awarded a silver medal. A certificate of merit was awarded to F. Dorner & Sons Co. for a pink Carnation, No. 119,. This company also received honorable mention for scarlet Carnation, No. 107. Both were grown by S. J. Goddard. Miss E. P. Mason received certificates of merit for Chrysanthemum, Monadnock and Chrysanthemum Nashawtuc. Allston Conservatories had a nice group of flowering and foliage plants. There were also exhibits of Apples, Pears, Quinces and Grapes. The collection of vegetables were of good quality and nicely staged. The exhibition was open to the public free of charge and was well attended.

Hort. Club Meeting

The Horticultural Club of Boston held its monthly meeting at the Parker House on Wednesday, Nov. 6. The evening was a delightful one. William P. Rich read an interesting paper on "Native Plants of Economic Value, Edible, Medicinal and Aromatic." The Waban Rose Conservatories are sending to the Boston Flower Exchange excellent Russell, Hadley and Ophelia Roses. Their single stem 'Mums are as good as any seen this season.

The flower business on Monday was practically at a standstill. Every one was rejoicing over the great victory so there was no time for business. Stores of all kinds were closed. Never before have I seen such crowds of people in the streets. The Governor proclaimed Tuesday as a holiday, so this will be a short week for business.

William H. Elliott is having unusually good success with his Roses at Madbury, N. H. He is cutting fine grade flowers of Ophelia, Mildred, Columbia, Sunburst, White Killarney, Victoria and single flowered Roses. His 'Mum plants from his Brighton greenhouses were never better than this season.

On Nov. 18 the B. A. Snyder Co., wholesale florists, will open its new store at 21 to 25 Otis st.

The annual meeting of the Mass. Hort. Soc. will be held on Saturday, Nov. 16, at 12 o'clock. This is an important meeting and all members should attend. Several amendments to the by-laws of the society will be presented and voted upon.

The next meeting of the Gardeners and Florists' Club is on Tuesday evening, Nov. 19, at Horticultural Hall. A full attendance is wished for as officers will be nominated then. R. C.

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
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Chicago

Market Celebrates

Nov. 12.—Chicago went wild with joy last Monday. The wholesale cut flower market closed for the day to join in the celebration. The premature peace announcement on Thursday caused closing for the afternoon. Despite these interruptions there is a lively market; plenty of stock and plenty of business, with prices satisfactory in all grades where quality justifies it. The shipping trade is good and the local buying satisfactory. At this writing it is safe to say the peace proclamation will give additional boom to the market. With no great amount of stock obtainable after the passing of the Chrysanthemum crop the season now well opened will be one of the best in history. The Thanksgiving demand will this season be the heaviest on record. Dealers are already becoming alarmed lest there may not be enough stock to go around.

The supply of Roses is equal to the demand with nothing to spare. Prices continue satisfactory regardless of the heavy supply of 'Mums. It is probable that before the week is over the demand may exceed the supply as many crops are reported to be passing off for the time being. Carnations, not in large supply, have been bringing better prices through October and up to the present time than they have ever done before at this season. The Chrysanthemum supply seems to have reached its highest mark of the season. The flowers are to be seen everywhere in large quantities. Some really excellent blooms are to be had from all the dealers. Pompons are in greater supply in proportion to the large flowering varieties. For this reason they are being sold at low prices to keep them moving. Although more 'Mums are on the market than at this time a year ago, considering conditions as they existed up to Monday, they have brought better prices than in former years. With the new conditions just begun, good prices will doubtless continue until the end of the season.

There has been enough Valley so far; all sells at list prices. Orchids are becoming more plentiful and prices continue firm. Easter Lilies are good property selling as high as $15 per 100 and in small lots for $2 per doz. more than they have ever brought during this month in other years. Violets are plentiful and moving fairly well. Gladioli have disappeared, but a few greenhouse grown Asters are still to be had. Calendulas have of late become a feature of the market and will no doubt continue to a larger extent as soon as 'Mums are gone. Some Pansies, Daisies, Snapdragons are to to be had in limited quantities. All green stock is in sufficient supply. Boxwood has made its appearance and is selling as high as 20c per pound, considerably higher than in former years.

There has been no check on the delivery of flowers to funerals during the week. The ruling against them on account of the epidemic is off. The week's market opened Tuesday with everybody in high glee over the end of the war. Pessimists have all passed out, and prospects have never looked brighter.

Ed. Neiman, proprietor of the Morton House at Morton Grove, was buried last Monday. His death resulted from drinking poisoned whiskey in the premature celebration of peace last Thursday. It was first reported that nicofume liquid was taken by mistake. If so this would make two deaths within a year caused by this insecticide. Mr. Neiman had many friends in the florist trade having on a few occasions been caterer for the florists' picnics at Morton Grove.

The prospects for a strong retail florists' association looks encouraging. Abo 25 met at the Congress Hotel on No 4, the second meeting toward forming new association. At the next meeti it is hoped to have matters so arrang as to be able to announce them to t trade.

Club Meeting

The regular monthly meeting the Chicago Florists' Club, the first two months, was called to order Thu day evening at the Randolph Hot President Lautenschlager presiding. bert Berlin of Forest Park was elect

Chicago, Nov. 12, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.		
Specials	per doz.	4.00 to 5.00
36-inch stems	"	3.00 to 4.00
30-inch stems	"	2.00 to 3.00
24-inch stems	"	1.50 to 2.00
18 to 20-inch stems	"	1.00 to 1.50
Short stems	per 100	6 00 to 8.00
Columbia		6.00 to 20.00
White and Pink Killarney		3.00 to 12.00
Killarney Brilliant		3.00 to 12 00
Milady		6.00 to 15.00
Mrs. Aaron Ward		3.00 to 10.00
Mrs. Chas. Russell		6.00 to 20.00
Richmond		3.00 to 10.00
Sunburst		3.00 to 10.00
Ophelia		3.00 to 10.00
Carnations, Select		4.00 to 5.00
" Ordinary		2.00 to 3 00
Asparagus plumosus, per bunch		.35 to .5
" Sprengeri, per bunch		.25 to .5
" plumosus, strings		40.00 to 50 0
Asters Indoor Stock		3.00 to 5.0
Adiantum		1.00 to 1.5
Boxwood, per pound		to .2
Calendulas		3.00 to 5.0
Chrysanthemums, Ordinary, Doz.		1.00 to 1.5
" Medium		2.00 to 3.0
" Fancy	"	4 00 to 5.0
" Pompons, bunch		.25 to .5
Cornflowers		to 1.0
Daisies		1.50 to 2.0
Ferns, Hardy, per 1000		4 00 to 5.0
Galax Leaves, per 1000		to 1.2
Gardenias, per doz		to 3.0
Leucothoe Sprays		75 to 1.0
Lilium Longiflorum		12.00 to 15.0
Lilium Rubrum		4 00 to 5.0
Lily of the Valley		5.00 to 6.0
Mexican Ivy, per 1000		to 6.0
Mignonette		3.00 to 4.0
Orchids—Cattleyas, per doz		9.00 to 10.0
Smilax, per doz		2.50 to 3.0
Sweet Peas		.50 to .7
Violets		.50 to .7
Wallflowers, per bunch		.35 to .4

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchan

E. G. HILL CO
Wholesale Florists
Richmond, Indian
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ZECH & MANN
We are Wholesale Florists Doi a Strictly Wholesale Business
30 East Randolph Street, CHICAG
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BUY ROSES

Although the supply of flowers will be smaller in other lines, we will have just as many Roses as last season.

We never had better varieties to offer. Our growers have discarded some of the older varieties and have replaced them with such varieties, as RUSSELL, COLUMBIA, PRIMA DONNA and SHAWYER.

You will make no mistake in depending on us this season for your supply of Roses. You do not know what we can offer you until you have tried a shipment.

BEAUTIES

The quality of our Beauties is the best. We have them in quantity, and can fill your order any time for as many as you need.

BOXWOOD AND LYCOPODIUM

We are booking orders now for later delivery for BOXWOOD and LYCOPODIUM. The supply is not as large as last year, and for that reason order early.

THE LEO NIESSEN CO.

Wholesale Florists

BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Carnations
Snapdragons
and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

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WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.

Carnations and Chrysanthemums

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to membership and the applications of Grant Wiffin, Henry D. Neve and Xavier Wojtkiewicz, all of Des Plaines, were received and allowed to take the usual course in such cases. T. E. Waters, chairman of the good of the club, spoke of having more activity among the publicity committee of the club and suggested that we have a big meeting in December in the way of an exhibition of Christmas novelties so all retailers of the city could participate. A committee was also appointed to secure the film of the moving pictures shown at Cleveland during the recent meeting of the F. T. D. association. It is hoped that these pictures will be ready for the December meeting. A dance and ladies' night was also suggested for some time in December. This was referred to the sports and pastimes committee. It was also suggested that a series of moving pictures be gotten up showing scenes in the Chicago wholesale cut flower market and views of the large greenhouses and other points of interest relating to the local florist industry. A committee consisting of T. E. Waters, A. Lange, O. J. Freedman and Geo. Asmus was appointed to look into this matter and report the feasibility and probable cost at a future meeting.

J. C. Craig, who was apointed at the last meeting to make suggestions as to the betterment of conditions existing between the retailers and wholesalers and for remedying grievances among the trade, read a paper giving many excellent suggestions for which he was given a rising vote of thanks. The paper was referred to the trustees of the club for them to take such action on it as they thought fit. Otto Amling, treasurer of the club read a paper on the betterment of trade conditions from the standpoint of a grower. He also was given a rising vote of thanks.

President Lautenschlager thanked the club for the gift of a clock presented to him by the club in appreciation of the good work he has done in publicity matters, especially in the sale of stamps and postcrettes for such occasions as St. Valentine's Day, Mother's Day, etc. Through these much good has been done for the trade in general as well as being of much financial benefit to the club. He said every tick of the clock will in future remind him of the thoughtfulness of the club in presenting him with such a substantial token of esteem.

At this point the club nominated officers for the ensuing year. For president, A. J. Zech and Geo. C. Weiland, for vice-president, Walter Amling; for secretary, A. T. Pyfer; for treasurer, Otto Amling to succeed himself. Fred Lautenschlager was nominated for trustee to take the place of H. N. Bruns whose term expires at the end of this term. The only contest will be for president. The election will be held at next meeting, Dec. 5.

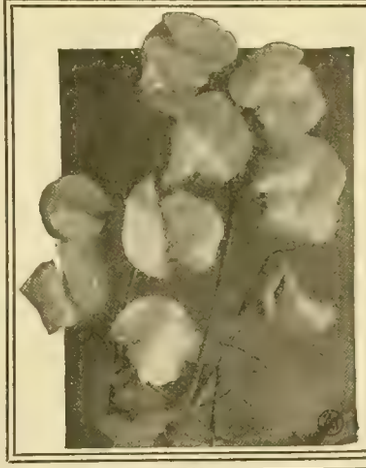
A. J. Zech was made chairman for the War Relief Fund, the drive for which started on Nov. 11. The florists' and allied trades are expected to subscribe $13,500.

Philadelphia, Nov. 12, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	6.00 to 40.00
Kaiserin Aug. Vic.	3.00 to 10.00
Killarney	3.00 to 8.00
White Killarney	3.00 to 10.00
Mme. P. Euler (Prima Donna)	3.00 to 10.00
My Maryland	3.00 to 10.00
Richmond	3.00 to 10.00
Sunburst	3.00 to 8.00
Killarney Brilliant	3.00 to 10.00
J. J. L. Mock	3.00 to 10.00
Lady Alice Stanley	3.00 to 8.00
Mrs. Chas. Russell	3.00 to 20.00
Mrs. Francis Scott Key	3.00 to 8.00
Mrs. George Shawyer	3.00 to 8.00
Hadley	3.00 to 10.00
Hoosier Beauty	3.00 to 10.00
Ophelia	3.00 to 10.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Callas	10.00 to 15.00
Carnations, Select	3.00 to 5.00
Chrysanthemums	12.00 to 35.00
Pompons, bunch	.25 to .50
Galax Leaves, per 1000	1.00 to 1.50
Lilium Longiflorum	10.00 to 12.50
Lilium Rubrum	6.00 to 10.00
Orchids—Cattleyas	50.00 to 75.00
Violets	35. to .75



SWEET PEAS

Of wonderfully choice quality; short, medium and long stems; whites, light and dark pinks, a few lavender, and a few cerise.

Long	$1.50
Medium	.75-$1.00
Short	.50

Write for our offers in week-end Specials.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

Business Hours: 7 A. M. to 5 P. M.

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The Wholesale Florists of Philadelphia

PHILADELPHIA 1608-1620 LudlowStreet
NEW YORK 117 West 28th Street
BALTIMORE Franklin & St. Paul St.
WASHINGTON 1216 H St., N. W.

It was suggested that the club give a victory banquet at the close of hostilities, the time and place to be decided in the near future. It was understood, however, that the club as a body should not bear the expense of such a banquet.

Philadelphia

Quiet Market

Nov. 12.—There has been very little activity in the cut flower market. The supply continues strong, especially in Roses, which require a little pressure to move them. Prices remain about list figures, except for some of the shorter grades. 'Mums are doing well and are in better demand than any other flower; they are arriving in quantity and in numerous varieties. Pompons are not taking as freely. Carnations are coming in strongly. There are not as many Easter Lilies, but the Calla supply is increasing. All the outdoor flowers are done blooming. There is a normal supply of orchids. Violets are not meeting with any response. There are a few more Sweet Peas. There is a good supply of greens and Oak foliage. Shipping business is better than the local demand.

Peace Celebration

With the glad news of peace this city on Monday declared a holiday that suspended all business; virtually the whole city turned out in celebration. Philadelphia, the cradle of Liberty, was rocked with patriotism as probably never before since the days of the Revolution. The jubilation exceeded any celebration ever witnessed here and impromptu parades were everywhere in the making. The bell in Independence Hall once again rang forth its glorious peal of Liberty. Some of the signs carried by the paraders were extremely funny and to the point. A good one was, "The kaiser wanted more territory, so we gave him hell."

About a dozen members of the craft have taken a motor trip, visiting the leading growers of Bucks and Montgomery counties this week.

(*Concluded on page* 802)

Announcement

B. A. SNYDER CO.

desire to announce to the trade their removal on November 18th, to new and enlarged quarters located at

21-25 OTIS STREET

A cordial invitation is extended to all their customers to visit the new quarters, where increased facilities will enable them to handle their growing business in the manner they desire and to the satisfaction of the trade at large.

TELEPHONE NUMBERS TO REMAIN THE SAME
FORT HILL 1083-1084-1085

Boston, Mass., November 9, 1918.

When ordering, please mention The Exchange

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED As foreman. Life experience on commercial places. Specialty: decorative and flowering plants for holidays. Able to handle men to advantage and get results. Will consider only up-to-date place; preferable vicinity of New York. Good wages wanted. Best references. Belgian; 34; married; 1 child Octave Flamynck, 176 Paterson Turnpike, North Bergen, N. J.

SITUATION WANTED -As head man, or under owner, by a practical florist, formerly propagator and grower for one of the largest concerns in the East; cut flowers, potted and bedding stock. 27 years' experience; age 42; married; no children. Steady position wanted. Best of references. Address O. C. care The Florists' Exchange.

SITUATION WANTED—By gardener, on private place. 18 years' experience (10 years in America) in flowers, vegetables, inside and outdoors. Single; German with first papers. South preferred.
Max Reuter, 180 Atlantic Ave., Brookiyn, N. Y.

SITUATION WANTED—As working gardener and superintendent on private estate. 34 years in U. S.; American citizen; age 49; married; no children. Life long experience in greenhouse and all outdoor work; can handle men to advantage. Best references.
Val. Cleres, P. O., Locust Valley, L. I.

SITUATION WANTED—As manager or foreman on good size, up-to-date, commercial place, by A1 grower of high grade cut flowers and general stock. Life experience; many years as foreman in one place. If you require a first-class man, address P. H. care The Florists' Exchange

SITUATION WANTED—By first-class gardener. Private place, institution or municipal position preferred. Will consider commercial place that pays well. References. Married; 1 child; Frenchman. Address P. A. care The Florists' Exchange

SITUATION WANTED—Advertiser, 35, wants position as greenhouse foreman or assistant; experienced in all branches; sober and industrious. Apply Hortus, Wm. M. Hunt & Co., 37 Warren st., New York.

SITUATION WANTED—By manager of 5 years' experience, specializing in Carnations, Tomatoes, etc., who will make your greenhouses pay. Best references. Raymond Blakemore, 28 Springhurst av., Toronto, Canada.

I can recommend first-class man, as gardener and farmer, or general manager, of a gentleman's country place. Age 36; married. Apply John Marshall, Fruit Hill Greenhouses, Providence, R. I.

SITUATION WANTED—By foreman, competent in every line with best references, on commercial place with glass. German; 45; single. State wages and particulars. Address P. C. care The Florists' Exchange.

SITUATION WANTED—By first-class maker-up and decorator. German; 20 years' practical experience as grower of pot flowers and bedding stock. Address Gardener, care Mrs. Geiser, 437 East 34th st., Brooklyn, N. Y.

SITUATION WANTED—By gardener. Long experience in general greenhouse stock; competent to take charge. Private or commercial; near New York preferred. Address P. K. care The Florists' Exchange.

SITUATION WANTED—By lady designer; 12 years' experience. First-class store in New York or Boston preferred. Address P. J. care The Florists' Exchange.

SITUATION WANTED—By single man; experienced grower of Carnations. Address Florist, 322 West 31st st., New York.

HELP WANTED

WANTED
ORCHID GROWER
A large grower of the Middle West desires to engage an Orchid grower.
State age, experience and salary. Single man preferred.
Address P. B. care The Florists' Exchange.

WANTED—Night fireman for hot water boiler heating 16,000 sq. ft. glass. Boiler shed and greenhouse under one cover. Must be willing to pot when not occupied with firing. Can give steady position all year. $20 per week to start. Located in West Virginia. Address P. G., care The Florists' Exchange.

WANTED—Foreman, with experience in the forcing of fruit under glass; on private estate near New York. Married; sober. Men of ability please answer. Address P. E., care The Florists' Exchange.

WANTED—A man thoroughly familiar with the planting of trees and shrubs, the filling of window boxes and general greenhouse work.
Peter De Nyse, Jr., 79th st., cor 6th av., Brooklyn, N. Y.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—At once, 1 Rose grower and 1 Carnation grower. Fine location and good houses. Good wages to capable men. State wages and experience in first letter.
Fisher & Burkland, Market st., Youngstown, Ohio

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Two assistant gardeners, for general greenhouse work. State experience, references and wages. Burgevin's Greenhouses, North Regent st., Port Chester, N. Y.

WANTED—Section man, who understands growing of Ferns, Cyclamen, general bedding stock. Steady position; good wages. Address O. A. care The Florists' Exchange

WANTED—Experienced store man, capable of managing. State salary and experience in first letter. Address O. F. care The Florists' Exchange.

WANTED—A night fireman on a small commercial place. Good pay and comfortable conditions to a trustworthy and strictly sober man. F. E. Palmer, Inc., Brookline, Mass.

WANTED—Night fireman, thoroughly familiar with greenhouse heating; hot water system. Apply Flushing Rose Gardens, 69 Colden av., Flushing, L. I., Tel: 108 Flushing.

WANTED—Several good growers for greenhouses Steady employment. Good wages. References required. Private pace near N. Y. City. Address P. M. care The Florists' Exchange.

WANTED—Plant packer for nursery. Must be experienced. Good position for right man. State full particulars.
Michell's Seed House, 518 Market st., Philadelphia

WANTED—Salesman in plant department. Salary $25.00 per week. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—An experienced store man for first-class flower store. Must give reference and state wages. T. Malbranc, Johnstown, Pa.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr. XX heavy		$3.00 $26.00
2 yr. No. 1	2.50	18.00
2 yr. No. 2	2.00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries, 331 Broad st., Red Bank, N.J.

AMPELOPSIS VEITCHII—See display, page 775. Roman J.Irwin, 108 W. 28 st., New York.

ANCHUSAS

Field Clumps. Opal, Italica Dropmore, Perry's Variety, $5.50 per 100, $50.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

ASPARAGUS

ASPARAGUS PLUMOSUS—Seedlings. Extra heavy, $1.00 per 100, $6.00 per 1000.
A. M. Campbell, Strafford, Pa.

Continued on Next Column

STOCK FOR SALE

ASPARAGUS

ASPARAGUS PLUMOSUS—Nice bushy plants, 6 to 8-in. above 3-in. pots, 6c; also 3-in. 4-in. Sprengeri, short, bushy stock, ready for 4 or 5-in., pots, 7c. Cash please.
B. C. Blake Co., Springfield, Ohio

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

CUT GREENS
ASPARAGUS Sprengeri and Plumosus sprays; fine stock. Parcel Post, $1.50 per 100.
O. Herms, Port Richey, Fla.

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS — 2½-in., strong 3½c.; 3-in., 7c.; Sprengeri, 2½-in., well established, 3c. Gullett & Sons, Lincoln, Ill.

BERBERIS

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra heavy	8.00	

Packed free of charge.
CHARLES BLACK, HIGHTSTOWN, N. J.

BARBERRY—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

BULBS

GLADIOLUS BULBS

I take the pleasure in offering the following Massachusetts grown Gladiolus bulbs of A-No. 1 quality for immediate or future shipment.

	1000		1000
America	$18.00	Mrs. Dr. Norton	
Augusta	15.00	Mrs. Francis King	$15.00
Baron Joseph Hulot	20.00	Mrs Frank Pendleton	45.00
Brenchleyensis	15.00	Mrs. Watt	35.00
Czar Peter	40.00	Niagara	40.00
Chicago White	20.00	Panama	25.00
Empress of India	25.00	Peace	30.00
Europa	60.00	Pink Beauty	20.00
Glory of Holland	25.00	Pink Perfection	40.00
Golden West	30.00	Prince of Wales	75.00
Goliath	75.00	Schwaben	25.00
Halley	15.00	Extra Choice Mixture	10.00
Ida Van	25.00	Exhibition Mixture	12.00
Independence	15.00	Primulinus Hybrids Mixture	20.00
L'Immaculee	60.00		
Loveliness	60.00		
Mary Fennell	75.00		
May	20.00		

Correspondence solicited on other varieties, smaller sizes or bulblets. Write for illustrated catalogue, which will give full description of 124 varieties.

My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.
JELLE ROOS,
Gladiolus Specialist Box B, Milton, Mass.

Continued on Next Column

STOCK FOR SALE

BULBS

MICHIGAN-GROWN GLADIOLUS BULBS
Clean, healthy, young stock, now ready to ship.

	Price per 1000 1½-in and up	1¼-in. to 1½-in.
America, flesh pink	$17.00	$14.00
Attraction, crimson, white throat	20.00	16.50
Beulah, white, scarlet in throat	17.00	14.00
Columbia, scarlet, flaked purple	17.00	14.00
Cracker Jack, rich dark red	15.00	12.00
Dawn (Tracy's), coral pink	65.00	55.00
Empress India, very rich dark red	25.00	20.00
Geo. Paul (Faust), rich wine color	20.00	17.00
Ida Van, flaming pink	20.00	17.00
Klondyke, yellow crimson throat	15.00	12.00
Lily Lehman, pure white	25.00	20.00
Meadowvale, white, pink in petals	17.00	14.00
Midnight, very dark red	15.00	12.00
Mrs. F. King, light scarlet	15.00	12.00
Niagara, light crocus yellow	30.00	25.00
Panama, deep rose pink		20.00
Peace, white, violet on petals		20.00
Pendleton, light pink	40.00	30.00
Pink Perfection, apple blossom pink	30.00	25.00
President Taft, delicate pink	13.00	12.00
Principine, rich dark scarlet	20.00	17.00
Schwaben, yellow carmine throat		25.00
Velvet King, dark scarlet	15.00	12.00
Victory, clear yellow	15.00	12.00
Willie Wigman, white flushed pink	25.00	20.00
War, deep blood red, very large	40.00	32.50
Supreme Mixed, contains most of the above, and many others	15.00	12.00
Select Mixture, choice varieties	10.00	8.00

Planting stock and bulblets of all the above varieties, also Augusta, Gov. Hanley, Chicago White, Golden King, Halley, Independence, Kunder's Glory. 250 bulbs sold at the 1000 rate. Terms: 3% discount, cash with order; 2% ten days; 30 days net. Orders from unknown correspondents must be accompanied with cash or satisfactory reference.
T. H. FULLER, Gladiolus Specialist
649 Marshall st., Battle Creek, Mich.

GLADIOLUS BULBS

	Per 1000 1st size	2nd size
America	$18.00	$14.00
Augusta	18.00	14.00
Mrs. Francis King	17.00	13.00
Panama	30.00	24.00
Peace	30.00	24.00
Pink Beauty	18.00	14.00
Schwaben	30.00	24.00

Just harvested; fine, plump bulbs, the kind that will flower superbly. Try us for Gladioli and see what good bulbs are.
THE GOOD & REESE COMPANY
The largest Rose Growers in the World
Dept. E. Springfield, Ohio.

FREESIA PURITY—For high class florist trade
The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
½ to ⅝-in	$4.50
⅝ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

Send us your list of requirements. We are ready to quote you on all leading varieties in large quantities. Samples will be sent on request. Those who placed their Gladioli orders last Spring with J. J. Grullemans & Sons, of Lisse, Holland, will receive their bulbs from this company, as shipping from Holland will be almost impossible this Fall.
The Grullemans Co., R. F. D., Avon on Lake, O.

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed. ☞

Single nose	$20.00 per 1000
Double nose	30.00 per 1000

JOHN R. WALSH, 502 California st., San Francisco, Cal.

FREESIA—Improved Purity. We have at Chicago a small surplus at following prices per 1000: ¾ to 1-in., $18.00; ⅝ to ¾, $12.00; ½ to ⅝-in., $7.50. All plump carefully graded.
Vaughan's Seed Store, Chicago and New York

NARCISSUS—A few cases of Paper White Grand, 14ctm. and up, $20.00 per 1000. Trumpet Major, best French grown, $25.00 per 1000.
F. W. O. Schmitz, Prince Bay, N. Y.

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

CALENDULAS

CALENDULA—Orange King. "True" selected strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CALENDULAS—Orange King. 2½-in., 4c
W. C. Ehmann, Corfu, N. Y.

CARNATIONS

CARNATIONS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New York

Continued on Next Page

STOCK FOR SALE

CHRYSANTHEMUMS

We are now booking orders for young plants, r early delivery of the following early Pompons, new of 1918:
olf, Salmon pink, ready to cut Oct. 10-15.
lina, Rose pink, ready to cut Oct. 15-20.
meta, Rosy cerise, ready to cut Oct. 15-20.
lironda, Golden bronze, ready to cut Oct. 15-20
PRICE:
00 per 10, $8.00 per 100, $75.00 per 1000.
There will be no change in the price before ay 1st, 1919.
We can also supply the following early stand- d sorts.
ra, Bright yellow, ready Oct. 15-20.
sa, Light pink, ready Oct. 10-15.
ibo, Golden chamois, ready Oct. 15-20.
PRICE:
c. per 10, $4.00 per 100, $35.00 per 1000.
5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, and ose desiring early kinds should resort to those entioned above.
mer D. Smith & Co., Adrian, Mich.

IRYSANTHEMUM "YELLOW ADVANCE'
STOCK PLANTS NOW READY

Early varieties brought money this year, and llow Advance is the most profitable early um we ever handled. Quantity limited of ck plants from the bench:
30c. per plant; $3.00 per dozen.
CHARLES H. TOTTY COMPANY
ADISON NEW JERSEY

AUTIFUL POT 'MUMS—Fine Caprice, Lincoln, Patty, etc., in half open bud. Prime dition to ship. Quick sellers. 4-in. 20c.; n. 35c. and 40c.; 6-in. 50c., 65c. and 75c.; n and 8-in. $1.00 and $1.25. Add 5% for pment out of pots. or 10% in pots.
Gullett & Sons, Lincoln, Ill.

IRYSANTHEMUM—Stock plants, strong, 3.00 per 100, $28.00 per 1000, to close out: rysolora, Oconto, Smith's Advance, Polly se, Glory of Pacific, White Bonnaffon and ud Dean. Cash with order from unknown ties. Alex. A. Laub, New Hamburg, N. Y.

IRYSANTHEMUMS—Stock plants. Unaka, Oconto, Pink Chieftain, 5c each, Major Bonon, yellow, $3.50 per 100, $35.00 per 1000. J. J. Donovan, Tel: 157, Highland, N. Y.

M STOCK PLANTS—See display ad., age 775.
man J. Irwin, 108 West 28th st., New York

CINERARIAS

Dwarf Hybrids, Mixed Varieties	100	1000
-in	$6 00	$50.00
-in	10 00	

C. U. Liggit, Wholesale Plantsman
Bulletin Bldg., Philadelphia, Pa.

NERARIAS—Dreer's dwarf and semi dwarf. ine strain of mixed colors, 2¼-in., $3.50 per 3-in., $4.50 per 100; 200 for $8.00. All the ve plants are ready to shift.
as. Whitton, York and Gray av., Utica, N. Y.

NERARIAS—Dreer's Dwarf or half dwarf. ne, strong plants 3-in., ready for 4-in., 50 per 100; 200 for $8.00.
ward Whitton, York & Walnut sts., Utica, N.Y.

NERARIAS—Semi-dwarf, best strain, from 2¼-in. pots. $5.00 per 100, $45.00 per 1000. ary Schmidt, 673 Church Lane, No. Bergen, N.J.

NERARIAS—2¼-in. See display, page 775.
man J Irwin, 108 West 28th st., New York

COLUMBINES

QUILEGIA CÆRULEA HYBRIDA—All colors and shades, fine cut flower next season if nted now, $5.00 per 100. See our trade list for er perennials.
AYSIDE GARDENS, MENTOR, OHIO.

CYCLAMEN

CLAMEN—See display ad. page 775.
man J Irwin, 108 W. 28th st., New York.

DAHLIAS

AHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under ntract. Can fill immediately orders for hardy lox, hardy Chryxanthemums and Iris. Write quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAISIES

	100	1000
ston Yellow, 2¼-in	$7.00	$60.00
s. Sanders 2-in	4.00	35.00
hite Marguerites. 2¼-in	6.00	50.00
ant White. 2¼-in	6.00	50.00
hite Marguerites. 5-in	35.00	

C. U. Liggit, Wholesale Plantsman
5 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

DAISIES

DAISIES—Bellis; Monstrosa, pink or white; also Longfellow and Snowball. Fine, strong plants, $2.50 per 1000, $6.75 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

FERNS

BOSTON FERNS—6-in. 75c. each, $65.00 per 100, 5-in. 65c. each, $60.00 per 100; 4-in. 35c. each, $30.00 per 100; 2½-in. $5.00 per 100. Runners, $3.50 per 100, $30.00 per 1000. Cash with order. Prices on larger sizes on application. Orders received now for Fall delivery.
Wm. Mears, Rumson, N. J.

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

All pot grown. Less 4%. Cash, please. No attention to C. O. D.
The Clover Leaf Floral Co., Springfield, O.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	.14
Whitmani	$0.05		.16

Cash, please, less 4%.
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr., $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100; 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

BOSTON FERNS—400 fine plants, suitable for 5 and 6-in. pots, $20.00 per 100. Cash, please. I need the room.
Chas. J. Evans, Box 402, Watertown, Conn.

FERN SEEDLINGS AND OTHER FERNS—In any quantity; see advertisement on page 774
J. F. Anderson, Fern Specialist, Short Hills, N. J.

BOSTON RUNNERS—Strong, $1.00 per 100, $7.50 per 1000, Parcel Post.
O. Herms, Port Richey, Fla.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

HARDY FERNS—Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov Minn.

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early; stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

GERANIUMS

GERANIUMS—Standard Varieties
We strongly advise ordering early, as the usual shortage of standard varieties will be greater this year than ever before.

	2-inch Rose Pots 100	1000
Maryland. Fiery red	$4.00	$32 50
Alphonse Ricard	4.00	32.50
Beaute Poitevine	4.00	32.50
Berthe de Presilly. Silver rose pink.	4.00	32.50
Jean Viaud. Bright shade of mauve rose	4.00	32.50
La Favorite. Finest pure white	4.00	32.50
Miss F. Perkins. Deep rose	4.00	32.50
Mme. Buchner Snow white	4 00	32 50
S. A. Nutt. Deep crimson	4.00	32.50
Mrs. E. G. Hill	4.00	32.50
3-in. of the above varieties	5.00	45.00
Rooted Cuttings		18.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

FLORIST, near city, having spare acre, can have cut flowers from 100,000 Gladiolus bulbs, in exchange for rental of acre. For particulars, address Experience Grower, care The Florists' Exchange.

HARDY PLANTS

Strong; field-grown plants, 2 years old. Aquilegia Hybrids, Achilles The Pearl, Alyssum Saxatile, Anthemis Kelwayi, Astilbe Japonica and Davidii, Baptisia Australis, Boltonia Asteroides and Latisquama Nana, Campanula Media, Chrysanthemums Maximum, Coreopsis Lanceolata, Delphinium Chinensis, Dianthus Barbatus and Plumarius, Funkia Media Variegata, Hibiscus Moscheutos and Crimson Eye, Iris Germanica and Orientalis, Lychnis Chalcedonica, Pentstemons in named varieties, Rudbeckia Purpurea. Send for Trade List. $5.50 per 100, $50.00 per 1000. Palisades Nurseries, Inc., Sparkill, N. Y.

HELIANTHEMUMS

Strong, field or pot grown plants. Mutabile Croceum and dbl. Orange, $5.50 per 100, $50.00 per 1000. Palisades Nurseries, Inc., Sparkill, N.Y.

Continued on Next Column

STOCK FOR SALE

HEMEROCALLIS

Strong clumps. Flava, Kwanso, fl. pl. Orangeman, Thunbergi, Florham, Apricot, etc., $4.00 per 100, $35.00 per 1000.
Palisades Nurseries, Inc., Sparkill, N. Y.

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and Single, mixed colors, $4.00 per 100. Other Hardy Plants also.
WAYSIDE GARDENS, MENTOR, OHIO.

HYDRANGEAS

HYDRANGEAS—Pot-grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibraye, Radiant, Bouquet Rose, Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Cbautard, Lily Mouilliere.

Flowering branches	Per 100
4	$20.00
5 to 6	30.00
7 to 10	40.00
10 to 12	50.00
12 to 15	75.00

Terms: Cash with order. Packing charges of 5% of value of order will be added.
Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS

Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.	Each
7-inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2½-inch	.05

A. Colle, Doylestown, Pa.

HYDRANGEAS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New York.

JERUSALEM CHERRIES

JERUSALEM CHERRIES—See display.
Roman J. Irwin, 108 West 28th st., New York.

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $14.00; 1000, $27.00.
Vaughan's Seed Store, New York

MYOSOTIS

MYOSOTIS—Winter-flowering. 2½-in., 4c.
W. C. Ehmann, Corfu, N. Y.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6 00
Pandanus Veitchii, from open, for 4-in pots	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10 00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J.B.Braun, Parkside Greenhouses, Hightstown, N.J.

Pansy plants of my largest flowering mixtures of show varieties, unsurpassed quality, good size stocky plants (July sown), $3.00 per 1000; same size plants in white, light blue and yellow, $3.00 per 1000, 500 at 1000 rate.
Gustav Pitzonka, Pansy Farm, Bristol, Pa.

PANSIES—Plants for greenhouse planting Extra large, strong, transplanted plants in bloom. "Superb strain". $1.00 per 100. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

PANSIES—Giant-flowering, $3.00 per 1000; Steele's Private Stock, $4 00 per 1000. Cash. Strong plants; Aug. sown; well packed.
C. C. Breece, Delaware, Ohio

PANSIES—Extra select strain. Transplanted plants. $6.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

PANSY PLANTS—First-class, 60c. per 100, $3.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

2½-in. pots Easter Greeting and the best of other varieties, all named and separate, $10.00 per 100. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

PELARGONIUMS

PELARGONIUMS—See page 775.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Quality guaranteed to please YOU.
Harmel Peony Co., Berlin, Md.

PERIWINKLE

PERIWINKLE—Vinca Minor. Strong, field-grown. $8.00 per 100, $75.00 per 1000.
Thomas B. Meehan Co., Dresher, Pa.

POINSETTIAS

POINSETTIAS—For Christmas; plenty for everybody. Free delivery in Newark and the Oranges. Come and see them.
Jakobsen Floral Co., Westfield av., Springfield, N.J.

PRIMULAS

ENGLISH PRIMROSES
Are you wondering what to fill your houses with after the early 'Mums are cut? Why not plant English Primroses? They don't require much heat and are certain to prove a profitable investment. Superb as pot plants or for cutting. Field-grown clumps.
$8.00 per 100, $75.00 per 1000.
CHARLES H. TOTTY COMPANY
MADISON, NEW JERSEY

PRIMULA OBCONICA
You can cut flowers from these plants all Winter and still have a valuable plant for Easter sales.
Our "strain with a reputation" is of highest merit.
Strong, 2¼-in., for immediate shipment, in 6 leading varieties, $5.00 per 100, $45.00 per 1000
Henry Schmidt, 673 Church Lane, No. Bergen, N.J.

PRIMULA—Obconicas, Giganteum. 2¼-in., $3.50 per 100; transplanted plants, $2.00 per 100, postpaid. Chinese Primroses, 4-in., $8.00 per 100. All the above plants are imported strain of mixed colors, including Xmas red, and ready to shift.
Charles Whitton, York and Gray av., Utica, N. Y.

PRIMULA OBCONICA GIGANTEA—Fine, large plants, mostly rose and red, in bud or bloom. 4 in. $8.00 per 100; 5-in. $15.00 per 100. Chinese 4-in. $8.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N.Y.

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.
J. H. Fiesser, North Bergen, N. J.

PRIMULA MALACOIDES—2½-in. Ready now. $4 00 per 100, $35.00 per 1000. Cash with order. Wm. Mears, Rumson, N. J.

PRIMULA OBCONICA
Fine, large plants Mammoth flowering
4-in. 8c.
SAMUEL WHITTON
Churchill Ave. Utica, N. Y.

PRIMULA—Malacoides. Fine for cut or pot plants. Fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	

AMOOR RIVER NORTH

18 to 24-in., well branched	$3.00	$25 00
2 to 3 ft. well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK. HIGHTSTOWN, N. J.

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528
Western Rose Co., Pasadena, California

New and standard Roses for all uses; get list.
Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA BONFIRE—2-in. strong plants, bud and bloom, 2½c. Cash please. No attention to C. O. D. Clover Leaf Floral Co., Springfield, Ohio.

SEDUMS

Strong clumps of 4-in pots. Spectabile, Brilliant, Atropurpureum, Oppositifolium, etc. $5.00 per 100, $45.00 per 1000
Palisades Nurseries, Inc., Sparkill, N. Y.

Continued on Next Page

STOCK FOR SALE

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
Northern greenhouse grown, guaranteed the genuine Nanus and true to type.
Per 1,000 seeds.....$3.50
Per 10,000 seeds.....30.00
Special prices in larger quantities
ASPARAGUS SPRENGERI SEED
Per 1,000 seeds.....$1.50
Per 10,000 seeds.....12.50
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

SWEET PEA SEED
We offer for immediate delivery Zvolanek's complete list of the best standard varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.
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SWEET PEA SEED
All the best commercial varieties. Orchid flowering. Send for complete list with prices.
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ASPARAGUS—Sprengeri. Fresh stock. 75c. per 1000, $6.00 per 10,000.
O. Herms, Port Richey, Fla.

SNAPDRAGONS

	100	1000
Peachblow	$6.00	$50.00
Ramsburg's Silver Pink 2½-in.	6 00	50 00
Phelps' White. 2½-in.	6.00	50 00
Phelps' Yellow. 2½-in.	6.00	50.00
Giant Yellow. 2½-in.	6 00	50.00
Nelrose. 2½-in.	6 00	50.00
Keystone. 2½-in.	6.00	50.00
Enchantress.	6.00	50.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

SNAPDRAGONS—Silver Pink, Nelrose, Yellow, White and Enchantress. Strong, well branched plants, no disease. 2¼-in and 2½-in., $3.50 per 100. Must sell, closing house, reason for low low price. Cash with order.
Edw. M. Peirce, 49 Cottage st., New Bedford, Mass.

SNAPDRAGONS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4-in. 15c.; 5-in. 30c.; 6-in. 40c. None but well berried plants sent out; pot grown.
Abbey Ave. Greenhouses, Dayton, O.

STEVIA

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 775.
Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCA MINOR—Periwinkle. Strong, field-grown, $8.00 per 100, $75.00 per 1000.
Thomas B. Meehan Co., Dresher, Pa.

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINES

VINES, HONEYSUCKLES, ETC.—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

MISCELLANEOUS STOCK

DELPHINIUM—Mixed Hybrids. Strong, 1-yr old plants, $7 per 100; 3-yr. old, $10.00 per 100; seedlings, $3.00 per 100. Seedlings, mixed, Sweet William, $1.00 per 100; 50 clumps of Dahlia Nymphea, pink, 50c. each. Thomas Parkinson, 26 Grand View av., Norwalk, Conn.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

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LARGE ASPARAGUS ROOTS FOR FORCING 3 yr., $1.50 per 100, $7.50 per 1000; 4 yr., $2.50 per 100, $12.00 per 1000; 8-yr., $1.75 per doz., $10.00 per 100.
Harry P. Squires, Good Ground, N. Y.

WITLOOF CHICORY OR FRENCH ENDIVE ROOTS—For forcing, $3.00 per 100, $25.00 per 1000.
Harry P. Squires, Good Ground, N. Y.

CHICORY WITLOOF ROOTS—A few thousand left. Write for special price to clean up. Easily forced under benches; no extra coat.
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LETTUCE PLANTS—Good, stocky Grand Rapids, $1.50 per 1000. Best forcing Tomato plants, $1.00 per 100. Will H. Carl, Elysburg, Pa.

PARSLEY PLANTS—Double curled, 40c. per 100, $1.90 per 1000.
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LETTUCE PLANTS—Grand Rapids and Big Boston, $1.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

Continued on Next Column

STOCK FOR SALE

FRUITS AND VEGETABLES

LARGE RHUBARB ROOTS—For forcing, $1.50 per doz., $6.50 per 100.
Harry P. Squires, Good Ground, N. Y.

FOR SALE OR RENT

FOR SALE—One of the best equipped greenhouse establishments, with the finest store, in a city of 25,000. Store rents at reasonable price. Cars run past store and also one half block from greenhouses, which is only 5 blocks from center of the city. The land consists of 35 building lots, 40 ft. front, 4 acres and 6 perches, sloping about 10 degrees from the south. One 8-room dwelling, all on one floor, built of stucco, with 2 large cement front steps; 1 large 2-story stable, 26x50, built with No. 1 white pine. The greenhouses consist of one 33x200, one 22x200 and one 6x200, all Lord & Burnham built, all double thick A. glass. The heating is by steam, with a 50 h. return tubular boiler, and all fitted with 1¼-in. wrought iron pipe. Cellar big enough to store 125 tons of anthracite coal, coal being taken to the boilers with scoop shovel on a track at ceiling; ashes are put straight out on dump cart. Cellar of building is 12 ft. deep and 90 ft. long, made of concrete. The place is stocked for the winter with 50 per cent of buckwheat coal, plants and bulbs, also a fine lot of Rose plants for Easter. 1 horse, 2 delivery wagons, 1 board wagon, 1 dump cart, 3 sets of harness, about 45,000 pots, all necessary tools, also about 4,000 Carnation supports that have never been used. The place was built only 4 years ago. Good business—can't grow enough for the store. Will be sold for less than what the land is worth, as I would like to retire from business on account of death in family. Will take ⅓ down and the balance on easy terms. For particulars. Address P. L. care The Florists' Exchange.

FOR SALE—Greenhouses, land, stock, store, etc. Established 25 years. Yearly business $75,000. Will sell outright or incorporate.
H. F. Littlefield, Worcester, Mass.

FOR SALE—Having other business that requires my attention, I offer my 14 greenhouses and connecting store for sale. The greenhouses, consist of 35,000 ft of glass, all in first-class condition. Season's coal supply on premises. Houses are all planted for winter. Also a fine 12-room dwelling house, stables and garage.
Greenhouses have been established 20 years and doing a fine business in a town of 25,000. Books are open for inspection.
A chance of a life time—who wants it?
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FOR SALE—2 greenhouses, land and dwelling, all stocked and running. Address Leo R. Eberenz, R. R. 29, Box 34 Wellston st., St. Louis, Mo.

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FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.50 per box. 14x18, $4.50. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c., ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof, drip bars, 2c. ft. 3 Kroeschel Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing ave., Brooklyn, N. Y.

FOR SALE—40 boxes of glass, 16x24, grade B. D. 40 boxes of glass, 8x10; 48 manifolds for 3 ends; 4 runs of pipe, 2-in., 4 valves, 4-in.; ¾-in. valve; 1 tank; 1000 gallons; all kinds of 2-in. fittings, 25c. each. No glass shipped. Ulrich Bros., Pennsylvania av. and Cosine st., Brooklyn, N. Y.

FOR SALE—25 boxes, 6x8, single thick glass; horse, wagons and harness. Florist, 671 West 187th st., New York.

FOR SALE—25 new hot bed sashes, 3 ft.x6; 8x10 glass. Will sell lot for $37. Never been used.
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CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

Continued on Next Column

SUNDRIES FOR SALE

LABELS

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

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SPHAGNUM MOSS—10 bbl. bale, $3.25; 2 bales $6.00; 2 5-bbl. bales, $3.75. Live Sphagnum $1.25 bag. Green lump moss, $1.50 bag. Green sheet moss, $1.50 bag. Burlap, 50c. extra; cash, 5c. less. Jos. H. Paul, Box 156, Manahawkin, N. J.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

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WANTED—To purchase, or lease, a range of glass, 20 to 25,000 sq. ft., near N. Y. City; Jersey preferred. Address P. D., care The Florists' Exchange.

WANTED—To buy, 2nd. hand Kroeschell hot water boiler, No. 9 and 10, in good condition. Not far from Middle Atlantic States. Address P. F., care The Florists' Exchnage.

Peirce Paper Flower Pot

Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.

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Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.

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RUTHERFORD, N. J.

ORCHIDS PALMS

and Plants of Every Variety

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A Client Writes:

"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

When ordering, please mention The Exchange

Philadelphia

(*Continued from page* 799)

Patriotic Boutonnieres

T. Nielson Geiger did a rushing business during the peace celebration with his patriotic boutonnieres. The boutonniere was made up of a red and white Carnation and a few Violets. They could not be turned out fast enough.

The seed houses are in the thick of getting out their bulb orders; so far the present supply is inadequate to the demand. Moreover, the number of varieties have been cut down and the list comprises only the leading standard sorts and in some instances only a few of one variety is to be had.

It is pleasing to hear that Jos. G. Neidinger is on the high road to recovery, following his operation.

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
3075 S. SPAULDING AVE.
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LARGE STOCK

All sizes, threaded and coupled or cut to length

Your inquiries solicited

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396 Broadway, New York

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Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer, or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
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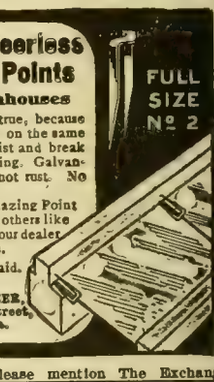

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Greenhouse Glass

Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices

Royal Glass Works
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GLASS

9 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.

L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS

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CAST IRON BOILERS

THAT LET THE FLORIST SLEEP

GIBLIN & CO. 107 Broad St. UTICA, N. Y.

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NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots.
$2.00 per single gallon.
Metropolitan Material Co
PATENTED GREENHOUSES
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—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

A Group of Stearns Cypress Greenhouses

Why r use Cypress for you. dge, Sill, etc.?
Mo rable Than In Costs Less Than Less Glass
Peck press for Bench Lumber Cypress Cla Boarding
ASK FOR CIRCULAR E
Th A. T. Stearns Lumb Co.
NEPONSET—BOSTON, MASS.

When ordering, please mention The Exchange

Heid Kerose e Heater
The "HEID KEROSENE HEAT pressure. No ashes to remove, and ca
By order of the United States F ministrator, florists will get only 50 of their coal this season.
WHY NOT BURN KEROSEN CRUDE OIL AND SAVE COAL?
With a few pounds of coal y not heat water or make steam, but with five gallons of oil in my Heater you ou can heat your greenhouses quicker; it is cleaner and, above all, a tim . Equally adapted for heating private residences. Write for prices. writing give width of and door of boiler, size of grates and height of chimn
You can see the heate ng successfully any time by appointment. I will be pleased to explain it t
FRANK HEID. South Broadway, Tarrytown, N. Y.

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FOR EENHOUSES
Our p an be had by mail, it will u to get them. We carry the l stock of specially selected glas reater New York and can su y quantity from a to a on a one day notice and at Bottom Prices
ARSHELSKY BROS. Inc.
Johnson, Stewart and Evergreen Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

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Don't Waste Space In your Greenhouse Mr. H. J. Potomkin Says
MR. H. J. Potomkin, of Muncie, Ind., writes:
"After putting the Skinner system in my greenhouse I was able to, took up the pipes, and turned them into pro

	100
	$6.00
	15.00
	20.00
	25.00
	35.00

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FOR GREENHOUSE GLAZING

M. F. KASTING CO.
568-570 WASHINGTON STREET
BUFFALO, N. Y.

JACOBS BUILT TO LAST GREENHOUSES
HOTBED SASH
MATERIAL AND GLASS
S. JACOBS & SONS
1365-1379 FLUSHING AVE., BROOKLYN, N. Y.

PLANS AND PRICES SUBMITTED

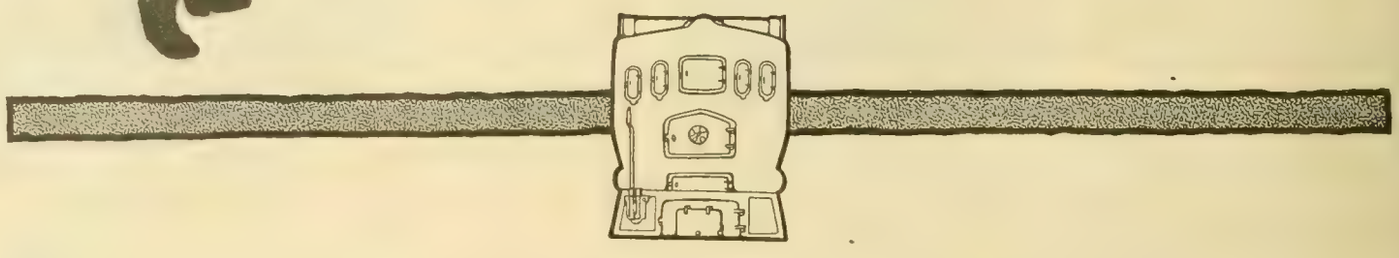
TII FERNS. 5-
Best 15c. each; Specimen 10 and 12-in. pots, from to $10.00.
5-in. 50c., 6-in. 75c.
REANA. 6-in. $1.00, 5-in. 75c. These good for immediate shipment. All good the money. Shipped without pots to save ssage.

GERANIUMS
GERANIUMS in a good assortment, including **Ivy Geraniums** and **Scented.** 2-in. $2.75 per 100, $25.00 per 1000, 3-in. $4.00 per 100, $35.00 per 1000.
SALVIA Splendens, HELIOTROPE, COLEUS, BEGONIAS Vernon, HARDY ENGLISH IVY, SWAINSONA. 2-in. $2.50 per 100, $22.50 per 1000; 3-in. $3.50 per 100, $30.00 per 1000.
COLEUS BRILLIANCY, sometimes called **Christmas Gem.** 2-in. $3.00 per 100, $30.00 per 1000; 3-in. $4.00 per 100, $35.00 per 1000.

Our new catalogues are being mailed; if you have not received yours, write us. There are some changes in prices; all former prices are cancelled. Cash with order.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

How do you feel about it By this Time?



GETTING the heat out of your coal that you ought to?

What's to blame?

Is it a poorer grade than usual; or filled with "scoopings" like so much was last year?

Is it so that your boiler ought to have another section, or that some of the coils act kinky and don't heat up quickly?

If any of these things are so, don't you think it would pay you to send for our Coal Eater Detective and find out what's wrong and make it right?

Of course his detecting services may cost you something. But the chances are he will also save you something.

We don't guarantee he will make one ton do the work of two, but we do know that if you are burning needless coal he will locate the reason why and tell you exactly how to overcome it.

Hitchings Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

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THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 21 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) NOVEMBER 23, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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Extra strong, heavy plants, well finished for immediate delivery

	100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-in. pots	$8.00
	Each
Elegantissima compacta, muscosa and Smithii, 3½-in. pots	.35
Elegantissima, 6-in.	.75
8-in.	1.50
Elegantissima and elegantissima compacta, 10-in.	3.00
12-in.	5.00
Muscosa and Smithii, 5-in.	.75
6-in.	1.00
Harrisii, 8-in.	1.50
Bostoniensis nanus (Dwarf Boston), 3½ in.	.25
6-in.	.50
8-in.	1.00

F. R. PIERSON CO.

Tarrytown, New York

Christmas Plants

Place your order now for Christmas Plants

On account of the scarcity of Flowering Plants, there will be a large demand for made-up baskets and specimens of

Ornamental Plants, Palms and Ferns

Highly colored DRACAENAS, CROTONS, PANDANUS VEITCHII, etc. BIRD'S NEST FERNS, MYRTLE, RUBBERS and ADIANTUM CROWEANUM in all sizes

ADIANTUM Gloriosa Lemkesii

THE NEW GLORY FERN

We have ready for shipment an excellent stock of this new variety of **Farleyense,** which is as hardy and will stand up in homes and stores as well as Adiantum Croweanum. It is of good form and beautiful color, the new fronds being tinted with pink. We shall send this out this season in place of the old type of **Farleyense,** and we believe it can be used more extensively than that variety—especially on account of its keeping qualities.

5-inch pots.....$1.00, $1.25 each
6-inch pots.....$1.50, $1.75 to $2.00 each

If you have not received our recent Wholesale List, ask for one

A. N. PIERSON, INC.
CROMWELL, CONN.

IN THIS ISSUE

Full Steam Ahead

Thanksgiving Day, 1918

Holland's Side of Plant Importation

Symposium on Poor Dahlias

The Retail Salesman

Are You Preparing for this Opening?

FRENCH ROMAN HYACINTHS

$6.00 per 100, $55.00 per 1000.

JERUSALEM CHERRIES

(CLEVELAND)

3-in. fine finished stock.....$20.00 per 100
4-in. fine finished stock..... 35.00 per 100

FRENCH HYDRANGEAS

SPECIAL OFFER— Finest colors, Best varieties

Flowers	100
1 to 3	$6.00
3 to 4	15.00
4 to 5	20.00
5 to 7	25.00
7 to 12	35.00

WM. F. KASTING CO.

568-570 WASHINGTON STREET

BUFFALO, N. Y.

FERNS

BOSTON and SCOTTII FERNS. 5-in. 25c., 4-in. at 15c. each; Specimen plants, in 10 and 12-in. pots, from $5.00 to $10.00.

NORWOOD FERNS. 5-in. 50c., 6-in. 75c.

KENTIA BELMOREANA. 6-in. $1.00, 5-in. 75c. These prices are only good for immediate shipment. All good value for the money. Shipped without pots to save expressage.

GERANIUMS

GERANIUMS in a good assortment, including **Ivy Geraniums** and **Scented.** 2-in. $2.75 per 100, $25.00 per 1000, 3-in. $4.00 per 100, $35.00 per 1000.

SALVIA Splendens, HELIOTROPE, COLEUS, BEGONIAS Vernon, HARDY ENGLISH IVY, SWAINSONA. 2-in. $2.50 per 100, $22.50 per 1000; 3-in. $3.50 per 100, $30.00 per 1000.

COLEUS BRILLIANCY, sometimes called **Christmas Gem.** 2-in. $3.00 per 100, $30.00 per 1000; 3-in. $4.00 per 100, $35.00 per 1000.

Our new catalogues are being mailed; if you have not received yours, write us. There are some changes in prices; all former prices are cancelled. Cash with order.

R. Vincent, Jr. & Sons Co.

WHITE MARSH, MARYLAND

DUTCH BULBS

Need NO COAL—Need No Bench Room

There will be a shortage of Easter Plants

Plant More Bulbs

Single Hyacinths

FIRST SIZE—Gertrude. Deep pink.

SECOND SIZE—Gertrude. Deep pink.

THIRD SIZE OF LARGE BEDDING
Gen. De Wet. Light pink, large truss.
Gertrude. Deep pink, extra forcer.
Gigantea. Light pink, large truss.
Moreno. Bright rose.

MIXED BEDDING to color
Red, Pink, Pure White, Light and Dark Blue; and Mixed All Colors.

MINIATURE OR DUTCH ROMANS
Extra fine for cutting or growing in pans.
Garibaldi. Deep red.
Gen. De Wet. Light pink, large truss.
Gigantea. Light pink, large truss.
Moreno. Bright rose.
Roi Des Belges. Deep red.
Baronesse Van Thuyll. Pure white, early.
La Grandesse. Pure white.
L'Innocence. Pure white.
Gen. Antinck. Double porcelain blue.
Grand Maitre. Porcelain blue.
Marie. Dark blue.
Mixed. All colors

	Per 100	Per 1000
First size	$6.50	$60.00
Second size	4.50	42.00
Third size, large bedding	3.25	30.00
Mixed bedding, to color	2.50	23.00
Miniature or Dutch Roman's	2.00	18.00

Darwin Tulips

	100	1000
Painted Lady. White	$1.75	$15.50
In varieties. (Our choice)	1.75	18.00

Cottage Tulips

(May Flowering)

Bouton d'Or. Deep yellow	1.50	14.00
Inglescombe Yellow. Yellow Darwin	2.25	20.00
Isabella. Primrose yellow, red feathered	1.25	12.00
Bourgondien's Fine Mixed	1.25	12.00

Gladioli (Winter Flowering)

Fine Mixed	1.00	9.00

Ranunculus

	100	1000
Americaine. Orange	1.00	8.00
Asbeck. Cream-yellow	1.00	8.00
Mathilda Christina. White	1.00	8.00
Primrose Beauty. Primrose yellow	1.00	8.00
Mixed. All colors	.75	6.00

Freesia Purity

First size, ½-inch	.75	6.00

Spanish Iris

	1000
Alex. Van Humboldt. Fine blue	$7.50
Belle Chinoise. Deep yellow, large forcing size	10.00
British Queen. Fine white, large forcing size	10.00
Chrysolora. Yellow, large forcing size	10.00
Darling. Deep blue, early	7.50
Darling. Large forcing size	10.00
L'Innocence. Extra fine white	7.50
L'Innocence. Large forcing size	10.00
Lilaceus. Blue with bronze falls	7.50
Lilaceus. Large forcing size	10.00
La Tendresse. Large canary yellow	7.50
La Tendresse. Large forcing size	10.00
Princess May. Blue with bronze falls	7.50
Princess May. Large forcing size	10.00
Queen Wilhelmina. White, large forcing size	10.00
Raphael. White with blue tint, tall	7.50
Raphael. Large forcing size	10.00
Souvenir. Very attractive blue	9.00
Souvenir. Large forcing size	12.00
Extra Fine Mixed	5.00

English Iris

	100	1000
Fine Mixed	1.00	9.00

Terms of Sale **60 days net, 3% discount for cash with order. Unknown correspondents please give references. All prices F.O.B. Arlington, N. J. All goods are offered as far as unsold. One-half per cent. per month will be added to any overdue bill. We will not be in any way responsible for the crop.**

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IRIS TINGITANA

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Net Cash
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P. O. Box 124

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Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	¼ lb.
Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, flushed pink	.25	1.25	3.50
Wedgewood. Clear blue	.25	1.25	3 50
White Orchid. Pure white	.15	.75	2.50

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
Yarrawa. Rose pink and cream	.15	.60	1.00

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List of Advertisers

These advertisers are catching the eye weekly of the most active buyers there are in the world for your goods.

len, J. K. ... 841
pha Floral Co. ... 831
nerican Bulb Co. ... 814
nderson, J. F. ... 818
nderson, S. A. ... 828
phine Mfg. Co. ... 870
chmann Bros. ... 819
chmann, Godfrey. 818
chley, Ernest ... 828
udubon Nurs. ... 822
venue Floral Co. ... 832
aker Bros. ... 830
aker, Wm. J. ... 843
arclay Nursery ... 814
arr, B. F. & Co. ... 822
arrows, Henry H. ... 818
aumer, A. R. ... 831
aur & Steinkamp. ... 819
ayersdorfer & Co. ... 836
ay State Nurs., The. 822
eaven, E. A. ... 836
eckers' Cons. ... 828
eckerts Seed Store. ... 814
egerow Floral Co. ... 832
emb Floral Co., L. ... 830
ennet, C. A. ... 819
ertermann Bros. Co. 831
oddington Co., Inc. 808
olgiano & Son, J. ... 817
onnet & Blake ... 841
oston Floral Supply Co. ... 808
owe, M. A. ... 832
raun, J. B. ... 817
reitmeyer's Sons, J. 830
rown, Peter ... 817
rown Bag Filling Mach. Co., The ... 817
ryan, Alonzo J. ... 817
uckbee, H. W. ... 833
unyard, A.T. ... 832
urnett Bros. ... 814
urpee, W. A. & Co. 817
utler & Ullman ... 832
Byer Bros ... 817
Caldwell Co., W. E. ... 846
Caldwell the Woodsman Co ... 837
Campbell Bros. ... 818
Caplan, Florist. ... 828
Carbone, Florist. ... 828
Champion & Co., John N. ... 832
Chicago Feed & Fertilizer Co ... 820
Chicago Flower Growers Ass'n, The ... 842
Childs, John Lewis ... 814
Christensen, Thos. P. 818
Clarke's Sons, D. ... 832
Clay & Son ... 820
Coan, J. J. ... 839
Coggeshall Co., The ... 848
Colonial Flower Shop. 828
Colorado Seed Co. ... 819
Conard & Jones Co. ... 819
Coombs, Florist ... 830
Cowee, W. J. ... 836
Cowen's Sons, N ... 846
Craig Co,, Robt. ... 819
Crowl Fern Co. ... 836
Cut Flower Exch. ... 841
Danker, Florist ... 828
Dards, ... 832
Day Co., W. E. ... 834
De Buck, John. ... 822
Dorner & Sons Co. ... 819
Dreer, H. A ... 814-46
Drumm Seed & Floral Co. ... 830
Eble, Chas. ... 832
Edlefsen-Leidiger Co. 831
Edwards' Folding Box Co ... 836
Edwards, Harry B. ... 822
Emmans, G. M. ... 818
Eskesen, Frank N. ... 818
Fallon, Florist ... 833
Fenrich, Joseph S. ... 840
Fetters, Florist ... 830
Lewy, D. ... 839
Fletcher, F. W. ... 814
Foley Greenhouse Mfg. Co. ... 847
Ford, M. C. ... 839
Ford, Wm. P. ... 841
Fottler, Fiske, Rawson Co. ... 812
Friedman, Florist. ... 828
Friedman, J.J. ... 820
Froment, H. E. ... 841
Galvin, Thos. F. ... 832
Gasser Co., J. M. ... 828
Giblin & Co ... 816
Girvin, Willis B. ... 817
Gnatt Co., The Ove. 837
Goldstein & Futterman ... 841
Gove, The Florist ... 828
Graham & Son, A. ... 828
Grakelow, Florist. ... 833
Grandy, The Florist. 832
Gude Bros. Co. ... 834
Gunther Bros. ... 841
Habermehl's Sons ... 833
Hahn, Florist ... 828
Hanford, R. G. ... 818
Hardesty & Co. ... 828
Hart, George B. ... 837
Heacock Co., Jos. ... 818
Heid, Frank ... 847
Heiss Co ... 840
Henry Co., John ... 837
Henshaw Floral Co. ... 839
Hentz & Nash, Inc. ... 841
Herr, A. M. ... 817
Hess & Swoboda ... 833
Hession ... 832
Hews & Co., A. H. ... 820
Highland Pk. Gnhs. ... 831
Hill Co., E. G. ... 842
Hitchings & Co ... 846
Hill Floral Co., E. G. 828
Hill Nursery Co., The D. ... 819-22
Hollywood Gardens. 834
Holm & Olsen. ... 833
Horan, E. C. ... 841
Horn & Bros., John F. 828
Hotaling, the Florist. 828
Howard Rose Co. ... 822
Irwin, R. J. ... 815
Jackson & Perkins. 819-22
Jacobs, Barney B. ... 839
Jennings, E. B. ... 818
Johnston Bros. ... 833
Johnston & Co., T. J. 833
Joseph's Florist ... 833
Joy Floral Co. ... 832
Kasting, Wm. F. Co. 805
Keller, John A. ... 831
Keller Pottery Co. ... 820
Keller Sons, J. B. ... 833
Kelway & Sons. ... 817
Kerr, The Florist. ... 831
Kervan Co., The ... 836
Kessler, Wm. ... 811
Knable Bros. ... 828
Kooyman Co., Inc. C. 814
Kottmiller, Florist. ... 832
Kroeschell Bros. Co. ... 847
Kuebler, Wm. H. ... 841
La Garde & Speelman. 806
Lang Floral & Nurs. Co. ... 830
Lange, A. ... 828
Lange, H. F. A. ... 834
Langjahr, A. H. ... 841
Leahy's ... 830
Leonard Seed Co. ... 808
Liggit, C. U. ... 817
Littlefield & Wyman. 822
Lockland Lumber Co. 847
London Floral Shop. 833
Lord & Burnham Co. 848
Lovett, Lester C. ... 822
Lovett, Inc., J. T. ... 819
Ludwig Floral Co., E. C. ... 833
Mackie, W. ... 841
Macnair, Florist. ... 833
Mader, Paul. ... 818
Malandre Bros. ... 832
Marshall & Co., W. E. 817
McCallum Co. ... 837
McCarron, Miss. ... 831
McClunie, Geo. G. ... 830
McHutchison & Co. 812
McManus, James. ... 841
Meehan, C. E. ... 843
Metarie Ridge Nursery Co., Ltd. ... 832
Metropolitan Material Co. ... 847
Meyer, Adolph. ... 832
Michell Co., Henry F. 808
Michigan Cut Flower Exchange. ... 837
Michler Bros. Co. ... 831
Miller, A. L. ... 819
Miller Floral Co. ... 833
Mills, the Florist. ... 831
Mountain View Floral Co. ... 822
Munk Floral Co. ... 830
Murray, Samuel. ... 831
Murray, Florist. ... 832
National Florists' Board of Trade. ... 819
Neidinger Co., J. G. 836
New England Florist Supply Co., Inc. ... 842
Nicotine Mfg. Co. ... 820
Niessen Co., Leo. ... 843
Noe & Sampson ... 841
Ouwerkerk, P. ... 822
Palmer, F. E. ... 828
Palmer & Son, W. J. 828
Papworth, Harry. ... 832
Park Floral Co., The. 830
Parshelsky Bros., Inc. 847
Peacock Dahlia Farms ... 819
Peirce, E. Allen. ... 846
Penn, The Florist. ... 828
Pennock Co., S. S. ... 843
Peerless Iron Pipe Exchange, Inc. ... 846
Peters & Reed Pottery Co. ... 820
Pfaff & Kendall ... 847
Philips Bros. ... 832
Pierce Co., F. O. ... 846
Pierson, Inc., A. N. 805
Pierson Co., F. R. ... 805
Pikes Peak Floral Co. 828
Pillsbury, I. L. ... 830
Pittsburgh Cut Flower Co. ... 836
Poehlman Bros. Co. ... 842
Polykranas, G. J. ... 841
Pulverized Manure Co., The ... 820
Purdie & Co., D. S. ... 831
Purnell, W. Z. ... 836
Ramsburg, G. S. ... 820-14
Randall's Flower Shop 834
Randolph & McClements ... 833
Rawlings, Elmer ... 817
Reck, John & Son ... 828
Reed & Keller ... 836
Reinberg, Peter ... 842
Rice Co., M ... 836
Riedel & Meyer, Inc. 841
Ritchy, F. W. ... 817
Riverview Nursery ... 822
Robinson Co., H. M. 841
Rock Flower Co., W. 831
Robinson & Co., Inc., H. M. ... 837
Rodgers Floral Co. ... 828
Rochelle & Son, F. W. 820
Roehrs Co., Julius ... 819
Rosedale Nurseries ... 819
Rosemont Gardens ... 831
Rosary Flower Shop. 828
Royal Glass Works ... 846
Rumbley Co., The ... 836
Rupp, John F. ... 814
Sauter, A. ... 841
Sceery, Ed. ... 833
Schling, Inc., Max., Seeds ... 814
Schling, Inc., Max., Flowers ... 832
Schmidt, J. C. ... 817
Scholtz, the Florist, Inc ... 828
Schramm Bros. ... 834
Schulz Co., Jacob. ... 831
Schwacke & Co., C. ... 812
Scollay, John A. ... 847
Scott, Florist. ... 828
Scottwood Gnhs. ... 834
Serphos, Norman. ... 812
Sheridan, Walter F. ... 841
Siebrecht, Geo. C. ... 841
Skidelsky & Co., S. S. 812
Skinner Irrigation Co. 847
Smith & Fetters Co. 828
Smith, Henry. ... 830
Smith, P. J. ... 841
Smith Co., W. & T. ... 822
Smith & Hemenway Co. ... 847
Smith & Co., Elmer D. 819
Smith, the Florist ... 830
Snyder Co., B. A. ... 842
Solomon & Son, L. ... 846
Southern Evergreen Co. ... 836
Spear & McManus. ... 831
Steele's Pansy Gardens ... 812
Storrs & Harrison Co. 819
Stumpp, Geo. E. M. 832
Stumpp & Walter Co. 806-12
Syracuse Pottery Co. 820
Taepke Co., G. H. ... 830
Thompson & Co., C. B. 831
Thorburn & Co., J. M. 814
Tomlinson Key Floral Co. ... 831
Tracy, Inc., B. Hammond ... 817-19
Traendly & Schenck. 841
United Cut Flower Co., Inc. ... 839
Van Bourgondien, K. & Son ... 806
Vaughan's Seed Store. 812
Vick's Sons, James. ... 814
Vincent, Jr., & Sons. 805
Walker Co., The F. ... 831
Watkins & Simpson 812-14
Wax Bros. ... 828
Weber, F. H. ... 833
Weir, Inc., James. ... 828
Welch Bros. Co. ... 840-42
Welch, the Florist. ... 831
Wenk, Peter. ... 817
Westman & Getz. ... 828
Whilldin Pottery Co. 820
Wilk, John. ... 817
Wilson, H. E. ... 833
Wilson, R. G. ... 828
Wolfinger, Florist. ... 832
Wood Bros. ... 819
Woodruff & Sons, S. D. 817
Young & Co., A. L. ... 841
Young & Co., John. ... 841
Young & Nugent. ... 832
Young & Sons Co., C. 833
Zech & Mann. ... 842
Zvolanek, Ant. C. ... 812

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

diantum. ... 805-15-18
geratum. ... 815
lyssum. ... 814-17
maryllis. ... 814
mpelopsis. ... 815
nemone. ... 815
reca. ... 818
sh. ... 822
sparagus. 808-12-15-17-818-19-20
splenium. ... 818-19
zaleas. ... 822
egonias. ... 805-15-18-19
tellis. ... 812
erberis. ... 819-22
leeding Heart. ... 822
ulbs. 806 08-12-14-15-20
aceolaria. ... 812-15
alendula. ... 812-15-17
allas. ... 808-14-15
annas. ... 819
arnations. ... 815-17-19
hristmas Plants. 805-18-819
hristmas Trees. ... 819-22
hrysanthemums. 815-19
ibotium. ... 818
inerarias 812-14-15-17-18
lematis. ... 822
ocos. ... 818
oleus. ... 805-14
olumbine. ... 817
oreopsis. ... 817
rotons. ... 805
ryptomeria. ... 817
yclamen. 808-12-14-15-817-18-19
Dahlias. ... 819
Daisies. ... 815-17
Decorative Plants. ... 819
Delphinium. ... 815
Dracæna. ... 805-15-17-18
Elms ... 822
Evergreens. ... 819-22
Farm Seeds. ... 817
Ferns. ... 805-15-17-18-19
Feverfew. ... 817
Ficus. ... 819
Forgetmenots. ... 817
Foxgloves. ... 817
Fraxinus. ... 822
Freesia. ... 806-08-12-14-15
Fruits. ... 822
Fruit Trees. ... 822
Fuchsia. ... 815-17
Gaillardias. ... 817
Genista. ... 815-19
Geraniums. 805-15-17-18
Gladiolus. ... 806-15-17-19
Gypsophila. ... 812-15
Heather. ... 819
Heliotrope. ... 805-15-17
Hollyhocks. ... 817
Hyacinths 805-06-15
Hydrangeas. ... 805-15-22
Iris. ... 806-14-15-22
Ivy. ... 805-15-19
Japonica 822
Jerusalem Cherries 805-18
Kentias. ... 805-15-18
Lantanas. ... 817
Lilac. ... 819-22
Lilies. ... 812-14-17-22
Lily of the Valley. ... 812
Lindens. ... 822
Lobelias. ... 814
Lombardy Poplars. ... 822
Marguerites. ... 817
Mignonette. ... 812
Myrtle. ... 805
Narcissus. ... 812-14
Norway Maple. ... 822
Norway Spruce 822
Nursery Stock 822
Oaks. 822
Onion Sets. ... 808
Orchids. ... 819-22
Palms. ... 805-19
Pandanus 805
Pansies. ... 812-14-15-17
Pelargoniums. ... 815
Peonies. ... 814-22
Perennials. ... 815-17-22
Petunias. ... 814-17
Phlox. ... 814-17-22
Phœnix 818
Pine Cones. ... 819
Pinks. ... 817
Poinsettias. ... 819
Poplars. ... 822
Populus. 822
Primulas. ... 815-17-18-19
Primroses. ... 814
Privet. ... 819-22
Ranunculus. ... 806-15
Rhododendrons. ... 822
Roses. ... 817-19-22
Rubbers. ... 805-18
Salvia. ... 805-14-18-20
Shamrock. ... 820
Seeds. 806-08-12-14-15-17-819
Shasta Daisy. ... 817
Shrub. ... 819-22
Smilax. ... 815-17
Snapdragon. 812-14-15-17-818
Solanum. ... 819
Spiræa. ... 822
Spruce Cones. ... 819
Stocks. ... 814-15-17
Swainsona. ... 805
Sweet Peas. 806-08-12-14-815
Sweet William. ... 817
Trees. ... 822
Tulips. ... 806-12-15
Ulmus 822
Vegetable Plants. ... 817
Vegetable Seeds. 808-12-814-17
Verbena. ... 808-14
Vincas. ... 815-18-20
Violets. ... 815-19

MISCELLANEOUS

Aphine. ... 815-20
Aphis Punk. ... 815-20
Artificial flowers. ... 808-36
Auto Spray. ... 815
Bamboo. ... 812
Baskets. ... 808-37
Boilers. ... 847-48
Boxes. ... 836-37
Boxwood. ... 808-36-37
Chiffon. ... 808
Christmas Cards. ... 837
Christmas Supplies 808-36
Crepe Paper. ... 808
Cycas Leaves. ... 808-37
Cypress. ... 847
Dagger Ferns. ... 836-37
Directory of Reliable Retail Houses. 828-29-830-31-32-33-34-35
Dirt Bands. ... 820
Evergreens. ... 836
Fancy Ferns. ... 836-37
Fertilizers. ... 820
Florists' Accounts Insured. 819
Florists' Supplies. 820-36-837
Fruit 808
Fungine. ... 820
Galax Leaves. ... 808-36
Glass. ... 818-46-47
Glass Cutters. ... 847
Glazing Points. ... 846
Greenhouse Construction. ... 846-47-48
Greenhouse Material. 847-848
Ground Pine. ... 836
Kerosene Heater. ... 847
Heating. ... 847-48
Holly. ... 836
Hose. ... 846
Immortelles. ... 808
Insecticides. ... 820
Irrigation. ... 847
Laurel. ... 836
Laurel Festooning. ... 836
Lemon Oil. ... 815
Lumber. ... 847
Magnolia Leaves. 808-36-837
Manure. ... 820
Mastica. ... 846
Moss. ... 836-37
Nico-Fume. ... 815
Nicoticide. ... 815
Nikoteen. ... 815-20
Paper Pots. ... 820
Pecky Cypress. ... 847
Pipe. ... 818-46-47
Pipe Fittings. ... 847
Plant Food. ... 820
Posts. ... 847
Pots. ... 820
Putty. ... 847
Putty Bulb. ... 847
Putty Machines. ... 847
Roping. ... 808-36
Ruscus. ... 808-36
Sash. ... 847
Seed Packets. ... 817
Smilax. ... 836-37
Soot Destroyer. ... 847
Sphagnum Moss. ... 836
Sprays. ... 808-36
Stakes. ... 812
Tanks. ... 846
Tobacco Products. ... 820
Toothpicks. ... 836
Vermine. ... 820
Wants. ... 844-45-46
Wax Goods. ... 808
Wholesale Florists 839-40-841-42-43
Wire. ... 837
Wire Designs. ... 837
Wreaths. ... 808-36

Editorial Contents

American Seed Trade Ass'n. ... 813
American Sweet Pea Society. ... 825
Ant and Aphis Problem ... 825
Barr & Steinkamp's Carnation No. 414 ... 826
Calla Elliottiana, Culture of. ... 813
Canary Island Onion Seed Crop. 813
Cement, Oilproof ... 843
Chrysanthemums, Groups of Prize Winning ... 826
Chrysanthemum Plant, Three-tiered ... 827
Chrysanthemum Society of America ... 843
Clubs and Societies ... 816
Coal Situation ... 824
Dahlias, Poor, Symposium on. ... 825
Florist Soldiers, Our ... 816
Flowers, Curative Value of ("Restoring Speech and Appetite") ... 813
French Horticulture, American Committee for ... 813
Full Steam Ahead. 809, 810, 826
Hydrangeas, Forcing ... 811
Meetings and Exhibitions Coming ... 816
Middle Atlantic States ... 821
'Mum Petals Turn Brown ... 811
New England States ... 821
Night Message Cost Reduced. ... 825
Nursery Dept. ... 823
Obituary:
Connell, Benjamin; Copeland, A. W.; Milliot, Mrs. Ann Frances; Sibel, Sergt. William; Young, James ... 825
Osage Oranges ... 823
Pansies, Carnations, Heliotropes 843
Paradise Apple Stocks ... 823
Perennials, Winter Seedling. ... 816
Physical Reconstruction ... 826
Plant Importation, Holland's Side of ... 824
Preference List Abolished ... 824
"Press" Censorship Off. ... 813
Retail Dept. (Illus.):
Are you Preparing for this Opening? Thanksgiving Day,, Nov. 28; Florists' Telegraph Delivery Ass'n; More Illumination Permitted; Letting Competitors Know; Ladies' S. A. F. ... 829-834
Retail Salesman, The ... 823
Rosa multiflora, Seeds of. ... 811
Rose Tour, A ... 827
Rupp, Arthur K. (Portrait). ... 816
Seed Trade, The ... 813
S. A. F. & O. H.:
National Publicity Committee. 811
Southern States ... 816
Thanksgiving Day, 1918. ... 824

Trade Notes:

Baltimore. ... 816
Boston. ... 837
Buffalo. ... 821
Chicago. ... 842
Cincinnati 838
Cleveland. ... 838
Columbus. ... 843
Denver. ... 838
Fort Wayne. ... 838
Houston. ... 816
Indianapolis. ... 843
Lancaster. ... 821
Louisville. ... 816
Montgomery. ... 816
New Haven. ... 821
New York 839
Philadelphia. ... 843
Pittsburgh. ... 821
Portland. ... 827
Providence. ... 821
St. Louis. ... 838
San Francisco. ... 827
Toronto. ... 827
Tuskegee 816
Worcester. ... 821

Week's Work, The:

Thanksgiving; Roses; Carnations; Early Carnation Cuttings; Evergreens ... 811
Western Seedsmen's Ass'n. ... 813
Western States ... 838

Christmas Specials

This Christmas will be the greatest Christmas of all time. The people will buy Christmas goods as never before. Mr. Florist, don't be afraid, don't have the slightest fear to prepare yourself ahead of time, and save yourself great disappointment.

Christmas Baskets

We have spent much time and thought to make up a CHRISTMAS BASKET, already filled with CHRISTMAS MATERIAL only, ready to be sold to your customers. The basket, which is rustic, consists of CONES, GREEN RUSCUS, PRESERVED BOXWOOD, RED RUSCUS, RED FRIEZE, etc. Every part of this basket brings forth to the mind of your customer CHRISTMAS TIME and CHRISTMAS CHEER. Each basket is boxed separately, which makes it easy to ship, insures perfect arrival, and makes it easy for your customer to carry home.

Complete Basket, Including the Box

Size A - $5.40 per doz.
Size B - 7.80 per doz.

Order Now Save Yourself Worry
Display Early

These baskets are just as good in a year from now, as all the material is preserved, and *will not dry up or lose color.*

Red Ruscus

Bright color and perfectly dry, 95c. per lb.

Green Ruscus

A No. 1 quality, perfectly flexible and good color, 70c. per lb.

Red Roping

60 yards to the ball, very best color and quality, 85c. per ball

Red Immortelles

While they last, 50c. per bunch, $5.50 per dozen bunches

We carry a full line of other

Christmas Supplies

such as POINSETTIAS, CREPE PAPER, WAX PAPER, CHIFFONS, etc.

Don't forget that we are headquarters for ARTIFICIAL FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, FROSTED MAPLE, BROWN ARTIFICIAL GALAX, etc., etc.

We handle a full line of CUT FLOWER BASKETS, and everything in FLORISTS' MANILA BOXES.

We are direct manufacturers of CYCAS LEAVES.

Boston Floral Supply Company

Manufacturers of Florists' Supplies

347-49-51-53-55-57 Cambridge St. BOSTON, MASS.

When ordering, please mention The Exchange

Spencer Sweet Peas

Sow now to follow Chrysanthemums and for early Spring and Easter flowering

Australian Winter-Flowering Spencer Sweet Peas

CÆRULEA.	CHRISTMAS PINK SHADES.	EXQUISITE (Pale Pink).
BLUSH SHADES.	COUNTESS IMPROVED (Pink).	PURPLE.
CHARM (Blue-white).	CHIEF (Maroon).	RADIANCE (Rose).
COUNTESS (Pink).	DAYBREAK (Cream).	RUBY (Crimson).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.
PINK AND WHITE			
Christmas Pink Orchid	$0.50	$1.25	$4.00
Pink and White Orchid	.15	.50	1.75
The Czar. Rose; white wing	.50	1.25	4.00
WHITE AND BLUSH			
BRIDAL VEIL. Best pure white	.15	.50	1.50
Venus. Blush white	.20	.75	2.50
White Orchid. Pure white	.15	.50	1.75
PINK AND LIGHT PINK			
Bohemian Girl. Pink self	.20	.75	2.50
Morning Star. Fine self-pink	.20	.75	2.50
Miss F. Roland. Light pink	.20	.75	2.50
Selma Swenson. Soft pink	.30	1.00	
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00	

	¼ oz.	Oz.	¼ lb.
APRICOT AND ORANGE			
Apricot Orchid	$0.20	$0.75	$2.50
Orange Orchid	.15	.50	1.50
RED AND ROSE			
Orchid Beauty. Dark rose-pink / Orchid. Bright cherry red	.15	.50	1.75
BLUE			
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50

Mixed Winter-Flowering Spencers

Containing the best sorts in a wide range of color

¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

ASPARAGUS Plumosus Nanus Seed. $2.50 per 1000; $12.00 per 5000.
CYCLAMEN SEED, B's Gigantic. Separate colors or mixed. $1.00 per 100, $9.00 per 1000.
CALLA Godfrey. Strong roots, $2.25 per doz., $17.50 per 100. Æthiopica. 6-8 in circum., $2.50 per doz., $22.50 per 100. 3-4 in circum., $1.50 per doz., $10.00 per 100.
FREESIA PURITY. ⅝ to ¾ in. diameter. $1.00 per 100, $7.50 per 1000.
DUTCH AND FRENCH BULBS are now here. Send us your list of requirements for special quotation

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 CHAMBERS STREET NEW YORK CITY

When ordering, please mention The Exchange

Michell's New Crop Flower Seeds

	Tr. Pkt.	Oz.
VERBENAS		
Mammoth Fancy Blue	$0.30	$1.25
" " Pink	.30	1.25
" " Scarlet	.30	1.25
" " Striped	.30	1.25
" " White	.30	1.25
" " Mixed	.30	1.00
SHAMROCK		
True Irish	.20	.75
VINCA		
Alba	.15	.60
Alba Pura	.15	.60
Rosea	.15	.60
Mixed	.15	.50
SALVIA		
America, or Globe of Fire	.50	5.00
Scarlet Glow (Michell's)	.50	3.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)
1000 seeds $3.00 | 10,000 seeds $25.00
5000 seeds 13.75 | 25,000 seeds 56.25

ASPARAGUS Sprengeri
1000 seeds....$0.75 | 10,000 seeds....$5.50
5000 seeds.... 3.00 | 25,000 seeds....12.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO., 518 Market Street Philadelphia, Pa.

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Pric*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAG

ONION SETS GROWERS FOR THE TRAI

When ordering, please mention The Exchange

Full Steam Ahead!

Leading Seedsmen, Florists, Nurserymen and others in the various lines covered by THE FLORISTS' EXCHANGE give our readers their idea of just what the armistice, signed last Monday, Nov. 11, means to the trade—its future from now on particularly. Naturally, where so many views are brought together there are conflicting ones, but the consensus of opinion is clearly to the effect that very shortly, with every impediment removed, we will be able to drive ahead at our fullest capacity and toward a more generous and profitable business than has ever been known in our history

Follows Some of the Replies:

J. C. Vaughan, President Vaughan's Seed Store, Chicago and New York:

The immediate outlook for commercial florists is good. ere is money to spend the coming months and enough ple have it to make our trade good. The grower produces a good supply will get big prices if he s them, and because of last year's losses he is now itled to recoup himself. The retailer who provided a line of attractive flowers, plants and greens will get the business he can do if he uses reasonable publicity. short, I predict good winter business for those who prepared for it, and partly for one simple reason: many of our trade discouraged by early coal restrics have not provided even a normal supply or output. t busy and push your trade. The war is over. Forget ex-Kaiser.

R. Brunswick, Secretary M. Rice Co., Florists' Supplies, Philadelphia:

We firmly believe that for the next two years at least the rists are going to experience the biggest business that ey have ever had in their history. Regardless of what ect the reconstruction period may have on businesses at have been profiting from war industries, we feel that e effect of the armistice and peace can bring nothing t good to the florists' trade.

The resumption of normal social activities, the gradual urn of the troops over a period probably covering the xt two years, with its attendant celebrations and fe ities of all kinds, seems to us certain to make the demand flowers and floral decorations the greatest the trade has own. We are especially optimistic about the future.

R. A. Vincent of R. Vincent, Jr. & Sons Co., White Marsh, Md.:

Why should not the florist rejoice as much as others that ace has come? Our armies have helped win the greatest ctory the world has ever known. The florists and gar ners have each done "their bit" over there, also at home giving up space intended for flowers so that vegetables ight be grown that the nations of the earth might be fed. ey have also contributed liberally of their means that e war might be won.

Naturally, there will be shortages for some time to come; portation of florist and nursery stock will be limited, and her conditions help to shorten production. Nearly every ower had cut down his source of supplies to meet the el administration's rulings, and the modifying order me too late for him to get his stock in normal condition. abor conditions have also curtailed production.

When we once more get back to normal, trees, shrubbery d flowers will be more in demand than at any time in r country's history, as we have not lost, but gained by e war a knowledge of what makes home life beautiful.

The true florist sees good not only in the money making d of his business but, with a generous kind heart, stands ady at all times to lend a helping hand to those who have ouble by the wayside, by making life brighter through e gift of a few plants or flowers, knowing that their ilture and study invariably elevates—certainly never grades—and is apt to make customers for some one.

In a few months, and for the next two years, the soldiers ll be coming home, they will be entitled receptions nd no reception will be complete without flowers.

"Keep the Home Fires Burning," can be no better ex mplified than by "Keeping the Front Yard Blooming," that wherever a soldier left flowers blooming when he nt away he will be looking for them on his return. They ll be either planted before he comes home, or if he comes ome before planting time he will have with him memories f the flower gardens of Europe and will want to make his ome grounds better than those over there.

The abnormal war vegetable gardens will be a thing of e past and many of those who destroyed flower beds, wns etc., and failed to plant flowers on account of the d of growing vegetables will be anxious to return to their eautiful flower gardens.

Flowers in plenty will be placed and planted upon graves f honored dead, who have given life, not for glory, but hat the world might be better and greater than it ever as in its previous history. And our people are bound to ok for a higher civilization than ever before existed and othing can help this more than the home made beautiful.

And we expect to see our florists and gardeners called pon to do this making a business for them that has never een equaled.

By The Storrs & Harrison Co., Nurserymen, Florists and Seedsmen, Painesville, O.

If we knew what the signing of the armistice meant to the trade, especially in the near future, we would be mighty happy ourselves, and would be more than glad to spread the news.

We think that there is no question that the demand for stock, both in the nursery and florist line is going to be greater than the supply, and that, especially in the nursery line, many items will be unobtainable. We believe that an increased demand will be found for the coming Spring's planting.

It seems to us that the one great problem will be labor, and whether that will be released in sufficient quantities, so that nurserymen and florists can handle the large trade, if they get it, and take care of their planting, propagating, etc., is a question. We very much doubt if our business will be able to go back to its old time production for several seasons.

By David Burpee, President and General Manager W. Atlee Burpee & Co., Seed Growers, Philadelphia:

I am glad to write THE EXCHANGE what I think the armistice signed on Monday, Nov 11, means to the seed trade.

During the war I have taken a great deal of interest in watching the various tendencies in the seed business of the different European countries because I believed that as we got further and further into the war there would be similar reactions in America.

In France and England it seems the demand for flower seeds fell off tremendously after war was declared. But when those countries began to suffer great losses of men then the people turned more and more to the flower gardens and the demand for flower seeds increased steadily until the demand almost reached the normal.

The demand for vegetable seeds in our allied nations, of course has been tremendous since the beginning of the war. Food prices were high and so long as food prices continue high there will continue to be an abnormal demand for vegetable seeds.

In this country sales have fluctuated in a somewhat similar manner. The demand for flower seeds fell off a great deal, but I believe had we continued at war another year or two, and had practically every family in the country suffered from its horrors, then the people would surely have demanded the relaxations of the flower garden.

With us the demand for vegetable seeds doubled the year the United States declared war. For that matter, the total volume of our business in 1917 was pretty nearly double that of any previous year. And the increased demand held up pretty steadily throughout 1918.

It seems to me that the gardeners of America have shown somewhat a feverish activity because of unsettled conditions and I believe we will all benefit greatly by the coming of peace. Business will very gradually become more steady and it is almost certain that prices for all lines of seeds will drop gradually during the next three years. The signing of the armistice has come too late to affect prices of seeds to any great extent for [illegible] of 1919. We can expect large supplies of some seeds to come in from Europe but [illegible] depend upon them for the coming season. On the other hand, there is going to be an immediate demand for supplies of a great many varieties of seeds for the export trade just as soon as the embargoes are lifted and ships are available. For we know there is an alarming shortage of most vegetable seeds in Europe today.

The principal thing now for us all to guard is quality of seeds. Until conditions get more settled there is great danger of there being offered seeds of unknown source and of inferior quality.

While I am speaking of this subject I would like to say just a word in defense of the seedsmen of America. During the war all seedsmen in this country have been handicapped by great difficulties. First, the seed supply from Europe was cut off; then, last Winter shipments of seeds coming in from distant points in this country were three and four months delayed on the road. For the past three years we have often [illegible] difficulties and to fill orders promptly.

It will help a great deal this year if all the seedsmen and all the papers will do what they can to urge the gardening public to buy seeds early. Whether the florist buys his seeds from Burpee, or from any other seedsmen, it will be to the advantage to order early and to secure his supply before some stocks are exhausted.

Now that it seems certain peace will be concluded I believe conditions will be sufficiently settled by next February and March to insure a banner year in the seed business. Prices of all foodstuffs will necessarily remain high, for we now must feed the starving people of Europe, and great quantities of food will be shipped from the country. Because of the continued high prices of food there will be a continued heavy demand for vegetable seeds. And now that the war is over, the demand for flower seeds should return to normal. So I predict a banner year for the seed business.

By W. & T. Smith Co., Nurserymen, Geneva, N. Y.:

Your request of Nov. 16 asking our opinion of what the future may have in store for the nursery trade now that the war is over, is somewhat difficult to answer.

If nothing unforseen happens we believe that by Spring life will be much more normal than it has been for the past two years, in that the American people will turn their thoughts more toward developing their homes, and, consequently, will need fruit and ornamental plants in large quantities. This will be helped along by the fact that labor will probably be obtainable so that planting can be carried on, while plans which have been held up for the past two years can be carried to completion.

We are decidedly optimistic as to the future, and on account of the difficulties and expense of getting plants of all kinds from Europe, the American grown shrubs and Roses ought to bring remunerative prices. The supply of really first grade ornamental is decidedly limited, much less than many people suppose and nurserymen have the assurance that they can obain prices which will give them a fair profit.

By G. C. Perkins, Secretary and Treasurer, Jackson & Perkins Company, Rose Growers and Nurserymen, Newark:

We don't know that our opinion will be of particular value as to the future outlook for the trade because we are constitutionally optimistic. We are always looking for business to be good and expecting it to be good, and it is rarely that we have been disappointed.

We cannot see any reason why prospects for the immediate future should not be particularly encouraging to nurserymen and florists all over the country. There never was as much money in circulation as there is at the present time. The greatest handicap has been the extreme shortage and high cost of labor. That is about the only factor of uncertainty that we see for the future. We think there is going to be a strong demand for the product of both florists and nurserymen, but unless there is very some relief from the present high cost of labor, we do not know that business will be as profitable as it was some years ago. However, with our boys coming home from [illegible] we think we can expect relief from the present difficult labor situation, and with that as a very reasonable prospect we cannot see anything to cause discouragement.

By W. R. Cobb, Lord & Burnham Co., Greenhouse Builders, New York City:

We have not had much time to give to the situation, but it seems to us that the celebration which took place all over the country on Nov. 11, by its very magnitude and [illegible] demonstrated what a tremendous weight has been lifted from our people's shoulders and to what extent their spirits had been depressed in the last year and a half.

We believe that the people will return to their normal pursuits with the same vigor as they displayed in the [illegible] of the war. That all business will soon be will assume their pre-war-time status cannot fail shortly [illegible]

By Henry F. Michell, President Henry F. Michell Co., Seeds-Bulbs, Philadelphia. :

I wish to say that the very good news of the signing of the armistice will be a great relief to the seedsmen and florists. We feel now that we can go ahead full steam up.

It will pay us to entirely forget the past and look for the brightest future only (which is bound to come in 1919). We must, however, have some patience and lots of cooperation if we want to obtain the nice results which will surely come to all of us in this splendid country of ours.

America will enjoy the respect and confidence of the whole world and confidence produces big business.

Florists must be lenient with their seed and bulb men for the slow and probable short shipments which have occurred this year, but we all have done our utmost by untiring efforts to make deliveries as good as possible. Optimism in the whole seed and horticultural trade must now prevail. Pessimists must forget their losses and troubles and start up by working overtime so as to catch up to the progressive grower and merchant.

My personal advice and policy is to be well prepared with a good large stock and assortment for this coming holiday and Spring trade which, I feel, will be unusually prosperous. The florists who will have a fine line of Christmas greens, cut flowers and pot plants will not regret having made this liberal provision. A new lease of life and prosperity is at our doors and we must be ready to take advantage of it.

By S. S. Pennock of S. S. Pennock Co., Wholesale Florists, Philadelphia:

The coming of Peace will mean to the flower business a change for the better, and splendid business for all those who are in shape to handle an increased trade, which is bound to come, particularly when the boys commence to return home. There will be no doubt about their being entertained, and flowers are one of the things that are necessary on every occasion, not only of joy but in sadness. Flowers reach the spot as nothing else does, and there is more sentiment expressed through flowers, than anything that we can send to our friends.

I don't think there will be any sudden spurt in trade conditions, but I do feel that it will gradually improve, and the next year or two should see good business in the flower trade.

By Norman Serphos, Seed Grower and Dealer, New York:

It is our belief that the seed trade will benefit greatly by the cessation of hostilities. The labor condition is bound to improve, thereby increasing the production of garden seed in this country, and we think that the export of Garden seed to Europe will increase quite rapidly, now that peace is in sight.

European crops having been poor for a number of years; the foreign growers will surely have to come to this country, for their requirements.

By S. A. Anderson, The Florist, Buffalo, N. Y.:

The good news of the practical end of hostilities after over four years of frightful slaughter has such large proportions that we cannot judge what is before us. We are going through a period that we little understand and are unable to grasp the full meaning of these history making days. For the florist I can see a large trade for Thanksgiving and Christmas, but a dullness in between. The crop of weddings that will be harvested in the Spring will be extremely large, followed in the Fall by debutante of the vintage of fifteen, sixteen, seventeen and eighteen. From this time on we must be careful in purchasing our supplies, as we will see a declining market, while labor will take a long time before it will be back to the days of Nineteen Fourteen and have passed the high water mark prices. There will be no excuse for people not to include flowers in their weekly purchases. We do not go from one extreme to another quickly so our business will slowly increase, but increase it will, and, with our national advertising not confined to our large cities, but spread over the entire country, prosperity will reign.

By Philip Breitmeyer, Florist, Detroit:

Now that the world is free and we may expect everlasting peace, it would be well for us to cast aside all doubt as to the future—especially those associated with the florists business and the trade in general.

The florist business has stood the test as well if not better than any other business. It has been proved to all humanity that flowers are essential and necessary and, to quote Tennyson's words:

"Any man that walks the mead
In bud or blade or bloom, may find
A meaning suited to his mind."

We can have no better proof of this than the experience of the past few months.

Now that peace reigns once more it is only natural for us to assume that business will be blest as it was before the war. Already there are signs of activity in wedding decorations, and other occasions for which flowers are used. We are bound to see a continued increase and a more popular that ever usage for flowers.

Of course, there will undoubtedly be a scarcity in production, but I have no doubt that we will be able to serve all the anticipated trade providing we are careful and economical in the use of what we have. Then, too, there will be an additional supply of flowers grown now that the coal ban has been lifted. Considering all these blessings, I anticipate that in the near future everything will be automatically equalized.

By J. B. Hall, General Manager A. H. Hews & Co., Inc., Manufacturers of Flower Pots, Cambridge, Mass.:

We positively see no hindrance to a steadily increasing trade and, probably during the next twelve months, we will arrive at an abnormally large market. We believe this booming trade referred to will certainly enjoy special demands. We would think it wise for the commercial florist trade to commence immediately to plan for a tremendous additional business. We learn of this feeling from many of our customers, besides its being our personal opinion.

We believe the above conditions are warranted because we feel satisfied that the "Declaration of Peace" will mean the same if not more than the armistice. The florist trade should cheer loudly, for they have suffered for a long time and they certainly can see a fair way ahead if ever a clear way was seen. The obtaining of immediate requirements to carry on the industry may be a handicap for a while, but even these conditions we feel sure will soon clear up. There positively should be no fear of a florist going into the business heavily. Yours for peace forever.

By Roman J. Irwin, Dealer in Plants, Cuttings, Bulbs, Seeds, New York:

There is no doubt in my mind that our business has a great future in store for it and that always some good comes out of the worst tribulations.

We are going to live in a better world, more humane and thoughful, which will bring all mankind closer to nature and the more beautiful things in life. Hence, plants, flowers, etc., are going to find a great many more homes and admirers than ever before. Now is the right time for every florist to contribute all he can to "The National Publicity Campaign." In my travels florists have told me they have increased their business on plants and flowers from 15 per cent. to 25 per cent. since this advertising started.

It is up to every florist to get busy and he can work up a good business. It all depends upon the method of conducting his business and the energy he puts into his labor.

By J. F. Anderson, Fern Specialist, Short Hills, N. J.:

It seems reasonable to presume that after over four years of storm and gloom the sun should shine bright for some time to come, and our trade will no doubt enjoy a most prosperous period for many years. There will, no doubt, be numerous spasmodic reactions of short durations until the machinery of the world gets in good running order, but the extreme gloomy outlook has passed and, with universal joy dominating, we can look for new life in all peaceful industrious of the world; as flowers and plants are expressions of joy and good cheer, we should not fail to share much of the prosperity in view.

Many war industries consuming great quantities of fuel will, no doubt, be closed, and prospects are that our trade will be allowed their full quota of coal at perhaps a more reasonable price.

There will be a poor chance for a bachelor soldier in this country—and he will have to surrender to the feminine admirer—and therefore we may expect an unprecedented number of weddings and entertainments during the next couple of years, which should greatly benefit the florist trade in general. We should, in my opinion, produce all we can, and be prepared for better times, which we all look forward to. So "pack up your troubles in your old kit bag, and smile, smile, smile."

By Philip J. Foley, Pres., The Foley Greenhouse Mfg. Co., Chicago:

We feel that it is a little early yet to predict the future for our trade. This can better be done in the course of a month or so. Were I to attempt to predict the future, I would predict one of the best Winters, Springs and early Summers the florists have ever seen. As our two million boys come home from the front, there will be receptions, parties, dances, and weddings galore, and consequent flower buying, and I anticipate seeing our florists enjoy prosperity far in excess of what has been their lot so far since the beginning of the war.

We do not look for any considerable slump in prices on anything. Labor has taken the stand, as evidenced by the statement of Mr. Gompers recently that it expects to continue the same rates of wages that it has been getting. If that is the case, and the farmer's wheat prices are protected for another year, it is difficult for me to see where there will be any cut in wages or prices of commodities.

The building business will naturally pick up; in fact, already we have had inquiries. The use of steel being permitted in any quantity now, there is no reason why some of the long witheld construction work should not go ahead. It certainly is going ahead in other lines of building.

By Arthur A. Niessen of the Leo Niessen Co., Wholesale Commission Dealers in Flowers, Plants and Supplies, Philadelphia:

The national problem—or, should we say the world problem—today, is to change from a war basis to one of peace. To accomplish that with the least possible disturbance to commerce is indeed a great problem, which will tax the brains and courage of any nation.

Some men of affairs have tried to analyze the situation by making comparison with after-war conditions in the past—the Civil War, and the Spanish-American War; but in my estimation these are not a fair basis for comparison. We have never before experienced a world war, and we ar led to believe that we are approaching an entirely new er of Government, and the final conclusion of all the man problems is too large for any human mind correctly t estimate, or to venture any predictions. Business and th people are pausing, awaiting something of great momen to happen. But it is likely that nothing will happe other than a slow readjustment of business affairs to sounder and better basis.

Our business will require less adjustment than mo other lines. Our values have not materially increase so that no price adjustments are necessary, only such a take place from time to time due to supply and deman This season the supply is likely to be somewhat less tha last year, but with the restriction removed as to the con sumption of coal the supply will be greater than som anticipated.

There is not likely to be much building for the reaso that material is still high and will continue so for at least year. The past two seasons have not been sufficient encouraging for the grower to expand. Most of the lack the necessary funds. Next season some of the tempo arily abandoned greenhouse plants and those used for th growing of crops other than cut flowers will again becom a factor. There is no likehood, however, for a larg increased production during the next two years. Th is certain.

The demand is sure to increase with the country an the world at peace. Spending money for non-essentia (a word which should forever be banished in connectio with any legitimate business) has been considered u patriotic during the war. It is to be hoped that the peop will fully realize that the war is over, that there is no restri tion whatsoever against enjoying their former mode living. This or any other country will not prosper we confine our expenditure entirely to the bare necessiti of life. Life would not be worth living; the America public will have their pleasures and luxuries. Amon them, flowers will take their place. Some of the rich well-to-do have curtailed their purchases during th time of the war, but they will again buy flowers, as man and more than ever. There is still a great demand for s sorts of charity and war relief work, but I am sure th public will take care of them and have enough left ov to buy flowers.

The labor situation for the florist is bound to improv Before long some of your old employees will come bac and they will be glad to be back in our business. Th employment that they have taken up during the wa did not appeal to most of them. They do not wan to work for you at the wages previous to the war; that certain. The standard of wages will have to be higher, an rightly they should be. Compared with other lines of bus ness our men in the growing establishments have alway been poorly paid. And you can afford to pay more and t expect more in return. The growers particularly hav been taught a valuable lesson of efficiency. Greenhous that carried a force of ten men are being operated toda with half that number and some of them not skille labor. Still the work is being done and crops produce nearly as large as former years. These growers wi never go back to their old methods. This may not b the case in all establishments but it does hold good wit the majority of them. Flowers will be produced at smaller wage cost than before the war. Growers hav been taught economy in coal, in the use of all supplies— lesson that will bring its own reward.

Another condition which has been a great handicap t our business during the war is the matter of transportatio It is reasonable to expect that before long there will b a decided improvement in that direction. It is indee difficult to estimate the loss to our business due to lack prompt transportation. It is not the shipment tha is lost or damaged. That loss in itself is trifling, com pared with the amount of business that is lost on accoun of these conditions. Any improvement in the express se vice would result in a great benefit to our business.

Summing up the entire situation briefly, the reac justment that will take place in our business can onl be the means of improved conditions in general. A rea sonably increased demand is to be expected. Prices shoul be well maintained, and somewhat higher; the labor situa tion much improved, and the cost of material in th production of our commodity lower. Transportatio could not possibly become worse. I can see nothing t fear as to what the immediate future will bring for ou profession; only brighter and better days.

By T. P. Langhans, Secretary, Pittsburgh Cut Flowe Co., Wholesale Growers of Cut Flowers, Pitts burgh:

Answering yours of Nov. 15, relative to the questio as to what effect the signing of the armistice will mea to the trade, we venture to express these views.

We look forward to a record breaking Thanksgivin and Christmas trade and an early return to pre-wa conditions.

Social amenities, so long strained and of late so littl practiced, are about to come into their own again. Wit this resumption of business the retailer must not forge the buyer who acquired the appreciation of flowers durin the war period.

(Continued on page 826)

Thanksgiving

Are You Well Prepared

We have every reason to look forward to a brisk demand for the coming Thanksgiving celebration. If you are located near a large city where it is possible to obtain flowers inside of a few hours you may have no trouble in filling almost any order on short notice. The out of town florist, however, doesn't find it always as convenient to get stock so must prepare ahead of time. With cut flowers bringing stiff prices, it will be well this year in particular to lay in a fair supply of pot plants if they can be had at all. Not only flowering plants but palms, ferns and other decorative plants are well to have on hand. A few attractively filled baskets should be made a feature. Have enough of everything on hand. With Christmas following so closely anyone with glass at all can carry almost anything not sold for Thanksgiving along through December. An unusual supply of cut flowers may not only be hard to obtain but is expensive to have left on hand in case unsold after Thanksgiving Day, while flowering plants shouldn't really depreciate in value if taken care of. Look over all your requirements in accessories; have enough on hand. There never has been a time when as a nation we have had greater cause for thanksgiving than this year, having brought about the end of the slaughter of useful lives. So it looks as if more flowers than ever will be used this year. We should be well prepared to meet the demand.

Roses

Overwintering the Outdoor Sorts

No matter whether hybrid perpetuals or teas, the more soil you can get about the lower part of the plants for Winter protection the better. It beats all other coverings. Roses such as climbers or tall growing bush sorts laid down, covered with a good layer of soil followed by a layer of straw manure or leaves will come out in excellent shape by Spring, while those kept erect and bundled up with straw and burlap will suffer during a severe Winter more or less. The wood seems to shrivel up. In the case of teas, if you are located where 10 deg. to 20 deg. below zero is nothing uncommon, it almost pays to take the plants up and heel them in a deep frame, especially if you haven't very many and don't want to run a chance of having them Winter killed. Don't ever start covering until the plants are in a dormant state. Usually such frost as we get up to December doesn't hurt the plants in the least; in fact, does them good. Plants subjected to light freezing pass the Winter better than those bundled up while the leaves were still green on the the wood. If your plants intended for forcing are still outdoors get them into a frame without further delay. Don't wait until things freeze up solid. When once in a frame see to it that the soil in the pots is moist; nothing hurts Roses more than dry roots whether growing or while in a dormant state.

Carnations

Cultural Notes

Shorter days and more artificial heat are the rule now. Cloudy, dark weather prevailing more or less for the next eight weeks at least means that we must pay particular attention to the Carnations in the benches. Nothing will hurt the plants more than a 100 deg. temperature. It not only weakens the stock, produces a soft growth, but subjects the plants to all sorts of diseases. Carnations are cold house plants. Some sorts in order to make them pay best can stand 52 deg. or even a little higher, but as a rule a night temperature of 50 deg. for the next two months is the safest. During mild sunny weather with plenty of ventilation it matters little whether the houses run up to 60, 65 or even higher; but be careful during a spell of cloudiness. Watch the thermometer closely and avoid excess moisture in the houses. Keep the surface of the soil in the benches cultivated lightly. Don't soak the tops of the plants every time you apply water. By properly supporting the individual plants let all the sunshine possible get in between them; give the soil a chance to breathe. Whether or not you happen to get a big December crop if the plants are in good shape and not neglected from now on they will pay for themselves later on. A lot of trouble with diseased stock may be avoided with just a little care on the part of the grower. You can't afford to take chances if the plants are in good shape now.

Early Carnation Cuttings

With healthy stock in the benches there is usually plenty of material on the plants from now on to be used for cuttings and there is no better time to root them than during December and January. So if you are short on certain sorts of which you wish to work up considerable stock get busy with the cutting benches. On the other hand if you have plenty of plants on hand and intend growing only for your own requirements there is no use of starting now and carrying the young plants along for several months longer than is necessary. A Carnation cutting rooted during January or early February and kept moving afterward will make an ideal plant for benching the following July, while a plant grown from cutting rooted during December and allowed to suffer in a small pot during the Winter will require weeks out of doors later on to recover. By the time you are ready for benching such a plant won't be as good as the later propagated stocks. For present propagation the short side shoots or growth along the base of the flowering stems will, when removed need no trimming or cutting whatsoever. All you have to do is to place them in the sand. By the middle of December everyone will have roots. Nor is bottom heat required. Three rooted cuttings placed in a pot and kept shifted and shifted during the Winter will develop into fine bushy plants—just the thing to sell to your patrons for Summer flowering.

Evergreens

Nothing is more decorative for Winter than evergreens. The florist who has a chance to display them in front of his establishment should do so. It isn't that they have to consist of the more expensive sorts. A fine showing may be made with Norway Spruce, Arborvitæ and White Pine. Norway Spruce, ranging from 15in. up to 3ft. are the ideal thing from now until New Years. You may purchase them with roots on from the nurseryman very reasonably. A few properly displayed in neat tubs, windowboxes or pots in front of your entrance, whether store or greenhouse, will help to create business. Most likely you will have plenty of chance to dispose of them all for Christmas. While hardly ever there is a chance for these plants to make it worth while planting outdoors afterward, if you can manage to obtain some larger specimens well burlapped and not kept in a dry, hot residence too long, such will stand it and can be pulled through all right. It won't hurt for you to have on display a few nice specimens to take orders from. Are you pushing the sale of windowboxes filled with evergreens? Because times are not just what ought to be is the best reason for pushing. Keep it up and set a good example in the way you dress up in front of your own place. Don't crawl in a hole and wait for things to get back to where they were before the war.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

With the war practically ended, and a reduction in the demand upon the purses of the public for war charities in sight, the so-called patriotic economies which have for some time been in evidence in a majority of the homes of the Nation should gradually disappear, among them the rather general discontinuance of the use of flowers.

If, as all who have followed the work of our publicity campaign and have been impressed with the beneficial results obtained through it are glad to admit, the movement of flowers has been greatly accelerated through the publicity gained in times when opposition to their use was everywhere painfully apparent, what should we expect when the people are free to enjoy the possession and use of flowers and plants without being subject to criticism for a supposed extravagance?

That our products are necessary and desirable in the home is a claim which we have vigorously supported in our magazine advertising. It is the purpose of our committees to keep before the public continuously the suggestion that flowers and plants brighten and cheer homes which otherwise would be all too dreary and colorless. It will also be noticed that we are emphasizing the adaptability of our products for gift purposes, and as mediums to express sentiment under any and all conditions. Our slogan, "Say It with Flowers," has, to use a common expression, caught on, evidence of this coming to us almost daily. Only yesterday we received from our Washington representative a cartoon sketch clipped from the Washington *Star*, depicting a cartoon hero nonplussed at the exhorbitant prices a fruit dealer demanded for a hospital gift, and his ultimate decision to use flowers instead. The newspaper mentioned was only one of a large syndicate of papers using this cartoon.

Florists who are not displaying our slogan are making a great mistake. A subscriber in Texas ordering from our promotion bureau two additional glass signs says, "We think they are fine and bring more business."

Who shall say that our Christmas advertisement appearing in national magazines of enormous circulation will not induce many who cannot make up their minds as to the nature of their anticipated Christmas offering to "Say it with Flowers?" Doubtless were it possible many recipients of presents more or less useless or unserviceable would willingly exchange them for a handsome basket of flowers. Hardly an occasion could be suggested when flowers might be declared unsuitable for gift purposes.

As it is necessary that the public be made to look upon our product in this light there is only one medium for the accomplishment of this—publicity properly conducted. The magazine advertising the committees have arranged since the beginning of the year has proved conclusively that the results we are after are sure of attainment. Not only is it conceded that the funds available have been well expended, but the committees are satisfied it would be to our advantage to double, or even treble our expenditures in the coming year, so great is the benefit sure to result.

It is, however, up to the trade to say whether the necessary fund will be forthcoming. We are still short of about $5000 to complete our plants for 1918, and are relying upon those who have not yet turned in a contribution to make up this sum. Is it possible that among 10,000 or more florists who have not subscribed, and who would not miss the small ratio to be expected of them, there is not sufficient interest in our movement to insure the speedy collection of the small sum required? The committees are waiting for an answer.

If any information further than that which has been supplied is needed, it is cheerfully available on application to the secretary.

The following additional subscriptions are recorded:

Total amount previously reported.....	$44,768.75
Through F. T. D.:	
Walsh & Son, Walden, Mass.....	5.00
Dards, Inc., New York..... (second subscription)	50.00
Allen's Greenhouses, Hudson, N. Y. (second subscription)	5.00
(A contribution from A. Langhans, Wheeling, W. Va., recently reported, should have been credited as made through the F. T. D.)	
Through Secretary's office.	*Annually for 4 years*
Alfred Burton, Chestnut Hill, Pa..... (second subscription)	$50.00
Frank P. Sawyer, Clinton, Mass.....	5.00
Honaker, the Florist, Lexington, Ky..	25.00
John A. Keller Co., Lexington, Ky..	15.00
Keller, Florist, Lexington, Ky.....	10.00
Rugby Greenhouses, Rugby, N. D...	5.00
A. C. Pruner, Chicago, Ill.....	5.00
Kirchoff Bros., Chicago, (1 year)....	5.50
Robt. L. Dunn, St. Catherines, Ont.	5.00
Chas. W. Swanson, Litchfield, Minn.	5.00
	$44,959.25

JOHN YOUNG, Sec'y.
1170 Broadway.

Forcing Hydrangeas

We have a lot of well ripened Hydrangea Otaska. To get part of them in flower for Easter and the rest for Memorial Day at what date can they be started with a temperature of between 50 and 55 deg.?—A. V., Conn.

—Bring the Hydrangeas wanted in bloom for Easter into the greenhouse directly after New Year's, and those for Memorial Day about Feb. 15. J. H. S.

Seeds of Rosa Multiflora

Kindly tell me the best way to clean the seed of Rosa multiflora. When is the best time to sow the seed, Fall or Spring?—A. W. B.

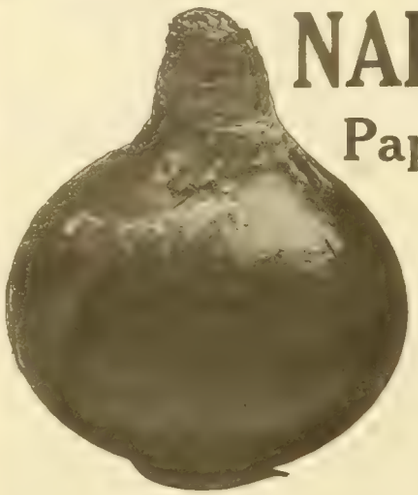
If the hips or pods containing the seeds are very hard and dry it would be well to bury them in moist loam or sand for several weeks. Watch them and as soon as they are soft enough to be broken open rub them through a screen to take out the seeds. The seed may be sown at any time, as it may take several months for it to germinate and the young plants will get the benefit of the good growing Spring months. Sow the seed in flats in good loam to which a little sand and leaf mold has been added. Look out for moisture conditions, insect pests, mice or any other cause that would induce failure.

EBER HOLMES.

'Mum Petals Turn Brown

Can you tell me what is the trouble with the samples of 'Mums I am sending you under separate cover? The plants are perfectly healthy but the crown of the bloom turns brown, as you will note from the specimens enclosed. I bought these for the variety Roman Gold.—L. C., N. J.

—The Chrysanthemum flowers in question are ruined by the attacks of insects, a microscopical examination showing both thrips and red spiders among the petals, either of which insects will soon spoil the 'Mum flowers. The warm weather of this season would encourage these pests, but the original source of the trouble is insufficient syringing of the plants during the Summer, and perhaps the spraying with insecticides was not followed up regularly. There is little that can be done now for the cure of this trouble. W.



NARCISSUS

Paper Whites

Per 1000
12 ctm. (1500 to case)...$18.00
13 ctm. (1250 to case)... 20.00
14 ctm. (1000 to case)... 25.00
F. O. B. New York

We still have a few
DUTCH BULBS
Send your Lists for Prices

VALLEY for XMAS
Sound pips from storage
ORDER NOW FOR XMAS BLOOM
Per 1000 $25.00, 500 for $13.00

LILY BULBS FROM STORAGE

GIGANTEUM	Per Case
6 to 8 inch (400 to case)	$20.00
8 to 9 inch (250 to case)	25.00

Darwin Tulips 1000
Clara Butt (Best Florists' Pink) $23.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

When ordering, please mention The Exchange

Freesia Purity

GOOD, SOUND, PLUMP BULBS

MAMMOTH BULBS
$9.00 per 1000, $40.00 per 5000

FIRST SIZE
$7.00 per 1000, $30.00 per 5000

Stumpp & Walter Co. 30-32 Barclay Street NEW YORK

When ordering, please mention The Exchange

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case).....$22.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

FROM NEW YORK COLD STORAGE

LILY OF THE VALLEY

BEST QUALITY HOLLAND-GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

1918 CROP

BEANS	Per lb.
Early Red Valentine	$0.18
Black Valentine	.18
Burpee's Stringless Gr. Pod	.18
Refugee 1000 to one	.18
Davis White Wax	.20
Henderson's Bush Limas	.20
Stringless Refugee Wax	.20
Kentucky Wonder	.18

BEET	
Detroit Dark Red	.50
Crosby's Egyptian	.50
Swiss Chard Lucullus	.65

CABBAGE	
Early Jersey Wakefield	4.50
Charleston Wakefield	4.50
Drumhead Savoy	3.75

SWEET CORN	Per lb.
Stowell's Evergreen	.18
Country Gentleman	.18

CHICKORY	
Whitloof	2.50

KOHLRABI	
Early White Vienna	2.00
Purple Vienna	2.00

LETTUCE	
Big Boston	.65

TURNIP	
Purple Top Strap Leaf	.90
Purple Top White Globe	1.00
American Purple Top	1.00

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.
United States Food Administration License Number G38089

When ordering, please mention The Exchange

SEEDLINGS

Mastodon Greenhouse Special Mixed: Per 250, $2.25; per 500, $3.50; per 1000, $6.00.
Mastodon Private Stock Mixed: Per 250, $2.00; per 500, $3.00; per 1000, $5.50.
CATALOG READY.

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00.
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00

STEELE'S PANSY GARDENS :: Portland, Oregon

When ordering, please mention The Exchange

HIGHEST GRADE SEEDS — FOTTLER FISKE RAWSON CO. — BOSTON

SWEET PEAS Winter-Flowering SPENCER

Australian Varieties, Direct from the Originator

FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Cineraria, Calendula, Cyclamen, Pansy, Calceolaria, Gypsophila Gr. Alba, Mignonette, Snapdragon

ALL SELECTED STOCK

FOTTLER, FISKE, RAWSON CO.
The Seed Store 12 and 13 Faneuil Hall Square, BOSTON, MASS.

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

Write to 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAND

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed
If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

BAMBOO Cane Stakes

		Per bale	Per bale
Natural,	6-9 ft...	600....	$7.00
,,	9-12 ft...	400....	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchan

PRICES ADVERTISED ARE FOR THE TRADE ONL'

One of the best things done for the retailer by THE EXCHANGE was the getting up of an " ALBUM OF FLORAL DESIGNS for Agencies, and the "DESIGN BOOK DE LUXE" for counter trade. Most every retailer invests in one or other and keeps o buying. If you are not acquainted with these Business Getters ask us for further particulars.

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

Full Steam Ahead

See Feature Pages

European Notes

(*Report date of Nov.* 1)

October finished up in a pleasanter hion than was expected, and we are e more able to resume threshing and nting operations. As regards the former are sadly disappointed in the crops Cabbage, more especially the smooth ved varieties. Savoy Cabbages, on the ner hand, and the more vigorous varties of Brussels Sprouts are yielding ceptionally well, and supplies of both e fairly abundant. It is quite the reerse with Kale and Cauliflower, both of hich are extremely short and will be ry dear.

This is especially true of the northern own and smaller varieties of Cauliwer such as Erfurt, Snowball, Walcren and Early Paris; the larger and er Mediterranean kinds have done ch better, and prices of these will be sier than last year. It is somewhat a surprise to us that the demand from ur side for such varieties as Early Alers, Giant Prinus and Ne Plus Ultra so limited. Well grown, they are ry hard to beat, either in quality and vor. The Early Italian Giant, better own by its British name of Veitch's utumn Giant, produces solid heads of reproachable color and quality and lly 3 ft. in circumference, under good ltivation, anywhere between Naples d Liverpool and would doubtless do en better with you.

Carrot is proving even better than our st sanguine expectations and there ll in all probability be a small surplus. s the seed is well developed this will very acceptable for the "filling up" ders which had to be turned down durg the past four years. It will also prove by keeping.

As was stated above, we are now able resume our planting operations, and hile it is admittedly very late for bianials we hope for the best. It will be ell for our friends to prepare themlves for another short supply of Cabge and other brassicas next season.

European Seeds.

New York Seed Trade

Especially since the great war has ome to a close, bulbs have again become ne leading feature in seed store sales. he demand from commercial growers as ell as that from private estates, is more ctive, both being influenced, no doubt, y the hopes of more fuel, and the comercial growers being stimulated to buy y the belief that cut flowers this Winer will bring remunerative prices. There s now a shortage of both Dutch and rench bulbs of nearly all kinds and varieties. Some relief in the case of the utch bulbs is hoped for through the arival of a steamer, now expected daily, having on board a few thousand cases, at east, of Dutch bulbs.

Frank C. Woodruff of S. D. Woodruff & Sons, 82-84 Dey st., in speaking of the seed situation, says that from present appearances prices for seeds will be stable for the coming season, but in all probability easier the following year. He is receiving already urgent inquiries for seeds from abroad, but as yet no actual sales have been made for shipment.

Wm. M. Hunt & Co., 37 Warren st., report a good season in sales of Dutch and French bulbs.

Roman J. Irwin, 108 West 28th st., recently spent two days at the establishment of A. N. Pierson, Inc., Cromwell, Conn., with Wallace R. Pierson looking over the large number of 'Mums of many varieties now in bloom, which he says were well worth the trip to see. He reports that business is brisk and that there is a large demand for Dutch and French bulbs and cold storage Lilium giganteum, also for Winter flowering Sweet Pea seeds. He succeeded in delivering 200 cases of Lilium giganteum direct from Japan to his Canadian customers though he could not bring them into this country.

Vaughan's Seed Store, 41-43 Barclay st., reports a busy week on Dutch bulb orders requiring night work, but that it has now caught up with these orders. It is still meeting with a large demand for all forcing bulbs. With bulb stocks practically exhausted, if the long expected ship should arrive at an early date with Dutch bulbs, it would help the shortage greatly, but that if the arrival is delayed much longer, the value of the bulbs will be greatly diminished.

Benj. S. Brown, of Brown Bag Filling Machine Co., Fitchburg, Mass., has been staying a few days this week at the Hotel Biltmore, in connection with the work entailed in the transfer of the machines of this company, which were requisitioned last June by the Government. Mr. Brown reports that this release by the Government has now put the company back to normal conditions, under which it will be able to take care of its trade with the seedsmen.

Chicago Seed Trade

Local seedsmen who handle French and Holland bulbs, are confronted, not by the difficulty of getting orders, but of getting sufficient stock to fill orders already booked. It is probable that there was never such a small supply accompanied by so strong a demand, not only from the trade, but from the public. Under normal conditions many florists and dealers usually import their own stock, but owing to the difficulties of importation this season failed to do so depending on the seedsmen and jobbing houses. In this they were doomed to either complete or partial disappointment.

Local buyers, who usually depend for their annual supply of bulbs from their neighborhood florists and failed to do so were turning to the seedsmen as the last resort. This has greatly increased the retail demand. The supply of Dutch Hyacinths is better than that of any other item in the bulb trade. The greatest shortage is in Narcissus with the exception of Paperwhites, of which it was thought at one time there might be a surplus. Recent demand has, however, dispelled any fear of a surplus. They are holding firm at $23. While the price may seem staggering at first to buyers when the increased cost of transportation and war tax is added, dealers do not make more than an ordinary profit.

D. C. P. Roy, who started a seed store about two years ago in Lake Forest, Ill., filed a voluntary petition in bankruptcy in the United States Court on Nov. 7. His liabilities are given as $5,359.33 and assets $2,755.61.

Retail trade at Vaughan's Seed store is strong owing to delayed shipments. The wholesale department is well cleaned up with the exception of Paperwhite Narcissus, Tulips and storage Lilies. Leonard H. Vaughan was in New York the past week where he attended the seed trade meeting.

Onion sets for prompt shipment are selling in Chicago at $2 per bu. for yellow; $2 to $2.20 for red and $2.50 to $2.75 for white. Quotations for January shipment are higher.

Western Seedsmen Meet

The Western Seedsmen's Association held a conference in the Hotel Baltimore, Kansas City, Mo., on Nov. 9, for the report of which we are indebted to the Mel. L. Webster Co. The following seedsmen attended and represented the firms indicated:

Harnden Seed Co., G. and W. W. Harnden and C. C. Andrews, Kansas City, Mo.; J. G. Peppard Seed Co., J. G. Peppard, Kansas City, Mo.; Mangelsdorf Seed Co., Fred W. Mangelsdorf, Atchison, Kans.; Northrup, King & Co., A. G. Bather and C. C. Massie, Minneapolis, Minn.; Sioux City Seed Co., H. A. Johns and G. W. Cummings, Sioux City, Iowa; Mel. L. Webster Co., Mel. L. and H. P. Webster, Independence, Iowa and Waco, Texas; The J. C. Robinson Seed Co., J. C. Robinson, Waterloo, Neb.; Condon Bros., J. R. Condon, Rockford, Ill.; Henry Field Seed Co., W. W. Pitzer and A. M. Eldridge, Shenandoah, Iowa; Missouri Seed Co., Thomas and T. J. Tobin, Kansas City, Mo.

H. W. Buckbee, John T. Buckbee, Rockford, Ill.; W. H. Small Co., Chester C. Cox, Evansville, Ind.; Barteldes Seed Co., F. W. and Otto A. Barteldes, and Max F. Wilhelm, Lawrence, Kans.; Griswold Seed & Nursery Co., W. B. Griswold, Lincoln, Neb.; Nebraska Seed Co., Chas. W. Jackson and H. C. Windheim, Omaha, Neb.; Wood, Stubbs & Co., by W. P. Stubbs, Louisville, Ky.

Iowa Seed Co., M. Kurtzweil, Des Moines, Iowa.; N. J. Burt & Co., N. S. Burlington, Iowa.; Ross Bros. Seed Co., L. B. McCausland, Wichita, Kan.; Adam Seed Co., M. J. Whaley and E. C. Luck, Kansas City, Mo.; W. H. Small & Co., Guy Purcell, Evansville, Ind.; Rudy-Patrick Seed Co., Roy Edwards and Howard S. Patrick, Kansas City, Mo.; Milwaukee Seed Co., J. W. Kent, Milwaukee, Wis.

President H. A. Johns opened the meeting with an urgent appeal to all seedsmen to help the Government increase food production for 1919 and warned members to avoid any semblance of profiteering during the coming months. He said that no industry had been more loyal to the Government than the seed trade and he was proud to be one of them. Mr. Jackson, formerly of Vaughan's Seed Store, who was for many months a prisoner in Germany, was present and gave a very interesting account of his experience in prison. The consensus of opinion was that peace will create a greater demand for foodstuffs than war time and that with the consequent maintenance of war prices for food, we can look for more war gardens than ever before.

An afternoon session was held particularly for those interested in field seeds. Guy Purcell of N. W. Small & Co., Evansville, Ind., presided.

To Help French Horticulture

The American Committee for Devastated France has received authorization for its work by cable from the French Government. The headquarters of the committee are at No. 16 E. 39th st., New York City. In a statement concerning its activities the committee is quoted in part as follows:

For food production the committee will distribute seeds, plants, fruit trees, fertilizers, live stock, agricultural implements, etc. Farm laborers will be supplied in part by the army of America. Some of this service will take the form of a gift to the farmer, some the form of a loan to him. A limited number of model chicken farms will be supported and also agricultural experimental and demonstrating stations.

American Seed Trade Association

The executive committee of the American Seed Trade Association met at the Hotel Bristol, New York, Nov. 15, and selected Chicago for the next convention city, date to be announced later. There were present besides the president and secretary, Messrs. Earl, White, E. L. Page and L. H. Vaughan of the committee, and Messrs. S. F. Willard, Guelf, Lee and David Don on invitation. A tentative program was arranged and association finances discussed, which will lead to an amendment to the Bylaws being offered at the convention.

C. F. Kendel, Secretary.

Buys Canary Island Onion Seed Crop

(Consul George K. Stiles, Teneriffe, Sept. 18.)

The second largest crop of Canary Island Onion seed ever shipped to the United States has just ended its movement toward American ports, large final shipments bringing the 1918 purchases by American buyers to a final value of $98,458. Of this amount $2548 worth was shipped to Porto Rico and the remaining $95,910 to the United States proper. This amount has been exceeded but once, when in 1917 $137,289 of of Onion seed was taken by American buyers.

Conditions have left an unusually large excess of seed on hand with the growers here, and ungraded seed was being offered on this market as low as 20c. per pound, without finding takers. As a result many growers are now figuring on a decidedly reduced planting for 1919. This past season showed exceptionally good results for the white or "crystal wax" variety of seed, while the yellow and red grades showed a yield which was hardly up to the average.

The threatened delays in shipments due to the uncertain conditions governing the movements of Spanish steamers, resulted in sailings sufficient to permit of the shipment of approximately 80 per cent. of the orders. The last shipment via Cuba, this being the preferred and more rapid route, was made on Aug. 4, 1918, since which time the Canary Island shipments to the United States, via Cuba or Porto Rico, have been completely interrupted.

Many inquiries have been received at this office from American Onion seed buyers as to the development in this trade during recent years. The following figures give the value of the shipments to the United States during the last five crop seasons: 1914, $43,293; 1915, $40,828; 1916, $84,387; 1917, $137,289, and 1918, $98,458.—From *Commerce Reports*.

"Press" Censorship Off

Washington despatches under date of Nov. 15, state that the Censorship Board advises that the "press censorship in connection with cable, postal and land lines" was discontinued.

Culture of Calla Elliottiana

Can you give me some information on raising Calla Elliottiana? I purchased a dozen bulbs from a reliable firm about a year ago and have tried different soils and temperatures but have never succeeded in getting a bloom. Plants seem to grow nicely until they have two or three leaves and then rot off at the ground. Was in Bristol, Pa., last year and saw some that a grower there had; they looked just like mine; he said he had had no success with them but thought the bulbs had been improperly cured.—E.A.A., N. J.

—Calla Elliottiana bulbs should be thoroughly dried and cured before potting up; if there is a soft spot in the bulb, it should be cleaned off and allowed to dry.

The bulbs are usually planted in 5in. or 6in. pots, given some water, placed under bench for two or three weeks, in a temperature of 55 deg. until the roots are formed; then bring to light and give 60 deg. to 65 deg., which can be increased *after* the bud is formed. With this treatment bulbs should produce flowers in 12 to 14 weeks. Unfortunately this bulb is subject to more or less rot and has to be handled quite carefully and kept in a dry, warm place. I. S. Hendrickson.

Flowerfield, N. Y.

Restoring Speech and Appetite

In The Florist's Exchange of Nov. 9, page 762, we published a story by Richard Vincent, Jr., of White Marsh, Md., related when he was a resent visitor at a meeting of the New York Florists' Club, in which he made a statement as to the stimulating effect of flowers on the mentality of a wounded soldier which was really startling. William C. Gloeckner of Albany, N. Y., sent this story from The Exchange to a paper of his city, the *Times-Union*, and they published it. E. C. Vick, Garden manager of the *New York Sun*, reprinted the story in that paper. Mr. Vincent's narrative is one of actual fact. It is just the kind of story that every newspaper would seize on with avidity and we recommend our readers to take this clipping out of the paper and send it to their home papers; it is not at all too late. It adduces one of the strongest of reasons why the florist's business should be looked upon as an educational factor in reconstruction work in addition to its many other benevolent sides.

Society of American Florists

Department of Plant Registration

Public notice is hereby given that as no objection has been filed against the registration of Box Barberry by the Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven and Woodmont, Conn., the same becomes complete.

John Young, Sec'y.

1170 Broadway,
New York, Nov. 18, 1918.

To American Seedsmen

WATKINS & SIMPSON, Ltd., will be greatly pleased to receive a visit from any of their American customers, their relatives or friends, who may be coming to England in connection with the present war. They will at all times receive a cordial welcome at

27-29 DRURY LANE, COVENT GARDEN, LONDON, W. C.

When ordering, please mention The Exchange

Giant California Hybrid Amaryllis

With the shortage of many of the customary Easter Plants these Giant Flowered Amaryllis which are more easily grown in pots than Easter Lilies and are far more showy, should prove a valuable addition among flowering plants for late Winter, early Spring and Easter use.

We have been familiar with and have watched this particular strain for a number of years; we have not only seen it growing with the originators, but tried them out in pot-culture in our own houses. The flowers are of enormous size: flowers with full rounded broad petals 10 inches in diameter are not unusual, and 5 to 6 flowers to a stem, frequently two stems being pushed to the bulb. In color there are selfs and stripes, ranging from the purest white ground color with rose or red markings to rich orange-scarlet, cherry, crimson and maroon and all with a satin-like lustre, which in the deeper shades shines as though burnished.

Give these a trial, as we feel certain you will be pleased with the result.

Price: Extra Heavy Selected Bulbs, $6.00 per doz., $45.00 per 100, $400.00 per 1000. 50 supplied at 100 rates, 250 at 1000 rates.

The above prices are intended for the Trade only.

HENRY A. DREER

714-716 Chestnut St., PHILADELPHIA, PA.

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

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We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

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Beckert's Seed Store
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Commercial Rose Culture

By Eber Holmes

Heavily Illustrated. Price $1.50 Postpaid

A. T. De La Mare Co. Inc., 438 to 448 West 37th St., New York

DUTCH BULBS

Of all kinds, in stock now

Extra fine **P. W. Narcissus**, $19.00 per 1000
Cash with order

BARCLAY NURSERY
14 WEST BROADWAY, NEW YORK CITY

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James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

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Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

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F E. Ads Give Good Results

SNAPDRAGON

Florists who know are stocking up on Sn dragon. This is a year when space must co SNAPDRAGON will do the trick.

We have added some new ones. Note following list: Seed of our famous **Silver P** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. See our new **Hybrid Pink**, and of our new **Go Pink Queen**, same price. Seed of **Keyst Nelrose, Garnet, White, Yellow, Light P Buxton** and **Fancy Mixed.** 35c. per pkt.; $1.00. Free cultural directions. All orders

PLANTS of **Keystone, Nelrose, Yel White** and **Buxton**, $5.00 per 100, $45.0(1000; less than 100 plants 6c. each. Cash order. Plants travel at purchaser's risk.

G. S. RAMSBUR

SOMERSWORTH, N. H.

Freesia Purity

Mammoth, ¼-in. and up

SWEET PEAS. Winter-Flowering Spen cer, best varieties.
LILIUM Giganteum. From cold sto age, in cases of 350.
CYCLAMEN SEED. Finest America grown, new varieties.
CINERARIA. BEGONIA.
STOCKS, Beauty of Nice, etc.

Send us a card, stating kind and quant ties wanted, and we will give you speci prices.

J. M. THORBURN & CO.
53 Barclay Street, NEW YOR

When ordering, please mention The Exc

XXX SEED

CHINESE PRIMROSE, IMPROVED. F grown. Mixed, 500 seeds, $1 00; ½ pkt. **PRIMULA KEWENSIS**, new dwarf yellow **PRIMULA MALACOIDES, Giant Baby ALYSSUM Snowball.** The only true dwar **CYCLAMEN**, Giants, trade pkt., $1.00; ½ **COLEUS. New fancy hybrids**, 20c. **CINERARIA**, large dwf., pkt., 50c., ½ pkt **LOBELIA. Crystal Palace.** Finest dwf. blu **PANSY**, Giants, 5000 seeds, $1.00; ½ pkt **PETUNIA. Cal. giant & Bluejacket.** Eac **PHLOX Drum.** Giant flow. dwf., fine, 20c **SALVIA Bonfire.** Finest grown, 20c. **VERBENA. Cal. giant**, mixed or sep.,

JOHN F. RUPP, Shiremanstown,

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F. W. FLETCHE

(For 25 years at Auburndale, Mass.)

Offers Fresh Seed of the Famous **SNAPDRAGO** of his origination: **Nelrose, Phelps' W Enchantress, Bronze Beauty**, 50c. per packet; 6 for $2.50.

New Address:
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When ordering, please mention The Exc

LILIUM CANDIDUM $9.00 per 100
NARCISSI PAPER WHIT GRANDIFLOR
14 up, 800 to case, $20.00 per case

MAX SCHLING, Inc

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24 West 59th Street, New York

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LET US QUOTE YOU ON
CALLA Elliottian
Iris, Liliums, Paeonies, et
FOR FALL DELIVERY
JOHN LEWIS CHILDS, In
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Sweet Pea Seeds

Early or Winter Orchid Flowering and Choice Florists' and Flower Seeds

Satisfaction Guaranteed—Send for New Complete Price List

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c. trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000.
Giant Salmon King, best salmon, $2.00 per 100, $18.00 per 1000.
Glory of Wandsbeck. Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

PANSY SEED. Giant Lord Beaconsfield. Tr. pkt. 50c.; ⅛ oz. $1.00; ½ oz. $3.50; 1 oz. $6.00

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SNAPDRAGON. Greenhouse forcing varieties

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

HARDY PERENNIAL SEEDS in all varieties. Fresh seeds, home-grown, price on application. Send in your order. *Other seed prices on application.*

SAVE COAL
Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	

BICOLOR, or PINK & WHITE COLORS			
Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00

PURE WHITE OR BLUSH			
Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
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SALMON, APRICOT & FANCY COLORS	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2 50	8.00

LAVENDER AND LIGHT BLUE COLORS			
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00

SCARLET AND RED COLORS			
Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00

DARK BLUE AND MAROON COLORS			
Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. ROSE QUEEN, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

SWEET PEAS
IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices: ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate; 4 oz. of one variety at price quoted. List of varieties in issue of October 26.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc,** white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ½ to ⅝ in., $1.25 per 100; $10.00 per 1000. Prices on large quantities on application.

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1½-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

GLADIOLUS BULBS

(Now Ready)

Best Long Island Grown—1½ in. and up

	100	1000
America and Augusta	$2.00	$18.00
America Mammoth Selected, 1¾ in. and up	2.75	25.00
Halley	2.50	20.00
Baron Hulot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and White Florists' Mixture	2.00	15.00

Prices on all other varieties on application

DUTCH BULBS

HYACINTHS. Single. 1st size, named varieties, $8.00 per 100, $75.00 per 1000.
Single. 2d size, named varieties, $6.00 per 100, $55.00 per 1000.

DARWIN TULIPS. In best named varieties, also mixed. Write for prices.

SPANISH IRIS. (Top roots). Best named varieties, $12.00 per 1000.

RANUNCULUS. For forcing. $14.00 per 1000.

ANEMONE de Caen. For forcing. $14.00 per 1000.

ALL OTHER DUTCH BULBS SOLD OUT

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. Strong, 4-in., $25.00 per 100.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

AMPELOPSIS Veitchii (Boston Ivy). Strong, pot-grown, $4.00 per doz., $30.00 per 100; strong, field-grown, 3 yr. old, $30.00 per 100; " " 2 yr. old, $25.00 per 100; medium, " 2 yr. old, $20.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse-grown seed, $9.00 per 1000, now ready; 2¼-in. $3 50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in., $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100; 3½-in., $15.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000.

CARNATIONS. Field-grown. **Matchless, Perfection, Enchantress, Harlowarden,** $7.00 per 100. Prices on other varieties on application.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100; 3-in., $10.00 per 100; strong, 3½-in., will flower for Christmas, $15.00 per 100.

CYCLAMEN. 4-in., ready for 5- and 6-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra Strong,** 4½-in., $7.00 per doz., $50.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Rooted cuttings, $4.00 per 100. **Single White Margaret Daisy,** 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100.

DELPHINIUM Belladonna. Turquoise blue. Strong, 2-year-old plants, $12.00 per 100; 1-year-old, $10.00 per 100; seedlings, $4.00 per 100.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $17.50 per 1000.

GENISTA. 3½-in., $20.00 per 100 Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid.

HYDRANGEAS. French varieties and **Otaksa.** Field-grown and pot-grown. Price on application.

IVY. English. Rooted Cuttings, $1.25 per 100, $10.00 per 1000. 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000.

KENTIA Belmoreana. 2½-in., $9 00 per 100.

'MUMS. Stock plants in all varieties, **Pompons,** etc. Write for prices on what you want to buy.

PANSIES. Giant flowering, strong seedlings, transplanted, $5.00 per 100.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and **New Enchantress Pink, Bronze Beauty, Garnet, Blood Red,** 2¼-in., $5.00 per 100, $45.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer strain, Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Fine, 3-in., $10.00 per 100. **Chinensis,** large flo. fringed, 3½-in., $12.00 per 100. **Primula Malacoides Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; **Malacoides,** mixed, 3-in., $7.50 per 100.

"THE BUGS ARE BUSY NOW"

NICOTICIDE. 1 gal., $15.00.
LEMON OIL. ½ gal., $1.50, 1 gal., $2.50
APHIS PUNK. 1 box (12 sheets) 65c. 1 case; (12 boxes,) $7.00.
APHINE. 1 gal., $2.50.

NICOTINE. ½ pint $1.00; 1 pint $1.60; 1 case (10 pints) $14.00.
NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.50; ½ gal., $5.50; ½ pint, (1 lb.) $1.50. **Paper,** 144 sheets, $4.00, 288 sheets, $7.50; 24 sheets, 90c.

TABLE FERN SEEDLINGS. Mixed, $2.35 per flat; in any variety, 5 flats or more, $2.25 per flat; 3-in., assorted, $6.50 per 100. **Bird's Nest Ferns Asplenium,** 2¼-in., $12.50 per 100; 3-in., 25c. each.

FERN FOR FERN DISHES: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above 50c. each. **Boston,** 2¼-in., $6.00 per 100, $50.00 per 1000. **Roosevelt,** $6.00 per 100, $50.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; **Whitmani,** 2¼-in., $6.00 per 100, $50.00 per 1000.

VINCAS. Field-grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.

AUTO-SPRAY, Galvanized, with Auto-Pop, $7.00.

AUTO-SPRAY, Brass, with Auto-Pop, $10.00.

ROMAN J. IRWIN

108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

Southern States

Houston, Texas

Since the epidemic has subsided, some of the florists have experienced a drop in business, but others say they are still kept busy. At any rate, during the past month or so, all did a better business than ever before. Thus they have an unusually good start for the Winter season.

E. C. Eichling, sales manager of Kerr's, has returned to work. Mr. Walker has also recovered from his illness. The store has experienced a slight drop in business from what it was during the epidemic, but is doing well and is getting some fine flowers from the R. C. Kerr Co. Visitors at the store during the week were Clif Prunner of Poehlmann Bros., and Charles Gullette of Charles E. Gullette and Sons.

The Houston Hort. Soc. has had a hard time trying to meet lately, but expects a rousing meeting next Monday evening at Kerr's. Now that peace is in sight, the question of making Houston the Crape Myrtle city will be pushed so that when our men return in the Spring and Summer they will find the streets, avenues and parks gay with bright color to greet them.

Florists, nurserymen and landscape men in Houston felt the death of E. E. Stone, reported killed in battle, as a great shock. They feel that Mr. Stone's memory is deserving of great honor. He went forth for his country when he did not have to go, leaving a prosperous business and disregarding his exemption as to age.

R. G. Hewitt of the Brazos Greenhouses says that business still continues brisk with him. He has a number of fine 'Mums in bloom at present.

C. L. B.

Montgomery, Ala.

Business for year ending Oct. 1 showed an increase of nearly 50 per cent. over the year preceding. There was no perceptible let up during the entire year; you might say it was one continual drive. At no time was there an excess of flowers; indeed at times it was an impossibility to fill all orders, particularly wholesale ones. The shortage of labor compelled florists in outlying towns to curtail the growing end of their business so they were obliged to procure stock wherever and whenever they could.

October opened with a rush. Orders continued to come in with only a limited amount of stock on hand, so a pro rata supply was resorted to.

Roses were good and after the Aster season closed were the most plentiful and brought good prices. Recognizing the increased cost of production, an advance was made. Funeral designs from $3 up; sprays $2 up, and a decrease in the size of the designs; trimmings extra. Rosemont has a record of 900 funeral orders in 20 days, many of the higher class. This with a small force required hard work and long hours.

At the greenhouses with nearly all the force drafted compelled the employment of negro women. The lack of experienced male help was a serious handicap.

Monday, Nov. 11, was an anxious one to the Rosemont force, as it was arranged that upon the confirmation of the signing of the armistice such a demonstration should take place as never was known in this Southern country. Accordingly at 2 a.m. of the 12th news came that the moment had arrived. With five funerals all hands rushed the work out and the entire force took a bee line for the greenhouses and proceeded to grab everything in sight. By seven o'clock they landed at Taylor Field, the aviation grounds, with over 15,000 Roses and sprays of 'Mums.. All the machines were warmed up and within five minutes 56 airplanes left for the city, which they encircled, dropping flowers instead of bombs. This demonstration lasted one hour. Citizens obtained these flowers and will preserve them for mementoes.

The Mothers' League composed of women having one or more sons in France, and wives having husbands at the front, gathered at nine o'clock at the south end of the Capitol, with armfuls of flowers. These soon grew to a great mound at the foot of the flag pole, while volunteers from the fire department raised ladders and decorated the pole with designs and made up pieces intended to honor the boys over there. The scenes otherwise are indescribable. Everybody was trying to outdo everybody else. The jollification lasted from 2 a.m. until 12 o'clock midnight.

The Paterson boys certainly did themselves proud as all during the Summer they contributed every flower they could spare to the hospitals at the camps here, and wound up with this grand demonstration from the clouds. As a sentimental stunt it was a success, while it beats any other form of advertising.

Rosemont Gardens deserve unqualified praise for the liberality they have displayed in not only furnishing thousands of plants to Camp Sheridan, Ala., for beautifying the grounds surrounding the buildings of the Y. M. C. A., Knights of Columbus, Officers' headquarters, base hospital and the aviation camps, but furnishing cut flowers as well to the hospital gratis.

W. C. C.

Tuskegee, Ala.

The writer, on a flying visit to this place to inspect the stock of the Oak Grove greenhouses, found everything in apple pie order. Stock grown for wholesale was in fine condition and every one was busy filling orders. No shortage of help was seen as it being the home of Booker T. Washington Institute, plenty was available. They do a large business in young stock and have had a run on rooted cuttings, which are turned out by the thousands. A considerable addition to their grounds was made and some new greenhouses in the near future is contemplated.

W. C. Cook.

Louisville, Ky.

Business with the florists is back to something like normal, as likewise are health conditions.

Peace Celebration

Monday, Nov. 11, will go down in Louisville history as a red letter day. Practically everything in the city was closed during the afternoon, and almost all business stopped in the morning, and the celebration continued until after midnight. The flower shops generally were closed well before noon; the excited crowds on the streets were not interested in flowers, and it was next to impossible to hold clerks or even proprietors inside the stores.

According to reports circulated from Washington the men quartered at Camp Taylor, Louisville, will shortly be released and sent back to their homes. It also appears doubtful whether the camp will be continued at all, as it is on leased ground, and will probably be one of the first to be closed. Whether construction work on Camp Knox, Stithton, will be completed or not, is another interesting question. However, Louisville has strong hopes of retaining both these army posts in peace times, as it will mean a great deal to the retail merchants.

The Kentucky Society of Florists has not held a meeting for several weeks on account of health conditions, but will probably get back into harness in December.

August Baumer was re-elected sergeant-at-arms of the Louisville Optimists' Club at the annual meeting held on Nov. 13. Mr. Baumer has been one of the most active members of this organization since its formation.

The F. Walker Co. has been doing attractive advertising, featuring Fall planting.

While the demand for flowers is not as keen as it has been, the florists are still having a little trouble in securing necessary varieties.

O. V. N. S.

Baltimore, Md.

Lecturing Under Difficulties

The Gardeners' Club held a well attended meeting on the evening of Nov. 11, the first since the influenza epidemic subsided. Robert Pyle of West Grove, Pa., gave his beautiful lecture on "Roses and Rose Gardens at Home and Abroad," which was listened to with much interest notwithstanding the hilarity on the streets. The town was in an uproar and bubbling over with jubilance on account of the armistice news.

It had been the intention of the club to have a full house to listen to Mr. Pyle so 500 complimentary tickets had been sent out. When the committee realized the condition there was some apprehension of the advisability of trying to have a meeting and then whether a lecture could be heard if the people did come. But a good number came and enjoyed the pictures which carried them from the Pacific Coast to the Bagatelle Gardens of Paris. Mr. Pyle gave interesting and valuable information on Rose growing.

S. S. Pennock of Philadelphia gave an optimistic talk. The Fuel Administration ruling modifying the coal restrictions order has helped to ease the minds of the florist but it has come too late to allow the working up of stock to fill the houses. We are thankful to report that throughout all the death caused by the epidemic the club did not lose a member.

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Harry Schelter, formerly chauffeur for Geo. Angermueller of St. Louis, Mo., writes from France that all is well with him.

Harold A. Hyde, of Watsonville, Cal., according to word received by his father, H. A. Hyde, has received a commission as first lieutenant in the Army.

Arthur K. Rupp, whose picture we show, is the son of our old friend, John F. Rupp of Ruparka, Shiremanstown, Pa., one of the oldest subscribers for The Florists' Exchange. This son only recently landed "over there" after having been in training at Camp Lee, Va., so that, having been one of the last ones to cross, his chances for a march to the Rhine are very good.

Ralph Merritt Hitchcock, son of F. C. Hitchcock of New Rochelle, N. Y., is in the aviation service at Camp Morrison, Morrison, Va. He is but 19 years of age and has been earnestly trying to do his bit, having purchased bonds and Thrift Stamps and contributed to the Red Cross. He was disappointed in not being able to enlist before but, unfortunately, his father was seriously ill for three months and so it was required that he look after things at home.

Arthur K. Rupp, son of John F., Shiremanstown, Pa., "Over There" at bayonet drill

We are glad to learn that Arthu Henry Wors, son of C. W. Wors, S Louis, Mo., has so far recovered as t be able to get around on crutches. H is now at the London Military Hospita Joseph Wors, we regret to learn, is i the U. S. Naval Hospital at Bres France, where he is slowly convalescin from an accidental wound in his le foot, received while on guard duty. Cha Wors, Jr., a third son of Mr. Wors, at Camp Kearney, Cal., from where h will shortly receive his honorable di charge.

Wintering Seedling Perennials

I have some seedlings of hybrid Aqu legia and Digitalis which have only the first and second sets of true leaves. Th seed was sown the latter part of last Jun but because of dry weather it failed germinate readily. The seedlings are situated that I cannot build a coldfram over them and I feel that they would n stand transplanting to a frame. Wou they come through the Winter succes fully with a covering of Corn fodder? so, how deep should the covering be a when should I apply it? I also ha some Delhinium hybrids Gaillardias a Lupines in the field; what protecti should I give them?—H. D. Y., Pa.

—First cover the seedling perennials garden or field 2in. to 3in. deep wi straw or meadow hay, or the stra part of stable manure, and above it h closely two or three inches of Co stalks. If the Corn stalks have been c into short pieces by being put through fodder cutter. Corn stalks alone to t depth of 4in. to 6in. will do, but the should be no small ears of Corn left the fodder to attract mice. J. H. S.

Clubs and Societies

Sewickley (Pa.) Hort. Society

The lifting of the ban on public meetings enab the Sewickley Hort. Soc. to hold its regu monthly meeting on Nov. 12 Exhibits w few, but quality good Wm. Thomson, Jr., g dener to Mrs. W. P. Snyder, staged a fine exhi of Chrysanthemums which well deserved certificate of merit awarded by the judg Nagirroc, Odessa, William and Yellow Turn J. C. Kelly, William Rigby and a magnifice bloom of Louisa Pockett would have made s of the Eastern growers sit up and take noti This was the first certificate of merit awarded the society. John Barnet, gardener to M J. D. Lyon, again staged vegetables of exhibiti quality and was awarded a cultural certifica Manus Curran showed several seedling sin 'Mums, some of which were unique in color a form.

It was nomination night for next year's off bearers. At the December meeting the electi will take place. JOHN CARMAN, Sec'y

Nassau Co. (N. Y.) Hort. Socie

The regular monthly meeting of the abo society was held in Pembroke Hall, Glen Co Nov. 13. There was a large attendance wi President Robt. Jones presiding. Mrs. Arth Gibb was elected an honorary member, a G. W. Wyatt an active member. The preside appointed Ben. Sutherland, John W. Ever and Joseph Adler to judge the monthly exhib The following awards were made: Competitio 3 Chrysanthemums, White; 3 Pink and 3 Yello Each class was won by Jas. McCarthy. Th Twiggs special for the 12 heaviest potatoes w won by Frank Petroccia. Exhibition: 3 heads Celery, Cultural certificate to Frank Petrocc Vase of seedling anemone 'Mums, honorab mention to John Dombrowski; Jas. Hollowa exhibited 43 potatoes from 1 tuber planted Aug. 24. A letter of condolence was order sent to the the family of the late Mrs. C. Cartledge; also to Herman Boutcher a memb of this society who recently lost his wife. Preside Robt. Jones generously donated $10 to be us as prizes for table decorations, gardener's assis ants only, to be competed for at our next meetin Dec. 11. Competition for the society's prir are 25 Brussels Sprouts, 6 Leeks and 50 Sing Violets. The President announced that as t next will be the annual meeting and election officers, it will commence at 6.45 p.m. shar It is hoped as many members as possible w attend. A Smoker will be held at the conclusi of this meeting.

HARRY GOODBAND, Cor. Sec'y

Coming Meetings and Exhibition

Des Moines, Ia.—Mid-West Horticultural E hibition, Dec. 10 to 13, including annual co ference of the Woman's National Farm a Garden Ass'n. Information obtainable fro the Iowa State Horticultural Society, D Moines.

St. Johnsbury, Vt.—Vermont State Ho Society, 22d annual meeting and show, N 21 to 23.

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOX-GLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS. Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000.

CINERARIAS. Giant Prize strain, in 2¼-in. pots, $3.00 per 100.

SNAPDRAGON. Keystone, pink, white, yellow. Out of 2¼-in. pots, $2.50 per 100.

DOUBLE SWEET ALYSSUM, Winter-Flowering FORGET-ME-NOTS, DBL. PETUNIAS and GERANIUMS. Strong, out of 2¼-in. pots, $2.50 per 100.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and Grand Rapids. Strong, $1.00 per 1000, $8.50 for 10,000.

J. C. SCHMIDT

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CRYPTOMERIA Japonica

(JAPAN CEDAR)

2-in., for growing on, $7 00 per 100.

BOSTON YELLOW DAISIES

2-in., $3.00 per 100.

DRACAENA Indivisa

Extra good, 2-in., $2.00 per 100.

GERANIUMS

S. A. Nutt, Jean Viaud, and others, 2-in., $2.00 per 100, $20.00 per 1000.

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ELMER RAWLINGS

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Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

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Moss Curled Parsley Roots

$3.50 per 1000. Cash.

Good, strong roots

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Some Excellent Stock

LIBERAL EXTRAS FOR EARLY ORDERS

Inch		100	1000
2½-in.	ASPARAGUS Plumosus and Sprengeri	$2.75	$25.00
4 -in.	ASPARAGUS Plumosus and Sprengeri	7.00	65.00
3 -in.	CYCLAMEN. 8 varieties	8.00	75.00
4 -in.	CYCLAMEN. Fine stock	20.00	
4 -in.	FERNS. Assorted	15.00	
5 -in.	FERNS. Assorted	20.00	
3½-in.	FUCHSIAS. Little Beauty	7.50	70.00
3½-in.	FUCHSIAS. Assorted	6.00	50.00
4 -in.	DRACÆNA Indivisa	15 00	
5 -in.	DRACÆNA Indivisa	25.00	
4 -in.	MARGUERITES. White and Yellow	7.50	70.00
2½-in.	LANTANAS. Dwarf, in Bloom	5.00	50.00
3½-in.	LANTANAS in bloom	7.50	70.00
3½-in.	LANTANAS. Assorted varieties	5.00	45.00
2½-in.	SMILAX. Large plants	2.75	25.00
2¼-in.	SNAPDRAGON. White, Pink and Yellow	5.00	45.00

Abundance of other stock. Correspondence solicited

ALONZO J. BRYAN, Wholesale Florist

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Obconica Giant and Grandiflora. Mixed also, Apple Blossom. Extra fine stock, 2-in. $4.00 per 100, $35 00 per 1000.

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ROSE GERANIUMS. 2¼-in., $2.50 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
CALENDULA. Orange King, 2-in. $3.00 per 100.
DAISIES. Snowball and Longfellow. $2.50 per 1000 Single White, R. C., $1.25 per 100.
FEVERFEW Gem. 2¼-in., $2.50 per 100.
TRAILING LANTANA, R. C. $1.25 per 100.
WEEPING LANTANA, R. C., $1.25 per 100.

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POITEVINE and RICARD.....$17.50 per 1000

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Ricard, Poitevine and Buchner, $30.00 per 1000
If you are doubtful of our stock plants, I can refer you to florists who bought 1000 and 10,000. Unrooted Ricard, Poitevine and Buchner Cuttings, $7.00 per 1000.

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HIGHTSTOWN NEW JERSEY

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New Rose Premier

A Cross Between Ophelia and Russell

It has the stiff, thornless stem and quick, free growth of Ophelia, with most beautiful dark green foliage, similar to American Beauty in arrangement and size of leafage.

The habit is perfect for a forcing rose; the breaks come quickly and are of fine length, every one producing a flower, even the shorter stems giving fine quality of bloom.

The flowers are of Russell type and hold a clear, pure shade of Rose-pink throughout the year; lighter in Summer; deep rose-pink in cooler weather. A dozen blooms make an imposing bunch.

Its freedom of bloom and quick succession of crops make this a most productive forcing variety.

Like Ophelia and Columbia, it is deliciously fragrant.

It is an easy propagator and also grafts readily.

Absolutely distinct and a splendid addition to American varieties.

Prices—*Own Root*

100	250	500	1000
$30.00	$70.00	$125.00	$250.00

Grafts, $5.00 per 100 additional.

Kindly note:—Quantity is limited, necessitating the filling of all orders in strict rotation, beginning early in 1919.

COLUMBIA

INTRODUCED LAST SEASON AND HAS MADE GOOD

Color: True pink, about the shade of a perfect Shawyer, deepening, as it opens, to glowing pink.

Habit: This variety sends up quickly numerous stiff stems, which are of good length without pinching.

Size: It is one of the big Roses, and is as lasting as Russell and as full of petals. An exceptionally fine Summer Rose.

	100	1000
Prices—*Own Root*	$17 00	$150.00

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STANDARD VARIETIES—Own Root

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LADY ALICE STANLEY

Prices later

CARNATION CUTTINGS

	100	1000
PINK		
Laddie	$6.00	$50 00
Cottage Maid	4.00	35.00
Miss Theo, true rose pink	4.00	35.00
Mrs. C. W. Ward, true rose pink	4 00	35.00
Enchantress Supreme	4.50	37.50
Pink Delight	5.00	45.00
Alice	4.00	35.00
Enchantress	4.00	35.00
Rose Pink Enchantress	4.00	35.00
RED		
Merry Christmas	5.00	40.00
Doris	6.00	50.00
Rosalia	5.00	40.00
Belle Washburn	5.00	40.00
Aviator	$4.00	$35.00
Nebraska	4.00	35.00
Beacon	4.00	35 00
WHITE		
Crystal White	6.00	50 00
Matchless	4.00	35.00
White Wonder	4.00	35.00
White Perfection	4.00	35.00
White Enchantress	4.50	37.50
VARIEGATED		
Benora	5.00	40.00
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Yellow Gold	5.00	40.00
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Let us quote you on your requirements.

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LENOX, White LENOX, Pink
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ARECA Lutescens

6-inch pot .....$1.00, $1.50, $2.00 each

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9-inch tubs.....$5.00 each

PHOENIX Roebelenii

7-inch tubs.....$3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each
7-inch tub, 36-38 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
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Place your order now, as good stock is going to be scarce

FERNS. Scottii, Whitmanii, Teddy Jr. and **Boston.** 4-in. 20c.; 5-in. 50c.; 6-in. 60c. and 75c.; 7-in. $1.00.
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DRACAENA Terminalis. 5½-in. pots, well colored, 75c.
COCOS Weddelliana. 3-in. 25c.
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ASPARAGUS Plumosus. 2½-in. $4.00 per 100; 3-in. $8.00 per 100; 4-in. 12c. each.
BEGONIA. Magnifica, pink; **Luminosa,** red. 4-in. pots, 25c.; 5-in. 50c.
PRIMULA Obconica. 4-in. pots, 15c. and 30c.; 5½-in. 35c. **Chinensis,** 4-in. pots, 20c.
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JERUSALEM CHERRIES. 25c., 35c. and 50c.

Cash with order

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½ oz. 75c.; 1 oz. $1.50; 4 oz. $5.00.

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CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100; 7-in., $2.75; 8-in., $3.75; 9-in., $5.00 each.
ASPLENIUM Nidus Avis (Bird's Nest Fern.) Strong 3-in., ready for a shift, $2.50 per doz., $20.00 per 100.
ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

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FERN SPECIALIST

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8-in. $1.25 and $1.50; 6-in. 50c. each

8-in. $1.25 and $1.50; 7-in. $1.00; 6-in. 50c. each

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Fine plants., 2-in., of **Buxton's Silver King,** light pink and **Virginia,** brilliant rose pink, **5 cts.**

CINERARIAS, 2-in., fine stock, raised from Dreer's best seeds, **5 cts.**

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Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.
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	100	1000
Bostons, 2¼-in	$5.00	$45.00
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Whitmanii, 2¼-in	6.00	50.00
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Order either direct or through **S. S. Skidelsky & Co., Philadelphia, Pa.** (sole agents.)

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20,000 **DRACÆNA Indivisa,** well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

Satisfaction Guaranteed

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NOW READY

Fine, strong plants, in best Varieties and ready for immediate use.
From 2¼-in. pots, $5.00 per 100, $40.00 per 1000.
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KENTIA and COCOS. Just right for centers. From 2¼-in. pots, $12.00 per 100.
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Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. Ophelia and Mrs. Russell, own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

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From 2¼-in. pots, $7.00 per 100

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FIELD-GROWN	100	1000
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This season they will be in great demand for decorating and Xmas Wreaths

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Prepare now for Christmas. There is going to be a big demand for plants this year. The war is over and there is joy in every home; your customers will want fine plants to decorate their festive boards and to make presents. There has been a scarcity of help the past year and many growers had to close some of their houses; a great many places closed up for good which, no doubt, will make good stock scarce. We have a very fine stock of plants and will give you good value for your money. We recommend the placing and shipping of orders early, as there is no telling what the weather or railroad conditions will be later on.

CYCLAMEN. We have a very fine lot of this choice Christmas plant in 5½-in. pots, in bud and bloom.

POINSETTIAS. 4-in. pots, $3.60 per doz.; 5½-in. pots, tall, 2 flowers to a plant, $6.00 and $9.00 per doz.

SOLANUM. Jerusalem Cherries. Bushy plants, full of berries, 6-in. pots, $7.20 and $9.00 per doz. 7-in. pots, very heavy, $12.00 and $15.00 per doz.

PRIMULA Obconica. 5-in. pots, $4.00 per doz.

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FERNS. Our ferns are very fine this year, and we will give you good stock.

NEPH. Scottii and Teddy Jr. 4-in. pots, $3.00 per doz.; 6-in. pots, $7.20 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.50 each; 12-in. tub fern, $3.00 each.

NEPH. Norwood. 6-in. pots, $7.20 per doz.

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ASPARAGA Plumosa. 3-in. pots, $8.00 per 100.

DISH FERNS. 2½-in. pots, the best varieties, $6.00 per 100.

HARDY IVIES. Fine plants, staked, 5-in. pots, $3.60 per doz., 6-in. pots, $6.00 doz.

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In Small Sizes for Pots
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LARGE STOCK FOR FALL

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Rosalia	Benora
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$4.00 per 100, $35.00 per 1000

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for **California Privet** *and* **Berberis Thunbergii**

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We are now booking orders for Fall delivery

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Made of Washed Clays—Uniformly Burned—Carefully Packed
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Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

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Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.

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STRONG—LIGHT—POROUS
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Ask your dealer for it
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Middle Atlantic States

Pittsburgh, Pa.

Next meeting Pittsburgh Florists' Club, Dec. 5, at its regular meeting place.

For some reason there seems to be a scarcity of good 'Mums, especially in pink and white. There are plenty of good Bonnaffon and yellow Chadwick, but we expect them to be over soon. By Thanksgiving there may not be any left for the trade as the warm weather has brought the crop on sooner than expected. Pompons in all colors in good supply find ready sale. The demand has been exceptionally heavy for the past three weeks. Roses in heavy supply find ready sale, especially the longer stemmed grades. Columbia, Ophelia, Killarney and Russell are about the best received. Carnations are increasing in supply every day but still hold up well in price. Lilies are scarce but we look for larger crops soon. American Beauty Roses have little demand and can be moved at only reduced prices. Violets are also hard to move as the street men are about the only ones who can sell them. Valley and orchids are in light supply and demand. Greens of all kinds are plentiful, especially ferns, Galax and Leucothoe. All the flower stores were closed Monday, Nov. 11, to help celebrate the signing of the armistice terms. Florists all look forward to a larger and better business now that the war is practically over and the growers are allowed full fuel supply.

'Mum Show

The 'Mum show at the Schenly Park conservatories was opened to the public on Sunday, Nov. 10. The show was delayed on account of health conditions, and many flower lovers were disappointed. A number of the blooms were taken out because they had flowered too soon, due to the warm weather. On the opening day there were about 8000 blooms in perfect condition and thousands of visitors viewed the exhibits.

The McCallum Co. is cutting especially fine Mrs. M. R. Morgan 'Mums.

'Mums at the Club Meeting

The regular meeting of the Florists' Club was held on Tuesday evening, Nov. 5, in the North Side Carnegie Hall. It was 'Mum night and we were greeted by one of the best exhibitions of these flowers ever shown at the club. The club decided to hold future meetings at its present meeting place; judging from remarks made by members a good attendance is promised during the coming season. F. B. Frauenfelder of 3300 Fleming ave. was proposed for membership by Wm. Moore and Wm. Bonsey, H. Etherington , C. L. Meyer, Noah Aldrige of Finleyville, L. Lighthauser, B. F. Engle, Rochester, Pa., Herbert Beckert, Millvale, and B. W. Smith, were proposed by E. J. McCallum.

The exhibits aroused much interest. A vase of a yellow seedling grown by Manus Curran of Sewickley, was generally pronounced the largest ever shown at the club. It is a cross between Turner and Odessa. One of the blooms measured 11in. across and about 34in. around. Mr. Curran said that he did not want the seedling passed on for points this year as he expected better results next year. He intends to name the bloom "Sewickley." He also had a collection of pompons, among them a pink and a white giving promise of becoming good commercial varieties. Wm. Thompson showed a good collection, including many standard varieties, also a fine lot of pompons. Jas. Murphy had an exhibit of well known sorts, and James Stewart also exhibited. Herman Roff's collection included, besides standard sorts, pompons and a bush of Garza almost 6ft. high. Schenly Park had an exhibit of the large flowering kinds as well as many varieties of pompons. The awards were as follows: First class certificate to Manos Curran for his new seedling; cultural certificate for collection of 'Mums to Wm. Thompson, Jas. Murphy, Jas. Stewart, Herman Roff and Schenly Park, with a vote of thanks to all exhibitors.

The next meeting will be held on Dec. 5. Christmas plants and flowers will be the subject.

Topics in Brief.

Pete Hofman of New Galilee, Pa., had one 200ft. house, his best paying, planted in Ivory, Razer and Chieftain 'Mums. He cut 28,000 Ivory, 1200 Razer and 1500 Chieftain during the past three weeks.

John Kiel of East Liverpool, Ohio, has one house of Turner 'Mums, the finest seen in this section. They were planted before the roof was on and have been without heat. He used the entire crop at his retail store and was able to get high prices for all sold. Many plants had three and four blooms of perfect flowers.

Miss Gertrude Becker, of the McCallum Co., has the deepest sympathy of the trade in the loss of her mother, who died suddenly, Nov. 15.

Wm. Faulk has been assisting his brother Walter during the rush of the past few weeks.

Jos. H. Seaman has accepted a position with his former employer, the Alpha Floral Co. of East Liberty. Many of the boys in the flower business who were compelled to get into "essential" industries, are now getting back to their former positions. N. McC.

Buffalo, N. Y.

Stock was not in a heavy demand last week and prices showed a tendency to lower slightly. White and pink 'Mums are rather scarce but the yellow Bonnaffons are in good supply. Shipments of Roses are not heavy and the demand is not brisk. Some Snapdragons were received last week.

The propaganda of the Government for early Christmas shopping is being spread by local merchants and will likely help early holiday trade at the Buffalo flower shops.

United War Work Drive

Buffalo florists, headed by W. J. Palmer, went "over the top" in the United War Work Workers campaign. In the drive to help "keep the soldier boys smiling" Mr. Palmer was ably assisted by Messrs. Anderson, Eiss, Sandiford, Wiese, Schoenhut and Sieners.

Now that everything points to an after the war reconstruction, conservative people of Buffalo—the wealthy classes—who became accustomed to practising the strictest economy, are patronizing the local flower shops. For example, on the day the armistice was officially proclaimed, many of this class bought flowers liberally as "peace offerings" and have been regular patrons ever since.

It is expected that this Winter will see a revival of the social functions cancelled during the past year and a half.

As a result of the armistice what will be the industrial and financial conditions in Buffalo? This question is being discussed by local florists. Some say that the war contracts, amounting to millions, held by Buffalo plants, will be gradually cancelled and that there will be no industrial upheaval following the immediate discharge of thousands of munition workers.

Even in face of the foregoing opinion the Curtiss aeroplane plant has already laid off several thousand employees on account of stopping war production. It is expected that many other local plants that have been handling war orders will reduce their payrolls considerably.

However, there are bright aspects to the post bellum question. For example, hundreds of local plants, which make articles not considered essential to winning the war were forced to curtail production. With the coming of peace these factories will be reaching out for men. Building and municipal improvements were also held up during the war. A boom that will come in these lines will keep plenty of "flower money" in circulation, it is said. Generally speaking, Buffalo florists say that no matter what their handicaps may be during the reconstruction period, these will never equal what they willingly bore in war time.

The comfort that flowers can give before and after the war has been frequently demonstrated at Lafayette sq., Buffalo, where there is a bronze tablet bearing the names of local men killed in France. One woman goes every day to the square to place flowers before the tablet. None of her relatives is in the list. She says the floral offerings are for the sake of her two sons who are in the Army. Another woman recently put a bouquet of Carnations at the base of the tablet. She explained that her boy's name was in the list of heroes and that she was happy "that he died as he did."

Save coal by burning it with wood, is the advice of the New York State College of Forestry, which is assisting the Buffalo fuel administration in its conservation plans. Householders as well as florists have been asked to try this method this Winter.

JOSEPH A. MCGUIRE.

Lancaster, Pa.

Walter Hammond reports that, although retail business is quiet, he is congratulating himself on the fact that he has made a little money in spite of the war conditions, and that he is still in business instead of giving up as so many others have done, most of whom, he thinks will be sorry after things get back to normal conditions.

The Help Problem

H. A. Schroyer, like a great many others, is having trouble getting the proper help at the greenhouses, but is looking forward to the day when this condition will be reversed. At the store business as usual about describes the situation.

Fred Ritchy reports having secured one man to help him out and is also looking forward to a changed condition of the labor market, when it will not be necessary to run an establishment with two men and himself.

The writer has been running his place during the past Summer with one man besides himself, and has been doing the work of two men, not hesitating to put in 18 to 20 hours a day, being none the worse for it.

United War Work Drive

Lancaster has again gone "over the top"—to use an expressive, but much overworked term—with the United War Work Drive. Mrs. Albert M. Herr had charge of a branch of the women's section and conducted two flower booths with flowers contributed by the county florists. Mrs. Herr personally conducted four nurses from the hospital with a stretcher through the business streets and collected enough to make a goodly number of soldier boys happy this Winter.

The Victory Parade was held on Tuesday with about 30,000 of Lancaster's 50,000 people in line. The only florist establishment represented as such was that of B. F. Barr & Co., who had their employees from the greenhouses, the store and the nursery in line; others in the trade took part as individuals.

Mr. and Mrs. Utley of Harrisburg spent a day visiting at B. F. Barr's. Mrs. Spera, now managing the Barr store was formerly of Harrisburg.

A representative from Robert Craig's was a trade visitor.

ALBERT M. HEEB.

New England States

Providence, R. I.

The epidemic has abated and trade has returned to a normal basis. Demand is active but is met with a plentiful supply of stock. Still there is no surplus on the market. Carnations, which have had the biggest drop in price are selling at $2 to $3.50 per 100. Boxwood is bound to be short on this market with prices considerably over last year.

After demonstrating that the cooperation of the R. I. Hort. Soc., the committee on agriculture of the Providence Chamber of Commerce and the Providence Market Gardeners' Ass'n had served to produce the most interesting annual exhibit yet held, the two days' flower, fruit and vegetable show, held in the ballroom of the Narragansett Hotel, came to a close. While it lasted the rooms seemed en fete. Nearly every person was presented with a bouquet of rich Roses or gorgeous 'Mums, and some of the more practical left with bunches of beets or other vegetables in their hands. Those in charge of the exhibit pronounced the interest shown this year greater than ever, alluding especially to the exhibits of canned fruits and vegetables and the competitive canning demonstrations, both of them new features. The co-operation of the Chamber of Commerce and market gardeners, they said, have been productive of good for all concerned and they expressed the hope that it will continue in future years. J. C. L.

New Haven, Conn.

Among New Haven florists business continues good, although the rush is practically over. Still with fairly good Roses coming in at $4 to $10 per 100, and pompon 'Mums it is possible to get out good funeral pieces at profitable prices. Florists are looking forward to a good demand for cut flowers at Thanksgiving time and are placing orders accordingly. Some regret is felt, that the growers did not plant more stock. The unusually mild weather has saved considerable coal, so with the war about over it is regrettable that there are so many empty benches. It is not, however, too late to fill them with something that will be readily salable late in the Winter.

Dahlia growers have had a long and a prosperous season. Most of the roots are just now being taken up and stored.

Richard Vincent, Jr., of White Marsh, Md., writes us that what seemed to portend a disastrous season for Dahlias has proved to be the best ever known.

At the regular meeting of the New Haven County Horticultural Society, Nov. 12, a letter from Prof. G. W. Frazer of Storrs College, Conn., was read asking our society to formulate a plan for the trial grounds at Storrs together with rules and regulations governing the testing of new varieties of Dahlias and other flowers. A committee consisting C. Louis Alling, Bertram G. Leeper, Alfred E. Doty and Wm. Rathgeber, sec'y, was appointed by President Cromie to plan out the methods and rules to be submitted to the American Dahlia Society for approval or improvement.

The committee would like to hear from growers everywhere concerning these trial grounds as they will be a National affair. We are open for suggestions either directly or through the columns of THE FLORISTS' EXCHANGE.

A discussion as to the causes of poor Dahlias, and especially on the white fly, was participated in by many members. (A report of this discussion appears in another column.) W. J. R.

Worcester, Mass.

The florists experienced a rather quiet business the past week. A decided drop was noticed in the transient business, especially, possibly due to the two big days of victory celebrating which affected all lines of business. Much patriotism was shown by the florists on the 11th, when they all gathered at Randall's shop at 10 o'clock for a parade all their own. The delivery cars and wagons were well decorated and headed by H. F. Lange's big Packard. They made a beautiful showing. H. F. Littlefield was represented with his new Dodge Bros. car.

The Red Cross Chrysanthemum show of the Worcester County Horticultural Society held on Nov. 7 and 8, netted $1000 after all premium money, etc., was deducted.

Wholesale prices dropped somewhat over the previous week. Good Carnations could be bought for $3, while the best sold for $4 per 100; Roses $3 to $10; Violets 75c. to $1; singles and pompon 'Mums 25c. to 50c. per bunch. The florists report a good call for bulbs this year and extensive planting of same is being done by large manufacturing concerns now for Spring gardens.

F. L. M.

Trade Notes

MANISTEE, MICH.—The recent annual Fall show of 'Mums held at the Clarkson greenhouses, No. 469 So. Water st., attracted many visitors. Mr. Clarkson made a special effort to make this exhibition better than ever before.

IPSWICH, MASS.—F. Schrempf has opened a new florist's store on Market st.

PATERSON, N. J.—The Silk City Florist Co., at 226 Market st., succeeded in collecting several barrelfuls of nut shells for making charcoal for gas masks. These were turned over to the Red Cross for the Gas Defense Division. The people of Paterson cooperated heartily, coming from all parts of the city to deposit the material in the firm's barrel, which was probably the first to be set up in the city.

Norway Spruce for Miniature Christmas Trees

SELECTED, SHAPELY PLANTS

2½-3 feet.....$25.00 per 100 | 18-24 inches.....$15.00 per 100
2-2½ feet..... 20.00 per 100 | 12-18 inches..... 12.00 per 100

THIS Evergreen has become a very popular holiday specialty. Many of our customers have handled them for several years with increasing success. Christmas novelties are scarce this season. These will help to fill in the gap. Will pot nicely in 6-inch, 7-inch and 8-inch pots. They are also good material for filling window and porch boxes, also vases and tubs for lawn and veranda decorations.

Order now. We can ship at once or hold until December 1st

Jackson & Perkins Co., Newark, New York

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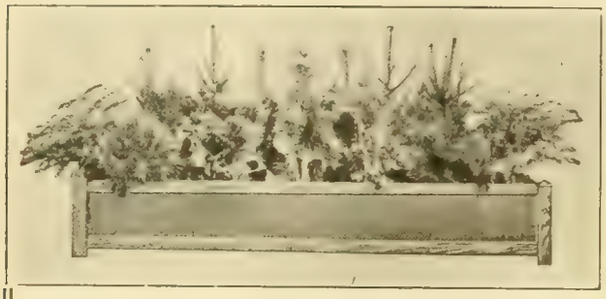

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Especially Grown, Bushy, Symmetrical Stock

Assorted Varieties, $9.50 per 50, $18.00 per 100.
Assorted Varieties, (Extra select balled plants), 50c. each, $5.00 per doz.
Picea Canadensis (Black Hill Spruce), extra bushy, 12-18 in. balled, 50c. each, $5.00 per doz.
Pinus Mugho (Dw. Mt. Pine), bushy, 6-10 in. balled, 50c. each, $5.00 per doz.
Thuya Pyramidalis (Pyr. Arb. Vit), extra fine, 12-18 in. balled, 50c. each, $5.00 per doz.

Miniature Xmas Trees

Well formed, thrifty, shapely stock

1-1½ feet.....$10.00 per 100
1½-2 feet..... 14.00 per 100
2-3 feet..... 22.00 per 100

Evergreens for Tubbing

Owing to scarcity of Boxwoods, Hardy Evergreens will be largely used in their place. We have prepared a very complete line at attractive prices.

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Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

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70 Years — 1000 Acres

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JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

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Barr's Choicest Trees

AMERICAN LINDEN.....1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE.....1½-3-in. Cal., 12-15-ft.
AMERICAN ELM.....1½-3-in. Cal., 12-15-ft.
PIN OAK.....1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

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California Privet

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BERBERIS Thunbergii
in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

CALIFORNIA PRIVET

	1000
2 year old, 18-24 inches	$14.00
2 year old, 12-18 inches	10.00
2 year old, 6-12 inches	6.00
No. 1 Cuttings, 8 inches long	1.00

Cash with order. Packing free.

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HOWARD ROSE CO. — Own Root ROSES — Desert Climate Grown — HEMET, CAL.

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WINTER SHIPMENTS
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We are the Largest Growers of

Roses—Portland—Roses

Superior Quality—Choice Varieties—Sell better—Grow better

Ask for price lists. ORDER NOW

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PIN OAK, (QUERCUS PALUSTRIS)

IN ALL SIZES

FRAXINUS Americana (White Ash), in all sizes.
ULMUS Monumentalis (Cornish Elm.)
POPULUS nigra fastigiata (Lombardy Poplar.)

Ask for our prices before ordering.

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Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

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100,000 3-year-old, cut back once

2 to 3 feet, 4 to 8 branches.....$20.00 per 1000
18 to 24 inches, 3 to 6 branches.. 15.00 per 1000
CUTTINGS, 8-in. (strong).....75c. per 1000

RIVERVIEW NURSERY
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3-years, fine	$15.00
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Best commercial varieties collected, imported and grown by JOHN DE BUCK,
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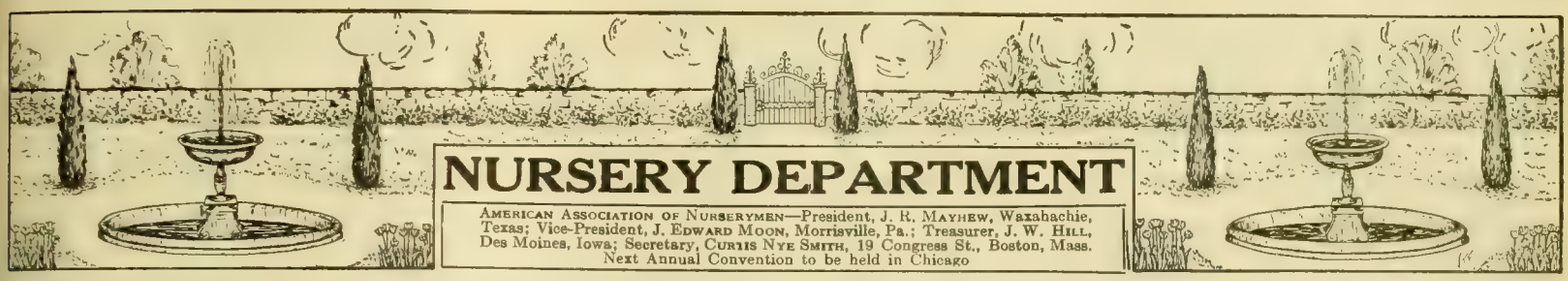

NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

THE RETAIL SALESMAN

At the time of the meeting of the American Association of Nurserymen at Chicago last June many interesting papers were read and discussed, several of which we published at the time. There was one, however, presented by E. H. Smith, which we could not give space to then and are now reproducing. While written for the nurseryman, it is just as applicable to the florist, the seedsman and the dealer in florists' supplies. It expresses clearly the value of the 100% efficiency salesman above all others possessing a less percentage, and puts it squarely up to the employer to see to it that he obtains men of this type.

The subject assigned me by your program committee covers a large field of activity. I do not feel equal to the task of fully presenting the arguments which bear upon it. However, I shall touch upon the points that are certainly worthy of careful consideration by those of us who hire salesmen.

Speaking from a personal standpoint, it is a matter of choice that ours is one of the firms whose policy it is to hire salesmen to represent us in preference to doing a catalog business. We send out salesmen not only to sell our line of stock, but also to sell service, by educating the people to beautify their home grounds and to teach them how to care for the stock after it is planted.

Realizing the importance of building up the standard of the nursery profession, we endeavor to select salesmen who are honorable. In selecting this kind of material we ignore the old adage that "A salesman is born, not made," because we think it is a relic of the dark ages. Neither do we select the finished product of our competitors, because we would not be courteous in so doing. We select our men from the store, the blacksmith shop, the pulpit, the farm—in fact, from all walks of life—and by giving them careful training and instilling into their minds an ideal worth while, we develop them into desirable salesmen.

Please catch this point, I did not say successful, but desirable salesmen. While it is true that a desirable salesman must be successful to a certain degree, a successful salesman may not be desirable when surveyed from an honorable standpoint. We all have heard of the fellow who goes out and gathers in big reports by selling the people anything but honest goods. He sells everything from a Grapevine Raspberry to an orchard that will be in full bearing two years from the time it is planted. These fellows who sell promises instead of nursery stock, have for their ideal the almighty dollar. Have these fellows entirely disappeared? I believe they are gradually fading away, and why? Because the nursery firms are doing away with the dollar ideal themselves.

House Judged by its Salesmen

How true the saying that "like begets like." The customer is correct when he judges the house by the salesman it sends out. The firms and their salesmen, who are replacing the oldtime rounders, have an ideal that is worth while. It is "service" to their fellowmen. They teach their customers to beautify their home grounds, thus enhancing the value of their property. The salesman with the proper ideal takes as much interest in his customer as he does in his employer; he teaches the customer how to plant and care for his stock in his year to year visits. The latter type of salesman is the desirable fellow. We should do our level best to make him 100 per cent. proficient.

Qualifications of a Good Salesman

In order to secure a basis from which to work, I shall discuss a 100 per cent. man, selecting ten very important qualifications of a desirable nursery salesman, giving each qualification ten points. The ten qualifications are: Sobriety, Health, Honesty, Confidence, Management, Neatness, System, Optimism, Industry and Perseverance.

Sobriety is the foundation stone of desirable salesmanship. It is generally conceded that one drink of liquor intoxicates a man to a certain degree. If the practice is continued it weakens every one of the other points of qualification. It destroys health, inclines to misrepresentation, kills confidence, weakens management, produces an untidy appearance, does away with system, creates pessimism, encourages laziness, and tends to discouragement.

Health: A sound physical condition generates an abundance of energy essential to put force and vigor into an argument that will win business. It gives the salesman a clear eye and a keen intellect.

Honesty: The salesman should be truthful and loyal to both the customer and the firm he represents. He should not misrepresent facts in order to secure business.

Confidence: A salesman not only needs confidence in himself, but he must have confidence in his firm. He must also be able to gain the confidence of his prospective customer.

Management: The salesman who drops the lines may rest assured that the customer will pick them up and do the driving. He should be master of himself on all occasions. It is his duty to manage his prospect.

Neatness: A neat personal appearance plays an important part in securing an audience with the prospect. Wearing a smile does not in itself denote a good appearance. With one glance the prospect sizes the salesman up. If he observes soiled clothes and a beard that needs mowing, the chances are about one to five that the salesman will be turned down. We do not insinuate that it is necessary to wear expensive clothing.

System: In framing a selling talk, system is necessary. A salesman must have a system in working his territory. Without system he is like a mariner without a compass.

Optimism effects a hopeful state of mind, making a salesman good-natured, ready to supply a joke—or take one—to call a bluff in a friendly manner, or show the customer the silver lining of every cloud.

Industry: The salesman who does not wait to be called in the morning; who does not fret if he doesn't get back to town before the six o'clock whistle blows, and gives all of his time to his employer, is industrious.

Perseverance is what keeps the salesman on the main line. The man who is persevering never takes a sidetrack. He is able to go from one appeal to another until the psychological moment is reached, and the pencil does its duty.

Nurseryman's Duty Analyzed

It is the duty of every nurseryman to do all he can to raise the efficiency of his salesmen. We all have some 40, some 60, some 80 and some 100 per cent. proficient men. Let us examine these fellows under a microscope and see what we find. Look at the 40 per cent. man. He is honest, industrious, sober and very neat in his appearance; but he does not feel well at all times, he is prone to see the dark side of every question that arises, and before long he is obliged to lay off and recuperate. He lacks perseverance, fails to manage his conversation, and is unable to land more than about one out of every five prospects. He manages to get enough business during the first part of the season when the territory has not been canvassed by other concerns, to hold on by a thread, but as soon as harvesting, or corn picking sets in, he lets go and the result is that we tell him to lay off until business picks up, and we will give him another trial.

A 60 per cent. man looks somewhat better. Let us size him up. He is sober, healthy, honest, confident, industrious, and has system, but he shaves once every week or two, wears a coat collar that should be sent to a soap factory, a vest that would look better worn on a Virginia tobacco plantation, and trousers that would disgrace a ragamuffin. The customer takes a survey of him, and if he finds they are both of the same type gives an order. Others turn him down, and at the same time make a solemn vow never to patronize a concern that puts out such men. This man is too much of a pessimist to see his own weakness, and if he appears to fall down, "the trouble is in the territory," of course. Yet we make a little money on his business, and we class him as part of the organization.

What about the 80 per cent. man? He is endowed with all the qualifications except industry and perseverance. He turns over in bed at six, gets up at seven, eats breakfast at eight, and starts for the country at nine. He takes two hours for dinner and starts back to town at five. Besides the other qualifications he has a wonderful personality which is the secret of his success in selling more goods than the 40 or 60 per cent. man. We know he has not worked the territory thoroughly, but we are afraid to say anything for fear he will hire out to one of our competitors; so he is classed as a fair salesman.

The Hundred Per Cent. Nursery Salesman

Now we turn to the 100 per cent. man, the fellow with red blood in his veins, a living dynamo. He is up at six, on the road at seven, has two good orders by nine, a row of corn husked by eleven, and a $50 order thrown in by the farmer for the courtesy. He solicits another property owner when dinner is announced, has another order signed at 12:45, is on the road at one, gets three orders out of four prospects that afternoon, has a date made at six with a prospect for dinner the following day and starts for town eight miles away. He arrives in town at 7:30, eats his supper and takes a stroll up Hillside where the wealthy reside; discovers a fine mansion without a shrub or flower in the spacious yard, calls and finds that the owner is Mr. Jones, president of the First National Bank. He visits with Mr. and Mrs. Jones a few minutes, and after presenting a logical argument why they should adorn that beautiful home with ornamental trees and shrubs, has the privilege of placing another $50 token of appreciation in his pocket. This type of salesman thinks trees, eats trees, hears trees, smells trees, dreams trees and lives trees.

The reason we do not have more 100 per cent. men is due to the fact that we lack efficiency ourselves. Why should we be contented with the 40 per cent. man who simply succeeds in holding the cost of his orders below the maximum, or the 50 per cent. fellow who builds his deliveries up to just one-half of what they ought to be? Let us survey our salesman from different angles, and call his attention to his weak points. If he is unwilling to be shown the qualifications he lacks, consign him to the brush pile and try another man.

Nurseryman's Obligation Begins With Salesman's Call

In the discussion that followed Mr. Newman said that the day has gone by when a nurseryman does not care how the man gets the business as long as the order comes in and he can deliver and collect 90 per cent. of the business, and that the nurseryman's obligation begins when the salesman calls upon a customer. "If we had more 100 per cent. men, who would make clean sales, sell the kind of stock that will do the party the most good and that he will appreciate, we would be going a long way on the publicity campaign, we would be winning friends and they will come back. The high type of man, such as Mr. Smith urges employing, is an honor to the nursery business. I believe too much emphasis cannot be placed upon the word service. We certainly have a big obligataion that we owe every customer. It is up to us as nurserymen to see that the men who represent us, who go out to sell those goods, sell the kind of goods that will make our customers our friends and will be a permanent publicity for us."

Paradise Apple Stocks

Paradise Apple Stocks is the title of a comprehensive article, pages 361 to 399, of the Journal of the Royal Hort. Soc., Sept., 1917. The text, illustrated by 41 excellent halftones, is based on the investigational work being conducted by R. G. Hatton, at the Royal College Fruit Experiment Station in East Malling, England. It should prove of special interest to nurserymen who propagate or handle dwarf apple trees.

Osage Oranges

Burnett Landreth of Bristol, Pa., under date of July 30, 1918, says: "Fifty years ago we supplied the Pennsylvania Railroad Co. with some railway ties of Osage Orange which resisted decay for forty years and held the spikes with a grip of death. Nothing is equal to this variety of tree for ties, but it has become far too costly."

E. Y. TEAS.

There is no better time than RIGHT NOW to take up the study of landscape gardening, and it is fortunate indeed that such a book as Cridland's is obtainable for, on account of its simple explanations of details and its devotion to the requisites of small properties, it is of far greater value to the average nurseryman and florist than the usual "heavy" books on the same subject. Cridland's is obtainable from THE EXCHANGE office for $1.90, delivery postpaid.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Late Delivery

ISSUE OF NOV. 30

Thanksgiving Day coming on Thursday, our usual mailing day, necessitates our issue of Nov. 30 being placed in the mails one day late. Correspondence and advertising, however, should reach this office on Tuesday, as usual.

Thanksgiving Day Show Cards

In our Retail Department will be found a number of suggestions for the wording of Show Cards to be hung in the windows or at other available points by the retail florist advertising Thanksgiving Day. It is a fair presumption that business for that day will be unusual, but as to how much better than usual it will be is up to the retail florist, depending almost entirely on the efforts made by him to induce people to a greater use of flowers than has been the custom in the past for this special occasion.

Preference List Abolished

On Tuesday last, Edwin B. Parker, Priorities Commissioner, announced that the entire preference list (better known to the public as the priority list) had been discarded by the War Industries Board. In other words, the government has stopped the classification of industries as essential or nonessential to the winning of the war, and will no longer direct the distribution of materials and facilities to industries engaged particularly in war work.

To aid reconstruction, however, preference in the allocation of materials will be granted to railroads, shipbuilding plants, waterways and other public utilities and to enterprises of greatest civilian importance.

There is nothing in the above statement to indicate the release of anthracite coal to the florist, it being generally understood that the brand consumed by manufacturers on the priority list was almost wholly bituminous.

When Johnny Comes Marching Home

Now that the great war has ended and the work of readjustment has begun we are all eagerly looking for our boys to come back as soon as possible, both because we want to welcome them to our hearts and homes as an army as well as individually and because "we need them in our business." We must, however, school ourselves to patience for it seems reasonable to suppose that even the best of plans will not bring them back and disband them more speedily than armies have been mustered out after other great wars. According to John R. Mott, director-general of the War Work Campaign, the Franco-Prussian armies required two years to disband; the Turco-Russian, 18 months; the Northern army in the American Civil War, 17; the Spanish-American, 16; the Russo-Japanese, 13; and the Boer war armies, 10.

Mr. Mott concludes from these facts and from conversations with many military and naval men of our own and other countries, that it will take at least twelve months from the time the home return begins until the last company is mustered out. Florists, nurserymen, and all the rest of us must therefore cut our garments according to our cloth, make the best of conditions as we find them, use our present equipment and labor forces to the points of highest efficiency, and welcome each returning member as so much reinforcement in our work of readjustment.

Full Steam Ahead

Judging from the effect upon the people at large, rich and poor, employer and employee, of the announcement of the signing of the armistice on Monday, Nov. 11, it was made evident that something stronger than general joy and hilarity underlaid the demonstrations. Carried to its natural conclusions, it meant peace and the restoration of our dislocated industries. With this idea in mind, we addressed letters to a number of our readers as follows:

"As one of the men to whom the trade looks for inspiration and leadership we would appreciate it much if you would sit down on receipt of this and give a few minutes of your time to telling our readers just what the armistice signed last Monday, Nov. 11, means to the trade—its future, from now on particularly."

The responses have been unprecedented, showing that the subject laid as close to the heart of the recipient of the letter as it did to the editor. These letters will be found on our feature pages. The general trend of the opinions expressed is that before long we shall all get back into our stride and that business will move with renewed energy and vitality. The letters published constitute some of the best news we have been able to furnish our readers through these weary years of war and waste, and so we commend them to their attention.

One contributing factor to the speedy resumption of business has not been touched upon by the many writers; this has to do with the free renewal of ocean navigation, which means much for prosperity after a four years' obstruction.

Thanksgiving Day, 1918

Was there ever such an occasion for whole-hearted thanksgiving on the part of our countrymen at large as offers itself next Thursday?

And has there ever presented itself a better opportunity to the florist at large to benefit thereby in a threefold sense: mentally, morally and financially. It will be a joy to serve those who can afford to buy and a pleasure to give a tithe for the benefit of the unfortunates—the shut-ins in hospitals, the recovering wounded and those worse off.

We sorrow for the relatives of those who have made the supreme sacrifice for their country—those to whom this year the day will not bring pleasure, although they bear the reflected honor of their dear ones—but we have, on the other hand, the best of reasons for our thanksgiving in that our losses in this greatest of all wars—losses which have cost other lands so heavily of their man power—have been so comparatively light, thus enabling our great armies to return almost intact.

The extent to which the florist will profit in material wealth from the celebration of this great day lays entirely in his own hands. Those who have had the courage to advertise, the foresight to provide, and the ability to execute, will reap the reward which comes to all well planned enterprises. Those who are content to take the day as others view it will fare as they have fared on other Thanksgiving Days, perhaps a little better but with no credit to themselves for perspicuity.

In the final analysis it is the retail florist who creates the market for cut flowers particularly. That just now he has a greater opportunity than ever before presented will be made evident by reading the many letters and papers in this issue bearing on the immediate future.

The Coal Situation

The United States Fuel Administration reports under recent date on the successful outcome of its zoning system, drawing attention to the fact that this had a large share in bringing the nation's supply of bituminous coal to its present proportions which, with patriotic economy, will be sufficient for the Winter's requirements.

Early estimates were that the movement of bituminous coal affected by the zone system would involve about 300,000,000 tons, or 60 per cent. of the total production. The latest figures, show that 368,858,000 net tons of this kind of coal have been produced and delivered since April 1, 60 per cent. of which is affected by the zone system.

To our knowledge there have been no further ameliorations in the coal situation as concerns florists than those given in our issue of Nov. 2. The discard announced Nov. 19 of the "Preference List" will undoubtedly free more bituminous coal for general manufacturing use but not the anthracite in sizes so much required by many growers.

Holland's Side of Plant Importation

N. van Poeteren, Deputy Chief of the Holland Phytopathological Service presents data concerning the inspection of plant exporting establishments and the control of plant enemies, shows that Holland exercises specially efficient control methods and presents points for the United States Horticultural Board to weigh to avoid making drastic rulings.

Prior to the institution of the phytopathologican service in Holland, especially the nurserymen took the greatest care of their grounds and much was done for controling plant parasites, because cultivation is done very intensively and consequently cultivating inferior plants does not pay.

Since 1899, when official inspection of nurseries was instituted, controlling insects and plant diseases especially was carried on according to a fixed plan. The application of controling measures was not confined to those who exported plants, but in the large centers of nurseries as well as in other parts of the country, controling was maintained on a large scale.

Fully aware of the necessity of giving the highest possible warrants as to the absence of insects and plant diseases in exported shipments, the phytopathological service was not content with the results obtained, but has ever since exerted itself to improve the work of inspection. Accordingly since 1910 certificates are not issued on the mere results of the inspection of the grounds, but from that time all plants intended for export are inspected before being packed and shipped.

Scrupulous Inspection Long Established

Consequently, we did this before the United States required inspection as a qualification for import, or before it was done in any other part of the world. The improvement of the work of inspection and the more rigid application of the controling measures have ever since been maintained. In a number of communities, several of which are situated in the most important nursery centers, regulations are even now being issued, according to which nurserymen as well as private persons are compelled to apply special controling measures to certain specimens of nursery stock. To the presence of insects and plant diseases, which eventually might be exported in the earth, the necessary attention is also paid. So the continual controling of the mole cricket, which occurs on certain specimens of soil in our country, led to a total extermination of this insect in many nurseries. The controling of Othiorhynchus sulcatus is general and has also given important results. The same may be said of other insects. In this way equal attention is paid to plant diseases and insects which occur on and to those under the surface of the earth. Continually inspection is made on (as far as possible), all nurseries in the country and the application of controling measures is encouraged with force. All this is not done because the diseases and insects cause so much damage to our nursery stock, for this damage is exceedingly small. On the contrary these exertions aim only at making the stock perfectly clean from even the slightest infestation with insects or plant diseases, because we are fully aware that only such stock may be considered fit for export.

The controling measures in the nurseries particularly are of importance against those insects which hibernate in the ground and the presence of which can be detected with difficulty on stock with earth.

American Views of Holland's Inspection

To be able to control the results of the work of inspection, a circular was sent in March, 1914, to the chiefs of the services of inspection in the various states of America to ask whether in the (then almost ended) season 1913-'14, stock had been rejected on account of infestation by insects or plant diseases. To this circular 30 answers were received. Of these, 22 were unconditionally favorable about the work done by the phytopathological service, whereas the others contained mostly but very slight remarks. From this I may conclude that our work is considered to be not only sufficient but even more than that, by a large number of inspection authorities in the United States.

Although the results of our work are up till now very satisfactory, still the phytopathological service aims at a higher standard. Every statement from America which may lead to an improvement, will be gratefully accepted. By a big staff an even more rigid inspection will be made in Summer of the nursery grounds and in Winter of the nursery stock intended for shipment, to warrant the best possible condition of everything. We come to the following conclusions:

Points for Federal Horticultural Board to Weigh

1. The sanitary conditions of the nursery stock in Holland have ever been particularly sound, because intensive cultivation has made this of vital importance.

2. The phytopathological service exerts itself to the utmost to control insects and plant diseases in the nurseries supported by laws and local regulations and by the general cooperation of the nurserymen.

3. This controling is maintained with great success. A rigid inspection of the nursery stock, ready for export completes this work.

4. To all insects and plant diesases equal attention is paid, and consequently there is no reason for the supposition, that the chance of importing these insects and diseases on plants with earth is practically greater than on plants without earth.

5. The opinion of American inspection authorities about the sanitary conditions of the nursery stock imported during the season 1913-'14 from Holland was most favorable and the few remarks which were made did not relate to insects and plant diseases which might specially have been imported in balled plants.

6. The phytopathological service of Holland still aims at a more rigid control of the nurseries and a still sharper control of the plants to be exported. All remarks that may lead to improvements, will be gladly considered.

We hope, that the Federal Horticultural Board, after perusal of the facts mentioned above, may find cause for resolving to take no measures, as far as Holland is concerned, to prohibit the importation of balled plants into America.

Night Message Cost Reduced

Washington advices of Nov. 19 indicate a cut in the cost of the Night Message service, the new rate being given as 20c. for 10 words and 1c. for each additional word for the shortest distance, and 50c. for 10 words and 2c. for each additional word for the longest distance; this change becoming effective Jan. 1., next.

There is a discrepancy here, however, between the Night Message and the Night Letter which remains to be cleared up, both forms being deliverable in the morning following.

American Sweet Pea Society

An executive committee meeting of the American Sweep Pea Society was held in New York City on Nov. 6. The statements of the treasurer and secretary showed the society's finances to be in good shape, a balance of $175.11 to date being on hand, with all bills and prize awards settled. The secretary's report showed that about half the membership dues for 1918 were paid, and it was hoped that with peace in sight a renewed interest would be manifested, thus placing the society in a position to do more efficient work in promoting an interest in and love for our favorite flower, through exhibitions and otherwise. Messrs. Don and Spirling were appointed a committee to report on the possibility of holding the 1919 exhibition and convention in New York.

Newport, R. I.

WILLIAM GRAY, Secretary.

The Ant and Aphis Problem

Editor The Florists' Exchange:

I think it would be very interesting and no doubt profitable to all gardeners if you could get some expert evidence in regard to the pernicious activity of ants, as such activity affects the growth not only of several varieties of soft wooded plants, but also of Apple, Cherry and other trees. Such information, together with suggestions as how most effectively to arrest the activity of these wise and industrious insects, might well be published, for the benefit of gardeners and others who have been sorely tried by the ant's destructive habits.

It certainly appears as if the apparently ever-increasing annoyance and loss caused by aphides is largely, if not almost entirely, due to the industrious ant family and in order to get rid of the aphides it is first necessary to get rid of the ants. Wherever we find an abundance of ants we soon find, as new growth develops an equal abundance of aphides and that the latter are colonized all through the growing season by the ants is certain.

What then, is the best remedy? No doubt, the first thing to do is to get rid of the ants, but how, that is the question? I have seen it stated that the most effectual way is to plow early in the Spring and disk repeatedly; to plow in the Fall and disk as before, to stir the soil frequently, all season. This advice looks promising, but I have tried this "stirring the soil" theory very thoroughly and find that so far as getting rid of the ants is concerned one might just as well save the trouble, for they persistently re-establish their works inside of a half day and never seem to be in the least discouraged; on the contrary, they appear rather to enjoy the exercise required.

I think the only satisfactory way to defeat them is in the direction of some sure means of dealing poison to them without arousing their suspicions, for they are very wise and very wary. Can any of your readers tell us anything of their experience in this line or suggest the best way to circumvent the operations of these busy and destructive little plagues?

W. B. MCDONOUGH,

Troy, N. Y.

Symposium on Poor Dahlias

Members of the New Haven Florists' Club attribute the trouble to white fly, over propagation, and too early setting out. Richard Vincent, Jr. tells his experience. Preventives suggested included Bordeaux mixture and cow manure. Remedies recommended are tobacco and lime dust, nicotine, and kerosene emulsion made with whale oil soap.

Bertram G. Leeper of New Haven, an extensive grower and a good authority on horticulture, quoted from "Solon Robinson's Works" that if the plants are mulched with cow manure the fly will leave the plant. He further said that it is not the fly itself that does the injury as it does not feed, in the adult form, on the plants. It bores into the stalk to make a place to deposit the eggs. When the eggs hatch the "larvæ" begin immediately to feed on the plant, sucking the juices and stunting the plant. The roughness on stunted plants, he says, is due to the shells or hulls of the larvæ, easily identified with a magnifying glass. They are found from near the top of the plant even down into the roots or bulbs. Split open the stalk and you will find these hulls which the insects cast off as they grow. Other roughness is caused by the larvæ eating their way out. Mr. Leeper recommends dry tobacco dust, one part, to four parts dry lime, blown on the under sides of the plants when moist in the early morning. The claim is that it prevents the eggs hatching and the plants immediately show improvement.

Frank C. Sheldon of the Connecticut Experiment Station considers the cause of poor Dahlias to be due to a root trouble and not to white fly.

Over-Propagation Blamed

C. Louis Alling, a well known grower, thinks the trouble is due to over propagation and setting out plants from cuttings too early. He says early planting has much to do with stunted growth. After mulching the plants with cow manure he says the trouble disappeared.

Alfred E. Doty, who believes in growing from cuttings, says his early plantings were much stunted but the later ones were free from it. He contends that we all plant Dahlias too early.

In a patch of Dahlias among which a crop of lettuce was grown the writer has no stunted plants whatever.

Kerosene Whale Oil Soap Emulsion

A letter from James Duthie of Oyster Bay, L. I., was as follows:

I have found kerosene emulsion effective. The formula is, five pounds whale oil soap and two quarts kerosene to 50 gallons of water. Dissolve the soap in some warm water. After being dissolved add the kerosene and churn it up. It mixes well that way. When creamy put it in the spray barrel and add the balance of the water. Spray Dahlias with a good pressure, and especially spray the under side of foliage thoroughly. This I have found effective for most of the sucking insect pests for which I call it a Cure-all. The following letter is from Richard Vincent, Jr., president of the American Dahlia Society:

In a lifelong experiment with Dahlias I have had problems put up to me by conditions varying in different years. But up to the present time have not found any that could not be solved.

The white fly causes many of our troubles. These insects are more likely to appear in a season of long drought. When rains occur frequently and the Dahlias are kept by that means in good growing condition the white fly has a poor chance to hurt the plant. But should a drought occur look out for trouble. We must aim to get a normal condition of growing by constant cultivation. Spraying must be resorted to once a week to keep down the pest. By doing that and using proper sprays we keep down any disease. Generally the varieties most affected are the weak ones. Extreme hot days and nights cause bunchy and small growths, which make perfect harbors for the pest. Strong growing varieties are not affected. Henry Patrick, King of the Autumn and other tall growers of these types are seldom affected by the white fly; but bushy growing varieties such as Hortulanus, Wittc and Countess of Lonsdale are likely to suffer as they offer more shelter.

A weekly spraying with Bordeaux and arsenate of lead will keep both disease and chewing insects away. Nicotine, whale oil soap and other contact remedies may be used to keep white fly, tarnished plant bugs and other sucking insects from destroying buds. For success in growing Dahlias, as in everything else, eternal vigilance is required.

A party asked the question in THE FLORISTS' EXCHANGE, why the Aster or black beetle will eat the light colored flowers and not eat the dark ones. Some assert that he can see only the light colored ones. I have always been under the impression that there is rather a different flavor in the dark ones from the lighter colors, for when I have placed the bugs on the dark flowers and they would leave.

It will be seen that while there is a difference of opinion, we are getting together on this important subject, and much good is bound to come from the discussion. We hope to hear from many growers in all parts of the country before our next meeting, and are also in hopes that it will be taken up by some of the Agricultural Experiment Stations to find out exactly what causes the stunted plants and what is the remedy.

WM. J. RATHGEBER.

Small Boy's Composition on Wind.—Wind is what we breathe; sometimes men get so full of it that they become ridiculous. Wind is largely used to tell about the size of fish we catch, and likewise the number hooked. Sometimes wind is used as an asset in running cyclone insurance companies, and also is a function to pry a tightwad loose from his pile by slick promoters. Too much wind busts banks, blows down greenhouses, and ruins reputations at old ladies' sewing circles. Properly applied, it pumps water, gets the Dutchman's goat and raises money for the Fifth Liberty Loan.—J. G.

Obituary

A. W. Copeland

A. W. Copeland, of the firm of Copeland Bros., Vermilion, O., died of pneumonia at his home on Nov. 14, at the age of 31. He was in business in Vermilion for about six years and was a highly respected citizen of that place. J. McL.

Mrs. Ann Frances Milliot

In her 74th year Mrs. Ann Frances Milliot relict of Pierre Milliot died Nov. 14 at Yonkers where she had lived since 1856, and since 1857 had conducted a florist businesss established by her father August Lauchaune. She is survived by eight children, four sons, George of Monticello, N. Y.; William, Leon and Louis of Yonkers; four daughters, Margaret, Mary and Fanny Millot and Mrs. Elizabeth Johnson; and nine grandchildren.

Sergeant William Sibel

A telegram from the War Department was received stating that Sergeant William Sibel of Mt. Airy, Philadelphia, has died from influenza on board ship, Oct. 11, and was buried at sea with full military honors. He was in the motor corps bound for France following a course at the Carnegie Institute. He had been in the service about a year. William Sibel was well known in the retail shops of Philadelphia, being salesman for John Welsh Young. He was a splendid young chap in his 25th year, full of spirit and fun, with a pleasing disposition that made him well liked by all who knew him. His passing leaves many regrets.

James Young

James Young has passed beyond, aged 69. He was a son of Christopher Young, who opened the first greenhouse in St. Louis and conducted the first floral shop 53 years ago. Young first established his greenhouse on the Catlin tract. The funeral was held Saturday, Nov. 16. Charles Young has been associated in business with his father for many years at 1406 Olive st. The following gentlemen were pall bearers: J. J. Beneker, H. G. Berming, C. A. Kuehn, Willie Dee, Dr. Helwig, John Houlihan. One of the most beautiful features in the life of the deceased was the love and respect shown by his two sons Charles and Walter. The Florists' club sent a beautiful wreath.

Benjamin Connell

As recorded in our last week's issue, Benjamin Connell, a well known figure in the florist and nursery business of the Eastern United States, died on Nov. 9. The immediate cause of death is given as pneumonia, following a relapse from influenza, after a short illness of eight days.

Mr. Connell was born in Ireland on Dec. 7, 1845, and emigrated to this country when a boy of 13, making his home with his parents and a brother and sister at Jennersville, Pa., they having preceded him by a year. When quite young he took a position with the Dingee & Conard Co., West Grove, Pa., and became a proficient grower. He was identified with this concern for thirty years. He then established himself in business, which he conducted at West Grove, Pa., up to ten years ago when he moved to Merchantville, N. J.

An acquaintance of over 50 years among his associates left with them an impression of one who gave close attention to his work, who possessed a rare knowledge regarding both supply and demand, coupled with an ability to use that knowledge for the building of a very considerable business, chiefly as a dealer. His strict integrity and faithful attention to his duty as he saw it in family, civic and business life is a creditable record sealed by his death. He was well thought of and respected in the community in which he lived, as well as his former Chester County home.

He is survived by five sons and one daughter by his first marriage, besides his widow and a young daughter by the second marriage. Interment was made at St. Mary's Cemetery, West Grove, Pa.

Our picture is that of a front and rear view of new Carnation, No. 414, originating with Baur & Steinkamp of Indianapolis, who express in regard to it their belief that it is the best variety as yet produced and feel confident that after its dissemination it will at once be added to the list of standard sorts. In color it is similar to Gloriosa, but said to be still brighter, holding its color better. In size and freedom of bloom it is claimed to be right up with the best varieties on the market today, apparently having all the earmarks of a high grade commercial sort. Baurr & Steinkamp are growing some 5000 plants this season and expect to disseminate the variety next season.

Full Steam Ahead—(Continued from page 810)

By S. G. Harris, Rosedale Nurseries, Tarrytown, N.Y.

We believe a steadily increasing business will come our way now that peace is in sight; for planters' attention and money have been diverted for two years to winning the war. Many orders thus held up will be added to the normal number.

By Robert Pyle, Pres. The Conard & Jones Co., Rose growers, West Grove, Pa.:

For our industry the signing of the armistice means:

1. Nonessential ban lifted from the minds of those who have withheld dealing and who will now "loosen up."
2. Coal increasingly available.
3. Labor, a favorable turn in the tide.
4. A demand that is likely to tax our utmost resources.

The opportunities ahead for the average man and the average firm are better than before the war. We need as never before leaders who will show us how to cut out waste, render efficient service and develop our lines till at least 75 per cent. of our number are making a profit.

By Henry Penn, Chairman S. A. F. Publicity Committee, Boston, Mass.:

Well may the florists of the country rejoice now that the armistice has been signed. It will bring to the trade that which we have been looking forward to: the greatest time since war was declared and which will eventually cause great doings for all florists by way of planning and doing things as never before. Out of all this will come happiness, progress and a spirit of friendship over all the world that will make this sphere a better and happier one for those having lived in it through such a period by each one doing his part toward his fellow-man so that we may all share in the blessings to follow.

For the world to indulge in flowers for a grand finale toward the peace celebration is just the natural way, and for us to see that the wherewithal is supplied will be the cause of the greatest joy in our history.

Keep in readiness that spirit of exultation until the boys from "over there" come marching home, then will we appreciate the meaning of "War is over," and then imagine, if you will, the joy and celebrations to follow, with flowers playing at least a small part in the victory.

Heroes returning from victory should be crowned with flowers! flowers! and more flowers!

By Wm. Sefton, Pres., Hitchings & Co., Inc., Greenhouse builders, Elizabeth, N. J.:

The arrival of peace cannot otherwise than bring encouragement to all who are connected with the florist business. Probably no other business was hurt in the same degree by war conditions. It brought about, however, a realization of the necessity of better establishments for the production of flowers, better organization in their management, and better facilities for distribution purposes, closer cooperation amongst growers, commercial men and retailers.

The growers who suffered most were those who did not have up-to-date, efficient establishments. Many of the more modern, efficient plants have suffered very little. Our opinion is that the experience has brought to the attention of growers the necessity of overhauling their ranges and giving careful consideration to economy, both in labor and in the consumption of fuel. As a matter of fact we have already had several inquiries from growers, looking to the improvement of their establishments.

As we see it, while there are many complex problems to be faced in the reconstruction period, which probably will not exceed a year, there are many years of prosperity before us. The thing to do is for all interested to get together and work for the benefit of the entire industry. By this cooperation the florist business should grow at a greater pace than has ever been experienced. We look forward to a time of great prosperity.

By W. H. Coles, The Skinner Irrigation Co., Troy, O.:

It is with a good deal of misgiving that we make even an effort to prophesy the effect of the signing of the armistice. The conclusions which we have reached, however, are definite enough in our own minds, so that we are basing our business calculations on them.

It seems rather evident that the greatest need which will face the world for the next few years, must be met by the growing industry, and that never before have there been placed on it such demands as it will see in the immediate future. It would seem that this cannot but result in a prosperous condition of the entire business.

It seems to us also that one fact which has been brought out by the war is that preventable losses are eqivalent to a crime, when needs are as urgent as they have been and as they will be. The growing industry is coming more and more to realize that losses which come from inefficiency are preventable, so that the equipment and the methods which will produce the maxium results at the minimum expenditure of money and labor, will receive a consideration never before given them.

The third conclusion which we have reached, is that the prices not only of food stuffs, but of manufacturers' material and equipment used in their production will not decline to any extent for some little time, and the grower who waits until declining prices come before taking advantage of the most efficient means of producing crops will lose more through neglecting his opportunity to make a profit than he will gain by the ultimate saving in the cost of his equipment.

We feel that conditions will rapidly come to a stable basis but we believe that the after-war basis will not duplicate the pre-war basis and we are venturing the prophecy that the changes will be approximated along the lines that we have suggested above.

By Alonzo J. Bryan, Florist, Washington, N. J.:

We rejoice in the armistice beang signed and peace at hand. We believe the world has come out of this war richer than before and great prosperity is nigh. There may be a little reaction on some things for a short time until business settles down to normal, but we strongly believe the florist will reap his share of prosperity. Surely Memorial Day in the future will break all records as it has been brought nearer each one. The thousands of Liberty Bonds will bring returns at short intervals to rich and poor alike. Considering this with ordinary wages, should make excellent times and the florists who have the stock will rejoice as they reap the results of their labors from day to day.

(Several valuable contributions are unavoidably omitted until next week)

Physical Reconstruction

Editor The Florists' Exchange:

Dear Sir: U. S. Army General Hospital No. 16, at New Haven, Conn., is one of the hospitals designated by the Office of the Surgeon for Physical Reconstruction, by which is meant the educational and vocational improvement of soldiers during their period of convalescence. I am much interested in my work here, which is to keep a general charge over all reconstruction projects.

We have been doing some interesting and intensive work on a small scale in outdoor gardening. We have asked for funds to build a small greenhouse, but thus far the funds have not been granted. Unquestionably, horticulture and floriculture will have an important part in the vocational reconstruction of soldiers, and from my acquaintance with the men in these callings I know they will be very ready to cooperate in this work.

FRANK A. WAUGH,
Captain, Sanitary Corps, Chief of the Reconstruction Service.

[Without doubt our readers will prove themselves as ready to assist in this reconstruction work as they have been in all other activities of the great war. There should be many opportunites for the employment in greenhouses and nurseries of men partially disabled.—Ed.]

Group of prize winning Chrysanthemum plants exhibited by Capt. J. R. De Lamar, (Robt. Marshall, supt.) at the annual 'Mum show of the Hort. Society of New York, Nov. 7 and 10 at the building of the Museum of Nat. History, N. Y. City

The varieties used in the several pieces were as follows: 1. Mrs. R. H. Pearson, This plant was in a 14-in. tub; the plant was 8ft. in diameter. 2. Greystone. 3. Lady Lydia. 4. Mrs. R. H. Pearson, standard. 5. Mrs. R. H. Pearson, 12ft. in diameter. 6. Miss Elva Scoville. 7. Mrs. R. H. Pearson, columnar plant. 8. Lady Lydia. 9. Mrs. R. H. Pearson, three-tiered plant. 10. Wells' Late Pink. 11. Emma.

A Rose Tour

On Thursday, Nov. 14, the annual outing of the Inquisitive Club was held. This unique organization meets once a year at George Burton's, Wyndmoor, Pa. The party this year consisted of John, Geo. and Alfred Burton, Arthur A. Niessen, S. S. Pennock, John Andre, J. Wm. Colflesh, Jr., Edmund A. Harvey, of Brandywine Summit, and Wm. McKissick and W. Lehr of Baltimore. The press was represented by George C. Watson. Robert Kift and W. H. Engler. After the usual preliminaries, the George Burton place was given "the once over" and after the multitudinous questions of Robert Kift were satisfied, it was fully agreed that the Roses were up to the standard for which this place is noted. While there are not as many Am. Beauty Roses grown here this year as formerly, the quality remains the same. Columbia shows up well and came in for close attention by the entire party. Hadley, Ophelia, Russell, Maryland and Thora all showed up to advantage. Two houses of Cypripedium insigne are commencing to produce their annual crop.

At Alfred Burton's the party was treated to a sight of some of the finest Russells to be found in this section of the country; the way this Rose is grown here is hard to beat. Am. Beauty is the only other variety grown, besides a house of Cattleyas. From here it is but a step over to the immense range of Myers & Santman, where Roses are produced by the acre. The principal feature for which this place is noted is Am. Beauty Roses and the appearance of the stock merits nothing but praise. Nearly all the other standard commercial teas are found here in top notch quality. To relieve the labor shortage the overhead sprinkler system was tried out this Summer. The results were excellent. It has not been deemed advisable to use the sprinkler during the Winter, however.

The party now bundled into three eight-cylinder cars. John Burton's Cadillac was there; S. S. Pennock was at the wheel of his Peerless and John Andre, befurred like an Eskimo, drove his Oldsmobile. George Campbell's at Flourtown, was the first stop on the schedule, the object being principally to see those famous Richmonds that he always has for Christmas. We were not disappointed; they are running true to form. From here we went to John Welch Young's, where we found the genial proprietor in white hat and gum boots "hard at it." Lady Alice Stanley, Ophelia and Maryland are the leading varieties and they looked as though they were giving good returns. A fourth house, run cool, was being brought in to use again, now that coal is to be had.

Much Accomplished with Little Help

John Savage at Gwynedd was next in line. There was a little delay here, due to the Oldsmobile making the chance acquaintance of a nail en route, with dire results. Despite the handicap of a broken jack a new tire was quickly bolted on. Pompons, Bouvardias and Snapdragon are Mr. Savage's specialty, all of which show a specialist's attention. From here we went to North Wales, where the Florex Gardens are located, and where one will see probably more Roses under one roof than at any other place in the country. William Geiger and Edwin Mayhew conducted the party over this enormous establishment and the results shown here, considering the small number of employees, is astonishing. It would not have been believed possible before the war. The Roses look exceptionally well, especially Prima Donna and September Morn, their two choice varieties. The Carnations and Snapdragon were likewise excellent. The dairy herd has now been increased to eighty head.

Fortified with excellent lunch at the Hatboro Inn we next drove up to Stephen Mortensen at Southampton, where a large block of Columbia Roses was greatly admired. Killarney, Ophelia, Hadley, Russell and Sunburst were all noted.

On to Roelofs

The race to Roelofs was won by the Olds by a good 15 minutes. Here we found Bob Jamison, recovered from the flu, again superintending this model establishment of the Jos. Heacock Co. The stock throughout is in superb condition, especially the house of Hadleys, which variety is grown here as nowhere else in the country. A block of Richmonds also were beyond criticism. Mr. Jamison is delighted with Columbia and predicts a wonderful future for it; he has a splendid block of 6000 plants of it. Ophelia, the Killarneys and Ward were all seen here at their best.

It is a long run from Roelofs to Hillside, and the Olds once more set a pace that soon left the others behind. Arriving at Adolph Farenwald's we found that gentleman in the boiler room wrestling with the coal pile. It was now almost dark and with the aid of the light of a watery moon there was pointed to us a range said to contain nothing but Shawyer, another with Russell; in back of that were the American Beauty. Unfortunately we were unable to call on Edward Towill and Victor Groschen, as night had fallen. Therefore back to Wyndmoor we motored where our hosts, the Burtons, took us in hand and at Alfred Burton's treated us to a most delightful dinner.

What did the Inquisitive Club learn? That nearly every florist's establishment can be run with less help than was thought possible two years ago. That the new Rose Columbia is a "comer,"

Mr. Jordon, of Jordon Bros., Peterborough, is visiting in Toronto.

The Wm. Rennie Co., Ltd., seedsmen, of Toronto, has taken out a permit for the erection of a two-story building on the east side of Richmond st., Chatham. Its Jarvis st. buildings in Toronto, extending from Adelaide st. to Lombard st., are being completely overhauled.

There is a scarcity of seed at present. That and the high price are two of the features of the seed situation. Cauliflower and Cabbage are especially scarce. The Summer here is too hot and too short for seed growing, so Ontario is dependent on outside sources for seed. The scarcity and high price of seed has resulted in the passing of the 5c. packet.

Bulbs have been late in coming and are of small size. One dealer remarking on the size said: "They said they were sending us the small bulbs to save freight!"

A Toronto florist believes in adding to the perfume of the flowers by the use of a good perfume and atomizer. A couple of "sprays" in the morning keeps the store fully "perfumed" for the remainder of the day.

Three-tiered Chrysanthemum plant exhibited by Capt. J. R. De Lamar (Robt. Marshall, supt.) at the recent show of the Hort. Society of New York, at the Natural History Museum Building, N. Y. City

and will supplant a number of other varieties; that all the growers visited feel optimistic over the future and will run their ranges at full capacity now that the coal restrictions are lessened. Also that you can't twist a dog's tail without making him howl, as one member of the party learned to his sorrow. Many thanks Messrs. Burton, in behalf of all the Inquisitors. W. H. E.

Toronto, Ont. Canada

Business is fair this week. Compared with last year it is very good though smaller than the business done during October. Violets, Carnations and Chrysanthemums are more plentiful. The 'Mums are smaller than the show ones of last week and the price is appreciably smaller, being from 8c. to 40c. each. Violets (singles only) are $1.50 per 100. Carnations which are now arriving in quantity are retailing at $2, $3 and $4.

Miss Cotterill, who owns the Fernery on College st., and is still suffering from the effects of the influenza, is offering her business for sale.

The Point Grey Nurseries, of Royal, B. C., have been incorporated with a capital of $10,000. They have purchased the Royal Nurseries and will carry on the business of nurserymen, horticulturists, florists and gardeners.

O. L. Smith, florist of Smiths Falls, who is in the Western Hospital here, has had a leg removed, it being affected with gangrene.

The Dominion Seed Laboratory, at Winnipeg, Man., has been opened by the Canadian Government for the convenience of seedsmen, grain dealers and farmers. Seed of all kinds will be tested for purity and vitality. Twenty-five samples will be tested free for any one firm or individual each year. Tests of samples in excess of this number will be charged for at the rate of 25c. each.

A. W. Neal, in commenting on the florists' business methods, stated that too many florists in Canada and the United States give long term credits. He sometimes accommodates people up to 30 days, but does not want business from anyone who cannot meet such accounts promptly. There are too many losses from long term credits. Flowers are in the nature of luxuries so those who cannot pay cash should do without them.

Miller & Sons' greenhouses at Toronto have an area of over 5½ acres ablaze with beauty at present time, due to 100,000 Roses, 90,000 Carnations, 60,000 Chrysanthemums and 500,000 bulbs, to say nothing of Sweet Peas and Swansonia in place of Lily of the Valley not now obtainable from Holland. Freesias will be in the height of bloom at Christmas, and rosy Antirrhinum against the lace of Asparagus and ferns. The queen of the collection is the new Rose Columbia, an exquisite pink with a delicacy of scent very appealing. The flowers are a beautiful shape, up-borne on strong stems above the rather dark green foliage. It also has the merit of long life after being cut, much longer than some of the varieties shown in such great, beautiful profusion from the rich deep pink of the Mrs. Russell down through all the gradations of color to the waxen petals of the Bride. During the war, Mr. Miller employed many women at the greenhouses. Many of the men enlisted, but there are still a large number of experienced men supervising the growing. Miller & Sons ship flowers to far distant points in Canada. Great care is taken in packing these so the flowers arrive at destination as if freshly cut.

San Francisco, Cal.

Pacific Coast Hort. Society meets Dec. 7.

Victor Ferrari, of Ferrari Bros., returned to San Francisco last week to attend the funeral of his father, the late Emile E. Ferrari.

H. A. Hyde, of Watsonville, received word from France recently that his son, Harold A. Hyde, had received his commission as first lieutenant.

The reopening of theaters, schools and other public meeting places was authorized by the Board of Health to take effect on Nov. 16, and retail trade responded immediately. The long spell of funeral work taxed the capacity of the retail stores to the utmost, and the prices of some kinds of cut stock, especially 'Mums, went soaring.

The local supply of Calla bulbs has been about cleaned up for the season. There is a bigger stock of Freesias left over than is usual at this time of the year. Overproduction seems to be the cause.

William A. Dard, one of Anaheim's seedsmen, was a recent visitor, as was also W. R. Moliere, of the Fancher Creek Nurseries.

The November meeting of the Pacific Coast Horticultural Society was cancelled on account of the recent epidemic, but the December meeting will be held on Dec. 7. J. R. W.

Portland, Ore.

With all the shops the word is "busy." The epidemic, although subsided considerably, is still keeping florists on the jump from morning till night. The local market is fairly well supplied with stock since 'Mums are in full swing, so the Carnation shortage is not felt. In fact, the last few days of sunshine have made Carnations fairly plentiful. The weather having taken a change to cloudy, the abundance lasted only a few days. Red is the sticker as few flowers of this color can be worked off at funerals and otherwise are not in demand. Roses, good and fairly plentiful, realize fair prices. 'Mums bring $2 to $10 per doz. Among the yellows shown, Marigold looms up well. Pompons, owing to the ban on parties and all social events, do not clean up as in former years, but the light colored ones find other good uses so that none go to waste. Among the smaller flowers we have the Bouvardias, Violets, Cecil Brunners. The first shipments of California Violets are arriving. Local Violets are fine but hardly equal to the demand.

Trade Gossip

F. H. Forshaw says the only trouble with the business at Pendleton is that flowers are hardly obtainable.

A. Rahn, who made Portland business a visit recently, was married at Vancouver, Wash., November 9. Returning he reports excellent business conditions at Spokane.

Geo. Rosia passed through the city from California on his return to Seattle.

The Nippon Floral Co. is cutting some excellent 'Mums, probably the best the firm has ever produced.

The Martin & Forbes Co. is cutting some select Roses and a goodly number at that. Columbia is doing well with this firm.

Henry Pfeifer is back on the job again. He says that he was too tough for the "flu."

Joseph Noble, one of the city's landscape gardeners, passed away after a brief illness.

Clarke's find it necessary to call on the office force to assist with the funeral work.

Lubliner's are showing an excellent stock of 'Mums and have their usual large stock of cut flowers.

Chappell's find business excellent. They are working long after the doors have been closed by the board of health order.

H. Niklas.

· Directory of Reliable Retail Houses ·

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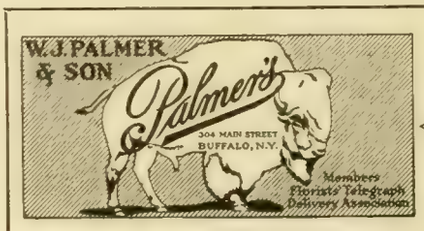

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5523 Euclid Avenue

HAHN, The Florist

For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE T... EAST 105th STREE...

KNOBLE BROS.

1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists

CLEVELAND OHIO
735 Euclid Avenue

Westman & Getz

Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

RETAIL DEPARTMENT

Are You Preparing for This Opening?

Four Million men returning to daily avocation, fifty per cent. will Marry Shortly—Publicity the One and Only Way to Secure this Business—How to keep Business Moving Throughout the Year—The Agency Business, Can be Worked Light or Heavy—How to Start an Agency Business—What Comprises Publicity—Florists, time has never offered you an Opportunity like This!

It will be very well up to the activities of the retail florists of the country as to how successful trade will be this coming Thanksgiving Day. As has been pointed out, never in our history has the opportunity for good business on that day been equal to that which presents itself for this coming event. But florists cannot afford to stop at the result of one day's business. They must continue on and on indefinitely, primarily directing their efforts toward a better trade for the next day coming than the day just over, and keeping an eye as well on the profits and extra sales to be made from the trade's Red Letter Days.

So it is that, coming across Allan N. Humason, a gentleman whose name must be almost a household word among the retail florists of the Middle West and territory surrounding, we asked him to write a story of his idea of what was to follow on the return home of our soldiers. Mr. Humason was drafted into the U. S. Army in September 1917, and since that time has seen about as much of the service as it is possible for one man to see. Rising rapidly from a private in the ranks he ends his war record in the Army Field Service of the U. S., a post of considerable responsibility. In the position he occupied, Mr. Humason has seen personally hundreds of thousands of our men as they embarked on the ships which took them abroad, and through conversation with thousands of these, from privates up, added to his own keen judgment, he has been able to form some very fair ideas of the future open to our florists through the return of these men. He believes prospects for the retailer are of the very best, but as will be noticed, in conjunction with all progressive men, he lays the onus of getting this business on the printed word. His advice is to advertise! advertise!! We commend to all his article which follows:

THE florist trade is presented with an opportunity at this moment the like of which has never heretofore been known. The work of the army is practically finished. Recent advices are that 1,790,000 troops in cantonments throughout this country and 47,000 naval reserves will be demobilized and discharged from the service within a remarkably short time. Business men are constantly on the alert for that psychological corner and that psychological moment, or the combination of both, to embark on a business venture, ofttimes obligating themselves to huge expense, in order to attain this end. Today, through a combination of circumstances the equal of which has never appeared an opportunity is offered whereby a good florist in almost any ordinary location can make his enterprise pay big returns and at the same time lay the foundation for a sound and substantial business in the future. How can this be done?

Four million men returning to daily avocation, fifty per cent. will marry shortly

There are approximataely 4,000,000 men in the military service of our country at present and probably 250,000 naval men. These men will all be discharged from the service shortly. Latest advices are that within a fortnight the army will commence demobilization of 30,000 troops daily and that 47,000 naval men will be discharged almost immediately. Stop a minute and think what this means! Who are these men and from where do they come? They range in age from 18 to 32 years. Financially, they are well taken care of. They are coming back to see wives, sweethearts, mothers and correspondents in every nook and corner of these United States. From my personal observation, I believe that fifty per cent. of them will marry shortly after their discharge, and I do not believe there is one of them who will not seek some method of showing his appreciation of the many favors to him while in the service. Sit back and dwell on this for a minute! Think what it all means to you! Over 4,000,000 male adults, equal almost to one-third the entire population of the entire country of France, coming back home to see their people and friends, many of whom they never expected to see again, and every man desirous of giving vent to his appreciation of the many little kindnesses done for him.

There is no business that should be better prepared to handle this home coming than that of the florist. Nature has given flowers to the world for just such purposes as this. Are you prepared for this business, or are you going to allow some other line to step in and take that which is legitimately yours?

Publicity the One and Only Way to Secure this Business

Now, the buying of flowers is going to be far from the minds of these returning men when they arrive in the dear old U. S. A., there are so many things they must think of first. Accordingly, your thought must be conveyed to them, and, inasmuch as they are not coming in to see you, it is absolutely necessary that you go out to "see" them. Publicity is the one and only way in which to do this. Remember when you buy publicity you employ a corps of salesmen who will work for you industriously or not, depending entirely upon the medium or mediums you use without any personality whatsoever other than that which you put into your ads, and saying only that which you want them to say.

Publicity, properly handled, is the florist himself calling on the trade, and should show the quality of his art, his methods and his personality. In fact it is nothing more nor less than the florist himself making individual calls on prospective buyers, offering seasonable merchandise at a time when the prospective buyer should be in need of it and citing reasons why they should buy. Now, if these "salesmen" appear today and do not appear again for three or six months, their "trip" will not pay, nor will the second "trip". These "salesmen" must call on the trade regularly and systematically, in order to get results and the "trade" must look forward to their coming. The "trade" must be advised what the market affords.

Accordingly, if you have never advertised before, start now. Your first ads. should be written with the Christmas business in mind, offering something seasonable, but bearing more and more on the Christmas business as each ad. appears, until within ten days or two weeks of Christmas, when you can come out strong for Victory and Peace Wreaths, Victory Corsages, Victory Baskets and Victory Bunches, keeping an eye all the time to the coming wedding and reception business which should result from the return of the boys.

A Thanksgiving dinner table decoration within the reach of all

How to Keep Business Moving throughout the year

Business should not be dull after the first of the year, and the cumulative results of your holiday advertising, together with the continuation of your advertising campaign, should carry you profitably through to Valentine's Day, 1919, and Valentine's Day, next year, should be a day long to be remembered from the florist's point of view. Likewise Easter and Mother's Day should be wonderful days, and if you will please realize that the cumulative results of your advertising grow the longer your campaign continues the thought of discontinuing your advertising will never occur to you. Right now, you must realize that in all probability there will be a shortage of almost all Valentine flowers, and this is just as true of Easter and Mother's Day, and it behooves you to start thinking immediately as to how to combat this drawback, but it is my opinion that if you will put your thinking cap on tight you will experience no trouble in finding a way out of the difficulty. Tact and good salesmanship will sell almost anything to flower buyers on those days.

The Agency Business, Can be Worked Light or Heavy

The Fall season is always a good time to inaugurate a campaign for the out-of-town business, whether with the trade direct or through agents. It has always been my opinion that the agency way of handling this business is the more satisfactory of the two, and it might not be amiss to go into a bit of detail here as to the manner in which these agents can be secured. The method outlined has been successfully tried by many large florists, and any florist who has in him that trait known as salesmanship instinct, will have no trouble bringing it to a successful conclusion.

How to Start an Agency Business

Agencies can be made to advantage in every village or town over 200 population, especially when surrounded by good farming territory. Ordinarily, local merchants, such as druggists, grocers, restaurants, general stores, or like establishments which come in daily contact with the people in a small town, make the best agents.

As an illustration, let us say that Jones the Florist is located in Fuller, Illinois. Fuller, Illinois, is a city of 50,000 population and has five railroads, the C. C. C. & St. L., I. C., C. R. I. & P., C. B. & Q. and the Penn. R. R. Thirty miles north of Fuller, on the C. C. C. & St. L., is the city of Reese, population 20,000, with a good florist whose opportunity to get stock is as good as Jones'. Jones will list the towns of 200 people or over between Fuller and Reese, disregarding the towns north of Reese for the reason that the train service from Reese is better than from Fuller. Next Jones will follow the line of the Penn. R. R. east. He finds that the first florist of a prominence equal to his is eighty miles distant, and that for sixty miles eastward the train service favors Fuller, that is to say trains run eastward oftener than westward, and that they run at a convenient time of the day; so he will list the towns of 200 people for sixty miles eastward. Next the Illinois Central System will be followed south. Jones ascertains that on this line he can ship for a hundred miles before the competition gets too strong for him, and he lists the towns along this route for that distance. The train service on the C. R. I. & P. also favors Fuller, but only for about fifty miles, and the Rock Island towns will be listed for this distance. Now, the C. B. & Q. runs into Fuller by means of a branch line which connects with the main line about thirty miles distant. There are several good towns on the main line of this railroad in which Jones would like to establish agents, but the train service only favors Fuller as far as the branch line, the train service from Bryan, which is on the main line, being so good as to make it inadvisable

(Continued on page 831)

· Directory of Reliable Retail Houses ·

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Nelman, Sec.
1643 Broadway
Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

DETROIT
MICH.
Orders given best care by these four F. T. D. Members
John Breitmeyer's Sons
BROADWAY
Fetters Flowers
17 Adams Avenue E
Gust. H. Taepke Co.
Walter E. Taepke 95 Gratiot Ave.
The L. Bemb Floral Co.
Albert Pochelon 153 Bates Street
Yours For More Co-operation

Thanksgiving Day, Nov. 28

President Woodrow Wilson has issued an official proclamation for Thanksgiving Day which our subscribers have undoubtedly all read most carefully. However, it would do no harm to repeat the essence of the proclamation; here it is:

"It has long been our custom to turn in the Autumn of the year in praise and thanksgiving to Almighty God for His many blessings and mercies to us as a nation. This year we have special and moving cause to be grateful and to rejoice. God has in His good pleasure given us peace. It has not come as a mere cessation of arms, a mere relief from the strain and tragedy of war. It has come as a great triumph of right.

"Complete victory has brought us, not peace alone, but the confident promise of a new day as well, in which justice shall replace force and jealous intrigue among the nations.

"Our gallant armies have participated in a triumph which is not marred or stained by any purpose of selfish aggression. In a righteous cause they have won immortal glory and have nobly served their nation in serving mankind.

"God has indeed been gracious. We have cause for such rejoicing as revives and strengthens in us all the best traditions of our national history. A new day shines about us, in which our hearts take new courage and look forward with new hope to new and greater duties.

"While we render thanks for these things, let us not forget to seek the Divine guidance in the performance of those duties, and Divine mercy and forgiveness for all errors of act or purpose, and pray that in all we do we shall strengthen the ties of friendship and mutual respect upon which we must assist to build the new structure of peace and good will among the nations."

WOODROW WILSON.

So far as we are aware, Thanksgiving Day has never in the past called for a strong demand for flowers in comparison with Easter, Christmas or Mother's Day. This year a marked change can be brought about, even if only undertaken at this last minute. The trade generally, without doubt, will have taken its cue from recent events and in all probability will have done more Thanksgiving advertising than in preceding years; also, the movements of our soldiers will have impressed the people at large with the importance of the day.

Two issues ago, before the armistice was declared, we ventured to publish four forms of suggested advertising having to do with Thanksgiving celebration. In this issue we are printing some suggestions for cards to be hung in retail shops and windows. Many retailers have their own artists who can delineate a good looking card in short order, but, if not, a card writer will probably be found right around the corner. Window cards undoubtedly attract and help business, and if these cards are supplemented by a window display of material suitable for Thanksgiving Day, with the prices attached, wherever possible, we have no manner of doubt that the combination will be found of value in producing more business for the day.

THE FLORISTS' EXCHANGE staff has written out a few ideas for use on show cards, and if any of these prove of assistance to the trade, we will feel ourselves amply repaid.

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York

Leahy's—Telegraph Florist of Elizabeth, N. J.
We give the best of service 1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma
Drumm Seed and Floral Co.
Fort Worth Texas

GALESBURG, ILL.
I. L. PILLSBURY
Careful attention to all orders
PILLSBURY'S CARNATION STAP

HENRY SMITH, *THE FLORIST*
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coombs LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Suggestions for Thanksgiving Day Window Show Cards

AMERICA'S GREATEST THANKSGIVING
November 28
Make it a never-to-be-forgotten day in your home. Join in the universal chorus of Thanksgiving
SAY IT WITH FLOWERS

ON THANKSGIVING DAY
The presence of your favorite flowers on the table and here and there through the house will inspire gladness in the heart and make your celebration this year a memorable one.

Never was there a more wonderful Thanksgiving Day. Celebrate it with a profusion of flowers—God's tokens.

Peace, glorious and victorious Peace! Let flowers express your overflowing thanksgiving.

"Some hae meat and canna eat,
And some would eat that want it;
But we hae meat, and we can eat,
Sae let the Lord be thankit."
BURNS—*Grace before Meat*
ADD FLOWERS TO MAKE THE THANKSGIVING COMPLETE

Cheer the lonely Thanksgiving Day of a man in the Service or of one dear to him who misses him by a gift of flowers sent through the Florists' Telegraph Delivery.

One's own sincere personal thanks can best be expressed by
SAYING IT WITH FLOWERS
to the sick, the downhearted and those in trouble

THANKSGIVING
TO GIVE THANKS
Flowers never fail in their message

Thursday, Nov. 28, 1918
THE GREATEST OF ALL THANKSGIVING DAYS
There is no substitute for the message that flowers can express on this day.
LET FLOWERS SAY IT FOR YOU

CHRYSANTHEMUMS
in all their lovely colors for
THANKSGIVING DAY
The popular flower for house decorations and to grace the festive table.

Through our Telegraph Delivery Association we can deliver Thanksgiving flowers for you anywhere in the United States or Canada at any hour you specify.

Are you Thankful? "Say it with Flowers" in your Home, in your Friend's Home, in the Sick Room, in the Hospital, in the Homes of the Poor.

FOR THANKSGIVING
FLOWERS
Universally loved—They identify the wearer

This year—A More Emphasized Thanksgiving filled with the spirit of its inauguration
Flowers. No better means of expression

THE FLORIST'S WINDOW
What passerby fails to linger a moment longer
That spirit of appeal will also fittingly express your THANKS this THANKSGIVING DAY.

Be Thankful every day, but on Thanksgiving Day just a little more so. To give expression to this thankful spirit
SAY IT WITH FLOWERS

"Words are but empty thanks." For that reason on Thanksgiving Day everybody should
SAY IT WITH FLOWERS

. Directory of Reliable Retail Houses .

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST Hartford Connecticut
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING

Highland Park Greenhouses
Telephones 75 and 85 HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co INDIANAPOLIS, IND
241 Massachusetts Ave
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS *The Florist, Inc.*
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

WE STRIVE TO PLEASE
ALPHA FLORAL CO.
1105 WALNUT-PHONES 1806
KANSAS CITY, MO.
ALPHA FLORAL COMPANY

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

The editor of THE EXCHANGE values news notes sent to him by readers, or any information of general interest to the whole body of the trade.

"Say it with Flowers"—At the end of 30 days *"Say it with a Check"*

FLORISTS EVERYWHERE
MEMBERS OF THE F. T. D. AND OTHERS

Whenever you receive an order for flowers from another florist—make every effort to fill it, and promptly at that.

Service must be the keynote—not only to your own customer, but in filling all F. T. D. orders sent you by a brother florist.

If you cannot fill the order at the time requested, write or call up the people to whom the order is to be delivered and tell them that you have a message to deliver to them from their friends, but that at the moment you are all out of flowers, but will satisfactorily fill the order at earliest. Immediately notify the florist who sent you the order of what you have done.

DO BUSINESS IN A BUSINESSLIKE WAY

THE FLORISTS' TELEGRAPH DELIVERY
For Better and More Efficient Floral Service to the Public as well as from Florist to Florist

Are You Preparing for This Opening?

(Continued from page 829)

to attempt to ship regularly from Fuller. Accordingly, Jones will only use the branch line.

A list of these towns will then be submitted to any large directory or address house, with a request to be furnished with a list of names and financial ratings of two first class merchants in each town, preferably druggists, restaurants, grocers, general stores in the order named. This list can be obtained at a very reasonable price. Now that Jones has the names of his prospective agents, all that remains is to tell them his story. These will be told an agent is wanted in their town; that there is a demand for flowers in his territory, and that an agent on the ground floor can double or triple this demand with but very little effort; that none of his floor space is required to take care of this new business, and further that a commission of 20 per cent. will be paid on all business secured. The prospective agent must also be told what his initial investment will be, if any. Jones may see fit to give his agents a design book free of charge, or again he may wish to charge the price he is obliged to pay. This must be made known to the prospective agent in the first communication to him. The best manner to convey this information to a list of prospects is by means of a comeback postcard (a double postcard with the return card attached). A card of this nature can be read much more quickly than a letter, and the return card can be detached and dropped in a mail box with the minimum of effort. The return card should contain all information desired with the exception of the prospective agent's name, and his bank reference and space should be left for this purpose on the card. These come-back cards should be sent to at least two of the leading merchants in a town, and should replies be received from both, it is up to Florist Jones to choose the one he thinks best qualified. Jones will then furnish these new agents with design books, at the same time outlining to the agents the manner in which the business can be handled to the best advantage. It is up to Jones now to "educate" his agents and to keep them posted as to prices, etc.

What Comprises Publicity

Publicity for agents can be handled in various ways: newspaper, direct-by-mail and moving picture slides. Local conditions have a great bearing on which of these should be used. Usually towns like Fuller have daily newspapers, the circulation of which embraces the surrounding territory to a depth of fifty miles or more, and in that case it would be best to carry quite a large advertising campaign in this newspaper to cover both the city trade and the out-of-town business, with but very little advertising of other kinds. There are other good methods, however. Formerly, it was the policy of the largest florists in the Middle West to obtain from his agents a list of their flower buyers to whom he would send direct-by-mail literature imprinted with the agent's name. Of course, this was done only for the larger agents, and did not involve so much trouble and expense as would at first be imagined because this florist was a large user of direct literature, and the same copy was used on all of it, simply cutting out his signature cut and inserting that of his agents. This method enabled the florist to get a very low price per thousand on his literature and the expense involved in changing his signature cut was very small. The agents of course paid the postage. It will be readily seen that this method of handling allowed the florist to become ac-

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Directory of Reliable Retail Houses

VIRGINIA

NORFOLK — Grandy THE FLORIST 259 GRANBY ST NORFOLK VA — FORTRESS MONROE

Special Messenger Service to above City $1.00

NORFOLK'S TELEGRAPH FLORIST

New York — MAX SCHLING — Phone, 7241 Plaza — 785 FIFTH AVENUE

Joy's — Nashville, Tennessee

200,000 Feet of Glass

NEWARK, N. J.

Begerow's — 946 Broad Street

Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

Fresh Flowers and Best Service

NEWARK, N. J.

PHILIPS BROS.

938 BROAD STREET

Wolfinger — 883 Broad St. NEWARK, N. J.

Choicest of Flowers — Best of Service

We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. — And all parts of CAPE COD, MASS.

MURRAY, FLORIST

232 Union Street

NATIONAL FLORIST — Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.

John N. Champion & Co.

1026 Chapel Street

QUALITY and PROMPTNESS — New Orleans, La. — The Avenue Floral Co. 3442 ST. CHARLES AVENUE

Chas. Eble Florist — NEW ORLEANS, LA. 121 Baronne Street

WIRE YOUR ORDERS TO HARRY PAPWORTH The Melrose Ridge Nursery Co. Ltd. STORE 135 Carondelet St NEW ORLEANS ROSES ORCHIDS VIOLETS F.T.D.

Are You Preparing for this Opening

(*Continued from page 831*)

quainted with the names of his agents' customers and protected him in the event his agent changed floral connections.

Florists, time has never offered you an opportunity like this!

Once again, I ask, are you prepared? Florists, time has never offered you an opportunity like this. Think of the marriages, parties, receptions and what not that are to take place! Of course, when you want Violets and other stock the most you will be short, but in a crisis a good salesman can sell a buyer almost anything—develop that salesmanship trait, develop your advertising. Advertising is as essential to your business as flowers and plants. Here is an opportunity to inaugurate an advertising campaign with everything that tends to make for success in your favor. Any Fall season is a good time to inaugurate an advertising campaign and to make an organized effort for the out-of-town business, but the opportunity offered this Fall exceeds anything that has ever been offered you. The flower business is going to soar, the entire country is happy, every citizen is "well heeled" financially, and the demand for flowers should be unprecedented. All florists should share in this prosperity, but the florist who goes out after the business is the one who will lead the field in his territory.

The Florists' Telegraph Delivery Association

In our last issue, referring to the future of the F. T. D., we mentioned "System" and "Service" as the two elements necessary to its widest success, System to control its operations, Service to render it impregnable to any form of opposition which might develop in the future. System and Service are equally necessary to the organization as an entity as to each individual member—they travel together.

When a minister thunders forth his invective from the pulpit upon the sins of the world and the sinners therein, the congregation is apt to absolve itself as not being of the class inveighed against—it's the other fellows. Whether the congregation of retail florists can free itself as readily is for them to determine. If they have developed System and Service to its furthest extent in the running of their shops then they are clear, but if they have left certain steps uncovered, they should hasten to get into line with the elect so as to be in position to reap the rewards which come to those who have effected these two great desiderata.

System in the operation of a business is not by any means new in the world's activities, but big business has been possible only through its development.

The word "system" contains but six letters. Studying Webster's definition one finds that this little two syllable word has a wonderful reach. One of its best meanings along the lines we are discussing is "a natural combination or organization of part to part." Another fitting definition is "a plan, scheme or method by which ideas or things may be interrelated; regular method or order; orderliness, as to have system in one's business."

The first meaning is perhaps the best adapted to our purpose—the orderliness whereby a combination or organization of part to part is brought about so simply that the ease with which one department fits into another can readily be designated as natural.

Men who wish to develop system in their business—those who in their youth have not had the opportunity for technical training and the development of the orderly faculties—should study the best books obtainable and take a course in a correspondence school.

A knowledge of systematic principles will apply equally to any line of business, and it will most assuredly facilitate the work of the florist who undertakes to rid his establishment of happy-go-lucky methods. System will be found in actual hard cash disbursement one of the cheapest of all business requisites; the cash outlay to

M. A. Bowe — IN HEART OF NEW YORK CITY 332 Fifth Avenue Phones {358 / 359} MADISON SQUARE Our Motto: THE GOLDEN RU

We Guarantee Satisfacti

A. J. Bunyard FLORIST — NEW YORK 413 Madison Avenue 48th Street

DAVID CLARKE'S SONS

2139-2141 Broadway

NEW YORK CITY

Phones {1552 / 1553} Columbus — ESTABLISHED 18

DARDS — 341 Madison Aven New Yor

ESTABLISHED 187

THE GREAT WORLD WAR WON but we must still back up THE GOVERNMEN to our uttermost.

BUY and SELL WAR SAVING STAMPS.

Thos. F. Galvin Inc.

New York 561 Fifth Avenue — Boston 1 Park Street 799 Boylston Stre

Deliveries to Steamers and all Eastern Points

Hession — MADISON Ave. at 76th S NEW YORK

QUALITY FLOWERS

PLANT SPECIALISTS :-: Two Greenhouses on Premi

Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Floris

426 Madison Avenue and 49th Street, NEW YORK

Also Ritz Carlton and Vanderbilt Hotels

Telephone: Murray Hill 783

Highest Award at the International Flower Show, April 11th, 19 Grand Central Palace

Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS

Main Store: 2077 BROADWAY

Branches: 2703 Broadway and 1664 2d Av

NEW YORK CITY

GET ACQUAINTED

NEW YORK CITY — ADOLPH MEYER

1062 MADISON AVENUE 'Phone, Lenox 2352

Flowers Delivered Promptly in Greater New York City and Neighboring Sta

GEO. E. M. STUMPF

761 Fifth Avenue — NEW YORK

Young & Nugent — 42 West 28th St. NEW YORK

Telephone Madison Square 2065-2066

We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN

Successors to H. W. FIELD — *SMITH COLLEGE FLORISTS*

NORTHAMPTON, MASS.

THE VERY SMALL COST OF AN ANNUA *ADVERTISEMENT IN THESE COLUMNS* MORE THAN LIKELY TO BE MANY TIME REPAID YOU.

. Directory of Reliable Retail Houses .

maha, Neb.
HESS & SWOBODA
FLORISTS
15 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
erything in Flowers. Broad St. at Cumberland

J. J. Habermehl's Sons
PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts.
you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade Mark "We Serve You Better"
E. C. Ludwig Floral Co.
Pittsburgh, Pa.
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710 East Diamond Street (North Side)
OUR ONLY STORE
Store open Day and Night

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AND NEW ENGLAND POINTS
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107 WASHINGTON ST., PROVIDENCE

Messages of Flowers

—OR—

THEIR FLORAL CODE AND DICTIONARY

By GEORGE H. O'NEILL

Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. A dictionary of flowers covers more than thirty pages, giving the common names, in alphabetical order, of hundreds of flowers; each followed by the meaning of the flower and its botanical name. In the section "Messages of Flowers," the idea of the message to be conveyed by a flower is condensed into a single word, and the list of these words is arranged alphabetically. Opposite each word is placed the name of the proper flower and beneath appears the expanded message. A "Floral Calendar" gives the name of the flower appropriate for each month of the year, with its meaning, its botanical name, and a bit of verse about it. The mythology of flowers, with many interesting facts about them in modern life, fills nearly twenty pages, taking in alphabetical order thirty or more of the best known blooms. An explanation of the arranging of bouquets to make them carry messages fills another section, and advice about caring for cut flowers and a score of poems and quotations from famous poets about flowers complete the pages of this handy little manual of flower language. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners and lovers of flowers.

Can be sold by retailers, a 25c copy for the customer's own use and a $1.00 copy for the lady who is to receive the flowers.

Cloth, cover embossed in gold, 144 pages, $1.00
Paper, 128 pages, 25c.

A. T. DeLa Mare Co. Inc., 438 West 37th St. NEW YORK

install it in the florist business is trivial. Putting it into practical working process, though, requires time and patience; it is in these essentials so many fail. Most failures can be laid to non-observance of system.

So long as people continue to be born into the world, each with his own individuality (and perhaps a good many altogether without any individuality), there will never be perfection, because each man is prone to look at the problem in his own way. It is only when one has had the experience, or has made a study of the subject, that the essence of the subject is understood to have value, and the incentive comes to plan, arrange and endeavor to order one's daily business on a systematic basis. What system is necessary in the daily life of a retail florist?

More Illumination Permitted

Permission to florists and other business men to illuminate their store windows on "lightless nights" while they are open for business was recently given by the U. S. Fuel Administration. Better deliveries of coal, it is declared, make it possible to relax the regulations this far, but all other sections of the lightless night order must be adhered to.

The new order permits the illumination of store windows in New England, New York, Pennsylvania, New Jersey, Delaware, Maryland, District of Columbia, Michigan and Ohio, on all nights of the week while the stores are open, but they must not remain lighted after the stores are closed on the nights designated as lightless: Monday and Tuesday in Michigan and Ohio, and Monday, Tuesday, Wednesday and Thursday in the other States named. The illumination of advertising signs or the exterior of buildings is still entirely prohibited on lightless nights.

It is pointed out that while the original regulations can be somewhat relaxed because of better deliveries of coal, the situation in New England and the other Eastern States north of Virginia is still serious, and it is intimated that no further relaxing of the regulations can be expected this Winter. In all States other than those specified, the regulations governing illumination are left to the State fuel administrator. E. A. D.

Letting Competitors Know

Albert M. Herr of Lancaster, Pa., makes a strong plea for cost accounting—Shows the relation that should but often does not exist between cost of production and sales prices—Declares his intention of keeping records of Geranium propagation for his own benefit and that of the S. A. F.—Urges other growers to carry out similar investigations

"Letting Competitors Know" is the title of an article in September *System*, that should be read by every florist in the United States. It opens with a detailed cost accounting method which a successful manufacturer adopted and explained to all his competitors. One of these, a narrow minded fellow, expressed surprise at the manufacturer's willingness to do this. The answer was "giving our competitors this knowledge will save us money, for they will learn to know their costs and we will be relieved from meeting competition which blindly cuts prices and is headed for bankruptcy."

The "Cost and Overhead" was suggested at St. Louis, and President Totty followed up with an appeal in the trade papers for volunteers to investigate cost production. This cannot come too quickly for the welfare of the trade and each individual connected therewith, no matter if his glass area is 1000ft. or 1,000,000ft.

Present day conditions demand not only a full knowledge of our business from a dollar and cents point of view, but it also demands cooperation. Until we learn to practise cooperation to its fullest extent (burying deeply all those petty differences and selfish ideas found among many of our trade), we cannot lay claim that ours is a business, much less an essential one. We are simply a conglomeration of effort returning a very meagre dividend on the money invested. On the other hand we appeal to all that is good and true in man and woman, so why should we not put our business before the world where it belongs and do that much more good?

Next to production publicity is the most important part of any business. I am a publicity crank, an ex-president of our Ad. Club, its present secretary, and a subscriber to the florists' publicity fund as long as it does publicity work. But what good is publicity unless

In the Retail Department THE FLORISTS' EXCHANGE presents throughout the year articles of interest and instruction and pictures especially of value to the retail florist. Do you read it regularly? It will pay you.

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Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

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Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

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AS a wide-awake retailer reading this department of THE EXCHANGE, you have noticed the cards of those who are using this means of securing orders from out-of-town retailers.

Have you recognized the fact, as well, that the manner in which these retailers continue their advertising in THE EXCHANGE shows that we are giving them excellent service?

$60 per annum for a card one inch deep; minimum of $37.50 for a depth of ⅝ inch.

THE FLORISTS' EXCHANGE
Box 100 Times Square Station, NEW YORK

we know the cost of production? Without this knowledge we are likely to make the price too high to encourage consumption or too low to warrant production.

Some retail store men have this knowledge, but many have not. If this were not the case there would not be the wide variation in the selling prices one meets nor the cutthroat competition that has belittled our trade in the eyes of the buying public. A uniform system could easily be installed in the store and it is to be hoped that the present agitation will bring this about.

With the grower of mixed stock cost keeping is a much harder proposition. We are looking for someone to give us a good method. The specialty grower can, with little expense, arrive at a reasonably close estimate of production costs, and if he will be broad minded enough to pass it along, the grower of the same line, who has made no effort to get these facts and figures, will often sit up and take notice.

Costs will, of course, vary with conditions, climatic and otherwise, even labor varying considerably; in establishing a selling price for any commodity these must all be taken into account and, if this is done, the selling of stock for less than the cost of production will be eliminated and the trade benefit to that extent; for no business can be built up with a competition of prices below actual values.

Again, if the grower can by his figures show the wholesaler and the retailer the true cost of production, it will help establish a price that will in turn enable these men to pay him a living profit. In other industries, those who were formerly trying to "get each other" are now taking counsel together and working shoulder to shoulder in an effort to make their industry do its part in the present day great struggle.

It is up to the florists to follow this lead and cooperate shoulder to shoulder to make our business stand out as the essential part of the war that it really is. This it will not do as long as we continue our petty little differences and jealousies. There can be big days coming for the florist but not unless we meet them with a broad minded feeling of copartnership.

In response to President Totty's call for volunteers I, for one, am going to start a record of costs on the production of Geranium cuttings for a period of one year, as costs vary much at different seasons. These will be given to the S. A. F. to use as it sees fit. I hope my competitors, both in this and other cities, will do the same. We may make some mistakes but the aggregate ought to establish some sort of uniformity of price, the only method whereby good quality stock can be produced in quantities to meet the demand.

What are you going to do? Remember the term "slacker" does not apply to Army and Navy alone. We older and stay-at-home fellows seek to have this country and its business in the best possible shape for the boys when they come back to take up civilian life again.

Let us have plenty of discussion along these lines in th trade papers.

Starting an Agency Business

Many among the more prosperous of our retail florists are conducting a lucrative business through the employment of agents in towns and villages contiguous to their respective cities. In our leading article in this week's Retail Department much light is thrown on the methods of starting such a business. One of the requirements of success is the employment of a good book of designs, one copy of which can be furnished at slight expense to every agent. There is nothing better adapted for the purpose than the Album of Floral Designs compiled by THE FLORISTS' EXCHANGE expressly for this use. We will mail you a sample copy of this unparalleled book for 50 cents, but would be well pleased to have you write us for further information, as we could then go into the subject more closely.—Advt.

Ladies S. A. F.

Through the death of Mrs. Geo. Kuhl and Mrs. Anders Rasmussen, the Ladies S. A. F. has lost two of its most valued members. They were among the first to join and by their pleasing personality, helped to make the Society a success. Many a kind and loving word has the writer of these lines received from them just when she needed it most. She will sadly miss them at every meeting.

MRS. CHAS. H. MAYNARD.

Albany, N. Y. WILLIAM C. GLOECKNER Leading Floris Member F. T. D

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary Central New York orders efficiently filled. Wells College.

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Shows the finest selection of designs ever grouped together under one cover for the guidance of the retail florist. **Contains over 400 practical ideas in make-up.** Covers every phase of the art. **Four pages in two-color, and four pages in four-color effect have just been added to this great book,** making it the most attractive presentation for order getting ever issued. Bound in cloth boards; 128 pages in black and white effect, 8 pages in superb color effect, and 32 blank pages for pasting additional designs. Size of page 9x12 inches. All superbly printed. If you do not think the book up to our representation, return it promptly in good condition and we will refund you your money.

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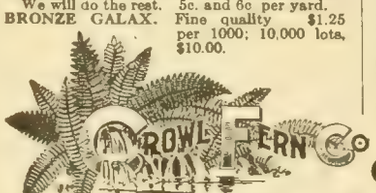

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Let us quote you on your next order. If it's made of wire we can make it.

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Western States

Fort Wayne, Ind.

Midseason and late Chrysanthemums have been forced into the market ahead of schedule on account of the warm weather. Major Bonnaffon and Dr. Engelhard are over for the season, though usually counted on for Thanksgiving trade. Exceptionally good Eaton in yellow and white were offered last week; fine Turner, Chadwick, Golden Wedding, and Tekonsha continue to come in large quantities. The outlook is that the growers will not be able to hold many back for Thanksgiving. Those on the market for that day will be large sizes and prices will be stiff.

The influenza ban has been lifted by the local health board after having the lid on for five weeks. The fewer deaths have reduced funeral work, although a good demand for large funeral designs closed the week. Flowers and plants for various purposes are in demand, though hospital trade has fallen off. Never have there been fewer weddings at this season of the year. Prospects for good Thanksgiving Day trade are bright, especially owing to the peace news. Except for cut 'Mums, there will be a good supply of flowers, particularly Roses. The Carnation supply is rather short at present. It is thought growers are saving blooms for Thanksgiving. Hoosier Beauty, Shawyer and Ophelia are in good supply; Russell and Columbia are not so plentiful. Sunburst is the most plentiful yellow. The Lily supply is still short, but in view of the present large supply of 'Mums, this shortage is not keenly felt. Pompons are selling at good figures and there is a steady call for 'Mum plants. Sweet Peas are coming in fine shape. A good supply is expected for Thanksgiving. Violets, Pansies, Snapdragons, Lily of the Valley, and Stevia are other offerings.

Comments of the Trade

P. J. McCarthy, representing M. Rice and Co., Philadelphia, Pa., and the representative of the R. E. Gebhardt Co., manufacturers of artificial flowers, Chicago, Ill., were visitors to the trade last week.

During the campaign for the United War Campaign, Nov. 11 to 18, the lighting restrictions throughout the city were raised, so many of the downtown florist stores had patriotic window decorations, both for this event, and for the armistice signing celebration. A. J. Lanternier and Co. had a handsome display of 'Mums in good arrangement in their window, with the dove of peace, and Old Glory occupying prominent positions. The Freese Floral Co. was closed all day Nov. 11. A handsome flag of Immortelles attracted much attention to their window, which was well filled with practical arrangements of pompon and double 'Mums, Roses and Sweet Peas in baskets.

The New Haven Floral Co. has an extra large crop of 'Mums, including all the larger varieties. Its large crop of Roses, particularly Ophelia and Shawyer, is commanding considerable attention.

The heaviest demand for 'Mums ever experienced is the report of the Flick Floral Co., whose store force was obliged to work all day Sunday, on account of a large funeral.

Handsome specimens of Tekonsha, Eaton and Chadwick were noted in the flower shop of Ed. Wenninghoff, who reports good counter trade and funeral work, and an excellent out of town trade.

Miss Margaret Vesey, daughter of Judge W. J. Vesey, has issued a splendid report of the work done at the Hostess House at Camp Taylor, Louisville, Ky. She is assisted in the work by her sister, Miss Catherine Vesey, who has also been nursing there during the influenza epidemic.

The recent lifting by the Government of the building restrictions is understood to apply to greenhouses. So there is expected to be a boom in this line next Spring.

W. J. and M. S. Vesey report an excellent out of town business, and a good local demand for funeral pieces. They are looking forward to a brisk Thanksgiving Day trade, and are well prepared to care for all demands made upon them.

D. B.

St. Louis, Mo.

The Market

Schools and theaters are open again and an occasional bouquet of flowers for the theater or for the hospital can be counted on. Chrysanthemums have the stage. Pompons in all varieties are used up in funeral work. An abundance still continues. Roses in good supply are selling at good prices. They are quoted from $4 to $10; Russells from 5c. to 25c.; Carnations from 4c. to 6c., red 1½c. to 3c.; 'Mums 6c. to 25c.; Smilax very scarce, at $2.50 to $3 per doz. strings. Asparagus Sprengeri and other greens are in demand. A little Stevia is on the market at 35c. per bunch.

Retailers all speak of business as rushing in funeral work, but in other branches slow. The wholesalers are pushing and advertising holiday supplies.

News of the Soldiers

Reports from the London Miltary Hospital convey the news that Arthur Henry Wors, son of C. W. Wors, is now able to get about on crutches. Joseph Wors is in the U. S. Naval Hospital at Brest, France, slowly convalescing. He was wounded accidentally in the left foot, while on guard duty. Charles Wors, Jr., is in the U. S. Army camp at Kearney, Cal.; he will shortly get his honorable discharge.

Topics of the Times

The club meeting to have been held Nov. 14 was postponed to the 21st because of the influenza ban.

Wm. C. Smith, Wholesale Floral Co., has had a good week.

Leo Von Graeffen, formerly chauffeur for Windler Wholesale Floral Co., will open up an automobile repair shop in the wholesale district, catering to the needs of wholesale and retail florists. His headquarters at present are at Wm. C. Smith Wholesale Floral Co.

H. G. Berning's counters are filled with a fine assortment of all varieties in flowers. Henry has a habit together with his help of selling out.

Windler's wholesale house is one of the busiest on the line. Some of the largest local growers consign their stock to this firm.

C. A. Kuehn has little trouble these times in getting rid of the fine stock seen daily on his counters.

George H. Angermueller, who makes a specialty in florists' supplies, is busy with advance orders, especially Christmas novelties.

T. H. Weber's store is always beautifully decorated and the arrangements of his cut flower department are artistic.

Julius Schaeffer, manager of the Scruggs, Vandervoort & Barney's floral department, has had lots of experience having been designer for some of the best firms in the city. He reports good business and expects better now the war is over.

Advices from Harry Schelter, formerly chauffeur for Geo. H. Angermueller, from France, stated that all was well.

Grimm & Gorly did an immense trade at their side branch in East St. Louis. The armistice was celebrated Wednesday evening, Nov. 13, by a parade. 'Mums were sold in profusion. This firm in St. Louis does an immense shipping business, also a large local one. Vincent Gorly and his brother Frank are hustlers and everything in the store is up to date.

James Young, one of the pioneers, died last week. See obituary colume.

C. W. W.

Cleveland, O.

A leading topic of conversation in trade circles is the remarkable mildness of the weather, which is extremely favorable for business in general, although growers are a little uneasy on account of the early maturing of Thanksgiving stock. The saving of fuel, however, might be considered ample compensation, especially as everything sent to the market now is moved at good prices.

Although receipts of stock are liberal, at an early hour in the day the market is practictlly cleaned up. This is largely due to the growing practice of more and more retailers calling early in their trucks and taking increased purchases home with them. While this makes it harder for the wholesaler, compelling him to employ more help to take care of a morning rush, which soon subsides, it is undoubtedly the cheapest and most satisfactory of distributing large quantities of flowers.

The Thanksgiving 'Mums, ever welcome because of their vigor and robustness, are now with us, and are greeted by a brisk demand. Chadwick, Dean and Golden Wedding are prominent varieties, and appear more popular than ever. Receipts of choice late pompons are also liberal.

The week ending Nov. 16 closed a market completely destitute of stock. Business for the week was heavy. Many orders arriving late could be only partly filled, in some instances they had to be refused. Under such trying conditions, wholesalers find it practically impossible to give the preferred treatment to which long and faithful association justly entitle scores of patrons. Nor was there ever a time when prompt payments were of more advantage to purchasers.

Thanksgiving Day Prospects

Everywhere a bumper Thanksgiving Day business is predicted, and local florists are making preparations for it. As the usual Thanksgiving greenhouse stock is known to be inadequate for a greatly increased trade, the question of price and the larger employment of accessories are being carefully considered. There is much to be thankful for and money is plentiful; it remains for the florist to make the best of the opportunity and reap his share.

The regular monthly meeting of the Wholesale Florists' Credit Ass'n. was held on Nov. 20, at which current business was transacted.

Ringler & Son, Wellington, O., staged a highly successful flower show on Nov. 9. The salesroom and display house were filled with a fine collection of large flowered and pompon 'Mums, Roses, Carnations and seasonable plants. "Our object," said Mr. Ringler, "was to get the people to come to our place of business so we could show them what we had to sell. We put the place in tip-top order, and advertised the event liberally. Our efforts were rewarded by a large number of enthusiastic visitors, and we not only sold the greater part of our entire display, but feel certain that we received several hundred dollars' worth of advertising among flower-loving people."

William F. Raebel of Canton, O., who temporarily suspended business a year ago to assist Uncle Sam in winning the war, has reopened his old stand in the Auditorium Market.

Silvieus & Silvieus of Ashtabula, O., who recently consolidated the Faust and Lockwood business with their own, report a heavy volume of trade.

F. C. W. Brown and R. F. Emsley of the J. M. Gasser Co. spent Nov. 18 calling upon the Mentor and Painesville (O.) florists.

W. E. Copeland has the sympathy of fellow members of the florists' club because of the death of his brother, A. W. Copeland, of Vermilion, O., who died of pneumonia on Nov. 14. The obituary notice will be found elswhere in this issue.

R. E. Blackshaw of the Ove Gnatt Co., La Porte, Ind., called on the trade here on Nov. 15 and 16. He reported a prosperous trip.

The new zone system plan of charging for deliveries was put into effect by the wholesalers on Nov. 18.—J. McL.

Denver, Col.

The demand for stock of all kinds is still greater than the supply on this market. Roses of all varieties are hard to obtain and the receipts are cleaned up daily. Carnations are improving; the flowers are getting larger and the stems longer, but the supply is short. 'Mums are scarce, owing to the fact that the past few weeks the growers have been cutting the flowers before they are half developed, and from the present outlook 'Mums will continue scarce for Thanksgiving Day trade.

There are a few good Sweet Peas, Snapdragons, double Violets and Calendulas to be had. Greens are scarce, and a number of the retailers have had ferns, Galax and Leucothoe shipped in from other cities.

General Jubilation

Denver went wild with joy when word was received that the armistice had been signed, and everything for which America had fought had been won. The celebration here continued without any let up for 24 hours. Business of all kinds was suspended for the day and everyone took part in the general expression of joy.

About Town

Emil Glauber always grows a fine lot of 'Mums for Thanksgiving Day, and this year his stock looks better than ever. White Eatons and Golden Wedding are his favorite varieties. On Nov. 15 he cut a White Eaton which measured 8½in. It was some 'Mum.

H. F. Hamlin has been busy in his Dahlia gardens, digging and storing his bulbs. He has about 200 of the best varieties and reports having had an excellent season. He is now supplying the stores with a few good 'Mums, which he has just started to cut.

A. E. Mauffs has been shipping quantities of cut flowers and designs to his out of town customers. Mr. Mauffs said he has about 200 Azaleas on the place; that will help some for Christmas.

Fred Hall has his houses in fine shape for the holiday rush. He has ten houses of Carnations, with plenty of buds, one house of Sweet Peas and 'Mums and five houses of American Beauty Roses, which look as if the crops would be on at the right time. He also has a house of Smilax and Adiantum; also a number of Callas coming along.

Miss Bessie Bowen and Miss Anna Limke, of the Bargain Flower Shop, who have been ill, are back at the store. Mr. Benson was much handicapped for help during their absence.

Sam Winegar is back with the Park Floral Co., after being away for the past three months.

The Colorado Seed Co. has been busy with out of town shipping orders. Mr. Root says that he has been shipping as far east as St. Louis, Pittsburgh and Brooklyn, N. Y.

D. S. Grimes & Son have cleaned up well this season on pompon 'Mums and are now cutting the last three benches of the Helen Frick variety. This firm will have no 'Mums for Thanksgiving Day trade, but the Carnation crop looks promising. The plants are strong and healthy and a mass of buds. Mrs. Scott of the firm is a real good booster for Colorado, having been in the flower business for a number of years and traveled extensively. She says that the flowers grown in this State are as good, if not better, than she has seen anywhere else.

O. W. Richmond, of the Boldt-Lundy force, is back at his post after a brief illness.

The flower department of the Barteledes Seed Co. has put a good looking delivery car into service. It was doing its bit on Monday in the Victory celebration, and was a good ad. for the firm. In connection with the flower department the firm will handle goldfish and accessories, birds and bird cages.

The Espelin-Warren Floral Co., of Fort Collins, Colo., is boosting the slogan "Say It with Flowers" by sending to its customers blotters bearing the slogan.

C. F. E.

Cincinnati, O.

Roses are cleaning up well. The supply has been fair and able to care for all immediate wants. 'Mums are in a good supply at this writing and meet with a good market. Thanksgiving Day prospects, however, are not as bright as they might be, insofar as this flower is concerned. The supply will be fairly large, but not as large as it has been in the past for this holiday. Carnations are in a fair supply and move well. Easter Lilies are somewhat scarce. Callas may be had. The few Sweet Peas that come into the market sell freely. Single Violets are offered; these, too, find a good market.

The Christmas Fund Committee has collected over $500 for Christmas remembrances for the boys in the florist's trade of this city and vicinity who are in the Service. The committee will mail the orders for "over there" this week and to the boys in this country later and make a full report of their work.

The City greenhouses in Eden Park had a 'Mum show last week at the greenhouses. Many thousand saw the beautiful display.

J. B. Joetz Sons, Saginaw W. S., Mich., have been sending excellent Sunshine 'Mums to C. E. Critchell. They are proving a novelty as well as good sellers.

Wm. Mayhall has received his honorable discharge from the Artillery Officers' Training School.

Visitors were Miss Fannie White, Lexington, Ky., G. W. Frisch, Dayton, O.; Robert Shock, representing M. Rice & Co., Philadelphia, and W. C. Johnson, Memphis, Tenn.—TEDDY.

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New York City

The Market.

Nov. 19.—There are seasonably large arrivals of cut flowers and greens in the wholesale market this week. The demand is much smaller than that of two weeks ago, but nevertheless normally large. Prices are moderate, but fairly firm.

American Beauty Roses are in larger supply and the demand is not as insistent, but prices remain at this writing about the same as last week, namely 50c each for the best specials, with occasional sales at 60c for extra special blooms. Hybrid tea Roses are in increased supply with a moderate demand and easier prices, that is about $1 per 100 for No. 3 grade blooms, $1.50 to $3.00 for No. 2 grade and $5 to $10 for specials in general, with some sales of specials of choice varieties at 15c. to 20c.

Carnations are in moderate supply and moving rather slowly at $1 to $3 per 100 in general.

Cattleya orchids are in smaller supply and that rather than a larger demand, has increased the price to 40c. to 75c each for blooms of the preferred varieties, but Percivaliana is selling at from 20c. to 30c.

White and pink Lilies are both moving slowly, the former at $8 to $10 per 100 and the latter at $1.50 to $5. Gardenias are meeting with little demand. Lily of the Valley is moving sluggishly at $2 to $6 per 100.

Chrysanthemums are in large supply, increased by recent warm weather, and are moving well at prices ranging from $1 to $3 and ocasionally $4 for the large flowered varieties and 10c. to 50c. for bunch varieties.

Violets are arriving in almost unsalable condition. the petals falling off the double varieties like rain. Both the doubles and the singles show the detrimental effect of warm weather.

There is little else in the market now except some Calendulas, Antirrhinum and a few Sweet Peas. The market is well supplied with greens, which are meeting with fair demand at quoted prices.

Thanksgiving Day.

Thanksgiving Day, Thursday, Nov. 28, is the next holiday for which usually there is a large sale of flowers. For this Thanksgiving Day it is confidently expected that the demand for cut flowers will be larger than is customary. The supply, on the other hand, will probably be smaller than usual throughout the country. This will have a decided tendency to bring to the New York wholesale flower stores, in addition to an increased city demand, larger requests from out of town florists, both those near the city and those located in the more distant larger cities. However, the normal arrivals of flowers daily and for holidays in New York City are nearly always large, larger in fact than in any other city in the country at least, and usually sufficient to satisfy the demands of all buyers. It looks now as if prices this Thanksgiving would be modertely high, but not so unreasonably high as to discourage buying and leave stock to be carried over into the days of small demand which usually follow a holiday.

There was noted this week at A. L. Young & Co.'s, 54 W. 28th st., a vase of flowers, called by J. A. Reinicke, University of California, Berkeley, Cal., Chinkerechee, a name which we are unable to find in any book. These flowers are those of a bulbous plant which grows wild in South Africa. They were brought in bud in a tin can from South Africa and were three months on their way. There was no water, we are told, in the can. They had on Tuesday of this week, been in Mr. Young's store about 10 days, and the buds had unfolded into flowers, and improved in beauty every day since their arrival. The blooms are white and resemble in form of flower and in flower cluster those of some species of Allium. We are told that the buds can be cut in Summer and are stored away to bring into flower in Winter. We would be glad to know their botanical name.

Henry Rohs died at his home, 312 Beta Place, Glendale, on Thursday, Nov. 7. Mr. Rohs was born in Brooklyn 34 years ago and was a well known florist, being manager for Trepel on Fulton st. The funeral was held on Nov. 11 and the interment was in Evergreen Cemetery. He is survived by a widow, two children and a sister.

William King Murray, 79 years old, died on Thursday, Nov. 14, at his home, 238 Amity st., Flushing, L. I., N. Y., of heart trouble. For nearly 50 years Mr. King was associated with his uncle, the late Joseph Harris King, in the nursery business, on Broadway, Flushing. He is survived by two daughters and three sons.

Boston

Plenty of Stock

Nov. 19.—In consequence of the two holidays of last week there has been a heavy supply of all kinds of flowers; in fact, it has not been possible to clean up the supply. This week business is picking up again and things look a little brighter.

There is a moderate supply of Am. Beauty Roses with a rather light demand. The best of the special grade blooms sell for 40c, with other grades correspondingly lower. Hybrid teas are fairly abundant and of good quality. The demand is medium. Prices range from 2c. to 16c.

There is a good supply of Carnations and the quality is all that could be wished for at this season. Prices are from 2c. to 3c., with a few extra fancy blooms at 4c. each.

There is a good supply of orchids, especially of Cattleyas and Cypripediums; the former is selling at $5 and $6 per doz.; the latter at $3 per doz.

Lilies are not plentiful and have a moderate call at 10c. to 15c. Lily of the Valley is scarce. There is a good supply of Calendula, Snapdragon and some Cosmos. Good Bouvardias in small lots find a good demand. Violets are more plentiful, but are going slowly at 40c to 50c per 100. There are a few Sweet Peas, which sell for $1 per 100. There is a good supply of short stemmed Pansies. 'Mums dominate the market and the supply is larger now than at any previous time; they are selling for $2 to $3 per doz. although a few fancy blooms bring higher figures. There is sufficient Asparagus and Adiantum. Plants, such as Cyclamen, Bigonias, Oranges, 'Mums, Crotons, ferns and Dracænas are selling well.

Trade Notes.

On Monday, Nov. 11, the stockholders of the Boston Flower Exchange held their annual meeting and election of officers at the market. The following officers were elected: W. C. Stickel, president, and Andrew Christensen secretary-treasurer. Directors: S. J. Goddard, Herman Bartsch, Charles Holbrook, Lester W. Mann, A. A. Pembroke, Chester Paine and A. S. Parker.

Samuel J. Goddard of Framingham is marketing exceptional blooms of Carnation Laddie. It brings a better price than any other Carnation. Among other stock that he is cutting are attractive blooms of a new scarlet seedling.

The National Association of Gardeners will hold a local conference at Horticultural Hall, Boston, on Nov. 22. There will be several prominent speakers and matters relating to the gardening profession will be thoroughly discussed.

Edwin J. Welch, eldest son of Patrick Welch, was operated upon for appendicitis at the Scobey Hospital, Beacon st., Boston, on Sunday, Nov. 17. He is getting along nicely.

Mass. Hort. Society

The election of officers and annual meeting of the Massachusetts Horticultural Society was held at noon on Saturday, Nov. 16. The following were elected: President, W. C. Endicott; vice-president, Nathaniel T. Kidder. Directors, R. M. Saltonstall, John K. M. L. Farquhar, George E. Barnard and A. F. Estabrook.

On Monday, Nov. 18, the B. A. Snyder Wholesale Co. opened its new headquarters at 21 to 25 Otis st. The writer on visiting the establishment on the opening day found it equipped with every modern convenience. It is most accessible to the markets. On the first floor there are 3600 sq. ft. of floor space, and in the basement 4600 sq. ft., thus giving ample room. The firm will manufacture its own wire frames and keep a full line of all florists' supplies. On the first floor there are two large ice chests, one 17ft. x 18ft., and the other 14ft. x 18ft. The office has every up-to-date equipment. The lighting is of the most modern kind and everything about the place is attractive and inviting. On the opening evening the company entertained 150 of 'ts customers and friends at the Elks' Club

Thos. Roland's Orange plants are in brisk demand. He is also supplying Cyclamen, Begonias and Erica melanthera from his Nahant greenhouses. At his Revere establishment he is cutting Roses.

F. J. Reynolds, the popular manager for Welch Bros. Co., Devonshire st., has the sympathy of his numerous friends in his heavy bereavement. His wife died on Nov. 11 from an attack of pneumonia, at her home in Dorchester, Mass. She leaves two little girls.

The wholesale houses are preparing for a big Thanksgiving Day business, and as things look now they will not be disappointed. If ever there was a time when we ought to be thankful it is thi- Thanksgiving Day. Flowers will be abundant. During the past week business at the wholesale was rather quiet. There were two holidays last week and that interferred with business.

Never before were the retail stores so brightly arrayed. 'Mum flowers are of much better quality than usual and make a gorgeous show. 'Mum plants are a feature in the displays. The retail stores report business as good although not as heavy as it was a few weeks ago.

The seed stores are exceptionally busy filling bulb orders. The bulbs came so late that people are hustling to get them into the ground before hard frost comes. Darwin Tulips are in fine demand, and Narcissi have sold well. R. C.

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WHOLESALE FLORIST Tel. 300—301 Farragut *148 West 28th St., NEW YORK*
THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, COLUMBIA, RUSSELL and WARD ROSES
VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON
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New York Cut Flower Market
Up to Tuesday, Nov. 19, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	20.00 to 50.00	Adiantum Cuneatum	.20 to .25
" Fancy	15.00 to 30.00	Hybridum and Croweanum	.25 to .50
" Extra	10.00 to 20.00	Antirrhinum, per bunch	.15 to .50
" No. 1	8.00 to 10.00	Asters	..... to .....
" No. 2	2.00 to 5.00	Asparagus Plumosus, bunches	.08 to .20
" No. 3	1.00 to 2.00	Bouvardia, per bunch	.35 to .50
Killarney	1.00 to 5.00	Carnations, Select	2.00 to 3.00
Killarney Brilliant	1.00 to 5.00	Ordinary	1.00 to 2.00
White Killarney	1.00 to 5.00	Calendula	..... to 1.00
White Killarney, Double	2.00 to 8.00	Chrysanthemums, per doz	1.00 to 4.00
My Maryland	1.00 to 5.00	Chrysanthemums, bunch	.10 to .50
Columbia	2.00 to 12.00	Cosmos, per bunch	..... to .....
Hadley	2.00 to 20.00	Delphinium, per bunch	.15 to .25
Hoosier Beauty	2.00 to 8.00	Ferns, per 1000	1.75 to 2.00
Key	10.00 to 50.00	Galax, green and bronze, 1000	..... to 1.00
Cecile Brunner, Elgar, etc. bun	..... to	Gardenias, per doz	1.00 to 4.00
Mme. Pl. Euler (Prima Donna)	2.00 to 10.00	Gladiolus	..... to .....
Mrs. George Shawyer	2.00 to 6.00	Leucothoe, per 1000	4.50 to 7.00
Sunburst	2.00 to 8.00	Lilies, Longiflorum	8.00 to 10.00
Mrs. Aaron Ward	2.00 to 10.00	" Rubrum	1.50 to 5.00
Lady Alice Stanley	2.00 to 12.00	Lily of the Valley	2.00 to 6.00
Ophelia	2.00 to 10.00	Mignonette, per doz	.25 to 1.00
J. J. L. Mock	4.00 to 12.00	Orchids, Cattleyas	20.00 to 75.00
Mrs. Charles Russell	3.00 to 15.00	Smilax, per doz., strings	1.00 to 2.00
.....	..... to	Sweet Peas, Spencers	1.00 to 1.50
.....	..... to	Tuberoses, per doz	..... to .....
.....	..... to	Violets, Double	.15 to .35
.....	..... to	" Single	.15 to .35

All the New and Standard ROSES
Fine Grade CARNATIONS
and all Seasonable CUT FLOWERS
WALTER F. SHERIDAN, 133 West 28th St., NEW YORK
TELEPHONE, FARRAGUT 3532
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WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses
Valley and a Complete Line of Autumn Flowers
When ordering, please mention The Exchange

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55 West 28th St., NEW YORK
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The best source of supply in the city
ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS
Personal Attention—Consignments Solicited
Satisfaction Guaranteed
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WHOLESALE FLORISTS
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Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
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Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
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When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Nov. 18, 1918	Cincinnati Nov. 18, 1918	NAMES AND VARIETIES	Boston Nov. 19, 1918	Denver Nov. 16 1918	Pittsburgh Nov. 18, 1918
5.00 to 50.00	..... to	Roses—American Beauty	8.00 to 40.00	8.00 to 50.00	4.00 to 35.00
4.00 to 12.00	..... to	Hadley	3.00 to 16.00	..... to	.... to .....
3.00 to 10.00	3.00 to 10.00	Hoosier Beauty	3.00 to 16.00	4.00 to 10.00	6.00 to 15.00
4.00 to 12.00	3.00 to 10.00	Killarney	2.00 to 6.00	4.00 to 10.00	4.00 to 12.00
4.00 to 10.00	3.00 to 10.00	White Killarney	4.00 to 8.00	... to	4.00 to 12.00
3.00 to 6.00	..... to	Killarney Queen	4.00 to 8.00	3.00 to 8.00	.... to .....
3.00 to 6.00	3.00 to 10.00	Mrs. Aaron Ward	2.00 to 6.00	to	4.00 to 10.00
6.00 to 15.00	4.00 to 10.00	Mrs. Chas. Russell	8.00 to 12.00	8.00 to 15.00	8.00 to 20.00
..... to	..... to	Francis Scott Key	..... to	8.00 to 15.00	.... to .....
4.00 to 12.00	..... to	Mrs. George Shawyer	..... to	4.00 to 12.00	4.00 to 12.00
10.00 to 15.00	4.00 to 10.00	Columbia	2.00 to 8.00	8.00 to 15.00	6.00 to 15.00
..... to	..... to	Rose Marie	..... to	8.00 to 15.00	.... to .....
4.00 to 12.00	..... to	My Maryland	..... to	to	4.00 to 10.00
6.00 to 15.00	..... to	Prima Donna	..... to	6.00 to 15.00	6.00 to 15.00
4.00 to 12.00	3.00 to 10.00	Ophelia	4.00 to 12.00	4.00 to 12.00	4.00 to 12.00
4.00 to 10.00	2.00 to 8.00	Richmond	4.00 to 8.00	2.00 to 8.00	4.00 to 12.00
4.00 to 12.00	3.00 to 8.00	Sunburst	6.00 to 12.00	... to	4.00 to 10.00
5.00 to 12.00	..... to	Killarney Brilliant	6.00 to 10.00	2.00 to 8.00	.... to .....
..... to	..... to	J. J. L. Mock	..... to	2.00 to 10.00	.... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	2.00 to 4.00	..... to 1.00
1.00 to 2.00	... to 1.00	Adiantum, ordinary	..... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	..... to	Antirrhinums, bunch	4.00 to 8.00	..... to	..... to .....
.35 to .50	.20 to .25	Asparagus Plumosus, bunch	.25 to .50	..... to .50	.35 to .50
.35 to .50	.20 to .25	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
..... to	..... to	Asters	..... to	..... to	.... to .....
.50 to 2.50	..... to	Calendula	2.00 to 3.00	..... to	..... to 1.50
..... to	10.00 to 12.50	Callas	.... to	..... to	.... to 15.00
4.00 to 5.00	2.00 to 5.00	Carnations, Select	3.00 to 4.00	..... to 4.00	4.00 to 6.00
2.00 to 4.00	..... to	Ordinary	2.00 to 3.00	2.00 to 3.00	3.00 to 4.00
10.00 to 40.00	10.00 to 25.00	Chrysanthemums	16.00 to 30.00	16.00 to 50.00	3.00to4.00doz
.35 to .75	..... to	Pompons, per bunch	.50 to 1.00	.50 to .75	.75 to 1.00
..... to	..... to	Coreopsis	..... to	..... to	..... to .....
1.00 to 1.25	..... to	Daisies	.50 to 1.00	..... to	..... to 1.00
..... to	..... to	Delphinium, dos	..... to	..... to	..... to .....
..... to 2.00	..... to .15	Ferns, Hardy	..... to	..... to .50	..... to .40
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to 12½	Galax Leaves	..... to	..... to	..... to .15
..... to	..... to	Gladioli	..... to	..... to	..... to .....
.75 to 1.00	..... to	Leucothoe	..... to	..... to	..... to 1.00
15.00 to 20.00	..... to	Lilium Formosum	..... to	to	..... to .....
12.00 to 15.00	..... to	" Longiflorum	15.00 to 20.00	..... to 15.00	..... to 15.00
15.00 to 20.00	..... to	" Rubrum	10.00 to 12.00	..... to	..... to .....
8.00 to 10.00	..... to	Lily of the Valley	6.00 to 8.00	..... to	6.00 to 8.00
2.00 to 3.00	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
60.00 to 75.00	..... to	Orchids—Cattleyas	40.00 to 50.00	..... to 75.00	75.00to100.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to 1.80	Smilax, dos. strings	..... to	2.00 to 3.00	..... to 2.00
..... to	..... to	Snapdragon	3.00 to 4.00	4.00 to 6.00	..... to .....
.25 to .60	..... to	Sweet Peas	1.00 to 1.25	.25 to 1.00	1.00 to 15.00
..... to	..... to	Violets	..... to	..... to	..... to .50

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.
When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street — BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.
When ordering, please mention The Exchange

Chicago

The Market

Nov. 19.—Directly after the armistice signing celebrations of last week the market settled down to its normal condition. There is no perceptible indication of an immediate boom, but everybody feels happy under the new and more prosperous prospective conditions. There is plenty of stock and buying is brisk, the shipping trade unusually so. Prices for all stock are satisfactory. Some items are selling for better prices than they have ever done before at this season.

The supply of Roses is about equal to the demand. There is no surplus. All stock moves freely from day to day. Medium and short stock is in better demand than higher priced fancy stock. Prices range from $3 per 100 to $10, $12 and $15 per 100 with Columbia and Mrs. Russell bringing considerably more.

Carnations are not coming in as plentifully as expected, consequently the supply is limited and prices are unusually high for this time of year. They have been selling the past week at from $4 to $6 per 100.

Chrysanthemums continue the leading feature of the market. It is evident the peak of the season has passed and the supply for the next few weeks will be decidedly smaller. Some growers expect to be all through cutting by Thanksgiving. All the late ones—Chadwick, Bonnaffon, Enguehard—are to be had on the market, indicating the season has reached the turning point. The supply of pompons is large. These and the poorer grades of the large flowering varieties are in oversupply. The demand for fancy stock was never better, having maintained good prices from the outset of the season. At present such stock sells as high as $5 to $6 per doz. Pompons are selling at 25c to 50c. a bunch.

Easter Lilies are bringing record breaking prices. Some fancy stock is selling as high as $20 per 100. There are enough orchids at list prices and the supply of Valley is sufficient for all demand, moving at a steady price of $6 per 100.

Violets are in good supply and are moving better since the celebration—both the Hudson River doubles and the home grown singles. These each bring 40c. to 75c. per 100. Callas are arriving in large quantities and Lilium rubrum continues in fair supply. Stevia has begun to arrive. The first Paperwhite Narcissus of the season have made their appearance. Galax, new crop, is selling for $1.50 per 1000. Boxwood is in fair supply and meeting with ready sale at from 25c. to 35c. per bunch. The supply of greens is sufficient for all demands. Fancy ferns continue high and indications are that they will continue so all through the season. Thanksgiving Day prices go into effect Monday,. All are slightly in advance of present figures. It is thought that the demand this year will surpass that of all previous occasions as the people have much cause for rejoicing and flowers will evidently be used more extensively than ever. Dealers have mailed special prices for the week and look for a good clean up.

General News

J. Austin Shaw of New York was in the city Saturday and Sunday on his way to California. While here he had several calls from various members of the trade at his room in the Brevoort Hotel.

C. Frauenfelder has received his full consignment of French and Holland bulbs and all hands are busy potting them up. Mr. Frauenfelder states that the transportation, including war tax, is about 80 per cent. of the original cost of the bulbs.

R. J. Parker, who has been connected with the trade as salesman, is at present in the Government service.

Anton Then, Jr,. has joined the traveling sales force of the A. L. Randall Co.

R. J. Mohr, who has been connected with the Randall Company for some time back, has severed his connection with the firm and will start in business for himself.

Harry C. Rowe had the family order for the funeral, on Monday, of Mrs. Augusta Lehmann, one of the proprietors of The Fair, a large department house in this city.

Frank Oechslin has received two carloads of Azaleas from California and has them potted up, enough to fill one of his large houses. When compared with the stock that came from Belgium before the war the plants are lacking in foliage. Mr. Oechslin says another trouble with the California grown stock is that the plants do not bloom all at once; some of the shoots blooming sooner than others so they never produce the full flowered effect the imported stock used to do.

At the inquest of Edward Neiman of Morton Grove, Coroner Hoffman of Cook County stated that he would recommend to the proper authorities that hereafter all nicofume liquid used by florists in their greenhouses as an insecticide be prominently labeled poison.

The Poehlmann Bros. Co. has had a splendid sale of Chrysanthemum plants this season. Flowering plants for Christmas such as Cyclamens, Begonias, Poinsettias, Primroses, etc., are selling well. It is probable that all flowering stock will be sold some weeks before the holiday trade commences.

Allie Zech, chairman of the War Relief Fund for the florists and allied trades of Chicago, is making a strong campaign for funds. The fact that the war is practically over makes it more difficult to get contributions than if the fighting was still going on.

Joe Rehl, of the Flower Shop, and M. B. Lassen, both prominent florists of Racine, Wis., were in the city last week buying stock. They report business on a boom in Wisconsin.

An Apple Show under the auspices of the Illinois Horticultural Society opens at the Sherman Hotel Nov. 19.

Chicago and the Western Personals

Peter Reinberg, wholesale florist and politician, was re-elected to his position as chairman of the Board of Commissioners of Cook County, Democrati ticket, on Nov. 5. The entire board, o which Mr. Reinberg is president, wa re-elected.

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
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Poehlmann Bros. Co., Wholesale Growers and Shippers of **Cut Flowers**
Importers and Jobbers of Florists' Supplies
Two Million Square Feet of Glass at MORTON GROVE, ILL., in Plants and Cut Flowers
Send all Plant Orders to Morton Grove
Cut Flower and Supply Department:
66-74 East Randolph St., Chicago
When ordering, please mention The Exchange

Chicago, Nov. 19, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise not

Roses—American Beauty. Specials	per dos.	5.00 to 7..
36-inch stems	"	4.00 to 5.0
30-inch stems	"	3.00 to 4.0
24-inch stems	"	2.00 to 3.0
18 to 20-inch stems	"	1.50 to 2.0
Short stems	per 100	6.00 to 8.0
Columbia		6.00 to 20.0
White and Pink Killarney		3.00 to 12.0
Killarney Brilliant		3.00 to 12.0
Milady		6.00 to 15.0
Mrs. Aaron Ward		3.00 to 10.0
Mrs. Chas. Russell		6.00 to 25.0
Richmond		3.00 to 10.0
Sunburst		3.00 to 10.0
Ophelia		3.00 to 10.0
Carnations, Select		5.00 to 6.0
" Ordinary		3.00 to 4..
Asparagus plumosus, per bunch		.35 to ..
" Sprengeri, per bunch		.25 to ..
Asters, Indoor stock		3.00 to 5..
Adiantum		1.00 to 1..
Boxwood, per pound		.... to ..
Calendulas		3.00 to 5..
Chrysanthemums, Ordinary.	Dos.	1.00 to 1..
" Medium	"	2.00 to 3..
" Fancy	"	4.00 to 5.0
" Pompons, bunch		.25 to ..
Cornflowers		.... to 1.0
Daisies		1.50 to 2.0
Ferns, Hardy, per 1000		4.00 to 5.0
Galax Leaves, per 1000		.... to 1..
Gardenias, per doz		.... to 3.0
Leucothoe Sprays		.75 to 1.0
Lilium Longiflorum		15.00 to 20.0
Lilium Rubrum		4.00 to 5.0
Lily of the Valley		.... to 6.0
Mexican Ivy, per 1000		.... to 6.0
Mignonette		3.00 to 4.0
Orchids—Cattleyas, per doz		9.00 to 10.0
Smilax, per doz		2.50 to 3.0
Sweet Peas		.50 to ..
Violets		.40 to ..
Wallflowers, per bunch		.35 to ..

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchang

E. G. HILL CO.
Wholesale Florists
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ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
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From the present indications there will be a fair supply of Cut Flowers for

THANKSGIVING DAY

You can depend on good quality stock and reasonable prices. This day should bring out a big volume of business. You should order flowers in sufficient quantity to be able to take care of all orders that come your way.

Place your order with us.

We will have a good supply of,

BEAUTIES

ROSES CARNATIONS

POMPONS, VIOLETS, DAISIES, CALENDULAS and all other flowers in season.

BOXWOOD AND LYCOPODIUM

We can make immediate delivery or hold your orders until later. Make sure of your supply and place your order to-day.

NEW BRONZE AND GREEN GALAX
$10.00 per case.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Carnations
Snapdragons
and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.
Carnations and Chrysanthemums
When ordering, please mention The Exchange

H. B. Kennicott, of Kennicott Bros. Co., has returned from a business trip to Florida, where he has been looking after his business interests in Orange growing.

Geo. Mattison, manager of the Sonster greenhouses at Elgin, was in the city recently. The annual Chrysanthemum exhibition at the Sonster greenhouses opened on Nov. 10. It has become a feature very season that Elgin citizens look forward to with much pleasure.

The annual Chrysanthemum show opened at the Garfield Park conservatories on Nov. 10 will continue until Dec. 1. The display consists of about 5000 plants comprising about 350 varieties. A special exhibit of new tuberous rooted Begonias is another feature elsewhere in the greenhouses.

Philadelphia

The Market

Nov. 19.—The market is ruling quiet, the principal call being for Mums. The latter are selling well. There are not as many in this market this year as generally. Most of the late sorts are now in, including Chadwicks and Eatons. Carnations are holding their own and it is stated that they are bringing better figures for this time of the year than for many years past. There is a considerable supply of Roses, which, however, are not clearing freely. American Beauty is also somewhat in oversupply. Orchids are moving slowly with a light supply. Easter Lilies are meeting with a light response. Stevia in the green and variegated sorts is to be had. Mignonette is increasing in supply. Sweet Peas remain quiet. Pompons are showing a little more activity.

Notes

Robert Jamison is of the opinion that the new Rose Premier is one of the best introductions of recent years and an excellent team mate to Columbia.

Recent visitors include W. McKissick and W. Lehr of Baltimore, and Jesse E. Curry of Portland, Ore.

Philadelphia, Nov. 19, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	6.00 to 40.00
Columbia	6.00 to 15.00
Kaiserin Aug. Vic.	3.00 to 10.00
Killarney	3.00 to 8.00
White Killarney	3.00 to 10.00
Mme. P. Euler (Prima Donna)	3.00 to 10.00
My Maryland	3.00 to 8.00
Richmond	3.00 to 10.00
Sunburst	3.00 to 8.00
Killarney Brilliant	3.00 to 10.00
J. J. L. Mock	3.00 to 8.00
Lady Alice Stanley	3.00 to 8.00
Mrs. Chas. Russell	3.00 to 20.00
Mrs. George Shawyer	3.00 to 8.00
Hadley	3.00 to 10.00
Hoosier Beauty	3.00 to 10.00
Ophelia	3.00 to 10.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Bouvardia	6.00 to 8.00
Callas	10.00 to 15.00
Carnations, Select	3.00 to 5.00
Chrysanthemums	10.00 to 40.00
Pompons, bunch	.25 to .50
Lilium Longiflorum	10.00 to 12.50
Mignonette	3.00 to 4.00
Orchids—Cattleyas	50.00 to 75.00
Stevia, per bunch	.35 to .50
Sweet peas	1.00 to 2.00
Valley	6.00 to 8.00
Violets	35. to .75

Manifest expressions of sorrow were heard in the wholesale district on the news of the death of Sergeant William Sibel. His obituary will be found elsewhere.

Henry A. Dreer, Inc., has opened its store again, following a three weeks' closing down while getting out bulb orders. J. Otto Thilow states the firm has little of anything left except some Paperwhites.

Alfred M. Campbell has a new Vim truck that is bringing daily a heavy cut of Carnations and 'Mums from the Strafford Flower Farm.

J. J. Habermehl's Sons look forward to a good Winter season with the resumption of social activities and the many probable festivities and celebrations which will take place.

With Christmas only about a month off most of the retailers are working on the holiday goods. Paul Berkowitz, of H. Bayersdorfer & Co., believes that this Christmas will be a record breaker for the florists.

Leo Niessen reports the arrival of the first Stevia, both green and variegated.

Victor Groschen has his entire place planted with Russell Roses, no other variety being grown this year.

P. M. Read is out of the pottery business, being located with Remington Arms Co., at Eddystone.

Wm. J. Baker is showing some excellent Mignonette for so early in the season.

In anticipation of running some of his houses cool this Winter Stephen Mortensen planted part of his range with Calendulas.

The Florex Gardens at North Wales will run their entire range this Winter, having enough coal now on hand to carry them through until March.

It is reported that Emil Lieker will not operate his greenhouses this Winter.

Chrysanthemums
FOR THANKSGIVING

We will have a choice lot, in good variety, some small, some medium, some large, at

$10.00, $15.00, $20.00, $25.00, $30.00, $40.00

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

Business Hours: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY
The Wholesale Florists of Philadelphia

PHILADELPHIA
1608-1620 Franklin Street

NEW YORK
117 West 28th Street

BALTIMORE
Franklin & St. Paul St.

WASHINGTON
1216 H St., N. W.

When ordering, please mention The Exchange

Columbus, O.

All the greenhouses of the Livingston Seed Co. have been emptied of flowers and are closed down for the Winter. The firm is selling out all perennials and nursery stock and its whole energy will be put in the seed business.

W. Metzmeier has purchased a new Dodge delivery car.

The Columbus Floral Co. is picking from its Winter crop of Tomatoes and cutting heavily of 'Mums. Some of the company's big houses are idle. Much repair work is being done on some of the boilers.

Helm Bros, on Sycamore st., have purchased a delivery car.

The Munk Floral Co. is receiving fine orchids and Sweet Peas from its greenhouses.

Walter Stephens is now in the Chemical Department of the Army "over there."

Mr. Roth, the old time South End florist, is closing his greenhouses for the Winter.

Mr. Lautenschlager has had an operation performed. W. J. E.

Indianapolis, Ind.

Indiana Florists' Ass'n Meeting

The November meeting of the State Florists' Association of Indiana was held at Richmond with about 50 members in attendance. Among those present were W. W. and Lincoln Coles of Kokomo, Anders Rasmussen of New Albany, A. Rieman of Connorsville, Mr. Frank of Portland, Mr. Hensley of Knightstown and Mr. Henley of Hartford City. The several establishments of the Hill Co. and Joseph Hill were visited upon arrival and the many interesting kinds of Chrysanthemums, Roses and Carnations given detailed consideration. Rose Premier, the new introduction, is in wonderful condition. Many people from surrounding States have visited these establishments lately. The Fred Lemon Co. has one of the best lots of Columbia on record and its cut is extremely heavy at present. The establishment of the F. R. Gauze Co. is in first class condition with a miscellaneous line of commercial varieties.

The business meeting of the association immediately followed the noon meal. E. G. Hill outlined the florists' brilliant prospects in the near future. W. W. Coles, Anders Rasmussen and others also spoke. It was voted to have a formal presentation of the service flag donated by John Evans, when all the boys arrive home and to have a special meeting and social gathering for this purpose. A bowling contest concluded the day.

Julius Dilhoff, now with Wertheimer Bros., and Mr. Adler of Philadelphia, were recent visitors.

As the epidemic is seemingly worse new business restraints are again to be effective Nov. 19. It is difficult to tell what effect this will have on the Thanksgiving Day flower trade, but it is hoped that changes will be made within another week. I. B.

Pansies, Carnations, Heliotropes

Would you please let me know through THE EXCHANGE how to grow Pansies with long stems? I have a thousand plants and the stems are not over 1in. long. I have a house empty; is it too late to plant it with Carnations for early Spring flowers for profit?—D. F. K., N. Y.

—To grow Pansies under glass with long stems, first, the soil should be very rich so that the plants will be very robust. Second, they should not be grown in a high temperature; 40 deg. to 50 deg. at night is plenty high enough. Third, they should be kept free from aphis. And fourth, keeping them some distance below the glass will tend to make longer stems.

It is not too late to set good Carnation plants in the benches now for Spring flowers, but we would advise you not to use poor, weak plants, as you would probably not find it profitable.

You can grow Heliotropes from seed, but most commercial growers propagate from cuttings. J. H. S.

Chrysanthemum Sociefy of America

Examining Committees' Report

The C. S. A. examining committee has made the following reports:

At Chicago, Ill.:

By E. G. Hill & Co., Richmond, Ind., Nov. 9. **Celebration**—Color, yellow; type, Inc.; 91 points commercial.

By Elmer D. Smith & Co., Adrian, Mich., Nov. 9. **White Gem**—Color, white; type, pompon; 96 points pompon. **Titanic**—Color, white; 89 points commercial. **Buena**—Color, bronze; 92 points, pompon. **Silver Ball**—Color, white; type, Inc.; 85 points commercial. **Buena**—Color, bronze; type pompon; 89 points pompon. **White Gem**—Color, white; type, pompon; 90 points pompon.

Registered Nov. 11, by Elmer D. Smith & Co., Adrian, Mich. **Victory**—Color, white; type, Japanese incurved.

Oilproof Cement

Cement which will not be affected by oil is made by mixing glycerine and litharge to the consistency of a thick paste. This will be found very handy in repairing cracked oil reservoirs or in making an oil-tight joint between two metal plates. The cement should be applied as soon as it is mixed, since it hardens very quickly.—Cemetery Beautiful.

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—As foreman. Life experience on commercial places. Specialty: decorative and flowering plants for holidays. Able to handle men to advantage and get results. Will consider only up-to-date place; preferable vicinity of New York. Good wages wanted. Best references. Belgian; 34; married; 1 child Octave Flamynck, 176 Paterson Turnpike, North Bergen, N. J.

SITUATION WANTED—As manager or foreman on good size, up-to-date, commercial place, by A1 grower of high grade cut flowers and general stock. Life experience: many years as foreman in one place. If you require a first-class man, address P. H. care The Florists' Exchange

SITUATION WANTED—By foreman, competent in every line with best references, on commercial place with glass. German; 45; single. State wages and particulars. Address P. C. care The Florists' Exchange.

SITUATION WANTED—By first-class gardener. Private place, institution or municipal position preferred. Will consider commercial place that pays well. References. Married; 1 child; French man. Address P. A. care The Florists' Exchange.

SITUATION WANTED—By landscape gardener with reliable firm, aged; married; life experience; can handle men to advantage. Willing to use own car for business. State particulars in first letter. Address R. E. care The Florists' Exchange

SITUATION WANTED—By single man, as assistant gardener, on private place; experienced inside and out. English; age 32; temperate and reliable; good references. Address P. L., care The Florists' Exchange.

SITUATION WANTED—By 1st-class designer, decorator and storeman, capable of taking charge. In or out of town. Married. Can furnish best references. Address P. N. care The Florists' Exchange.

SITUATION WANTED—In high class establishment, or interest in smaller concern, by 1st-class storeman; successful manager, with original ideas, used to the best class of trade. Address P. M. care The Florists' Exchange.

SITUATION WANTED—By grower of Roses, 'Mums, Carnations, Xmas, Easter and bedding plants: competent to take full charge. Retail place preferred. Please state particulars. Address P. O. care The Florists' Exchange.

SITUATION WANTED—By woman, in retail store; 11 years' thorough experience. Have managed store. Will go anywhere for good position. Address P.P., care The Florists' Exchange.

SITUATION WANTED—As head gardener in private place. 9 years' experience, inside and out. State salary and particulars. Address R. F. care The Florists' Exchange.

SITUATION WANTED—By lady designer, capable of doing anything in the florist line. No night or Sunday work. Address R. G. care The Florists' Exchange.

I can recommend 1st-class man, as gardener and farmer, or general manager, of a gentleman's country place. Age 36; married. John Marshall, Fruit Hill Greenhouses, Providence, R. I.

SITUATION WANTED—By salesman, well acquainted with seedsmen, florists and market gardeners. M. F. Bachman, care Thomas Lahey, 674 Academy st., New York.

SITUATION WANTED—By lady designer; 12 years' experience. First-class store in New York or Boston preferred. Address P. J. care The Florists' Exchange.

SITUATION WANTED—By single man; experienced grower of Carnations. Address Florist, 322 West 31st st., New York.

HELP WANTED

WANTED—Manager, at once, for modern retail store in New England city. The position is permanent and only a man capable of assuming full charge need apply. He must be energetic, have a pleasing personality and used to dealing with high class people. Salary and commission cannot fail to be satisfactory to right man. Send references and all details in first reply, and unless able to qualify, save your postage. Address R. J. care The Florists' Exchange

WANTED—Night fireman for hot water boiler heating 16,000 sq. ft. glass. Boiler shed and greenhouse under one cover. Must be willing to pot when not occupied with firing. Can give steady position all year. $20 per week to start. Located in West Virginia. Address P. G., care The Florists' Exchange.

SEEDSMAN—Wanted for large retail store. A young man with some experience and a knowledge of Seeds, Bulbs, Plants, etc., capable of handling counter trade. Apply giving references, also state age and wages in first letter. Address P. K. care The Florists' Exchange.

Continued on Next Column

The use of these columns will obtain for you a desirable position at any time.

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—At once, on a small commercial place near N. Y. City, a grower of Carnations and bedding stock, also to take charge of boilers. Rooms connected with greenhouse; free coal and garden. State experience, references and wages. Address R. H. care The Florists' Exchange.

WANTED—Gardener, assistant; permanent home; live on the place; look after furnace in Winter. Write; state reference, nationality and salary expected. Address R. D. care The Florists' Exchange.

WANTED—Gardener; manage and work small place; New Rochelle; permanent position. Write, stating experience, reference, nationality, married or single, salary expected. Address R. A. care The Florists' Exchange.

WANTED—Foreman, with experience in general greenhouse work; one experienced in design work preferred. State wages, experience, references, age, nationality, etc.
Mrs. A. I. Colburn, 68 Graham st., Gardner, Mass.

WANTED—At once, 3 experienced Rose growers. $4.50 per day to start. Steady work to right parties. New, up-to-date place. Write at once. Also need 2 firemen. State experience.
The McCallum Co., Evans City, Pa. (near Pittsburg)

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Foreman, with experience in the forcing of fruit under glass; on private estate near New York. Married; sober. Men of ability please answer. Address P. E., care The Florists' Exchange.

WANTED—An all-round greenhouse man; married preferred. State age, nationality and wages expected.
W. W. Hannell, Watervliet, N. Y.

WANTED—Florist for all general work in greenhouses; single man. $15.00 per week and board. Saxe-Floto, Florists, 29 East Main st., Waterbury, Conn.

WANTED—Good designer and salesman for 1st-class retail flower store in the West. $35.00 per week. State full experience in first letter. Address R. D. care The Florists' Exchange.

WANTED—Grower of Carnations, Roses and Sweet Peas. Only first-class man need apply. State age and wages wanted.
John Fallon, Box 484, Staunton, Va.

WANTED—Man experienced in handling bulbs of all kinds, for filling orders and taking charge of stock. Good opportunity for right man.
Michell's Seed House, 518 Market st., Phila., Pa.

WANTED—Experienced store man, capable of managing. State salary and experience in first letter. Address O. F. care The Florists' Exchange.

WANTED—A night fireman on a small commercial place. Good pay and comfortable conditions to a trustworthy and strictly sober man. F. E. Palmer, Inc., Brookline, Mass.

WANTED—Plant packer for nursery. Must be experienced. Good position for right man. State full particulars.
Michell's Seed House, 518 Market st., Philadelphia

WANTED—Salesman in plant department. Salary $25.00 per week. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—An experienced designer and store man. A good position for the right party.
J. J. McManmon, 6 Prescott St., Lowell, Mass.

Continued on Next Column

HELP WANTED

WANTED—Young lady for flower store; experienced. Wages, to start, $12 per week.
E. Hollender, 858 Flatbush av., Brooklyn, N. Y.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr. XX heavy	$3.00	$26.00
2 yr. No. 1	2.50	18.00
2 yr. No. 2	2 00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries, 331 Broad st., Red Bank, N.J.

AMPELOPSIS VEITCHII—See display, page 815. Roman J. Irwin, 108 W. 28 st., New York.

ASPARAGUS

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS — 2½-in., strong 3½c.; 3-in., 7c.; Sprengeri, 2½-in., well established, 3c. Gullett & Sons, Lincoln, Ill.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS PLUMOSUS—Seedlings. Extra heavy, $1.00 per 100, $6.00 per 1000.
A. M. Campbell, Strafford, Pa.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

BEGONIAS—Chatelaine, 4-in., fine stock, 15c.
BRANT BROS., Inc., Utica, N. Y.

BERBERIS

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra heavy	8.00	

Packed free of charge.
CHARLES BLACK, HIGHTSTOWN, N. J.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO

BARBERRY—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

BULBS

FREESIA PURITY—For high class florist trade. The kind to grow for profit. Carefully selected strain of Purity:
No trace of Refracta in our stock.

Size	Per 1000
⅛ to ⅜-in	$4.50
⅜ to ¾-inch	7.50
¾-inch and up	14.00

EXPRESS PREPAID
J. R. WALSH
502 California st., San Francisco, Cal.

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

Continued on Next Column

STOCK FOR SALE

BULBS

MICHIGAN-GROWN GLADIOLUS BULBS
Clean, healthy, young stock, now ready to ship.

	Price per 1000 1½-in and up	1¼-in. to 1½-in.
America, flesh pink	$17.00	$14.00
Attraction, crimson, white throat	20.00	16.50
Beulah, white, scarlet in throat	17.00	14.00
Columbia, scarlet, flaked purple	15.00	12.00
Cracker Jack, rich dark red	12.00	9.00
Empress India, very rich dark red	25.00	20.00
Ida Van, flaming pink	20.00	17.00
Klondyke, yellow crimson throat	15.00	12.00
Meadowvale, white, pink in petals	17.00	14.00
Midnight, very dark red	15.00	12.00
Mrs. F. King, light scarlet	15.00	12.00
Niagara, light crocus yellow	30.00	25.00
Peace, white, violet on petals		20.00
Pendleton, light pink	40.00	30.00
Pink Perfection, apple blossom pink	30.00	25.00
President Taft, delicate pink	15.00	12.00
Princepine, rich dark scarlet	20.00	17.00
Velvet King, dark scarlet	15.00	12.00
Victory, clear yellow	15.00	12.00
Willie Wigman, white flushed pink	25.00	20.00
War, deep blood red, very large	40.00	32.50
Supreme Mixed, contains most of the above, and many others	15.00	12.00
Select Mixture, choice varieties	10.00	8.00

Planting stock and bulblets of all the above, also Augusta, Gov. Hanley, Halley, Independence, Kunder's Glory, Dawn, Geo. Paul and Panama. 250 bulbs sold at the 1000 rate. To make storage room, will give 10% to 15% off my list on planting stock up to one inch. Write for prices and discount. Terms: 3% discount, cash with order; 2% ten days; 30 days net. Orders from unknown correspondents must be accompanied with cash or satisfactory reference.
T. H. FULLER, Gladiolus Specialist
649 Marshall st., Battle Creek, Mich.

GLADIOLUS BULBS
I take the pleasure in offering the following Massachusetts grown Gladiolus bulbs of A-No. 1 quality for immediate or future shipment.

	1000		1000
America	$18.00	Mrs. Dr. Norton	
Augusta	15.00	Mrs. Francis King	$15.00
Baron Hulot	20.00	Joseph Mrs Frank Pendleton	45.00
Brenchleyensis	15.00	Mrs. Watt	35.00
Czar Peter	40.00	Niagara	40.00
Chicago White	20.00	Panama	25.00
Empress of India	25.00	Peace	30.00
Europa	60.00	Pink Beauty	20.00
Glory of Holland	25.00	Pink Perfection	40.00
Golden West	30.00	Prince of Wales	75.00
Goliath	75.00	Schwaben	25.00
Halley	15.00	Extra Choice Mixture	10.00
Ida Van	25.00	Exhibition Mixture	12.00
Independence	15.00	Primulinus Hybrids Mixture	20.00
L'Immaculee	60.00		
Loveliness	60.00		
Mary Fennell	75.00		
May	20.00		

Correspondence solicited on other varieties, smaller sizes or bulblets. Write for illustrated catalogue, which will give full description of 124 varieties.
My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.
JELLE ROOS
Gladiolus Specialist Box B, Milton, Mass.

FORCE FORCE FORCE
BECKER'S GLADIOLUS, HOME-GROWN
All true to name, all first size

	Per 100	Per 1000
1½-in. and up		
America	$3.00	$25.00
Baron Hulot	3.00	25.00
Brenchleyensis	2.00	15.00
Europa	8.00	75.00
Mrs. F. King	2.50	20.00
Niagara	5.00	40.00
Panama	4.00	35.00
Peace	4.00	35.00
Schwaben	5.00	45.00
Chicago White	4.00	30.00
Halley, best force	2.50	20.00
Loveliness	10.00	
White Jaint	4.00	35.00
Pink Beauty	3.00	25.00
Pink Perfection	5.00	45.00
Glory of Holland	3.00	20.00
Empress of India	2.50	20.00

Special prices on large lots
Wm. Becker, Jr., Box 48, Farmingdale, N. Y.

Send us your list of requirements. We are ready to quote you on all leading varieties in large quantities. Samples will be sent on request. Those who placed their Gladioli orders last Spring with J. J. Grullemans & Sons, of Lisse, Holland, will receive their bulbs from this company, as shipping from Holland will be almost impossible this Fall
The Grullemans Co., R. F. D., Avon on Lake, O.

CHINESE LILIES—clean, vigorous, new crop bulbs, California grown. None will be imported this Fall. Order promptly to avoid disappointment. Satisfaction guaranteed.
Single nose $20.00 per 1000
Double nose 30.00 per 1000
JOHN R. WALSH, 502 California st., San Francisco, Cal.

NARCISSUS—A few cases of Paper White Grand, 14ctm. and up, $20.00 per 1000. Trumpet Major, best French grown, $25.00 per 1000.
F. W. O. Schmits, Prince Bay, N. Y.

Continued on Next Page

STOCK FOR SALE

BULBS

GLADIOLUS—Crystal White. For forcing, plant the best variety that everbody that can grow, bringing the highest prices in the N. Y. market. 1st size bulbs, $3.00 per 100, $25.00 per 1000.
Herman H. Baer, New Hyde Park, L. I., N. Y.

FREESIA—Improved Purity. We have at Chicago a small surplus at following prices per 1000: ¾ to 1-in., $18.00, ⅝ to ¾, $12.00; ½ to ⅝-in., $7.50. All plump carefully graded.
Vaughan's Seed Store, Chicago and New York

GLADIOLUS—Selected Long Island grown America, for forcing. 2-in. and up, $20.00 per 1000; 1½-2-in. $17.00; 1¼-1½-in. $14.00.
W. L. Homan, R.D.Box 46, Riverhead, L. I., N.Y.

CALENDULAS

CALENDULA—Orange King. "True" selected strain. See display.
Roman J. Irwin, 108 West 28th st., New York

CALENDULAS—Orange King. 2½-in., 4c.
W. C. Ehmann, Corfu, N. Y.

CALENDULAS—Orange King. 2½-in., 3c.
Frank J. Weiss, Port Jervis, N. Y.

CARNATIONS

CARNATIONS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New York.

CHRYSANTHEMUMS

We are now booking orders for young plants, for early delivery of the following early Pompons, all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adirondа, Golden bronze, ready to cut Oct. 15-20
PRICE:
$1.00 per 10, $8.00 per 100, $75.00 per 1000.
There will be no change in the price before May 1st, 1919.
We can also supply the following early standard sorts:
Zora, Bright yellow, ready Oct. 15-20.
Nisa, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 1000.
5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, and those desiring early kinds should resort to those mentioned above.
Elmer D. Smith & Co., Adrian, Mich.

CHRYSANTHEMUM "YELLOW ADVANCE" STOCK PLANTS NOW READY
Early varieties brought money this year, and Yellow Advance is the most profitable early 'Mum we ever handled. Quantity limited of stock plants from the bench:
30c. per plant; $3.00 per dozen.
CHARLES H. TOTTY COMPANY
MADISON NEW JERSEY

BEAUTIFUL POT 'MUMS—Fine Caprice, Lincoln, Patty, etc., in half open bud. Prime condition to ship. Quick sellers. 4-in. 20c.; 5-in. 35c. and 40c.; 6-in. 50c., 65c. and 75c.; 7-in and 8-in. $1.00 and $1.25. Add 5% for shipment out of pots. or 10% in pots.
Gullett & Sons, Lincoln, Ill.

CHRYSANTHEMUM—Stock plants, strong, $3.00 per 100, $28.00 per 1000, to close out: Chrysolora, Oconto, Smith's Advance, Polly Rose, Glory of Pacific, White Bonnaffon and Maud Dean. Cash with order from unknown parties. Alex. A. Laub, New Hamburg, N. Y.

CHRYSANTHEMUMS—Stock plants. Early Snow, Oconto, Pacific Supreme, Mary Jane, William Turner, Tints of Gold, Charles Rager, Bonnaffon, Dr. Enguehard, Pompon, Mrs. Buckingham. $1.00 per doz., $5.00 per 100.
BRANT BROS., INC., Utica, N. Y.

CHRYSANTHEMUMS—Stock plants. Unaka, Oconto, Pink Chieftain, 5c. each; Major Bonnafon, yellow, $3.50 per 100. $35.00 per 1000.
J. J. Donovan, Tel: 157, Highland, N. Y.

STOCK PLANTS—Little Gem, Hilda Canning, $3.00 per 100. Will exchange for yellow and white Turner and yellow and white Mensa.
W. C. Ehmann, Corfu, N. Y.

MUM STOCK PLANTS—See display ad., page 815.
Roman J. Irwin, 108 West 28th st., New York

CINERARIAS

Dwarf Hybrids, Mixed Varieties

	100	1000
2½-in	$6.00	$50.00
3 -in	10.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS—2¼-in. See display, page 815.
Roman J. Irwin, 108 West 28th st., New York

Continued on Next Column

STOCK FOR SALE

CINERARIAS

CINERARIAS—Dreer's Dwarf or half dwarf. Fine, strong plants. 3-in., ready for 4-in., $4.50 per 100; 200 for $8.00.
Edward Whitton, York & Walnut sts., Utica, N.Y.

CINERARIAS—Semi-dwarf, best strain, from 2¼-in. pots. $5.00 per 100, $45.00 per 1000.
Henry Schmidt, 673 Church Lane, No.Bergen, N.J.

COLEUS

Coleus, R. C. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand and the best fancy varieties including the Pink and Yellow Trailing Queen. Clean, strong, well rooted cuttings, at $5.00 per 1000, 60c. per 100. Cash with order; satisfaction guaranteed. Send for list, prices advance with season.
A. Nahlik, 261-275 Lawrence St., Flushing, N. Y.

COLEUS—Xmas red. 2½-in. $4.00 per 100; 3-in. $6.00 per 100. Assorted Coleus, prettiest varieties, 2½-in. $2.50 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

COLUMBINES

AQUILEGIA CÆRULEA HYBRIDA—All colors and shades, fine cut flower next season if planted now, $5.00 per 100. See our trade list for other perennials.
WAYSIDE GARDENS, MENTOR, OHIO.

CYCLAMEN

CYCLAMEN—See display ad. page 815.
Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAHLIAS—The best cut flower and garden varieties. Get our prices for best quality stock. Lyndhurst Farm, Hammonton, N. J.

DAISIES

	100	1000
Boston Yellow, 2¼-in	$7.00	$60.00
Mrs. Sanders. 2-in	4.00	35.00
White Marguerites. 2¼-in	6.00	50.00
Giant White. 2¼-in	6.00	50.00
White Marguerites. 5-in	35.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

DAISIES—Bellis; Monstrosa, pink or white; also Longfellow and Snowball. Fine, strong plants, $2.50 per 1000, $6.75 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

SHASTA DAISIES—2½-in. $4.00 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

FERNS

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	
Whitmani	$0.05		

Cash, please, less 4%
B. C. Blake Co., Springfield, O.

BOSTON FERNS—Excellent stock; strong plants. 6-in. 75c. each; 5-in. 60c. each; 4-in. 25c. each; 2½-in. $5.00 per 100. Runners, $3.50 per 100; larger size on application. Immediate shipment. Cash with order.
William Mears, Rumson, N. J.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr.; $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100, 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

BOSTON FERNS—From bench, ready for 5-in. pots, extra strong, $20.00 per 100, orders of 250 at 18c. each.
Table Ferns, 2¼-in. 5 best varieties, $3.50 per 100, $30.00 per 1000, 250 at the 1000 rate.
BRANT BROS., Inc., Utica, N. Y.

FERNS—Nice bench Ferns, ready for 4 and 5-in. pots, $10.00 per 100. Cash, please.
J. J. Clayton & Son, West Grove, Pa.

FERN SEEDLINGS AND OTHER FERNS—In any quantity; see advertisement on page 818.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

BOSTON RUNNERS—Strong, $1.00 per 100, $7.50 per 1000, Parcel Post.
O. Herms, Port Richey, Fla.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

HARDY FERNS—Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov Minn.

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early: stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

Continued on Next Column

STOCK FOR SALE

FUCHSIAS

FUCHSIA—Black Prince. 2½-in. $3.50 per 100. Oak Grove Greenhouse, Tuskegee, Ala.

GERANIUMS

GERANIUMS—Standard Varieties
We strongly advise ordering early, as the usual shortage of standard varieties will be greater this year than ever before.

	Rose 2-inch 100	Pots 1000
Maryland. Fiery red	$4.00	$32.50
Alphonse Ricard	4.00	32.50
Beaute Poitevine	4.00	32.50
Berthe de Presilly. Silver rose pink.	4.00	32.50
Jean Viaud. Bright shade of mauve rose	4.00	32.50
La Favorite. Finest pure white	4.00	32.50
Miss F. Perkins. Deep rose	4.00	32.50
Mme. Buchner. Snow white	4.00	32.50
S. A. Nutt. Deep crimson	4.00	32.50
Mrs. E. G. Hill	4.00	32.50
3-in. of the above varieties	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and Single, mixed colors, $4.00 per 100. Other Hardy Plants also.
WAYSIDE GARDENS, MENTOR, OHIO.

HYDRANGEAS

HYDRANGEAS—Pot-grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibraye, Radiant, Bouquet Rose, Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere.

Flowering branches	Per 100
4	$20.00
5 to 6	30.00
7 to 10	40.00
10 to 12	50.00
12 to 15	75.00

Terms: Cash with order. Packing charges of 5% of value of order will be added.
Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS
Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others.

	Each
7-inch	$0.50
6-inch	.35
5-inch	.25
4-inch	.15
3-inch	.08
2¼-inch	.05

A. Colle, Doylestown, Pa.

HYDRANGEAS—Field-grown. See display.
Roman J. Irwin, 108 West 28th st., New York.

IMPATIENS

IMPATIENS SULTANI—Violet rose. 2½-in. $3.50 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $13.00; 1000, $25.00.
Vaughan's Seed Store, New York

MYOSOTIS

MYOSOTIS—Winter-flowering. 2½-in., 4c.
W. C. Ehmann, Corfu, N. Y.

PALMS

KENTIA BELMOREANA—Out of 2¼-in. pots, with 3 and 4 leaves, good value, $15.00 per 100. Cash with order, please. J. H. Fiesser, North Bergen, N. J.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots.	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J.B.Braun, Parkside Greenhouses, Hightstown, N.J.

Pansy plants of my largest flowering mixtures of show varieties, unsurpassed quality, good size stocky plants (July sown), $3.00 per 1000; same size plants in white, light blue and yellow, $3.00 per 1000, 500 at 1000 rate.
Gustav Pitzonka, Pansy Farm, Bristol, Pa.

Continued on Next Column

STOCK FOR SALE

PANSIES

PANSIES—Plants for greenhouse planting. Extra large, strong, transplanted plants in bloom. "Superb strain". $1.00 per 100. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

PANSIES—Giant-flowering, $3.00 per 1000; Steele's Private Stock, $4.00 per 1000. Cash. Strong plants; Aug. sown; well packed.
C. C. Breece, Delaware, Ohio

PANSIES—Extra select strain. Transplanted plants. $6.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

PANSY PLANTS—First-class, 60c. per 100, $3.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

PELARGONIUMS—See page 815.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Quality guaranteed to please YOU.
Harmel Peony Co., Berlin, Md.

PERIWINKLE

PERIWINKLE—Vinca Minor. Strong, field-grown. $8.00 per 100, $75.00 per 1000.
Thomas B. Meehan Co., Dresher, Pa.

POINSETTIAS

POINSETTIAS—For Christmas; plenty for everybody. Free delivery in Newark and the Oranges. Come and see them.
Jakobsen Floral Co., Westfield av., Springfield, N.J.

PRIMULAS

PRIMULA MALACOIDES
Rohrer Strain
Only 2000 plants left
2½-inch pots
$55.00 per 1000
Will make fine stock for February and March.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

ENGLISH PRIMROSES
Are you wondering what to fill your houses with after the early 'Mums are cut? Why not plant English Primroses? They don't require much heat and are certain to prove a profitable investment. Superb as pot plants or for cutting. Field-grown clumps.
$8.00 per 100, $75.00 per 1000.
CHARLES H. TOTTY COMPANY
MADISON, NEW JERSEY

PRIMULA OBCONICA
You can cut flowers from these plants all Winter and still have a valuable plant for Easter sales.
Our "strain with a reputation" is of highest merit.
Strong, 2¼-in., for immediate shipment, in 6 leading varieties, $5.00 per 100, $45.00 per 1000
Henry Schmidt, 673 Church Lane, No. Bergen, N.J.

PRIMULA OBCONICA GIGANTEA—Fine, large plants, mostly rose and red, in bud or bloom. 4-in. $8.00 per 100; 5-in. $15.00 per 100. Chinese 4-in. $8.00 per 100.
Edward Whitton, York & Walnut sts., Utica, N.Y.

PRIMULA OBCONICA
Fine, large plants Mammoth flowering
4-in. 8c.
SAMUEL WHITTON
Churchill Ave. Utica, N. Y.

PRIMULA OBCONICA—Five different colors; good, strong plants, out of 3-in. pots, $10.00 per 100, $75.00 per 1000. Cash with order.
J. H. Fiesser, North Bergen, N. J.

PRIMULA—Malacoides. Good, strong plants 4-in. 10c. each, $9.00 per 100.
William Mears, Rumson, N. J.

PRIMULA—Obconica. Giant flowering, mixed. Fine, 4-in. stock, many in bud and bloom, $7.00 per 100. A. E. Ryan & Son, Cortland, N. Y.

PRIMULA—Malacoides. Fine for cut or pot plants. Fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	

AMOOR RIVER NORTH

18 to 24-in., well branched	$3.00	$25 00
2 to 3 ft, well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK, HIGHTSTOWN, N. J.

Continued on Next Page

STOCK FOR SALE

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochetа, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

TEA ROSES—Field-grown, 2-yr. old Dubleo White Killarney, Radience, Red Radiance, Russell, Victoria (Kaiserin), $20.00 per 100. Fine stock for Easter. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa

Field-grown, two year old, hardy own roots stock See Oct. 5 issue, page 525
Western Rose Co., Pasadena, California

New and standard Roses for all uses; get list. Leedle Co., Expert Rose Growers, Springfield, O.

SALVIAS

SALVIA—America, free blooming. 2½-in. $3.50 per 100; Bonfire and Splendens, $2.50 per 100. Oak Grove Greenhouse, Tuskegee, Ala.

SEEDS

ASPARAGUS PLUMOSUS
Northern Greenhouse Grown
1000 Seeds.....$3.50
5000 Seeds.....15.00
10000 Seeds.....25.00

Asparagus Sprengeri
5000 Seeds..... 7.50
1000 Seeds..... 2.00
C. U. Liggit, Wholesale Plantsman,
325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS PLUMOSUS NANUS SEED
Northern greenhouse grown, guaranteed the genuine Nanus and true to type.
Per 1,000 seeds.....$3.50
Per 10,000 seeds.....30.00
Special prices in larger quantities

ASPARAGUS SPRENGERI SEED
Per 1,000 seeds.....$1.50
Per 10,000 seeds.....12.50
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

SWEET PEA SEED
We offer for immediate delivery Zvolanek's complete list of the best standard varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.,
1608-20 Ludlow st., Philadelphia, Pa.

CAMPHOR BERRY—Seed, $1.00 per lb. T. K. Goldbey, Waldo, Fla.

SNAPDRAGONS

SNAPDRAGON—Giant white, pink, silver pink, garnet and yellow; assorted colors. Seedlings, once pinched, $8.00 per 1000. Cash. Geo. Milne, Winchester, Mass.

SNAPDRAGONS—All varieties. See display. Roman J. Irwin, 108 West 28th st., New York.

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4-in. 15c.; 5-in. 30c.; 6-in. 40c. None but well berried plants sent out; pot grown.
Abbey Ave. Greenhouses, Dayton, O.

STEVIA

STEVIA—Double, 2¼-in. and 3½-in. See display ad., page 815.
Roman J. Irwin, 108 West 28th st., New York.

VINCAS

VINCA MINOR—Periwinkle. Strong, field-grown, $8.00 per 100, $75.00 per 1000.
Thomas B. Meehan Co., Dresher, Pa.

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINES

VINES, HONEYSUCKLES, ETC.—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

MISCELLANEOUS STOCK

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

VEGETABLE PLANTS

LARGE ASPARAGUS ROOTS FOR FORCING 3 yr., $1.50 per 100, $7.00 per 1000; 4 yr., $2.50 per 100, $12.00 per 1000; 8-yr., $1.75 per doz., $10.00 per 100.
Harry P. Squires, Good Ground, N. Y.

WITLOOF CHICORY OR FRENCH ENDIVE ROOTS—For forcing, $3.00 per 100, $25.00 per 1000.
Harry P. Squires, Good Ground, N. Y.

CHICORY WITLOOF ROOTS—A few thousand left. Write for special price to clean up. Easily forced under benches; no extra coat.
John Weston, Valley Stream, L. I.

Continued on Next Column

STOCK FOR SALE

VEGETABLE PLANTS

5000 CHICORY WITLOOF ROOTS—From 1 to 2½-in. diameter, $3.00 per 100, $25.00 per 1000. Louis Chetaud, Sunnyside Garden, West End, N.J.

LETTUCE PLANTS—Grand Rapids and Big Boston, $1.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

LARGE RHUBARB ROOTS—For forcing, $1.50 per doz., $6.50 per 100.
Harry P. Squires, Good Ground, N. Y.

STOCK WANTED

WANTED—At once, Geranium rooted cuttings: 2000 S. A. Nutt, 2000 Poitevine, 4000 Ricard-Saxe-Floto, Florist, 29 East Main st., Waterbury, Conn.

FOR SALE OR RENT

FOR SALE—Having other business that requires my attention, I offer my 14 greenhouses and connecting store for sale. The greenhouses, consist of 35,000 ft of glass, all in first-class condition. Season's coal supply on premises. Houses are all planted for winter. Also a fine 12-room dwelling house, stables and garage. Greenhouses have been established 20 years and doing a fine business in a town of 25,000. Books are open for inspection.
A chance of a life time—who wants it?
Edward J. Byam, 406-416 Elm st., Rome, N. Y.

TO RENT—Or on shares. Greenhouse plant. Good retail trade in bedding plants and funeral work, also nice store trade. Must be good grower and have a small amount of capital. Exceptional chance for a hustler. If you can make money for your boss, why can't you make it for yourself. No objection to nationality. Address P. O. Box 493, Bridgeport, Conn.

Florist's establishment, situated near Paterson, consisting of 2 acres, dwelling, 1 large iron frame greenhouse and several small greenhouses; good soil and near city markets. Full information will be obtained by writing to M. Weingarten, 286 Fifth av., New York.

FOR SALE—11,000 ft. glass. Well stocked in good running order. Wholesale and good retail trade on place. Fuel in for the season. This is a good opportunity for a live man. Wm. J. Marshall, Copeland st., Campello, Mass.

FOR SALE—Modern greenhouses: 10,000 sq. ft. of glass, hot water boilers. 25 acres of land, 7-room house; barn and out buildings; all in excellent condition. Mrs. B. Obeony, R. F. D. 2, Box 34, Huntington, L. I., N. Y.

FOR SALE—$2,500 cash, balance easy terms, will buy greenhouses, dwelling, 8 acres, pots coal, etc., near Albany and Schenectady, N. Y. Address R. C. care The Florists' Exchange.

SUNDRIES FOR SALE

FOR SALE—16x24 double thick greenhouse glass, as good as new, $5.50 per box. 14x18. $4.50 packed in specially made strong boxes, by experienced men. Second-hand black pipe, 1-in. 6½c. ft., 1¼-in. 8c., ft.; 1½-in. 9½c. ft.; 2-in., 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschell Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing av., Brooklyn, N. Y.

Standard hot bed sash, Cypress, made with cross bar; blind tenons, white leaded in joints, $1.50 each. Orders for 25 or more, $1.45 each. Glass, 6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft. Write for circular.
C. N. Robinson & Bro., Dept. 25, Baltimore, Md.

FOR SALE—Few short lengths of cast iron mains from hot water plant, sizes 3 to 6 in. Also some ¾-in. faucets, and double thick glass, sizes 3x6 to 16x20-in. Nothing packed or delivered. Flushing Rose Gardens, 69 Colden Ave., Flushing, L. I., N. Y.

GLASS

FOR SALE—Greenhouse glass, B quality, double thick; 2nd hand; only been on the houses a couple of years. 10x15, $4.00 per box; 16x18, $4.50 per box. 16x24, $5.00 and 12x20, $4.00 per per box. John R. Coombs, West Hartford, Conn

FOR SALE—16x24 D. S. glass, ready for immediate shipment, $5.00 per box.
Ira G. Marvin, Wilkes-Barre, Pa.

GLASS—6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft.
C. N. Robinson & Bro., Dept. 25, Baltimore, Md.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

Continued on Next Column

MASTICA

FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.
F. O. PIERCE CO., 12 W Broadway, New York
When ordering, please mention The Exchange

DREER'S
FLORISTS' SPECIALTIES
New Brand New Style
"RIVERTON" HOSE

Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft..... 19c.
Reel of 500 ft... 18½c.
2 reels, 1000 ft.... 18c.
½-inch, per ft..... 16c.
Reel of 500 ft.... 15½c.
Couplings furnished without charge
HENRY A. DREER
714-716 Chesnut St.
Philadelphia, Pa.
When ordering, please mention The Exchange

CAST IRON
BOILERS
THAT LET THE FLORIST SLEEP
GIBLIN & CO. 107 Broad St. UTICA, N. Y.
When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.
GLASS
N. COWEN'S SON, 14-16 Wooster St. NEW YORK
When ordering, please mention The Exchange

SUNDRIES FOR SALE

LABELS

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10 bbl. bale, $3.25; 2 bales $6.00; 2 5-bbl. bales, $3.75. Live Sphagnum $1.25 bag. Green lump moss, $1.50 bag. Green sheet moss, $1.50 bag. Burlap, 50c. extra; cash, 5c. less. Jos. H. Paul, Box 156, Manahawkin, N.J.

WIRE DESIGNS

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

MISCELLANEOUS WANTS

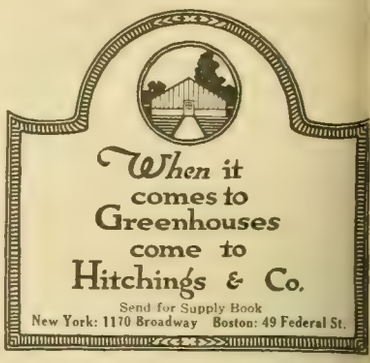
WANTED—To purchase, or lease, a range of glass, 20 to 25,000 sq. ft., near N. Y. City; Jersey preferred. Address P. D., care The Florists' Exchange.

WANTED—To buy, 2nd. hand Kroeschell hot water boiler, No. 9 and 10, in good condition. Not far from Middle Atlantic States. Address P. F., care The Florists' Exchnage.

BRATTLEBORO, VT.—Carl S. Hopkins plans to move his flower shop, some time in November, to the Crosby Block, occupying the former store of Leonard & Rose.

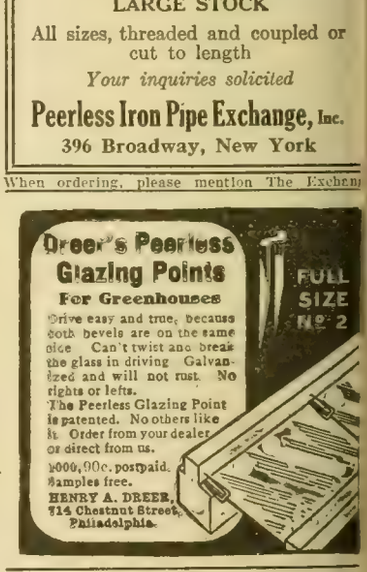
NORTH ADAMS, MASS.—Marshall Fowler, of East Main st., who does extensive truck gardening is building a new greenhouse in the rear of his home.

LAWRENCE, KAN.—The Barteldes Seed Co. contributed 52 sacks of Peach pits for the making of charcoal for gas masks, during the recent drive in Kansas for material for that purpose. These pits had been purchased by the company for seed and their value, if computed at their original cost, would doubtless represent a considerable sum.



Water For The Greenhouse
—a regular, dependable supply of it, all year 'round and always under good pressure, can be obtained most economically by installing a Caldwell Tubular Tower. Simple, strong, safe. You can erect it yourself.
Send for Catalogue
W. E. CALDWELL CO
Incorporated
C. J. Brooks, Florist, Bloomington, Ill.
2010 Brook St., Louisville, Ky.
When ordering, please mention The Exchange

NEW — USED
LARGE STOCK
All sizes, threaded and coupled or cut to length
Your inquiries solicited
Peerless Iron Pipe Exchange, Inc.
396 Broadway, New York
When ordering, please mention The Exchange


Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same plane. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.
FULL SIZE No. 2

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.
When ordering, please mention The Exchange

GLASS
9 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS
When ordering, please mention The Exchange

ULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
OTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
QUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots.
$2.00 per single gallon.
Metropolitan Material Co
PATENTED GREENHOUSES
5-1339 Flushing Ave., Brooklyn, N. Y.

When ordering, please mention The Exchange

This Tool Cuts Greenhouse Glass
Clear, Clean & Sharp
The standard glaziers' tool, used by all alert florists the world over. Superior to a diamond.
"Red Devil" REG. U.S. PAT. OFF. TRADE MARK.
Glass Cutters
Made in 40 styles with steel cutting wheels—handhoned and tested, tried and true. Send 15c. for a sample tool, style 024. *Glaziers' handy tool booklet free.*
Smith & Hemenway Co.
INC.
90 COIT STREET
IRVINGTON, N. J.

When ordering, please mention The Exchange

GLASS
FOR GREENHOUSES
Our prices can be had by mail, and will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices.
MARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

—PIPE—
Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Graff & Kendall, Ferry and Foundry Sts NEWARK N. J.
When ordering, please mention The Exchange

NO MORE SOOT TROUBLES
Z-I-N-C-O
WHAT IT IS
Soot destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.

WHAT IT DOES
Z-I-N-C-O
Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft.

WHAT IT DOES
Z-I-N-C-O
It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

"Ain't it a Grand and Glorious Feeling?"

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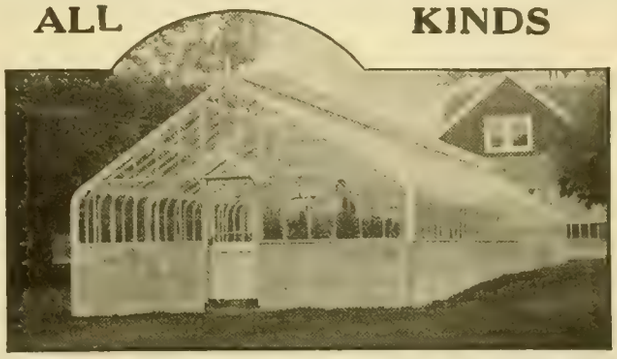

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OUR STOCK AND MATERIAL INDEX, PAGE 807

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Boston Floral Supply Co. 852
Bowe, M. A. 873
Breitmeyer's Sons, J. 872
Brown, Peter 863
Brown Bag Filling Mach. Co., The 858
Bryan, Alonzo J. 858
Buckbee, H. W. 874
Bunyard, A.T. 873
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Carbone, Florist. 870
Champion & Co., John N. 873
Chicago Feed & Fertilizer Co. 882
Chicago Flower Growers' Ass'n, The 880
Childs, John Lewis .. 852
Christensen, Thos. P. 861
Clarke's Sons, D. 873
Clay & Son 882
Coan, J. J. 878
Coggeshall Co., The .. 887
Colonial Flower Shop. 870
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Cowen's Sons, N. 883
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De Buck, John. 864
Dietsch Co., A. 883
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Dreer, H. A. 883
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Edlefsen-Leidiger Co. 873
Edwards' Folding Box Co. 876
Edwards, Harry B. 864
Emmans, G. M. 858
Eskesen, Frank N. 861

Fallon, Florist. 874
Fenrich, Joseph S. 878
Fetters, Florist. 872
Fexy, D. 878
Fletcher, F. W. 852
Foley Greenhouse Mfg. Co. 883
Ford, Wm. P. 879
Florists' Telegraph Delivery, The. 873
Fooks, Warren, H. 877
Fottler, Fiske, Rawson Co. 850
Friedman, Florist. 870
Friedman, J.J. 882
Froment, H. E. 879
Galvin, Thos. F. 873
Gasser Co., J. M. 870
Giblin & Co. 887
Girvin, Willis B. 863
Gnatt Co., The Ove. 877
Goldstein & Futterman 879
Gove, The Florist. 870
Graham & Son, A. 870
Grakelow, Florist. 874
Grandy, The Florist. 874
Gude Bros. Co. 875
Gunther Bros. 879
Habermehl's Sons. 874
Hahn, Florist 870
Hanford, R. G. 861
Hansen, A. 856
Hardesty & Co. 870
Hart, George B. 876
Heacock Co, Jos. 861
Heid, Frank 883
Heiss Co 872
Henry Co., John 876
Henshaw Floral Co. 878
Hentz & Nash, Inc. 879
Herr, A. M. 863
Hess & Swoboda 874

Hession 873
Hews & Co., A. H. 883
Highland Pk. Gnhs. 872
Hill Co., E. G. 870-80
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Hill Nursery Co., The D. 864
Hollywood Gardens. 875
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Horan, E. C. 879
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Hotaling, the Florist. 870
Howard Rose Co. 864
Irwin, R. J. 859
Jackson & Perkins 864
Jacobs & Sons, S. 883
Jacobs, Barney B. 878
Jennings, E. B. 858
Johnston Bros. 874
Johnston & Co., T. J. 874
Joseph's Florist 875
Joy Floral Co. 873
Kasting, Wm. F. Co. 849
Keller, John A. 873
Keller Pottery Co. 883
Keller Sons, J. B. 874
Kelway & Sons. 858
Kerr, The Florist. 872
Kervan Co., The 876
Kessler, Wm. 879
Knoble Bros. 870
Kooyman Co., Inc. C. 856
Kottmiller, Florist. 874
Kroeschell Bros. Co. 887
Kuebler, Wm. H. 879
Lang Floral & Nurs. Co. 872
Lange, A. 870
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Liggit, C. U. 893
Littlefield & Wyman. 864
Lockland Lumber Co. 883
London Floral Shop. 874
Lovett, Lester C. 864
Lovett, Inc., J. T. .. 864
Ludwig Floral Co., E. C. 874
Mackie, W. 879
Macnair, Florist. 874
Mader, Paul 856
Malandre Bros. 874
Marshall & Co., W. E. 858
McCallum Co. 877
McCarron, Miss. 873
McClunie, Geo. G. 872
McHutchison & Co. 858
McManus, James. 879
Meehan, C. E. 881
Metarie Ridge Nursery Co., Ltd. 873
Metropolitan Material Co. 887
Meyer, Adolph. 874
Michell Co., Henry F. 850
Michigan Cut Flower Exchange. 877
Michler Bros. Co. 873
Miller, A. L. 863
Miller Floral Co. 875
Mills, the Florist 872
Mountain View Floral Co. 864
Munk Floral Co. 872
Murray, Samuel 872
Murray, Florist 873
National Florists' Board of Trade 858
Neidinger Co., J. G. 876
New England Florist Supply Co., Inc. .880
Nicotine Mfg. Co. 882
Niessen Co., Leo. 881

Noe & Sampson 879
Ouwerkerk, P. 864
Palmer, F. E. 870
Palmer & Son, W. J. 870
Papworth, Harry 873
Park Floral Co., The. 872
Parshelsky Bros., Inc. 887
Peacock Dahlia Farms 858
Peirce, E. Allen 870
Pennock Co., S. S. 881
Peerless Iron Pipe Exchange, Inc. 883
Peters & Reed Pottery Co. 883
Pfaff & Kendall 883
Philips Bros. 873
Pierce Co., F. O. 887
Pierson, Inc., A. N. .. 849
Pierson Co., F. R. 849
Pikes Peak Floral Co. 870
Pillsbury, I. L. 863
Pittsburgh Cut Flower Co. 876
Poehlman Bros. Co. .. 880
Polykranas, G. J. 879
Pulverized Manure Co., The 882
Purdie & Co., D. S. .. 873
Purnell, W. Z. 876
Ramsburg, G. S. ..856-83
Randall's Flower Shop 875
Randolph & McClements 874
Rawlings, Elmer 861
Reck, John & Son 870
Reed & Keller 876
Reinberg, Peter 880
Rice Co., M. 876
Riedel & Meyer, Inc. 879
Ritchy, F. W. 863
Robinson Co., H. M. .. 879

Rock Flower Co., W. .. 873
Robinson & Co., Inc., H. M. 877
Rodgers Floral Co. ... 870
Rochelle & Son, F. W. 883
Roehrs Co., Julius. ... 864
Rosemount Gardens .. 873
Rosary Flower Shop. .. 870
Royal Glass Works ... 887
Rumbley Co., The .. 876
Rupp, John F. 858
Sauter, A. 879
Sceery, Ed. 874
Schling, Inc., Max., Seeds 852
Schling, Inc., Max., Flowers 874
Schmidt, J. C. 863
Scholtz, the Florist, Inc. 870
Schramm Bros. 875
Schulz Co., Jacob 873
Schwacke & Co., C. .. 850
Scott, Florist. 870
Scottwood Gnhs. 875
Serphos, Norman. 856
Sheridan, Walter F. .. 879
Siebrecht, Geo. C. 879
Skidelsky & Co., S. S. 852
Skinner Irrigation Co. 887
Smith & Fetters Co. .. 870
Smith, Henry. 872
Smith, J. 874
Smith, P. J. 879
Smith Co., W. & T. .. 864
Smith & Co., Elmer D. 886
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Southern Evergreen Co. 876
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Storrs & Harrison Co. 864
Stumpp, Geo. E. M. .. 874
Stumpp & Walter Co. 856
Syracuse Pottery Co. . 883
Taepke Co., G. H. 872
Thompson & Co., C. B. 873
Thorburn & Co., J. M. 856
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Van Bourgondien, K. & Son. 850
Vaughan's Seed Store. 850
Vick's Sons, James ... 856
Vincent, Jr., & Sons .. 849
Walker Co., The F. ... 873
Watkins & Simpson. .. 852
Wax Bros. 870
Weber, F. H. 875
Weir, Inc., James. 870
Welch Bros. Co. 880
Welch, the Florist 872
Wenk, Peter 863
Westman & Getz. 870
Whilldin Pottery Co. . 883
Wilk, John 858
Wilson, H. E. 874
Wilson, R. G. 870
Wolfinger, Florist. 873
Wood Bros. 863
Woodruff & Sons, S. D. 858
Young & Co., A. L. 879
Young & Co., John 879
Young & Nugent. 874
Young & Sons Co., C. 875
Zech & Mann. 880
Zvolanek, Aut. C. 856

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Aliantum .. 849-59-61
Ageratum 859
Alyssum 858-63
Anemone 859
Areca 861
Ash 864
Asparagus .. 850-58-59-61-863
Asplenium 861-63
Azaleas 864
Begonias 849-56-58-59-61-863
Bellis 850-63
Berberis 864
Bleeding Heart 864
Bulbs .. 849-50-52-56-58-59
Calceolaria 850-59
Calendula 850-52-59
Callas 852-58-59
Cannas 864
Carnations 859-63
Centaurea 852
Cherries 864
Christmas Plants .. 861-63
Christmas Trees 864
Chrysanthemums 859
Cibotium 861
Cinerarias 850-56-58-59-63
Clematis 864
Coleus 849-58-59
Columbine 863
Coreopsis 864
Cotons 849-63
Cryptomeria 861
Cuphea 859
Cyclamen .. 850-56-58-59-861-63
Dahlias 852-58
Daisies 850-59-61-63
Decorative plants .. 849-58
Dracena .. 849-58-59-61-63
Ferns 864
Evergreens 864
Farm Seeds 858
Ferns .. 849-58-59-61-63
Feverfew 861
Ficus 864
Forgetmenots 863
Foxgloves 863
Geraniums 864
Gerbera 864
Geraniums .. 849-58-59-61-863
Gladiolus 849-50-52-58-59
Gypsophila 850-52-59
Heather 863
Heliotrope 849-59-61
Hollyhocks 863
Hyacinths 849-50
Hydrangeas 859-64
Iris 850-52-64
Ivy 849-59-63
Japonica 864
Jerusalem Cherries 861-63
Kentias 849-61
Lantanas 858-59-61
Lilac 864
Lilies 852-56-58-64
Lily of the Valley 850-58
Lindens 864
Lobelias 858
Lombardy Poplars ... 864
Marguerites 858
Mignonette 850
Myrtle 849
Narcissus 858-59
Norway Maple 864
Norway Spruce 864
Nursery Stock 864
Oaks 864
Onion Sets 850
Oranges 863
Orchids 864
Palms 849-63-64
Pandanus 849-63
Pansies 850-58-59-63
Pelargoniums 859
Peonies 852-64
Perennials 863-64
Petunias 858-63
Phlox 858-63-64
Phœnix 861
Pinks 863
Poinsettias 863
Poplars 864
Populus 864
Primulas 858-59-61-63
Primroses 858
Privet 864
Ranunculus 850-59
Rhododendrons 864
Roses 859-63-64
Rubbers 849-61-63
Salvia 849-50-52-58-59
Seeds .. 850-52-56-58-59-64
Shamrock 850-58-59
Shasta Daisy 863
Shrub 864
Smilax 858-59-61
Snapdragon. 850-52-56-59-863
Solanum 863
Spiræa 864
Stocks 856-59
Swainsona 849
Sweet Peas .. 850-56-58-59
Sweet William 863
Trees 864
Tulips 850-59
Ulmus 864
Vegetable Plants 863
Vegetable Seeds. . 850-52-856-58
Verbena 850-52-58
Vincas 858-59
Violets 859

Editorial Contents

American Rose Society 862
Ant and Aphis Problem 867
Ban on Holiday Buying Lifted .. 866
Bituminous Storage Limit Off .. 866
Building Bars Down 866, 868
Business Difficulty 860
Bunyard, Harry A. (Portrait) .. 862
Butcher, Geo. Stanley (Portrait) 862
Catalogs Received 857
C. S. A. Examining Committee Reports 881
Cinerarias for Easter 855
Costs and Overhead 867
Costs Will Not Down 866
Dahlia, Seedling, What is a?... 867
Express Rates Raised 866
Firing Hint for the Small Grower 867
Florist Soldiers, Our 862
Foreign Trade Opportunities ... 862
Full Steam Ahead 853, 854
Gardeners' Conference 868
Iron Rations 862
Japanese Maples as Easter Plants (Illus.) 868
Manufacturing Restrictions Modified 867
Meetings and Exhibitions, Coming 886
Middle Atlantic States 860
Middle West 869
New England States 860
No British Tax on Flowers 866
Nursery Dept. (Illus.) 865
Obituary: Griffith, James Harvey (Portrait) 867
Plan Now for Xmas Sales 866
Plant Exclusion Takes Effect June 1, 1919 866
Red Cross Bedding Design (Illus.) 854
Red Spider and Mildew on 'Mums 855
Retail Dept. (Illus.):
Wedding Decorations in the Church and Home; How Do You Find Business? Flowers Express Joyous Welcome; Lightless Nights Ended .. 871-875
Seed Trade, The 857
Sibel, William (Portrait) 862
S. A. F. and O. H.:
National Publicity Campaign. 855
Soldier and Sailor Credit Relief. 868
Southern States 857
Toronto Retail Florists' Club ... 882

Trade Notes:

Boston 878
Bridgeport 860
Chicago 880
Cincinnati 869
Cleveland 869
Denver 869
El Paso 857
Fort Wayne 869
Indianapolis 869
Kansas City 881
Lancaster 860
Louisville 857
New Bedford 860
Newport 860
New York 878
Philadelphia 881
Pittsburgh 860
St. Louis 886
St. Paul 869
Toronto 882
Washington 857
Worcester 860

Vegetable Seeds to Europe 857
Wall Gardens (Illus.) 865

Week's Work, The:

Cyclamens; Lilium Candidum; Table Ferns; Freesias; Pot Grown Perennials; Asparagus Sprengeri; Primula malacoides; English Primroses 855

Shamrock 850-58-59
Shasta Daisy 863
Shrub 864
Smilax 858-59-61
Snapdragon. 850-52-56-59-863
Solanum 863
Spiræa 864
Stocks 856-59
Swainsona 849
Sweet Peas .. 850-56-58-59
Sweet William 863
Trees 864
Tulips 850-59
Ulmus 864
Vegetable Plants 863
Vegetable Seeds. . 850-52-856-58
Verbena 850-52-58
Vincas 858-59
Violets 859

MISCELLANEOUS

Aphine 859-82
Aphis Punk 859-82
Artificial flowers .. 852-76
Auto Spray 859
Bamboo 858
Baskets 852-77
Boilers 883
Boxes 852-76-77
Boxwood 852-76-77
Chiffon 852
Christmas Cards 876
Christmas Supplies 852-76
Crepe Paper 852-76
Cycas Leaves 852-77
Cypress 883-87
Dagger Ferns 876-77
Directory of Reliable Retail Houses .. 870-71-872-73-74-75
Dirt Bands 883
Evergreens 876
Fancy Ferns 876-77
Fertilizers 882
Florists' Accounts Insured 858
Florists' Supplies .. 852-76-877
Frieze 852-76
Fungine 882
Galax Leaves. 852-76
Glass 858-83-87
Glazing Points 887
Greenhouse Construction 883-87-88
Greenhouse Material. 883-887
Ground Pine 876
Gutters 883
Kerosene Heater 883
Heating 883
Holly 876-77
Immortelles 852
Insecticides 882
Irrigation 887
Laurel 876
Laurel Festooning 876
Lemon Oil 859
Lumber 883-87
Magnolia Leaves. 852-76-877
Manure 882
Mastica 887
Moss 876-77
Nico-Fume 859-82
Nikoteen 859-82
Paper Pots 882
Pecky Cypress 883-87
Pine Cones 876-77
Pipe 858-83
Pipe Fittings 883
Plant Food 882
Posts 883
Pots 883
Putty 887
Putty Machines 887
Ribbons 876
Roping 876
Ruscus 852-76
Sash 883
Seed Packets 858
Smilax 876-77
Soot Destroyer 887
Sphagnum Moss 876
Sprays 852-76
Spruce Cones 877
Stakes 858
Staples 863
Tobacco Products 882
Toothpicks 876
Tubs 863
Vermine 882
Wants 884-85-86
Wax Goods 852
Wholesale Florists 878-79-880-81
Wire Designs 876
Wreaths 852-76-77

Christmas Specials

Keep the Road Open for War Purposes
ORDER NOW

Christmas Baskets

We have spent much time and thought to make up a CHRISTMAS BASKET, already filled with CHRISTMAS MATERIAL only, ready to be sold to your customers. The basket, which is rustic, consists of CONES, GREEN RUSCUS, PRESERVED BOXWOOD, RED RUSCUS, RED FRIEZE, etc. Every part of this basket brings forth to the mind of your customer CHRISTMAS TIME and CHRISTMAS CHEER. Each basket is boxed separately, which makes it easy to ship, insures perfect arrival, and makes it easy for your customer to carry home.

Complete Basket, Including the Box

Size A - $5.40 per doz.
Size B - 7.80 per doz.

Order Now Save Yourself Worry
Display Early

These baskets are just as good in a year from now, as all the material is preserved, and *will not dry up or lose color.*

Red Ruscus

Bright color and perfectly dry, 95c. per lb.

Green Ruscus

A No. 1 quality, perfectly flexible and good color, 70c. per lb.

Red Roping

60 yards to the ball, very best color and quality, 85c. per ball

Red Immortelles

While they last, 50c. per bunch, $5.50 per dozen bunches

We carry a full line of other

Christmas Supplies

such as POINSETTIAS, CREPE PAPER, WAX PAPER, CHIFFONS, etc.

Don't forget that we are headquarters for ARTIFICIAL FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, FROSTED MAPLE, BROWN ARTIFICIAL GALAX, etc., etc.

We handle a full line of CUT FLOWER BASKETS, and everything in FLORISTS' MANILA BOXES.

We are direct manufacturers of CYCAS LEAVES.

Boston Floral Supply Company

Manufacturers of Florists' Supplies

347-49-51-53-55-57 Cambridge St. BOSTON, MASS.

When ordering, please mention The Exchange

The Trade is Preparing

FOR A

BIG CHRISTMAS

THEIR needs will be many. They will, more than ever, be open to suggestions for appropriate lines for the Holiday Trade.

You can use a no more direct and "get there" method than the columns of THE EXCHANGE.

Our December 14 issue will be the particular number for Christmas Business.

Forms close Tuesday, December 10.

THE FLORISTS' EXCHANGE

Box 100 Times Square Station NEW YORK CITY

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case).....$22.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

will issue their new catalogue as usual in the coming Fall. It will be mailed to all their customers, and they will be pleased to hear from other seedsmen and nurserymen desirous of receiving a copy.

Write to 27, 28 & 29 Drury Lane, Covent Garden, LONDON, ENGLAND

When ordering, please mention The Exchange

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)

Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: Nelrose, Phelps' White, Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.

New Address:
Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange

Gladioli and Dahlia

We have purchased the entire stock J. L. Moore, and can make attracti prices. Send for list.

B. HAMMOND TRACY, Inc.
Cedar Acres, WENHAM, MAS

When ordering, please mention The Excha

LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.
FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

NEW CROP FLOWER SEED

CALENDULA Orange King, oz. 30c.
GYPSOPHILA Elegans Alba, oz. 35c.
CENTAUREA Candidissima, ¼ oz. 50c.
CENTAUREA Gymnocarpa, oz. $1.00.
SALVIA Bonfire, oz. $2.25.
SALVIA Splendens, oz. $1.50.
VERBENAS, white, pink, scarlet and blue, ea oz. $1.00.

Max Schling, Inc. Seed Merchants and Grov 245 West 59th St., N. Y.

When ordering, please mention The Excha

Full Steam Ahead!

We complete in this issue the publication of the letters received bearing on the prospects for the immediate future of the trade. Since these letters were written there has been a letting down of the bars to industry which had been set up through war conditions and this regained freedom should give greater emphasis to the points made by our correspondents

John S. Carter, President Nicotine Mfg. Co., St. Louis, Mo.:

In my opinion the first effect of the armistice of Nov. 11 ll enable the grower and the manufacturer supplying : needs to stabilize their businesses. The rising costs of ›or and products entering into the production of fruits d flowers have made it almost impossible to keep over- ad expenses and costs accurately.

I believe that upon return to normal conditions the grower :d the manufacturer will be able to determine reasonable ling prices for their products, the result being a reason- le and uniform profit. Many manufacturers have ick to pre-war prices without really knowing that their :: profits did not justify it.

F. T. Giblin, Giblin & Co., Heating Apparatus, Utica, N. Y:

My profession is heating. It is also my hobby. Thirty- ree years engaged in it has proved now how little about ating is generally known by users. This applies to rists, I think, more generally than to others.

Shakespeare says, "He jests at scars who never felt a und." Previous to last year the florist was a fatalist. : knew he had to have heat and was careless about the paratus to obtain it; the fuel and management to secure He looked upon the heating as a necessary evil to be rne patiently like the influenza.

The sharp prodding he got last Winter probably gave n the "wound"; brought to his attention the fact that ating is "some subject." He did not consider it so fore but it is to be hoped that he will now consider it ›re carefully and cut off one of the great wastes in his siness.

Every florist is a factory manager. He should use the ne investigation, forethought and careful methods ich characterize the sucessful manufacturer. What does profit him if he gets a high price for his flowers and throws) price, and some more away in heating. Cut your sts and increase your profit. Every florist should, in his n interest and in the interest of the country look closely er his own heating apparatus; see wherein it is lacking, sult those able to advise him and put his heating on scientific basis, which is nothing more nor less than a nmon sense basis.

There is another aspect the florist should consider and velop if he has a keen eye for the future. Standing in trench shooting at the other fellow and running the x of being shot makes a soldier think less of the un- portant things and more of the real things of life and the beyond. This country is going to pay less regard to man who accumulates dollars and more to the man o develops all the good there is in his own and in others' tracters.

Two million boys have faced dirt, privation, hardship, in, wounds, and death. What they have faced and over- ne has made men of them. It has brought out their od qualities and has broadened their viewpoint of life. ey will come back here and insist that the rest of us k at life matters in a sane way. They have looked o the Life Beyond and have seen fine things, and will missionaries in preaching them.

The employer will see in his employee one who is his other and may need his assistance and encouragement, d to whom he is obligated to be just and generous. e employee will see in his employer a fellow workman whom he is obligated to loyalty and good service.

The seller will see in the buyer a person in need to hom the best service and information should honestly given. The buyer will appreciate in the seller the rdships of the seller's life and the need of forbearance.

The politician will recognize how little and mean he s been in the past thinking of himself and his party ly, and will discard such methods and work for the good his country.

Parents will recognize their obligations to their children the way to support and guidance and children will ciprocate in the way of obedience and respect.

The florist is a man who furnishes expression by means flowers to all these feelings. He teaches the value of e beautiful by the fragrance and beauty of flowers. e can enlarge greatly the use of them when love, friend- ip and kindliness more generally exist. He can educate ople in the language of flowers and get them to talk in is language.

A florist keen to the advertising value of this subject n say, "Give flowers to your friends while they live, not ter they are dead. Let them hold flowers in their living and not in their dead hands. Make the interchange of flowers general and ordinary rather than extraordinary."

Heretofore, flowers have been thought of only in connection with funerals or weddings; make them a language in every transaction in life. Talk up this feature. Write it up. Advertise it and it will surely stimulate business. Get together and exchange ideas. Talk about methods and collect the facts in connection with your own business experience. Give them to your fellow florist to use in his general conduct of business.

Florists are in the business by direct divine command through Adam and Eve. They are the messengers between the material and the spiritual. Now that the war is ended and people are inclined to regard each other more highly, the florists' opportunities to expand their business will greatly increase and it will be their own fault if they fail to develop these opportunities to the utmost.

By E. G. Hill of E. G. Hill Co., Wholesale Florists, Richmond, Ind.:

Victorious peace ushers in a new era for the people of the United States in which the florists of the country will find new conditions and new problems, which with all the other trades, they must study carefully, and work out for the best good of the greatest number. Readjustment in every line of business is foreshadowed without doubt; the question before the florist is how our trade shall meet the new order. Employees under glass and in the store must be well paid when good service is given; it would be unjust to anticipate anything else. This will require greater efficiency all along the line, and a better grade of stock must be produced. To accomplish this we must improve conditions in our glass structures; cleanliness and hygiene in the greenhouse is imperative; too much stress cannot be laid upon this point, for most diseases and many insect pests can be laid directly at the door of dirt, with a consequent loss in net returns that the average florist-grower is loath to acknowledge. Shortage of help the past 18 months has brought home to every grower the loss sustained by not being able to do the right thing at the right time (or sooner) along the line of attention to details of cleanliness as well as in the handling of his stock.

Furthermore, every florist should be a student, in the line of technical literature, surely in the use of the trade papers. As the children in our schools are taught, he must learn to concentrate his attention on what he is doing, and to form the habit of close observation; this will make him a valuable helper to the employer who will be glad to share with the worker the profit thus secured to the business. Careless, inefficient help is another serious cause of loss to the employer, and a plague to the section man and manager.

The florist trade at large must keep an intelligent and wide outlook on changing conditions and demands of the market. The flower buying public insists on novelty and variety in home adornment, decorations, and especially in its gifts of flowers; "something different" is wanted, and, holding on to obsolete varieties, will certainly show in the turn-over at the end of the fiscal year.

Better grown stock, better packing, closer grading, by intelligent and better paid help are essential, and we feel sure that the whole trade realizes the necessity of better prices and of prompt payment for standard stock. Aiming at these and similar improvements we are very optimistic as to the future of our trade, one of the most beneficent in the whole range of occupations, notwithstanding its recent descent to the plane of non-essentials, from which it has so quickly risen to its rightful position among the fine arts of horticulture.

By Arthur T. Boddington, Pres., Arthur T. Boddington Co., Inc., Seedsmen, New York City:

The armistice and treaty of peace shortly to follow, mean, for the horticultural trades, boundless opportunity for service—the service of spreading knowledge of gardening to a specially receptive public.

Many families have only in the last two years had their first taste of fresh, crisp, home-grown vegetables. They have "got the habit" and with it an interest in growing flowers as well as vegetables.

America's attention, turning from absorption in war activities, will soon be focussed on reconstruction in its broadest sense. At the close of our Civil War thousands of men discharged from the armies instantly turned to horticultural and agricultural pursuits, with the greatest benefit to themselves and the Nation. From the bitterness and intensity of the war spirit the natural reaction must come and it will take the form of interest in the beautiful and spiritual, in gardens and flowers, in music, art and literature.

Whatever effect the war may have had on European horticulture, the brief period of diminished activity in America will result in a rebound that will carry the interest far beyond any point ever reached before.

America's financial position has changed from a debtor to a creditor nation. The Southern States face the prospect of a bonanza in the high and unrestricted price of cotton, and there is every reason to believe that American financial, manufacturing, mining, and agricultural abilities will be equal to the task of European reconstruction, and war-delayed new construction in America, which will inevitably keep us all busy for years to come. The reduction in the cost of labor and commodities will, I believe, be very gradual; both are likely to remain high for some time.

Commercial florists have every opportunity to secure proper prices for their products, sufficient to compensate them for the reduction in glass area under cultivation, due to coal restriction and the increased cost of labor, coal, materials and taxes. In this connection every florist in this country, more especially the retailing grower, will do well to ponder carefully Otto Amling's address to the Chicago Florists' Club, published in the Nov.16 issue of THE EXCHANGE, and similar articles which have appeared of late.

On the large private estates ornamental horticulture and the refinements of gardening under glass will shortly show increased activity, not on the pre-war scale at first, perhaps; that is not to be expected until the period of adjustment is past, until the allied armies in Europe are demobilized and repatriated and until the differences between labor and capital are more nearly settled than they are at present.

There is an unheard of scarcity of flowers and flowering plants. The public will be flower hungry all Winter; a climax will be reached at Easter. Wise is the florist who prepares for this demand by starting crops as early in March as possible in the greenhouses that are closed.

In the future I see only gradually increasing prosperity for the horticultural trades, a prosperity which will continue indefinitely.

To march with the times we must exert ourselves to continue all trade propaganda, support horticultural societies and clubs, flower shows, cooperative advertising and the horticultural press, and last, but not least, put forth our own individual efforts and example.

By Herman P. Knoble of Knoble Bros., Retail Florists, Cleveland, O.:

The signing of the armistice on Monday, Nov. 11, meant much to mankind. The florists' business as a whole should benefit materially. Let us examine the records: two million men in France, one million in camps in this country, all potential users of flowers; they consitute the younger set, those who spend money freely. When these come back to their normal existences and are again in civil occupations, they will want the things they have not had in the past eighteen months. Some of these the florists can supply. The United States, as a whole, will have more to do in supplying the world with its needs than any other nation.

The ships that were built as transports will be converted to consign raw material and finished products to all parts of the globe. This will produce abundance of business, and with business will come demands for labor at good wages. Good wages will develop demands for things we call "higher life," or those that are not absolutely essential to existence. The florist will get his share, especially in this period of reconstruction, when needs for happy environments will make for peace of mind and happiness. So florists, prepare for a big business. Those of us who will analyze the facts carefully and prepare are bound to be satisfied with the results.

Business has been good, and with this added stimulus, the increase will be enormous. This war should teach us all the brotherhood of mankind, and with it will come a general recognition of those fine qualities of life, satisfied only when properly expressed in contentment, aided with flowers.

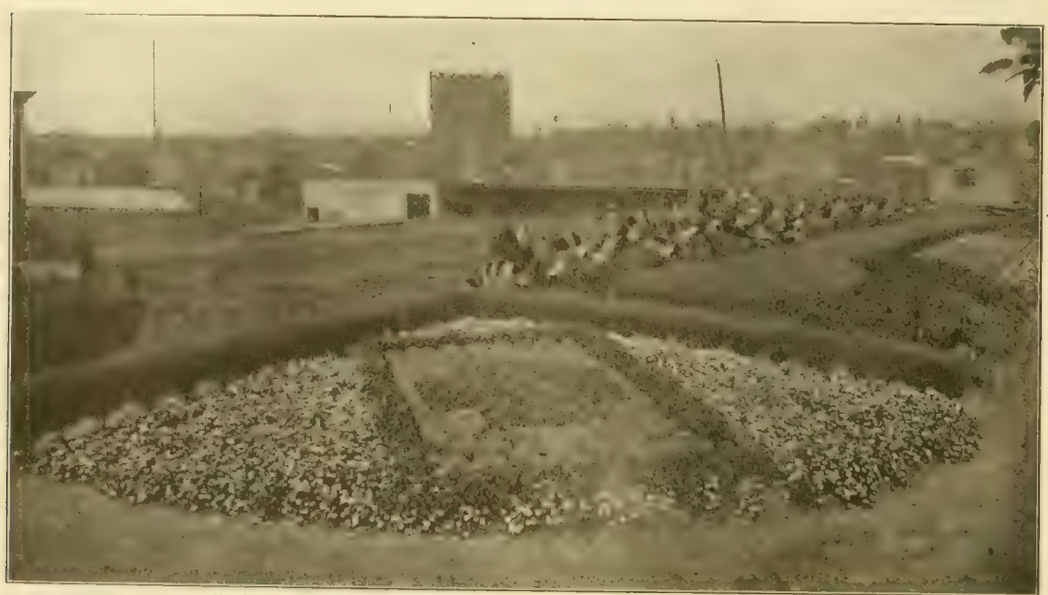
By Albert Pochelon, the L. Bemb Floral Co., Detroit, Mich.

The effect of the signing of the armistice, or rather the effect of the ending of the four years' war on our trade is not an easy proposition to speculate on, but why worry about the future when the present has so much work for us all to take care of?

Our trade is peculiar: we follow humanity from the cradle to the grave; from the most joyous events to the most sorrowful days in human life, and we do not sell merely flowers, but on many occasions furnish comforting thoughts which cannot be replaced by anything else,either by the rich or the poorest.

Therefore no matter which way the wind blows we must ever be ready to serve the public. Personally, I am not at any time a pessimist and I don't know of many florists, when it comes right down to the point, who are pessimistically inclined. Of course we heard last Summer the question of what was to be done with all the 'Mums that would be grown; that everybody would grow 'Mums and that after the 'Mum season all the houses would shut down 50 per cent of their glass. Yet the 'Mum season is almost over and the grower and retailer never received better returns, in spite of the widely heralded overproduction. Even though it is deeply to be regretted that most of these 'Mums were used for funeral work, yet think of the comfort they brought to the bereaved ones.

Humanity needs flowers today as much as anything else; we can find no better proof of the truth of this than by comparing the flower-buying public of today with that of five or ten years ago. Not so many years ago flowers in the Winter time were obtainable only by the so-called wealthy or aristocratic people of this country, but times have changed in this land of democracy, for flowers are loved and cherished by the workingman as much as by the rich. The wage earners have never before been so able to earn enough money to buy flowers since times have changed.



Red Cross bedding designed by Henry Schmidt of Bergen, N. J.

The cross itself is made up of small-leaved red Alternanthera; the filling around the cross, of Santolina. The edging is of large-leaved Alternanthera (var. brilliantissima). Nierembergia is employed for the outside of the frame and Kochia for the background

While the retail florist business for the past few years may have suffered, on account of there being fewer social functions, etc., we have been able to keep up, and when those who have worked with us in our shops come back they will not and should not find disorganized business; they should be received with open arms and should step right back into their old places. There will be plenty of work for them, because the American people will have to have their celebrations, and thousands and thousands of parties—soldiers and sailors welcome parties, let us call them—will be given and how could they be welcomed without flowers; flowers in their rooms, about the house, and especially on the table?

Remember that this war has taught many a man or woman the greatest lesson of his or her life and that is that piling up a lot of money is not the best thing in the world after all, especially when in doing so you begrudge yourself the little enjoyments like flowers, music, etc.

With the keenest interest have I watched the flower-buying people in my own shop for the past few years. We have done the best cash business when we had absolutely no social functions and we have had the greatest volume of business within the last few years; it has been only in the past two years that total annual sales decreased instead of showing a normal increase from year to year and these two years are the only ones in my whole business career of 25 years in which this has happened.

Revolution seems to be a word that is used a good deal today, yet I can hardly find a trade that has had as many revolutions as the florist trade. Think back awhile and you can recall the time when a florist who did not grow his own stock was not considered a florist at all. No one ever thought that some day some florists would grow only Carnations for cut flowers, another only Roses and so on. That still another would grow only plants and never intend for a minute to sell them to the public, for he could find enough customers for his goods among the retailers and would have no time to try to peddle them to the public.

For such a man finds that it pays him far better to devote all his time to the growing end. Moreover, he can produce better stock. You will find on investigation that every grower who has devoted his efforts to a specialty, the thing that he could do best, and has stuck to it, has kept on improving.

Numerous changes, large and small, have taken place in the retail as well as in wholesale and other branches of the florist trade, and other changes will continue to come up in the future. Revolutionists are today found among florists opposed to the National Publicity Cqmpaign which, nevertheless. has been the greatest and most beneficial undertaking that could ever have been inaugurated for our profession. In five years from now the amount that will be spent by the florists for publicity will make the present campaign look like a joke. Any retail florist who is 50 per cent florist and 50 per cent business man who, for a minute denies that the slogan "Say it with Flowers" and the national advertising of this slogan has helped him to ring up sales on his cash register is either too greedy or too selfish to acknowledge it.

So many new channels for our profession have been opened to the progressive florist in recent years that no matter what the future may bring there will always be new opportunities.

Of course it would not do for me not to ring in the F. T. D. At the Cleveland meeting I tried hard to get our members to loosen up and get down to figures. A few did so, and more will do so next year and perhaps their returns will be more complete, in consequence of which they will have a greater surprise in store for themselves than they imagine. This field has grown to some respects far beyond the expectations of even the most optimistic man. Not for any personal benefit but for the benefit of every member individually would I like to have him know how much annual business, both outgoing and incoming, he is really doing and how much his monthly bills are from the telegraph companies. Just think of it, today one of our prominent F. T. D. men of Boston sent us his October account, or receipted bill, showing telegram charges sent from his store alone amounting to $113.50. Now if all the F. T. D. members would help by making a compilation of their bills from the telegraph companies and show the difference between today's figures and those of five years ago, I think we could bring almost enough pressure on these companies to use our slogan. "Say it with Flowers" on every one of their telegraph blanks. And remember, at that, they would not have to spend an extra cent for printing their blanks.

There are hundreds of men in our trade today who, although perhaps not widely known, are willing, without selfish aims, to do something for the betterment and building up of our trade. All they need is encouragement and appreciation from their fellow tradesmen. Most men of such type soon overcome false criticism made by pessimists and faultfinders.

In view of the facts before enumerated how can the future for our trade be anything but the brightest, providing that we do our best in serving the public and enabling them to "Say it with Flowers," educate the public in how to "Say it with Flowers," when, where and why to "Say it with Flowers," and do our work and arrange our flowers so that they will "say it to the public." Last of all remember that relations between florists also needs publicity and a whole lot of education in many different ways, yet one way seems the key to best relationship between one florist and another; that is to "Say it with Flowers; at the end of 30 days say it with a check." If this slogan is too long you may cut it short but don't cut the 30 day term any shorter, especially now during the period of construction.

By S. S. Skidelsky, Plant and Bulb Dealer, Philadelphia:

During the darkest days in the history of our business, at a time when many a grower found himself faced with problems that were well-nigh staggering (shortage of coal, shortage of labor and the high cost of everything from a toothpick to a gallon of gasolene and a bag of boneme a few enthusiastic and energetic men in the trade conceived the idea of launching a publicity campaign assuring that in times of sorrow as well as occasions of joy the American people are not averse to

"Say it With Flowers"

I confess I was one of the doubting Thomas', opposed to such an innovation at such a time and under such adverse conditions. I must admit now—by way of a further confession, that I was entirely in the wrong. The publicity campaign is bearing splendid fruit and the trade as a whole has already learned to recognise the full value of national collective advertising.

And while our business was put in the non-essential class, with embargoes placed upon the importation of Lily bulbs, shrubs, plants, etc., and our growers hampered on all sides,—there were but comparatively few in the trade who fell by the wayside. The majority, the great majority, let me emphasize, survived. Not a few have prospered; the rank and file are meeting their business obligations in a way that does them credit.

This is noteworthy in view of the fact that during the duration of the war our so-called "best people" or society folks put a ban on "pink teas," balls and all sorts of social events, wherein flowers and decorative plants play a prominent part.

A brief, retrospective view may not be amiss, if we are to take a glance at the immediate future. And the future, judged by the hardships we endured while the world was engaged in a life and death struggle, certainly holds out most alluring promise. To put it briefly: if we survived—and in numerous instances even prospered—on allotments of coal, with little or no help, is it not reasonable to expect that with our bunkers full of coal, all embargoes lifted and our boys from "over there" back on their old jobs—is it not reasonable, I ask, that with the restoration of normal conditions a normal and prosperous business be restored as well.

The day the armistice was signed, the day Democracy triumphed over Autocracy, will date the beginning of a new era in this great country of ours.

There will be economic and industrial readjustments; high prices must prevail for a time; for a long time, perhaps. The grower must realize conditions and adjust his business accordingly. Prosperity will come his way, provided he does not close his door against it. The time of the \$1.00 Geranium is no more; nor should a \$2.00 bouquet be as big as the one of four years ago. Coal, labor and greenhouse material will necessitate doubling his prices—or he cannot possibly survive.

By Adolph Kruhm, Secretary of Beckert Seed Store, Pittsburgh, Pa.:

As optimists, we view the situation confronting the seed trade. We can see little but bountiful prosperity ahead. Our reasons for this belief are three fold: First, the attitude of the general public toward gardening is changing considerably. Second, there will arrive directly, from France, some two million boys who, for the first time in their lives, had an opportunity to study intensive gardening at first hand. Third, because of seed crop conditions in Europe, Europe will have little surplus to offer for export for several years to come. In view of the fact that America will become the seed storehouse of the world so to say, this offers great possibilities to develop export relations with South America.

As to point number one, we are satisfied that of the million war gardeners, a million will remain in the ranks of food producers. Many who heretofore looked upon the contemptible little piece of ground called the back yard as either a liability or a dumping place for tin cans and rubbish now look upon it with new respect in the light of a possible source of food supply. Hundreds of thousands have, for the first time in their lives, tasted real quality vegetables gathered right at their back doors. We feel that this experience will stimulate further activity, so credit must be given at this place to the wonderful work done by the National War Garden Commission in helping to bring about this desirable condition.

Point number two, the boys in France offer even greater speculative possibilities. Those boys have felt keenly the need of fresh wholesome vegetables. They have seen where the French High Command thought enough of the needs of the men on the firing line to have vast vegetable gardens right back of the fighting area. With thorough, commonsense American logic and reasoning they will argue that, if fresh vegetables are good for the man behind the gun they are equally good for the man behind the hoe. We look to the boys now returning to make this country appreciate more the beneficial effects of fresh vegetables and gardening.

As to point three, day before yesterday Mr. McAdoo requested from Mr. Hurley steamers for coast wise trade with Latin America. South America is the unexploited

(*Concluded on page* 868)

Cyclamens

Care of the Growing Stock

From now on and for some weeks to ne you are not likely to notice Cyclamen edlings making much headway, but at- tion must be paid to them if results e wanted. If still in flats the plants e all right if they have sufficient room development. Rather than crowd them nsplant into 2in. pots. I prefer se to 2½in., because they don't need latter for the present and better re- lts can be had by shifting the stock ain later on. A Carnation house tem- rature will do nicely for them—rather ittle cool and short, stocky plants than warm and a soft growth. To allow little pots to become dust dry means stunted growth. The soil should al- ys be kept moist. In order to avoid er watering sufficient drainage must be vided. Cyclamens like plenty of wa- , the leaves as well as the roots, but r drainage will soon finish the best plants. There is nothing more im- tant in growing Cyclamen than to keep plants going at all times. Stock e stunted is hard to get back into pe again; in fact, it rarely pays to her with. Careful watering is as essary as the soil one makes use of, not more so. An overdose of water sn't hurt as long as it can get out of pot quickly.

Lilium Candidum

For Easter Flowering

With Easter coming so late it will be l worth while for the retail grower try at least a few Lilium Candidum if sound bulbs with signs of growth top can be planted at once, at least air percentage of such should come flower by the end of April. While as ot plant this Lily doesn't make as active a specimen as Lilium longi- um the flower heads are showy. In absence of our regular Easter Lilies re should be no trouble in disposing all you can get into the market at a d price. Lilium Candidum will not d much forcing. If you have to re- t to pushing the plants do it in the few weeks after the pots are a mass roots and the buds well under way. the present place the freshly rooted stock in a cool house to give the roots a chance to get busy, after Christmas. A house just a little below 50 deg. will do. As the plants start into growth, due to being well rooted, a little more heat may be applied. But if you don't get them into flower for Easter there will be no trouble in disposing to advantage of every flower later on. After all it may be a good thing to be short on Lilies for next Easter. Your patrons will appreci- ate them so much more the following year when there shouldn't be any trouble in getting our usual supply from Japan. In a few more years from now let us hope to make use of home grown ones as well.

Table Ferns

Keep Your Bench Filled Up.

From October until Christmas is the time the small ferns for dishes and pans are sold, but don't empty the benches without refilling. The retail grower needs small ferns more or less up to Spring, so if there happens to be a batch of just a few hundred left on hand if such are shifted into 4's they will make most use- ful plants for early Fall requirements. The specialist has at this time small ferns in flats ready for 2½in. Fill up the empty fern bench with these and let them come along; they will come in handy next February and later. What about your stock for Christmas? If you have to buy do so now.

Freesias

If you have bench room at all don't carry the plants along in 4in. pots and most likely have them suffer before they are ready to set bud. A better way by far is to plant them out—even such as have been grown on in pots up to the present time. One can never do Freesias as well when the roots are crowded into a small pot. Plants in the benches pro- duce better foliage, longer and better stems and finer flowers. Such as you wish to flower in pots for Christmas will be benefited by a light dose of liquid cow manure once a week for you will find the pots a mass of roots, and you wonder where the soil went to. Still time for planting more bulbs if you can get them. If you wish to they may be started in 4in. pots; six bulbs to the pot is quite enough. You need a cool house for them. The more time you allow for those late planted ones the better the results.

Pot Grown Perennials

You are surely enough of an optimist to look forward to a great Spring plant business in 1919. More stock than ever will be sold for the beautifying of home grounds. Every florist handling bedding stock should prepare a good sized batch of potted perennials and such others as we are likely to class under perennials belonging to the hardy border plants. Such stock as we sell as pot grown dur- ing the Spring and Summer months con- sists of field grown plants lifted now, heeled in a coldframe and potted up dur- ing the Winter. After that the plants may go back into a frame. By this method one may deliver and plant Phlox, Pyrethrum, Coreopsis, Gaillardia, Larkspur, Columbine, in fact almost any- thing, all Summer long; not that late planted stock will be as showy the first season as such as has had a chance to become established outdoors during the early Spring months; but with pot plants your planting season is prolonged for several months. This means doing more business. Maybe you have on your own grounds good things worth while lifting now and potting up after Christmas or you intend purchasing some; no better time than the present. Hardy plants, both biennials and perennials, are the money makers for a good many florists, especially those located in the country towns. But many hundreds of thousands more could be sold and money made if more attention were being paid to this branch of our business.

Asparagus Sprengeri

If you want to cut Asparagus Sprengeri more or less all Winter and the plants are on benches you must feed the plants; otherwise they will give out usu- ally at a time when you are most in need of green. Liquid cow manure answers as well as anything. If you can't obtain such easily, soak up sheep manure and use it. It is nothing unusual to see a bench of Asparagus at a florist's estab- lishment during Midwinter when every- thing green has been pulled or cut off clean down to the soil. The plants will remain in that state until near Spring. This is a poor practice. The plants suffer too much by such treatment. It is too severe. Let a few fronds remain al- ways, no matter how badly you need them. The next crop of green will be ready sooner for it. If you want some extra heavy hanging baskets of Asparagus Sprengeri, toward the end of De- cember is a good time to plant, about five 4in. pot plants to a 12in. wire basket. With just a little care some wonderful specimen baskets may be had by the fol- lowing Spring; that is if you don't keep on cutting them back during the Winter. On the other hand, if you have call for the green and it will pay you to draw on the baskets, there isn't much harm done after all.

Primula Malacoides

A cool house and plenty of root room will suit these Primulas best. Confine them in small pots and a temperature at 50 deg. or over and they will soon go back. Plants coming into flower during De- cember will keep on blooming practically all Winter; but keep them cool in large pots and with perfect drainage. For Spring flowering 2½in. plants shifted into 4in. now will be best, or if you have room in the Violet house. Why not plant a few of them out? They will pay you as well as anything you can grow.

English Primroses

Some of the large flowering English Primroses make desirable stock for in- doors. If you want variety by all means plant a few, at least as a crop to follow the Chrysanthemums. Plant them out on a bench and be sure not to expose them to a high temperature for the next three months. When in bloom you should have no trouble in selling the flowers in a cut state. If you lift the plants and pot them up with ordinary care they won't mind the lifting in the least. As an Easter plant you couldn't ask for any- thing finer. For that purpose the plants may be overwintered in a coldframe and brought in by the end of February. With Easter so late it will be more a matter of holding them back under glass rather than forcing them.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

ne month now to the end of the year. are nearly $5000 short of the $50,000 ired to put the 1918 stage of our paign over the top—or, had we better s to the top.

ur committees have every reason to ve that subscriptions to complete the d will not be wanting, and are going d with the program already laid out. y? Because the reports coming in ur promotion bureau are such as to e even the man with cold blood use. East, North, South, Middle st and West, the feeling is that our licity has had the effect of stimulating iness to a remarkable extent? If it possible to accomplish this result in s such as we have just passed ugh, what are we to expect in the er times before us? Already florists asking why we did not start a cam- n before. The answer is easy—we e not organized for the effort. Now, ough the generous contributions of a ge number of whole hearted florists, have approached a point where we well consider ourselves organized, our work is having a telling effect. want to keep going. We want our an, "Say It with Flowers," to be nually in the public mind, and we are proceeding in the right way to ac- complish it.

But we must have the requisite funds fully to attain our object. We have had to anticipate the little shortage we are complaining of. Surely there are enough good souls among the large number of florists who have not yet subscribed to help us over our goal. No matter whether a retail florist or a grower, the fund is worthy of support. It should be remembered that some florists have contributed as much as $500. There's faith for you. These same florists are satisfied that they have had their money's worth in increased business. The more money, the more publicity, and the big- ger the volume of business.

Help now, when help is most needed.

Take advantage of our direct aid ser- vice. Use the newspaper electrotypes we have provided, and connect your estab- lishments with the magazine advertising. Display our signs, and popularize our slogan in your community. Our Christ- mas advertisement in a number of na- tional magazines will bring business to your door if you will run our newspaper electrotype in your local newspapers. Send us a dollar and one will be mailed to you right away. Get your advertising going early and you will not want for Christmas trade.

1170 Broadway, JOHN YOUNG,
New York, Nov. 22, 1918. Sec'y.

Dept. of Plant Registration

Public notice is hereby given that A. N. Pierson, Inc., Cromwell, Conn., submits for registration the new Geranium here described:

Geranium General Pershing, single; color, vivid salmon, shading to light salmon pink toward petal edge; foliage bronzy green; medium size; compact in growth and extremely free and continu- ous in flowering, hence an improvement on existing varieties in this color for bedding or decorative purposes.

Any person objecting to this registra- tion, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration the same will be made three weeks from this date.

1170 Broadway, JOHN YOUNG,
New York, Nov. 30, 1918. Sec'y.

Cinerarias for Easter

When should Cinerarias be started for Easter blooming? What is the difference between dwarf and half-dwarf?—W. S. G., N. C.

—If by the word "started" the in- quirer means the sowing of the seeds, so as to have blooming plants at Easter, we would say the seed should have been sown last August or September. For a suc- cession of blooming plants seeds are gen- erally sown in a coldframe facing north from May to September, and the young plants picked out into thumb pots, be- ing shifted into larger pots as often as the pots become full of roots. The dif- ference between "dwarf" and "half- dwarf" Cinerarias is just that which the terms indicate, namely, that the "half- dwarf" variety is half way in size be- tween the dwarf and the tall type.

J. H. S.

Red Spider and Mildew on 'Mums

What causes red spider and mildew on 'Mum plants when in bloom? Also why do Bonnaffon 'Mums turn yellow at the edge of the petals before the flower is fully developed? Does hot water heating cause the trouble just mentioned?—H. C. H., Pa.

—Red spider is usually present where the atmosphere in the greenhouse is too dry; mildew when the foliage is subject to a too moist and cool atmosphere at the same time. Frequent syringing with cold water applied with force will help keep away the red spider, and a proper amount of heat and free air will tend to prevent mildew, which, however, if present may be remedied by dusting the foliage with flowers of sulphur.

If by the word yellow, the inquirer means the yellowish or brownish shade a flower puts on when it begins to wither, we would say this may be attributable to the insect and disease mentioned above.

The hot water heating is not respon- sible for either the presence of red spider or mildew. J. H. S.

Garden Ass'n Postpones Meeting

The Woman's National Farm and Gar- den Ass'n, which was originally to have held its annual meeting in conjunction with the Mid-West Horticultural Exhi- bition, at Des Moines, will probably post- pone its conference till Spring. The date of the Mid-west exhibition was post- poned from Nov. 6 to 8 to Dec. 10 to 13, and the Woman's National Farm and Garden Ass'n decided not to hold its conference in December.

By Cable
To Our American Trade

A. HANSEN

Seed Grower

COPENHAGEN - DENMARK

Advises his customers that their orders can be shipped December 5, conditional on their obtaining an import license, the number of which is to be cabled to the American Consulate at Copenhagen.

DELIVERY IS NOT POSSIBLE UNLESS THESE CONDITIONS ARE COMPLIED WITH

When ordering, please mention The Exchange

WHY DON'T YOU ORDER SOME
Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	¼ lb.
Asta Ohn. Lavender	$0.25	$1.25	$3.50
Blanche Ferry	.15	.75	2.50
Cream. Primrose	.25	1.25	3.50
Early Snowflake. Pure white	.15	.75	2.50
Heatherbell. Lavender-mauve	.15	.75	2.50
Helen Lewis. Salmon-pink	.25	1.25	3.50
Hercules. Rich pink	.25	1.25	3.50
Melody. Soft rose	.15	.75	2.50
Morning Star. Orange-scarlet	.15	.75	2.50
Mrs. Spanolin. White	.15	.75	2.50
Rose Queen. Rose pink	.25	1.25	3.50
Song Bird. Pale rose	.15	.75	2.50
Spring Maid. Light pink and cream	.15	.75	2.50
Venus. White, filushed pink	.25	1.25	3.50
Wedgewood. Clear blue	.25	1.25	3.50
White Orchid. Pure white	.15	.75	2.50

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz.
Concord Pink	$0.50	$1.50	$2.50
Concord Crimson	.50	1.50	2.50
Concord Lavender	.50	1.50	2.50
Concord White	.50	1.50	2.50
Concord Salmon	.50	1.50	2.50
Concord Purple	.50	1.50	2.50
Yarrawa. Rose pink and cream	.15	.60	1.00

Freesia Purity

Good, Sound, Plump Bulbs

MAMMOTH BULBS

$9.00 per 1000, $40.00 per 5000.

FIRST SIZE

$7.00 per 1000, $30.00 per 5000.

Stumpp & Walter Co — **30-32 Barclay Street NEW YORK**

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1918 CROP

BEANS	Per lb.
Early Red Valentine	$0.18
Black Valentine	.18
Burpee's Stringless Gr. Pod	.18
Refugee 1000 to one	.18
Davis White Wax	.20
Henderson's Bush Limas	.20
Stringless Refugee Wax	.20
Kentucky Wonder	.18

BEET	
Detroit Dark Red	.50
Crosby's Egyptian	.50
Swiss Chard Lucullus	.65

CABBAGE	
Early Jersey Wakefield	4.50
Charleston Wakefield	4.50
Drumhead Savoy	3.75

SWEET CORN	Per lb.
Stowell's Evergreen	.18
Country Gentleman	.18

CHICKORY	
Whitloof	2.50

KOHLRABI	
Early White Vienna	2.00
Purple Vienna	2.00

LETTUCE	
Big Boston	.65

TURNIP	
Purple Top Strap Leaf	.90
Purple Top White Globe	1.00
American Purple Top	1.00

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* — **25 West Broadway NEW YORK, N. Y.**

United States Food Administration License Number G38089

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Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

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James Vick's Sons

Growers of Flower and Vegetable Seeds

Get the benefit of our 69 years' experience

All seasonable varieties

Our stocks are very complete

Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

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Freesia Purity

Mammoth, ¾-in. and up

SWEET PEAS. Winter-Flowering Spencer, best varieties.
LILIUM Giganteum. From cold storage, in cases of 350.
CYCLAMEN SEED. Finest American-grown, new varieties.
CINERARIA. BEGONIA.
STOCKS, Beauty of Nice, etc.

Send us a card, stating kind and quantities wanted, and we will give you special prices.

J. M. THORBURN & CO.
53 Barclay Street, NEW YORK

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

SNAPDRAGON

Florists who know are stocking up on Snapdragon. This is a year when space must count and SNAPDRAGON will do the trick.

We have added some new ones. Not the following list: Seed of our famous Silver Pink, \$1.00 per pkt.; 3 for \$2.50; 7 for \$5.00. Seed of our new **Hybrid Pink**, and of our new Giant **Pink Queen**, same price. Seed of Keys and **Nelrose, Garnet, White, Yellow, Light Pink, Buxton and Fancy Mixed.** 35c. per pkt.; \$1.00. Free cultural directions. All orders a

G. S. RAMSBURG
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A. B. C.

We have on hand in quantity, in stores ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO
172 North Wabash Avenue
CHICAGO, ILL.

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DUTCH BULBS

Of all kinds, in stock now

Extra fine **P. W. Narcissus**, \$19.00 per 1

Cash with order

BARCLAY NURSERY
14 WEST BROADWAY, NEW YORK

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PRICES ADVERTISED ARE FOR THE TRADE ONLY

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

A cable received from A. Hansen of Copenhagen, just as we go to press, advises his customers that their orders can be shipped Dec. 5, conditional on their obtaining an import license, the number of which is to be cabled without delay to the American consulate at Copenhagen.

New York Seed Trade

More Dutch Bulbs Arrive

The long expected steamship Skipton Castle of the Cunard Line arrived in New York Harbor on Thursday of last week, and docked on Monday of this week. This steamer brought 3100 cases of Dutch bulbs. It is reported that the most of these come direct to seedsmen in New York and other cities from the Holland growers, to fill orders sent late. The opinion is expressed by a man who represents in this city a noted firm of Holland bulb growers, that even if the steamer bringing these bulbs left Holland, as reported, as long ago as Oct. 23, the bulbs will be found in good condition, and even if growth has started slightly, the bulbs will not be damaged by this as long as they remain in the cases, but if they have started growth they should be planted directly after the case is opened.

An interesting letter to Charles C. Littlefield, head of the flower seed department of Peter Henderson & Co., 35-37 Cortlandt st., from Walter J. Feeney, formerly Mr. Littlefield's assistant, but recently wounded in France and now in the hospital in England will be found in our "Florist Soldiers" column this week.

Geo. F. Struck announces that he has resigned his position with the Heatherdome Seed and Nursery Co., to take effect Nov. 30, and that he will not be connected with the florist trade in the future.

William Grantham, a gardener well known in this section of the country, and for a time employed in the seed store of Weeber & Don, 114 Chambers st., died in France, Oct. 17. Mr. Grantham was an Englishman, or Scotchman, we are not sure which, and in Aug., 1917, he enlisted in the Canadian Expeditionary Force. He was gassed while fighting last Summer and later in another battle had his legs shot off and died in the hospital after undergoing an operation. He was single and we believe had no kinsmen in this country.

There is noted this week an unusually large and interesting display of Winter vegetables in the windows of the store of J. M. Thorburn & Co., 53 Barclay st., from the trial gardens of this firm at Moroton, Conn. Among these were some vegetables not often seen, such as Chinese Cabbage and Green Glazed Cabbage.

Chicago Seed Trade

Next Seed Trade Convention

The selection of Chicago as the meeting place for the 1919 convention of the American Seed Trade Ass'n is a matter of much interest to the trade. This will be the thirty-seventh annual meeting and will be held in June next, the exact dates to be announced later.

I. Rosnosky, a well known representative of the seed trade, has severed his connection with Vaughan's Seed Store after a year's engagement. Mr. Rosnosky has joined the sales forces of the W. W. Barnard Co., having started his work with that company on Nov. 25. He has made many friends in the trade since he came to this city from Philadelphia, about a year ago.

Bulb dealers continue to have much trouble in getting sufficient stock to fill orders. It is reported that there is a large shipment on the way but the fact that the West was visited by its first snow storm on Nov. 22, followed by a complete freezing of the ground, which will for a time at least stop outdoor planting, leaves no particular outlet for stock coming in so late in the season.

The Everett R. Peacock Co., 4013 Milwaukee ave., is having its retail store entirely remodeled. New shelving and bins are being installed and the store when completed, will be one of the finest in that section of the city.

Lieut. Gordon Boyd, stepson of Charles Dickinson of the well known Chicago seedsmen, Arthur Dickinson Co., was killed in action in France on Oct. 5.

The W. W. Barnard Co. reports a good retail demand for all bulbs, as the result of a strong advertising campaign in the local papers. C. O. Wilcox, traveling representative of the company, attended the meeting of Southern Seedsmen's Ass'n at New Orleans, La., Nov. 11 and 12 inst.

Henry Michels, Golden Glow Corn specialist, proprietor of the Golden Glow seed farm at Malone, has moved to Fond du lac, Wis., where he will conduct a seed business at 34 East Third st. For the past ten years he has been handling garden and farm seed. He will have greatly improved facilities in his new quarters. However, he will retain ownership and complete control of his farm.

U. S. Vegetable Seeds to Europe

It is hard to tell just how the opening up of European countries to trade will affect the seed business. In the first place there are very few seeds we use in this country extensively which are used in Europe. They do not use our Beans and would not have them. The same is true of our Cucumbers.

Of course they can use Carrots, Beets, Cabbage, Peas, Onions and Radishes, but of these Carrots and Onions are about the only ones on the list of which we can expect a surplus this year.

From what we have heard recently there is quite a quantity of Carrot seed in France which was to have been shipped into Russia, but which was left in that country. We do not look for any large surplus in any line with the possible exception of Beet and Carrot, and perhaps Spinach, of which there seems to have been a lot raised last year in the United States.

The last few weeks there have been offered in this country by several European concerns and by brokers European grown seeds at exceptionally low prices, but we feel that the seed trade should be very careful in taking on any of these lots as we fear that they might be of poor germination. We believe that some of this stock is all right of course, but we believe also that a great deal of it may consist of clean-up lots which have been lying around for an indefinite period.

Our opinion is that you are right about flower seeds; that there will be a bigger demand for them next season. People have gotten rather flower hungry, if we may use the term, having devoted a large amount of space to vegetables and neglected flowers. For the same reason we are of the opinion that the florists will enjoy an exceptionally good trade this Winter. However, these are merely our personal opinions.

Mel. L. Webster Co.
Independence, Ia.

Catalogs Received

John Lewis Childs, Inc., Flowerfield, L. I., N. Y., trade catalog of Gladioli; an attractive publication of 18 pages listing, besides meritorious varieties of Gladioli, also Liliums, Cannas, Irises, Dahlias, Peonies and miscellaneous bulbs; the catalog is well illustrated and arranged.

Foreign

Warkins & Simpson, 27, 28 and 29 Drury Lane, London, W. C. 2, England, novelties and and specialties for 1919 in both vegetable and flower seeds; 14 pages illustrated.

Warnaar & Co., Sassenheim, Holland, 1918-1919 catalog of Dahlias for the trade only including novelties for 1919; handsome colored front and back covers, the former showing King of the Autumn, the latter Princess Mary.

John A. Bruce & Co., Ltd., Hamilton, Ont., Canada. Autumn catalog of bulbs, plants, shrubs, Roses, seeds for Autumn and early Winter sowing; also sundries; 28 pages; illustrated, with colored covers.

Southern States

El Paso, Texas

Mrs. D. C. Hartman, of Hartman's Flower Shop, is in a local hospital suffering from a fractured collar bone and several bruised ribs, sustained in a recent collision of a jitney bus and an army truck.

Members of the local florists' trade are "up in the air" over a recently published interview by Rabbi Martin Zielonka, of this city, to the effect that the practice of sending floral offerings to funerals should be stopped and the money used for local charities. H. W. B.

Louisville, Ky.

Business conditions continue excellent. Louisville florists at present are getting about all the business they can conveniently handle without being crowded and actually rushed. Some slight improvement is shown in the labor situation as a result of peace and slackening up in some industries which have been rushed with war work.

On November 14 it was announced that florists of Kentucky would be allowed to burn soft coal screenings, and stock whatever percentage of such material they desired, without regard to the 50 per cent. provision on steam coal. This announcement is expected to prove a great help. Many growers are already laying in stocks to be on the safe side.

Joseph Molck, florist of New Albany, Ind., has a broken leg and a broken collar bone, suffered in a collision between his wagon and an auto a few days ago. He has several medals won in the Franco-Prussian war.

The Kentucky Society of Florists expects to hold a meeting about the first Wednesday in December. Secretary August Baumer stated that this will be the first meeting of three months.

William Walker and Herman Kleinstarink, Sr., both broke into the grandfather class a few days ago when a baby daughter was born in the family of Herman Kleinstarink, Jr., who is doing Government work at Youngstown, Ohio. Mrs. Kleinstarink before her marriage was Miss Bertha Walker, and was connected with the William Walker store on Fourth st. Herman Kleinstarink was with his father in the growing and retailing business, and was formerly president of the Kentucky Society of Florists.

Missees Genevieve and Eunice Walker, daughters of Herbert Walker, head of the F. Walker Co., have recently gone to Brooklyn, N. Y., where they will attend Pratt Institute, taking special art courses.

Mrs. Herbert Walker, who was reported ill a short time ago, has entirely recovered, and is about again.

The Jacob Schulz Co. has almost one entire side of its store greenhouse given over to crocks of various kinds, filled with bulbs, which are beginning to sprout.

Milton A. Reimers, of E. G. Reimers & Son Co., was recently accepted and reported as a candidate at the Central Officers' Training School, Camp Taylor, but expects to be released within a few days as he had hardly started training when peace was declared.

M. Adler, the well known New York pin merchant, was recently in Louisville, where he called on the trade.

The Dennison Mfg. Co., handlers of fancy boxes, stickers, cards, specialties, etc., has closed its Louisville office. In the future it will handle Louisville through Cincinnati. R. B. Lawrence has been transferred from Louisville to Chicago.

An attractive window display was recently arranged at the store of C. B. Thompson & Co., a small figure of the Goddess of Liberty being the central idea.

Mr. Knisley, representing the paper box house of Aull Brothers Co., Dayton, Ohio, was a recent visitor in Louisville.

Joseph Able, secretary of the C. B. Thompson & Co., is back on the job again after being laid up for some weeks with influenza.

The finest crop of Chrysanthemums seen on the Louisville market in years is now being sold. Pink, white, yellow and mixed varieties are plentiful this season, and colors and sizes are unusually attractive.

Mrs. Mary Tracy Hackel, 85 years of age, widow of the late John Hackel, a prominent florist of Louisville, died last week at her home, 1625 Madison ave., of the infirmities incident to old age. Mrs. Hackel came to this country from Germany when 23 years of age, and has been a resident of Louisville for 60 years. She is survived by four daughters and three sons, Louis, Albert and Edward Hackel, Misses Victoria and Lulu Hackel, Mrs. Joseph Steinmetz and Mrs. James Sargeant. O. V. N. S.

Washington, D. C.

The feature of the market, in advance of Thanksgiving Day, was the general shortage of 'Mums; this condition was due to the fact that the hot weather of some weeks ago brought out the flowers fully two weeks ahead of time. They brought, before the holiday, from $25 to $40 per 100, according to size and condition, the favorites on the market including Major Bonnaffon, Chadwick Supreme, white and pink Chadwick and Golden Wedding. The season is nearly over for bunch 'Mums. There was such an open Fall that enormous quantities of outdoor stock was offered. This had the effect of keeping down the prices that ordinarily prevail at this time of the year.

There is a shortage of stock generally and in many instances that which comes into the wholesale houses is apportioned among the trade. The retailers are called up on the telephone and told what they may have and it is usually the case that all that is offered is immediately taken. Prices are very reasonable, considering the season of the year and general business conditions. Sweet Peas are offered at $1 and $2 per 100. Double Violets are selling at $1 per 100, although declared to be worth more.

It is a little early yet for Snapdragon, and the quantity which is now being offered locally is small; it is bringing from $4 to $6. The demand is good for Cattleya orchids and they bring $9 per doz. Carnations continue scarce and there are not enough to be had to fill all orders. Easter Lilies are sold at $15 per 100, but are in little demand because of the competition offered by 'Mums.

Buying More Freely

"There is a noticeable increase in business since the signing of the armistice," said George C. Shaffer, when asked the cause of an unusual flurry in which he was getting a share of increased trade. "Many people feel that they are released from their resolutions not to buy anything unnecessary during the war, and now they are making almost lavish purchases. It is surprising how many people cut down their flower buying as a war measure, although flowers were not classed by the Government. The end of the war is also bringing about a return of society events; dinners, dances and receptions. I look for a big Winter in Washington, as far as the florist business is concerned. This will be held back only by possible shortages of stock brought about by cutting down the fuel supplies allowed the growers."

Other florists take about the same view of the future as Mr. Shaffer. William F. Gude, speaking for Gude Bros. Co., has declared that the year 1918, regardless of all the restrictions operating against the florists in the National Capital, will prove to have been the most successful in the history of the trade here. Mr. Gude said that his firm had to turn away business, often involving large orders, because it was impossible to get clerks enough and there were not hours enough in the day to handle all of the trade that was accepted. "During the influenza epidemic," said Mr. Gude, " we could not possibly keep up with the rush. We got all the workers we could, even employing high school boys and paying them men's wages, and worked long hours, but many times we had to refuse orders for designs because we had reached our limit of production for that day."

The flower stores have all returned to their old hours of opening and closing, the ten o'clock opening order having been revoked by the District Commissioners.

Fire apparatus from several departments were called to the Botanic Gardens on Friday, Nov. 22, to put out a blaze in the engine room. The fire was a troublesome one and the department had to fight hard to prevent its spreading to other property nearby. The damage to the building and its contents is estimated to be about $1000. E. A. D.

New Crop Flower Seeds

	Tr. Pkt.	Oz.
VERBENAS		
Mammoth Fancy Blue	$0.30	$1.25
" " Pink	.30	1.25
" " Scarlet	.30	1.25
" " Striped	.30	1.25
" " White	.30	1.25
" " Mixed	.30	1.00
SHAMROCK		
True Irish	.20	.75
VINCA		
Alba	.15	.60
Alba Pura	.15	.60
Rosea	.15	.60
Mixed	.15	.50

SALVIA	Tr. Pkt.	Oz.
Bonfire	$0.40	$2.50
Zurich	.50	4.00
Splendens	.25	1.50

ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)

1000 seeds ... $4.00 10,000 seeds .. $25.00
5000 seeds ..... 13.75 25,000 seeds .. 56.25

ASPARAGUS Sprengeri

1000 seeds ..... $0.75 10,000 seeds ... $5.50
5000 seeds ..... 3.00 25,000 seeds 12.50

Australian Winter-Flowering Spencer Sweet Peas

CÆRULEA.
BLUSH SHADES.
CHARM (Blue-white).
COUNTESS (Pink).
CHRISTMAS PINK SHADES.
COUNTESS IMPROVED (Pink).
CHIEF (Maroon).
DAYBREAK (Cream).
EXQUISITE (Pale Pink).
PURPLE.
RADIANCE (Rose).
RUBY (Crimson).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.
PINK AND WHITE			
ChristmasPinkOrchid	$0.50	$1.25	$4.00
Pink and White Orchid	.15	.50	1.75
The Czar. Rose; white wing	.50	1.25	4.00
WHITE AND BLUSH			
BRIDAL VEIL. Best pure white	.15	.50	1.50
Venus. Blush white	.20	.75	2.50
White Orchid. Pure white	.15	.50	1.75
PINK AND LIGHT PINK			
Bohemian Girl. Pink self	.20	.75	2.50
Morning Star. Fine self-pink	.20	.75	2.50
Miss F. Roland. Light pink	.20	.75	2.50
Selma Swenson. Soft pink	.30	1.00	
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00	

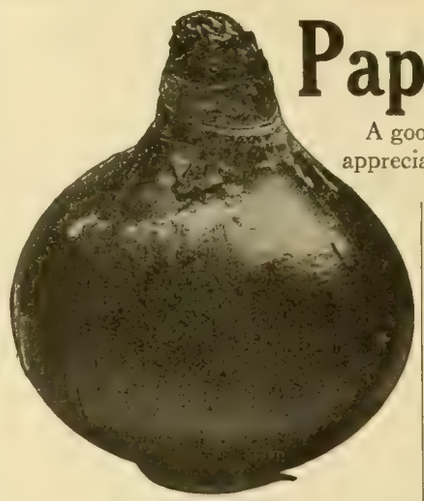
	¼ oz.	Oz.	¼ lb.
APRICOT AND ORANGE			
Apricot Orchid	$0.20	$0.75	$2.50
Orange Orchid	.15	.50	1.50
RED AND ROSE			
Orchid Beauty. Dark rose-pink / Orchid. Bright cherry red	.15	.50	1.75
BLUE			
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50

Mixed Winter-Flowering Spencers
Containing the best sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

CALLA Godfrey. Strong roots, $2.25 per doz., $17.50 per 100. Æthiopica. 6-8 in circum., $2.50 per doz., $22.50 per 100. 3-4 in circum., $1.50 per doz., $10.00 per 100.
FREESIA PURITY. ½ to ¾ in. diameter. $1.00 per 100, $7.50 per 1000.

Arthur T. Boddington Co., Inc.
SEEDSMEN
128 CHAMBERS STREET NEW YORK CITY

When ordering, please mention The Exchange



Paper Whites

A good "buy" for the Florist who appreciates the value of this stock. Still a few cases left.

Per 1000
12 ctm. (1300 to case)... $18.00
13 ctm. (1250 to case)... 20.00
F. O. B. New York

JUST ARRIVED
A delayed shipment of
Dutch Bulbs
Send your Lists for Prices

VALLEY for XMAS
Sound pips from storage
ORDER NOW FOR XMAS BLOOM
Per 1000 $25.00, 500 for $13.00

LILIUM GIGANTEUM
FROM STORAGE Per Case
6 to 8 inch (400 to case) $20.00
8 to 9 inch (250 to case) 26.00

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

When ordering, please mention The Exchange

Some Excellent Stock

LIBERAL EXTRAS FOR EARLY ORDERS

Inch	100	1000
2½-in. ASPARAGUS Plumosus and Sprengeri	$2.75	$25.00
4 -in. ASPARAGUS Plumosus and Sprengeri	7.00	65.00
3 -in. CYCLAMEN. 8 varieties	8.00	75.00
4 -in. CYCLAMEN. Fine stock	20.00	
4 -in. FERNS. Assorted	15.00	
5 -in. FERNS. Assorted	20.00	
3½-in. FUCHSIAS. Little Beauty	7.50	70.00
3½-in. FUCHSIAS. Assorted	6.00	50.00
4 -in. DRACÆNA Indivisa	15.00	
5 -in. DRACÆNA Indivisa	25.00	
4 -in. MARGUERITES. White and Yellow	7.50	70.00
2½-in. LANTANAS. Dwarf, in Bloom	5.00	50.00
3½-in. LANTANAS in bloom	7.50	70.00
3½-in. LANTANAS. Assorted varieties	5.00	45.00
2½-in. SMILAX. Large plants	2.75	25.00
2¼-in. SNAPDRAGON. White, Pink and Yellow	5.00	45.00

Abundance of other stock. Correspondence solicited

ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.
GERANIUMS, Nutt, Poitevine, Ricard, Perkins and Buchner. 2-in., $2.50 per 100.
VINCA Variegata, 2-in. $2.50 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot. Cash with order.
GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.

When ordering, please mention The Exchange

SALVIA BONFIRE

½ oz. 75c.; 1 oz. $1.50; 4 oz. $5.00.

PANSIES

Giant Superb. Finest Mixture. Strong, transplanted plants, $1.25 per 100, postpaid. Cash with order

E. B. JENNINGS, Box 25, Greens Farms, Conn.

When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Fine grown. Mixed, 500 seeds, $1 00; ½ pkt., 50
PRIMULA KEWENSIS, new dwarf yellow, 25
PRIMULA MALACOIDES, Giant Baby, 25
ALYSSUM Snowball. The only true dwarf, 20
CYCLAMEN, Giants, trade pkt., $1.00; ½ 50
COLEUS. New fancy hybrids, 20c.
CINERARIA, large dwf., pkt., 50c., ½ pkt. 25
LOBELIA. Crystal Palace. Finest dwf. blue, 2
PANSY, Giants, 5000 seeds, $1.00; ½ pkt. 50
PETUNIA. Cal. giant & Bluejacket. Each 20
PHLOX Drum. Giant flow. dwf., fine, 20c.
SALVIA Bonfire. Finest grown, 20c.
VERBENA. Cal. giant, mixed or sep., 20c.

JOHN F. RUPP, Shiremanstown, Pa

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED
LENOX, White LENOX, Pink
LENOX, Purple
Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
Dey St., NEW YORK, and ORANGE, CONN

When ordering, please mention The Exchange

Cedar Acres Gladiol

All varieties and sizes
Send for List

B. HAMMOND TRACY, Inc.
WENHAM, MASS.

A Client Writes:

"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE
56 Pine Street, New York City

When ordering, please mention The Exchange

Decorative Plants

Robt. Craig Co.
4909 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6-9 ft	600	$7.00
" 9-12 ft	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Store
101-103 Federal Street
PITTSBURGH, PA. (North Side)

When ordering, please mention The Exchange

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

Lilium Auratum

Cold Storage Bulbs
Sizes, 9 to 11 and 11 to 13
Prices on application

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors For One Hundred Years
Write for Our 1918 Special Catalogue to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

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KELWAY'S SEEDS

GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON
Wholesale Seed Growers LANGPORT, ENG

When ordering, please mention The Exchange

Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS!

ALL PRICES ARE SUBJECT TO CHANGE

Seasonable Seeds, Bulbs, Plants and Cuttings

Satisfaction Guaranteed—Send for New Complete Price List

Sweet Pea Seeds and Choice Florists' and Flower Seeds

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	
BICOLOR, or PINK & WHITE COLORS			
Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00
PURE WHITE OR BLUSH			
Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00
LAVENDER AND LIGHT BLUE COLORS			
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00
SCARLET AND RED COLORS			
Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00
DARK BLUE AND MAROON COLORS			
Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. ROSE QUEEN, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

SWEET PEAS IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices: ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate; 4 oz. of one variety at price quoted. List of varieties in issue of October 26.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc,** white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

	Tr. Pkt.	½ oz.
BEGONIA Erfodia	$0.50	$1.50
Luminosa	.50	1.50
Vernon	.50	1.00
Prima Donna	.50	1.50
Semperflorens, white	.50	1.50

CALCEOLARIA Hybrida Grandiflora—Spotted and Mottled, Finest Mixed Trade Packet, 75c.

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CINERARIA Hybrida. Half Dwarf, finest mixed, 75c trade pkt. Dwarf, finest mixed, 75c. trade pkt.

CINERARIA Stellata. Finest mixed. Tr. pkt., 50c.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White. Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ¼ oz., $3.50; 1 oz., $6.00.

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SALVIA, Bonfire (Clara Bedman). ⅛ oz. 50c.; ¼ oz. 75c.; 1 oz. $2.50.

SALVIA Zurich, ⅛ oz. 75c.; ¼ oz. $1.25; 1 oz. $4.00.

SHAMROCK SEED (True Irish). Tr. pkt. 25c.; ¼ oz. 50c., 1 oz. $1.50; ¼ lb. $5.00.

SNAPDRAGON. Greenhouse forcing varieties

Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White .$0.50
Buxton, Silver Pink	1.00	Garnet .50
Ramsburg's	1.00	New Enchantress Pink .50
Nelrose Deep Pink	.50	New Peachblow .50
Giant Yellow	.50	New Bronze Beauty .50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

"THE BUGS ARE BUSY NOW"

EXPRESS PREPAID

LEMON OIL. ½ gal., $1.75, 1 gal., $2.75

APHIS PUNK. 1 box (12 sheets) 75c. 1 case; (12 boxes,) $7.50.

APHINE. 1 gal., $2.75.

NICOTINE. ½ pint $1.15; 1 pint $1.75; 1 case (10 pints) $14.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.75; ½ gal., $5.75; ½ pint, (1 lb.) $1.65. **Paper,** 144 sheets, $4.25, 288 sheets, $7.75; 24 sheets, 90c.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ½ to ⅝ in., $1.25 per 100, $10.00 per 1000. Prices on large quantities on application.

GLADIOLUS BULBS

(Now Ready)

Best Long Island Grown—1½ in. and up

	100	1000
America and Augusta	$2.00	$18.00
America Mammoth Selected, 1¾ in. and up	2.75	25.00
Halley	2.50	20.00
Baron Hulot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and White Florists' Mixture	2.00	15.00

Prices on all other varieties on application

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1½-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

DUTCH BULBS

DARWIN TULIPS. In best named varieties, also mixed. Write for prices.

RANUNCULUS. For forcing. $14.00 per 1000.

ANEMONE de Caen. For forcing. $14.00 per 1000

Some NARCISSUS.

ALL OTHER DUTCH BULBS SOLD OUT

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. Strong, 4-in. $25.00 per 100.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Hatcheri. 2½-in.. extra heavy, $6.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse-grown seed, **$9.00 per 1000,** now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEDDING PLANTS. Strong, 2½-in., fine stock: **HELIOTROPE, LANTANAS,** mixed; **CUPHEA, FUCHSIA,** mixed; and **SALVIA Bonfire.** $4.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100; 3-in., $10.00 per 100; fine 5-in., $5.00 per doz.; $35.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100; 3½-in., $20.00 per 100.

BEGONIA Luminosa, fine for Christmas. Strong, 3-in. $3.50 per doz., $25.00 per 100; strong, 4-in. $5.00 per doz., $35.00 per 100; selected, 4 and 4½-in. $7.00 per doz., $50.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000.

CARNATIONS. R. C., in all varieties, at market prices. Place your order early.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100; 3-in., $10.00 per 100; strong, 3½-in., will flower for Christmas, $15.00 per 100.

COLEUS Brilliancy. 2-in. $4.00 per 100; 3-in. $5.00 per 100.

CYCLAMEN. 4-in., extra fine plants, best Wandsbek strain, in all best colors, $5.00 per doz., $35.00 per 100. **Extra strong,** 5½-in., $10.00 per doz., $75.00 per 100.; 6-in., $1.00 each; also larger sizes for $1.50 and $2.00 up.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Rooted cuttings, $4.00 per 100.

Single White Margaret Daisy, 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $18.00 per 1000.

GENISTA. 3½-in., $20.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid.

HYDRANGEAS. French varieties and **Otaksa.** Field-grown and pot-grown. Price on application.

IVY. English. Rooted Cuttings, $1.25 per 100, $10.00 per 1000. 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000.

'MUMS. Stock plants in all varieties, **Pompons,** etc. Write for prices on what you want to buy.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100.

ROSES. 2 year old, field-grown, for Easter forcing and Spring sales. **Hybrid Perpetual, Hybrid Teas** and **Climbing** varieties. Write for prices on varieties you want.

ROSES.

	100	250	500	1000
Premier (new) 2¼-in	$30.00	$70.00	$125.00	$250.00
Columbia, 2¼-in	17.50	37.50	75.00	150.00

Prices on standard varieties on application.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

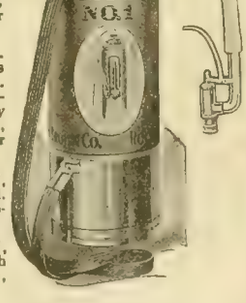
SNAPDRAGON. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White and **New Bronze Beauty, Garnet, Blood Red,** 2¼-in., $5.00 per 100, $45.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer strain, Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. Fine, 3-in., $10.00 per 100. **Chinensis,** large flo. fringed, 3½-in., $12.00 per 100. **Primula Malacoides Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; **Malacoides,** mixed, 3-in., $7.50 per 100.

FERN FOR FERN DISHES: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above 50c. each. **Boston,** 2¼-in., $6.00 per 100, $50.00 per 1000. **Roosevelt,** $6.00 per 100, $50.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; **Whitmani,** 2¼-in., $6.00 per 100, $50.00 per 1000.

VINCAS. Field-grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.



AUTO-SPRAY, Galvanized, with Auto-Pop, $7.00.

AUTO-SPRAY, Brass, with Auto-Pop, $10.00.

ROMAN J. IRWIN

108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

Middle Atlantic States

Lancaster, Pa.

Club Meeting

The Lancaster County Florists' Association meeting started with a visiting trip somewhat hampered in numbers on account of the labor situation, but a round dozen of us went in three machines. The first stop was made at the establishment of H. D. Rohrer, where we found the usual good batch of Carnations nearly all Supreme and Matchless, a house of Sweet Peas, one of Calendula and Myosotis, and a number of houses filled with Chrysanthemums principally Bonnaffon, and one with Seidewitz and Dolly Dimple both in top quality. In addition to his cut flower business he is a heavy grower of Primula, which, as one of the party remarked, he had by the million. We also saw one bench of Cyclamen, well set with buds and flowers, and a bed of Callas that had been moved over from the establishment of Lemon Landis before the fuel situation had been settled, Mr. Landis having his houses planted to Winter vegetables.

In the B. F. Barr greenhouses we found the usual display of stock grown to supply his large retail trade at the store, pot plants of all sorts and in every stage of growth, Carnations, Roses and Chrysanthemums all of high quality, especially the 'Mums, of which he will have an unusual supply for Thanksgiving Day. The new boiler house is a model of efficiency and almost fireproof. In the nursery end of this place a tremendous business is being worked up both locally and for shipping.

At Rudolph Nagle's we found the Chrysanthemums about all cut with Mignonette, Yellow Daisy, Myosotis, Calendula and Snapdragon started for the Winter supply of cut flowers as well as several houses of Sweet Peas, among which is an extra fine white sport of Yarrawa that he expects to work up into a regular stock; here we also found several houses of Lettuce in various stages of growth.

Enos Kohr was out of the Chrysanthemums. The houses will be run without heat for the Winter. His immense Carnation houses were planted to three varieties, Matchless, Mrs. C. W. Ward and Alice, a perfect sea of buds. The cut was enormous all through October. If anyone in this section will make money out of Carnations this season it is our friend Enos. The help problem is partly solved by the employment of women for tying, cutting and disbudding Carnations.

The evening meeting was held in the storeroom of B. F. Barr, our regular place having been commandeered by the War Work Committee.

The paper for discussion, written by Mr. Polworth, on the Commission House of the Future, was discussed by the various members, the consensus of opinion being that the grower and the commission man should be in hearty cooperation with each other all the time, and plantings should be discussed and decided a year ahead whenever practical.

M. J. Brinton gave what he called a rambling talk, but which is always full of good advice. He thinks that the past year has taught us all to get more out of our places with less expense and that many hitherto undiscovered leaks may be eliminated and work for better efficiency in the business. He also emphasized the fact that good business policy is not to invest our money in new glass as fast as it is made but to have some in reserve for just such occasions as we have experienced the past year.

He recommended that the club get in touch with W. G. McAdoo and write a petition asking for better express service for cut flowers and plants, said petition to be signed by every member of the club. This was unanimously agreed to. It is hoped every club in the United States will follow suit.

The club invested from its treasury $300 in Liberty bonds which made a pretty near 100 per cent. investment.

A victory social session will be held in the Brenneman Building, on Tuesday evening, Dec. 10, with Messrs. A. F. Strickler, Lemon Landis and H. K. Rohrer as managers. There will be bowling, billiards, pool, cards and eats.

Notes on the Trade

The retail shops are all making fine displays of Chrysanthemums and doing a fair business with an outlook for an exceptional Thanksgiving week.

Plants are being made a feature in all stores and good stock is in evidence. In this connection H. A. Schroyer ordered from Philadelphia a shipment that has been on the road a week and has not shown up yet, so there is much room for improvement in the express situation.

With the laying off of almost 2000 workers on war material in this section the help situation will be somewhat relieved. It certainly has been a serious one, especially close to Lancaster, as even girls or women were not available on account of the numerous mills that employ female labor almost altogether.

The change in the fuel situation will have little effect on the florists' plans as it came too late to make profitable adjustments. Toward Spring most of the idle houses will be again started into action, some with vegetables, some with vegetable plants and some with bedding stock.

In this section we are hoping that the postal troubles will soon be over, as being accustomed to have THE EXCHANGE for reading on Sunday but not getting it before Monday and sometimes Tuesday or Wednesday when we are too busy to give it proper attention, takes the edge off the pleasure its Saturday arrival always brings.

Steve Kost, formerly with the Kasting Co., of Buffalo, but now with the Quality Brands Co., of Cleveland, manufacturing plastic products for the sealing up of boiler settings, roof coverings and glazing compounds, motored into Lancaster the past week and did a nice business in these lines. He is also the inventor of a soil pulverizer and is well known to the trade. ALBERT M. HERR.

Pittsburgh, Pa.

The week just closing will see the end of 'Mums. The recent warm weather brought on the blooms faster than was anticipated, and left few flowers for the Thanksgiving Day trade; only a few blooms of Bonnaffon, Seidewitz and Dolly Dimple were on the market for the holiday. The 'Mum season has been excellent for the grower, as the demand for flowers during October and the early part of November enabled him to sell his stock at higher prices than was ever known in the flower business. This refers especially to the early varieties, which are usually sold at low prices.

A Bright Future

The ending of the war will surely have its effect on the flower business and great possibilities are before us. The grower who drops out this year is making a great mistake, as the coming season will be one of the best the florists have ever known. When the boys return the demand for flowers will be even greater, as weddings and social affairs will be numerous. The wide awake florist is now preparing for this increased business and can see nothing but good times ahead. Think, are you prepared to take care of the increase that is bound to come?

Business has been holding up well for the past two months but is not as brisk as it was several weeks ago. At this writing stock is somewhat scarce, but we do not have to meet the extra heavy demand that we had several weeks back. Roses are arriving in small quantities; this is because of the dark, cloudy weather which we have had for the past ten days, but all growers report a good crop for Christmas. Carnations are also scarce and much in demand; $6 per 100 is still the top price. Lilies are coming in more plentifully, and larger cuts are looked for from now on. Pompons will disappear with the large 'Mums.

Violets, Daisies, Valley, Calendula and a few Sweet Peas are seen on the market. Violets are slow in moving as the quality is still poor. Am. Beauty Roses are not going rapidly but better sales are expected as soon as 'Mums leave the market. Stevia has made its appearance and sells well. There is no oversupply of greens. Christmas greens and supplies are moving out fast, especially Boxwood, which seems to be scarce.

H. A. Irwin, of Monessen, has been confined at home ill, but hoped to be able to attend to business by Thanksgiving Day.

A. W. Smith, Jr., is able to be at his office again, after an illness of several weeks. N. McC.

New England States

New Bedford, Mass.

Business at present is a little slower although there is plenty to keep busy. The stores are making splendid showings in the windows of 'Mums, which find a ready market at a good price. Roses are plentiful but Carnations keep up in price.

Tattlings on the Trade

Miss Kate Peirce, daughter of Wm. Peirce, has been operated on for appendicitis and is home, well on the way to recovery.

Frank Reynolds, stationed at Fort Ethan Allen has been sick at the Post Hospital.

Mrs. Ernest Chamberlain lost her mother by death recently.

John Sylvia has left the employ of Peter Murray.

Wm. E. Mosher was sick with the influenza the past week but is able to be around again. James Garthly has been attending to business during Mr. Mosher's sickness.

Fred Reynolds has left the employ of Julius the Florist. He contemplates opening a new store in the near future. FRED REYNOLDS.

Worcester, Mass.

Although business the past week was much better than the week previous, there is still a great chance for improvement. The florists have taken advantage of their spare time by preparing for Thanksgiving Day trade, which they have reason to believe will surpass the business of several years past on that day. Much advertising has been done and stores never looked more beautiful at this time of the year.

Local 'Mums are at their best now from reports given out by different growers, and so they are being pushed more for this season. H. F. A. Lange Co. report that they will cut approximately 15,000 blooms this week, and H. F. Littlefield, with extensive greenhouses, reports that he will cut at least 12,000.

Other growers are right on top with big cuts.

The market has not been overstocked this past week as many growers are holding out for better prices for Thanksgiving Day. Prices remain practically the same: Carnations $2 to $4 per 100; Roses $3 to $10; Violets 50c. to 75c. per 100; Sweet Peas $1; pompon and single 'Mums 35c. and 50c. per bunch; regular 'Mums 75c. to $2.50 per doz. F. L. M.

Newport, R. I.

Fuel Problems Discussed

At the meeting held on Nov. 26 the topics scheduled for discussion concerned the conservation of fuel in greenhouses. The methods suggested were as follows: (1) By the double roof system of greenhouses, with ample air space between roofs. William Jurgens was asked to read a paper on this subject. He claims that this plan saves coal as well as labor, and maintains a uniform temperature. The two houses in which the experiments were made are both of the same length, 200ft.; the double roofed house being 30ft. wide; the narrower, single roof house only 14ft. wide. Both houses are heated with a Lord & Burnham boiler No. 624, the fuel required for each being equal. Both have a Chicago fuel saving device over the boiler. The only difference in piping is that the double roofed house has 11 runs of 2in. pipe, while the single house has only 10 runs. But just think of the difference in space! In the double house, in which Narcissi are beginning to show flower, no fire whatever has been made this Fall. Preparations are on the way for planting Sweet Peas.

(2) Members were expected to come prepared to give lists of plants that may be depended upon to give good results under lower temperatures than those usually given them.

Promoted to Sergeant

The members of the trade here are pleased to learn of the recent promotion to sergeant of I. F. Matson, formerly with Gibson Bros., Bellevue ave. florists, and later with Chas. Uttley Harrisburg, Pa. Sergt. Matson has been known here since boyhood and is great liked. He enlisted a week after the country went into the war; soon after arriving in France he joined the radio school there and later was put in charge of the wireless at headquarters. He had a narrow escape on one occasion when a shell wrecked his wireless plant. He is in the Oriental detail of the 21st Field Artillery. ALEXANDER MACLELLAN.

Bridgeport, Conn.

During the past six weeks there has been a rush of funeral work. It has been a problem with many of the local trade to secure enough flowers to make the numerous floral designs which have been ordered. Now that the demand for funeral work is much less than it has been most of the florists report an abundant supply of Carnations and 'Mums, where at the beginning of the rush Dahlias were about the only flowers obtainable.

Everyone is making large preparations for the Thanksgiving Day Trade as they feel that the coming of peace and the return of the boys will give people more cause for rejoicing than they have ever had in former years. Nothing brightens a home more than flowers, and no doubt few will be able to resist procuring some of the blooms which are displayed attractively in all of the florists' windows.

Notes

Park Garden and Flower Shop is cutting many splendid 'Mums; Chadwick are especially fine this year. The houses are devoted entirely to Carnations.

Julius Reck has so much funeral work that he has trouble to get flowers enough to meet the demand. George Reck of this firm is at present stationed at Fort Monroe, Va., while his brother, John R., is first class Sergeant in France, in Motor Car Co. 312.

Robert Hawkins says that funeral trade still keeps all hands rushing. He is looking forward to the Thanksgiving Day trade with a great deal of interest as he feels that it will be bigger than ever before.

James Horan & Son have moved from their temporary quarters on Broad to the new building which has been erected on the old site on Main st. They have been paid for all the trouble of moving, for the new store is very attractive. The light gray color scheme makes a fitting background for the bright flowers with which the store is filled. The cases and fixtures are also new.

James E. Beach has a heavy crop of Carnations of which he is disposing fast as they come out. His 'Mums are also in their glory and there is quite a demand for them. Several service flags and an immense police commissioner emblem, in flowers, were made here recently.

George Pflomm reports that due to the coal shortage he has closed his house for the Winter, with the exception of the conservatory, which is located about the store. However, he is abundantly supplied with flowers, as he receives a large shipment every day. Business is very good at this store.

John Reck & Son recently designed a casket cover of pink Roses. They made several other large pieces for the same funeral.

Herthal informs us that all hands are busy preparing for the Thanksgiving Day trade.

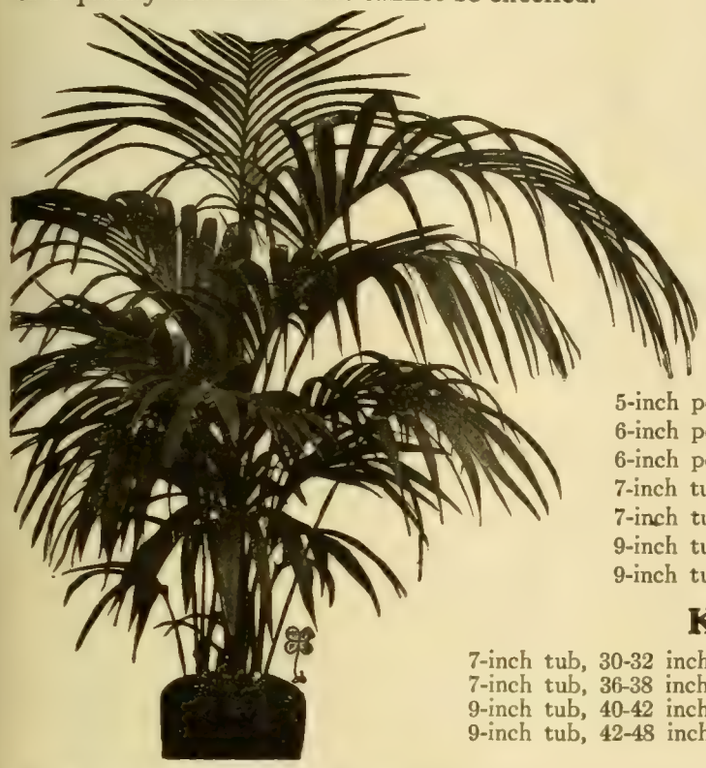
The New York Florist receives its immense shipments daily from New York and Green's Farms, which are disposed of in the busy Main st. store. F. E. B.

MILWAUKEE, WIS.—John Ernst, local landscape gardener, is planning to establish a nursery on the Janesville rd. near Root Creek, for which purpose he has purchased 12½ acres of land on the Janesville rd. He paid $5500 for the land.

Business Difficulty

Henry W. Kummer, as president of the Kummer Floral Co., 1261 Hopkins st., Milwaukee, Wis., has filed a petition in bankruptcy in the U. S. Court, listing liabilities at $12,426 and assets $11,13 exemptions on $660.

Cold weather will soon be here and the shipping of plants will be difficult. If you order at once they will go through without danger of freezing. We have a splendid lot of **KENTIAS** to offer, in both single and combination, of a quality and finish that cannot be excelled.



ARECA Lutescens

6-inch pot ..... $1.00, $1.50, $2.00 each

CIBOTIUM Schiedei

9-inch tubs..... $5.00 each

PHOENIX Roebelenii

7-inch tubs..... $3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each
7-inch tub, 36-38 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
11-in. tub, 4½ ft. high	$12.00 each
11-in. tub, 5 ft. high	15.00 each
11-in. tub, 5½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

When ordering, please mention The Exchange

FERNS MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

ADIANTUM Farleyense Glorioso. Strong, 2¼-in., $1.75 per doz., $12.00 per 100.

ADIANTUM Farleyense. Well grown, 2¼-in. stock, $1.75 per doz., $12.00 per 100.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100; 7-in., $2.75; 8-in., $3.75; 9-in., $5.00 each.

SPLENIUM Nidus Avis (Bird's Nest Fern.) Strong 3-in., ready for a shift, $2.50 per doz., $20.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

When ordering, please mention The Exchange

Ferns for Jardinieres
NOW READY

Fine, strong plants, in best Varieties and ready for immediate use.
From 2¼-in. pots, $5.00 per 100, $40.00 per 000.
From 3-in.pots, $10.00 per 100, $90.00 per 1000.
KENTIA and COCOS. Just right for centers. From 2¼-in. pots, $12.00 per 100.
BIRDS' NEST FERNS. From 4-in. pots, 25c. each; 5-in. pots, 50c. each.
BOSTON FERNS. From 5-in. pots, 35c. each; 6-in. pots, 60c. each; 7-in. pots, $1.00 each.

Thomas P. Christensen, Short Hills, N. J.

When ordering, please mention The Exchange

PRIMULA

Obconica Giant and Grandiflora. Mixed also, **Apple Blossom.** Extra fine stock. 2-in. $3.00 per 100, $25.00 per 1000.

SMILAX. 2-in. $2.00 per 100.
ROSE GERANIUMS. 2¼-in., $2.50 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
DAISIES. **Snowball** and **Longfellow.** $2.50 per 1000. **Single White, R. C., $1.25 per 100;** 2-in. $2.50 per 100.
FEVERFEW **Gem.** 2¼-in., $2.50 per 100.
TRAILING LANTANA, R. C. $1.25 per 100.
WEEPING LANTANA, R. C., $1.25 per 100.

Cash

Byer Brothers
Chambersburg - - Pa.

When ordering, please mention The Exchange

CRYPTOMERIA Japonica
(JAPAN CEDAR)
2-in., for growing on, $7.00 per 100.

BOSTON YELLOW DAISIES
2-in., $3.00 per 100.

DRACAENA Indivisa
Extra good, 2-in., $2.00 per 100.

GERANIUMS
S. A. Nutt, Jean Viaud, and others, 2-in., $2.00 per 100, $20.00 per 1000.

PACKED RIGHT

ELMER RAWLINGS
ALLEGANY - - NEW YORK

When ordering, please mention The Exchange

FERNS

	100	1000
Bostons, 2¼-in.	$5.00	$45.00
Roosevelts, 2¼-in.	5.00	45.00
Whitmanii, 2¼-in.	6.00	50.00
Teddy, Jr., 2¼-in.	6.00	50.00
Verona, 2¼-in.	6.00	50.00

Order either direct or through **S. S. Skidelsky & Co., Philadelphia, Pa.** (sole agents.)

Henry H. Barrows, Whitman, Mass.

When ordering, please mention The Exchange

Choice Stock of Blooming and Foliage Plants for Christmas

Place your order now, as good stock is going to be scarce

FERNS. Scottii, Whitmanii, Teddy Jr. and **Boston.** 4-in. 20c.; 5½-in. 50c.; 6-in. 60c. and 75c.; 7-in. $1.00.
KENTIA Belmoreana. 4-in. 60c.; 5in. 75c. and $1.00; 5½-in. $1.25.
DRACAENA Terminalis. 5½-in. pots, well colored, 75c.
COCOS Weddelliana. 3-in. 25c.
RUBBER PLANTS. 6-in. pots, 75c. and $1.00.
DISH FERNS. 2½-in. $5.00 per 100; 3-in. $8.00 per 100
ASPARAGUS Plumosus. 2½-in. $4.00 per 100; 3-in. $8.00 per 100; 4-in. 12c. each.
BEGONIA. Magnifica, pink; **Luminosa,** red. 4-in. pots, 25c.; 5-in. 50c.
PRIMULA Obconica. 4-in. pots, 15c. and 30c.; 5½-in. 35c. **Chinensis,** 4-in. pots, 20c.
CYCLAMEN. 4-in. 25c.; 5-in. 50c. and 60c.
JERUSALEM CHERRIES. 25c., 35c. and 50c.

Cash with order

All goods travel at purchaser's risk. Please state if plants are to be shipped in or out of pots

GODFREY ASCHMANN 1012 W. Ontario St., PHILADELPHIA, PA.

When ordering, please mention The Exchange

TEDDY, JR.
8-in. $1.25 and $1.50; 6-in. 50c. each

FERNS

SCOTTII
8-in. $1.25 and $1.50; 7-in. $1.00; 6-in. 50c. each

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

FERNS
Assorted varieties for dishes. Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000.
ADIANTUM Farleyense Gloriosa, 2¼-inch, $1.75 per doz., $12.00 per 100.
KENTIA Belmoreana, 2¼-inch, $12.00 per 100.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

Table Ferns
Fine, bushy plants, 2-in. pots, 5c.
Extra large and bushy plants, 3-in., 10c.

DRACÆNA Sanderi, for centers, variegated, white and green, 8c. and 12½c.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

Commercial Rose Culture
By Eber Holmes
Heavily Illustrated. Price $1.50 Postpaid

A. T. De La Mare Co. Inc., 438 to 448 West 37th St., New York

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

The only son of Rudolph Virus, florist of Chicago, Ill., is with the Colors in France.

George Reck, of Julius Reck, Bridgeport, Conn., is at present stationed at Fort Monroe, Va., while his brother, John R., is a first class sergeant in France, in Motor Car Co. 312.

Sergt. John W. Smalley, Fort Wayne, Ind., brother of Allen County Agricultural Agent H. R. Smalley, who is with Co. M, 353d Infantry, has been awarded the distinguished service cross for heroism in action on the French Front, near Vilcey, on Sept. 12, 1918.

I. F. Matson, formerly with Gibson Bros., Newport, R. I., and just before his enlistment in the service employed by Chas. Uttley of Harrisburg, Pa., has been promoted to sergeant in the Oriental detail of the 21st Field Artillery, now in France. Further details will be found in the Newport newsletter.

Three sons of M. J. Van Leeuwen, manager of the Continental Nurseries, at Franklin, Mass., have been with the United States Navy since the beginning of the war; Gerard W., as first boatswain's mate on the U. S. S. Starling; Matthew J., at the Newport Training Station, and Harold A., as first class baker on the U. S. S. Bentenzord. At the time of their enlistment each was under the draft age, so volunteered for the service.

Out of a total greenhouse force of 14 we have six left but are making out finely. The other boys are all "over there." If there is any florist who has turned out more men for the U. S. we have yet to hear from him, but we surely will be glad to get them home again. George Legg, son of R. H. Legg, of this firm, has the honor of being the youngest sergeant in the U. S. Army. He enlisted about 16 months ago, a 16 year old boy, in the 111th Machine Gun Company, and has seen most of the severe fighting in the last few months. Though we have not heard from him in two months we are hoping he is still safe. We hear from all the boys occasionally and will surely smile when we get them back again. H. G. Treer, florist of Manasquan, has two sons in France; one was severely wounded a few weeks ago, but is doing well and is moving about again.

T. NEWMAN.

Captain George Stanley Butcher, killed in action Oct. 27. See text.

"A glorious death is his
Who for his country falls."

We regret to learn that Wm. Grantham, formerly with Weeber & Don, New York City, was killed in action in France on Oct. 17. Further details will be found in the New York Seed Trade Notes.

Corporal Howard R. Votaw, of Chicago, was killed in action in October, we are sorry to hear. Further details will be found in the Chicago Newsletter.

We are sorry to learn that Lieut. Gordon Boyd, stepson of Chas. Dickinson, of the well known Chicago seed firm of Arthur Dickinson Co., was killed in action in France on Oct. 5.

Captain George Stanley Butcher

The members of the trade in New York City and vicinity will regret to learn of the death of Captain George Stanley Butcher, son of Mr. and Mrs. Charles R. Butcher of Bellevue ave., Montclair, N. J., who was killed in action, in France, on Oct. 27.

Captain Butcher was only 23 years of age at the time of his death. As a member of the 111th Machine Gun Battalion

Sergeant William Sibel

See obituary notes, issue Nov. 23, p. 825

he rose in rank from a private and was granted his commission only 18 days before he was killed. His last promotion was granted for gallantry in action and he was mentioned by his chief officer, Major M. E. Tyding, for his work in driving into the enemy's lines and holding on for several hours until other American and French units were able to force the Germans to surrender. On the day of his death, Captain Butcher was notified that a neighboring company was in a difficult situation and needed assistance. He took it upon himself to advance alone to survey the situation, and during a conference with the officers of the other company he and several other officers of the party were killed by a shell. He has been recommended for a Distinguished Service Cross.

Captain Butcher was born at Chatham, N. J., and came to Montclair with his parents in 1907. He attended the public schools there and graduated from the high school in 1914. Later he was connected with the retail florist business the Magasin de Fleurs, at 201 Bellevue ave., established by his father. He also saw service on the Mexican border.

(The following letter was received by Chas. C. Littlefield, head of the flower seed dept. of Peter Henderson & Co., New York City. Mr. Feeney, before joining the Colors, was Mr. Littlefield's assistant.)

Only a short note to tell you that, alas, the Huns got me. They let me get away with it in four pushes and in the fifth they caught me good and proper with some of their iron (high explossives). Was just about to follow on at a recent push when the shell landed quite near to me. I remember that my leg gave from under me, and my mouth felt queer. I laid right down but retained consciousness all the while. I had been hit twice in the right leg and once in the right jaw. I was relayed to the relief station, bandaged and kept on going till I was operated on somewhere in France. The pieces of iron were removed, and here I am happily in "Blighty."

I am in a real U. S. Hospital in Dartford, England. The people are all very good and we are far away from any of the shells. I am getting along very well; my jaw is opened up but is coming along very well. My leg is healing wonderfully and when I get out of bed I will know better how easy it will be to walk. The knee is not fractured so I think I will eventually be able to manipulate the leg.

The present events pertaining to the war are very encouraging. I hope for better news yet. I am tired out very easily so will call this finish. I send my best regards to all at the store and will be glad to hear from anyone.

With best good wishes, etc.,

WALTER J. FEENEY.

Base 37, England, Nov. 1.

The extract which follows from a letter written by a Canadian soldier who has been on the front for nearly four years, expresses fairly well the feelings of our men also "over there," who have seen active service. Bear in mind this letter was written Nov. 1, at which time there was no thought existing in any one's mind that within ten days an armistice would be signed. He writes: "The good news that has been flowing in the last week helps to chase the gloomy feeling away and makes a fellow feel it won't be long now—but, say, haven't the Allies been pasting it to the Boches recently? Today we hear that Turkey has turned up her toes and Austria is following suit quickly—it is only a matter of time now and the 'Brute' of them all will have to cash in his chips. Oh, say! Things are coming along nicely now. I feel so jubilent that I fancy I can already hear the tugs pulling the great liner away from her berth and bearing this little child back home again."

Iron Rations

The story of the lost battalion—of how they resisted the Hun for five days under the most severe circumstances and how during this trying time they lived upon their iron rations—has brought many inquiries as to what iron rations are.

The ration is a mixture of Wheat and meat dried and ground to a powder, and cakes of chocolate, put up in a small tin to fit the soldier's pocket and yet supply him with three meals. Each ration weighs only twelve ounces and is put up so as to be proof against poison gas, water, etc. The soldier's are not permitted to open the emergency ration except on order from an officer or in dire extremity. These rations are meant to sustain life when a man is caught, as was Major Whittlesey's Battalion, or otherwise cut off from their food supply. The meat and Wheat powder in the tin can be eaten dry if no water is available or with water makes a palatable gruel or soup. When allowed to thicken it can be fried, supplying a warm, nourishing meal. The chocolate can either be made into a drink or eaten in a cake.

To collect the machinery necessary to put up the rations would, in ordinary times, have taken months. However, on the spur of serving the army, the special machinery was collected by Armour & Co., and in a little over a month they were producing the rations at the rate of 12,000 a day. During the last few months they have been supplying them at the rate of 60,000 tins a day. This concern has just completed its first order for 1,000,000 tins, and is now working on the second million. The Government has just recently made a request for bids for three millions additional rations.

Life Incomplete Without It

Paul K. Murphy, formerly manager of B. F. Barr & Co., Lancaster, Pa., writes from abroad under date of Oct. 22, where he is stationed with Ambulance Co. 111, 103d Sanitary Train, A. E. F.: "I cannot express how much I enjoy my EXCHANGE, and to me my life would not be complete without it over here. It has been coming along O. K., having followed me faithfully on different sectors for the past six months."

Harry A. Bunyard well known to the trade the country over who is now overseas with the Y. M. C. A.

Register Your Liberty Bonds

The U. S. Treasury Department is urging holders of Liberty Loan bonds to have them registered, thus protecting the owners from loss, as well as the trouble of clipping coupons and having them redeemed. Interest on registered bonds is paid by check, mailed by the Treasury Department to the owner twice yearly. Full information as to registration may be obtained by the bond holder from the bank with which he does business.

The American Rose Society

Department of Rose Registration

The following varieties have been presented for registration and unless objections are filed with the secretary within three weeks of this publication, the registration will become permanent:

By M. H. Walsh, Woods Hole, Mass.:

Nokomis.—Class: Wichuraiana; Parentage, Wichuraiana x Comte de Raimbaud. Decription: Climber, with light glossy green foliage; hardy and free of growth. Flower larger than Lady Gay or Dorothy Perkins, of dark rose pink color, in clusters of 25 or 35 blooms, double and slightly fragrant. Superior for its hardiness, vigor, foliage and size of bloom.

By The E. G. Hill Co., Richmond, Ind.:

Victor.—Class: hybrid tea; Parentage, Ophelia, x Killarney Brilliant. Description: Upright, strong, free growth, with large, deep green foliage. Flower large, deep rose or often red in color, semi-double. The bud is extremely long and the flower has a strong fragrance; full petalage and a good keeper. The variety is similar to Killarney Brilliant, but shows an improvement in size.

Golden Rule.—Class: hybrid tea; Parentage, Ophelia x Sunburst. Description: This variety is similar to Ophelia in all characteristics except that it is a clear yellow in color. It is a stronger grower than Sunburst.

Mme. Butterfly.—Class: hybrid tea; Parentage, Ophelia Sport. Description: This variety is similar to Ophelia in all characteristics except that its color is greatly intensified.

E. A. WHITE, Secretary

Foreign Trade Opportunities

The Dept. of Commerce, Washington, D. C., Bureau of Foreign and Domestic Commerce reports as follows:

27690.—An agency, on a commission basis, is desired by a man in France for the sale of agricultural machinery. Correspondence should be in French or Italian. Reference.

27688.—The director of an agricultural publication in Argentina desires to represent American manufacturers and exporters of all kinds of agricultural supplies such as seeds, machinery, implements, and tools. The publication would be used as an advertising medium. Correspondence may be in English.

27634.*—A Belgian firm in India wishes to secure an agency for the sale of engines, pumps, motor cars cycles and accessories, tractors, and agricultural implements. Payment will be made through local bank. References.

MACON, GA.—Final returns for the Fourth Liberty Loan show that the industrial division, of which Dan C. Horgan, proprietor of the Idle Hour Nurseries, was chairman, saw 5000 persons and raised $18,750. There were 25 teams in all, and Mr. Horgan's team obtained more than one-fifth of the total subscriptions. He was ably assisted in the work by M. A. Michael.

CHRISTMAS PLANTS

We advise early ordering, as there is a very limited supply of good stock.

Let us quote you on your requirements

Cyclamen
Poinsettias
Heather
Primula Obconica
Primula Malacoides
Cleveland Cherries
Begonias, extra fine
Peterson, Cincinnati,
Lorraine, Lonsdale,
Luminosa, Vernon.
Combination Plants

Dracaenas
Otaheite Oranges
Ferns
Norwood, Smithii,
Verona, Whitmanii,
Scottii, Teddy, Jr.,
Boston, Bird's Nest.
Pandanus
Crotons
Dish Ferns
Plumosus and Sprengeri
Palms, Rubber Plants

C. U. LIGGIT, Office, 325 Bulletin Building **PHILADELPHIA, PA.**

Our Advertising Man's Corner

These Are Different Days

A new note in all advertising to meet the changes which the past four years have brought about. The appeal to be along the lines of the new order of things which, undoubtedly, is going to have a lasting effect in many directions.

Profitable advertising is that which is as up-to-date in its endeavor as the news which runs alongside it in the next column.

Individuality is needed, for the importance of making one's appeal for business in a particular manner, so as to arrest attention, cannot be over-estimated.

We confess to a liking for peppermints and, because we believe that all advertising men should make their purchases on every possible occasion from those who advertise, we ask for "Life Savers" every time.

One day, however, the storekeeper had run out of them, but had another brand not quite so freely advertised. We took this different kind, just for once, we promised ourselves, and found that both brands were just peppermints—one equally as good as the other.

You must admit that it is a particularly desirable state of affairs when you can get folks to buy your goods when others of a similar nature and equal quality are on the market, just because you have educated them to come to you rather than go to the other fellow.

That is one of advertising's missions.

This same thought also applies to your trade advertising, which should be set to work in a similar manner if a lasting effect is to be accomplished; for, after all, whether Jim Jones orders his seeds, bulbs, plants, or what not, from you or someone else is to be largely determined on whether your name confronts him mentally when he is ready to order, through having become familiar with it because of its regular appearance on the advertising pages of his favorite trade paper.

You can educate Jim Jones to buy from you in just the same way as the constant users of "Life Savers" have been educated to ask for that favorite peppermint.

"Kindly discontinue our Geranium ad. Booked to capacity for months to come. Results very gratifying. Cotter-Granger Co., Jamestown, N. Y."

"I feel like a man marooned on a desert island without my copy of the FLORISTS' EXCHANGE. *— F. W. Fletcher, Rosalind Gardens, Orlando, Fla."*

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; **GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOX-GLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS.** Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also **Longfellow** and **Snowball.** Fine, strong plants, $3.00 per 1000.

CINERARIAS. Giant Prize strain, in 2¼-in. pots, $3.00 per 100.

SNAPDRAGON. Keystone, pink, white, yellow. Out of 2¼-in. pots, $2.50 per 100.

DOUBLE SWEET ALYSSUM, Winter-Flowering FORGET-ME-NOTS, DBL. PETUNIAS and **GERANIUMS.** Strong, out of 2¼-in. pots, $2.50 per 100.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and **Grand Rapids.** Strong, $1.00 per 1000, $8.50 for 10,000.

J. C. SCHMIDT

BRISTOL, PA.

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK

Oxford Ave., OZONE PARK, N. Y.

A. L. MILLER

SPECIALTY:

CHRISTMAS AND EASTER PLANTS

JAMAICA, NEW YORK

YOURS FOR A BRIGHT CHRISTMAS

Plants for the Holidays

Prepare now for Christmas. There is going to be a big demand for plants this year. The war is over and there is joy in every home; your customers will want fine plants to decorate their festive boards and to make presents. There has been a scarcity of help the past year and many growers had to close some of their houses; a great many places closed up for good which, no doubt, will make good stock scarce. We have a very fine stock of plants and will give you good value for your money. We recommend the placing and shipping of orders early, as there is no telling what the weather or railroad conditions will be later on.

CYCLAMEN. We have a very fine lot of this choice Christmas plant in 5½-in. pots, in bud and bloom, $9.00, $12.00 and $15.00 per doz.

POINSETTIAS. 4-in. pots, $3.60 per doz.; 5½-in. pots, tall, 2 flowers to a plant, $6.00 and $9.00 per doz.

SOLANUM. Jerusalem Cherries. Bushy plants, full of berries, 6-in. pots, $7.20 and $9.00 per doz. 7-in. pots, very heavy, $12.00 and $15.00 per doz.

PRIMULA Obconica. 5-in. pots, $4.00 per doz.

BEGONIA Luminosa. 5-in. pots, $4.00 per doz.

FERNS. Our ferns are very fine this year, and we will give you good stock.

NEPH. Scottii and **Teddy Jr.** 4-in. pots, $3.00 per doz.; 6-in. pots, $7.20 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.50 each; 12-in. tub fern, $3.00 each.

NEPH. Bostonensis. 6-in. pots, $6.00 per doz.

NEPH. Norwood. 6-in. pots, $7.20 per doz.

NEPH. Smithi. 4-in. pots, $3.00 per doz.

PTERIS Wilsoni. 3 plants in 6-in. pan, very fine, $4.20 per doz. 4-in. pots, $2.00 per doz.

HOLLY FERNS. 4-in. pots, $2.00 per doz.

ASPLENIUM Nidus Avis (Bird's Nest Fern). 5-in. pots, fine stock, $9.00, $12.00, $15.00 per doz.

FICUS Elastica (Rubber Plant). 6-in. pots, $7.20 and $9.00 per doz.; 7-in. pots, $12.00 and $15.00 per doz., extra fine.

ASPARAGA Plumosa. 3-in. pots, $8.00 per 100.

DISH FERNS. 2½-in. pots, the best varieties, $6.00 per 100.

HARDY IVIES. Fine plants, staked, 5-in. pots, $3.60 per doz., 6-in. pots, $6.00 doz.

To save express charges, please mention if pots are wanted.

Cash with order. No plants shipped C. O. D. All shipments travel at purchaser's risk and we are not responsible for any delay in transit, as our responsibility ceases when delivery is made to Express Company.

ASCHMANN BROS.

SECOND AND BRISTOL STS. AND RISING SUN AVENUE **PHILADELPHIA, PA.**

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All sold until January. Everything shipped via Parcel Post (special delivery) with bill for actual postage and a small charge for packing, unless otherwise ordered.

S. A. NUTT.....$15.00 per 1000
POITEVINE and RICARD.....$17.50 per 1000

Ready now: **PLUMOSUS,** fine stock, at $3.00 per 100, delivered free up to 4th zone.

ALBERT M. HERR, Lancaster, Pa.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked until December 1st

FRED. W. RITCHY

LANCASTER, PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked for November and December

PETER BROWN

LANCASTER, - - - - PA.

When ordering, please mention The Exchange

Moss Curled Parsley Roots

$3.50 per 1000. Cash.
Good, strong roots

W. B. GIRVIN

LEOLA, PA.

When ordering, please mention The Exchange

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia** and **Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

Wood Brothers

Fishkill, N. Y.

When ordering, please mention The Exchange

Carnation Cuttings

We have commenced propagating. Our stock is fine and we have large quantities of the following varieties:

White Wonder	**White Enchantress**
Matchless	**Enchantress Supreme**
Mrs. C.W.Ward	**Rose Pink Ench.**
Rosalia	**Benora**
Pocahontas	**Merry Christmas**

$4.00 per 100, $35.00 per 1000

BAUR & STEINKAMP

CARNATION BREEDERS

INDIANAPOLIS - - INDIANA

When ordering, please mention The Exchange

SPLIT CARNATIONS

Easily Mended with

Pillsbury's Carnation Staples

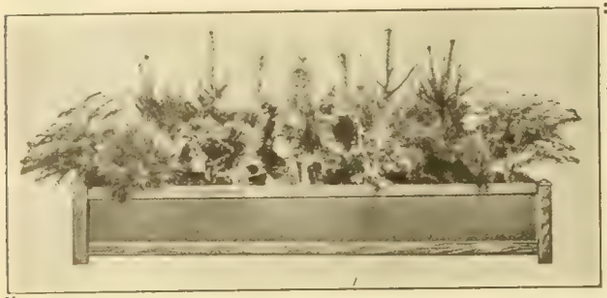
No Tools Required

"I have tried different kinds, but like yours best."
Llewellyn, Florist.

1000, 35c., 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

When ordering, please mention The Exchange



Window Box EVERGREENS

Especially Grown, Bushy, Symmetrical Stock

Assorted Varieties, $9.50 per 50, $18.00 per 100.
Assorted Varieties, (Extra select balled plants), 50c. each, $5.00 per doz.
Picea Canadensis (Black Hill Spruce), extra bushy, 12-18 in. balled, 50c. each, $5.00 per doz.
Pinus Mugho (Dw. Mt. Pine), bushy, 6-10 in. balled, 50c. each, $5.00 per doz.
Thuya Pyramidalis (Pyr. Arb. Vit), extra fine, 12-18 in. balled, 50c. each, $5.00 per doz.

Miniature Xmas Trees

Well formed, thrifty, shapely stock

1-1½ feet ..... $10.00 per 100
1½-2 feet ..... 14.00 per 100
2-3 feet ..... 22.00 per 100

Evergreens for Tubbing

Owing to scarcity of Boxwoods, Hardy Evergreens will be largely used in their place. We have prepared a very complete line at attractive prices.

CORRESPONDENCE SOLICITED

THE D. HILL NURSERY CO., Inc. Box 407 **DUNDEE, ILLINOIS**

EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA

Seasonable Offers — Stock Now Ready

ROSES

	Per 100
TAUSENDSCHON, XXX forcing grade	$28.00
EXCELSA (Red Dorothy Perkins), XXX forcing grade	22.00
LADY GAY, XXX forcing grade	22.00
HIAWATHA, XXX forcing grade	22.00
HYBRID PERPETUAL, assorted varieties, XXX forcing grade	22.00
HYBRID TEA, assorted varieties, XXX forcing grade	25.00
POT-GROWN LILAC, 7-in. variety, Marie Legraye	85.00
POT-GROWN LILAC, 6-in. variety, Marie Legraye	60.00
GENISTA, 5-in., fine shapely plants	25.00

Jackson & Perkins Co., Newark, New York

When ordering, please mention The Exchange

Barr's Choicest Trees

AMERICAN LINDEN	1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE	1½-3-in. Cal., 12-15-ft.
AMERICAN ELM	1½-3-in. Cal., 12-15-ft.
PIN OAK	1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

B. F. BARR & CO.

KEYSTONE NURSERIES LANCASTER, PA.

When ordering, please mention The Exchange

HOWARD'S Own Root ROSES Desert Climate Grown HEMET, CAL.

OWN ROOT FIELD-GROWN
EXPRESS
WINTER SHIPMENTS
HOWARD ROSE CO., Hemet, Cal.

When ordering, please mention The Exchange

TREES
Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

The Bay State Nurseries
North Abington Mass.

SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons transplanted and acclimated. Send your lists. Let us estimate.

When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.

ORCHIDS **PALMS**
and Plants of Every Variety

When ordering, please mention The Exchange

SERVICE

Our classification of stock and index thereto were created solely for the benefit of the buyer, whose welfare is our constant study. As he is the man you are after, Mr. Grower, our advertising columns make a direct appeal to you. Try our next issue. Forms close Tuesday night.

P. Ouwerkerk

216 Jane Street
WEEHAWKEN HEIGHTS, N. J.

JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

When ordering, please mention The Exchange

Clematis Paniculata

	Per 100
3-years, fine	$15.00
2-years, heavy	9.00
2-years, medium	7.00

LITTLEFIELD-WYMAN NURSERIES
No. Abington, Mass.

When ordering please mention The Exchange

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Complete assortment in large and small sizes. Price list now ready

The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill.

Evergreen Specialists
Largest Growers in America

When ordering, please mention The Exchange

ROSES • CANNAS AND SHRUBBERY

Write for Price List

THE CONARD & JONES CO.
WEST GROVE, PA.

When ordering, please mention The Exchange

Catalog of Countryside Books

In compiling this Descriptive List it was our object to include every worthwhile book which in any way had to do with life, work, the farm, the home, etc., etc., in the country. We leave it to you to decide if we have succeeded. Send for a free catalog.

A. T. DE LA MARE COMPANY, Inc., 438 to 448 West 37th Street, N. Y.

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

NURSERY STOCK

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

W. & T. SMITH CO
Geneva, N. Y.

70 Years — 1000 Acre

When ordering, please mention The Exchan

California Privet

The Largest Stock in the World

BERBERIS Thunbergii
in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

When ordering, please mention The Excha

PIN OAK, (QUERCUS PALUSTRI
IN ALL SIZES

FRAXINUS Americana (White Ash), in sizes.
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NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Wall Gardens

This phase of gardening has much to commend itself, insofar as it invariably presents a pronounced utilitarian, as well as an esthetic feature. Despite this fact, wall gardens are so rarely seen that when we do encounter one, made on right lines and of utility and beauty, we are led to wonder why more of this kind of work is not done. It cannot be said that the cost of making such a garden is prohibitive, for soil and stones are rarely common elements in the land. The market value, also, of the plants needed for the wall is so slight as not to be considered, while the usefulness of such a wall, rightly placed, more than offsets the cost of construction. There is one reason perhaps which, more than any other, answers our question; namely, the lack of foresight and a preconceived plan of operation in the laying out of grounds, large and small.

How often it happens that the grading of a new property is placed with an incompetent person who views the work from the crudest standpoint (that of getting it done as quickly as possible) and hence misses the subtle features which if seen and brought out, would add so much more to the interest and beauty of the surroundings. Sometimes a rather sharp grade is encountered either near the environs of the house or at some other point where, instead of the usual severe (hard to maintain) grass slope, a dry retaining wall so built as to accommodate flowering plants would serve a double purpose and with less expense to the owner in the upkeep. Terrace walls, especially those of low height, could more often be constructed on the dry wall plan (rather than with mortar and cement) which would enable the plantsman to arrange a bright floral effect where least expected and where by reason of the conspicuous position would be best seen and appreciated. Not quickly would we forget the sight of such a charming assembly of wall plants, as is shown in our illustration, when in turning a curve of the path we come suddenly upon the scene. The splendid health of the plants growing in the wall tells us at a glance that its construction was somewhat near right, that the builder had in mind what is often forgotten, the principle that the wall must be made for the plant and not the plant for the wall.

As is seen in the picture, the wall has a decided tilt backwards, which not only makes it safe and strong, but also affords a better opportunity for the moisture from rain or irrigation to reach the roots of each plant. This is a very important point to be considered if we would have a successful wall garden, for, while generally speaking wall plants can stand considerable drought when forced they are put to it, moisture, nevertheless, in the growing season insures us a higher percentage of flowers from them.

The chief season of bloom in a wall garden is the spring, but where the wall is of considerable length and proportions, a good effect can be maintained throughout the season.

For the months of April to July we have in quick succession the following plants:

Alonis vernalis	*Arabis alpina
Anemone (Hepatica)	Aster alpina
Pulsatilla	Helianthemum vulgare
Draba pumila and tectorum	Pulmonaria angustifolia
Saxifraga cordifolia	Tiarella cordifolia
Phlox sublata	*Aubretia (in variety)
" amoena	*Veronica montana
" divaricata	V. rupestris
Iberis sempervirens	*Dianthus plumarius
Saponaria oxymoides	Ajuga reptans
Alyssum saxatile	*Cerastium argenteum

We might, in some open seasons and where very protected, include the Wallflower (Cheiranthus), but unfortunately it is an uncertain item in this country, and at the best is only biennial.

For the period covered by July, August and September, we shall have to content ourselves with a lesser number, those available being:

Campanula carpatica	Lathyrus latifolius
" C. carpatica alba	Veronica Hendersonii
Gaillardia grandiflora	*Plumbago larpentæ
*Helianthemum perfoliatum roseum	*Sedum spectabile
	S. kamtschaticum
Glaucium Fischeri	Callirhoe involucrata
*Geum atrosanguineum	Stokesia cyanea
*Heuchera brizoides	*Statice latifolia and some few others
*Santolina incana	

It might here be said that although the list of plants may seem small compared to what is available for a perennial garden, yet, unless the wall space is extensive enough to use a large assortment, it will be far better to confine ourselves to the few best kinds (those marked with an asterisk (*) are the best) using a number of plants of the one kind in irregular masses to gain a satisfying effect rather than a medley of plants scattered over the same space.

Attractive wall garden

Such bulbs as the following are always welcome additions to the planting, and materially lengthen the season of bloom:

Snowdrops	Narcissus triandrus
Crocus	N. Bulbocodium
Chionodoxa	Fritillaria
Jonquils	

These, of course, are not to be considered in a competitive light, but rather as supplementary to the main planting.

In the more shaded and moist sections of the wall, a few of the hardy ferns might well have a place. Such kinds as

Polypodium vulgare	Aspidium acrostichoides
Adiantum pedatum	A. spinulosum

will be best suited; for their foliage alone they are most desirable.

EDWIN MATTHEWS.

Fruit Trees for Devastated France

Novel Christmas cards are being sold for 75c. each by the Bird and Tree Club of New York, which turns the money over to the American Committee for Devastated France to be spent for young fruit trees to replace the orlhards destroyed by the Germans. These cards, which are painted by Rachel Robinson Elmer, tell the recipient that a tree has been planted for him or her in memory of the men who fell in battle. On them is printed the poem, "Trees," by Joyce Kilmer, the young American poet, who was killed on the battlefield. They are for sale by Mrs. Goodrich Smith, treasurer of the club, at the American Museum of Natural History, New York, and Miss Henrietta O. Jones, executive secretary, at 230 W. 105th st.

Memorial Trees for Soldiers

The American Forestry Ass'n has issued a statement which says that thousands of memorial trees will be planted next Spring to commemorate our soldiers who died in the war. Already the Governors of several states and the mayors of many cities have approved the plans and expressed their desire to carry them out. In some places steps have already been taken to plant "Victory Boulevards" with such trees, which it is suggested shall bear small indestructible tablets giving the names of soldiers. An "Avenue of the Allies" is being considered for the District of Columbia and a Pershing Boulevard for Chicago. If longlived trees such as Oaks, Elms and Sycamores be chosen for planting the plan should make a wide popular appeal, because of its ready adaptability, its novelty and its lower cost than that of commemorative statues of bronze and marble.

This idea appears to be a development of the one presented at the Chicago convention last June of the American Association of Nurserymen by J. Edward Moon of the Wm. H. Moon Co. of Morrisville, Pa. As originally outlined it included all men in the service; as now crystallized and applied to only those men who died for world liberty it should make an even stronger appeal. For if, as Mr. Moon said, Morrisville with all its wealth of trees can provide space to plant a tree for each man who joined the colors, villages, towns and cities less liberally planted, should certainly find room for a tree to commemorate each of its dead heroes.

Autumn's Chemistry

[*This may seem an unusual article for the nursery page, but since it presents the subject of Autumn colors in a novel way we reprint it as a stimulus to thought.*—ED.]

Autumn, with its brightly colored foliage, its brilliant leaves being fast whipped into the air by every gust of wind that blows, appeals no more strongly to the lover of the artistic than to the scientist. The mechanism of tthe tree is one of the wonders of all nature. The leaf is one of the most marvelous food factories of which we know.

Ever since the close of Summer the process of preparation for Winter has been going on. All through the growing season the leaves have been busy making food necessary for growth. This has been done by combining carbon with hydrogen and oxygen supplied by the water and the air, and with various minerals absorbed by the roots. As Winter approaches and the work of the leaves nears its end, the food which they have accumulated is sent back to the body of the tree. The remaining substances in the cells of the leaf contain the yellow bodies which give them the prevailing Autumn color.

Such trees as our Oregon Dogwood, however, store sugar prodigally and in greater quantities than is needed for food. It is this substance in combination with other superfluous chemicals which produces the brilliant reds which make the Dogwood glorious and add brilliancy to the Maple and the Oak. The Woodbine typifies another phase of highly complicated and intensely interesting process.

To the artist the falling leaf of the deciduous tree is a thing of beauty: to the small boy whose chore it is to rake the garden it is only a nuisance; to the

(Concluded on page 868)

FOUNDED IN 1888

THE FLORISTS EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

This current issue, it is intended, will go into the mails Friday night, Thursday being a holiday. In connection with this matter of delivery to subscribers it is confidently hoped, now we are returning to normal, that their weekly copy will soon be reaching them as regularly as in the days before April, 1917.

Those who aspire should devote thirty minutes of each day, in quiet, to consideration of the Ways and Means of improving their business and taking themselves out of the Rut.

The National War Garden Commission of Washington, D. C., says that there will be more "victory gardens" (until now called "war gardens") next year than ever. See Gardeners' Conference report in the wide measure columns, this issue.

We are informed that commercial advice and relief will freely be extended by The National Association of Credit Men to the business of any soldier or sailor which may require it during the owner's absence with the colors. See "Soldiers and Sailors' Credit Relief."

No British Tax on Flowers

The idea of placing a Luxury Tax, which, among other articles mentioned, would affect flowers, we understand from our British correspondent has been abandoned in that Kingdom for the present. Our correspondent adds: "Of course the Whiskey tax is still continued, so you had better give us a wide berth, as the stock is limited and the strength considerably reduced."

Bituminous Storage Limit Off

All storage restrictions on bituminous coal have been removed by the United States Fuel Administration in conformity to the action of the War Industries Board in cancelling its preferential industries list. Anthracite coal is not affected, however, by the ruling of the Fuel Administration. Every industry in the country now may store as much bituminous coal as desired or obtainable, as the action of the War Industries Board removes the necessity for the Fuel Administration to distinguish longer among different classes of industrial plants.

"Our recommendation is that we put the best face possible on what is but a temporary situation one that will pass with the swiftness of a Midsummer's mist as soon as victory has crowned our arms. It is so much relief not having to regard present conditions as a fixture to be indefinitely endured that really our present trials should seem of the lightest in comparison to what they might have been."—Extract from an editorial, issue of Sept. 14.

When this paragraph was written it was with the strong conviction, obtained through careful and continuous study of the progress of the war that the enemy countries would shortly be brought to their knees.

Scarcely eight weeks elapsed between the writing of that paragraph and the signing of the armistice.

And the bars to "Full Steam Ahead" are already being let down in every direction. This issue gives a number.

United War Veterans Association

On Nov. 29, at the Hotel Astor, New York, it is intended to establish a permanent organization to comprise the veterans of all the wars in which the United States has participated. As indicated, the name of the new association is likely to be that of the "United War Veterans Association." A soldier's association was sometime ago established in Canada and Great Britain. As the membership includes only those engaged in the European War, the title adopted is that of the "Great War Veterans Association" and an official floral emblem has already been adopted.

A floral emblem for this American association, which may include two, three or four millions of members, is in order.

Who will be the successful designer?

Costs Will Not Down

In but few if any of the items with which the florist, nurserymen or seedsmen have to do, need there be any definite cost reductions looked for. Labor especially, one of our greatest factors, will undoubtedly continue high in price with the demand greater than the supply. The price of coal, too, will remain high. For these reasons we urge upon our readers to scrutinize their incomings and outgoings most carefully, and to see to it that they obtain a substantial increase for whatever they sell, commensurate with the times through which we are passing.

People have been educated to pay more money—expect to pay more—and we might as well secure the benefits to be derived from those higher prices, which are really necessary to our continuance in business. Roughly speaking, the advances in nearly every direction since 1914 are ranging today from 60 to over 100 per cent. and we in common with all other lines must pay these advances. It is quite right, therefore, that our lines should demand and obtain compensatory figures for all that which they handle. Unless we do so we will find ourselves working for nothing or for mere sustenance, this latter inexcusable in this day and at this time.

There is more money in circulation than ever before in our history brought about through the almost prodigal distribution of money.

With the signing of the armistice and the unconfined joy demonstrated at the cessation of hostilities through the stoppage put to the loss of thousands upon thousands of valuable lives, came to many as further comfort, the belief that a decrease in cost of material in every direction would immediatley make itself manifest.

To those who indulged in this thought that almost immediately they were going to be called upon to pay less for everything needed in their daily life, as well as for labor, coal, and other material required in their commercial walks, it will come as a disappointment that increases practically all along the line are still continuing. The War Labor Board, into whose hands has been placed adjudication of wage demands from scores of different sources, still continues to make substantial increases to the wage earners who have put their case into its hands; perhaps one is sometimes impelled to think not so much on the merit of the case as to degree of skill required, etc., as on the principle that every working man must have a certain wage in order to be able to live.

After the cessation of the Civil War and for some years following prices continued to mount; perhaps the cost of labor and material was at its greatest height three years after that war closed; thence prices began to decline, this drop being accentuated by the great panic of 1873. But ours was then a small population and immigration was bringing us hundreds of thousands of cheap workers every year. Now there is slight likelihood of financial panic ensuing at any time to cause a decline in prices; capital is under better control and erratic speculation will also be under supervision. All countries call for reconstruction, need their men, therefore immigration will be light.

In the process of reconstruction now going on thousands will be dropped from war industries and re-absorbed into civil industries, working for less money, too. But the wages of the Union employee, the men who control manufacturing labor will not suffer.

The war has brought the workman into his own and he is likely to remain better paid. He will be a greater factor than ever; his patronage will be sought after as never before; he is a good spender and provider; those of us who appreciate his buying capacity will make no mistake in showing him how to increase his pleasures in the home through the free use of flowers.

Plant Exclusion takes effect June 1, 1919

On Nov. 18, Secretary of Agriculture D. F. Houston signed the provisions of the Revised Plant Quarantine, as issued Aug. 29, 1918, by C. L. Marlatt, Chairman of the Federal Horticultural Board, Washington, D. C., but a copy of which only came into the hands of The Florists' Exchange in time for publication in the issue of Sept. 28, 1918, and to that issue we would refer readers who desire to refresh their memory, publishing here simply a list of the plants, seeds and other stock which remain unaffected by this decree.

Regulation 2 provides for the unrestricted entry of two groups of plants, namely (1) fruits, vegetables, cereals, and other plant products imported for food purposes; and (2) field, vegetable and flower seeds.

Regulation 3 provides, under compliance with the conditions of the subsequent regulations, for the importation of five groups of plants as follows:

(1) Lily bulbs, Lily of the Valley, Narcissus, Hyacinths, Tulips, and Crocus, free from balls of soil or earth.
(2) Fruit stocks, seedlings, cuttings, scions, and buds of fruits for reproduction purposes.
(3) Rose stocks for reproduction purposes, including Manetti, Multiflora, Briar Rose, and Rosa Rugosa.
(4) Nuts, including palm seeds, for oil or reproduction purposes.
5) Seeds of fruit, forest, ornamental, and shade trees, seeds of deciduous and evergreen ornamental shrubs, and seeds of hardy perennial plants.

These groups of plants and seeds under regulations 2 and 3 include the plants and seeds which were represented as essential to the floriculture and horticulture of this country, namely, the field, vegetable, and flower seeds, and fruit stocks, cuttings, scions, etc., and Rose stocks for reproduction purposes.

The commercial importation of all other stocks is absolutely prohibited.

We have previously made all the comments we care to make on this special legislation. That it may ultimately prove to the benefit of American nurserymen must be our hope.

Express Rates Raised

The general increase in the express rates recently announced by the Director General of Railroads will amount to 16c. or 17c. per 100 lbs. to points east of the Mississippi River and north of the Ohio and Potomac Rivers. To all other points of the country the merchandise rate will be increased some 10c. to 15c. per 100 lbs. The reason for these increases are given as being necessary to meet the recent raises in wages to employees.

Ban on Holiday Buying Lifted

The Counsel of National Defense has lifted its ban in connection with the holiday buying, in the desire to give a national impetus to the business of those formerly engaged in the production of holiday material and holiday trade. This decision will provide work for many of the people who until recently were engaged in the manufacture of munitions. It should also give a wonderful impetus to the flower industry, as there can be now no reproach thrown at people who prefer to spend money in their purchase.

All Building Bars Down

On Nov. 13 an order was issued by the War Industries Board at Washington removing sundry restrictions on building, but since then and within the past few days all restrictions upon non-war construction have been removed. This means that so far as all the building enterprises of the various industries we represent are concerned, they can now be proceeded with without restriction. Additionally the War Industries Board is seeking to assist contractors and others in the development of building operations of every section and everywhere throughout the country. It is evident that we are on the edge of a great building boom, operations in this line having been held back since 1915-16, primarily and to begin with on account of the scarcity of labor and the high price of material and latterly, through the unavoidable Government restrictions necessary for conservation of supplies for war work. For further particulars see "All Building Bars Down," another column.

Plan Now for Xmas Sales

Increased sales of flowers at Christmas are expected to result from the announcement just made by the Council of National Defense at Washington, D. C., that its ban upon Christmas business is to be withdrawn immediately. At the same time it is understood that there will be no further agitation for confining Christmas gifts to essential articles.

William F. Gude, national representative of the S. A. F. and O. H., has been keeping an eye on the activities of the Council of National Defense in this respect for some time. Mr. Gude has been working hard to secure the lifting of bans of all kinds, and his latest action by a Government board means that it will be possible for florists to do business under better conditions—many people will buy flowers at Christ-

mas who otherwise would have felt it unpatriotic to buy that which was not absolutely essential, while others will buy with better grace, relieved that this action has been taken, and with purchases likely to be much larger than they otherwise would have been.

The restrictions withdrawn by the Council include those upon the employment of additional sales or other help during the holiday season, the closing of stores at usual hours, restrictions on deliveries, etc. E. A. D.

Manufacturing Restrictions Modified

Among the commodities announced by Bernard M. Baruch, chairman of the War Industries Board Nov. 13, the manufacturing restrictions on which have been ameliorated are the following:

Agricultural implements and farm operating equipment, including tractors
Boilers and radiators
Lawn mowers
Pottery

The modification is 50 per cent. of the previous restriction; that is, if an industry had been restricted 50 per cent. under the above modifications, the restriction will now be 25 per cent.

All Building Bars Down

All restrictions upon non-war construction have been removed by the War Industies Board, and it will now be possible for florists and growers to erect greenhouses and other buildings for their business. No licenses are longer necessary for this construction.

The removal of restrictions on building is one of the steps already taken to return the business of the country to a normal condition. It is anticipated that the order will at once result in a building boom throughout the country, with a resultant impetus to other peacetime industries.

The action taken by the War Industries Board permits all building operations of whatever character, held up in the interest of the war program, to proceed. No further permits will be required from the board or the state councils, through whom control over the situation in each state was maintained.

Immediately following the signing of the armistice on Nov. 11, the non-war construction section of the board took steps to loosen the restraints on the industry, and in a formal order issued that day removed a great many of the barriers. Since then, and with a view to assisting industry back to a complete peace basis as quickly as possible, a careful canvass has been made to determine whether the condition obtaining in each state with respect to building materials, transportation, and the supply of fuel and labor would warrant a removal of the remaining restrictions. The replies received, coming from practically all the States, showed a unanimous opinion in favor of permitting unlimited construction. E. A. D.

What is a Seedling Dahlia?

The bulletin for November of the American Dahlia Society has just been received. It contains an account of the fourth annual exhibition held in September and a report of the annual meeting; also President Vincent's appeal, and other matters of interest. Especially pertinent is the definition of a seedling Dahlia, adopted by the executive committee at its last meeting, held Nov. 7, at New York City, and which we reprint herewith:

The subject of "What is a Seedling Dahlia?" having been raised by a member, it was resolved that the society adopt the following definition: Hereafter the term "seedling" as understood by the society shall be applied only to plants from seed the first year, and other seedlings shall be designated as seedlings of a certain year.

The Ant and Aphis Problem

Referring to the letter on page 825, issue of Nov. 23, on "The Ant and Aphis Problem," Dr. W. E. Britton, State Entomologist, New Haven, Conn., writes as follows:

Mr. McDonough is right in regard to certain species of aphids, but they are not all dependent upon ants for their colonization. Ants are usually attracted by the honey dew which the aphids give off and will be found crawling about on the infested trees and plants. Mr. McDonough might try the poisoned bait recommended for the destruction of house ants by the Bureau of Entomology, Washington, D. C. This bait is prepared as follows:

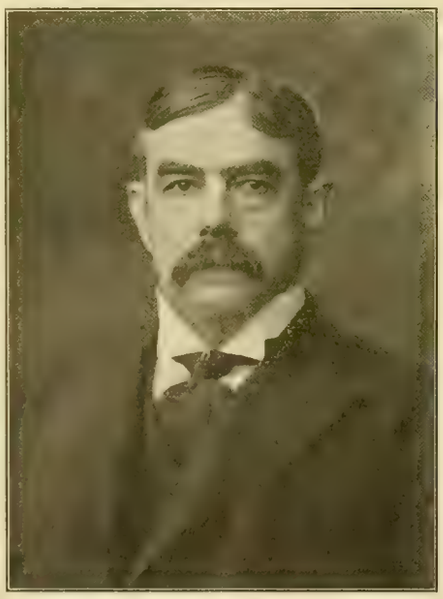
Sugar	1 pound
Arsenate of Soda	125 grains
Water	1 quart
Honey	1 tablespoonful

Dissolve the sugar in the water and add the arsenate of soda. Boil until sugar and poison are all dissolved. Then add the honey, which is said to make the bait more attractive to the ants. Cool this mixture and then it may be placed in shallow dishes or on sponges scattered about where the ants are abundant. In the garden it may be advisable to keep the poison covered so that larger animals may not find it. In dwelling houses the ants will collect and carry this syrup back to their nests so that the young brood and the queens will feed upon it and be destroyed. I am not certain whether it will prove a success in the open but I believe it to be worth trying.

Another Aspect of the Problem

[*The following interesting notes are from Prof. W. M. Wheeler of the Bussey Institution for Research in Applied Biology of Harvard University, Boston. Prof. Wheeler is an authority on the subject.*—Ed.]

There is no doubt that many ants, owing to their habit of attending and protecting plant lice, are the indirect means of injuring vegetation of various kinds. There is, however, another aspect to the matter which somewhat diminishes their injury. Of course, they attend the aphids in order to get the honey dew, that is, the sugary excrement of the insects, and if this is not removed by the ants it is allowed to drop on the foliage where it forms a sticky layer that interferes with the respiration of the plants and also serves as a culture medium for various fungi that are more or less injurious to the plants. The question, therefore, is somewhat more complicated than would appear from Mr. McDonough's communication. During dry spells, in the summer especially, one often sees the leaves of the trees covered with a black fungus which has grown on the honey dew that has not been washed off by the rains. At such times, if ants are abundant, the leaves are quite clean, and as aphids are rarely present in sufficient numbers to injure large plants, the action of ants would be beneficial rather than harmful.



The late James H. Griffith

Firing Hints for the Small Grower

Handling Bituminous

When a fresh supply of coal is placed on the fire it is advisable to leave a small part of the fire uncovered with the fresh coal, which will ignite the gases and prevent them from accumulating in the fire box.

A good way to fire soft coal is to push the live coal to the back of the grate and put the fresh coal in front; the smoke from the fresh coal must then pass over the back grates, where there is a bright fire, which will ignite the gases and prevent large volumes of black smoke escaping into the chimney. Any grate with a large enough air space for burning anthracite coal, egg size or larger, can be used for burning soft coal.

Using Buckwheat

To burn No. 1 or No. 2 Buckwheat coal, a grate with a smaller mesh is required, so that the coal does not fall through the grate, but to burn this size coal, a much greater draft is required than for the larger sizes, and the coal must be fired a little at a time and often.

In firing this small sized coal it is also advisable to leave a small part of the fire uncovered with fresh coal, which will act as a sort of relief to let the gases escape from the fuel bed, otherwise, if too much fresh coal is put on at one time gases are liable to form in the firebox and blow the fire door open. But the main point, in order to get good results from buckwheat coal, is to fire light and often and have a chimney of sufficient height and area for the proper draft.

John McArthur.

Costs and Overhead

Very pleased indeed to see Mr. Herr's note on "Let Competitors Know," (his letter on Cost Production), and I accept with pleasure his offer to work as a volunteer in keeping records on the cost of producing some of his staples.

The letter read by Mr. Amling recently in Chicago is a valuable one bearing on the same subject.

Secretary Young is now writing to the secretaries of the principal florists' clubs, asking them to organize committees in their local areas to tabulate costs so that when this information is all gathered together a fair average may be struck. Some of the largest firms feel that it costs them considerable time and money to get their records, and do not feel like making them public, but this is a narrow way of looking at it.

The greatest good for the greatest number and the benefit of the craft in general should be our aim and object as florists. I have already had the offer of one or two broad-minded men who are perfectly willing to give the Society the benefit of their years of study and experience, and if every large grower in the different sections will take up this matter in the right spirit much valuable information should be available at the next convention. At the present time much misapprehension prevails among the different branches of the trade. The grower feels that when the retailer pays him $3 a 100 for Carnations, and sells them for $3 a dozen an unfair advantage is being taken of him. The retailer, on the other hand, says the growers' only cost is the labor and his coal, while he (the retailer) has frightful rent expense. His help of late, so far as wages are concerned, has been out for an altitude record; his delivery costs have also mounted out of sight, all of which has to be paid by some one.

If this Cost Production is gone into in the right spirit, without digging too closely into anyone's personal business, a great deal of misapprehension will be wiped out and a much better understanding will prevail among the craft in general.

Charles H. Totty,
President S. A. F. & O. H., Madison, N. J.
Nov. 25, 1918.

Obituary

James Harvey Griffith

We regret to announce the death of our personal friend and co-worker, James H. Griffith, at his home in Barrington, R. I., on Sept. 29, as the result of a stroke of apoplexy. Mr. Griffith had been in apparently good health, and the day before his death worked industriously in his garden in the afternoon; upon returning to the house he fell at the doorstep and became unconscious, thus passing to his end the following day.

Mr. Griffith was born at Dix Hills, near Huntington, L. I., on April 23, 1854. He was at one time advertising manager of *Garden and Forest*, also serving in the same capacity for *American Gardening* when it was published by the A. T. De La Mare Co., from 1893 to 1898. Mr. Griffith was also associated at various times with the *Rural New Yorker, Forest and Stream, Bankers' Magazine* and the *Brooklyn Daily Eagle*. He was secretary of the A. T. De La Mare Co., Inc., proprietors of The Florist's Exchange, for twenty years, and was well and favorably known to the trade in New York and the Eastern States.

Since 1917 Mr. Griffith had charge of U. S. internal revenue collections in Eastern Connecticut and Providence, with office at Putnam, Conn. He had banking connections with the Atlantic Bank of Brooklyn, Bank of Long Island, Fidelity Trust Co. of New York, Union Trust Co. of Providence, and was an organizer of the 34th st. Bank, New York City.

Mr. Griffith was a man of pleasing personality and spoke well of everybody; he is survived by his widow, who was Miss Mary Fessenden, and two sons, Benjamin F., in the Students Army Training Corps at the University of Pennsylvania, and Robert F., in the navy, now stationed at Newport. Also by three children from a first marriage to Miss Mary H. Carman, daughter of Richard Carman; James Harvey, Jr.; an attorney and real estate dealer at Long Beach, N. Y.; Lester C., in the service of the Federal Department of the Bureau of Entomology, working in connection with the extension Department of Cornell University, Ithaca; and Mrs. Chas. H. Zimmer. For the past ten years Mr. Griffith had been located at Barrington, R. I., previously having made his home on Long Island, Lynbrook having been his last place of residence there.

Full Steam Ahead — *Concluded from page 854*

empire to the south of us. Soon they will discover that cultivated grasses and grains raise better beef than pampas grass. Soon they will learn that there is no need importing American grown corn via Fiume, when steamers plying regularly will bring it from New York to Buenos Aires. Soon they will discover that American vegetables are better adapted to South American climates than those bought from Europe. We know that prior to the war several hundred thousand dollars of good South American money went to Europe regularly for vegetable and flower seed alone.

To our mind, this would be the ideal time for the constructive bodies in the seed trade to put America on the map as the seed storehouse of the world. Let the Wholesale Seedsmen League and the Grass and Clover Dealers Association get busy advertising our resources in South American markets. Let the American Seed Trade Association get busy with a broad campaign designed to keep up interest in home vegetable gardening. The next ten years are bound to witness unparalleled development in both agricultural and horticultural America.

By W. H. Dildine, Manager and Treasurer James Vick's Sons, Seedsmen, Nurserymen, Florists, Rochester, N. Y.:

You ask for an expression from us as to just what the armistice signed Monday, Nov. 11, means to the trade, especially the future trade. In our humble opinion it means everything but especially everything good. There may be a few instances where the coming of peace and the general lowering of prices may affect someone adversely, but the possibility of such continuancy is too remote and too unimportant to consider in the general proposition that peace will mean a big boom for the growers and dealers of all kinds of flowering and foliage plants. How can it be otherwise? What will better express our appreciation of the glorious, victorious peace than a land covered with flowers! We are going to appreciate peace as never before, since we now know what war is in all its horrible aspects, and, we are going to enjoy our freedom more than we have ever done before, because without knowledge of how close the world came to the abyss of slavery and militarism we Americans are going to complain less than we have done in the past over our infinitesimal troubles; we are going to be glad we are alive and we are going to enjoy our favorable conditions and pleasant surroundings to the greatest possible extent. For all of these reasons, America is going to be the gladdest, happiest land in all the world! By the same token we are going to make more of flowers and foliage plants around our homes because beauty and peace are inseparable sisters.

If, therefore, you consider our judgment worth anything you may quote us as believing that the door of opportunity is opening wide to the florists today and that the growing demand for flowers will not be outrun by the boom in home building, the selling of silks and satins ribbons and laces or the manufacture of popular-priced automobiles or other articles which affect the comfort and happiness of the American people. There's a boom in business directly ahead for the wide awake florists and horticulturists whose eyes are open to the possibilities of today.

By New York Wholesale Florists:

"Ridiculous question to ask: of course the armistice, and the peace which will follow will make conditions in the flower trade better in good time."

"A hard question to answer at so early a date after the armistice. Judged by the weak demand for flowers since Nov. 11, which bravely keeps a short supply market cleaned up, the effect of the armistice on trade appears bad, but again we say it is too early to formulate an answer on so important a question, one into which so many factors enter besides the armistice."

"No one can predict the future of the flower business even in normal times; an epidemic, like that which unhappily came upon us recently, and which was unexpected, helps increase flower sales, and some other equally unforseen event may make it worse. On the whole, returning peace should benefit the flower trade."

"We think the armistice will be very beneficial to the flower trade, and that we will have a large Thanksgiving business as an immediate effect, followed by a season of active demand for flowers."

"The armistice apparently, but perhaps not really, has had a depressing effect on the flower business. However, it is our experience that it is impossible to 'dope out' the future of the flower trade."

"While the lesser demand now for flowers for funeral work makes it appear that the armistice has caused a decrease in business, the daily, slowly increasing demand for cut flowers for use on social occasions indicates that there will be this coming season a resumption of the festive uses of flowers."

"From present appearances the armistice has made business worse, but present conditions may be attributable to causes other than the armistice which, in the long run, surely ought to make business better."

"It is too early to answer this question, as sufficient time has not elapsed since the armistice was signed to gather any data on which to base an opinion."

"Has not yet helped business, but the outlook for the coming season is good."

Gardeners' Conference

The gardeners' New England Conference, held under the auspices of the National Association of Gardeners, at Horticultural Hall, Boston, on Friday evening, Nov. 22, was a highly successful meeting. Wm. N. Craig presided. In a stirring patriotic address he called attention to what had been won by the great war, but warned that there is still much to be done. He referred to the wonderful services rendered by the war gardens, but pointed out that production and conservation in the next few years will be as necessary as at any time during the war. Mr. Craig read a letter from Robert Weeks of Cleveland, president of the association, regretting his inability to be present.

War Gardens

H. D. Hemenway of the National War Garden Commission of Washington spoke. He said that the war gardens of the past two years would be converted into "victory gardens" as home food production is more essential than ever. The figures he gave showing the amount of food produced by the war gardens and the number of gardeners were astonishingly large. He said that unless this country provided food for Russia next year starvation would be widespread there, as official records showed that thousands of Russians, principally children, starved to death in the streets last year. Also that other European countries must be provided with food. Mr. Hemenway added that the National War Garden Commission is planning a campaign to increase, if possible, the production of food by home gardeners so that as much as possible of the country's general production can be released for suffering foreign nations. The discussion that followed brought out the fact that in many communities it was believed that war gardens were a thing of the past and would not be resumed next year. After learning how urgent it was to continue this work, the members present pledged themselves to renew their efforts, and a motion was unanimously carried that the National Ass'n of Gardeners co-operate in every way possible with the National War Garden Commission in furthering the campaign it has under way, and that individual members of the association interest themselves in the work in their respective communities by offering their aid wherever they can serve.

Pot up small Small Japanese Maples for Easter

Plant Import Restrictions

J. K. M. L. Farquhar was called on to speak on the effects of plant import restrictions on American horticulture. After speaking of his several visits to Washington to protest against the proposed restrictions and the disposition of the Federal Horticultural Board to put the proposed restrictions into force. Mr. Farquhar said that American nurserymen were already growing plants, some of them of better quality than the foreign product, of varieties that it was believed a few years ago could not be produced in this country, and that in time other varieties would be produced. The speaker agreed that the restrictions might even be an incentive to increase production among American nurserymen. However, he believed that the time limit should be extended so as to give American nurserymen opportunity to prepare to meet the demand.

Leonard Barron of New York said that he had been endeavoring to discover just how American nurserymen stood on the question of plant import restriction and that his investigations proved they were somewh divided on the matter; that he was disposed to believ that, in the long run, it would be a good thing fo American nurserymen, although he believed that mo time should have been given them. In the discussio that followed, it was claimed that if American nu serymen would turn to the cultivation of our nativ plants, it would be possible to develop gardens th would be truly American. The opinion prevailed, how ever, that until the nurserymen can furnish such plant there should be some modification in the restrictior on foreign plants, and the secretary was instructed by motion to learn if it were not possible to have som action taken to have the proposed restrictions deferre for at least three years.

Gardeners' Problems

A general discussion followed of the gardeners' prot lems during the reconstruction period, one proble being the difficulty in obtaining capable assistants, a many of those who joined the colors will turn to mo lucrative vocations. The question of training youn men in this country was discussed, but the difficulty o interesting them in the work, due to the small financial re turns was considered a decided handicap. The substitu tion of young women was not favorably regarded. Th the gardeners' compensation is not high enough compare with that of other professions, was generally conceded but it was contended that many gardeners are them selves responsible for this condition. The cultivatio of greater confidence between the estate owner an the gardener, it was agreed, would be of much benef to the men of the profession.

M. C. Ebel, secretary of the association, urge greater cooperation between the gardeners through th national organization.

Japanese Maples as Easter Plants

Small Japanese Maples have been highly spoken of connection with Easter trade, and in localities throughou the United States where it is not too late to lift the small plants up from the open ground and place them i suitable receptacles with a ball of earth, if possible, the should be still time to prepare them for the above pu pose.

The most attractive Japanese Maples for the florist t handle are the following:

Blood leaf Maple (Acer polymorphum atropureum) red fern leaf (Acer poly. dissectum atropurpureum) Aconite leaf (Acer aconitifolium); golden leaf (Ace japonicum anteum; green fern leaf (Acer polymorphu dissectum).

Soldier and Sailor Credit Relief

Commercial advice and relief will be freely extende by the National Association of Credit Men to th business of any soldier or sailor which may require during the owner's absence with the colors, accordin to a letter just received by the director general of Civi ian Relief of the American Red Cross from J. H Tregoe, secretary-treasurer of the association.

The entire facilities of the organization are place at the disposal of the Red Cross for the benefit of an business being carried on by the family of a soldier o sailor, and the adjustment bureau of each local branc of the association will cooperate with the local hom service of the Red Cross wherever any soldier's bus ness in his absence needs expert commercial advice o relief, the service so given to be entirely free of charg

"If necessary," declared Mr. Tregoe in his lette "our bureaus can take over the affairs of a merchant an liquidate them at a minimum cost and a maximum o protection.

E. A. D.

Autumn Chemistry

(*Concluded from page* 865)

chemist it represents a marvelous achievement that h could not duplicate in his laboratory, however earnestl he tried. And to the food economist and the statisti cian every brilliant red and every rich brown repre sents a waste of saccharine substance that in th aggregate would be sufficient to sweeten the coffe of all the world. The precise nature of the thril that Autumn gives us depends upon our point o view.—*Oregonian.*

"What does your husband put on his face after shaving." "Sticking plaster."—*N. Y. World.*

If a woman admits that she snores you can safely believe anything she says.—*Chicago News.*

Tasks and shoestrings should not be left undone through the day.—*N. Y. Evening Sun.*

Good intentions can wind the alarm clock, but it takes wil power to get out of bed in the morning.—*Toledo Blade.*

The Middle West

Indianapolis, Ind.

Indications are for a general resumption of the flower business. Florists are busy with funeral work, with occasional orders for corsage bouquets or boxes of birthday flowers. Flowers are scarce. Some growers lost courage, others had a shortage of help, fuel, etc., so now there is a wild scramble to get stock.

Full quoted market prices prevail in most instances both wholesale and retail. There will be hardly enough Chrysanthemums to meet Thanksgiving Day demands at $1.50 to $6 per doz. wholesale and $3 to $12 retail. Roses, including Ophelia, pink and white Killarney, Ward, Milady, Richmond and Hoosier Beauty, bring $5 to $15 per 100. Russell $10 to $15, and Am. Beauty $10 to $60. Lilium giganteum is scarce at $3 per doz wholesale. A few Callas are being received at $20 per 100. Carnations are accepted as soon as brought to market at $4 to $6 per 100; the retail price ranges from $1 to $1.50 per doz. Hudson River Violets are being received in quantity, $1 to $1.25 per 100. Local singles are scarce at 75c. to $1. A few local Cattleyas are being received at 50c. to 75c. each.

Trade Topics

Tomlinson Hall market reports a lively week both in wholesale and retail lines. Prices are much better than in former years.

The whole family of Henry Rieman, the well known South Side florist, is ill with influenza.

The Pahud Floral Co. is thinking of dismantling its whole establishment in North Illinois st., and offering for sale some modern glass.

Bertermann Bros. Co. is sending in a fine lot of big Chrysanthemums and Carnations from its Cumberland plant.

John Rieman is displaying fancy Cattleyas and Cypripediums in his Massachusetts ave. windows.

Baur & Steinkamp are preparing to make a great number of cuttings from their new pink Carnation which shows up to excellent advantage whenever shown.

Lester Benson reports a fine business in his present location which he says pays much better than a high rent location. I. B.

Cincinnati, O.

The supply of Roses has shortened somewhat during the past fortnight. Everything that comes in this line is cleaning up readily. Carnations are selling well but there are not enough of them to go around. The cut of Easter Lilies is heavier than it was. Still they are selling readily. Callas sell well. The Chrysanthemum cut is fair but not nearly large enough to take care of all demands, including Thanksgiving Day demand, upon it. Daily receipts are less than in past years at this time. Double Violets are coming into the market. They are meeting with a good demand. Lily of the Valley and orchids sell well. Stevia is in and is proving excellent property. Sweet Peas are cleaning up readily.

Florists' representatives from this city and vicinity who are in the military or naval service of the United States are the following:

"Over There"

Clifford Merland, George F. Popp, Arthur J. Gear, Edward Foran, Otto H. Walke, Wesley Gear, Joseph Grimme, Fred R. Murphy, William H. Deller, Paul Naber, R. H. Schlomer, Arlington A. George, George Farrell, H. J. Kramer, Harry A. Gray, Daniel G. Gray, John Mensch, Ernst Steelman, Edward Thomas, Sam Zellner, Edson P. Kittle, Elbert C. Kittle, Frederick E. Wiegile, Henry Rutenschroer, Harry Neckstroth, George Epely, Willard E. Eiler, John Palmer and Edwin Geiser.

"Over Here"

C. B. Jones, Ray H. Ruttle, Herbert Thaden, Joseph Lee Baer, George H. Kessen, William J. Stein, Robert Ruttle, Ben J. George, Sidney J. George, Frank Herb, U. C. Brunner, Charles Windram, Ed. Cavanaugh, Lawrence Schlomer, Roy Greensmith, Leo. Kenninger, George H. Trautman, Harry Rutenschroer, Joseph Durban, Joseph D. Thomas, Charles Garvey, Bernard Decker, J. L. McDuff and Clarence Pfeiffer.

Postal Money Orders for $11 each have been mailed to all overseas, while orders for those in this country will be mailed later, nearer Christmas by Miss Laura Murphy of the Christmas Fund Committee. TEDDY.

Cleveland, O.

The first real freeze of the season occurred Nov. 24, terminating the mildest stretch of all weather in a generation. Outdoor work is practically all done and the effect of the cooler temperature will soon be noticed in the improved quality of indoor flowers. Growers may now relax their efforts to conserve fuel, but doubtless firing will be conducted upon a more scientific basis than ever before.

Business continues brisk, apparently pleasing everybody concerned, as a fine spirit of optimism prevails in all branches of the trade. A ready sale awaits everything consigned to the wholesale market and retailers appear to have little difficulty in moving their merchandise. During the week ending Nov. 23 supply was slightly below demand, the market clearing up early each day. Prevailing prices are in advance of those of last year and daily receipts are heavier.

Thanksgiving week will completely wind up the Chrysanthemums. Goodly cuts of Carnations are in sight for December and the supply of Roses from local sources will be normal. There is an abundance of Stevia in course of preparation which will help out materially in the dark weather when stock is scarce. Easter Lilies are temporarily off the price lists. Callas are arriving in greater abundance and are eagerly sought for funeral purposes.

Christmas stock is generally reported to be in good shape with the exception of Poinsettias, which are not up to the usual standard of quality. Begonias and Cyclamens are in excellent condition and liberal quantities are available for the holiday requirements, which might also be said of ferns. Bulbous stock is about all planted. Based upon the present quotations on bulbs, prices will have to be materially higher than in the past or there will be little profit realized from forcing them.

Notes of Interest

Letter from Sergt. Chas. F. Irish, now with the 112th Engineers in France, announce that he is enjoying excellent health and that he is eagerly looking forward to the time of his return home.

Walter E. Cook, who was stricken with an attack of pneumonia while in Newark, N. J., is convalescing, but it will be some time before he is sufficiently strong to be brought home.

H. B. Wilkinson, proprietor of the Penn Square Flower Shop, has opened an additional store at 5622 Woodland ave., his intention being to make it permanent if the location proves favorable.

J. Salmon & Son, of Akron, Ohio, are cutting some very fine Bouvardia, which is meeting with much favor among their customers.

John T. Lambert, with Mrs. J. B. Freeman, Toledo, Ohio, spent Nov. 23 among Cleveland and Mentor wholesale florists.

F. C. W Brown, of the J. M. Gasser Co., spent the latter part of last week in Chicago.

Morris Cohen, representing a New York ribbon house, called upon the trade Nov. 22.

George J. Wilhelmy, the Lorain st. florist is able to attend to business again after a severe attack of influenza.

C. Merkel & Sons, of Mentor, Ohio, have an unusually fine lot of Cyclamen in the pink of condition. This firm which was formerly headquarters for plants, is gradually devoting more of its attention to the production of flowers.

D. L. Johnson has purchased the business of the late A. T. Pollard, Canton, Ohio, and will operate under the name of Johnson's Flower Shop.

C. E. Barton, of Norwalk, Ohio, was in the city Nov. 22 purchasing stock for his Thanksgiving Day trade. Mr. Barton's eldest son is with the American Expeditionary Forces in France. J. McL.

St. Paul, Minn.

There is little evidence that stock is in excess of demand with most of the Rose growers off crop. Roses are scarce and likely to continue so, while Carnations are coming on more quickly; prices are firm at 5c. and 6c., with a brisk demand. Owing to the dull weather of the past two weeks Violets are slow in opening. While the Chrysanthemum crop is not large, there have been some very good flowers, especially among the pompons. Prices have been higher than usual and there is little doubt that at its termination the Chrysanthemum season will have been the best experienced.

Calendulas, Daisies, Stevias and Forgetmenots are finding their way into the stores and are useful for making up small floral tokens. Boston ferns, usually so plentiful at this season, are scarce. Pteris tremula is finding a ready sale. One noted fact is that, since the signing of the armistice, there has been a general call for landscape work, but coming as it does in the well advanced season, much of it will have to await the coming of Spring. We are experiencing a cold spell which will probably freeze up and stop all outside work.

Considerable quantities of Dutch bulbs have arrived and growers have lost no time planting but, generally speaking, there is about one-quarter the usual quantity of bulbs laid down in the Twin Cities, so there should be little trouble in realizing top notch prices. Giganteums are seldom seen.

News Notes

Henry Puvogal claims this has been the busiest Fall ever experienced.

At the Golach funeral in Minneapolis there were such quantities of both cut flowers and designs that a delivery truck was requisitioned to convey the flowers to the cemetery. The main portion of this work, including a handsome blanket, was furnished by The Midway Florist, St. Paul.

Swanson's of Minneapolis joined the celebrations on Peace Day by opening their store at 3 a.m., and had a record day's business.

Snelling Floral Co. has disposed of its entire stock of Chrysanthemums for Thanksgiving Day to O. R. Eckhardt.

E. F. Lemke, recently retired, leaves shortly for California for an indefinite visit. E. C T.

Fort Wayne, Ind.

Business was very active last week, and the market was cleaned up thoroughly each day with hardly enough stock to go around. The weather has turned decidedly wintry during the past week, with temperatures below freezing, and these conditions have helped to save a few Chrysanthemums for Thanksgiving Day. There is no oversupply in 'Mums at present and prices are holding firm. There is a splendid line of Roses in the market, with Ophelia, Russell, Columbia, Shawyer and Killarney the leaders; the quality of these is unexcelled, but they are far from being plentiful. Carnations have been hard to obtain at any price, as they have never been so scarce at this season of the year; they will be decidedly scarce for Thanksgiving, according to the present outlook, and prices will be almost out of sight.

Some fine Snapdragon are being shown on the market, but the supply of other miscellaneous flowers, such as Violets, Sweet Peas, etc., is very limited. Some choice pompons are being offered, and the supply of these is almost unlimited. However, there will be a fine lot of blooming plants to choose from for the Thanksgiving trade, as some choice Cyclamens, Primula obconicas, Begonias and Chrysanthemum plants are being shown in the retail stores, and these will, in a measure, make up for the scarcity of cut flowers and the high prices for them. There will be a good crop of local orchids for this holiday.

There were several good sized weddings last week, and a score of prenuptial parties, which called for decorations and corsages of flowers. The local hospitals have again been re-opened to the public, and the sale of flowers for patients at these institutions has again become normal. Easter Lilies and Callas have been in great demand at top-notch prices.

Notes

Sergt. John W. Smalley, brother of Allen County Agricultural Agent H. R. Smalley, of Co. M, 353d Infantry, has been awarded the distinguished service cross, for heroism in action on the French Front near Vilcey, on Sept. 12, 1918. He gave his life for the cause.

Miss Helen F. Patten, of Toledo, Ohio, has been entertaining her brother, Thomas Patten of this city, during the past week.

Adolph Jaenicke, in charge of the city greenhouses, has answered the recent letter of the Fort Wayne Florists' Club to the park commissioners, by offering the surplus stock of the city greenhouses to the various florists of the city at special prices. The Florists' Club was dissatisfied because the stock of the city greenhouses had been sold at the 5c. and 10c. stores below market prices. The club has taken no action on Mr. Jaenicke's offer yet, but a special committee has been appointed to investigate.

Ed. Wenninghoff is displaying a handsome collection of Cyclamen plants in his show window on Calhoun st. He says the blooming plants are a boon to the florists in these days of great scarcity of cut flowers.

The Flick Floral Co. has sent out a number of victory corsages during the week for pre-nuptial parties. This firm has had a lively demand for wedding decorations in addition to a good, steady call for large funeral pieces.

Some excellent late varieties of 'Mums are being cut at the greenhouses of the Doswell Floral Co. The store force has had an exceptionally busy with funerals and weddings, and a lively counter and hospital trade.

W. J. and M. S. Vesey will have some fine late 'Mums for the Thanksgiving Day trade, in addition to a fine crop of Roses and orchids. This firm's specialty in orchids is well known throughout the country, and their houses now present a very attractive appearance with such a large number of handsome flowers in bloom. D. B.

Denver, Col.

This issue of THE FLORISTS' EXCHANGE goes to press before the extent of the Thanksgiving Day demand has fully developed, but at present writing there is every indication of an excellent market, provided enough stock is to be had. Cut flowers of all kinds are scarce. Cut 'Mums and 'Mum plants which were a drug on the market at this time a year ago, are not to be had. Many growers are cut out already. One of them who usually has a large supply of 'Mums for Thanksgiving Day said he would cut only about half of what he should owing to disease which has destroyed the plants.

American Beauty, Scott Keys, and all the best grade of Roses are cleaned up very quickly. Violets, orchids and Sweet Peas for corsage work are also scarce. In other years we have always received shipments of single Violets from San Francisco for the holiday rush, but the supply is limited. Pot plants such as Cyclamen, Primulas, Begonias and Jerusalem Cherries are selling well. If the shortage of cut flowers continues on this market, the demand for blooming plants will become more steady.

Carl Espelin of Espelin & Warren Floral Co., Fort Collins, was a visitor He reports a good demand for cut flowers and plants in his section, there being some prominent funerals of late.

B. Lammerman, of the City Floral Co., reports being all sold up on Poinsettia plants for the Christmas trade.

The Mauff Floral Co. has a fine lot of Begonia and Jerusalem Cherry plants for which they find a good demand.

Ben Boldt and family are about again after all being laid up with the "flu." All his family had it at the same time.

The Alpha Floral Co. put a new and attractive delivery car on last week—a good shade of blue with gold lettering and white wheels.

The Park Floral Co. has on hand a few 'Mum plants which it has been holding for regular customers.

Curtis Park Floral Co. has had its share of the business, is all cut out of 'Mums and will not have any for Thanksgiving Day unless they buy.

Emil Glauber was one of the patriot florists who donated his touring car for the Smiles parade. The moving pictures of this will be sent to the Colorado boys "over there" for Christmas. C. F. E.

ROCKVILLE CENTRE, N. Y.—Geo. T. Schuneman, of 679 Merrick rd., advises that his place has not been sold, but merely rented for a term of five years, with the understanding that if the contract and lease are complied with the option of purchase will be given.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

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The centrally located Florist Shop. Yours for reciprocity.

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LARGEST FLORIST IN THIS DISTRICT
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Flower Arrangements That Are Different

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ORDERS FOR **Colorado Springs** AND VICINITY
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104 North Tejon Street

RETAIL DEPARTMENT

Wedding Decorations in the Church and Home

Materials in general use and how to use them—Decorative properties—The prie-dieu, the gates and canopy—Objective points to cover in both church and home.

By W. CLEAVER HARRY

When we mention wedding decorations, the first thing that comes to mind is the Kentia palm. Generally speaking the Kentia and the common Nephrolepis fern form the basis of nearly all wedding decorations, both large and small, at home or in the church.

There is a certain class of private home decorative work where only just a few specimen plants are used, and sometimes none at all, in conjunction with cut flowers. Here the decorator makes use of many properties in basketry, pedestals and vases. Some of these he supplies, other receptacles are the art pieces already in the rooms. This style of decorating is an a-la-carte order, and is always the most expensive way for the hostess, but it is invariably the easiest and most profitable way to handle it from the florist's standpoint. In such an order, the instructions may call for a vase of two dozen American Beauty Roses in the drawing room, filling the two large urns in the library with yellow Chrysanthemums, and arranging the large silver service on the dining room table with orchids, etc. You can readily see that the man who attends to the arrangement must be more than a first year novice. Indeed, a good man with one assistant can execute a very large order on the a-la-carte plan with very little preparation. The florist in estimating the cost simply makes a store charge for everything used, adds an extra charge of 20 per cent. for service and arrangement, and bills the total.

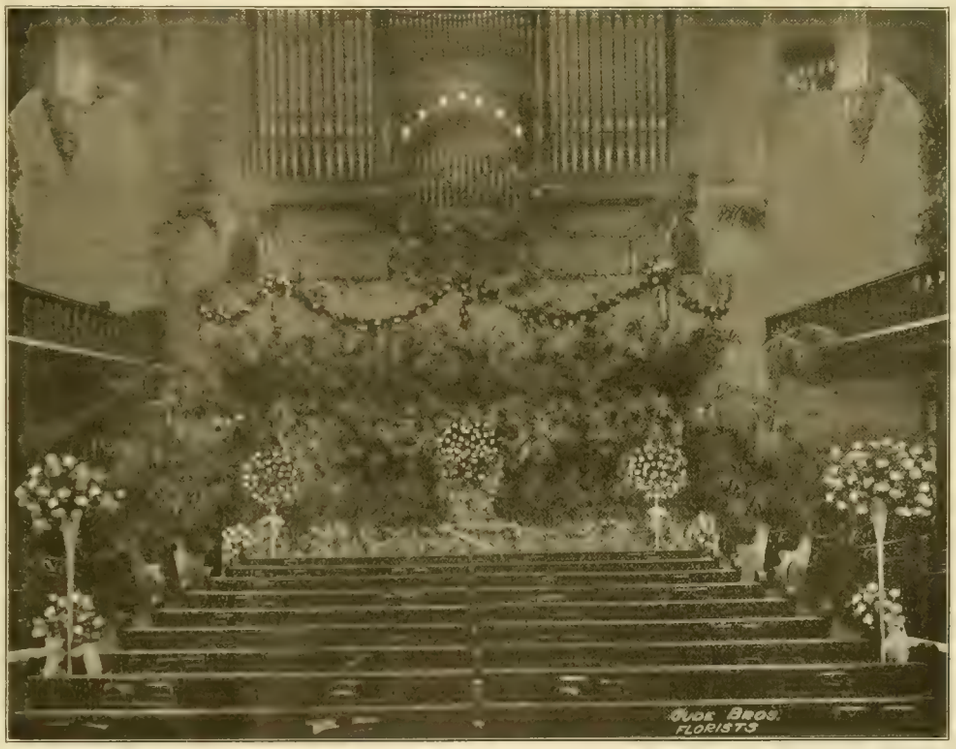
Too many plants are not always desired in the home affair, both on account of space and of the plants cutting out and hiding objects of art in various parts of the house and hall where there is no need for screening. In church weddings a certain number of foliage plants are absolutely necessary. Elaborate church weddings are exceptional with even the big city florist, no matter how much he tries to impress you to the contrary. But nearly all church weddings call for some decoration, although it may be but a simple bank up front, with two clusters of flowers on the pews in the aisle to mark the reserved section. In the use of flowers in the church it depends largely on the price and somewhat on the denomination of the church. If it is Episcopal the vases on the communion table in the chancel must always be filled with cut flowers even though your order was taken for a plant decoration only. Avoid trouble for yourself by noting this fact beforehand.

The Decorator's Properties

The supply houses furnish certain stock fixtures. Have a separate room or large closet wherein keep everything pertaining to decorating. Let this be the property room. In pedestals, the wooden tripod stand in two or three sizes is the most useful and inexpensive. A few iron stands are valuable, but in patent combination stands there is nothing to be recommended.

A few wicker screens of very plain design are useful in screening the music or cutting off a portion of the room. In covering the screens use green Oak foliage, or any foliage obtainable. Screens also make excellent backgrounds for any plants or flowers that are used in front of them.

An important fixture is the prie-dieu or kneeling stool. This is generally used and called for in formal weddings at home. Sometimes at the church the florist is asked to supply a kneeling stool, and recently we were asked to supply two of these in a Catholic church, the second stool being used for the two bridesmaids. Other properties are the wedding gates and arches, etc. These outfits are sometimes useful and effective in putting up an outdoor wedding and in church work, but they are of little use in the home set ups, although sections may sometimes be employed to help out. It is not desirable to have too many stock fixtures on hand. They are all right when used the first few times but after that they are in danger of becoming hackneyed. I once heard a lady remark that she knew Mr. G. was the decorator because she recognized that same Bamboo trellis he had used at her daughter's wedding. It is better by far to have a few simple fixtures from the supply house and use with them hand made ones that can be refixed and changed so as to be not easily recognized.



In this church wedding decoration a large group of palms is used in the center of the organ loft, concealing the organist, and specimen palms at the right and left of organ. The facade of the organ loft is covered with greens, and ropings of greens interspersed with flowers are festooned from the loft railing. Groups of large palms are placed at each side of the chancel, on the front of which are placed Nephrolepis ferns. There are standards surmounted by vases filled with Chrysanthemums, in the center and on each side of the chancel, and also at the points which mark off the pews which are reserved for invited guests, and clusters of Chrysanthemums on the pew heads at the same points. Greens are used on the gallery pillars and at other points of vantage. By Gude Bros. Co., Washington, D. C.

Aisle posts can be made by using iron plant stands with a basket of round plateau lashed to the top. When these are properly filled and the ribbon or silk cord fastened from one to the other the effect is better than the white enameled posts made specially for the aisle for home weddings. Speaking of home made fixtures we recall that one of the nicest effects on the church aisle we ever saw was made with white curtain poles with a small round basket nailed to the top; the poles were lashed to the pew on either side of the aisle, and the place where the wire ran around the pew was covered with green. The baskets were criss-crossed with wire and filled in with Asparagus Sprengeri and Laurel stubble. Into this were entered the stems of white Chrysanthemums in long stemmed effect. The poles were put up in position first and the flowers put in from a stepladder. The baskets being metal lined, held enough water to keep the flowers fresh.

The Canopy and Mantle in Home Weddings

In the home weddings the canopy is sometimes used. It consists of a wire frame from the wire supply of the wholesale house. The finishing or decorating of it is a simple operation; it is covered first with soft greens and the flowers are wound in garlands and draped over it. To make it more effective and misty, white tulle is drawn over and among the flowers and greens; the effect is truly wonderful.

In the majority of home weddings the locality directly in front of the mantle is selected as the fatal spot. The old fashioned way of decorating the mantle was to bank the top by covering it with a board mossed like a plateau and filled with flowers like a funeral design. Sometimes a glass vase was imbedded in the moss at either end for long stemmed flowers. The present day treatment of the mantle is not so set in its make up. The mantle board has long since passed out of use. In its place we use a low gathering basket in the center of the mantle top in long flowing effect; the basket being tilted in a most approved artistic manner. On the ends of the mantle tall baskets or vases are used to give height to the arrangements. Screen the mantle top with a little choice green, but only just enough to relieve it. On either side group the palms in loose open formation, bringing them forward to set the mantle in a recess.

In the work of home decorating it is often necessary to drive a tack on the top of the door frame, or the edge of a moulding, to fasten a guide wire for a garland. The warning is tactful, when we say, "don't let anyone from the household see you do it." Most people are sensitive about this, and of the matter of moving furniture and making dirt for some one else to clean up. In all of these things be careful. If you wish to put the stamp of highest approval upon yourself and your work, see that nothing is left but perfection, when you leave the job finished. Carry a kit with you, stocked with pins, wire, double pointed tacks, hammer, a spool of wire, etc. We recall decorating the home of a governor of the State for the wedding of his daughter. Lucky for us, we got a tip from a member of the household that the governor was very touchy about having any bric-a-brac moved from its place. The house, by the way, was crammed with trophies of every kind and description. When all was finished and he came in to inspect, and saw all his beloved treasures undisturbed, with the floral decorations peeping out from between them, he proclaimed us the best and only real decorators that ever came to his mansion. After giving us a cash present he said he would advertise us whenever he had an opportunity and he has kept his word.

The Use of Greens and Arrangement

In the arrangement of plants there is no set rule. The skilled decorator in clustering his plants avoids the tight bank of earlier years. It is far better to arrange your palms loosely and then fill in around the pots and open places around the pedestals with sprays of Oak, or any kind of foliage. We must, however, give preference to Oak, when it is obtainable, on account of its lasting qualities. Avoid straight lines in your arrangement. Let it be one plant up, and one down; one front and one back; break joints so that the general effect is like a cluster of well arranged shrubbery on the landscape. If blooming plants are used always place or group them in objective points. By this, we mean, place them where they will show off best.

One of the big points in church decorating is to cut the floor space. That is, bring the plants close to line, where the ceremony will take place. Reduce

. Directory of Reliable Retail Houses .

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THE MUNK FLORAL COMPANY
GROWERS Can fill all retail orders
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FINE FLOWERS—PROMPT SERVICE

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
DENVER, COLO.
B. E. Gillis, Prest.
E. P. Nelman, Sec.
1643 Broadway
Colorado, Utah, Western Nebraska and Wyoming points reached by express
Orders promptly filled. Usual discounts

DETROIT
MICH.
Orders given best care by these four F. T. D. Members
John Breitmeyer's Sons
BROADWAY
Fetters Flowers
17 Adams Avenue E
Gust. H. Taepke Co.
Walter E. Taepke
95 Gratiot Ave.
The L. Bemb Floral Co.
Albert Pochelon
153 Bates Street
Yours For More Co-operation

SMITH, THE FLORIST
EAST ORANGE, N.J.
We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service
1169 E. Jersey Street

Baker Bros.
Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

HENRY SMITH, THE FLORIST
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

If you have an order for flowers to be delivered in another city, glance through this directory first; if you find an advertiser, properly located, you can rely on him.

the size of the chancel, both width and depth. Cut the space with the palms, and get the credit for having filled it, when all back of the palm line is empty. It's the distant effect that is imporant. If the church is one without a chancel, and where the ceremony will take place at the head of the aisle in front of the platform, we would suggest cutting across the front at this point, screening completely the plaform, choir seats and all. In church decorating, if you wish the decorations to excite comment, make it seem that there is nothing in the church but the bride and the decorations. Regarding the remainder of the auditorium, nothing is needed unless, of course, the people wish to spend the money. Nothing shows up the church decoration like the white runner on the center aisle. This is not considered as part of the florist's decoration, but, if it is a big affair, and the awning and canopy man has received no order to cover the floor of the aisle in white, give him the order yourself; it is worth the cost to the decoration.

The Sale and the Working Plan

Don't wait until the day before the wedding to plan and prepare for the decoration. Just as soon as the order is given, which may be a month ahead, make out a specification sheet. On this sheet enter all memorandums of every item and detail of the work. No detail is too trivial, and a rough pencil sketch of something that words do not convey is a big help. Lay out just what properties you intend using and the approximate number of plants and cut flowers. Private marks and prices can be recorded on this sheet, since it is separate from the original order, and intended solely for your own private information. In the layout of the objective points, see that all material can be obtained before you promise it to the customer. If you expect to use the palms of another florist in conjunction with your own, find out first whether you can get them on the set date. By planning ahead you will not only reduce the actual work, but insure satisfaction for both yourself and the customer.

It is bad business to try to do decorating on a competitive basis. Keep out of the cut price game on decorations and remain in business to see the wisdom of it. Some big town florists refuse to bid on decorative work. Others have dropped decorations altogether, except to their regular patrons, whom they know will pay a consistent price. On the whole the wedding decoration is not a thing to be passed on lightly. It is an important and necessary branch of the business. It is profitable only to those who handle it in a business manner. Keep account of the extra costs and charge everything, even the tip to the sexton and the butler. If you do not you may find that you put in a hard and fast day for nothing. There is, as every one knows who has experienced it, a keen and lasting sense of satisfaction after the work is completed in knowing that you have delighted your customer and a pleasant sense of personal good will in yourself in realizing that you came out all right on the financial end as well.

How Do You Find Business?

How frequently this question is asked and how have you answered it? Those of us connected with flowers and also the men engaged in side lines, such as the sale and production of baskets, ribbons, greens and everything else connected with the trade have passed through a severe ordeal during the world war just ended.

Now and then one of our number says that the present period has proved the most profitable season he has ever experienced, due to the fact that he was optimistic about the outcome and went right ahead with his plan and then builded better than he expected.

One case in particular worthy of mention is that of one of our growers of the new school. Being young and progressive he surveyed the prospect for the year 1918 and saw that labor conditions were going to change; also that the increased price of coal was to be a factor and everything that entered into the growing end would be higher. He determined to stock up his establishment with every available foot of bench room, arranged to get the maximum results. This grower recently told me that, in spite of conditions, this will be the biggest year, both in profits and results, that he has ever had. Was this due to his optimism or pessimism? Or was it due to the fact that he would not lay down and say that this year would be an impossible one; just letting things shape themselves, as many others have done, who have taken the easiest way and fallen behind?

It is the old story of trying to make two blades of grass grow where only one grew before, and I want to go on record as saying that the opportunity presented

Coombs LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, Florists
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co.
INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS The Florist, Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

WE STRIVE TO PLEASE
ALPHA FLORAL Co.
1105 WALNUT-PHONES 1806
KANSAS CITY, MO.
ALPHA FLORAL COMPANY

The editor of THE EXCHANGE values news notes sent to him by readers, or any information of general interest to the whole body of the trade.

· Directory of Reliable Retail Houses ·

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET LOS ANGELES, CAL

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST. 1875
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
832 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's Nashville, Tennessee
200,000 Feet of Glass

There is no trade medium published that begins to equal THE EXCHANGE in giving returns to its advertisers. Test it yourself

"Say it with Flowers"—At the end of 30 days *"Say it with a Check"*

FLORISTS EVERYWHERE
MEMBERS OF THE F. T. D. AND OTHERS

Whenever you receive an order for flowers from another florist—make every effort to fill it, and promptly at that.

Service must be the keynote—not only to your own customer, but in filling all F. T. D. orders sent you by a brother florist.

If you cannot fill the order at the time requested, write or call up the people to whom the order is to be delivered and tell them that you have a message to deliver to them from their friends, but that at the moment you are all out of flowers, but will satisfactorily fill the order at earliest. Immediately notify the florist who sent you the order of what you have done.

DO BUSINESS IN A BUSINESSLIKE WAY

THE FLORISTS' TELEGRAPH DELIVERY
For Better and More Efficient Floral Service to the Public as well as from Florist to Florist

Begerow's NEWARK, N. J.
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The — Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
FLORISTS
135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F. T. D.

M. A. Bowe IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
THE GREAT WORLD WAR WON
but we must still back up THE GOVERNMENT to our uttermost.
BUY and SELL WAR SAVING STAMPS.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

AS a wide-awake retailer reading this department of THE EXCHANGE, you have noticed the cards of those who are using this means of securing orders from out-of-town retailers.

Have you recognized the fact, as well, that the manner in which these retailers continue their advertising in THE EXCHANGE shows that we are giving them excellent service?

$60 per annum for a card one inch deep; minimum of $37.50 for a depth of 5/8 inch.

THE FLORISTS' EXCHANGE
Box 100 Times Square Station, NEW YORK

Directory of Reliable Retail Houses

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NORFOLK — Grandy THE FLORIST 269 GRANBY ST NORFOLK VA — FORTRESS MONROE

Special Messenger Service to above City $1.00

NORFOLK'S TELEGRAPH FLORIST

PHILADELPHIA: 1800 Chestnut St.

The London Flower Shop

Trade Mark — E. C. Ludwig Floral Co. — **Pittsburgh, Pa.**

"E. C." LUDWIG FLORAL CO.

710 East Diamond Street (North Side)

OUR ONLY STORE

"We Serve You Better" — Store open Day and Night

New York

MAX SCHLING

Phone, 7241 Plaza — 785 FIFTH AVENUE

KOTTMILLER, Florist

426 Madison Avenue and 49th Street, NEW YORK

Also Ritz Carlton and Vanderbilt Hotels

Telephone: Murray Hill 783

Highest Award at the International Flower Show, April 11th, 1916

Grand Central Palace

Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS.

Main Store: 2077 BROADWAY

Branches: 2703 Broadway and 1664 2d Ave.

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NEW YORK CITY — **ADOLPH MEYER**

1062 MADISON AVENUE — 'Phone, Lenox 2352

Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP

761 Fifth Avenue — NEW YORK

Young Inquirt — 42 West 28th St. NEW YORK

Telephone Madison Square 2065-2066

We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN

Successors to H. W. FIELD — *SMITH COLLEGE FLORISTS*

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1415 Farnum Street — Phones—1501 and L1582

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PATERSON, N. J. — PASSAIC, N. J.

PHILADELPHIA

CHAS. H. GRAKELOW

Everything in Flowers. — Broad St. at Cumberland

J. J. Habermehl's Sons — PHILADELPHIA, PA.

The Bellevue-Stratford and Diamond & 22d Sts

Do you want flowers in Philadelphia? We furnish the best, artistically arranged

The most complete, thorough and uptodate Design Book ever offered the retailer for his counter trade is admitted by "all in the know" to be our FLORAL DESIGNS DE LUXE. Write us for descriptive circular "F."

itself to the grower mentioned was perhaps no different from that of many others, except that he took the bull by the horns and determined upon a policy and carried it out successfully, much to his credit. And this condition was brought about by the fact that he knew what he was going up against and provided for it accordingly.

Now the same opportunity was open to the retailer, who also had unusual conditions to contend with. People who had in the past perhaps been in the habit of purchasing flowers seemed to get the notion that it was not patriotic to buy luxuries and were particularly anxious to put flowers in this class, and simply did without them whenever possible. Many stores which depended on this class of trade felt the shrinkage in their sales. But out of this also came the type of the florist who felt that the new class of buyers must be appealed to, those who were earning more money than ever before and who had always yearned for some of the luxuries of life but who could not until now afford them, these have developed into flower lovers and buyers at the same time. May we not suppose that those who went after this class of buyers by present-day methods of publicity and advertising plus fresh flowers and all that enters into a successful store's methods have also had one of the best years in the sale of flowers that they have ever encountered?

"Whatever is worth doing at all, is worth doing well." The florists generally throughout the country should feel genuinely happy that in spite of all the adverse conditions we have had to meet during the present year we, nevertheless, have reason to be especially grateful, because we live in this great land of ours, where everyone has the vision and courage to feel that for the next year we can do still better than the past, and that everyone connected with flowers—wholesaler, retailer, grower, supplyman and bulbman will see that our Publicity Campaign is given further support by sending in a subscription in proportion to his volume of business to create the nucleus of a still larger business for every one concerned.

The Publicity Campaign which we have started is only a small part of the development work but who will not acknowledge that it has started something which perhaps is but the means for new and more energy yet to be developed, so that we may all see progress in a broader and bigger light, and if it only does this, has it not merited your support?

We are soon to ask for funds for our 1919 campaign and perhaps those who have not had a successful year for 1918 may hope that the campaign will bring them better business for next year and those who have had a resultful year will surely show their appreciation by coming across without much effort. Then the Campaign of "SAY IT WITH FLOWERS" will steadily keep winning new friends and customers for those florists who will have done their duty.

Before closing may I add that our trade press is entitled to a great deal of credit for the many suggestions that are found in its columns, which always have the trend toward further encouragement and that the trade papers also deserve the support of all in the trade.—HENRY PENN, Chairman National Publicity Campaign.

Advertising Opportunities Negtected

The opportunity for doing an extra heavy business for Thanksgiving, 1918, has never been equalled since the day was inaugurated and yet in the prominent florist shops of one of our great cities not a solitary one was noted displaying in its windows the slightest reference to the notable occasion. What is wrong? Is it that it was feared such advertising would offend the esthetic eyes of wealthy patrons?

PITTSBURGH, PA.

Randolph & McClements

5936 Penn Avenue

Port Chester - New York

J. SMITH, THE LEADING FLORIST

132 North Main Street

Also Harrison, Mamaroneck, Rye, Greenwich and vicinity

PROVIDENCE, R. I.

AND NEW ENGLAND POINTS — T. J. JOHNSTON & CO. 107 WASHINGTON ST., PROVIDENCE

PROVIDENCE RHODE ISLAND

Johnston Brothers

LEADING FLORISTS

38 Dorrance Street

Providence, R. I.

2 Broad Street

Macnair, Florist

Roanoke, Va.

Fallon, Florist

J. B. Keller Sons — ROCHESTER, N. Y. 25 Clinton Ave., North

Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

ROCHESTER, N. Y.

H. E. Wilson FLORIST — 88 Main Street, East

We reach all Western N.Y. Points

ROCKFORD — **H. W. Buckbee** FOREST CITY GREENHOUSES — ROCKFORD, ILL.

Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

St. Louis, Mo. Flowers delivered in city or State on short notice

F. H. Weber

TAYLOR AVENUE AND OLIVE STREET

Both Long Distance Phones

"MESSAGES OF FLOWERS," tells "How to Say it with Flowers." The book is sold in pairs: One copy at 25c. for the man, and another copy at $1 for the best girl. Can be purchased from THE EXCHANGE office.

· Directory of Reliable Retail Houses ·

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson St. Paul. Minn. National Florist
20-22-24 West Fifth Street
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

Salt Lake City FORT DOUGLAS and Vicinity
MILLER FLORAL CO.
Ten E. Broadway
0,000 SQUARE FEET OF MODERN GLASS

San Francisco, Cal.
Joseph's, Florists

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
534 Second Ave.

Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
e largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
15 Cherry Street

WASHINGTON, D. C.
Gude Bros. Co.
Florists 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
liveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

Commercial Carnation Culture
$1.50
From the office of The Florists' Exchange

Flowers Express Joyous Welcome

Flowers played a conspicuous part in the recent triumphal entry of King Albert and the Belgian Army into Brussels. Newspaper accounts, in describing the event, say that flowers were thrown in the path of the royal party as the procession made its way along boulevards for miles densely packed with cheering crowds. The spectators along the route continually threw down small flags and Chrysanthemums from windows and balconies.

Lightless Nights Ended

The National Fuel Administration at Washington has rescinded the "lightless" order, which had been in effect since the coal shortage of last Winter. Beginning Saturday, Nov. 23, lights were turned on full, as in pre-war times. However, Fuel Administrator Garfield has issued a new order in which the Federal Fuel Administrators in charge of States may continue the original order in those communities in which they deem such action necessary because of local fuel conditions.

Effective Co-operative Advertising

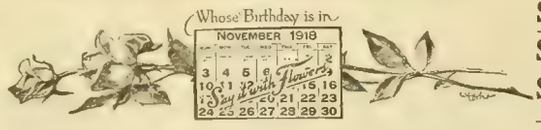
ROSES, Violets and the earlier blooming potted plants compete with late Chrysanthemum varieties to dominate Thanksgiving displays in Flower shops everywhere. It's needless to say that Flowers will contribute much to your Thanksgiving observance.

This Thanksgiving, perhaps, your soldier boy will be on furlough, or you'll entertain another soldier boy in his place. Think how much he will appreciate the presence of Flowers there in your home.

Your florist is ready to handle Thanksgiving orders with infinite care as to details of arrangements. The cost will be small as you desire.

It's Appropriate To Send Thanksgiving Floral Remembrances

Flowers may be sent anywhere in the U. S. or Canada through the Florists' Telegraph Delivery



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The best **BOXWOOD** that grows, 50 lbs. for $10.00.

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New York City

Meeting of the New York Florists' Club, Monday eve., Dec. 9, at 7.30, at the Grand Opera House Bldg., 23d st. and 8th ave. Election of officers.

The Market

Nov. 26.—This is Thanksgiving week. Today, Tuesday, the wholesale cut flower market is in receipt of moderately large arrivals of all kinds of staple and seasonable flowers. There is an active demand, but no rush; prices are moderately high and firm.

American Beauty Roses are in medium supply and moving well at 25c. to 75c. each, and the other grades at corresponding prices. There is a moderate supply of hybrid tea Roses which are selling freely at 6c. to 60c., but 6c. to 15c. covers most varieties. No. 2 grade blooms are realizing $2 to $6 per 100 according to variety.

Carnations are not in over supply. They are meeting with a fair demand at about $6 per 100 for select grades, with occasional sales of preferred varieties and colors at $8.

Cattleya orchids in medium supply are selling in general at 60c. to 75c. each for choice blooms of preferred varieties, but a few choice hybrids are touching the dollar mark.

There is a moderate supply of white and a few pink Lilies, which are going slowly at $10 to $12 per 100 for the white and $4 to $5 for the pink. Gardenias and Lily of the Valley are not moving briskly. The best blooms of the former are realizing $3 to $5 per doz., and those of the latter $6 to $8 per 100.

The supply of 'Mums is larger than that of any other flower in the market. The demand is large and steady. The large flowered varieties are selling at $1.50 to $5 per doz. in general, but a few extra large, choice blooms are realizing $6. Bunch 'Mums are selling at 25c. to 50c. a buch for anything worth while.

Violets are in medium supply and are moving fairly well at 75c. to $1.25 and occasionally $1.50 per 100 for doubles, and from 75c. to $1 for singles.

In other flowers there are a few fine Poinsettias, a very moderate supply of Sweet Peas, Calendulas, Mignonette, Pansies, and a large supply of Stevia, all meeting with a fair demand at quoted prices. All greens are in full supply and moving well.

Wednesday, Nov. 27, 2 p.m.—Up to this hour today conditions in the wholesale cut flower market show little change from those of yesterday. The arrivals today were somewhat heavier and the demand showed little if any increase. Prices remain unchanged, but as there is considerable unsold stock, and as there will be some afternoon arrivals, prices are not expected to advance, and may decline before the market closes Wednesday evening. On the whole, the demand at this writing appears to be larger than for Thanksgiving Day, 1917.

Important Meetings

The regular monthly meeting of The Florists' Club will be held at the club's rooms, Grand Opera House Building, 23d st. and Eighth ave., on Monday evening, Dec. 9, at 7:30. The election of officers for 1919 will be held at this meeting.

There will be a meeting of the International Flower Show Committee on Monday, Dec. 2, at 2:30 p.m., at the office of Secretary John Young. At this meeting it is expected that a decision will be reached as to whether a flower show will be held in the Spring of 1919.

Nathan Whittley, formerly in the employ of Fred Miller, and later with Malandre Bros., retail florists, died of influenza on Nov. 21, at his home in Highland, N. Y., in the 31st year of his age, after a sickness of only three days. The funeral services were from his late residence on the 23d. Interment was at Highland Cemetery. Mr. Whittley is survived by a widow, his father, mother, sister and a brother, Alfred Whittley, well known in this city, and engaged in the florist business at Hackensack, N. J.

Edward Warendorff, formerly of Madison ave. and 59th st., is now associated with the Bloomingdale Cut Flower Department, Lexington ave. at 59th st. The new annex of this department, which opened on Nov. 23, gives this firm what it claims is the largest floral establishment in the world.

Capt. A. N. Kinney, Fort Washington ave. at 198th st., who has been a lieutenant in the Naval Reserve during the war, was seen again in civilian dress in the wholesale flower district this week, glad, he said, that the war is over, and hoping the world would never see another.

Adolph LeMoult, who is a member of the committee of the New York Florists' Club for the collection of flowers for distribution among the base hospitals in this city and vicinity, even at so busy a time as the day before Thanksgiving Day, and when flowers are so much in demand, succeeded in collecting a large number of blooms with which to gladden and cheer the patients at those hospitals on Thanksgiving Day. Credit is certainly due to Mr. LeMoult and other members of the committee, and to the donors for their faithful participation in this beautiful work.

VICTORY and The Return of Peace

Finds us doing a large volume of business. The demand is increasing. It looks like a great Flower Selling Season. We require larger arrivals of flowers, especially Roses.

Come in and grow with us!

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Boston

The Market

Nov. 26.—The wholesale flower market is short. Dull weather last week reduced the supply. The demand for all kinds of flowers is heavy and prices have advanced considerably. As it looks now Thanksgiving Day business will be much larger than for several years. American Beauty Roses are in moderate supply, with a heavy call. They sell at $5 and $6 per doz., but may be higher before Thanksgiving Day. The supply of hybrid tea Roses has shortened and the demand increased. Prices range from 6c. to 25c. each. Carnations are scarce; prices are climbing and may be much higher tomorrow. The price is from 5c. to 8c. each. Cattleyas are moderately plentiful with a good demand at 40c. to 75c each. There are more 'Mums than of any other flower. The later varieties are of fine quality. Prices range from $1.50 to $3 per doz., with some fancy flowers higher. Lilies are scarce and are selling at 16c. each. There is a liberal supply of good Stevia which sells well at 50c. per bunch. Violets are plentiful and in good demand at $1.50 to $2 per 100. Sweet Peas are in small supply. Good flowers of Calendula are offered. Snapdragon is more plentiful and the stems are lengthening.

Lily of the Valley is in fair supply, but the demand is light at $6 to $10 per 100. The supply of greens of all kinds is sufficient and selling well. Plants are going well. 'Mum plants sold better than ever before. Begonias of all kinds are moving satisfactorily. Cyclamens are of good quality and in good demand at good prices. Erica melanthera is a favorite and has a good call.

Gardeners and Florists' Club

The monthly meeting of the club was held at Horticultural Hall on Tuesday evening, Nov. 19. The secretary read resolutions on the deaths of John Lally and Alexander Richter. The president apointed a committee, composed of Peter M. Miller, John L. Smith and W. N. Craig, to draw up resolutions on the death of John Blockridge, a member of the club who was killed in action in France. It was also voted to send copies of the resolutions on the death of Carl Borowski to his family. The following officers for 1919 were nominated: President, Andrew K. Rogers; vice-president, C. P. Sweetser; secretary, W. N. Craig; treasurer, S. J. Goddard. Executive committee: George W. Hamer, James Wheeler, Herman Bartsch, James Meth-

(*Concluded on page* 880)

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VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON
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New York Cut Flower Market
Up to Tuesday, Nov. 26, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	25.00 to 75.00	Adiantum Cuneatum	.20 to .25
" Fancy	15.00 to 50.00	Hybridum and Croweanum	.25 to .50
" Extra	12.00 to 25.00	Antirrhinum, per bunch	.15 to .50
" No. 1	10.00 to 15.00	Asparagus Plumosus, bunches	.08 to .20
" No. 2	5.00 to 6.00	Bouvardia, per bunch	.35 to .75
" No. 3	3.00 to 4.00	Carnations, Select	5.00 to 6.00
Killarney	2.00 to 6.00	Ordinary	2.00 to 4.00
Killarney Brilliant	2.00 to 6.00	Calendula	2.00 to 4.00
White Killarney	2.00 to 6.00	Chrysanthemums, per doz	1.50 to 5.00
White Killarney, Double	3.00 to 10.00	Chrysanthemums, bunch	.10 to .60
My Maryland	2.00 to 6.00	Ferns, per 1000	1.75 to 2.00
Columbia	4.00 to 25.00	Galax, green and bronze, 1000	..... to 1.00
Hadley	6.00 to 30.00	Gardenias, per doz	1.00 to 5.00
Hoosier Beauty	2.00 to 10.00	Gladiolus	..... to .....
Key	10.00 to 60.00	Leucothoe, per 1000	4.50 to 7.00
Cecile Brunner, Elgar, etc. bun	..... to	Lilies, Longiflorum	10.00 to 12.00
Mme. Pl. Euler (Prima Donna)	3.00 to 15.00	" Rubrum	4.00 to 8.00
Mrs. George Shawyer	2.00 to 8.00	Lily of the Valley	3.00 to 8.00
Sunburst	2.00 to 8.00	Mignonette, per doz	.25 to 1.00
Mrs Aaron Ward	2.00 to 12.00	Poinsettias, per doz	4.00 to 5.00
Lady Alice Stanley	3.00 to 15.00	Orchids, Cattlevas	30.00 to 100.00
Ophelia	3.00 to 15.00	Orchids, Oncidiums	7.00 to 8.00
J. J. L. Mock	4.00 to 20.00	Smilax, per doz., strings	1.00 to 2.00
Mrs. Charles Russell	4.00 to 25.00	Sweet Peas, Spencers	1.00 to 2.00
.....	..... to	Violets, Double	.75 to 1.50
.....	..... to	" Single	.75 to 1.00
.....	... to	Wallflowers,, per bunch	.35 to .75
.....	..... to	.....	.....

All the New and Standard ROSES
Fine Grade CARNATIONS
and all Seasonable CUT FLOWERS
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TELEPHONE, FARRAGUT 3532
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Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
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Valley and a Complete Line of Autumn Flowers
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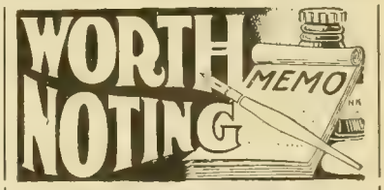

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Telephone, Fort Hill 1083-1084-1085
When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Nov. 25, 1918	NAMES AND VARIETIES	Boston Nov. 26, 1918	Denver Nov. 16 1918	Pittsburgh Nov. 25, 1918
6.00 to 75.00	Roses—American Beauty	16.00 to 60.00	8.00 to 50.00	8.00 to 50.00
4.00 to 12.00	Hadley	8.00 to 25.00	.... to	.... to ....
4.00 to 15.00	Hoosier Beauty	6.00 to 20.00	4.00 to 10.00	8.00 to 20.00
4.00 to 12.00	Killarney	6.00 to 10.00	4.00 to 10.00	6.00 to 15.00
5.00 to 15.00	White Killarney	6.00 to 10.00	.... to	6.00 to 15.00
.... to	Killarney Queen	6.00 to 12.00	3.00 to 8.00	.... to ....
4.00 to 8.00	Mrs. Aaron Ward	.... to	.... to	4.00 to 12.00
6.00 to 15.00	Mrs. Chas. Russell	8.00 to 20.00	8.00 to 15.00	8.00 to 20.00
.... to	Francis Scott Key	.... to	8.00 to 15.00	.... to ....
4.00 to 12.00	Mrs. George Shawyer	.... to	4.00 to 12.00	6.00 to 15.00
10.00 to 15.00	Columbia	6.00 to 12.00	8.00 to 15.00	.... to ....
.... to	Rose Marie	.... to	8.00 to 15.00	.... to ....
4.00 to 12.00	My Maryland	.... to	.... to	6.00 to 15.00
6.00 to 15.00	Prima Donna	.... to	6.00 to 15.00	8.00 to 20.00
6.00 to 15.00	Ophelia	6.00 to 16.00	4.00 to 12.00	6.00 to 15.00
4.00 to 10.00	Richmond	6.00 to 12.00	2.00 to 8.00	6.00 to 15.00
4.00 to 12.00	Sunburst	6.00 to 12.00	.... to	4.00 to 12.00
5.00 to 12.00	Killarney Brilliant	6.00 to 12.00	2.00 to 8.00	.... to ....
.... to	J. J. L. Mock	.... to	2.00 to 10.00	.... to ....
2.00 to 3.00	Cecile Brunner	.... to	2.00 to 4.00	.... to 3.00
1.00 to 2.00	Adiantum, ordinary	.... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	Antirrhinums, bunch	4.00 to 8.00	.... to	.... to ....
.35 to .50	Asparagus Plumosus, bunch	.25 to .50	.... to .50	.35 to .50
.35 to .50	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
.50 to 2.50	Calendula	2.00 to 3.00	.... to	.... to 2.00
.... to	Callas	.... to	.... to	.... to ....
6.00 to 8.00	Carnations, Select	6.00 to 8.00	.... to 4.00	5.00 to 6.00
4.00 to 6.00	Ordinary	5.00 to 6.00	2.00 to 3.00	.... to ....
10.00 to 40.00	Chrysanthemums	16.00 to 30.00	16.00 to 50.00	15.00 to 35.00
.35 to .75	Pompons, per bunch	.50 to 1.00	.50 to .75	.... to ....
.... to	Coreopsis	.... to	.... to	.... to ....
1.00 to 1.25	Daisies	.50 to 1.00	.... to	.... to 1.50
.... to	Delphinium, dos	.... to	.... to	.... to ....
.... to 3.00	Ferns, Hardy	.... to	.... to .50	.... to .40
.... to	Gaillardias	.... to	.... to	.... to ....
.... to .15	Galax Leaves	.... to	.... to	.... to .15
.... to	Gladioli	.... to	.... to	.... to ....
.75 to 1.00	Leucothoe	.... to	.... to	.... to 1.00
15.00 to 20.00	Lilium Formosum	.... to	.... to	.... to ....
12.00 to 15.00	" Longiflorum	15.00 to 16.00	.... to 15.00	.... to 20.00
15.00 to 20.00	" Rubrum	10.00 to 12.00	.... to	.... to ....
8.00 to 10.00	Lily of the Valley	8.00 to 10.00	.... to	6.00 to 8.00
2.00 to 3.00	Mignonette, Per 100	.... to	.... to	.... to ....
60.00 to 75.00	Orchids—Cattleyas	40.00 to 75 00	.... to 75 00	.... to 75.00
.... to	Phlox	.... to	.... to	.... to ....
1.80 to 2.40	Smilax, dos. strings	.... to	2 00 to 3.00	.... to 2.00
.... to	Snapdragon	3 00 to 4.00	4.00 to 6.00	.... to ..
.... to	Stevia, per bunch	.... to	.... to	.50 to .75
.25 to .60	Sweet Peas	1.00 to 1.25	.25 to 1.00	.... to 1.50
.75 to 1.25	Violets	1.00 to 2.00	.... to	.... to 1.00

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.
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New England Florist Supply Co.
276 Devonshire Street BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.
When ordering, please mention The Exchange

Boston—Continued from page 878

ven, William H. Judd, Walter H. Golby, Robert E. Montgomery, James Donald.

On the motion of S. J. Goddard it was voted to serve refreshments at the next meeting. During the period of the war refreshment had been given up as a patriotic act.

There were good exhibits of flowers, plants and vegetables. Janiten & Wollrath exhibited a fine group of plants, including Begonia melior and B. Cincinnati, Cyclamens and Oranges, which was awarded honorable mention. John L. Smith, of Swampscott, was given a report of merit for a plant in flower of Cattleya Moira. The William D. Edgar Co., Waverley, showed a group of plants of Euphorbia Jacquiniflora, Cyclamens, Begonias and Azaleas. S. J. Goddard exhibited a vase of Dorner's seedling Carnation No. 119, a beautiful light pink, which received a report of merit. He had also a pure white Carnation seedling of his own and also a scarlet one of Dorner's, both receiving honorable mention. The Thomas J. Grey Co. exhibited Canada Corn. W. H. Golby exceptionally fine Leeks, and Thomas W. Little, Clifton, Cucumber Tender and True, 42in. long. W. N. Craig also showed vegetables, and A. K. Rogers exhibited Apples. James Donald gave a talk on vegetable culture which was followed by a lively discussion.

About Town

The friends of Ed. J. Welch, son of Patrick Welch, will be pleased to know that he is convalescing at the Scobey Hospital. The operation for appendicitis was successful. Patrick Welch has been called for jury duty, but because of the illness of his son he has been excused for three weeks.

At a banquet given in celebration of the fifth anniversary of the establishment of the B. A. Snyder Co., at the Elks' Club, on Monday evening, Nov. 18, some 150 retailers, wholesalers and growers attended, several coming from a distance, including Frank J. Baker, Utica, N. Y., William Smith, Montreal, and Samuel Salzberg, New York. A magnificent wall clock was presented to the Snyder brothers.

As soon as news of the signing of the armistice was received orders for bulbs from large private estates came pouring into the seed houses, and there was not enough stock to supply the demand. Buyers were therefore sent to New York and Philadelphia to get bulbs to fill the large orders.

There is a shortage of flowers and the wholesale houses find it hard to get enough to fill their large orders. They say that the outlook is good for a big business.

The New England Florist Supply Co. reports excellent business. Decorating with Laurel and other greens has begun and the firm is exceptionally busy supplying the heavy demand.

The Boston Floral Supply Co., 347-357 Cambridge st., celebrated Victory Day, the Monday on which the armistice was signed, by attending the performance at B. F. Keith's Theatre. The president of the firm, Samuel Robinson, was a member of the party, which included the office force and 75 other employees. All had a most enjoyable time. The factory and office were closed during the greater part of Monday and all day Tuesday.

The New England gardeners' conference was held on Nov. 22, under the auspices of the National Association of Gardeners. Full details will be found elsewhere in this issue. R. C.

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Two Million Square Feet of Glass at MORTON GROVE, ILL., in Plants and Cut Flowers
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Chicago and the West

Chicago Florists' Club meets at the Randolph Hotel, Dec. 5. Election of officers.

Excellent Market

Nov. 25.—Business has been good, and it looks as if the old time prosperous condition of the market had returned. In the shipping line there was more than usual activity. The local buyers are also laying in heavier stocks than formerly. Thanksgiving Day shipping started on Monday, when it was heavy and will continue so for the next two days judging from advance orders booked. It is the general opinion that this will prove the best Thanksgiving Day trade the market has ever had and that everything will clean up at good prices.

The supply of Roses appears to be coming in freely, but just what the growers will put on the market the next few days cannot be definitely stated. It is certain that there will be no surplus and that stiff prices will be maintained during the week. There is more long and fancy stock than short, so that the price of short stock had advanced considerably. All varieties are represented on the market, in good condition, from the recent novelties to the standard varieties.

Chrysanthemums predominate but the present week will see practically the end of their season, as many growers have made it a point to hold out their crops for this week's delivery. The demand for fancy stock is slightly in advance of the supply, but in the smaller flowers and pompons there is a large supply. White and pink varieties are mostly in demand; yellow pompons and small blooms of other yellows move but slowly.

The Carnation supply is getting better but still there is no abatement in price; they are bringing the best prices they have ever brought before in November. All stock cleans up daily and more could be sold if the stock could be had. They are selling this week at from $4 to $6 per 100.

The supply of orchids is larger than it has been for some time but still short of the increased demand there has been felt for these since the close of the war.

Chicago, Nov. 25, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials, per doz.	5.00 to 7.50
36-inch stems "	4.00 to 5.00
30-inch stems "	3.00 to 4.00
24-inch stems "	2.00 to 3.00
18 to 20-inch stems "	1.50 to 2.00
Short stems, per 100	6.00 to 8.00
Columbia	8.00 to 20.00
White and Pink Killarney	4.00 to 12.00
Killarney Brilliant	4.00 to 15.00
Milady	6.00 to 15.00
Mrs. Aaron Ward	4.00 to 10.00
Mrs. Chas. Russell	8.00 to 25.00
Richmond	4.00 to 10.00
Sunburst	4.00 to 10.00
Ophelia	4.00 to 10.00
Carnations, Select	5.00 to 6.00
" Ordinary	4.00 to 5.00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
Adiantum	1.00 to 1.50
Boxwood, per pound	.... to .20
Calendulas	3.00 to 5.00
Chrysanthemums, Ordinary, Doz.	1.00 to 1.50
" Medium	2.00 to 3.00
" Fancy "	5.00 to 6.00
" Pompons, bunch	.25 to .50
Cornflowers	.... to 1.00
Daisies	1.50 to 2.00
Ferns, Hardy, per 1000	4.00 to 5.00
Galax Leaves, per 1000	.... to 1.50
Gardenias, per doz	3.00 to 4.00
Leucothoe Sprays	.75 to 1.00
Lilium Longiflorum	15.00 to 20.00
Lilium Rubrum	4.00 to 5.00
Lily of the Valley	.... to 6.00
Mexican Ivy, per 1000	.... to 6.00
Mignonette	4.00 to 6.00
Orchids—Cattleyas, per doz	9.00 to 10.00
Smilax, per doz	2.50 to 3.00
Sweet Peas	.50 to .75
Violets	.75 to 1.00
Wallflowers, per bunch	.35 to .50

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ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
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Thre is enough Valley at the standard price of $6 per 100. Easter Lilies are still short of the demand and are bringing the best prices of the season. Violets are in large supply and are moving better than they have earlier in the season.

Place your order for

Greens for the Holidays

now and we will make shipment when you are ready. The supply of **Boxwood** and **Lycopodium** is limited. Make sure of your requirements and order today.

BOXWOOD SPRAYS
$18.00 per 100 lbs.
Order your Boxwood now. You will pay more if you wait until later

LYCOPODIUM
$15.00 per 100 lbs.
Cleaned and bunched. The best we have ever handled

New Bronze and Green GALAX
$10.00 per case

CUT HEMLOCK
$2.50 per bundle

GREEN LEUCOTHOES
Extra long, $7.50 per 1000

WILD SMILAX
Per case, $6.00

MEXICAN IVY
$7.50 per 1000

SPHAGNUM MOSS
Large bales, $3.00 each

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Plumosa
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Carnations, Chrysanthemums, Callas and Sweet Peas

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While the supply will be large for the present week's demand, it is thought all will clean up. Calendulas, Pansies, Mignonette, are to be had in fair supply. There are Callas, Sweet Peas, Daisies, etc., but they are in no special demand. The supply of greens is better, but prices remain firm, all stock moving, but there is no oversupply.

Retailers Organize

The retail florists have again formed an organization, starting with 24 charter members. L. R. Bohannon was elected president; A. Lange, vice-president; William Wienhoeber, secretary; F. S. Webb assistant secretary. It is their purpose for the present to hold weekly meetings.

The next meeting of the Chicago Florists' Club will be held at the Randolph Hotel, Dec. 5. The election of officers for the ensuing year will take place.

A. Lange, 25 E. Madison st., had an attractive advertisement in the Daily Tribune Nov. 20, in which he offers 'Mums as the "Flower of the Hour."

Rudolph Virus, 5224 Leland ave., has been hard pressed for the want of labor in his greenhouses, as his only son joined the army a year ago and is at present in France.

Sam Pearce has several houses of fine Poinsettias for Christmas sale, bench grown from cuttings. He has received large shipments of French and Holland bulbs. Mr. Pearce is of the opinion that, on account of the greatly increased cost of transportation this year, all bulb stock will bring record breaking prices in the coming Spring.

Thos. Conlon, the well known plant grower, who has had charge of the plant department of Poehlmann Bros. Co. at Morton Grove, will sever his connection with that company on Dec. 1. Mr. Conlon has so far declined to give any information as to his future plans.

The Anton Then greenhouses on Winnemac ave. are being taken down by the American House Wrecking Co. These greenhouses have been in operation for over 30 years and their removal is the passing of an old landmark.

Illinois' First Apple Show

The first Apple show, under the auspices of the Illinois Hort. Society, was held in the Morrison Hotel, Chicago, for four days, beginning Nov. 19. The show proper was held on Floor "A." The floor above, "B," was used for office and lecture rooms and contained a comprehensive exhibit of spraying machinery and insecticides. Here also box and basket manufacturers exhibited containers for shipping Apples. A cider mill was in operation and fresh cider sold to the visitors.

Prizes were offered for the best display of Apples in the various varieties, from a small trayful to twenty barrel lots. The largest commercial producer was Senator Henry M. Dunlap of Savoy, Ill., who has 1800 acres, principally in Apples, and spends more than $7000 annually for spraying materials alone. The show ended Thursday evening with an "Apple banquet" in the terrace garden of the hotel, where popular entertainment was provided during the evening.

Secretary A. M. Augustine of the Illinois State Hort. Society and other officials who worked with him have done good work in getting such an interesting exhibition together from various sections of the State.

Killed in Action

Corporal Howard R. Votaw, 97 Company, 6th U. S. Marines, was killed in action on Oct. 3. He was acting quartermaster at the battle of Chateau-Thierry and had been recommended for a commission. Corporal Votaw had many friends in the florist and allied trades in Chicago, being manager of the florist's department of the well known fertilizer house of Darling & Co. He was a member of the Chicago Florists' Club and his death will put the first gold star on the club's service flag.

A. Koch, head gardener at Garfield Park Conservatory, has received many compliments in the local papers for the fine 'Mum display now being shown at the park conservatory. Mr. Koch is an Alsatian and is greatly rejoiced over the return of his nattive country to France.

Boxwood

Good, clean stock, no surplus wood, in bags of about 50 lbs.
For immediate delivery, $20.00 per 100 lbs.

Holly, Holly Wreaths
Lycopodium
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Philadelphia

Market Firm

Nov. 26.—The market has firmed considerably for Thanksgiving Day and prospects are good for a brisk demand. Shipping trade was exceptionally heavy the fore part of the week. The supply is considered to be somewhat under normal because the Chrysanthemums are well over. There are fewer 'Mums for Thanksgiving Day in this market than generally noted in former years. Some extra fine J. Nonin are bringing $6 per doz. Eaton, Chadwick and Seidewitz big stock are all ruling about $5 per doz. Bonnaffons from $3 to $5 per doz. according to grade. Little of anything sells under $3 per doz. in any color or variety. The good supply of pompons is moving fairly well. Roses have stiffened with a declining supply; long Am. Beauty are up to $6 per doz; grade Russell $4 per doz. Carnations are going nicely at $6 per 100, selects. Cattleyas are in light supply and demand. Easter Lilies are showing a slight advance. There are more Sweet Peas to be had. Gardenias and Cypripedium insigne are starting to arrive. Snapdragon is increasing steadily.

News of the Trade

On Nov. 22 a steamer arrived at an Atlantic port with the balance of the Dutch bulbs, among them being a consignment of 250 cases to the Henry F. Michell Co. These were brought over by auto trucks.

The Henry A. Dreer, Inc., had a consignment of Valley clumps on the same steamer.

As usual Aschmann Bros. have a fine selection of flowering and foliage plants for the holiday trade, including Cyclamen, Poinsettias, Primula obconica, Begonia luminosa and ferns in variety.

The S. S. Pennock Co. is handling some superb J. Nonin Chrysanthemums for Thanksgiving Day. They were bringing $6 per doz.

Henry I. Faust of Merton has a fine lot of well flowered Cyclamen and Poinsettias for Christmas.

C. U. Liggit is spending the week visiting the growers throughout the State.

Godfrey Aschmann has a choice stock of blooming and foliage plants for Christmas. The variety includes Begonia, Primula, Solanum, Dracæna, Kentia and ferns in variety.

A happy event of the past week was the wedding of Josephine Michell, daughter of Frederick J. Michell, to W. G. Arader. It took place at Ridley Park, the home of Frederick J. Michell.

The Robert Craig Co. has this year some of the finest Cyclamen it has ever grown.

Th London Flower Shop always has attractive window displays. It has been especially noteworthy during the Chrysanthemum season.

Edward Dornheim is now with Berger Bros.

Philadelphia, Nov. 26, 1918
Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	8.00 to 50.00
Columbia	6.00 to 15.00
Kaiserin Aug. Vic.	4.00 to 10.00
Killarney	4.00 to 10.00
White Killarney	4.00 to 10.00
Mme. P. Euler (Prima Donna)	4.00 to 15.00
My Maryland	4.00 to 10.00
Richmond	4.00 to 10.00
Sunburst	4.00 to 10.00
Killarney Brilliant	4.00 to 10.00
J. J. L. Mock	4.00 to 10.00
Lady Alice Stanley	4.00 to 10.00
Mrs. Chas. Russell	5.00 to 30.00
Mrs. George Shawyer	4.00 to 10.00
Hadley	4.00 to 20.00
Ophelia	4.00 to 15.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Bouvardia	6.00 to 8.00
Callas	10.00 to 15.00
Carnations, Select	5.00 to 6.00
Chrysanthemums	10.00 to 40.00
Pompons, bunch	.25 to .50
Lilium Longiflorum	12.50 to 15.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas	50.00 to 75.00
Stevia, per bunch	.35 to .50
Sweet peas	1.00 to 2.00
Valley	6.00 to 8.00
Violets	35. to .75

The supply houses are all overly rushed with Christmas business, showing that the trade is buying more heavily than ever before.

The Leo Niessen Co. is meeting with an exceptionally heavy shipping business this week.

Kansas City, Mo.

Local florists report heavy business and satisfactory prices, although stock is limited in variety and rather scarce. There seems to be little let-up in the heavy business that has been experienced for some weeks past. The business of the flower shops has come to indicate, in a way, the state of the city's health, as there have been few orders except for sick rooms and funerals for more than a year. Although the great rush of work that meant night work for many of the greenhouses and shops has abated, but there is still a steady and heavy business every day. The strange situation of there being practically no 'Mums for Thanksgiving Day will prevail in Kansas City this year. Growers have cleaned up on these blooms early; this has been partly due to the warm weather of early November. The few 'Mums left have been selling for from $1.50 to $4 a doz. wholesale. Roses were from 8c. to 20c. apiece. With the going of 'Mums, Roses were the only thing left, Carnations not having come in yet. B. S. B.

Chrysanthemem Society of Ameirca

Examining Committees Report

At Cincinnati, O., Nov. 16, by Elmer D. Smith & Co., Adrian, Mich., **Silver Ball**—Color, white; type, Jap Inc.; 90 points, commercial. **Titanic**—Color, white, type, Jap Inc. 90 points, commercial.

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution		Tobacco Paper	
8-lb. can..	$10.50	288-sheet can	$7.50
4-lb. can..	5.50	144-sheet can	4.00
1-lb. can..	1.50	24-sheet can	.85
¼-lb. can..	.50	Packed in Friction-Top Tins	

40% Actual Nicotine

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

When ordering, please mention The Exchange

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

ULTIMATELY You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House
Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG. PHILADELPHIA, PA.

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, $4.00 100 lb. sack
(For Fumigating and Sprinkling combined)
TOBACCO DUST, $2.50 100 lb. sack
FUMIGATING KIND, $3.00 100 lb. sack
TOBACCO STEMS, $1.50 100 lb. bale
Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

Peirce Paper Flower Pot

Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.

E. ALLAN PEIRCE
400 Oaks Road, Waltham, Mass.

When ordering, please mention The Exchange

Toronto Retail Florists' Club

Owing to the big peace celebration on Nov. 11, the regular meeting of the Toronto Retail Florists' Club was held on Nov. 18. There was lots of "pep" and it proved to be one of the most interesting and largest attended meetings yet held. Geo. Geraghty, who has been ill with pneumonia, occupied the chair and was given a hearty welcome.

Mr. Carter was made chairman of the sick committee, consisting of Messrs. Carter, Parker and Fletcher. A generous collection was taken up to permit sending jellies, fruit, etc., to members who may be ill.

A discussion took place on the value of promoting the window box trade in Toronto and to have the restrictions removed so that Toronto could vie with Ottawa, Rochester and other places as a beautiful city. Banks, office buildings, warehouses, clubs and factories are all good prospects for window boxes.

The formation of a Dominion wide retail florists' organization was energetically discussed. Inquiries concerning this have been received from Montreal, Ottawa, Hamilton, London, Winnipeg and Calgary, so that the success of such a movement is practically assured. A committee consisting of S. McFadden, chairman, and Messrs. Dillemuth, Waters, Carter and Parker, was appointed to send out a questionnaire to the florists of Canada to see how many are in favor of such an organization and to do any necessary preliminary organization work. J. J. Higgins was appointed financial secretary to supervise collections and handling of advertising and all special accounts.

The question of duty on palms and ferns was discussed and will be taken up again at a later meeting.

A request is to be made to the Toronto Hydro Commission to allow retail stores again to illuminate their windows at night.

Christmas advertising literature is being printed. This year florists in Hamilton, London, Ottawa and Montreal will join the Toronto florists in their Christmas advertising campaign.

Figuring Costs

H. G. Dillemuth read an excellent paper on the "Cost of Doing Business," in which he showed conclusively that the invoice did not represent the cost since there were many losses due to telephone calls, express charges, damaged flowers and regrading, which must be taken into account when figuring up the cost. These increase the invoice cost by 20 per cent. To this must be added a percentage covering overhead expenses such as rent, heat, salaries, deliveries, paper, etc. This latter should be recorded carefully.

In making up designs the cost of all materials entering into them must be taken into account before any work is done, otherwise there is every possibility of the design being sold at a loss. The goods should not cost over one-third of the price of the design.

Delivery costs vary with the distance and number of orders, but due allowance must be made for this by making sufficient charges, especially if the delivery is a long one.

People handling non-perishable goods add 100 per cent. to cost, but some florists think they can make a profit by an addition of 25 per cent. Such people do not consider losses.

Mr. Dillemuth then described the system of making up designs at the floral shop of A. W. Smith. When a sale is made the order is sent to another department, where the manager makes a study of flower costs and selects the quantity and quality of stock in keeping with the sales price and to permit a fair profit on the design.

"No matter how small the business," said Mr. Dillemuth, "there should be a cost accounting system to show whether or not profits are being made."

This paper will be discussed at the Dec. 9 meeting of the club. Refreshments were served at the conclusion of the meeting. The club rooms have been supplied with games of all kinds by the executive committee and members greatly enjoy the entertainment. A euchre party will be held at an early date to help in purchasing some much needed club room equipment.

Memorial Grove

The president of the St. Thomas Horticultural Society has proposed to establish a memorial grove of English Oaks in a suitable portion of Pinafore Park. Each tree would bear the name of a St. Thomas hero who fell in the service of his country.

Toronto, Ont. Canada

Next meeting of the Retail Florists' Club, Dec. 9.

Next meeting of the Gardeners and Florists' Ass'n, Dec. 17.

Hold Annual Meeting

The annual meeting of the Gardeners' and Florists' Ass'n was held at St. George's Hall, Toronto, on Tuesday, Nov. 19, when the following officers were elected for the ensuing year: Pres., H. G. Dillemuth; First Vice-Pres., Geo. H. Mills; Second Vice-Pres., F. D. Clark; Secretary, Alex. Simpson; Treas., George Hall; Executive Board, Thomas Manton, Frank Fletcher, John Wood, Geo. Douglas, L. P. Whittick, Geo. Thompson and Ernest F. Collins; Delegate to the Canadian National Exhibition, Thomas Manton; Representatives to the Ontario Horticultural Exhibition, Geo. Douglas, Alex Simpson, E. F. Collins and L. P. Whittick. A vote of thanks was tendered to the retiring officers: Alex Simpson, Pres.; Geo. H. Mills, Treas., and Geo. Douglas, Secretary.

Mr. Dillemuth made a short address in which he complimented the officials on their efficient work. He urged members to attend regularly and take part in the discussions.

The Canadian Horticultural Ass'n meet in Toronto next August and early plans must be made for that convention to insure a record attendance and make Toronto pre-eminent as a convention center. The next meeting will be held on Dec. 17, when the Agricultural Act of Ontario will be discussed.

Mr. Hall suggested that it would be of mutual interest to have fraternal intercourse with the S. A. F. and O. H.

The usual monthly exhibition was held, Geo. Thompson, of Sir Henry Pellatt's greenhouses being awarded nine points for 'Mums and the Allen Gardens a similar number of points on a Dracena. It was decided to extend these exhibitions and probably increase the prize list.

In a discussion on conventions the many benefits of meeting together were pointed out, enlarging the viewpoint of all and improving the industry. A committee will be appointed at the December meeting to meet with a similar meeting of the Retail Florists' Club and arrange for entertaining the executive of the Canadian Horticultural Ass'n when it meets in Toronto in January and the convention when it meets in August next.

News Notes

Mrs. Moore is busy these days supervising the redecorating and painting of the two stores of the People's Florists at 336 Queen st. west and 92 Queen st. east. Both stores are being finished in white enamel and equipped with new counters, wicker furniture and plate mirrors. Mr. James in commenting on them, said: "We are going to have two of the finest floral stores in Toronto."

A. Allen has opened the greenhouses at Duncan, B. C., previously occupied by the Victoria Island nurseries. Mr. Allen was formerly manager of the Covent Garden greenhouses at Cobble Hill.

The sympathy of Toronto gardeners and florists is being extended to J. C. Clark, gardener for Sir Wm. Mulock, whose wife died recently.

Mr. Brown, formerly operating the Majestic flower shop in Toronto, has opened the Arbor Florist Store in Hamilton.

E. Fry, "College St. Florist," has returned from Midland where he has been constructing a nine hole golf course for the Midland Golf club.

Norman Scrim of Scrims, florists, Ottawa, while visiting in Toronto this week, received word of his discharge from the army.

Harry Jones has opened a floral shop on Queen st., near Bathurst. G. C. K.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.

SOUTH ZANESVILLE, OHIO

RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA

WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

When ordering, please mention The Exchange

SYRACUSE Standard Red Pots

STRONG—LIGHT—POROUS

Write for Catalogue and Prices

Syracuse Pottery

L. BREITSCHWERTH, Prop.

SYRACUSE, N. Y.

When ordering please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

The Keller Pottery Co.

213-223 Pearl St., Norristown, Pa.

When ordering, please mention The Exchange

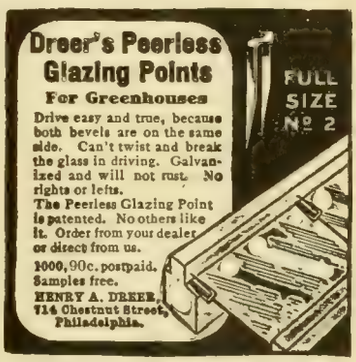
PAPER POTS AND DIRT BANDS

Price List and Samples Free

J. W. ROCHELLE & SONS Chester, New Jersey

When ordering, please mention The Exchange

F. E. Ads Give Good Results


Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.
FULL SIZE No 2

GLASS

9 x 8 to 16 x 24. Single or Double, at lowest possible prices.

Get our prices before placing your order.

L. SOLOMON & SON

199-201 Wooster St., NEW YORK

WHOLESALE WINDOW GLASS

When ordering, please mention The Exchange

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.

GLASS

N. COWEN'S SON, 14-16 Wooster St. NEW YORK

When ordering, please mention The Exchange

—PIPE—

Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

Established 1862

Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

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RAMSBURG'S SQUARE PAPER POT

Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.

G. S. RAMSBURG, Somersworth, N. H.

When ordering, please mention The Exchange

JACOBS GREENHOUSES BUILT TO LAST

HOTBED SASH MATERIAL AND GLASS

S. JACOBS & SONS

1365-1379 FLUSHING AVE., BROOKLYN, N. Y.

PLANS AND PRICES SUBMITTED

When ordering, please mention The Exchange

Heid Kerosene Heater

The "**HEID KEROSENE HEATER**" needs no electric motor, no air pressure. No ashes to remove, and can be used in any make of boiler.

By order of the United States Fuel Administrator, florists will get only 50% of their coal this season.

WHY NOT BURN KEROSENE OR CRUDE OIL AND SAVE COAL?

With a few pounds of coal you cannot heat water or make steam, but with five gallons of oil in my Heater you can. You can heat your greenhouses quicker; it is cleaner and, above all, a time saver. Equally adapted for heating private residences. Write for prices. When writing give width of feed door of boiler, size of grates and height of chimney.

You can see the heater working successfully any time by appointment. I will be pleased to explain it to you.

FRANK HEID, 287 South Broadway, Tarrytown, N. Y.

When ordering, please mention The Exchange

Greenhouse Material *and* Hot-Bed Sash

of Louisiana Cypress and Washington Red Cedar

Greenhouse Hardware and Posts—Patent V and U Gutters

Our Grade Invariably the best. Our Prices Right.

(Our new catalog should be in the hands of every grower. Write to Dept. C.)

A. DIETSCH CO., 2638 Sheffield Ave., Chicago, Ill.

When ordering, please mention The Exchange

1866-1917

Greenhouse Lumber

"ALL HEART" CYPRESS WORKED TO SHAPES.

HOTBED SASH.

PECKY CYPRESS.

SQUARE RED CEDAR POSTS.

Lockland Lumber Co., Lockland, O.

When ordering, please mention The Exchange

NEW — USED

LARGE STOCK

All sizes, threaded and coupled or cut to length

Your inquiries solicited

Peerless Iron Pipe Exchange, Inc.

396 Broadway, New York

When ordering, please mention The Exchange

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION DURABLE AND INEXPENSIVE

WRITE FOR ESTIMATE

THE FOLEY GREENHOUSE MFG. CO.

3075 S. SPAULDING AVE.

CHICAGO

Floral Designs De Luxe PRICE $2.50

A. T. DE LA MARE CO., Inc. 438 to 448 W. 37th St., New York

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—As manager or foreman on good size, up-to-date, commercial place, by A1 grower of high grade cut flowers and general stock. Life experience: many years as foreman in one place. If you require a first-class man, address P. H. care The Florists' Exchange

SITUATION WANTED—About Jan. 1st., with up-to-date shop where honesty and reliability are considered, by gentleman; 32 years; 12 year's experience in the retail and wholesale. Best references. Address Brooklyn, care The Florists' Exchange.

SITUATION WANTED—As working foreman by successful grower; 18 years' experience. Can manage help to advantage. State particulars in first letter. Address S. E. care The Florists' Exchange.

SITUATION WANTED—By grower of general greenhouse stock and cut flowers for private or commercial trade. Wages, $24 per week. Near New York preferred. Please state particulars. Address S. D. care The Florists' Exchange.

SITUATION WANTED—By first-class gardener. Private place, institution or municipal position preferred. Will consider commercial place that pays well. References. Married; 1 child; Frenchman. Lucien LeClere, Eagleville, Mo.

SITUATION WANTED—Advertiser, 35, wants position as greenhouse foreman or assistant; experienced in all branches; sober and industrious. Apply Hortus, Wm. M. Hunt & Co., 37 Warren st., New York.

SITUATION WANTED—By gardener; German; 40; single. Life experience as grower of pot plants, cut flowers and general stock. First-class designer and decorator. Gardener, care Mrs. Geiser, 437 East 34th st., Brooklyn, N. Y.

SITUATION WANTED—By commercial grower; married; age 38; American; life experience; best references. Address S. C. care The Florists' Exchange.

SITUATION WANTED—By lady designer, capable of doing anything in the florist line. No night or Sunday work. Address R. G. care The Florists' Exchange.

I can recommend 1st-class man, as gardener and farmer, or general manager, of a gentleman's country place. Age 36; married. John Marshall, Fruit Hill Greenhouses, Providence, R. I.

SITUATION WANTED—By salesman, well acquainted with seedsmen, florists and market gardeners. M. F. Bachman, care Thomas Lahey, 674 Academy st., New York.

SITUATION WANTED—By single man; experienced grower of Carnations. Address Florist, 322 West 31st st., New York.

SITUATION WANTED—By A1 Rose and Orchid grower; married, no family. Address S. F. care The Florists' Exchange.

SITUATION WANTED—As general greenhouse assistant. S. S. S., 95 Kent st., Brooklyn, N. Y.

HELP WANTED

WANTED—Men and women to solicit orders for Fruit and Ornamental trees, Rose bushes, Shrubbery, Vines, Bulbs, etc. Our representatives make from $50 to $300 per week. Tremendous demand for our products right now for Spring delivery. We guarantee profitable, permanent employment. Good pay. All or part time. We equip you free of expense. No delivering, or collecting. You merely solicit orders. Hundreds of acres of nurseries. Write us at once forterms.
C. H. Weeks Nursery Company,
Newark, New York State

WANTED—Night fireman for hot water boiler heating 16,000 sq. ft. glass. Boiler shed and greenhouse under one cover. Must be willing to pot when not occupied with firing. Can give steady position all year. $20 per week to start. Located in West Virginia. Address P. G., care The Florists' Exchange.

WANTED—A capable, temperate man for general greenhouse work, one with experience in growing pot plants preferred. To such a man, can offer satisfactory and permanent position. Give references and state wages expected in first letter. R. G. Hanford, Norwalk, Conn.

WANTED—2 gardeners who have been working on Ericas and bulbs, besides pot plants in general, and who understand the tending and handling thereof. Up-to-date wages paid to the right men. Anton Schultheis, 316 19th st., College Point, Queensborough, N. Y. City.

SEEDSMAN—Wanted for large retail store. A young man with some experience and a knowledge of Seeds, Bulbs, Plants, etc., capable of handling counter trade. Apply giving references, also state age and wages in first letter. Address R. K. care The Florists' Exchange.

WANTED—A good lady, or gentleman, designer, at once, at Labo Greenhouses. State wages and references in first letter, or come at once. Must be steady, sober and industrious. Take Wilcox car, leave on Mason ave.
Labo, Florist, Joilet, Ill.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—Gardener; manage and work small place; New Rochelle; permanent position. Write, stating experience, reference, nationality, married or single, salary expected. Address R. A. care The Florists' Exchange.

WANTED—Foreman, with experience in general greenhouse work; one experienced in design work preferred. State wages, experience, references, age, nationality, etc.
Mrs. A. I. Colburn, 68 Graham st., Gardner, Mass.

WANTED—At once, 3 experienced Rose growers. $4.50 per day to start. Steady work to right parties. New, up-to-date place. Write at once. Also need 2 firemen. State experience.
The McCallum Co., Evans City, Pa. (near Pittsburg)

WANTED—A grower, one who is a live wire. Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Gardener, assistant; permanent home; live on the place; look after furnace in Winter. Write; state reference, nationality and salary expected. Address R. B. care The Florists' Exchange.

WANTED—1st-class grower of pot plants. Good wages; willing to give an interest to right man; good opportunity. State age, experience and references in first letter.
A. Pericat, Collingdale, Pa.

WANTED—At once, 2 greenhouse men for our Rose and Orchid departments; wages, 40c. per hour. Thomas Young, Jr. Beechwood Heights Nurseries, Bound Brook, N. J.

WANTED—Man; some experience with Orchids. Also man for general greenhouse work for palms, etc. Good wages. Write Milosy, 253 73d st., Brooklyn, N. Y.

WANTED—Single man to take charge of a section growing Roses, Carnations and general pot plants. Good wages to a man of ability.
Chas. L. Stanley, Plainfield, N. J.

WANTED—An all-round greenhouse man; married preferred. State age, nationality and wages expected.
W. W. Hannell, Watervliet, N. Y.

WANTED—Florist for all general work in greenhouses; single man. $15.00 per week and board. Saxe-Floto, Florists, 29 East Main st., Waterbury, Conn.

WANTED—Good designer and salesman for 1st-class retail flower store in the West. $35.00 per week. State full experience in first letter. Address R. D. care The Florists' Exchange.

WANTED—Man experienced in handling bulbs of all kinds, for filling orders and taking charge of stock. Good opportunity for right man. Michell's Seed House, 518 Market st., Phila., Pa.

WANTED—A night fireman on a small commercial place. Good pay and comfortable conditions to a trustworthy and strictly sober man. F. E. Palmer, Inc., Brookline, Mass.

WANTED—Plant packer for nursery. Must be experienced. Good position for right man. State full particulars.
Michell's Seed House, 518 Market st., Philadelphia

WANTED—Salesman in plant department. Salary $25.00 per week. Apply to H. Bershad, care Fredk. Loeser & Co., Brooklyn, N. Y.

WANTED—Young lady for flower store; experienced. Wages, to start, $12 per week. E. Hollender, 858 Flatbush av., Brooklyn, N. Y.

Continued on Next Column

HELP WANTED

WANTED—Young lady for store. Good designer and saleswoman. Good wages.
Chas. L. Stanley, Plainfield, N. J.

WANTED—Section man who understands the growing of Ferns, Cyclamen and 'Mums. Address S. G. care The Florists' Exchange.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr. XX heavy	$3.00	$26.00
2 yr. No. 1	2.50	18.00
2 yr. No. 2	2.00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries, 331 Broad st., Red Bank, N.J.

AQUATICS

THE BOOK OF WATER GARDENING by Peter Bisset contains all the practical information necessary to the selection, grouping and sucessful cultivation of aquatic and other plants required in the making of a water garden and its surroundings. 200 pages, $2.65 postpaid. The Florists' Exchange, Dept. B, Box 100 Times Sq. Station, New York.

ARECAS

ARECA LUTES—Extra quality, from 6-in. pots 36 to 42-in. high, $10.00; extra select, $12.00 per doz.
The Wagner Park Nursery Co., Sidney, Ohio

ASPARAGUS

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS PLUMOSUS—Seedlings. Extra heavy, $1.00 per 100, $6.00 per 1000.
A. M. Campbell, Strafford, Pa.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

BERBERIS

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra heavy	8.00	

Packed free of charge.
CHARLES BLACK, HIGHTSTOWN, N. J.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO.

BARBERRY—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

BULBS

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

Continued on Next Column

STOCK FOR SALE

BULBS

MICHIGAN-GROWN GLADIOLUS BULBS
Clean, healthy, young stock, now ready to ship.

	Price per 1000 1½-in and up	1¼-in. to 1½-in.
America, flesh pink	$17.00	$14.00
Attraction, crimson, white throat	20.00	16.50
Beulah, white, scarlet in throat	17.00	14.00
Columbia, scarlet, flaked purple	15.00	12.00
Cracker Jack, rich dark red	12.00	9.00
Empress India, very rich dark red	25.00	20.00
Meadowvale, white, pink in petals	17.00	14.00
Midnight, very dark red	15.00	12.00
Mrs. F. King, light scarlet		12.00
Pendleton, light pink	40.00	30.00
Pink Perfection, apple blossom pink	30.00	25.00
President Taft, delicate pink	15.00	12.00
Princepine, rich dark scarlet	20.00	17.00
Velvet King, dark scarlet	15.00	12.00
Victory, clear yellow		12.00
Willie Wigman, white flushed pink	25.00	20.00
Supreme Mixed, contains most of the above, and many others	15.00	12.00
Select Mixture, choice varieties	10.00	8.00

Planting stock and bulblets of the above, also Gov. Hanley, Halley, Independence, Kunder's Glory, Dawn, Geo. Paul, Panama, Peace, Niagara and Klondyke. 250 bulbs sold at the 1000 rate. To make storage room, will give 10 to 15% off my list on planting stock up to one inch for Fall delivery. Write for prices and discount. Terms: 3% discount, cash with order; 2% ten days; 30 days net. Orders from unknown correspondents must be accompanied with cash or satisfactory reference.
T. H. FULLER, Gladiolus Specialist
649 Marshall st., Battle Creek, Mich.

GLADIOLUS BULBS

I take the pleasure in offering the following Massachusetts grown Gladiolus bulbs of A-No. 1 quality for immediate or future shipment.

	1000		1000
America	$18.00	May	$20.00
Augusta	15.00	Mrs. Francis King	15.00
Baron Joseph Hulot	20.00	Mrs. Frank Pendleton	45.00
Brenchleyensis	15.00	Mrs. Watt	35.00
Csar Peter	40.00	Niagara	40.00
Chicago White	20.00	Panama	25.00
Empress of India	25.00	Peace	30.00
Europa	60.00	Pink Beauty	20.00
Glory of Holland	25.00	Pink Perfection	40.00
Golden West	30.00	Prince of Wales	75.00
Goliath	75.00	Schwaben	25.00
Halley	15.00	Extra Choice Mixture	10.00
Ida Van	25.00	Exhibition Mixture	12.00
Independence	15.00	Primulinus Hybrids Mixture	20.00
L'Immaculee	60.00		
Loveliness	60.00		
Mary Fennell	75.00		

Correspondence solicited on other varieties, smaller sizes or bulblets. Write for illustrated catalogue, which will give full description of 124 varieties.

My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.
JELLE ROOS
Gladiolus Specialist Box B, Milton, Mass.

IMMEDIATE DELIVERY
LONG ISLAND GROWN GLADIOLUS BULBS FOR FORCING

We have on hand an exceptional fine quantity of Long Island grown Gladiolus bulbs. Clean, healthy stock. First size bulbs.

	100	1000
America	$2.50	$22.00
Anny Wigman	2.30	20.00
Augusta	2.10	18.00
Baron J. Hulot	3.10	28.00
Brenchleyensis	2.30	20.00
Faust	4.30	40.00
Empress of India	2.50	22.00
Glory of Holland	2.30	20.00
Golden West	2.80	25.00
Halley	2.20	19.00
Hollandia	2.10	18.00
Loveliness	6.00	57.00
Master Wietze	3.30	30.00
Mrs. Francis King	2.30	20.00
Niagara	3.30	30.00
Panama	2.70	24.00
Peace	3.10	28.00
Pink Beauty	2.10	18.00
Pink Perfection	3.30	30.00
Princeps	2.10	18.00
Queen of Whites	5.30	50.00
Schwaben	3.80	35.00
War	6.30	60.00
Yellow Hammer	2.70	24.00
Willy Wigman	3.30	30.00

HOGEWONING & SONS, INC.
32 Broadway, New York City

Send us your list of requirements. We are ready to quote you on all leading varieties in large quantities. Samples will be sent on request Those who placed their Gladioli orders last Spring with J. J. Grullemans & Sons, of Lisse, Holland will receive their bulbs from this company, as shipping from Holland will be almost impossible this Fall
The Grullemans Co., R. F. D., Avon on Lake, O

GLADIOLI — Crystal White. For forcing plant the best variety that everybody can grow, bringing the highest prices in the N. Y. market. 1st size bulbs, $3.00 per 100, $25.00 per 1000.
Herman H. Baer, New Hyde Park, L. I., N. Y

Continued on Next Page

STOCK FOR SALE

BULBS

GLADIOLUS—Selected Long Island grown America, for forcing. 2-in. and up, $20 00 per 1000; 1½-2-in. $17.00; 1¼-1½-in $14 00. W. L. Homan, R.D.Box 46, Riverhead, L. I., N.Y.

NARCISSUS—A few cases of Paper White Grand, 14ctm. and up, $20.00 per 1000. Trumpet Major, best French grown, $25.00 per 1000. F. W. O. Schmits, Prince Bay, N. Y.

GLADIOLI Iowa grown, of finest quality. Low prices for immediate delivery. Send for my wholesale list. Geo. S. Woodruff, Independence, Ia.

GLADIOLI — (Home grown). Very best bulbs. See display, page 859. Roman J. Irwin, 108 West 28th st., New York.

CALENDULAS

CALENDULA—Orange King. "True" selected strain, $4.00 per 100. See display for other stock. Roman J.Irwin,108West 28thst ,NewYork.

CARNATIONS

CARNATION CUTTINGS
For Early Delivery

	100	1000
PINK		
Laddie	$6.00	$50.00
Cottage Maid	4.00	35.00
Mis Theo, true rose pink	4.00	35.00
Mrs. C. W. Ward, true rose pink	4.00	35.00
Enchantress Supreme	4.50	37.50
Pink Delight	5.00	45.00
Alice	4.00	35.00
Enchantress	4.00	35.00
Rose Pink Enchantress	4.00	35.00
RED		
Merry Christmas	5.00	40.00
Doris	6.00	50.00
Rosalia	5.00	40.00
Belle Washburn	5.00	40.00
Aviator	4.00	35.00
Nebraska	4.00	35.00
Beacon	4.00	35.00
WHITE		
Crystal White	6.00	50.00
Matchless	4.00	35.00
White Wonder	4.00	35.00
White Perfection	4.00	35.00
White Enchantress	4.50	37.50
VARIEGATED		
Benora	5.00	40.00
YELLOW		
Yellow Prince	5.00	40.00
Old Gold	5.00	40.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CARNATIONS—If you are in search of a guide to modern methods of growing Carnations for market purposes, send in your order for a copy of "Commercial Carnation Culture" by Harrison Dick, late editor of The Florists' Exchange. 262 pages with complete index, $1.50 postpaid The Florists Ex change, Dept B, Box 100 Times Sq. Station, New York.

CHRYSANTHEMUMS

We are now booking orders for young plants, for early delivery of the following early Pompons, all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-20
PRICE:
$1.00 per 10, $8.00 per 100, $75.00 per 1000.
There will be no change in the price before May 1st, 1919.
We can also supply the following early standard sorts:
Zora, Bright yellow, ready Oct. 15-20.
Nisa, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 1000.
5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, and those desiring early kinds should resort to those mentioned above.
Elmer D. Smith & Co., Adrian, Mich.

CHRYSANTHEMUM "YELLOW ADVANCE' STOCK PLANTS NOW READY

Early varieties brought money this year, and Yellow Advance is the most profitable early 'Mum we ever handled. Quantity limited of stock plants from the bench:
30c. per plant, $3.00 per dozen.
CHARLES H. TOTTY COMPANY
MADISON NEW JERSEY

CHRYSANTHEMUM—Stock plants, strong, $3.00 per 100, $28.00 per 1000, to close out: Chrysolora, Oconto, Smith s Advance, Polly Rose, Glory of Pacific, White Bonnaffon and Maud Dean. Cash with order from unknown parties. Alex. A. Laub, New Hamburg, N. Y.

CHRYSANTHEMUMS—Stock plants. Early Snow, Oconto, Pacific Supreme, Mary Jane, William Turner, Tints of Gold, Charles Rager, Bonnaffon, Dr. Enguehard, Pompon, Mrs. Buckingham. $1.00 per doz., $5.00 per 100. BRANT BROS., INC., Utica, N. Y.

Continued on Next Column

STOCK FOR SALE

CHRYSANTHEMUMS

'MUM STOCK PLANTS—Oconto, Unaka, M. Bonnaffon, C. Rager, Harvard, Greystone, G. Glow, Seidewitz, P. Chieftain. 5c. each. Cash. Theodore Strezeski, Wortendyke, N. J.

CHRYSANTHEMUM—Stock Plants. All varieties, also Pompons. Send for list.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CHRYSANTHEMUMS—Stock plants. Unaka, Oconto, Pink Chieftain, 5c. each; Major Bonnafon, yellow, $3.50 per 100, $35.00 per 1000. J. J. Donovan, Tel: 157, Highland, N. Y.

MUM STOCK PLANTS—See display ad., page 859. Roman J. Irwin, 108 West 28th st., New York

CINERARIAS

Dwarf Hybrids, Mixed Varieties	100	1000
2½-in	$6.00	$50.00
3 -in	10.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS—Semi-dwarf, best strain, from 2¼-in. pots. $5.00 per 100, $45.00 per 1000. Henry Schmidt, 673 Church Lane, No.Bergen,N.J.

CINERARIAS—2¼-in. See display, page 859. Roman J. Irwin, 108 West 28th st., New York

COLEUS

Coleus, R. C. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand and the best fancy varieties including the Pink and Yellow Trailing Queen. Clean, strong, well rooted cuttings, at $5.00 per 1000, 60c. per 100. Cash with order; satisfaction guaranteed. Send for list, prices advance with season.
A. Nahlik, 261-275 Lawrence St., Flushing, N. Y.

COLEUS—Xmas red. 2½-in. $4.00 per 100; 3-in. $6.00 per 100. Assorted Coleus, prettiest dark maroon; Catherine Duer, long stem, large vareties, 2½-in. $2.50 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

COLUMBINES

AQUILEGIA CÆRULEA HYBRIDA—All colors and shades, fine cut flower next season if planted now, $5.00 per 100. See our trade list for other perennials.
WAYSIDE GARDENS, MENTOR, OHIO.

CYCLAMEN

CYCLAMEN—Nice, 4-in. stock, mixed colors, 20c. each, in bud and bloom.
F. B. Pfister, Lowville, N. Y.

CYCLAMEN—See display ad. page 859. Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAHLIA BULBS—Perle d'Or, all white, Jack Rose, red, Sylvia, pink and white, Black Beauty red, Floradora, red cactus. $50.00 per 1000, $5.00 per 100. Cash with order.
Ralph Horner, Mt. Holly, N. J

DAHLIAS—The best cut flower and garden varieties. Get our prices for best quality stock. Lyndhurst Farm, Hammonton, N J.

DAHLIAS—At wholesale. Will sell cheap in quantities. Alvin E. Maurer, Fresno, O.

DAISIES

	100	1000
Boston Yellow, 2¼-in	$7.00	$60.00
Mrs. Sanders. 2-in	4.00	35.00
White Marguerites. 2¼-in	6.00	50.00
Giant White. 2¼-in	6.00	50.00
White Marguerites. 5-in	35.00	

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

DAISIES—Bellis; Monstrosa, pink or white; also Longfellow and Snowball. Fine, strong plants, $2.50 per 1000, $6.75 per 3000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

SHASTA DAISIES—2½-in. $4.00 per 100. Oak Grove Greenhouse, Tuskegee, Ala.

FERNS

Pot-grown Ferns	2-in.	3-in.	4-in.
Boston		$0.10	$0.14
Roosevelt		.10	
Whitmani	$0.05		

Cash, please, less 4%
B. C. Blake Co., Springfield, O.

FERNS—2¼-in. Scottii, Roosevelt and Teddy Jr.; $40.00 per 1000; 4-in. Roosevelt and Scottii, $13.00 per 100; 5-in. Scottii and Roosevelt, $30.00 per 100; 6-in., Scottii and Teddy Jr., $40.00 per 100. 7-in. Whitmani and Scottii, 50c. each; 8-in. Roosevelt and Whitmani, $1.00 each. Cash only. M. Hilpert, Sta. O., 313 Belair Road, Baltimore, Md.

Continued on Next Column

STOCK FOR SALE

FERNS

BOSTON FERNS—Excellent stock; strong plants 6-in 75c each; 5-in 60c each, 4-in 25c each, 2½-in $5.00 per 100. Fine specimen plants, in 10-in pots, $4.00. Runners, $4.50 per 100, larger size on application. Immediate shipment. Cash with order.
William Mears, Rumson, N. J.

BOSTON FERNS—From bench, ready for 5-in. pots, extra strong, $20.00 per 100, orders of 250 at 18c. each.
Table Ferns, 2¼-in. 5 best varieties, $3.50 per 100, $30.00 per 1000, 250 at the 1000 rate.
BRANT BROS., Inc., Utica, N. Y.

BOSTON FERNS—400 fine plants, suitable for 5 and 6-in pots, $20.00 per 100. Cash, please. I need the room.
Chas. J. Evans, Box 402, Watertown, Conn.

FERNS—Nice bench Ferns, ready for 4 and 5-in. pots, $10.00 per 100. Cash, please.
J. J. Clayton & Son, West Grove, Pa.

FERN SEEDLINGS AND OTHER FERNS—In any quantity; see advertisement on page 861.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early; stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

FUCHSIAS

FUCHSIAS—R. C., Little Beauty, Black Prince and all best dwarf varieties. $2.00 per 100, $18.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York.

FUCHSIA—Black Prince. 2½-in. $3.50 per 100. Oak Grove Greenhouse, Tuskegee, Ala.

GERANIUMS

GERANIUMS—Standard Varieties
We strongly advise ordering early, as the usual shortage of standard varieties will be greater this year than ever before.

	2-inch Rose Pots 100	1000
Maryland. Fiery red	$4.00	$32.50
Alphonse Ricard	4.00	32.50
Beaute Poitevine	4.00	32.50
Berthe de Presilly. Silver rose pink.	4.00	32.50
Jean Viaud. Bright shade of mauve rose	4.00	32.50
La Favorite. Finest pure white	4.00	32.50
Miss F. Perkins. Deep rose	4.00	32.50
Mme. Buchner. Snow white	4.00	32.50
S. A. Nutt. Deep crimson	4.00	32.50
Mrs. E. G. Hill	4.00	32.50
3-in. of the above varieties	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and Single, mixed colors, $4.00 per 100. Other Hardy Plants also.
WAYSIDE GARDENS, MENTOR, OHIO.

HYDRANGEAS

HYDRANGEAS—Pot-grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibraye, Radiant, Bouquet Rose, Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere.

Flowering branches	Per 100
4	$20.00
5 to 6	30.00
7 to 10	40.00
10 to 12	50.00
12 to 15	75.00

Terms: Cash with order. Packing charges of 5% of value of order will be added.
Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS

Radiant, Bouquet Rose, Madame Mouilliere Vibraye and others.	Each
7-inch	$0.50
6-inch	.35
4-inch	.15
3-inch	.08
2¼-inch	.05

A. Colle, Doylestown, Pa.

IMPATIENS

IMPATIENS SULTANI—Violet rose. 2½-in. $3.50 per 100.
Oak Grove Greenhouse, Tuskegee, Ala.

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $13.00; 1000, $25.00.
Vaughan's Seed Store, New York

Continued on Next Column

STOCK FOR SALE

NURSERY STOCK

Over 200,000 strictly hardy Amoor River Privet North, our specialty. This hardy strain of Privet, grown in our nurseries in central Illinois for 18 years, has not Winter killed. Peonies and Iris in the choicest leading varieties; also a collection of the very choicest leading varieties of hardy Ornamentals, Spireas, Jap. barberry, Persian Lilac, etc. Write for our wholesale trade list.
La Salle Co., Nursery. La Salle, Ill.

PALMS

PALMS—Kentia Bel. Fine, heavy plants, from 5 inch pots, 30 to 36 inches high, $10.00 per dozen; from 6 inch, $12.00, from 7 inch, $15.00 per dozen. The Wagner Park Nursery Co., Sidney, Ohio.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

Pansy plants of my largest flowering mixtures of show varieties, unsurpassed quality, good size stocky plants (July sown), $3.00 per 1000; same size plants in white, light blue and yellow, $3.00 per 1000, 500 at 1000 rate.
Gustav Pitzonka, Pansy Farm, Bristol, Pa.

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J.B.Braun,Parkside Greenhouses,Hightstown,N.J.

PANSIES—Plants for greenhouse planting. Extra large, strong, transplanted plants in bloom. "Superb strain". $1.00 per 100. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

PANSIES—Extra select strain. Transplanted plants. $6.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

PANSY PLANTS—Choice mixture, $3.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

PELARGONIUMS—See page 859.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Quality guaranteed to please YOU.
Harmel Peony Co., Berlin, Md.

POINSETTIAS

POINSETTIAS—For Christmas; plenty for everybody. Free delivery in Newark and the Oranges. Come and see them.
JakobsenFloral Co.,Westfield av.,Springfield,N.J.

PRIMULAS

PRIMULA MALACOIDES
Rohrer Strain
Only 2000 plants left
2½-inch pots
$55.00 per 1000
Will make fine stock for February and March.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

ENGLISH PRIMROSES
Are you wondering what to fill your houses with after the early 'Mums are cut? Why not plant English Primroses? They don't require much heat and are certain to prove a profitable investment. Superb as pot plants or for cutting. Field-grown clumps.
$8.00 per 100, $75.00 per 1000.
CHARLES H. TOTTY COMPANY
MADISON, NEW JERSEY

PRIMULA OBCONICA
You can cut flowers from these plants all Winter and still have a valuable plant for Easter sales.
Our "strain with a reputation" is of highest merit.
Strong, 2¼-in., for immediate shipment, in 6 leading varieties, $5.00 per 100, $45.00 per 1000
Henry Schmidt,673 Church Lane,No. Bergen,N.J.

PRIMULA OBCONICA
Fine, large plants Mammoth flowering
4-in. 8c.
SAMUEL WHITTON
Churchill Ave. Utica, N. Y.

Continued on Next Page

STOCK FOR SALE

PRIMULAS

PRIMULA—Obconica. Giant flowering, mixed. Fine, 4-in. stock, many in bud and bloom, $7.00 per 100. A. E. Ryan & Son, Cortland, N. Y.

PRIMULA—Malacoides. Fine for cut or pot plants. Fine 3-in., $5.00 per 100. Cash. J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display. Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old strong, well furnished plants.

	100	1000
12 to 18-in., branched	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3 ft. (strong), 6 or more strong branches	3.50	27.50
3 to 4 ft. selected, extra heavy	4.00	

AMOOR RIVER NORTH

18 to 24-in., well branched	$3.00	$25.00
2 to 3 ft., well branched	4.00	30.00
3 to 4 ft., well branched	5.00	

All packed first-class, free
CHARLES BLACK, HIGHTSTOWN, N. J.

Over 200,000 strictly hardy Amoor River Privet North, strong, bushy plants. This hardy strain of Privet, grown in our nurseries in central Illinois for 18 years, does not Winter kill. Special quotations on large lots; also a list of the choicest leading varieties in ornamentals. Write today for our wholesale trade list.
La Salle Co., Nursery, La Salle, Ill.

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

For the guidance of the commercial grower and for those wishing to grow Roses with their general stock, COMMERCIAL ROSE CULTURE by Eber Homes will be found an eminently practical and useful work. 165 pages, $1.50 postpaid. The Florists' Exchange, Dept. B, 100 Times Sq. Station, New York.

TEA ROSES—Field-grown, 2-yr. old Dubleo White Killarney, Radience, Red Radiance, Russell, Victoria (Kaiserin), $20.00 per 100. Fine stock for Easter. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa

ROSES—150 Long cane Dorothy Perkins, own root, extra fine for Easter pot plants, 18c. Terry Hill Nurseries, Port Jefferson, L. I., N. Y.

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528
Western Rose Co., Pasadena, California

New and standard Roses for all uses; get list. Leedle Co., Expert Rose Growers, Springfield, O.

ROSES—Field-grown, etc. See display. Roman J. Irwin, 108 West 28th st., New York.

SALVIAS

SALVIA—America, free blooming. 2½-in. $3.50 per 100; Bonfire and Splendens, $2.50 per 100. Oak Grove Greenhouse, Tuskegee, Ala.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
Northern greenhouse grown, guaranteed the genuine Nanus and true to type.
Per 1,000 seeds $3.50
Per 10,000 seeds 30.00
Special prices in larger quantities
ASPARAGUS SPRENGERI SEED
Per 1,000 seeds $1.50
Per 10,000 seeds 12.50
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

ASPARAGUS PLUMOSUS
Northern Greenhouse Grown

1000 Seeds	$4.25
5000 Seeds	14.00
10000 Seeds	25.00
25000 Seeds	56.25

ASPARAGUS SPRENGERI

5000 Seeds	6.50
1000 Seeds	1.50

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

SWEET PEA SEED
We offer for immediate delivery Zvolanek's complete list of the best standard varieties. Also his latest tested novelties.
Send us a list of your wants.
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SNAPDRAGONS

SNAPDRAGON—Giant white, pink, silver pink, garnet and yellow; assorted colors. Seedlings, once pinched, $8.00 per 1000. Cash. Geo. Milne, Winchester, Mass.

Continued on Next Column

Advertise Your Stock For Sale in this column.

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SNAPDRAGONS—All varieties. See display. Roman J. Irwin, 108 West 28th st., New York.

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4-in. 15c.; 5-in. 30c; 6-in. 40c. None but well berried plants sent out; pot grown.
Abbey Ave. Greenhouses, Dayton, O.

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SWEET PEAS FOR PROFIT is the title of a practical book on the most up-to-date methods of growing Sweet Peas under glass in Winter and in the open air for a Summer crop. Compiled by the late editor of The Florists' Exchange, J. Harrison Dick. 147 pages, $1.50 postpaid. The Florists' Exchange, Dept. B, Box 100 Times Sq. Station, New York.

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VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
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VINES

VINES, HONEYSUCKLES, ETC.—Write for right prices.
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ROOTED CUTTINGS—Buddleia (Butterfly Bush), $1.50 per 100. Parlor Ivy, $1.50 per 100. Daisies, S. White (Marguerite), $1.50 per 100. Delivered.
Muskogee Shrubbery Garden, Muskogee, Okla.

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VEGETABLE PLANTS

THREE VERY PROFITABLE WINTER CROPS: ASPARAGUS, RHUBARB AND WITLOOF CHICORY
May be easily and quickly grown in cellar or greenhouse during Winter and sell for very high prices. Little space is required. Asparagus sells readily in Winter for 50c. or more per bunch of six stalks. I can supply three, four and eight year Asparagus roots and large Rhubarb and Chicory roots for this purpose, and will send cultural directions with order, when requested. Also Lettuce, Parsley, Sage and Pansy plants. Catalog free.
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5000 CHICORY WITLOOF ROOTS—From 1 to 2½-in. diameter, $3.00 per 100, $25.00 per 1000. Louis Chetaud, Sunnyside Garden, West End, N.J.

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WANTED—At once, Geranium rooted cuttings: 2000 S. A. Nutt, 2000 Poitevine, 4000 Ricard. Saxe-Floto, Florist, 29 East Main st., Waterbury, Conn.

WANTED—Godfrey Callas. State size and price. Address S. A. care The Florists' Exchange.

WANTED—Sea Kale roots for forcing.
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FOR SALE OR RENT

FOR SALE—$2,500 cash, balance easy terms, will buy greenhouses, dwelling, 8 acres, pots, coal, etc., near Albany and Schenectady, N. Y. Address R. C. care The Florists' Exchange.

Continued on Next Column

FOR SALE OR RENT

Florist's establishment, situated near Patterson consisting of 2 acres, dwelling, 1 large iron frame greenhouse and several small greenhouses; good soil and near city markets. Full information will be obtained by writing to M. Weingarten, 286 Fifth av., New York.

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FOR SALE—Modern greenhouses: 10,000 sq. ft. of glass; hot water boilers. 25 acres of land; 7-room house; barn and out buildings; all in excellent condition. Mrs. B. Obeony, R. F. D. 2, Box 34, Huntington, L. I., N. Y.

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FOR SALE—At a bargain, 2 Hitchings' greenhouses, 300x20 ft.; large quantity of glass in all sizes and 2 hot water, 6 section, Ideal heaters, in good conditions.
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Standard hot bed sash, Cypress, made with cross bar, blind tenons, white leaded in joints, $1.50 each. Orders for 25 or more, $1.45 each. Glass, 6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft. Write for circular.
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SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

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FOR SALE—Greenhouse glass, B quality, double thick; 2nd hand; only been on the houses a couple of years. 10x15, $4.00 per box; 16x18, $4.50 per box; 16x24, $5.00 and 12x20, $4.00 per box. John R. Coombs, West Hartford, Conn

FOR SALE—16x24 D. S. glass, ready for immediate shipment, $5.00 per box.
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GLASS—6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft.
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LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

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SPHAGNUM MOSS—10 bbl. bale, $3.50; 2 bales, $6.50; 2 5-bbl. bales, $4.00. Live Sphagnum, $1.25 per bag. Green lump moss, $1.50 per bag. Dagger Ferns, $2.00 per 100. Burlap, 50c. extra; cash, 5c. less.
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Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

MISCELLANEOUS WANTS

WANTED—Greenhouses to be wrecked; must be in south Jersey. What have you, condition and price? Looking for bargains; condition of frame must be good.
Box 58, R. No. 4, Vineland, N. J.

WANTED—To buy, 2nd. hand Kroeschell hot water boiler, No. 9 and 10, in good condition. Not far from Middle Atlantic States. Address P. F., care The Florists' Exchnage.

WANTED—Good side line, to carry with florists' supplies, on commission. Middle West territory. Address S. B. care The Florists' Exchange.

Chrysanthemum Specialists
ELMER D. SMITH & CO. ADRIAN, MICH.

When ordering, please mention The Exchange

St. Louis, Mo.

The Market

Market the past week showed advanced prices. Stock will be decidedly scarce and high for Thanksgiving Day. Carnations are quoted at 5c. and 6c.; Roses from 6c. up, Russells 8c. to 25c.; Narcissus 5c.; Stevia 35c. per bunch; 'Mums 8c. to 35c. Violets are scarce and selling at 75c. per 100. Fancy 'Mums, Eatons, Chadwick, are now arriving and selling from $4 to $5 per doz.

The wholesalers expect the biggest Thanksgiving Day in years, and the retailers are scrambling for stock. From the aid of extensive publicity advertising in the daily papers they expect a volume of business which will tax them to the limit. They believe the ending of the war and the near approach of the coming home of many of the boys will stimulate trade above all expectations.

Club Meeting

The postponed meeting of the St. Louis Florists' Club was held at the Missouri Botanical Garden, Nov. 21, President Hummert in the chair, and about 30 members present. There was a discussion as to how to increase the membership of the publicity party and how to increase funds. Fred Ammann, president elect of the S. A. F., spoke of the great future bound to come to the flower business through the peace armistice and the return of our boys. Secretary J. J. Windler moved a resolution that the next meeting of the club in December be termed Victory Meeting, that all florists should be invited, and, as now, members should hear some good speaker talk on the benefits of cooperation in regard to the publicity movement. R. W. Rowe and others spoke. Luther Armstrong brought a few blooms of his yellow 'Mum Japanese variety which he has called Marjorie Armstrong. The secretary was instructed to send a letter to the family of James Young in commiseration of their loss.

Applications for membership from Charles Connon of Webster, Mo., and Julius Schaeffer, manager of Scruggs, Vandervoort & Barney.

St. Louis growers met Nov. 20, at 11 Mile House, all officers present. A Chrysanthemum show was given and the blooms were donated to the proprietor of the 11 Mile House. After the show publicity was discussed in general.

Application for membership by George F. Deutchmann. Growers well pleased with the prices now obtained on market. Next meeting Dec. 4.

News of the Trade

A dinner was held Thursday, Nov. 21, at Statler Hotel, and arrangements perfected as to the part the florists will play in the peace parade Dec. 7. It is contemplated to have a huge float with a banner, "Say It with Flowers," decorated with National Colors.

Personals

Chadwick blooms in yellow and white are seen at H. G. Bernings.

Alex. Sigel has increased his business and his stand is one of the busiest in the city.

Julius Diloff is in town this week. He is with Wertheimer Bros., of New York.

Coming Meetings and Exhibitions

Des Moines, Ia.—Mid-West Horticultural Exhibition, Dec. 10 to 13. Information obtainable from the Iowa State Horticultural Society Des Moines.

Ithaca, N. Y.—Farmer's week, Cornell College of Agriculture, Feb. 10 to 15 inclusive.

Carnations
F. Dorner & Sons Co
LA FAYETTE, IND.

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HALF PRICE
20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.
Satisfaction Guaranteed
PAUL MADER, East Stroudsburg, Pennsylvania

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GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
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HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots
$2.00 per single gallon.
Metropolitan Material Co
PATENTED GREENHOUSES
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MASTICA
FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.
F. O. PIERCE CO., 12 W Broadway, New York

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GLASS
FOR GREENHOUSES
Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices
PARSHELSKY BROS. Inc.
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BROOKLYN, N. Y

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Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
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PRICES ADVERTISED ARE FOR THE TRADE ONLY

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Why not use Cypress for your Bars, Ridge, Sill, etc.?
More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass
Pecky Cypress for Bench Lumber Cypress Clapboards and Boarding
ASK FOR CIRCULAR E
The A. T. Stearns Lumber Co.
NEPONSET--BOSTON, MASS.

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NO MORE SOOT TROUBLES
Z-I-N-C-O WHAT IT IS

Soot destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.

WHAT IT DOES
Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft

WHAT IT DOES
Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

"Ain't it a Grand and Glorious Feeling?"

Note The makers of Z-I-N-C-O have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is $3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO. 468 W. Erie St., Chicago

When ordering, please mention The Exchange

Always Pays For Itself The First Season

THIS is what Mr. Dexter Field, of Salem, Oregon, writes:

"Wherever I put in the Skinner System, I have estimated that it has paid for itself the first season."

SKINNER SYSTEM OF IRRIGATION
The Skinner Irrigation Co.
225 Water St., Troy, Ohio

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Save Coal on Greenhouse Boilers

May we send you on a month's trial, prepaid, a Coggeshall Air Tube Cleaner to clean your boiler tubes? It creates its own air pressure with the use of low pressure steam.

Specially Adapted for Greenhouse Boilers

It cleans your boiler perfectly in four minutes, while running. It does away with the hand method. It saves its cost before the trial is ended. It can be returned, express collect, if you do not find it to your interest to purchase the cleaner. It lasts a lifetime. There are thousands in use. The price is $12.00.

WRITE FOR ILLUSTRATED CIRCULAR

The Coggeshall Co., 123 Liberty St., New York

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– Everybody Happy – Uncle Samuel Says We Can Build Greenhouses Again

ALL the time our factory has been filled with war work, we have not for a minute forgotten about the greenhouses you would want when the war was over.

We saw to it that there should be plenty of materials on hand to promptly fill your early orders.

Unless all signs fail, and all sound judgments are wrong, there are years of great prosperity ahead.

Those of you who are best equipped to take advantage of it, will, of course, best profit by it.

You know we go anywhere for business. Or to talk business.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

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49 Federal Street

THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 23 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) DECEMBER 7, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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Extra strong, heavy plants, well finished for immediate delivery

	100
NEPHROLEPIS elegantissima, elegantissima compacta and Smithii, 2¼-inch pots	$8.00
	Each
NEPHROLEPIS elegantissima compacta, muscosa and Smithii, 3½-inch pots	.35
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8-inch pots	1.50
10-inch pots	3.00
12-inch pots	5.00
NEPHROLEPIS Harrisii, 8-inch pots	1.50
Muscosa and Smithii, 5-inch pots	.75
Muscosa and Smithii, 6-inch pots	1.00
Bostoniensis nanus (Dwarf Boston), 8-inch pots	1.00

F. R. PIERSON CO.
Tarrytown, New York

IN THIS ISSUE

Plant Exclusion
Possibilities of a Florist Trust
The Florist Business in War Times
The Planting of Memorial Trees
Retail: Miscellaneous Decorations
Nursery: Reconstruction—Our Part in it

Christmas Plants

Place your order now for Christmas Plants

On account of the scarcity of Flowering Plants, there will be a large demand for made-up baskets and specimens of

Ornamental Plants, Palms and Ferns

Highly colored DRACAENAS, CROTONS, PANDANUS VEITCHII, etc. BIRD'S NEST FERNS, MYRTLE, RUBBERS and ADIANTUM CROWEANUM in all sizes

ADIANTUM Gloriosa Lemkesii
THE NEW GLORY FERN

We have ready for shipment an excellent stock of this new variety of **Farleyense,** which is as hardy and will stand up in homes and stores as well as Adiantum Croweanum. It is of good form and beautiful color, the new fronds being tinted with pink. We shall send this out this season in place of the old type of **Farleyense,** and we believe it can be used more extensively than that variety—especially on account of its keeping qualities

5-inch pots.....$1.00, $1.25 each
6-inch pots.....$1.50, $1.75 to $2.00 each

If you have not received our recent Wholesale List, ask for one

A. N. PIERSON, INC.
CROMWELL, CONN.

VINCAS

Variegated Rooted Cuttings for Immediate Shipment
$20.00 per 1000

Gladiolus Bulbs

Clean, healthy, fine stock, now ready to ship
These bulbs especially grown and cured for early forcing
Following varieties and sizes:

	2-in. and up Per 1000	1½ to 2-in. Per 1000	1¼ to 1½-in. Per 1000	1 to 1¼-in. Per 1000
AMERICA	$20.00	$16.00	$14.00	$12.00
AUGUSTA	20.00	16.00	14.00	12.00
HALLEY	25.00	16.00	14.00	12.00
MRS. FRANCIS KING	20.00	15.00	12.00	10.00
NIAGARA	35.00	30.00	25.00	20.00
PANAMA	25.00	20.00	16.00	14.00
PEACE	25.00	20.00	16.00	14.00
PINK BEAUTY	30.00	25.00	20.00	15.00
SCHWABEN	35.00	30.00	25.00	20.00

PAN AMERICAN MIXTURE (about 100 named varieties) 1¼ to 3-in. $15.00 per 1000

WM. F. KASTING CO.
568-570 WASHINGTON STREET
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BOSTON and SCOTTII FERNS. 5-in. 25c., 4-in. at 15c. each; Specimen plants, in 10 and 12-in. pots, from $5.00 to $10.00.

NORWOOD FERNS. 5-in. 50c., 6-in. 75c.

KENTIA BELMOREANA. 6-in. $1.00. 5-in. 75c. These prices are only good for immediate shipment. All good value for the money. Shipped without pots to save expressage.

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GERANIUMS in a good assortment, including **Ivy Geraniums** and **Scented.** 2-in. $2.75 per 100, $25.00 per 1000, 3-in. $4.00 per 100, $35.00 per 1000.

SALVIA Splendens, HELIOTROPE, COLEUS, BEGONIAS Vernon, HARDY ENGLISH IVY, SWAINSONA. 2-in. $2.50 per 100, $22.50 per 1000; 3-in. $3.50 per 100, $30.00 per 1000.

COLEUS BRILLIANCY, sometimes called **Christmas Gem.** 2-in. $3.00 per 100, $30.00 per 1000; 3-in. $4.00 per 100, $35.00 per 1000.

Our new catalogues are being mailed; if you have not received yours, write us. There are some changes in prices; all former prices are cancelled. Cash with order.

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

DUTCH BULBS

Need NO COAL—Need No Bench Room

There will be a shortage of Easter Plants

Plant More Bulbs

Single Hyacinths

FIRST SIZE—Gertrude. Deep pink.

THIRD SIZE OF LARGE BEDDING

Gen. De Wet. Light pink, large truss.
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Grande Blanche. Blush white.
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MIXED BEDDING to color

Red, Pink, Blush White, Light Blue; and Mixed All Colors.

MINIATURE OR DUTCH ROMANS

Extra fine for cutting and growing in pans.

Garibaldi. Deep red.
Gen. De Wet. Light pink, large truss.
Grande Blanche. Blush white.
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Roi des Belges. Deep red.
Madame Antick. Double white.
Mixed. All colors.
King of the Yellows. Pure yellow.

	Per 100	Per 1000
First Size	$6.50	$60.00
Third Size	3.25	30.00
Mixed Bedding, to color	2.50	23.00
Miniature or **Dutch Romans**	2.00	18.00

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There is a great shortage of Daffodils. We offer to Florists a bargain for forcing, as we wish to clean up:

	100	1000
Mrs. Langtry. White Leedsii	$1.25	$10.00
Victoria. Bicolor, single nose	2.00	17.00

Liliums

	100	1000
Lilium Triginum. Double	$2.50	$20.00
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Tulips

SINGLE EARLY TULIPS	100	1000
Bacchus. Red	$2.00	$18.00
Duchesse de Parma. Brownish yellow edge	1.75	15.00
Grandue (Keizerskroon). Red, yellow edge	2.00	17.00
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Lac Van Rhyn. Violet bedder	1.75	15.00
Prince of Wales (Austria). Tall terra cotta, forcer	1.75	15.00
Rachel Ruysch. Fine pink	1.75	15.00
Rose Grisdelin. Pink forcer	1.75	15.00
DOUBLE EARLY TULIPS		
Couronne d'Or. Yellow, orange shaded, forcer	3.00	28.00
Murillo. White, turning light pink.	2.00	18.00
Rose de la Montagne. Pink forcer.	2.00	18.00

Gladioli (Winter Flowering)

	100	1000
Ackermanni. Salmon red	$1.75	$15.00
Apollo. Salmon pink	1.75	15.00
Fine Mixed. All colors	1.00	9.00

Ranunculus

	100	1000
Agatha, New. The only pink French Ranunculus, long stem	$2.50	
Asbeck. Cream yellow	1.00	$8.00
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Grootvorst. Cherry red	1.00	8.00
L'Americaine. Orange carmine	1.00	8.00
Mathilda Christina. White	1.00	8.00
Primrose Beauty. Primrose yellow	1.00	8.00
Thalia. Scarlet	1.00	8.00
Veronica. Dark red	1.00	8.00
Mixed. All colors	.75	6.00

Anemones

	100	1000
The Caen. Fine mixed	$1.25	$10.00

Freesia Purity

	100	1000
First size	$0.75	$6.00

Spanish Iris

	1000
Alex. Van Humboldt. Fine blue	$7.50
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L'Innocence. Extra large forcing size	10.00
Lilaceus. Blue with bronze falls	7.50
Lilaceus. Large forcing size	10.00
La Tendresse. Large canary yellow	7.50
La Tendresse. Large forcing size	10.00
Prncess May. Blue with bronze falls	7.50
Princess May. Large forcing size	10.00
Prince of Orange. Fine orange	7.50
Prince of Orange. Large forcing size	10.00
Queen Wilhelmina. White, large forcing size.	10.00
Raphael. White with blue tint	7.50
Raphael Large forcing size	10.00
Souvenir. Very attractive blue	9.00
Extra Mixed. All colors	5.00

English Iris

	100	1000
Fine Mixed	$1.00	$9.00

Terms of Sale **60 days net, 3% discount for cash with order. Unknown correspondents please give references. All prices F.O.B. Arlington, N. J. All goods are offered as far as unsold. One-half per cent. per month will be added to any overdue bill. We will not be in any way responsible for the crop.**

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PLEASE NOTE—All Christmas Greens shipped at buyer's risk of delay or spoilage in transit, when forwarded by Adams, Wells Fargo, or American Express, or by Freight and Boat.

Holly Wreaths

Well made, with plenty of berries

	Per 25	Per 100
XX quality	$5.00	$18.00
XXX quality	6.00	21.00
XXXX quality	7.50	26.00

Loose Holly, Well Berried

Extra Selected Quality

Per ¼ case $2.50; per ½ case $4.00; per full case $7.00; per 5 cases and more at $6.75 per case.

Laurel Wreathing

Our stock of this is made by hand and will not pull apart easily.

25-yard lots	8c.	per yard
50-yard lots	7½c.	per yard
100-yard lots	7c.	per yard
250-yard lots	6¾c	per yard
500-yard lots	6½c.	per yard
1000-yard lots	6c.	per yard

Mexican Mistletoe

Well berried, with beautiful foliage.

60c. per lb.;

5 lbs. at 50c. per lb.; 10 lbs. at 45c. per lb. 25 lbs. and over at 40c. lb.

Lycopodium Wreathing

Extra fine quality

10 yds., 10c. yd.; 50 yds., 9½c. yd.; 100 yds., $9.00.

Lycopodium (Ground Pine)

25-lb. lots or less at 16c. lb.; 50-lb. lots at 15c. lb.; 100-lb. lots at 14c. lb.

Moss

Moss—Green lump, extra fine; peck 40c.; $1.00 per bushel; per bbl. sack $2.00.

Sheet Moss—Extra fancy; per bdle. 60c.; $2.25 per bale of 5 bdles.

Sphagnum—Clean and selected (dry), per bbl. bale $1.00; 5-bbl. bale $3.25; five 5-bbl. bales, $16.00.

Headquarters for Asparagus Plumosus Nanus Seed

Northern Greenhouse-grown

1000 seeds $3.00 | 10,000 seeds $25.00
5000 seeds 13.75 | 25,000 seeds 56.25

SEND FOR SPECIAL CIRCULAR ON CHRISTMAS GREENS, ALSO OUR HANDY FLOWER SEED ORDER SHEET.

P. S.—New Customers who may not be rated in Dun's or Bradstreet's will kindly send money order or trade references with order, to avoid delays in shipment of Christmas Greens.

HENRY F. MICHELL CO., 518 Market St., Philadelphia

GLADIOLI

Home-grown stock, clean, healthy and true to name. Young, 2-year old bulbs, 1¼ inch and up (mostly up.)

	Per 1000
America	$15.00
Augusta	15.00
Baron Hulot	20.00
Brenchleyensis	10.00
Crackerjack	15.00
Empress of India	20.00
Halley	15.00
Mrs. Francis King	15.00
Mrs. Frank Pendleton	35.00
Niagara	30.00
Panama	25.00
Pink Perfection	40.00
Princeps	20.00
Schwaben	40.00
Wintzer's General Mixture	10.00

N. Leon Wintzer
West Grove, Pa.

GIANT PANSY SEED

Kenilworth Mixture

Princess—the new upright Pansy

1000 seeds, 25c; ¼ oz. $1.25, oz. $5.00

Early Flowering or Winter-Blooming Giant Pansies

1000 seeds, 40c; ⅛ oz. $1.10 ¼ oz. $2.00, oz. $7.50

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Allen, J. K. 919
Alpha Floral Co. 912
American Bulb Co. 898
Anderson, J. F. 903
Anderson, S. A. 910
Aphine Mfg. Co. 922
Aschmann Bros. 901
Aschmann, Godfrey 903
Ashley, Ernest 910
Audubon Nurs. 906
Avenue Floral Co. 913
Baker Bros. 912
Baker, Wm. J. 921
Barclay Nursery 901
Barr, B. F. & Co. 906
Barrows, Henry H. 903
Baskette Refinishing Co. 916
Baumer, A. R. 912
Baur & Steinkamp. 905
Bayersdorfer & Co. 916
Bay State Nurs., The 906
Beaven, E. A. 917
Beckers' Cons. 910
Beckerts Seed Store 898
Begerow Floral Co. 912
Bemb Floral Co., L. 913
Bennet, C. A. 906
Bertermann Bros. Co. 912
Boddington Co, Inc. 898
Bolgiano & Son, J. 901
Bonnet & Blake 919
Boston Floral Supply Co. 892
Bowe, M. A. 913
Breitmeyer's Sons, J. 912
Brown, Peter 905
Brown Bag Filling Mach. Co., The 896
Brown Bulb Ranch 898
Bryan, Alonzo J. 901
Buckbee, H. W. 914
Bunyard, A.T. 913
Burnett Bros. 898
Burpee, W. A. & Co. 896
Butler & Ullman 914
Byer Bros. 905
Caldwell the Woodsman Co. 916
Caldwell Co., W. E. 923
Campbell Bros. 903
Caplan, Florist. 910
Carbone, Florist. 910
Champion & Co., John N. 913
Chicago Feed & Fertilizer Co. 922
Chicago Flower Growers' Ass'n, The 920
Childs, John Lewis 892
Clarke's Sons, D. 913
Clay & Son 922
Coan, J. J. 918
Coggeshall Co., The 927
Colonial Flower Shop 910
Conard & Jones Co. 906
Coombs, Florist. 912
Cowee, W. J. 917
Cowen's Sons, N. 928
Craig Co., Robt. 903
Crowl Fern Co. 916
Cut Flower Exch. 917
Danker, Florist. 910
Dards. 913
Day Co., W. E. 915
De Buck, John. 903
Dorner & Sons Co. 905
Dreer, H. A. 894-922
Drumm Seed & Floral Co. 912
Eble, Chas. 913
Edlefsen-Leidiger Co. 912
Edwards' Folding Box Co. 917
Emmans, G. M. 905
Eskesen, Frank N. 903
Fallon, Florist. 914
Fenrich, Joseph S. 918
Fetters, Florist. 912
Fexy, D. 918
Fletcher, F. W. 898
Foley Greenhouse Mfg. Co. 928
Ford, M. C. 918
Ford, Wm. P. 919
Fottler, Fiske, Rawson Co. 892
Friedman, Florist. 910
Friedman, J.J. 922
Froment, H. E. 919
Galvin, Thos. F. 913
Gasser Co., J. M. 910
Giblin & Co. 928
Girvin, Willis B. 905
Gnatt Co., The Ove. 917
Goldstein & Futterman 919
Gove, The Florist. 910
Graham & Son, A. 910
Grakelow, Florist. 914
Grandy, The Florist. 914
Grootendorst, F. G. & Sons 906
Gude Bros. Co. 915
Gunther Bros. 919
Habermehl's Sons. 914
Hahn, Florist. 910
Hanford, R. G. 903
Hansen, A. 896
Hardesty & Co. 910
Hart, George B. 917
Heacock Co, Jos. 903
Heid, Frank 927
Heid & Co. 901
Heiss Co. 912
Henshaw Floral Co. 918
Hentz & Nash, Inc. 919
Herr, A. M. 905
Hess & Swoboda 914
Hession 913
Hews & Co., A. H. 923
Highland Pk. Gnhs. 912
Hill Co., E. G. 910-20
Hitchings & Co 922
Hill Floral Co., E. G. 910
Hill Nursery Co., The D. 906
Hollywood Gardens 915
Holm & Olsen. 915
Horan, E. C. 919
Horn & Bros., John F. 910
Hotaling, the Florist. 910
Howard Rose Co. 906
Irwin, R. J. 899
Jackson & Perkins 906
Jacobs, Barney B. 918
Jennings, E. B. 905
Johnston Bros. 914
Johnston & Co., T. J. 914
Joseph's Florist. 915
Joy Floral Co. 912
Kasting, Wm. F. Co. 889
Keller, John A. 912
Keller Pottery Co. 923
Keller Sons, J. B. 914
Kelway & Sons. 901
Kerr, The Florist. 912
Kervan Co., The 916
Kesaler, Wm. 919
Knoble Bros. 910
Kooyman Co., Inc. C. 896
Kottmiller, Florist. 913
Kroeschell Bros. Co. 928
Kuebler, Wm. H. 919
Landreth Seed Co 894
Lang Floral & Nurs. Co. 912
Lange, A. 910
Lange, H. F. A. 915
Langjahr, A. H. 919
Leahy's 912
Leonard Seed Co. 896
Liggit, C. U. 901
Littlefield & Wyman. 906
Lockland Lumber Co. 928
London Floral Shop. 914
Lord & Burnham Co. 928
Lovett, Lester C. 906
Lovett, Inc., J. T. 906
Ludwig Floral Co., E. C. 914
Mackie, W. 919
Macnair, Florist. 914
Mader, Paul. 905
Malandre Bros. 913
Marshall & Co., W. E. 892
McCallum Co. 918
McCarron, Miss. 912
McClunie, Geo. G. 912
McHutchison & Co. 894
McManus, James. 919
Meehan, C. E. 921
Metarie Ridge Nursery Co., Ltd. 913
Metropolitan Material Co. 923-27
Meyer, Adolph. 914
Michell Co., Henry F. 890
Michigan Cut Flower Exchange. 917
Michler Bros. Co. 912
Miller, A. L. 901
Miller Floral Co. 915
Mills, the Florist. 912
Mountain View Floral Co. 906
Munk Floral Co 912
Murray, Samuel. 912
Murray, Florist. 913
National Nurseryman Pub. Co., Inc., The 905
Neidinger Co., J. G. 917
New England Florist Supply Co., Inc. 920
Nicotine Mfg. Co. 922
Niessen Co., Leo. 921
Noe & Sampson. 919
Ouwerkerk, P. 904
Palmer, F. E. 910
Palmer & Son, W. J. 910
Papworth, Harry 913
Park Floral Co., The 912
Parshelsky Bros., Inc. 922
Peacock Dahlia Farms. 901
Peirce, E. Allen. 923
Penn, The Florist. 910
Pennock Co., S. S. 921
Peerless Iron Pipe Exchange, Inc. 923
Peters & Reed Pottery Co. 922
Pfaff & Kendall. 928
Philips Bros. 913
Pierce Co., F. O. 922
Pierson, Inc., A. N. 889
Pierson Co., F. R. 889
Pikes Peak Floral Co. 910
Pillsbury, I. L. 905
Pittsburgh Cut Flower Co. 916
Poehlman Bros. Co. 920
Polykranas, G. J. 919
Pulverized Manure Co., The 922
Purdie & Co., D. S. 912
Purnell, W. Z. 917
Ramsburg, G. S. 923-898
Randall's Flower Shop 915
Randolph & McClements 914
Rawlings, Elmer 905
Reck, John & Son 910
Reed & Keller. 917
Reinberg, Peter 920
Reuter, L. J. Co. 905
Rice Co., M. 917
Riedel & Meyer, Inc. 919
Ritchy, F. W. 905
Robinson Co., H. M. 919
Rock Flower Co., W. 912
Robinson & Co., Inc., H. M. 917
Rodgers Floral Co. 910
Rochelle & Son, F. W. 923
Roehrs Co., Julius. 903
Rosemount Gardens. 912
Rosary Flower Shop. 910
Royal Glass Works. 928
Rumbley Co., The 916
Rupp, John F. 901
Sauter, A. 919
Saville, Wm. 898
Sceery, Ed. 914
Scohay, John A. 923
Schling, Inc., Max., Seeds 892
Schling, Inc., Max., Flowers 913
Schmidt, J. C. 905
Scholtz, the Florist, Inc. 910
Schramm Bros. 915
Schulz Co., Jacob 912
Schwacke & Co., C. 898
Scott, Florist. 910
Scottwood Gnhs. 915
Serphos, Norman. 896
Sheridan, Walter F. 919
Siebrecht, Geo. C. 919
Skidelsky & Co., S. S. 896
Skinner Irrigation Co. 928
Smith & Fetters Co. 910
Smith, Henry. 912
Smith, J. 914
Smith, P. J. 919
Smith Co., W. & T. 906
Smith & Co., Elmer D. 905
Smith, the Florist. 912
Snyder Co., B. A. 920
Solomon & Son, L. 922
Smith & Hemenway Co., Inc. 927
Southern Evergreen Co. 917
Spear & McManus. 912
Steele's Pansy Gardens 896
Storrs & Harrison Co. 905
Stumpp, Geo. E. M. 914
Stumpp & Walter Co. 896
Syracuse Pottery Co. 923
Taepke Co., G. H. 912
Thompson & Co., C. B. 912
Thorburn & Co., J. M. 898
Tomlinson Key Floral Co. 912
Tracy, Inc., B. Hammond. 898-901
Traendly & Schenck. 919
United Cut Flower Co., Inc. 918
Van Bourgondien, K. & Son. 890
Vaughan's Seed Store 898
Vick's Sons, James. 901
Vincent, Jr., & Sons. 889
Walker Co., The F. 912
Watkins & Simpson. 892
Wax Bros. 910
Weber, F. H. 915
Weir, Inc., James. 910
Welch Bros. Co. 920
Welch, the Florist. 912
Wenk, Peter. 901
Western Rose Co. 894
Westman & Getz. 910
Whilldin Pottery Co. 923
Wilk, John. 898
Wilson, H. E. 914
Wilson, R. G. 910
Wolfinger, Florist. 913
Wood Bros. 905
Woodruff & Sons, S. D. 892
"X" Laboratories 927
Young & Co., A. L. 919
Young & Co., John. 919
Young & Nugent. 914
Young & Sons Co., C. 915
Zech & Mann. 920
Zvolanek, Ant. C. 898

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Adiantum. 889-99-903-05
Ageratun. 899
Alyssum. 901-05
Anemone. 899
Areca. 903
Ash. 906
Asparagus. 898-99-901-03-905
Aspidium. 903
Asplenium. 901
Azaleas. 906
Begonias. 889-99-901-03-905
Bellis. 901
Berberis. 906
Bleeding Heart. 906
Bulbs. 889-90-98-99-901-05
Buxus. 906
Calendula. 892-99-901
Callas. 892-98-99
Cannas. 905-06
Carnations. 899-905
Centaurea. 892
Cherries. 901-03
Christmas Plants. 889-901-903
Christmas Trees. 906
Chrysanthemums. 899-905
Cibotium. 903-05
Cinerarias. 898-99-901-05
Clematis. 906
Cocos. 903-05
Coleus. 889-99-901
Columbine. 905
Coreopsis. 905
Crotons. 889-91-901
Cryptomeria. 905
Cuphea. 899
Cyclamen. 898-99-901-03-905
Dahlias. 901
Daisies. 899-901-05
Decorative Plants. 903
Dracæna. 889-99-901-03-05
Dutchman's Pipe. 906
Elms. 906
Evergreens. 906
Farm Seeds. 901
Ferns. 889-99-901-03-05
Feverfew. 905
Ficus. 901-03
Forgetmenots. 905
Foxgloves. 905
Fraxinus. 906
Freesia. 898-98-99-905
Fruits. 906
Fruit Trees. 906
Fuchsia. 899-901-05
Gaillardias. 905
Genista. 899-906
Geraniums. 889-99-905
Gladiolus. 889-90-98-99-901
Gypsophila. 892-99
Heather. 901
Heliotrope. 889-99-905
Hollyhocks. 905
Hydrangeas. 899-906
Iris. 892-906
Ivy. 889-99-901
Japanese Maples. 906
Japonica. 906
Jerusalem Cherries. 901-03
Juniperus. 906
Kentias. 903-05
Lantanas. 899-901-05
Lilac. 906
Lilies. 892-96-98-906
Lily of the Valley. 892-98-899-905
Lindens. 906
Lobelias. 901
Lombardy Poplars. 906
Marguerites. 901-05
Myrtle. 889
Narcissus. 898-99
Norway Maple. 906
Norway Spruce. 906
Nursery Stock. 905-06
Oaks. 906
Onion Sets. 893
Orchids. 906
Palms. 889-901-02-05
Pandanus. 889-901
Pansies. 890-99-96-901-05
Pelargoniums. 899
Peonies. 892-906
Perennials. 905-06
Petunias. 901-05
Phlox. 901-05-06
Phœnix. 903
Pinks. 905
Poinsettias. 901-03-05
Poplars. 906
Populus. 906
Primulas. 899-901-03-05
Primroses. 901-05
Privet. 906
Retinospora. 906
Rhododendrons. 906
Roses. 894-99-905-06
Rubbers. 889-901-03
Salvia. 889-92-94-98-99-901-05
Seeds. 890-92-96-98-99-901-05
Shamrock. 898-99
Shasta Daisy. 905
Shrub. 906
Smilax. 901-03-05
Snapdragon. 898-99-901-905
Solanum 901
Spiræa. 906
Spruce. 906
Stocks. 898-99
Swainsona. 889
Sweet Peas. 896-98-99
Sweet William. 905
Thuya. 906
Trees. 906
Tulips. 899
Ulmus. 906
Vegetable Plants. 898-905
Vegetable Seeds. 892-96-901
Verbena. 892-98-901
Vincas. 889-98-99-905
Violets. 899

MISCELLANEOUS

Aphine. 899-922
Aphis Punk. 899-922
Artificial Flowers. 892-916
Auto Spray. 899
Bamboo. 894
Baskets. 892-916-17
Basket Tool Kit. 916
Boilers. 927-28
Boxes. 917
Boxwood. 916-17
Chiffon. 892
Christmas Supplies. 892-916-17
Crepe Paper. 892-916
Cycas Leaves. 892-917
Cypress 923-28
Dagger Ferns. 916-17
Directory of Reliable Retail Houses. 910-11-912-13-14-15
Dirt Bands. 923
Evergreens. 916
Fancy Ferns. 916-17
Fertilizers. 922
Florists' Accounts Insured. 901
Florists' Supplies 892-916-917
Frieze. 916
Fungine. 922
Galax Leaves. 892-916-17
Glass. 905-22-23-28
Glass Cutters. 927
Glazing Points. 922
Greenhouse Construction. 922-28
Greenhouse Material. 823-927-28
Ground Pine. 916
Kerosene Heater. 927
Heating. 927-28
Holly. 916-17
Hose. 922
Immortelles. 892
Insecticides. 922
Irrigation. 928
Japanese Moss. 916
Laurel. 916-17
Laurel Festooning. 916
Lemon Oil. 899
Lumber. 923-28
Magnolia Leaves 892-916-917
Manure 922
Mastica. 922
Moss. 916-17
Nico-Fume. 899
Nikoteen 899-922
Paper Pots. 923
Pecky Cypress. 928
Pine Cones. 916
Pipe 905-23-28
Pipe Fittings. 923
Plant Food. 922
Posts. 928
Pots. 923
Putty. 923
Putty Bulbs. 923
Putty Machines. 923
Ribbons 916
Roping 892-916
Ruscus. 892-916
Sash. 923-28
Seed Packets. 896
Smilax. 916-17
Soot Destroyer. 928
Sphagnum Moss 916-17
Sprays. 892-916
Stakes. 894
Staples. 905
Tanks. 923
Tobacco Products. 922
Toothpicks. 917
Vermine 922
Wants. 925-26
Wax Goods 892
Wire Designs. 917
Wreaths. 892-916
"X" Boiler Liquid. 927

Editorial Contents

Canadian Seed Importation Rules 897
Catalogs Received 897
Christmas Seals on Mails 897
C. S. A. Examining Committee Report 902
Coal Restrictions All Withdrawn 908
Collecting Back Due Accounts. 893
Exhibitions and Meetings, Coming 897
Florist Business in War Times, The 909
Florist Soldiers, Our 902
Full Steam Ahead 893
Give Them Their Daily Bread. 908
Meetings and Exhibitions, Coming 897
Memorial Trees for Heroic Dead 893
Middle Atlantic States 900
New England States 902
Nursery Dept. (Illus.): Reconstruction Our Part in It; Winter Window Boxes; Home Grown vs. Imported Plants 907
Nurserymen, Directory of 895
Obituary: Mrs Alonzo J. Bryan; John Henry Small 909
Packages for Abroad 897
Plant Exclusion an Accomplished Fact 893
Reconstruction and Re-Education of Disabled Soldiers 908
Remission of Restrictions 908
Retail Dept. (Illus.): Miscellaneous Decorations in the Hotel and Private Home; 911-915
Rose Grower Changes Position. 926
Scale Insect on Ferns 895
Second Class Mailing Rates to be Reduced 909
Seed Trade, The 897
Snails, How to Get Rid of 897
S. A. F. and O. H.: National Publicity Campaign. 895
Southern States 900
Sweet Peas, Supporting. 926
The Small Florist vs. a "Florist Trust" 908
Thoirs, Raymond C. (Portrait) 902
Trade Notes:

Auburn	900	Kalamazoo	904
Boston	920	Kansas City	926
Buffalo	900	Lancaster	900
Capitola	902	Louisville	900
Chicago	921	Nashville	900
Cincinnati	923	New Haven	902
Cleveland	904	Newport	902
Columbus	904	New York	918
Denver	923	Philadelphia	921
Eureka	902	Pittsburgh	900
Fort Wayne	904	St. Louis	922
Houston	900	Toronto	902
Indianapolis	904	Washington	900
		Worcester	902

Walter, G. H., Attractive Porch Plantings of (Illus.) 926
Waste Turned Into Fertilizer. 902
Watch Your Selling Price 893
Week's Work, The: Adiantum Farleyense Gloriosum; Christmas Suggestions; Roman Hyacinths; Climbing Roses; Lilacs for Forcing; Jerusalem Cherries; Pansies Under Glass; Chrysanthemum Soil 895

Christmas Specials

Keep the Road Open for War Purposes
ORDER NOW

Christmas Baskets

We have spent much time and thought to make up a CHRISTMAS BASKET, already filled with CHRISTMAS MATERIAL only, ready to be sold to your customers. The basket, which is rustic, consists of CONES, GREEN RUSCUS, PRESERVED BOXWOOD, RED RUSCUS, RED FRIEZE, etc. Every part of this basket brings forth to the mind of your customer CHRISTMAS TIME and CHRISTMAS CHEER. Each basket is boxed separately, which makes it easy to ship, insures perfect arrival, and makes it easy for your customer to carry home.

Complete Basket, Including the Box

Size A - $5.40 per doz.
Size B - 7.80 per doz.

Order Now Save Yourself Worry
Display Early

These baskets are just as good in a year from now, as all the material is preserved, and *will not dry up or lose color.*

Red Ruscus

Bright color and perfectly dry, 95c. per lb.

Green Ruscus

A No. 1 quality, perfectly flexible and good color, 70c. per lb.

Red Roping

60 yards to the ball, very best color and quality, 85c. per ball

Red Immortelles

While they last, 50c. per bunch, $5.50 per dozen bunches

We carry a full line of other

Christmas Supplies

such as POINSETTIAS, CREPE PAPER, WAX PAPER, CHIFFONS, etc.

Don't forget that we are headquarters for ARTIFICIAL FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, FROSTED MAPLE, BROWN ARTIFICIAL GALAX, etc., etc.

We handle a full line of CUT FLOWER BASKETS, and everything in FLORISTS' MANILA BOXES.

We are direct manufacturers of CYCAS LEAVES.

Boston Floral Supply Company

Manufacturers of Florists' Supplies

347-49-51-53-55-57 Cambridge St. BOSTON, MASS.

P. S.—Unknown customers please give satisfactory reference or cash with order

When ordering, please mention The Exchange

Are the candy men and others going to have the field to themselves ?

Christmas and New Year With the Retailer

The trade's golden opportunity to get acquainted with new patrons.

Those who have appropriate lines for the Holiday Trade have the opportunity of making a timely announcement in next week's issue of THE EXCHANGE.

The Retailer has a large part of the welfare of the entire trade in his hands—help him meet it.

Forms close Next Tuesday Night

THE FLORISTS' EXCHANGE

P. O. Box 100 Times Square Station, NEW YORK

Lily of the Valley for Christmas

Original cases containing 1750 pips, $22.50 per 1000
Small quantities, $2.50 per 100

FOTTLER, FISKE, RAWSON CO.

The Seed Store 12 and 13 Faneuil Hall Square, BOSTON, MASS.

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

have mailed their new illustrated catalogue of Garden and Flower Seeds to all their customers in the United States. Should any of them not receive a copy, they are requested to kindly notify the fact to

27, 28 and 29 Drury Lane, Covent Garden, LONDON, W. C. 2

When ordering, please mention The Exchange

Lilium Auratum

Cold Storage Bulbs

Sizes, 9 to 11 and 11 to 13

Prices on application

W. E. MARSHALL & CO., Inc.
Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

LET US QUOTE YOU ON

CALLA Elliottiana

Iris, Liliums, Paeonies, etc.

FOR FALL DELIVERY

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS

Dey St., NEW YORK, and ORANGE, CONN.

When ordering, please mention The Exchange

NEW CROP FLOWER SEEDS

CALENDULA Orange King, oz. 30c.
GYPSOPHILA Elegans Alba, oz. 35c.
CENTAUREA Candidissima, ½ oz. 50c.
CENTAUREA Gymnocarpa, oz. $1.00.
SALVIA Bonfire, oz. $2.25.
SALVIA Splendens, oz. $1.50.
VERBENAS, white, pink, scarlet and blue, each, oz. $1.00.

Max Schling, Inc. Seed Merchants and Growers 245 West 59th St., N. Y. City

When ordering, please mention The Exchange

Plant Exclusion an Accomplished Fact

o that the situation may be thoroughly understood, . to aid our readers in having before them as com- te a detail of the provisions of this ordinance signed Secretary of Agriculture D. F. Houston, Nov. 18, it is possible to give at this time, we submit the owing:

'lants and stocks to be excluded after June 1, 1919.

roup 1—Azaleas, Rhododendrons, Palms, Araucar- Bay trees, Hollies, Ericas and Acacias.

roup 2.—Conifers, dwarf and other kinds, Buxus, , usually shipped as specimen plants.

roup 3—Small potted plants, including Roses, Chrys- hemums, Violets, tender bedding plants, ferns, trop- and sub-tropical plants, etc.

roup 4—Clumps of hardy perennials used in forcing, anese Maples, Magnolias, etc.

egulation 2 provides for the unrestricted entry of groups of plants, namely (1) fruits, vegetables, ce- s, and other plant products imported for food pur- es; and (2) field, vegetable and flower seeds.

egulation 3 provides, under compliance with the con- ons of the subsequent regulations, for the importa- of five groups of plants as follows:

1) Lily bulbs, Lily of the Valley, Narcissus, Hya- hs, Tulips and Crocus, free from balls of soil or h.

2) Fruit stocks, seedlings, cuttings, scions, and buds ruits for reproduction purposes.

3) Rose stocks for reproduction purposes, includ- Manetti, Multiflora, Briar Rose, and Rosa Rugosa.

4) Nuts, including palm seeds, for oil or reproduction poses.

5) Seeds of fruit, forest, ornamental and shade trees, seeds of deciduous and evergreen ornamental shrubs, and seeds of hardy perennial plants.

We have it under the authority of the Federal Horticultural Board, that regulation 3 excludes all roots and bulbs except those specifically mentioned in item (1) and those imported for medicinal, food or manufacturing purposes. Under this ruling it will be forbidden to import, among other material:

Amaryllis	English Iris	Muscari
Anenome, or Windflower	Freesia	Peonies
	Fritillaria	Ranunculus
Begonia, Tuberous-rooted	Gladiolus	Richardia
	Gloxinia	Snowdrops
Chionodoxa	Iris	Scilla
Colchicum	Ixia	Spanish Iris
Dicentra	Montbretia	and others

Just why these distinctions we are not in a position to explain. Certain it is that while some of these items can be and are grown here freely, and even exported in quantity, as Gladioli, Peonies and Freesias, such bulbs and roots as Chionodoxa, some of the Iris, Muscari, Scilla, Snowdrops and in fact, every species of bulb or root which is not specifically mentioned under regulation No. (1), will be unobtainable in the United States after exhaustion of such stocks as may be imported between now and June 1 next.

Although vigorous protest against that portion of the Exclusion ordinance which affects the florists was made by the officials of the Society of American Florists, the florists themselves, as a rule, have made no expression of opinion on the subject, one way or the other; therefore it is hard to say how trade opinion will run when the full consciousness of this far-reaching edict is realized.

Full Steam Ahead

the D. Hill Nursery Co., Dundee, Ill.:

: looks to us today as if the results of the cessation var operations could be nothting but beneficial to all s of horticulture. The labor situation will un- btedly improve and certainly shipping conditions not be any worse than in the past, with all likelihood improvement. There is no reason why a pros- ous trade should not start in immediately and im- 've as time goes on. Perhaps we are too optimistic; ever, this is the way it looks to us at this time.

Wallace R. Pierson, Sec'y A. N. Pierson, Inc., Plant and Flower Growers, Cromwell, Conn.:

ow that the war is practically over, I feel, when I back over the past year, that my prophecy at time, to the effect that I did not believe the war ld make any great material difference to the florists' ness, was correct. We have all worked a little ler. We have not gained material wealth, but I be- : that we all are better for it. We will know better he future how to handle our business. We are g to be able to get more for our money in the way abor, in spite of the fact that we are paying out e money. There is a better feeling now between employee and the employer. We have had it hard, a financial standpoint, but our loss has been as ing when compared with the losses suffered in other tries.

still believe that the florist trade in this country is ving and has derived benefits which will more than et any losses sustained. I believe there is a very ht prospect for the future. I still believe, how- ; that anyone who is not in the greenhouse business ld be wise to keep out of it. I do not believe that s, iron and labor, at the prices of today can be fitably used in constructing greenhouses, but those ch are already built will, in a very short time, be to recuperate from the financial loss caused by the

Macnair, Florist, Providence, R. I.:

Although Thanksgiving business was flat we are in wise to remain discouraged. The dullness was caused constant money appeals, and the ding dong on the blic's mind that somehow peace was to have its ups downs; and maybe "demnition bow wows" if we n't look out. Somehow each generation considers its blems as the apex of long accumulated difficulties, ch statesmen and master minds alone may find a way straighten out. Politely stated this attitude is one of in bluff, both statesmen and the public contributing. re is a way out, always.

When America got into the war, folks were requested in a large and public manner to economize and right here the florist got his bumps and is today getting them. Notwithstanding one or two startlingly good holidays, we have felt the pinch. The rich man, especially bade the buds and blossoms goodbye, and is still doing the Rip Van Winkle. If it had not been for Mr. Middle Class, the business would have touched a wicked rock bottom. And thereby hangs a moral: viz, the next time Mr. or Mrs. Wealthy asks you to scour the market for something special, tell them it will cost so much and so much, and on your life don't handle the commission unless it affords you a living and then some. The truth of the matter is that the rich have used the florist as a football during the past decade, and now at last we realize we are free and that the average customer has turned the trick for us. There are exceptions, of course, and may a beneficent Providence bless the rich customer who did the handsome thing by his florist since 1914.

Sometimes the florist proprietor thought the end was near, when lo and behold a windfall of business approached and helped over the rough places. Time and again this has happened during the past two years, and we must look for it again and keep on expecting, for as surely as the flower business is not frivolous, this strange salvation will show up on time. People may forget us the while, customers pass down on the other side, likely prospects conclude that they won't purchase just now, and our hearts are submerged in gloom. But don't let your shop do any submerging, nor your face, nor the tone of your voice. Keep everlastingly at it, Mr. Storekeeper; sell most of your goods at a goodly profit, clean up at some price, but with discernment, and don't ever dwell on the proposition that the flower trade is some day destined to be on the blink.

We are needed; our blossoms are needed, and you have but to look back on the recent heavy call for our goods, when as sure as the needle turned to the north, bereaved families looked to us for a way out of the gloom; eloquent testimony to our most worthy profession and its ability to serve.

Memorial Trees for Heroic Dead

The New York City Park Department has contracted for 40 American Elms to be planted on an avenue in Central Park to commemorate the New York City soldiers and sailors who fell in the great war. These trees are nursery grown, perfect in form, 30 feet high and 8 to 10 inches in diameter. They are to be delivered and planted next Spring. Each will represent a local draft board and will bear a bronze tablet whose design will be approved by the Municipal Park Commission, and whose details will be prepared by the community Council of National Defense. All the tablets will be identical except as to size, this feature being governed by the number of heroes named to be included and the brief motto or sentiment peculiarly suited to the draft district it represents.

The idea of planting trees in memory of soldiers' deaths is credited to the American Forestry Association, though as announced last week it probably had its inception at the meeting of the American Association of Nurserymen in Chicago in June last. The American Forestry Association pointed out the desirability of shading the Lincoln Highway with trees that might have local significance and associations so as to assure their preservation by the community through which the highway passes.

The suggestion has found immediate favor, and many communities far from the highway have signified their intention to plant memorial trees in open squares and parks. Some of the middle Western towns have even arranged for the creation of groves with trees to commemorate not only their dead, but many notable incidents of the war, including expressions of public men that give promise of becoming immortal.

It has been suggested that the planting of each tree be made the occasion for a memorial service, to be conducted by the local community council of the draft board district in honor of whose dead each tree is marked.

Collecting Back Due Accounts from Men in the Service

We have received several inquiries as to how men can be proceeded against who, joining the Colors, have left unpaid debts for the payment of which they have made no provision and whose family shows no disposition to assume these obligations. So far as we can learn the situation here is much the same as that related by our correspondent who writes us:

"In Great Britain all subjects who have been called up for military service are protected by a section of the Moratorium Act and cannot be proceeded against unless by special authority of a court of justice. This authority is not difficult to obtain, provided it can be shown that the means exist to pay the debt. But you cannot sell a man up while on Service, neither can you turn his wife out into the streets on account of unpaid rent, but if she is receiving the regulation State allowance while her husband is on duty, she can be compelled to pay."

The law enacted by Congress to protect the soldiers and sailors of this country from having judgments entered against them while they were in the service of their country provides among other things that the execution of any judgment or order entered against such soldier or sailor may be stayed or vacated, or a stay of any attachment or garniture of property for debts by order of the court. Thus, as past due accounts cannot be sued for and recovered, it is up to the trade to protect itself by refusing to extend credit on sales to those who are liable to avoid payment of their debts by securing benefit under this act.

Watch Your Selling Price

The United States Food Administration has just published some interesting figures as to the profits of the Childs Company, which owns many restaurants in New York, Boston, Philadelphia and other large cities. In 1917 this corporation served more than 50,000,000 meals at an average cost of 27.26 cents and a profit of 1.78 cents each. During the first eight months of 1918 it served upward of 40,000,000 meals costing an average of 31.38 cents and yielding a profit of three-quarters of a cent each. This reduction of profits was partly due to a 15 per cent. increased cost of materials, etc., partly to wage bonuses paid to employees.

These figures have an interest for the florist because they show that the profits in any transaction may be greatly reduced by sales on which practically nothing is made; also that it is essential to figure all sorts of items to determine whether the balance shall show a true profit or really a loss. If a concern like the Childs Company, which practices rigid economies must look to the fractions of cents in order to make money how is the florist to conduct his business when the actual cost of production and of sale are not systematically figured at regular intervals and a reasonable percentage of profit added to the selling price? Some florists are already awake to this matter, but perhaps the great majority are still sleeping.

"Often we amateurs see in our gardens things that we didn't plant, but are afraid to pull them up for fear we did."—*Fargo Courier-News.*

"Tommy," asked his uncle, "what is the name of May's young man?" "I call him April Showers," replied Tommy. "April Showers! Whatever makes you call him such a ridiculous name?" "Because he brings May flowers," Tommy explained".—*Tid-Bits.*

Here is a specimen of newspaper English from a California newspaper: "The bridegrooms present to the bride was a handsome diamond brooch, with many other beautiful things in cut glass." Another good one is from an Iowa paper. It reads: Mr. and Mrs. Paul Fremont are the proud parents of a fourth son since last Thursday." At this rate how many children will the Fremonts have by Christmas?

California Field-Grown ROSES

We offer strictly hardy, vigorous, two year old, own root stock, grown on land suitable for the development of the roots. If you have not tried our Roses, send for a sample order and be convinced. Satisfaction guaranteed. **Grade "A"**—This is our regular stock. Teas and Hybrid Teas, about 18 inches and up to 24 inches. Climbers and Hybrid Perpetuals, about 24 inches and up to 30 inches. **Grade "B"**—This is light stock, suitable for mailing or potting.

BUSH ROSES

	Price per 100 A	B
Amarie de Grief, H.T., flesh	$20.00	$15.00
American Beauty, H. P., red	15.00	12.00
Antoine Rivoire, H. T., flesh	15.00	12.00
Arthur R. Goodwin, A. B., copper-red	20 00	15.00
Baby Doll, pol., yellow edged pink	15.00	12.00
Baby Erna Teschendorff, pol., crimson	13.00	10.00
Baby Herriot, pol., shrimp pink, each	.50	
Baby Rambler, pol., crimson	13.00	10.00
Beauty de Lyon, A. B., shrimp pink	20.00	15.00
Betty, A. T., copper pink	15.00	12.00
Black Prince, H. P., dark red	13.00	10.00
Bride, T., white	15.00	12.00
Bridesmaid, T., pink	15.00	12.00
British Queen, H. T., white	13.00	10.00
Captain Christy, H. P., pink	13.00	10.00
Cecil Brunner, pol., salmon pink	13.00	10.00
Champ Wieland, H. T., pink	20.00	15.00
Cheerful, H. T., orange pink, each	.35	
Clara Watson, H. T., blush pink	13.00	10.00
Cleveland, H. T., pink, each	.35	
Columbia, H. T., pink, each	.50	
Crimson Queen, H. T., crimson	13.00	10.00
Deutschland, H. P., yellow	15.00	12.00
Donald MacDonald, H. T., red	20.00	15.00
Duchess of Albany, H. T., pink	13.00	10.00
Duchess of Brabant, T., pink	13.00	10.00
Duchess of Normandy, H. T., salmon pink	20.00	15.00
Duchesa of Wellington, H. T., yellow	15.00	12.00
Edward Mowley, H. T., red	13.00	10.00
Etoile de France, H. T., red	13.00	10.00
Etoile de France, Jr., H. P., red	13.00	10.00
Etoile de Lyon, T., yellow	15.00	12.00
Francis Scott Key, H. T., red	20.00	15.00
Frau Karl Druschki, H. P., white	13.00	10.00
George Ahrends (pink Frau Karl Druschki,) H. P., pink	13.00	10.00
George C. Ward, H. T., yellow	20.00	15.00
George Elgar, pol., baby yellow	13.00	10.00
George Dickson, H. P., red	13.00	10.00
Gorgeous, H. T., orange yellow	15.00	12.00
Gen. Jacqueminot, H. P., red	13.00	10.00
Gen. McArthur, H. T., red	15.00	12.00
Gen. Sup. A. Jansen, H. T., pink	13.00	10.00
Golden Gem, H. T., yellow	20.00	15.00
Gruss an Teplitz, C., red	13.00	10.00
Hadley, H. T., red	20.00	15.00
Harry Kirk, H. T., yellow	20.00	15.00
Helen Gould, H. T., red	13.00	10.00
His Majesty, H. P., red	13.00	10.00
Hoosier Beauty, H. T., red	25.00	20.00
Hugh Dickson, H. P., red	$13.00	$10.00
H. V. Machin, H. T., dark red	20.00	15.00
Iona Herdman H. T., yellow, each	.35	
Irish Elegans, H. T., single pink	13.00	10.00
Irish Fire Flame H. T., single orange	15.00	12.00
Isobel, H. T., single orange edge scarlet, each	.50	
J. B. Clark, H. P., red	13.00	10.00
Jonkheer J. L. Mock, H. T., pink	13.00	10.00
Joseph Hill, H. T., pink	20.00	15.00
Juliett, A. B., yellow	20.00	15.00
Kaiserin, H. T., white	15.00	12.00
Killarney, H. T., pink	15.00	12.00
Killarney Brilliant, H. T., deep pink	15.00	12.00
Killarney Queen, sport	15.00	12.00
La Detroit, H. T., pink	13.00	10.00
Lady Alice Stanley, H. T., pink	13.00	10.00
Lady Battersea, H. T., pink	13.00	10.00
Lady Hillingdon, H. T., yellow	15.00	12.00
La France, H. T., pink	13.00	10.00
Los Angeles, H. T., coral pink, each	.75	
Ludwig Moller, or yellow Frau Karl Druschki	25.00	20 00
Miss Stewart Clark, H. T., lemon chrome, each	.35	
Mme. A. Chatney, H. T., rose pink	13.00	10.00
Mme. C Testout, H. T., pink	15.00	12.00
Mme. Colette Martinett, H.T., golden yellow, each	.35	
Mme. Edward Herriott, H. T., copper pink	25.00	20.00
Mme. Leon Pain, H. T., pink	13.00	10.00
Mme. Melane Soupert, H. T., yellow	15.00	12.00
Mme. Philip Rivoire, H. T., yellow	15.00	12.00
Mme. Segond Weber, H. T., pink	15.00	12.00
Madison, T., white	15.00	12.00
Maman Cochet, T., pink	15.00	12.00
Marie Van Houtte, T., yellow	15.00	12.00
Mary Countess Ilchester, H T, red	15.00	12.00
Melody, H. T., yellow	15.00	12.00
Meteor, T., red	13.00	10.00
Milady, H. T., red	13.00	10.00
Mrs. A. R. Waddell, H. T., salmon yellow	13.00	10.00
Mrs. Aaron Ward, H. T., yellow	20.00	15.00
Mrs. Bayard Thayer, H. T., pink	20.00	15.00
Mrs. Charles Russell, H. T., pink	25.00	20.00
Mrs. F. Dennison, H. T., flesh	20.00	15.00
Mrs. F. W. Vanderbilt, H. T., shrimp pink, each	.35	
Mrs. Henry Winnett, H.T. red, each	.50	
Mrs. George Shawyer, H. T., pink	$15.00	$12.00
Mrs. John Laying, H. P., pink	15.00	12.00
Mrs. Sarah Yeates, H.T., red	20.00	15.00
Mrs. Wakefield Christie Miller, H.T., pink	13.00	10.00
My Maryland, H. T., pink	13.00	10.00
Old Gold, H. T., single yellow	15.00	12.00
Ophelia, H. T., yellow	20.00	15.00
Ophelia Supreme, H. T., sport each	.50	
Papa Gontier, T., red	15.00	12.00
Paul Neylon, H. P., pink	15.00	12.00
Perle des Jardins, T., yellow	15.00	12.00
Perle d'Or, pol., baby yellow	13.00	10.00
Pink Cecil Brunner, pol., sport each	.50	
Pink Ophelia, H. T., pink	20.00	15.00
Prima Donna, H. T., pink	15.00	12.00
Primrose, H. T., yellow	20.00	15.00
Prince de Bulgarie, H.T., salmon pink	15.00	12.00
Prince C. D. Rohan, H. P., red	13.00	10.00
Radiance, H. T pink	13.00	10.00
Ragged Robin, T., red	13.00	10.00
Rainbow, T., stripe	13.00	10.00
Rayon d'Or, A. B., copper yellow, each	.35	
Rhea Ried, H. T., red	15.00	12.00
Robin Hood, H. T., red	20.00	15.00
Rosalind, H. T., glorified Ophelia each	.50	
Rose Marie, H. T., pink, each	.50	
Red Radiance, H. T., red	15.00	12.00
Red Cochet, T., red	15.00	12.00
Richmond, H. T., red	15 00	12.00
Rodhatte, pol., baby cherry red	13.00	10.00
September Morn, H. T., pink	15.00	12.00
Silvia, H. T., yellow Ophelia, each	.50	
Soleil d'Or, H. B., yellow	20.00	15.00
Souv de P Carnot, H. T., fresh	13.00	10.00
Sun Burst, H. T., yellow	15.00	12.00
Tipperary, H. T., yellow	20.00	15.00
Titania or Indian Summer, H. T., yellow, each	.50	
Ulrich Brunner, H. P., red	13.00	10.00
Verna Machey, H. T., yellow	15.00	12.00
Wellesley, H. T., pink	13.00	10.00
White Killarney, H. T., white	15.00	12.00
White La France, H. T., white	13.00	10.00
White Maman Cochet, T., white	15.00	12.00
Willowmere, A. B., shrimp pink	25.00	20.00
Winnie Davis, H. T., pink	15.00	12.00

CLIMBING ROSES

	Price per 100 A	B
Cl American Beauty, H. N., red	$13.00	$10.00
Cl. Bell Siebrecht, H. T., pink	15.00	12.00
Cl. Bride, T., white	15.00	12.00
Cl. Bridesmaid, T., pink	15.00	12.00
Cl. Cecil Brunner, pol., salmon pink	15.00	12.00
Crimson Rambler, P., red	13.00	10.00
Cherokee, white	13.00	10.00
Cherokee, pink	13.00	10.00
Cherokee, Ramona, red	13.00	10.00
Dorotby Perkins, W., pink	13.00	10.00
Dr. W. Van Fleet, W., flesh	13.00	10.00
Duchess d'Auerstædt, T., yellow	20.00	15.00
Cl. Etoile de France, H. T., red	13.00	10.00
Cl. Frau Karl Druschki, H. P., white	13.00	10.00
Cl. Gruss an Teplitz, C., red	13.00	10.00
Gold Ophir, copper	13.00	10.00
Cl. Gainsborough, H. T., flesh	15.00	12.00
Cl. Helen Gould, H. T., red	13 00	10.00
Cl. Hoosier Beauty, H.T., red, each	.50	
Cl. Hugh Dickson, H. P., red	20.00	15.00
Cl. Kaiserin, H. T., white	15.00	12.00
Cl. Killarney, H. T., pink	15.00	12.00
Cl. La France, H. T., pink	13.00	10.00
Lamarque, Noi., white	15.00	12.00
Cl. Liberty, H. T., crimson	13.00	10.00
Cl. Mme. C. Testout, H. T., pink	15.00	12.00
Cl. Maman Cochet, T., pink	20.00	15.00
Maréchal, Niel, yellow	20.00	15.00
Cl. My Maryland, H. T., pink	20.00	15.00
Cl. Papa Gontier, T., red	15.00	12.00
Cl. Perle des Jardins, T., yellow	20.00	15.00
Cl. Rainbow, T., stripe	20.00	15.00
Reine Marie Henriette, T., red	13.00	10.00
Rêve, d'Or, Noi., yellow	15.00	12.00
Cl. Rhea Ried, H. T., red	20.00	15.00
Cl. Richmond, H. T., red	13.00	10.00
Souv de Wooten, T., red	15.00	10.00
Cl. Sunburst, H. T., yellow	20.00	15.00
Tausendschoen or Thousand Beauty	13.00	10.00
Cl. White Cochet, T., white	13.00	10.00
Wm. Allen Richardson, Noi., copper yellow	15.00	12.00
White Banksia, white	13.00	10.00
Winnie Davis, H. T., pink	13.00	10.00
Yellow Banksia, yellow	13.00	10.00

TERMS:—Five per cent off for cash with order before December 1st. Thereafter two per cent off. If orders to be shipped by C.O.D., send one-fourth cash. **Quantity:**—Five per cent off for assorted order of five hundred or more; Ten per cent off for five thousand or up. Please make all orders in multiples of ten, less than ten add one-half to price, except on varieties marked "each." **Time of Shipment:**—We usually begin digging stock about middle of December and ship January to March. Prices are net F. O. B. here. Free packing. **Express:**—All stock packed very light with paper and burlap for express at the rate "General Special" unless otherwise ordered. Orders sent by freight are entirely at purchaser's risk. **Order Early:**—Place your order at once and be sure of a prime list.

WESTERN ROSE CO., Pasadena, California

When ordering, please mention The Exchange

Dreer's Crotons
for CHRISTMAS

An excellent stock of the best varieties, well colored and in good assortment.

4-inch pots, $6.00 per dozen
5-inch pots, 9.00 per dozen
6-inch pots, 1.00 to $2.50 each

Specimen plants
from $5.00 to $10.00 each

Henry A. Dreer

714-716 Chestnut Street, PHILADELPHIA, PA.

The above prices are intended for the trade only

When ordering, please mention The Exchange

SALVIA (SCARLET SAGE)

We now have ready for shipment our own Bloomsdale Farm-Grown 1918 Crop

	Per lb
SALVIA Bonfire, or Clara Bedman	$22.0
SALVIA Splendens	22.0
Also a small quantity only of Zurich	40.0

Terms: Net 60 days; 2% off ten days f. o. b. Bristol, Pa., if unsold on receipt of order.

Orders from unknown correspondents must be accompanied by cash.

D. LANDRETH SEED CO.
Founded 1784 BRISTOL, PA.

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6-9 ft	600	$7.0
" 9-12 ft	400	8.5

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

The Prices Advertised in the Florists' Exchange are for THE TRADE ONLY

Adiantum Farleyense Gloriosum

A Valuable Florist Fern

There is every indication that flowers ll be short for the coming Christmas h in pots and cut. You can't make a stake in stocking up well with almost rthing that can be used to advantage the filling of dishes, pans and baskets. ile for this purpose Asparagus plumsus and almost any of the table ferns useful in connection with small Beias, Primulas or Cyclamen, Adiantum rleyense gloriosum will not only add atly to make attractive arrangements will be appreciated by your patrons something a little out of the ordinary. is new form is more hardy than the Farleyense and therefore more deible. The beautiful, pinkish color of young fronds with the soft green of older ones give a dainty setting to r flower. Even small 2½in. stock be used to good advantage. While is almost impossible for the smaller wer to handle or grow on his own uirements and make it pay he can ke money out of it by purchasing his plies ready grown now and have the ots on hand when needed for Christmas k. There isn't any reason why only large florist in the big city should dle this fern. The smaller out of n man can do the very same thing and reby prove to his patrons that he is to date.

Christmas Suggestions

Plants to Take the Place of Flowering Stock

With all the neighbors I visited and h myself since Thanksgiving Day iness has been the best ever. The only son for complaint was due to lack stock. While there no doubt were extions in other localities, it is safe to liet that the very same thing will pen around Christmas. So if you eager to get the most out of that it holiday you must get ready. If you be short of flowering plants, which will no doubt know by this time, e is only one good way out of it: palms, ferns, ornamental plants and plenty of red ribbon instead. Birdnest ferns, Crotons and the many beautiful sorts of Nephrolepis all make desirable holiday stock. Moderate sized palms are always a good and safe investment. I feel sorry for the man who is sold out when the last Cyclamen or Begonia Cincinnati leaves the establishment. Poor management, that is all one can call it. Green and red are the colors for Christmas. Every one of us can furnish them. A nice fern in a neat basket with red ribbon on the handle, or one in a pot cover with red ribbon, is deserving of a prominent position in your display. That is only one of many desirable Christmas plants.

Roman Hyacinths

For Late Forcing

No doubt a good many florists will miss the Romans this Christmas. Nothing else we have will quite take their place for filling small dishes, pans or inexpensive hampers. Some, of course, will come in on time but with many the bulbs arrived too late. Late shipments are still coming along and I am sure it will still pay to plant bulbs, for to all apearances there will be more or less of a shortage of bulb stock all through the Winter. One may use the Roman Hyacinths to best advantage both as cut flowers and as pot plants. If you can fill a small basket with a half dozen Romans, a few ferns and a little ribbon and obtain from $1 to $2 for it according to size there is every bit as much money in it as there would be in Tulips, Narcissi or Carnations. Customers will buy them, even occasionally prefer them, to cut flowers if given a chance to see them, especially this season when there will be a scarcity around Christmas. If the plants are intended to be used not so much for cut flowers as for plants to be lifted and potted up allow one inch or so of space between the bulbs in the flats; it will give you shorter and stockier plants.

Climbing Roses

Now is the proper time to place your order for whatever climbing Roses you need for sale next Spring in pots. No doubt there are florists who do a good bedding plant business in Spring but who don't think it worth while to bother with such Roses because they have no call for them. But the only reason that they don't is because they have no plants to offer. It matters little where you are located and just how unsatisfactory Roses may be in your neighborhood, people are sure to plant Roses and are willing to keep on taking a chance with them. With just a little pushing every retail grower may during Spring dispose of more or less of them with a good margin of profit. To plant dormant stock in Spring of climbing Roses such as Crimson rambler, Tausendschœn, Hiawatha, Lady Gay or Dorothy Perkins means that the plants have to be cut away back, and the stock will make but little showing the first year. A much better way is to plant pot plants such as have been potted up during January and kept practically dormant in a frame or cold house until Spring. With such treatment plants with 3ft. to 5ft. canes may be planted out in May and flowers enjoyed the first year. That means that you may realize a good price for such stock and please your customers at the same time.

Lilacs for Forcing

Lilacs in flower any time during the Winter and early Spring months always sell well and attract attention in the store of the retail florist. There is nothing to bringing the plants into flower if you have pot grown stock to do it with. While you may not wish to go heavily into it, a few plants coming along from February until April are sure to bring good returns. Pot grown stock and the same time home grown can be bought at reasonable prices now. Kept in a deep coldframe until needed for forcing, they will prove a good investment. Plants not sold may be planted out next Spring in nursery rows. In a couple of years they will develop again into nice specimens.

Jerusalem Cherries

There are two ways of increasing your stock of Jerusalem Cherries: One by seed, the other by selecting some of the nicest plants for stock to take cuttings from. Cuttings root easily. The variety known as Cleveland is the only one to grow. It makes an ideal Christmas plant. Now is the time to select a plant or two to be used later on for stock. Don't wait until after Christmas and be obliged to make almost anything do in order to obtain enough seed or cuttings for your next year's demands. As with other plants so with these Peppers, it pays to select the very best for propagating. You won't be able to do that around New Year's.

Pansies Under Glass

Don't neglect to reserve at least a part of the Chrysanthemum benches for a good sized batch of Pansies. These plants don't require much heat. They take up little space, flower for months and will pay any retail grower to handle. But you must keep them clear of aphis. When you plant them put into the same house a few Forgetmenots as well as some double Sweet Alyssum. From the end of January these plants will furnish flowers up to the time things flower again outdoors.

Chrysanthemum Soil

Most crops to be grown on in the benches where the Chrysanthemums flowered are usually planted in the soil the 'Mums came out of. Good results are obtained. If you have Geraniums or other bedding stock to be potted up this soil usually will answer, but better results may be had if one-half fresh soil, free from manure, is mixed with the 'Mum soil. If you have a good supply of soil on hand for potting it is still better to dump the old soil outdoors so the Winter's frost may get a chance at it. Small bedding stock doesn't need heavily manured soil nor do the young Carnations. Too much stable manure is as bad as no manure at all, if not worse. 'Mum soil which received a lot of food and has been watered practically every day for the past five months is anything but good enough for potting.

President Chas. H. Totty and Secretary n Young of the S. A. F. and O. H. ticiuated in a meeting at Atlantic City 381 War Service Committees, repreting that many branches of industry business, to consider the proposed of having a centralized board or mittee representing all industries businesses in the country to work the problem of readjustment follow- the war.

ociety of American Florists and Ornamental Horticulturists

nformation supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

early every mail now brings to the etary's office requests, accompanied cash, for deliveries of flowers at istmas in different parts of the coun- Many, of course, are from soldiers France. If our publicity is working this extent abroad, what may we ex- it is doing here at home? Our an, "Say It with Flowers," is taking l better even than we expected. And Christmas advertisements in the azines are doing just what we inled they should do: They are influing the public to consider floral offer- as most acceptable and desirable istmas gifts.

t may be stated once more, that eight azines of national circulation are rying our Christmas message. If we judge by indications, this advertis- will result in an enormous amount of iness for florists, which without this rtising would not be produced. And yet hundreds of florists who will share in this increased business seem to be unable to make up their minds that it is to their own interests to subscribe to our publicity campaign fund, so that we can complete our plans for the present year. Most subscribers of amounts of $100 or more are amazed to think that in spite of an improved demand for flowers resulting from our efforts so far there is an apparent unwillingness on the part of many florists to shoulder even a very small proportion of the expense. A quarter of a dollar a week seems an insignificant sum, but we should be glad to enter up subscriptions for it just the same—less if anybody thinks he cannot afford that much.

Those among our subscribers who have watched closely the progress of our campaign declare that there can be no doubt about the fact that business has been increased from 15 per cent. to 35 per cent. over what would have been the aggregate this particularly lean year.

The best way to get direct benefit from our magazine advertising is to connect with it locally by running in in local newspapers, under the florist's own name, an electrotype which is, as nearly as possible, a counterpart of the magazine advertisement. Our promotion bureau, at 1170 Broadway, New York, supplies these electrotyes at cost. The Christmas electrotype is now ready. Send us $1 and it will be promptly mailed. With proper use it will demonstrate to you better than anything else the value of our campaign. It is a sure winner. The hundreds of florists who have used the electrotypes previously sent out are all back again for the Christmas production. They know its value, for they have determined it by experience.

We have a little pamphlet describing all our aids for direct advertising. Anyone who has not received a copy should drop us a request for one. These aids are designed especially to assist the trade to get the full benefit from our advertising.

The following new subscriptions are recorded:

	annually	4 years
W. H Baldwin, Conshohocken, Pa.		$5.00
C. Herman & Son, Frederick, Md.		5.00
A. N. Kinsman, Inc., Austin, Me.		10.00
Harold A. Ryan, Cambridge, Mass. (second sub.)		5.00
Edward Jacobi, Irvington, N. J.		10.00
ValentineBurgevin, Inc., Kingston, N. Y.		25.00
William Swinbank, Sycamore, Ill.		5.00
G. W. Jacobs, Canton, Ill.		10.00
R.N. Branckley, Three Forks, Mont.		5.00
The Flower Shop, Pittsfield, Mass. (second sub.)		10.00
J. J.Habermehl s Sons, Philadelphia		25.00
Lord's Flower Room, Topeka,Kansas		5.00
The Silvieus & Silvieus Floral Co., Ashtabula,O.		10.00
Park Floral Co., Denver, Colo.		25.00
Arthur Taylor, Boonton, N. J.		5.00
Victor Ridenour, Philadelphia		20.00
Total.		$180.00
Previously reported from all sources		44,959.25
Grand Total.		$45,139.25

Representation on the Executive Board

The officers of the various florists' clubs and societies are reminded that if their organization can qualify for representation on the executive board of the S. A. F. and O. H. evidence of qualification in accordance with Bylaw 2 Sec. 2(a) must be in the hands of the secretary before Jan. 1 next. It is necessary under the bylaw that a complete list of membership of an affiliating organization be presented, together with a certified copy of a resolution passed by the body expressing a desire for such representation.

Scale Insect on Ferns

Will you kindly tell me what the trouble is with the fern leaves of which I am sending a sample? Is it a kind of scale insect? It appears on what seems to be otherwise perfectly healthy and vigorously growing plants. What is the cause and what remedy do you recommend?—A. M. M., N. Y.

—The insects on the frond submitted for inspection are scale insects; the nearly white ones are the young and the brown the old insects. To destroy these spray the fronds, especially on the undersides, with a soap solution made by dissolving one ounce of Ivory soap in five quarts of boiling water, using this solution while warm, or spray with kerosene soap emulsion. When practicable it is still better to dip the ferns in the soap solution or keresone soap emulsion.

J. H. S.

Directory of Nurserymen

The directory of the American Association of Nurserymen, dated Oct., 1918, has just come to hand. It gives names of firms or individuals entitled to wholesale or trade listing, arranged by States. These lists were furnished to the secretary of the association by the vice-presidents of the States listed.

WESTERLY, R. I.—It is reported that the land and greenhouses formerly owned and occupied by S. J. Reuter & Son, Inc., on Beach st., and now the property of the Washington Trust Co., have been the subject of negotiations by Charles Munro of New Haven, Conn., who has a greenhouse and retail store in that city. It is said that the deal is practically closed, and it is quite possible that by the time this appears in print that the sale will have been brought about.

By Cable
To Our American Trade

A. HANSEN

Seed Grower

COPENHAGEN - DENMARK

Advises his customers that their orders can be shipped December 5, conditional on their obtaining an import license, the number of which is to be cabled to the American Consulate at Copenhagen.

DELIVERY IS NOT POSSIBLE UNLESS THESE CONDITIONS ARE COMPLIED WITH

When ordering, please mention The Exchange

1918 CROP

BEANS	Per lb.
Early Red Valentine	$0.18
Black Valentine	.18
Burpee's Stringless Gr. Pod	.18
Refugee 1000 to one	.18
Davis White Wax	.20
Henderson's Bush Limas	.20
Stringless Refugee Wax	.20
Kentucky Wonder	.18

BEET	
Detroit Dark Red	.50
Crosby's Egyptian	.50
Swiss Chard Lucullus	.65

CABBAGE	
Early Jersey Wakefield	4.50
Charleston Wakefield	4.50
Drumhead Savoy	3.75

SWEET CORN	Per lb.
Stowell's Evergreen	.18
Country Gentleman	.18

CHICKORY	
Whitloof	2.50

KOHLRABI	
Early White Vienna	2.00
Purple Vienna	2.00

LETTUCE	
Big Boston	.65

TURNIP	
Purple Top Strap Leaf	.90
Purple Top White Globe	1.00
American Purple Top	1.00

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Prices*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

When ordering, please mention The Exchange

WHY DON'T YOU ORDER SOME
Winter-Flowering SPENCER Sweet Peas?

READY FOR DELIVERY NOW

	Pkt.	Oz.	¼ lb
Asta Ohn. Lavender	$0.25	$1.25	$3.5(
Blanche Ferry	.15	.75	2.5(
Cream. Primrose	.25	1.25	3.5(
Early Snowflake. Pure white	.15	.75	2.5(
Heatherbell. Lavender-mauve	.15	.75	2.5(
Helen Lewis. Salmon-pink	.25	1.25	3.5(
Hercules. Rich pink	.25	1.25	3.5(
Melody. Soft rose	.15	.75	2.5(
Morning Star. Orange-scarlet	.15	.75	2.5(
Mrs. Spanolin. White	.15	.75	2.5(
Rose Queen. Rose pink	.25	1.25	3.5(
Song Bird. Pale rose	.15	.75	2.5(
Spring Maid. Light pink and cream	.15	.75	2.5(
Venus. White, flushed pink	.25	1.25	3.5(
Wedgewood. Clear blue	.25	1.25	3.5(
White Orchid. Pure white	.15	.75	2.5(

AUSTRALIAN VARIETIES (Concord Strain)

	Pkt.	½ oz.	1 oz
Concord Pink	$0.50	$1.50	$2.5(
Concord Crimson	.50	1.50	2.5(
Concord Lavender	.50	1.50	2.5(
Concord White	.50	1.50	2.5(
Concord Salmon	.50	1.50	2.5(
Concord Purple	.50	1.50	2.5(
Yarrawa. Rose pink and cream	.15	.60	1.0(

Freesia Purity

Good, Sound, Plump Bulbs

MAMMOTH BULBS

$9.00 per 1000, $40.00 per 5000.

FIRST SIZE

$7.00 per 1000, $30.00 per 5000.

Stumpp & Walter Co 30-32 Barclay Street NEW YORK

When ordering, please mention The Exchange

SEEDLINGS

Mastodon Greenhouse Special Mixed: 250, $2.25; per 500, $3.50; per 1000, $6.00
Mastodon Private Stock Mixed: Per 2 $2.00; per 500, $3.00; per 1000, $5.50.
CATALOG READY.

SEED

Steele's Mastodon Greenhouse, Spe Mixed, O. K. outside, ½ oz. $1.00, oz. $7.
Steele's Mastodon Private Stock, Mix ½ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, $5.00.

STEELE'S PANSY GARDENS :: Portland, Oreg

When ordering, please mention The Exchange

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case) ..... $22.50 per cas

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

Seed Packe

FLOWER SEED SIZES TO CATALOGE
ENVELOPES—RETURN ENVELOPE

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

European Notes

Peace once more is ours. Our hearts e so full of joy and thankfulness that a mundane matters as seeds have t received the attention they deserve. The true purpose of the spirit of ankfulness is to stimulate us to make best possible use of the glorious opportunities now vouchsafed to us, and s in some measure to undo what ould never have been done.

A famous and successful American neral, whose acquaintance the writer ade many years ago at the Fifth Ave- e Hotel, New York City, is reported have said, with a full knowledge of true facts of the case, "War is ell!" No one who has had to spend e past four years moving about in the lied countries of Europe will doubt e justice of the remark. A double ty now lies before us: we have to re- im that which has ruthlessly been laid ste, and render more fruitful the land nich has remained inviolate. Only in s way can even the bare needs of hu- nity be provided for. To enable this portant work to be done the intelligent i of the seed grower and merchant ust be enlisted. Free scope must be orded him to bring his abilities and contributions into play. The sense- s and needlessly irritating restriction it may(?) have been necessary while war was proceeding should be comtely swept away at once. The statent that man does not live by bread one falls unheeded by the official mind ich is also utterly oblivious of the t that the first duty assigned to man his Creator was to dress and keep d enjoy a garden and be nourished the fruits thereof. Happily for us the experience of the past four years s indelibly impressed the full meanof these facts upon the whole of civild humanity, as the splendid success the allotment movement bears ample imony.

Now just a brief report upon the esent conditions in regard to seeds. e weather being much more favorable harvesting of our late ripening crops oceeds apace. Mangels, particularly long red variety, have not developed we expected prices therefore remain n. Threshings of earlier crops are not isfactory in several cases, notably as, of which many samples will lose ly 50 per cent. in picking. This will tend still further discourage the growers this most important crop. The alst fabulous price obtained for Pars- seed last season induced many garers to allow their roots to stand for d. The result is a surplus of unrele seed, which brings down the price seed properly grown to an unremuative level. Onion and Carrot present ilar features and for the same reason. nditions appear to be similar on your e. European Seeds.

The Liberation of Bruges

The recent successes in Belgium have ulted in the liberation of the town of ges. It is interesting to learn that business at Messrs. Sanders' nursery ablishment at St. Andre, Bruges, has en carried on by the staff during the r years the town was occupied by the rmans. Messrs. Sanders received a let- from the manager, T. Mellstrom, inming them that he was well, but that nursery had suffered considerable mage, mainly in broken glass. He also ted that they were able to maintain portion of the stock of plants. It is grettable that the head of the clerical partment was killed on the day before e town was liberated. During the rlier part of the war business was ssible, mainly with America, but more ently all communication with the head ablishment at St. Albans had ceased. d there was no knowledge as to whether e nursery was even in existence. It is to be hoped that the many large nursery establishments in and about Ghent may be equally fortunate in escaping total destruction, as the nursery trade of Ghent and Bruges was one of the principal industries of this part of Belgium. —*Gardeners' Chronicle.* (The preceding was written before the signing of the armistice. It is quite probable that conditions have improved since then.—Ed.)

New York Seed Trade

These are days of anticipation and preparation in the seed stores, rather than of any considerable volume of sales over the conter. The travelers of these stores are now going their rounds, their hopes now increased by the reasonable expectation that many private estates will reopen their greenhouses now or in early Spring, and give the usual attention to flowers and plants, as well as to fancy outdoor vegetable gardening, and will consequently buy the usual supply of seeds, bulbs, roots and plants. In fact not a few such orders have already been booked by the travelers.

The sales of Dutch and French bulbs, which have practically exhausted the supply, except a few remnants, now being over, the next bulbous items of stock to arrive will be the samll flowered forcing varieties of Gladioli, some of which are already reported to be on the way, and also large flowered Gladioli, Lily of the Valley, Gloxinias and tuberous rooted Begonias.

Lieut. Robert M. Burnett, son of Geo. Burnett of Burnett Bros., 94 Chambers st., who has been a member of the 29th U. S. Army Division, known as the "Blue and the Gray," has returned to civil life, having completed his term of military service covering a period of two and one-half years in the Mexican difficulty and in the recent great war.

Robert Kerr, formerly a well known private gardener, but more recently of the Islip Greenhouses, Islip, L. I., died on Friday morning, Nov. 29, of pneumonia, following an attack of influenza. The funeral services were held on Sunday, Dec. 1, in the Episcopal Church at Islip. Mr. Kerr is survived by a widow and one son.

Chicago Seed Trade

Fred Lempke represented the W. W. Barnard Co. at the meeting of the Wisconsin Pea Packers Ass'n in Milwaukee, beginning Nov. 25, and continuing four days. He reports an interesting meeting.

D. D. P. Roy, who for the past few years conducted a seed store in Lake Forest, and who was recently declared a bankrupt, has accepted a position with the American Bulb Co. It is the intention of this company to open a retail seed department in its store at 172 N. Wabash ave., under the direction of Mr. Roy.

Chas. O. Wilcox, well known traveling salesman, until recently with the W. W. Barnard Co., has accepted a similar position with Wood Stubbs & Co., Louisville, Ky. Mr. Wilcox has a wide acquaintance with the seed trade in the Southern States. He will continue to make his home in Chicago.

Seedsmen who are preparing to handle the usual line of decorative greens for the Christmas trade report a scarcity, especially in bouquet greens and Holly. Prices will be considerably higher than in former years. There has been a stimulation of business since the signing of the armistice, but now weather conditions for picking are not so favorable. It will be too late to make the shipments by freight and to send them by express will so greatly increase the cost that the price may become prohibitive.

Private Ed. Goldemstein, who for many years had charge of the bulb department of Vaughan's Seed Store, before joining the army, has been given his discharge and is again busy at his desk.

Three delayed lots of Dutch bulbs for Vaughans' Seed Store have reached the city. This enables the firm to complete all orders booked and accept some new ones. The delay in docking those late shipments in New York and getting them through the Customs have been a great disappointment to both importers and growers, who have waited more than two months for these bulbs.

Kentucky Seed Notes

While peace was expected to develop a big export demand for Blue Grass, Orchard Grass and other Kentucky field seeds, it now appears that shipping will be needed to supply food, clothing, lumber steel, etc., for Europe, and that seeds may be one of the last commodities exported. It is claimed that Europe is far more concerned in clearing off wreckage and straightening things up than in replanting lawns. The result has been that prices have not strengthened as a result of peace.

As a fact prices are now so high that no one is interested in seeds, and the market is claimed to be top heavy. Retail dealers and jobbers are not buying for Spring delivery, but are waiting to see what the market will do. The result is that the market is stagnant just now.

Louisville dealers are making an effort to place all seed sales on the basis of 100 lbs. quotations, instead of quoting by the pound and the bushel. The Government has been backing this movement, as shown in quotations on produce of various kinds. Due to indifferent measures the 100 lbs. basis is a safe basis upon which to buy and sell. At present jobbers quote the following prices on principal seeds handled in this district: Blue Grass, $23.25 per 100 lbs.; Orchard Grass, $28; Timothy, $12; Red Clover, $44; Alsike, $35; Alfalfa, $22; Red Top, $15.50.

The Onion set market is interesting at present because prices named are far from actual valuation. For instance, speculators and large buyers are keeping off until things settle down somewhat. Southern buying has slumped as the demand is supplied. The result is that there is no immediate demand, so it appears no real demand will occur until January when the big movement generally starts. In the meantime a few growers who need ready cash are bringing a few barrels of sets on the market. The commission merchants are not interested in taking them, carrying them and taking chances with the market, except at very low figures. The result has been that small lots have been sold by growers at $7.50 to $8 for colored sets, and $9 for white ones, according to the usual differential of $1 per barrel. However, these prices do not establish the market, which should be around $9 for colored sets and $10 for whites in big lots. Such deals would bring prices upon that basis. Big operators at present are quoting colored sets at $2 per bushel of 32 lbs., immediate delivery; and $2.75 for whites. Spring delivery, January or later, is quoted at $2.50 for colored, and $3.25 for whites.

The Ross Seed Co. has just received notice to the effect that Corporal George Howell Barnes, formerly connected with the company's office, was killed in France on Oct. 23. He enlisted shortly after the war started, and went to France in June, as one of a company of 100 picked men, the advance guard of the 138th Field Artillery.

Field & Co., seed dealers of Owensboro, Ky., are erecting a large steel and concrete seed warehouse, at a cost of several thousand dollars. O. V. N. S

Eastern Seed Notes

Bristol, Pa.—The D. Landreth Seed Co. is sending out cards inviting all interested to visit its establishment any afternoon between two and five p.m., except Saturday or Sunday.

Baltimore, Md.—J. Bolgiano & Son, Pratt, Light and Ellicott sts., have added to their staff Thorburn A. Bixler, in the field seed department. Mr. Bixler comes from an old line of seedsmen, having been named after his great great grandfather, Grant Thorburn, who founded the house of J. M. Thorburn & Co., New York City. Mr. Bixler has for a number of years been connected with the wholesale feed seed trade.

Canadian Seed Importation Rules

The Department of Customs of Canada has issued a memorandum, No. 2257B, entitled "Further instructions respecting the importation of seeds." The primary object is to prevent the importation of undesirable seeds. It is desired that the delivery of good seeds be facilitated as much as possible, so the authority given the Minister of Agriculture is declared operative under the regulations.

Grass and Clover seeds may be considered as marked within the requirements of the Orders in Council, when the grade and test number are given in the invoice, or when the consignee presents the invoice and a certificate of analysis from a Canadian Government Seed Labaratory, with a written statement that the certificate was issued on a sample which represents the seed covered by the invoice, provided that the certificate shows that the seeds are to be salable in Canada.

Until notification is received to the contrary shipments of root and vegetable seeds may be delivered without bond to all consignees. Further details of the memorandum cover: Entry pending drawing of samples, privilege of delivery without bond, drawing samples, where to send samples, advice notes and where supplies may be obtained on requisition.

Packages for Abroad

The Post Office Dept. calls attention to the fact that parcel post packages for Australia and other foreign countries are often damaged in transit, through improper packing. Hereafter, therefore, the post office will not receive packages for foreign mail unless they are securely packed.

Christmas Seals on Mails

The Post Office advises that Christmas seals or stickers should not be placed upon the address side of mail matter, also that they should not be used to seal parcels of fourth class matter, as this makes them unmailable. Postage in all cases should be prepaid, especially if the package is addressed to a foreign country; name and address of sender should be written on all mail packages.

Catalogs Received

Domestic

Chatauqua Flower Fields Co., C. Zeestraten prop., Bemus Pt., N. Y., R. F. D. 68, price list of Gladioli, including meritorious standard varieties and primulinus sorts.

A. E. Kunderd, Goshen, Ind. Kunderd's new Gladioli for 1919, being an attractive catalog of the new races orignated by Mr. Kunderd. The catalog comprises 50 pages and gives a long list of varieties of the various types. It is well arranged and profusely illustrated.

Coming Meetings and Exhibitions

Baltimore, Md.—Maryland week. Dec. 8 to 15, including meeting of the Md. State Hort. Soc., Dec. 10, Secretary T. B. Symons, College Park, Md.; meeting of the Md. Vegetable Growers' Ass'n, Dec. 11, Secretary A. C. Aucher, Md. State College, College Park; also Md. Beekeepers' Ass'n, Dec. 13 and Md. Agri. Society, Dec. 9. Several other societies are also participating.

Cleveland, O.—American Carnation Society' annual meeting, Jan. 29 and 30, 1919. A. F. J' Baur, Rockwood ave. and 38th st., Indiana polis' Ind.

Des Moines, Ia.—Mid-West Horticultural Exhibition, Dec. 10 to 13. Information obtainable from the Iowa State Horticultural Society, Des Moines.

Ithaca, N. Y.—Farmer's week, Cornell College of Agriculture, Feb, 10 to 15 inclusive.

How to Get Rid of Snails

What is the quickest way to get rid of large snails in a greenhouse?—Reader.

—You might try any one of the following methods, or a combination of them: Place pieces of Cabbage or Potatoes where the creatures gather, scatter bits of camphor gum near the plants; make lines of salt along the edges of the bed, or dust lime near the plants. These methods all have the merit of being cheap and easily applied. One may succeed where another may fail, so all of them may as well be tried. M. G. K.

New Crop Flower Seeds

	Tr. Pkt.	Oz.
VERBENAS		
Mammoth Fancy Blue	$0.30	$1.25
" " Pink	.30	1.25
" " Scarlet	.30	1.25
" " Striped	.30	1.25
" " White	.30	1.25
" " Mixed	.30	1.00
SHAMROCK		
True Irish	.20	.75
VINCA		
Alba	.15	.60
Alba Pura	.15	.60
Rosea	.15	.60
Mixed	.15	.50

SALVIA	Tr. Pkt.	Oz.
Bonfire	$0.40	$2.50
Zurich	50	4.00
Splendens	.25	1.50

ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)

1000 seeds.....$3.00 10,000 seeds..$25.00
5000 seeds.....13.75 25,000 seeds.. 56.25

ASPARAGUS Sprengeri

1000 seeds.....$0.75 10,000 seeds...$5.50
5000 seeds..... 3.00 25,000 seeds.....12.50

Australian Winter-Flowering Spencer Sweet Peas

CÆRULEA.
BLUSH SHADES.
CHARM (Blue-white).
COUNTESS (Pink).
CHRISTMAS PINK SHADES.
COUNTESS IMPROVED (Pink).
CHIEF (Maroon).
DAYBREAK (Cream).
EXQUISITE (Pale Pink).
PURPLE.
RADIANCE (Rose).
RUBY (Crimson).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75.

American Winter-Flowering Spencer Sweet Peas

	¼ oz.	Oz.	¼ lb.
PINK AND WHITE			
ChristmasPinkOrchid	$0.50	$1.25	$4.00
Pink and White Orchid	.15	.50	1.75
The Czar. Rose; white wing	.50	1.25	4.00
WHITE AND BLUSH			
BRIDAL VEIL. Best pure white	.15	.50	1.50
Venus. Blush white	.20	.75	2.50
White Orchid. Pure white	.15	.50	1.75
PINK AND LIGHT PINK			
Bohemian Girl. Pink self	.20	.75	2.50
Morning Star. Fine self-pink	.20	.75	2.50
Miss F. Roland. Light pink	.20	.75	2.50
Selma Swenson. Soft pink	.30	1.00	
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00	

	¼ oz.	Oz.	¼ lb.
APRICOT AND ORANGE			
Apricot Orchid	$0.20	$0.75	$2.50
Orange Orchid	.15	.50	1.50
RED AND ROSE			
Orchid Beauty. Dark rose-pink / Orchid. Bright cherry red	.15	.50	1.75
BLUE			
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50

Mixed Winter-Flowering Spencers
Containing the best sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

CALLA Godfrey. Strong roots, $2.25 per doz., $17.50 per 100. Æthiopica. 6-8 in circum., $2.50 per doz., $22.50 per 100. 3-4 in circum., $1.50 per doz., $10.00 per 100.
FREESIA PURITY. ⅜ to ½ in. diameter. $1.00 per 100, $7.50 per 1000.

Arthur T. Boddington Co., Inc.
SEEDSMEN
128 CHAMBERS STREET NEW YORK CITY

When ordering, please mention The Exchange

Witloof Chicory, or French Endive

Grow this crop in a cool greenhouse, under benches, and add to your earnings this Winter

Extra Large Roots.....$4.50 per 100, $35.00 per 1000
Strong Roots..... 3.50 per 100, 25.00 per 1000

WM. SAVILLE
BERGENFIELD NEW JERSEY

When ordering, please mention The Exchange

FROM NEW YORK COLD STORAGE

LILY OF THE VALLEY

BEST QUALITY HOLLAND-GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

Burnett Bros.

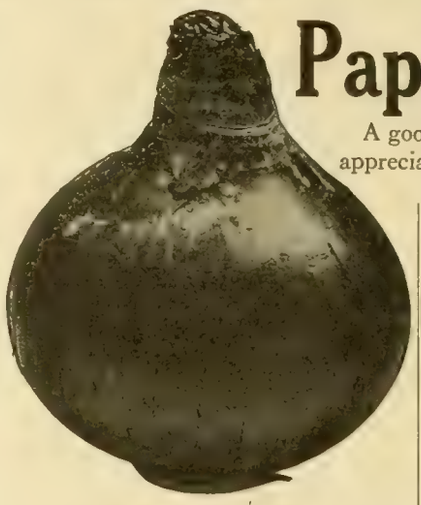
SEEDSMEN
Catalogue on application
92 Chambers Street, NEW YORK CITY

When ordering, please mention The Exchange

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)
Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: Nelrose, Phelps' White, Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.
New Address:
Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange



Paper Whites

A good "buy" for the Florist wh appreciates the value of this stock Still a few cases left.

Per 10
12 ctm. (1300 to case)...$17.0
13 ctm. (1250 to case)... 19.0
F. O. B. New York

Dutch Bulb

Early Tulips, named, our sele tion, in variety....1000 $25.0
Hyacinths, second size, red, whi and blue, 100 $6.50 1000 $60.0
Bedding Hyacinths, three co ors.....100 $5.00 1000 $44.0
Ranunculus (Turban) 1000 $12.0
Spanish Iris, white, blue a yellow.....1000 $12.0

LILIUM GIGANTEUM
FROM STORAGE Per Case
6 to 8 inch (400 to case).....$20.00
7 to 9 inch (300 to case)..... 24.00

VALLEY for XMA
Sound pips from storage
ORDER NOW FOR XMAS BLOO
Per 1000 $25.00, 500 for $13.0

CHICAGO VAUGHAN'S SEED STORE NEW YOR

When ordering, please mention The Exchange

Calla Elliottiana

Golden Yellow
(NOT LEMON YELLOW)

1 to 1½-in. $9.00 per 100; 1 ½ up, $11.00; 1¾ up $13.00; 2-in. up, $15.00; 2¼ up, $18.00; 2½ up $20.00; 2¾ up $23.00; 3-in. up $25.00; 3¼ to 4-in. up $30.00.
CALLA Æthiopica. White. Dormant bulbs. 3 to 4-in. cir., $4.50 per 100; 4 to 5-in. $6.00.
GLADIOLUS BULBS. Send for full list.
Panama. $3.00; $2.25; $1.50. America, $2.00; $1.50; $1.00. Brenchleyensis and Mixed. Same as America. Lehmann and Alice Carey (together), $3.50, 2.75; $1.75. Pendleton, $5.00; $4.00; $3.00. Chi. White, $3.00; $2.50; $1.70. Gl. of Holland, $4.00; $3.00, $2.00. Mixed, (20 highest priced sorts), $2.50; $2.00; $1.50. Above for 1st size, 1½ to 2 up. Also 2nd and 3rd sizes. 1000 order deduct 10 per cent.

BROWN BULB RANCH, Capitola, Cal.

When ordering, please mention The Exchange

Freesia Purit

Mammoth, ¼-in. and up
SWEET PEAS. Winter-Flowering Spe cer, best varieties.
LILIUM Giganteum. From cold st age, in cases of 350.
CYCLAMEN SEED. Finest Americ grown, new varieties.
CINERARIA. BEGONIA.
STOCKS, Beauty of Nice, etc.

Send us a card, stating kind and quan ties wanted, and we will give you spec prices.

J. M. THORBURN & CO.
53 Barclay Street, NEW YOR

When ordering, please mention The Ex

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.
Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

SEEDS and BULBS

Beckert's Seed Stor
101-103 Federal Street
PITTSBURGH, PA. (North Si

When ordering, please mention The Ex

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed
If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

SNAPDRAGO

Florists who know are stocking up on th dragon. This is a year when space must u SNAPDRAGON will do the trick.
We have added some new ones. No t following list: Seed of our famous Silver n $1.00 per pkt; 3 for $2.50; 7 for $5.00. Sd our new Hybrid Pink, and of our new Gd Pink Queen, same price. Seed of Keyn Nelrose, Garnet, White, Yellow, Light in Buxton and Fancy Mixed. 35c. per pkt. 4 fo $1.00. Free cultural directions. All order a

G. S. RAMSBUR
SOMERSWORTH, N. H

Cedar Acres Gladioli

All varieties and sizes
Send for List

B. HAMMOND TRACY, Inc.
WENHAM, MASS.

When ordering, please mention The Exchange

STOCKS-STOCK

GREENHOUSE-SAVED SEE
LENOX, White LENOX, ink
LENOX, Purple LENOX, Mar
Trade packet, 50c.; ⅛ oz., $1.0

JOHN WILK, 155 WEST 33d ST NEW YORK

When ordering, please mention The Exchange

ALL PRICES ARE SUBJECT TO CHANGE

Seasonable Seeds, Bulbs, Plants and Cuttings

Satisfaction Guaranteed—Send for New Complete Price List

Sweet Pea Seeds and Choice Florists' and Flower Seeds

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK. PINK AND ROSE SHADES	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	
BICOLOR, or PINK & WHITE COLORS			
Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00
PURE WHITE OR BLUSH			
Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00
LAVENDER AND LIGHT BLUE COLORS			
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00
SCARLET AND RED COLORS			
Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00
DARK BLUE AND MAROON COLORS			
Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. ROSE QUEEN, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

SWEET PEAS IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices: ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate; 4 oz. of one variety at price quoted. List of varieties in issue of October 26.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc**, white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

	Tr. Pkt.	½ oz.
BEGONIA Erfodia	$0.50	$1.50
Luminosa	.50	1.50
Vernon	.50	1.00
Prima Donna	.50	1.50
Semperflorens, white	.50	1.50

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White. Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye**, $1.25 per 100, $10.00 per 1000. **Giant Salmon King**, best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100; $12.00 per 1000.

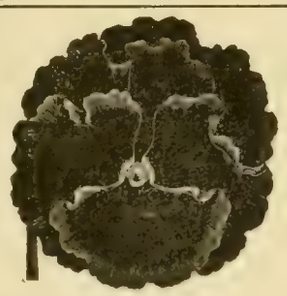
DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt. 50c.; ½ oz., $1.00; ½ oz., $3.50; 1 oz., $6.00.

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.



SALVIA, Bonfire (Clara Bedman). ⅛ oz. 50c.; ¼ oz. 75c.; 1 oz. $2.50.

SALVIA Zurich, ⅛ oz. 75c.; ¼ oz. $1.25; 1 oz $4.00

SHAMROCK SEED (True Irish). Tr. pkt. 25c.; ¼ oz. 50c., 1 oz. $1.50; ¼ lb. $5.00.

SNAPDRAGON. Greenhouse forcing varieties

Tr. pkt.		Tr. pkt.	
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's.	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

"THE BUGS ARE BUSY NOW"

EXPRESS PREPAID

LEMON OIL. ½ gal., $1.75, 1 gal., $2.75

APHIS PUNK. 1 box (12 sheets) 75c. 1 case; (12 boxes,) $7.50.

APHINE. 1 gal., $2.75.

NICOTINE. ½ pint $1.15; 1 pint $1.75; 1 case (10 pints) $14.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.75; ½ gal., $5.75; ½ pint, (1 lb.) $1.65. **Paper.** 144 sheets, $4.25, 288 sheets, $7.75; 24 sheets, 90c.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ½ to ⅝ in., $1.25 per 100; $10.00 per 1000. Prices on large quantities on application.

GLADIOLUS BULBS

(Now Ready)

Best Long Island Grown—1½ in. and up

	100	1000
America and Augusta	$2.00	$18.00
America Mammoth Selected, 1¾ in. and up	2.75	25.00
Halley	2.50	20.00
Baron Hulot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and White Florists' Mixture	2.00	15.00

Prices on all other varieties on application

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1½-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

NARCISSUS PAPER WHITE GRANDIFLORA

13 to 15 ctm. (1250 in case) $27.50 per case.

DUTCH BULBS

DARWIN TULIPS. In best named varieties, also mixed. Write for prices.

RANUNCULUS. For forcing. $14.00 per 1000.

ANEMONE de Caen. For forcing. $14.00 per 1000.

Cold Storage Lily of the Valley Pips

1 case (500 pips) $14.50 per case
1 case (1750 pips) $45.00 per case

PLANTS, CUTTINGS, Etc.

ADIANTUM Crowean tm. Strong, 4-in. $25.00 per 100.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Hatcherii. 2½-in., extra heavy, $6.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri**, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEDDING PLANTS. Strong, 2½-in., fine stock: **HELIOTROPE, LANTANAS**, mixed; **CUPHEA, FUCHSIA**, mixed; and **SALVIA Bonfire, SALVIA America.** $4.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100.

BEGONIA Luminosa, fine for Christmas. Strong, 3-in. $3.50 per doz., $25.00 per 100; strong, 4-in. $5.00 per doz., $35.00 per 100; selected, 4 and 4½-in. $7.00 per doz., $50.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100; $35.00 per 1000. 3½-in., $7.00 per 100.

CARNATIONS. R. C., in all varieties, at market prices. Place your order early.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100.

COLEUS Brilliancy. 2-in. $4.00 per 100; 3-in. $5.00 per 100.

CYCLAMEN. 4-in., extra fine plants, best Wandsbek strain, in all best colors, $6.00 per doz., $45.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100.

DAISIES. Mrs. Sanders. Rooted cuttings, $2.25 per 100, postpaid.

Single White Margaret Daisy, 2¼-in., $5.00 per 100. Strong, 4-in., $15.00 per 100. Rooted cuttings, $2.00 per 100.

FUCHSIAS. R.C. **Little Beauty, Black Prince, White Beauty, Tenner, Marinte** $2.00 per 100; $18.00 per 1000.

GENISTA. 3½-in., $20.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000, **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid. 2¼-in., $4.00 per 100.

HYDRANGEAS. French varieties and **Otaksa.** Field-grown and pot-grown. Price on application.

IVY. English. Rooted Cuttings, $1.25 per 100, $10.00 per 1000. 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000.

'MUMS. Stock plants in all varieties, Pompons, etc. See classified list.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100.

ROSES. Bench-grown. (2-year-old.) **Ophelia, My Maryland, Reha Read.** Fine for Easter and Spring sales. $15.00 per 100.

ROSES. 2 year old, field-grown, for Easter forcing and Spring sales. **Hybrid Perpetual, Hybrid Teas** and **Climbing** varieties. Write for prices on varieties you want.

ROSES.

	100	250	500	1000
Premier (new) 2¼-in.	$30.00	$70.00	$125.00	$250.00
Columbia, 2¼-in.	17.50	37.50	75.00	150.00

Prices on standard varieties on application.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White 2¼-in., $5.00 per 100, $45.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer** strain, **Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. **MALACOIDES Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; 3-in., $6.00 per 100.

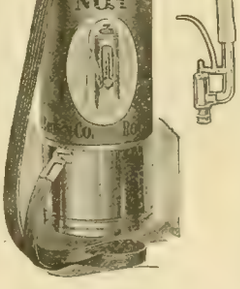
FERN FOR FERN DISHES: well established, in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above 50c. each. **Boston,** 2¼-in., $6.00 per 100, $50.00 per 1000. **Roosevelt,** $6.00 per 100, $50.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; **Whitmani,** 2¼-in., $6.00 per 100, $50.00 per 1000.

VINCAS. Field-grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.

AUTO-SPRAY, Galvanized, with Auto-Pop, $7.00.

AUTO-SPRAY, Brass, with Auto-Pop, $10.00.



ROMAN J. IRWIN

108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

Southern States

Houston, Texas

Club's Crape Myrtle Plans

The Houston Horticultural Society held a highly interesting meeting on Monday night, Nov. 18, at the store of the R. C. Kerr Co. The attendance was large and all seemed to be extremely enthusiastic over the prospects for the future.

The society has gone ahead with plans for the planting of Crape Myrtle plants on the streets, with the intention of making Houston a Crape Myrtle city, and at this meeting final arrangements were completed for securing the plants and arranging other details. The Texas Nursery Co., of Sherman, Texas, is to furnish the plants, at least 10,000 being called for, and they will be sold practically at cost, by all the leading flower stores and seedsmen of Houston. The week designated as planting week will probably be the first week in December. All the local papers have agreed to give planting week plenty of publicity.

On Jan. 6 the society will hold a big peace banquet at the home of R. C. Kerr, but the fixings will all be furnished by the club.

Paul Carroll has the sympathy of the club in the loss of his father, a Confederate veteran well known in the community. The usual offering of flowers was sent in the name of the society.

F. A. Baker and Mrs. Baker, of Columbia City, Ind., stopped in at the city greenhouses. They said that they were visiting their son, Leeman S. Baker, who is stationed at Ellington aviation field, and that they liked this locality so well that they would probably stay here all Winter. C. L. B.

Auburn, Ala.

The long neglected greenhouses of the Alabama Polytechnic Institute have taken on a new appearance since I took charge Aug. 23, after a nine years' service with Rosemont Gardens of Montgomery. In so short a time I have turned out some fair stock of 'Mums, both large and sprays, and am building up a good stock of pot plants, together with Roses and Carnations. Sweet Peas are well advanced to succeed the 'Mums.

Local trade is picking up, but all stock not needed for this is disposed of to Atlanta parties, the climate here, while only 60 miles from Montgomery, is 500 feet higher and is a fine place for Asters, Dahlias and such stock as does not succeed so well in the lower lands. Experimental work is under way, and a class started in flower culture. Pupils will receive not only a theoretical course, but a practical one as well. W. C. Cook.

Louisville, Ky.

Business with the Louisville florists over Thanksgiving Day was extremely heavy, as big orders were received from soldiers at Camp Taylor, and many telegraphic orders sent from this source. Thousands of boys from the camp were invited to the homes of local residents for a real old Kentucky Thanksgiving dinner, and in many cases endeavored to relieve the obligation by returning their thanks with flowers, in other words, "Saying It with Flowers."

This camp business took the place of the trade formerly connected with the Thanksgiving Day foot ball game, interest in which had died out, however, since the consolidation of the two boys' high schools several years ago. Before this took place many thousands attended the games, and florists had a hard time handling the business and making morning deliveries.

Mrs. Marie Kleinstueber Knopf, daughter of John Kleinstueber, the latter a well known florist here, died of influenza. Her five months' old baby had died four days before Mrs. Knopf. She is survived by her husband, her parents and four brothers; two of the latter are in the service.

Flowers for Sick Soldiers

Although there has not been much surplus stock in Louisville during the past few weeks, the florists have managed to brighten things up considerably at the Camp Taylor Base Hospital by contributions of flowers.

Anders Rasmussen, of New Albany, Ind., has petitioned for the right of way for a switch to send coal into his establishment. There has been a hot fight in the Board of Public Works over his petition, but it looks as though he would get his switch.

The Jacob Schulz Co. has been advertising freely, making a special point of giving prices. The company had appropriate Thanksgiving Day ads. in the newspapers.

Lifting of the holiday ban came as a relief to the Louisville florists, who could not see any possible way of handling their heavy holiday business and deliveries without employing extra hands and working longer hours. A recent notice of the State labor inspector indicates that florists employing school children must get permits from the school boards.

The Coal Situation Easier

Jos. Schulz, president of the Kentucky Society of Florists, recently received official notice from the Kentucky Fuel Administrator of the modification of fuel restrictions. During the past few weeks dealers have been cutting prices 15c. and 20c. a ton below Government prices and are so anxious to get business that they are forgetting about their former cash policy; they are offering longer terms and other inducements.

O. V. N. S.

Washington, D. C.

The effect of the coal restrictions upon the production of flowers is to be noticed in the stock that is being sent to the local market. For the most part the flowers cannot begin to compare with those offered at this season last year. The withdrawal of the coal restrictions on Dec. 2 came just too late to help out the general situation. The Rose and Carnation crops are suffering most. Carnations are bringing $6 and $8 per 100, and there are not nearly enough to go around.

Retailers are finding it rather difficult to get what they want in the way of cut flowers. Many of their orders because of the general shortage of stock must go unfilled. It is a seller's market and everything moves as soon as it is offered. With the ending of the war the demand for first grade flowers increased materially. People seem willing to pay the high prices that are being asked; before the war they would have gasped at the mere mention of such figures.

Sweet Peas show the effect of coal conservation and are only fair. However, they bring $2 and $3 per 100 and clean up daily, the retailers being glad to get them in any condition. Stevia is holding its own and cleaning up daily also, the demand being for filling out retail orders. Asparagus is in better demand.

Short stemmed Am. Beauty Roses are offered at $6 per doz.; long stemmed stock bringing up to $9 and $10. Their sale was poor this year at Thanksgiving Day because of the competition by 'Mums. Bunch 'Mums continue to sell well in the absence of Carnations; they were in heavy demand last week and the wholesalers and growers quickly sold out their supplies. Small bunches bring 50c. each at wholesale; last year at this time it was almost impossible to give them away.

E. A. D.

Nashville, Tenn.

The past six weeks have seen us pass into the busy season again, though there was no really slack time this Summer. Most of our florists missed an opportunity in not making a display at the State fair this year. The city parks made one that certainly did them credit. They showed hybrid Water Lilies, some Victoria regia crosses as fine as we have ever seen. The new managers are giving excellent service to the city.

The season has been hard on out of door flowers, hence there was little display of these plants at the fair. Charley Trichlet, whose greenhouses are located at Sylvan Park, made an artistic display of plants. He has a Coleus that is a sport from the yellow Trailing Queen, similar but a great improvement on the original. His best production is his new fern Victory found in a bench of Varona. It seems to have all of the vigor of the old Boston with as beautiful foliage as the best of the double curled ostrich plume type of ferns. It is propagating true to variety, and will stand more rough handling than any fern we have seen.

As the holiday season approched we had the heaviest demand for flowers ever known here, simply impossible to get enough flowers. Chrysanthemums have been plentiful, and the quality good, but they have cleaned up well. Rather fewer pot 'Mums were grown this year than usual. As there have been few other pot plants they have appeared doubly scarce.

We have seen no unusual 'Mums this season and few novelties. This year our growers have stuck pretty closely to the old tried flowers, except in Roses.

Dahlias did not cut any figure in the market this year, there being few on account of the excessively dry season. Frost came so late that Dahlias should have made a record for themselves.

Carnations did not come in as early this season as they sometimes do, but they are plentiful now, and of excellent quality. We have seen some really great seedlings at Joy's. These have been culled from several hundreds Mr. Smith has produced, and have been propagated until they are now plentiful enough to tell what they really are. One or two will undoubtedly appear as competitors for the public favor later.

Roses are rather plentiful at present, and of excellent quality. The new Rose Columbia has already established itself in the hearts of both growers and buyers. It cleans up as fast as it appears on the market, the good specimens fetching $5 per doz. readily. This combined with a productiveness equal to Ophelia means that in spite of its first cost it is a money maker. If it lives up to its present record it will undoubtedly be the most widely planted Rose here another year.

The powder plant has discharged some 30,000 hands. It remains to be seen just how this will affect business. Thousands of people are looking for work, but of course few of them are men that can fit in the greenhouses. There is no question that the unusual business of the past year has been due in some degree to the powder plant.

Bulbs, and especially Paperwhites, are more plentiful in Nashville than usual this year. Our growers believed that their bulbs would not come over, so ordered from any source that offered a probability of delivery. At the last every order was filled. If present demand continues they will all be needed, and everybody will be happy.

The best pot plants we have seen this season were the Anemone flowered Chrysanthemums raised by Charley Tritchler. They were sold out clean before Thanksgiving Day. Charley is the only grower in the city who has considerable space that caters principally to the wholesale trade. He has the largest stock of hardy evergreens, etc., in the city.

The high price of bulbs seems to be affecting the sale this Fall. Cut flowers are selling better than they ever did at lower prices, but bulbs do not seem to be working in that way. M. B.

Middle Atlantic States

Pittsburgh, Pa.

Thanksgiving Day business was not large this year on account of the scarcity of stock. 'Mums and pompons were done and Roses and Carnations are scarce. Had plenty of stock been obtainable perhaps it would have been the best Thanksgiving in many years. The dark weather of the past two weeks shut off the Rose supply entirely. It is not only in Pittsburgh, but seems general all over the country. What few Roses are on the market still continue to sell at high prices. Some good Russell sell at $25 per 100. American Beauty are selling somewhat better than they have been. We look for them to continue to hold up in price until after the holidays. Specials sell at $6 per 100; other grades in proportion. Carnations are still short in supply and the demand is heavy. There should be a good cut from now on, as no grower has cut much this season. The price is still $6 per 100. Lilies are coming more plentifully, a great help to this market. They are badly needed so can command good prices. Among the novelties seen are Valley, orchids, Sweet Peas, Daisies, Primroses, Violets, Calendulas and Baby Roses. The supply houses are sending out great loads of merchandise every day which indicates the retailers are preparing for a large Christmas business. Boxwood seems about the only green likely to be scarce.

Trade Brevities

Geo. McCallum enjoyed a three days' furlough at home last week. He enlisted with the U. S. Navy Auxiliary Forces last September, and has been stationed at Municipal Pier, Chicago, Ill. Within a few weeks he expects to be transferred to a vessel at New York to complete his course. He looks the picture of health, having gained 20 pounds since enlisting.

Murry McGrew is receiving congratulations. A baby girl was born Thanksgiving morning.

Edw. Weaver is on the sick list.

Lancaster, Pa.

(Other florists' clubs might well emulate the example of the Lancaster County F. A. as shown in letter to Mr. McAdoo herewith, which is self-explanatory.)

Lancaster, Pa., Dec. 4, 1918

Honorable Wm. G. McAdoo,
Washington, D. C.

Dear Sir:

We the Lancaster County Florists' Association do respectfully request, that you insert a clause in your instructions to the United Express Companies, that they give priority to cut flowers and plants on account of their very perishable nature, and caution your employees against rough handling of packages marked with the flower or plant labels. We also pray that you instruct said Express Companies not to place an embargo on plant and cut flower shipments during the holiday season. Recognizing your ability to grasp the business needs of the country we feel that it would be taking up your valuable time to go into a detailed explanation of the urgency for this action, but if desired we will gladly furnish you with such information.

Respectfully yours,
Elmer Weaver, Pres.
Albert M. Herr, Sec.
Harry K. Rohrer, Treas.

Thanksgiving Day came in a cold, dreary day, and before it was many hours old a cold, drizzling rain drove all thoughts of flowers from the minds of those affected by weather conditions—about 95 per cent. of the population of Lancaster, so business while not so good as it might have been was slow and a disappointment to all the retailers. Even those who braved the weather to see the foot ball game did not wear any flowers. Wednesday previous and Thanksgiving eve came up to those of other years and this helped to reduce the supply somewhat.

B. F. Barr perhaps never had a better lot of 'Mums for this day. Most of the good ones were sold. Master Snodgrass, chief of his delivery service, had to carry some of the deliveries over into the next morning and was much worried over the fact that he might be late for his turkey dinner. This chap is an imaginative genius and will no doubt stumble on something novel one of these days. Right now everything is gates ajar whether in wood work, pottery or in brass.

H. D. Rohrer shipped his main crop of Bonnaffon for Thanksgiving Day. It ran into the thousands.

The cloudy weather reduced the supply of flowers somewhat but nearly every grower had a fair cut and there was no special lack of flowers, although H. A. Schroyer reported having had trouble in getting some for Friday as everything had been shipped out of the county.

Albert M. Herr

Buffalo, N. Y.

The 'Mum show held at the Buffalo Botanic Gardens at South Park this year, although somewhat affected by the shortage of help at the gardens, was of high quality and received very favorable comment from many visitors. Nearly three thousand blooms were exhibited, in all types and methods of culture. An interesting feature was the fern decoration on the brick wall. Director Herr H. Elbers was highly praised by prominent horticulturalists who visited the show, for the excellence of the exhibi.

Many new specimens of native flora and others from California have been added to the large Herbarium, which is now classified, and a complete catalog is being prepared for the use of students and visitors generally.

Plants for the Holidays

Prepare now for Christmas. There is going to be a big demand for plants this year. The war is over and there is joy in every home; your customers will want fine plants to decorate their festive boards and to make presents. There has been a scarcity of help the past year and many growers had to close some of their houses; a great many places closed up for good which, no doubt, will make good stock scarce. We have a very fine stock of plants and will give you good value for your money. We recommend the placing and shipping of orders early, as there is no telling what the weather or railroad conditions will be later on.

CYCLAMEN. We have a very fine lot of this choice Christmas plant in 5½-in. pots, in bud and bloom, $9.00, $12.00 and $15.00 per doz.

POINSETTIAS. 4-in. pots, $3.60 per doz.; 5½-in. pots, tall, 2 flowers to a plant, $6.00 and $9.00 per doz.

SOLANUM. Jerusalem Cherries. Bushy plants, full of berries, 6-in. pots, $7.20 and $9.00 per doz. 7-in. pots, very heavy, $12.00 and $15.00 per doz.

PRIMULA Obconica. 5-in. pots, $4.00 per doz.

BEGONIA Luminosa. 5-in. pots, $4.00 per doz.

FERNS. Our ferns are very fine this year, and we will give you good stock.

NEPH. Scottii and Teddy Jr. 4-in. pots, $3.00 per doz.; 6-in. pots, $7.20 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.50 each; 12-in. tub fern, $3.00 each.

NEPH. Bostonensis. 6-in. pots, $6.00 per doz.

NEPH. Norwood. 6-in. pots, $7.20 per doz.

NEPH. Smithi. 4-in. pots, $3.00 per doz.

PTERIS Wilsoni. 3 plants in 6-in. pan, very fine, $4.20 per doz. 4-in. pots, $2.00 per doz.

HOLLY FERNS. 4-in. pots, $2.00 per doz.

ASPLENIUM Nidus Avis (Bird's Nest Fern). 5-in. pots, fine stock, $9.00, $12.00, $15.00 per doz.

FICUS Elastica (Rubber Plant). 6-in. pots, $7.20 and $9.00 per doz.; 7-in. pots, $12.00 and $15.00 per doz., extra fine.

ASPARAGA Plumosa. 3-in. pots, $8.00 per 100.

DISH FERNS. 2½-in. pots, the best varieties, $6.00 per 100.

HARDY IVIES. Fine plants, staked, 5-in. pots, $3.60 per doz., 6-in. pots, $6.00 doz.

To save express charges, please mention if pots are wanted.

Cash with order. No plants shipped C. O. D. All shipments travel at purchaser's risk and we are not responsible for any delay in transit, as our responsibility ceases when delivery is made to Express Company.

ASCHMANN BROS.

SECOND AND BRISTOL STS. AND RISING SUN AVENUE **PHILADELPHIA, PA.**

When ordering, please mention The Exchange

BLOOMING AND FOLIAGE
Plants for Christmas

BEGONIAS

Luminosa, red, $25.00, $35.00 and $50.00 per 100.
Cincinnati, 60c., 75c., $1.00, $1.50 and $2.00 each.
Mrs. Peterson, $1.00, $1.50 and $2.00 each.
Chatelaine, 50c., 75c., $1.00 and $1.50 each.
Lonsdale, $1.00, $1.25 and $1.50 each.
Lorraine, 50c., 75c., $1.00 and $1.25 each.

POINSETTIAS

4 inch, $40.00 per 100.
5 inch, $50.00 and $60.00 per 100.
7 inch Pan Combination, $1.25 and $1.50 each.
8 inch, Pan Combination, $1.50, $2.00 and $2.50 each.
10 inch, Pan Combination, $2.00, $2.50 and $3.00 each.

CYCLAMEN

Especially fine this year, the large flowering strains, extra selected. Beautiful colors in great variety.
4 inch, $35.00 per 100.
6 inch, $1.00, $1.25 and $1.50 each.
7 inch, $1.50, $2.00, $2.50 and $3.00 each.
8 inch, $3.50, $4.00 and $5.00 each.

COMBINATION PLANTS

Well established and made up of the following variety of plants:
DRACÆNA Terminalis, CROTONS, MARANTAS, COCOS, PANDANUS Veitchii, FERNS and EUONYMUS.
Price $2.50, $3.00, $4.00, $5.00 and $7.50 each.

CHRISTMAS HEATHER

MELANTHERA, white, showing the dark anthers. Well grown plants, $1.50, $2.00, $2.50, $3.00, $4.00, $5.00 and $7.50 each.

PRIMULA in Bloom

	100
MALACOIDES, Rohrer, the finest of all, 4 inch	$35.00
5 inch	50.00
Townsendi, 4 inch	27.50
Obconica, 4 inch	20.00
Obconica, 5 inch	35.00

JERUSALEM CHERRIES

Cleveland Cherries with berries above the foliage. 50c., 75c., $1.00, $1.25 and $1.50 each.
Melvinii. 25c., 35c., 50c., 75c., $1.00 each.

PALMS

Phœnix, 7-inch, $4.00.
Kentia, 3 to pot, 4-inch 75c., 5 inch $1.00.
Single, 5 inch $1.25, 6 inch $1.75, 7 inch $4.00 to $6.00, 9 inch $7.00 to $10.00.
Made-up, 7 inch $4.50 to $20.00 each.
Cocos, 5 inch $1.00, 7 inch $3.00.

FICUS

Elastica, 75c., $1.00, $1.50, $2.00, $3.00, $4.00 and $6.00.
Pandurata. $2.50, $3.00, $4.00 and $5.00.
Craigi. $1.50, $2.00 and $3.00.

DRACÆNAS

For Baskets or Combinations	Each
Terminalis, 4-in.	40c. and $0.50
5-in.	60c. and .75
6-in.	75c. and 1.00
Superba, 4-in.	.50
Messangeana, 4-in.	.60
6-in.	$1.50 and 2.00
10-in tubs	$4.00 and 5.00
Lord Wolseley, 4-in.	.50
6-in.	1.25
Craigi, 4-in.	.60
6-in.	1.25
Strictagrandis, 4-in.	.60
6-in.	1.25
Baptisti, 4-in.	.60
6-in.	1.50
Shepherdi, 4-in.	.60
6-in.	1.50
Kelleriana, 4-in.	.50
3-in.	.40
Fragrans, 6-in.	$1.25 and 1.50
8-in.	$2.00 and 2.50
Warnecki, 4-in.	1.25
6-in.	2.50

PANDANUS—For Hampers

	Each
4-in.	$0.60
5-in.	.75
6-in.	1.50
7-in.	$2.50 and 3.00
10-in tubs	$5.00 and 7.50

CROTONS

Highly Colored for Basket Work.	100
2½-in. heavy	$25.00
3-in.	35.00
4-in.	50.00

	Each
6-in.	$1.00, $1.50 and $2.00
7-in.	$2.00, $2.50 and $3.00
10-in.	$5.00, $6.00 and $7.50

FERNS

Boston, Scotti, Teddy Jr., Roosevelt and **Whitmanii.**
4-in., $25.00 per 100.
6-in., 75c., $1.00 and $1.25 each.
8-in., $1.25, $1.50 and $2.00 each.
10-in., $2.50 and $3.00 each.
12-in. tubs, $3.50, $4.00 and $5.00 each.
Smithii, 4-in., $35.00 per 100.
Norwood, 4-in., $35.00 per 100.
Cibotiums, 9-in. tubs, $6.00 each.

DISH FERNS	100	1000
2½-in.	$6.00	$50.00
3-in.	9.00	80.00
4-in.	25.00	

ASPLENIUM Nidus Avis (Bird Nest Fern)

Guaranteed free from disease.	100
3-in.	$25.00
4-in.	50.00
5-in.	75.00

6-in., $1.00, $1.25 and $1.50 each.

ASPARAGUS Plumosa

	100	1000
2½-in., extra fine	$4.00	$35.00
3-in., extra fine	7.00	60.00
4-in., extra fine	12.00	100.00

Packing and boxes extra at cost.
All purchasers should have shipments made not later than Dec. 10th.
We assume no risk for damage or delay in transit.

C. U. LIGGIT Office: 325 Bulletin Bldg. **Philadelphia, Pa.**

When ordering, please mention The Exchange

Christmas Plants

We have a very fine stock of plants and will give you good value for your money.

ASPARAGUS Plumosus, 3½-in., doz.		$1.50
Sprengeri, 3-in.	doz.	1.40
BEGONIA Erfordii, 5-in.	doz.	3.50
CALENDULA Orange King, 4-in.	doz.	3.00
5-in.	doz.	4.00
DAISIES Marguerites, 5½-in.	each	.35
6-in.	each	.50
DRACAENA Indivisa, 5-in.	each	.30
FERNS Boston, 5-in.	each	.50
6-in.	each	.75
7-in.	each	1.00
PRIMULA Obconica. Giant mixed, 5-in.	doz.	3.50
Malacoides, 5-in.	doz.	5.00

JERUSALEM CHERRIES, bushy, full of berries, 5½-in. pots, $5.00 doz.; 6-in. pots, $6.00 doz. Cash with order.

All goods travel at purchaser's risk.

EID & CO. 26th St. and Sandford Ave. FLUSHING, L. I.

When ordering, please mention The Exchange

Pansy Seedlings

Lord Beaconsfield, Golden Yellow and Mixed

$3.00 per 1000

PETER WENK

Oxford Ave., OZONE PARK, N. Y.

When ordering, please mention The Exchange

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS

BERLIN, N. J.

When ordering, please mention The Exchange

Some Excellent Stock

LIBERAL EXTRAS FOR EARLY ORDERS

Inch	100	1000
2½-in. **ASPARAGUS Plumosus and Sprengeri**	$2.75	$25.00
4 -in. **ASPARAGUS Plumosus and Sprengeri**	7.00	65 00
3 -in. **CYCLAMEN.** 8 varieties	8.00	75 00
4 -in. **CYCLAMEN.** Fine stock	20.00	
4 -in. **FERNS.** Assorted	15.00	
5 -in. **FERNS.** Assorted	20.00	
3½-in **FUCHSIAS. Little Beauty**	7 50	70.00
3½-in. **FUCHSIAS.** Assorted	6.00	50.00
4 -in. **DRACÆNA Indivisa**	15 00	
5 -in. **DRACÆNA Indivisa**	25.00	
4 -in. **MARGUERITES. White and Yellow**	7.50	70.00
2½-in. **LANTANAS. Dwarf, in Bloom**	5.00	50.00
3½-in **LANTANAS in bloom**	7.50	70.00
3½ in **LANTANAS.** Assorted varieties	5.00	45.00
2½-in **SMILAX. Large plants**	2.75	25.00
2¼-in. **SNAPDRAGON. White, Pink and Yellow**	5.00	45.00

Abundance of other stock. Correspondence solicited

ALONZO J. BRYAN, Wholesale Florist

WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

KELWAY'S SEEDS

GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON

Wholesale Seed Growers LANGPORT, ENG.

When ordering, please mention The Exchange

A. L. MILLER

SPECIALTY:

CHRISTMAS AND EASTER PLANTS

JAMAICA, NEW YORK

YOURS FOR A BRIGHT CHRISTMAS

When ordering, please mention The Exchange

DUTCH BULBS

Of all kinds, in stock now

Extra fine **P. W. Narcissus,** $19.00 per 1000

Cash with order

BARCLAY NURSERY

14 WEST BROADWAY, NEW YORK CITY

When ordering, please mention The Exchange

Gladioli and Dahlias

We have purchased the entire stock of J. L. Moore, and can make attractive prices. Send for list.

B. HAMMOND TRACY, Inc.

Cedar Acres, WENHAM, MASS.

When ordering, please mention The Exchange

A Client Writes:

"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE

56 Pine Street, New York City

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Mixed, 500 seeds, $1.00; ½ pkt., 50c.
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
ALYSSUM Snowball. The only true dwarf, 20c.
CYCLAMEN, Giants, trade pkt., $1.00; ½ 50c.
COLEUS. New fancy hybrids, 20c.
CINERARIA, large dwf., pkt., 50c., ½ pkt. 25c.
LOBELIA. Crystal Palace. Finest dwf. blue, 20c
PANSY, Giants, 5000 seeds, $1.00; ½ pkt. 50c.
PETUNIA. Cal. giant & Bluejacket. Each 20c.
PHLOX Drum. Giant flow. dwf., fine, 20c.
SALVIA Bonfire. Finest grown, 20c.
VERBENA. Cal. giant, mixed or sep., 20c.

JOHN F. RUPP, Shiremanstown, Pa.

J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors For One Hundred Years
Write for Our 1918 Special Catalogue to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

James Vick's Sons

Growers of Flower and Vegetable Seeds

Get the benefit of our 69 years' experience

All seasonable varieties

Our stocks are very complete

Rochester, N.Y. The Flower City

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Sam Trockman, for many years with Henry M. Robinson & Co., Inc., Boston, Mass., is in the Navy and is cruising in South American waters.

George McCallum, who enlisted with the U. S. Naval Auxiliary forces last September, spent a three day furlough at home last week. He has been stationed at the Municipal Pier, Chicago, but expects soon to be transferred to a vessel at New York to finish his course.

Emil Francis Decker, son of Emil Decker of Orange, N. J., has been reported missing since October 4. He was with the forces abroad. His brother, Ralph A. Decker, was wounded in action early last month. Emil, who enlisted with the Marines in February, has been in France since April.

Sgt. V. A. Di Clemente, former monotype operator on THE FLORISTS' EXCHANGE, in a recent letter tells us of his surprise at meeting Paul Viguier, formerly a linotype operator on this paper, in the same division with himself—surely a coincidence, the one young man

RaymondJC. Thoirs—See text

having left this office six months or so before the other, and each reporting to widely separated camps on this side. Di Clemente had seen signs of battle everywhere, including the saddest, but most convincing sign of all, numerous burial places. In a German cemetery a clever sleight of hand could be seen in the really artistic carvings made on nature's roughest offerings—tree stumps and branches.

Nathan A. Miller, of Branford, Conn., has two sons in France, the elder with the 26th Division, the younger with the 79th. The former has not been heard from since Sept. 21, the latter wrote on Nov. 3 that he had been four days and five nights in the battle of Sept. 24, and had been in the hospital for more than a month, but his censored letter did not tell the nature of his injuries.

"*A glorious death is his*
Who for his country falls."

We regret to learn of the death of Raymond C. Thoirs, son of James M. Thoirs, the well known florist of Camden, N. J. Young Thoirs died in France from wounds received in battle. He was a corporal in the 104th Engineers, and trained at Camp McClellan, Anniston, Ala.

We regret to record the death of Private Jens Christian Peterson, of Company H, 35th Infantry, who died of pneumonia Nov. 25, at Camp MacArthur, Texas. He was a son of Mr. and Mrs. J. A. Peterson, Cincinnati, Ohio, and was born in Westwood, Cincinnati, August 29, 1893. After leaving high school, he was employed for a time by the Park Floral Co. of Denver, Colo.; also the A. N. Pierson Co. of Cromwell, Conn.; and afterwards at home with his father. He volunteered in the service of his country in May, 1917, and on July 5 following was sent to Nogales, Ariz. The following November his company was sent to Ajo, Arizona, for guard duty at the copper mines. There he remained until August of this year when his company was ordered abroad, and was sent to Camp Travis, Texas, for mobilization. From there he was sent to Waco, Texas, with a battalion to participate in the military manoeuvers which were a feature of the Cotton Palace Exposition. His father and mother were with him at the last and the end came very peacefully. He is survived by his parents, Mr. and Mrs. J. A. Peterson, also four brothers and two sisters. Services were held at his home, and he was buried with military honors, in the family lot in Spring Grove Cemetery, Nov. 30.

Corporal George Howard Barnes, formerly connected with the Ross Seed Co., of Louisville, Ky., was killed in France on Oct. 23. He enlisted shortly after the war started, went abroad last time as one of a company of picked men, the advance guard of the 138th Field Artillery.

Chrysanthemum Society of America

Examining Committees Report

At Cincinnati, O., by Elmer D. Smith & Co.: Adrian, Mich., Nov. 16. **Titanic**—Color, white; type, Jap. Inc.; 90 points commercial. **Silver Ball**—Color, white; type, Jap. Inc., 90 points commercial. Nov. 23: **Loyalty**—Color, yellow; type, Inc.; 88 points commercial. **Victory**—Color, white; type, Inc.; 87 points commercial.

At Chicago and Boston, Nov. 16, by Robert I. Dunn, St. Catherines, Ont., Can.: **Robt. E. Mills**—Color, yellow sport of Wm. Turner; type Jap. Inc.; 87 points, Chicago, 89 points, Boston, commercial.

Registered, at Chicago, Ill., Nov. 27, by Davis Floral Co., Davenport, Ia.: **Mary Louise**—Color bronze sport of variety Patty; type, Inc.

CHAS. W. JOHNSON, Secy.
Chicago, Ill.

Toronto, Ont. Canada

A writer in one of the local papers has been taking florists and horticulturists to task for not taking greater interest in the beautification of the city. This question has been under discussion at the various florists and horticultural societies where it was pointed out that it would have been unpatriotic to carry on a campaign for this purpose during war time as all the vacant lots in the city were required for foodstuffs and the general public was all interested in production. Now that peace has come it is probable that some steps will be taken to place Toronto on a par with Ottawa, which has been greatly beautified by the Ottawa Improvement Commission appointed by the Dominion Government and supplied with almost unlimited funds.

Memorial flower gardens are being advocated for next Summer, that is the dedication of a corner of each garden to be planted in Poppies in memory of those who "sleep where Poppies grow" in Flanders fields.

Social events are becoming more numerous and more decorating is being done. Orders at present are small but are growing in volume and size.

The 'Mum season is over. There is a scarcity of flowers, especially Roses. However a visit to Dunlop's greenhouses at Richmond Hill assures the visitor that there is a good outlook of Roses of good stock for the Christmas trade. Among the varieties noticed were: Russell, Winnett, Dunlop, double white Killarney and Sunburst.

A good variety of flowering plants is appearing in the stores, including Cyclamen, Primula and Poinsettias. Tea Roses are retailing at $3 to $7.50; Am. Beauty Roses at $6 to $15; Violets at $1 per bunch and orchids at $9 per doz.

The Canada War Trade Board announces that under certain circumstances, from now on, it will be prepared to give favorable consideration to applications for licenses to import baskets of all kinds.

During the recent visit to Washington of Mr. Magrath, the fuel controller for Canada, the present restrictions in the coal supply to florists in Canada was considered. Since nearly all restrictions on the fuel supply to less essential industries in the United States have been repealed, the U. S. Fuel Administration expressed its willingness to have similar action taken in Canada. Under these circumstances, the Canadian fuel controller has now withdrawn the restrictions on fuel supplies to this industry made on the 9th of October last. This withdrawal applies only to bituminous coal. Florists throughout Canada must still deal with the various Provincial Fuel Administrators in respect to any anthracite coal they may require.

Trade Personals

Harry E. Brandt of Wertheimer's, New York, was a recent visitor to Toronto.

Henry Mullis of Brampton was a visitor to Toronto recently.

Orlando L. Smith of O. L. Smith & Son, florists, Smiths Falls, Ont., died in the Western Hospital, Toronto, on Sunday November 23, at the age of 67. He suffered from influenza which developed into pneumonia. He leaves two sons, James, who was associated with him in the business, and Harry and one daughter.

The International Seed Co., Limited, has taken out a charter in the province of Ontario. The head office is at Galt, Ont., and the capital is $100,000. The provisional directors include J. P. Joffrey, H. J. Foster and J. H. Hancock of Galt.

A seed fair will be held at Maple Creek, Sask., on December 10 to 12.

G. C. K.

New England States

Newport, R. I.

At the meeting of the Newport Horticultural Society on the 26th there was a complete change of program. While a communication from Mr. Jurgens was read there was no discussion thereon. Instead there was a discussion over best methods of destroying pests infesting shade trees. W. John Du Fais, representing Newport Improvement Association, and W. Leyland, superintendent of play grounds, appeared before the society urging concerted action to the end that Newport's many beautiful trees on the streets, in the parks and in the many fine estates may be saved. As a result a committee was appointed to go before a sub-committee of the city's finance committee of 25 to urge an appropriation for the work.

ALEXANDER MACLELLAN.

New Haven, Conn.

Among New Haven florists Thanksgiving Day trade fully came up to expectations. The demand for cut flowers was good and satisfactory prices were paid without demur. S. H. Moore reports that Moore & Co. ran out of 'Mums although they had bought all they could get. Mr. Moore's principal concern now is where the florists are going to get flowers enough for the Christmas trade. Azaleas particularly will probably be short. Plants are in more demand than ever. Many Cherries were sold last week.

The various florists were all asked the question as to whether they thought the national advertising stimulated the Thanksgiving Day demand for flowers and the unanimous opinion was that it did.

Nathan A. Miller, importer and grower of Dahlias, Branford, Conn., whose oldest son is in the 26th Division in France, has not heard from him since Sept. 21. The younger son is in the 79th Division. Nov. 3, he wrote that he was four days and five nights in the battle of Sept. 24. He has been in bed in the hospital for over a month. He does not state the nature of his injuries. The censor had cut the letter considerably. He does state, however, that one company was wiped out with the exception of three men. Mr. Miller's family is nearly prostrated with the uncertainty.

The New Haven County Horticultural Society announces that its next meeting will be held in the Alderman's Chamber of the City Hall, Dec. 10, the city having kindly granted the use of the room for future meetings.

WM. J. RATHGEBER.

Worcester, Mass.

Thanksgiving Day business came up t expectations. Every florist who ha figured on an increase of business ove the year previous had little trouble dis posing of his stock. In addition to th excellent Thanksgiving Day trade ther was an abundance of funeral work th two days previous which added to th week's business. Many prominent busines men's names were among the obituaries fo the week and high class floral pieces wer much in evidence. Figures given by som of the leading florists showed an increas of 15 per cent. to 25 per cent. in busines for the week, over the correspondin week for 1917.

The cut flowers market prices, althoug good, were not as high possibly as som other years.

Newsy Briefs

Martins & Gustafson, doing bus ness as the Webster Floral Co., dis solved partnership Nov. 19, the busines now being conducted by Mr. Gustafso who reports an excellent trade. M Martins was formerly a bookkeeper fo the A. N. Pierson Co., Cromwell, Conn while Mr. Gustafson was a grower fo the same concern, they having purchase the business of F. C. Riebe about tw years ago.

Local stores are now receiving thei first consignment of greens for Chris mas showings. Clerks are already mak ing up quantities of fancy artifici baskets, wreaths, etc., in anticipation o the greatest Christmas trade ever.

Prevailing wholesale prices were a follows: Carnations $3 to $8 per 100 Roses $4 to $20; Violets $1 to $1.50 Sweet Peas 75c. to $1.50; single an pompon 'Mums 50c. to $1 per bunch one dozen sprays; regular 'Mums $1 $3 per doz; Asparagus Sprengeri an plumosus greens 50c. per small bunch Adiantum $1 per 100; Easter Lilies $ per doz. All small flowers such a Candytuft, Stevia, etc., have a read market at good prices.

F. L. M.

Waste Turned into Fertilizer

According to information recently pul lished, W. H. Ross, of the U. S. Burea of Soils, Washington, D. C., is quoted a stating that the fertilizers obtained fro industrial wastes in the United States i 1916 included 40 per cent. of the potash 8 per cent. of the phosphoric acid an 85 per cent. of the nitrogen.

A wide variety of substances wer called upon to furnish the potash, amon them being tobacco stems, wool washing cottonseed hulls, hardwood ashes, cemer flue dust, furnace flue dust and suga residues.

Basic slag, bones, shells, fish scra and similar materials supplied the pho phoric acid.

Nitrogen resulted as a by-product fro wastes in the manufacture of castor, li seed and fish oils; various animal waste such as blood, horn, hair, hoofs and hide wool wastes and leather also supplie their quota, and coke and numerou other materials completed the total.

It is believed that by the addition feldspar and other potash minerals cement materials the potash procurabl from cement waste may be raised fro 70,000 to 100,000 tons.

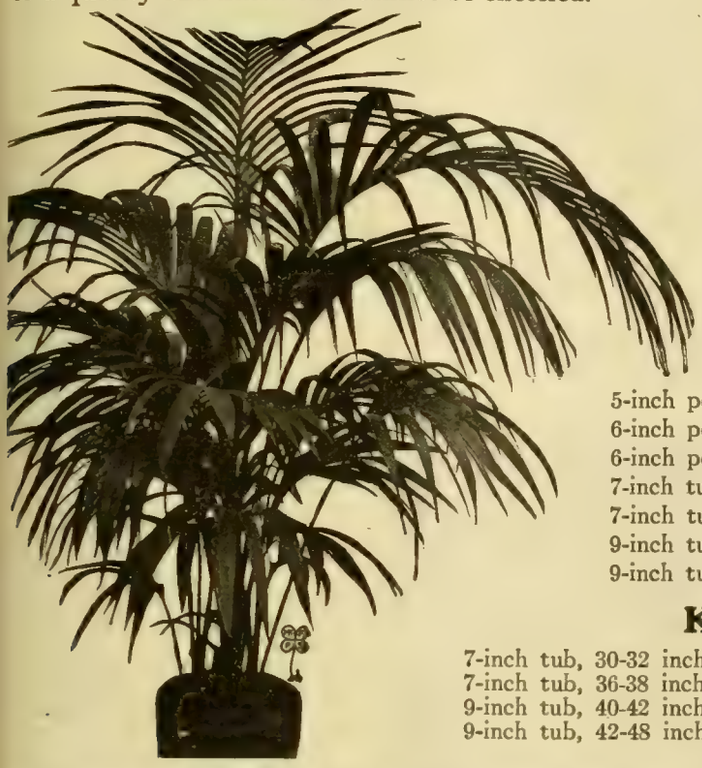
Capitola, Cal.

James A. Brown, manager of th Brown Bulb and Berry Ranch, Capitol Cal., advises under date of Nov. 24 tha he has just returned from the five Nort western States and found the trad throughout busy and assured that bus ness would be better than ever befor even after the rush caused by the fl was over. Mr. Brown also found ther has been more building and improvin than he had expected to see during th past year.

Eureka, Cal.

Wm. P. Stark, formerly of Eureka Cal., has associated himself with th Cottage Gardens Nurseries of Californi Mr. Stark takes the position of opera ing manager and sales director. H will have entire charge of the productio as well as the selling end of the busines He will dispose of his interests i Eureka and will associate himsel permanently with the Cottage Garden Nurseries and give it his entire time an attention.

Cold weather will soon be here and the shipping of plants will be difficult. If you order at once they will go through without danger of freezing. We have a splendid lot of **KENTIAS** to offer, in both single and combination, of a quality and finish that cannot be excelled.



ARECA Lutescens

6-inch pot .....$1.00, $1.50, $2.00 each

CIBOTIUM Schiedei

9-inch tubs.....$5.00 each

PHOENIX Roebelenii

7-inch tubs.....$3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each
7-inch tub, 36-38 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
11-in. tub, 4½ ft. high	$12.00 each
11-in. tub, 5 ft. high	15.00 each
11-in. tub, 5½ ft. high	20.00 each

JOSEPH HEACOCK CO. :: WYNCOTE, PA.

When ordering, please mention The Exchange

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

NEPHROLEPIS Scholzeli (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100; 7-in., $2.75; 8-in., $3.75; 9-in., $5.00 each.

ASPLENIUM Nidus Avis (Bird's Nest Fern.) Strong 3-in., ready for a shift, $2.50 per doz., $20.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

When ordering, please mention The Exchange

Julius Roehrs Co.
RUTHERFORD, N. J.

ORCHIDS PALMS
and Plants of Every Variety

When ordering, please mention The Exchange

ORCHIDS
Best commercial varieties collected, imported and grown by
JOHN DE BUCK,
9 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

The Exchange Ads Give Good Results

Your Christmas FERNS

Should be ordered and shipped at once. Fine stock, 2-in. pots, $5.00 per 100; large, bushy plants, 3-in. pots, no better to be found, 10c. Beautiful plants of **Pteris Wilsoni,** 4-in. 25c. **P. Wimsetti,** 4-in. 20c. **Dracæna Sanderi,** the best we ever had, 2-in. 12½c.; good plants, 8c.

R. G. HANFORD
NORWALK - - CONN.

FERNS

ASSORTED VARIETIES FOR DISHES Strong, healthy plants, from 2¼-in pots, $5.00 per 100, $40.00 per 1000; 3-in., $10.00 per 100, $90.00 per 1000, 250 at 1000 rate.

ASPIDIUM Tsus-sinense. 4-in. $2.50 per doz. $18.00 per 100.

BOSTON FERNS Harrisii and Teddy Jr., 4-in., $3.00 per doz., $25.00 per 100.

KENTIA Belmoreana. 4-in. 40c.; 3-in.20c.; 2¼-in. $12.00 per 100.

COCOS Weddelliana. 3-in. 25c ; 2¼-in. $12.00 per 100.

ASPARAGUS Plumosus Nanus. 2¼-in. $3.50 per 100, $30.00 per 1000.

ASPARAGUS Sprengeri. 2¼-in. $3.50 per 100, $30.00 per 1000.

SMILAX. 2¼-in. $3.00 per 100, $25.00 per 1000.

POINSETTIAS. 3-in. pots, $20.00 per 100; 3½-in. $25.00 per 100; 5-in. $40.00 per 100; 6-in. $50.00 per 100; made-up, 3 to 8 in each pan, 50c. to $3.00.

Frank N. Eskesen, Madison, N. J.

When ordering, please mention The Exchange

Choice Stock of Blooming and Foliage Plants for Christmas

Place your order now, as good stock is going to be scarce

FERNS. Scottii, Whitmanii, Teddy Jr. and **Boston.** 4-in. 20c.; 5½-in. 50c.; 6-in. 60c. and 75c.; 7-in. $1.00.

KENTIA Belmoreana. 4-in. 60c.; 5in. 75c. and $1.00; 5½-in. $1.25.

DRACAENA Terminalis. 5½-in. pots, well colored, 75c.

COCOS Weddelliana. 3-in. 25c.

RUBBER PLANTS. 6-in. pots, 75c. and $1.00.

DISH FERNS. 2¼-in. $5.00 per 100; 3-in. $8.00 per 100.

ASPARAGUS Plumosus. 2½-in. $4.00 per 100; 3-in. $8.00 per 100; 4-in. 12c. each.

BEGONIA. Magnifica, pink; **Luminosa,** red. 4-in. pots, 25c.; 5-in. 50c.

PRIMULA Obconica. 4-in. pots, 15c. and 30c.; 5½-in. 35c. **Chinensis,** 4-in. pots, 20c.

CYCLAMEN. 4-in. 25c.; 5-in. 50c. and 60c.

JERUSALEM CHERRIES. 25c., 35c. and 50c.

Cash with order

All goods travel at purchaser's risk. Please state if plants are to be shipped in or out of pots

GODFREY ASCHMANN 1012 W. Ontario St., PHILADELPHIA, PA.

When ordering, please mention The Exchange

TEDDY, JR. FERNS SCOTTII

8-in. $1.25 and $1.50; 6-in. 50c. each

8-in. $1.25 and $1.50; 7-in. $1.00; 6-in. 50c. each

Campbell Bros., Penllyn, Pa.

When ordering, please mention The Exchange

FERNS

	100	1000
Bostons, 2¼-in.	$5.00	$45.00
Roosevelts, 2¼-in.	5.00	45.00
Whitmanii, 2¼-in.	6.00	50.00
Teddy, Jr., 2¼-in.	6.00	50.00
Verona, 2¼-in.	6.00	50.00

Order either direct or through **S. S. Skidelsky & Co., Philadelphia, Pa.** (sole agents.)

Henry H. Barrows, Whitman, Mass.

When ordering, please mention The Exchange

Decorative Plants
Robt. Craig Co.
4900 Market St., Philadelphia, Pa.

When ordering, please mention The Exchange

Floral Designs De Luxe PRICE $2.50
A. T. DE LA MARE CO., Inc. 438 to 448 W. 37th St., New York

Western States

Fort Wayne, Ind.

The Thanksgiving Day flower market was far from satisfactory this year; for, although the demand showed substantial increase over last year, the supply of flowers was inadequate. Many customers were turned away. Chrysanthemums, especially, failed on account of the unseasonably warm weather of the past six weeks, late varieties coming to maturity ahead of time. Those 'Mums actually offered were of poor quality, and prices were out of proportion. Few pompons were offered in comparison with other years. These brought $1 and $1.50 per doz., while the double varieties sold for $4 to $6. Carnations brought $1.25 to $1.50 retail. Even Roses were short, although the quality was fine, especially in the Russell, Ophelia, Columbia and Shawyer. The finest of these brought $3.50 to $6 per doz., while the shorter lengths sold from $1.50 per doz. up. Lilies were scarce, but there was an excellent local supply of orchids, which helped considerably with the better class of trade. The call for American Beauty Roses for this holiday was negligible. All the smaller flowers—Sweet Peas, Violets, miniature Roses—generally used for corsage work were in shorter supply than ever. Many florists took advantage of the fine supply of blooming plants to tide over the scarcity of cut flowers, and whenever possible sold Cincinnati Begonias, Cyclamen, Primulas and Chrysanthemum plants in place of cut Roses, Carnations and Chrysanthemums. Stevia, a welcome addition to the variety offered, brought 75c. per doz. Turner, Eaton, Jones, Chadwick, Enguehard, Bonnaffon and Chrysolora were the main varieties offered for this holiday. Preparations for Christmas are in full swing. Artificial Christmas stocks of all kinds are moving fast. The trade is preparing for the biggest Christmas trade in years.

Gossip of the Business

The New Haven Floral Co. had Primroses for the Thanksgiving Day trade, and a large number of Cyclamen and Begonia Cincinnati. These were quickly sold on account of the shortage of cut flowers. They had also an excellent crop of Roses and late 'Mums.

The Freese Floral Co. had one of the largest weddings of the season on Thanksgiving Day for the Fletemeyer-Irmscher nuptials. These included a large church decoration, in which bankings of ferns and palms and Chadwick Chrysanthemums were used, and an elaborate house decoration of baskets of Jones, Chadwick and Turner 'Mums, Ophelia and Columbia Roses, and pompons. The bride carried Lily of the Valley, and her six attendants arm bouquets of Columbia Roses and baskets of pompons and Sweet Peas, arranged with artistic effect.

Although the W. J. & M. S. Vesey firm had a mammoth cut of Roses, Carnations, Chrysanthemums, Lilies and orchids, yet they were unable to supply the demand for Thanksgiving Day. They have a big crop of all the seasonable orchids and a splendid crop of Tomatoes and Lettuce.

David Vesey, who has been in Washington, D. C., in the Metals Dept. of the War Service Bureau, has returned, following the signing of the armistice. Before leaving Washington, he was admitted to the bar of the U. S. Supreme Court.

Several weddings and funerals during Thanksgiving week kept things humming at Ed. Wenninghoff's.

The Doswell Floral Co. reports a big increase in the Thanksgiving Day business this year over last. Mrs. R. W. Doswell, who has been absent from the store for the past several months, has resumed her position.

The Flick Floral Co. did an immense Thanksgiving Day trade, both in this city and out of town.

A. J. Lanternier & Co employed many attractive accessories to make up for the scarcity of flowers.

Out of town funeral work has been in demand during the past week or ten days as never before. One of the local hospitals is still closed to patients, on account of an epidemic among the nurses, who contracted the disease at Camp Benjamin Harrison, Indianapolis, and were sent here for care. D. B.

Cleveland, O.

Following an unusually heavy Thanksgiving Day business the market has become normal. The advent of December finds the question of supply occupying foremost place. Many small retail growers are worried because of the probable curtailment of their business because they cannot obtain sufficient cheap stock. Indications point to a continuation of the present moderate receipts of Roses and Carnations, which, of course, will be materially reduced if dark weather prevails.

Arrivals of Easter Lilies are limited and the price is high. Callas are now cutting a greater figure and are eagerly sought for funeral orders. As yet bulbous stock has not put in its appearance. American Beauty Roses in all grades of rarely good quality may be had. The call for eastern Violets is growing steadily because of the returning popularity of corsages. The supply of locally grown Adiantum is depleted and good Asparagus is far from being plentiful. Excellent Stevia is reaching the market and meets with an almost immediate sale. Thanksgiving Day trade completely exhausted the pompons and 'Mums.

November Business

Reports from all sources, both wholesale and retail, firmly establish the volume of business for November as the largest on record. Throughout the entire period the market was brisk, absorbing everything offered at prices enabling wholesalers to make satisfactory returns to their growers, both realizing profit. At last the cost of production appears to be operating in the prices of flowers. Retailers were kept constantly busy and at times were scarcely able to secure sufficient stock to take care of their greatly increased orders. Thanksgiving trade surpassed expectations and much more business could have been done if more stock had been available. Collections are good and the monthly basis of settling wholesale accounts has become the rule, instead of the exception, as formerly. On the whole, trade is in a healthy condition, and as the labor scarcity improves, every changing factor will make for progress.

Purely Personal

Fred Witthuhn is the recipient of many congratulations occasioned by his recent second plunge into the sea of matrimony.

D. R. White, leading florist of Sandusky, Ohio, made a business trip to the Sixth City, Nov. 30.

Harry C. Walther, of Youngstown, Ohio, is able to be about again after a serious illness with influenza.

W. Q. Potter closed his wholesale store on Thanksgiving Day for the first time since its inception, to enjoy a brief outing in the country with gun and dog.

Wm. N. Brothers, for several years in the retail store of the J. M. Gasser Co., has taken a position with J. B. Keeler & Sons, Rochester, N. Y.

W. E. Cook, who had been ill with pneumonia at Newark, N. J., accompanied by Mrs. Cook, returned to his home here Dec. 1.

Club Meeting

The first meeting of the Florists' Club held in two months took place in the rooms in the Hollenden, Dec. 2, President Chas. J. Graham presided and Jos. McLaughlin filled the secretary's chair, owing to the absence of Secretary Walter E. Cook, due to illness. Previous to the regular meeting an executive committee meeting was held to formulate, in conjunction with Secretary A. J. F. Baur of Indianapolis, Ind., of the American Carnation Society, plans for holding here the annual meeting, Jan. 29 and 30, 1919. Chairman Knoble also held a meeting of the publicity committee for the purpose of completing plans for the December advertising. The soldiers' committee was instructed to send a letter with Christmas greetings to each local trade member overseas in the expeditionary forces and in the various cantonments.

Mr. Baur gave an interesting talk on matters pertaining to the coming convention. Incidentally he was elected a member of the club. E. Barnwater, of New York City, was also elected a member.

A letter was read from Theodore Wirth, of Minneapolis, Minn., asking assistance in the work of starting a convention garden for the S. A. F. and O. H. annual convention to be held here in 1920. The consensus of opinion of those present seemed to be against the proposition, as there was no suitable place which would do the project justice. Frank Friedley was appointed a committee of one to take care of the matter.

The committee on awards unanimously voted a certificate of merit to a beautiful pink seedling Carnation, No. 414, exhibited by Baur & Steinkamp, of Indianapolis. The vase was then auctioned off for $13 to F. C. W. Brown. The amount going into the entertainment fund for the Carnation convention.

The chair appointed the following on the American Carnation Society meeting: Carl Hagenberger, Frank Friedley, H. P. Knoble, R. P. Bryden, Jos. McLaughlin and C. E. Russell. The attendance was large and enthusiastic and the meeting was thoroughly enjoyed.

Large Business Changes Hands

Albert B. Barber has severed his connection with the Jones-Russell Co., of which he was one of the original incorporators, and has purchased the interests of that concern in the Park Flower Shops of Cleveland, Akron and Youngstown, Ohio. Mr. Barber, whose former home was at Beloit, Ohio, is well and favorably known throughout the local

Albert B. Barber
See text

trade, and is a young man of rare business capacity, from whom, we dare prophesy, much will be heard in the future.

The Park Flower Shops, of which Mr. Barber is now sole proprietor, are a unique enterprise, operated at a slightly reduced margin of profit based on quantity sales. They are always located in congested sections tapping vast crowds, and make a strong appeal to the transient public by the prominent display of an immense supply of stock. Dealing is eminently fair, with a view of making each purchaser a permanent patron. Supplies are secured by a single purchasing agent in the local as well as distant markets, and forwarded to the point needed; which, together with a cash business requiring little bookkeeping, constitutes the strictest economy in operation. The plan is an excellent one and capable of great development. The Park Flower Shops perform a great function for the trade in general; out of the raw material they create permanent flower buyers. The heartiest congratulations of his fellow tradesmen are extended Mr. Barber in his new venture.

J. McL.

Columbus, O.

Now that 'Mums have cleaned up, stock is again very scarce. This Thanksgiving Day most of the florists were unable to obtain extra stock of any kind. The main shortage was in large 'Mums; the few in the stores brought from $6 to $10 per doz. Without special advertising plenty of orders came in, but many had to be turned down or other stock substituted. Some of the florists had to refuse even funeral work on account of not having stock. They are all wondering what they will be able to get now in cut flowers, as appearances are that Roses and Carnations will be extremely scarce during the next few months. Moreover, most of the florists secured only a small part of their French and Dutch bulbs. Pot plants are selling well, but it looks as if there would be a stortage of these also for Christmas.

Walter J. Engel, who has been ill with influenza, has now recovered. W. J. E.

Kalamazoo, Mich.

Holiday "Most Satisfactory"

Business for the first holiday of the season proved to be most satisfactory, the weather being bright and cheerful right up to the day itself, so that there is no doubt that all sales expected were realized at prices that should be satisfactory to the retailer. Roses were quoted at $5, $4, $3 and $2.50 per doz. Carnations $1.50; Violets 50c. per bunch Sweet Peas 50c.; 'Mums $1.50 to $4 and apparently there was little left on hand for the morning of Thanksgiving Day. However, as the morning of the holiday was very windy, with heavy rain there was little store business done except over the 'phone.

Shipping business was brisk all the early part of the week, with a reasonable amount of stock available. 'Mums were about cleaned up by Thursday, so that there will most likely be a bare market for a few days.

The prospects seem to be good for the maintenance of a fairly good price list as there is no likelihood of any large crops of either Roses or Carnations till the New Year is a few weeks old, and therefore a snappy market seems assured. Inquiries among the retailers indicate that while business is satisfactory on the whole, there is no great enthusiasm among flower buyers, so that it is as well that greater supplies are not in sight. The opinion prevails here that business will develop steadily right along without any great or sudden changes.

The fixtures and supplies on hand, as well as the book accounts of Smith the Florist, were put up at auction on Nov. 27. What resulted therefrom I have not yet been informed. S. B.

Indianapolis, Ind.

Thanksgiving Day trade was fully up to expectations in most quarters, though a large portion consisted of funeral work. Prices were the highest in the history of the trade for this holiday, 'Mums retailing from $3 to $12 per doz.; Carnations $1.50 to $2 per doz; Roses $2 to $9 per doz.; and Violets $2 to $3 per 100. The supply of flowers was far from adequate, so scrambling for stock was common. Good Carnations in particular were scarce at $5 to $7 per 100. Roses wholesaled at $5 to $20 per 100 with the exception of Russells at $10 to $30 and American Beauty at $1 to $60. 'Mums netted the growers $2 to $5 per doz. A noticeable incident was the fact that people from all walks of life participated in the buying.

Many ferneries and indoor boxes were brought in for filling; corsages were more in evidence and the number of centerpieces all showed that people who had left off buying on account of the war have resumed. Lilies are generally easy during the Chrysanthemum period, but this year there has been a lively demand for them. Some brought as high as $3 per doz. wholesale during Thanksgiving week. Potted plants have been selling better than for some time, but the supply is hardly up to the stand or other years.

Business Brevities

J. C. Nielsen, representing Poehlmann Bros. Co., is booking trade in this vicinity.

The family of Henry Rieman which has been sick with influenza has been reported as much improved.

Henry Muerdter has accepted a position with Bertermann Bros. Co.

E. A. Nelson has been cutting late Asters, the last of which were disposed of this week. He says business has been good this Fall.

Earl Mann, of Richmond, Ind., was a recent visitor. Business at Richmond was the best ever through October.

F. T. D. orders during the Thanksgiving period were far ahead of last year. The outlook for the holidays in this line is promising. I. B.

(*For other Western cities see pages* 922 *and* 923)

Pansy Plants

Of our "well-known strain," none better. Extra large, flowering and fancy colors. Strong, stocky plants 50c. per 100, $3.00 per 1000.

Hardy Perennials

HOLLYHOCKS, double, in colors; GAILLARDIAS, COLUMBINE, SWEET WILLIAMS, FOX-GLOVES, SHASTA DAISY, HARDY PHLOX, HARDY PINKS, COREOPSIS. Strong seedlings, 50c. per 100, $3.00 per 1000.

DAISIES (Bellis) Monstrous, pink and white, also Longfellow and Snowball. Fine, strong plants, $3.00 per 1000.

CINERARIAS. Giant Prize strain, in 2¼-in. pots, $3.00 per 100.

SNAPDRAGON. Keystone, pink, white, yellow. Out of 2¼-in. pots, $2.50 per 100.

DOUBLE SWEET ALYSSUM, Winter-Flowering FORGET-ME-NOTS, DBL. PETUNIAS and GERANIUMS. Strong, out of 2¼-in. pots, $2.50 per 100.

Parsley Plants

Fine Curled, $2.50 per 1000.

Lettuce Plants

Big Boston and Grand Rapids. Strong, $1.00 per 1000, $8.50 for 10,000.

J. C. SCHMIDT

BRISTOL, PA.

When ordering, please mention The Exchange

PRIMULA

Obconica Giant and Grandiflora. Mixed also, Apple Blossom. Extra fine stock. 2-in. $3.00 per 100, $25.00 per 1000.

SMILAX. 2-in. $2.00 per 100.
ROSE GERANIUMS. 2¼-in., $2.50 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
HELIOTROPE. Blue, 2-in. $2.00 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
DAISIES. Snowball and Longfellow. $2.50 per 1000. Single White, R. C., $1.25 per 100; 2-in. $2.50 per 100.
FEVERFEW Gem. 2¼-in., $2.50 per 100.
TRAILING LANTANA, R. C. $1.25 per 100.
WEEPING LANTANA, R. C., $1.25 per 100.

Cash

Byer Brothers
Chambersburg - - Pa.

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The National Nurseryman

The oldest and best established journal for nurserymen. Circulation among the trade only. Published monthly.

Subscription price, $1.50 per year; foreign subscriptions, $2.00 per year, in advance.

Sample copy free upon application from those enclosing their business card.

THE NATIONAL NURSERYMAN PUBLISHING COMPANY, Inc.
Hatboro, Pa.

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½ oz. 75c.; 1 oz. $1.50; 4 oz. $5.00.

PANSIES

Giant Superb. Finest Mixture. Strong, transplanted plants, $1.25 per 100, postpaid.
Cash with order

E. B. JENNINGS, Box 25, Greens Farms, Conn.

When ordering, please mention The Exchange

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Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. Ophelia and Mrs. Russell, own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

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Fishkill, N. Y.

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We have commenced propagating. Our stock is fine and we have large quantities of the following varieties:

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Matchless	Enchantress Supreme
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Rosalia	Benora
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CRYPTOMERIA Japonica

(JAPAN CEDAR)

2-in., for growing on, $7.00 per 100.

BOSTON YELLOW DAISIES

2-in., $3.00 per 100.

DRACAENA Indivisa

Extra good, 2-in., $2.00 per 100.

GERANIUMS

S. A. Nutt, Jean Viaud, and others, 2-in., $2.00 per 100, $20.00 per 1000.

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POITEVINE and RICARD.....$17.50 per 1000

Ready now: PLUMOSUS, fine stock, at $3.00 per 100, delivered free up to 4th zone.

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GERANIUMS

ROOTED CUTTINGS

All booked until December 1st

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LANCASTER, PA.

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GERANIUMS

ROOTED CUTTINGS

All booked for November and December

PETER BROWN
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New Rose Premier

The novelty of great promise for 1919. Order now to get early delivery. Own root, $30.00 per 100; $70.00 for 250; $125.00 for 500; $250 per 1000. Add $5.00 per 100 for grafts.

COLUMBIA

A rose which has made friends rapidly and is in strong demand for planting the coming season. $17.00 per 100, $150.00 per 1000. Add $5.00 per 100 for grafts.

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SIM'S HYBRID YELLOW PRIMROSE $8.00 per 100, $75.00 per 1000.

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BULBS GLADIOLI. A full list of new and standard sorts. CANNA ROOTS. All of the good commercial varieties. ANEMONES, RANUNCULUS and colored FREESIA; white, pink and blue Romans. Prices on application.

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BIRD'S NEST FERN. Heavy 3-in. per doz., $20.00 per 100.		$2.50
KENTIA Belmoreana. Extra strong 2½-in.	Doz. $1.50	100 $12.00
3-in.	2.75	20.00
4-in.		40.00
LATANIA Borbonica, 5-in., 15-in. to 18 in. high		70.00
DRACÆNA Sandersoni, strong 2½ in. pots, 8 in. high		20.00

FERN SEEDLINGS (ready for potting)	100	1000
Assortment of 12 best sorts	$1.50	$12.00
2¼-in. pots of above	5.00	40.00
3-in. pots of above	10.00	90.00

	100	1000
BOSTON COMPACTA Runners, good value	$3.00	$25.00
BOSTON, HARRISII and Teddy Jr., 4-in.	25.00	

	Doz.	100
ADIANTUM FarleyenseGlori-oso. Strong 2½-in. pots	$1.75	$12.00
CIBOTIUM Schiedei, heavy 3-in. plants	5.00	40.00
4-in.	9.00	70.00
COCOS PALMS, 2½-in.	1.50	12.00
3-in.	.25 each	

MISCELLANEOUS STOCK

ASPARAGUS	100	1000
Plumosus seedlings		$9.00
Plumosus 2¼-in.	$3.50	30.00
Plumosus 4-in.	10.00	
Sprengeri 2¼-in.	3.50	30.00
Sprengeri 4-in.	10.00	
FUCHSIA Little Beauty 3½-in.	10.00	90.00
Assorted 3½-in.	9.00	85.00
Assorted 2-in.	3.00	25.00
MARGUERITES, rooted cuttings	1.50	12.50
(white) 2-in.	3.00	25.00
(white and yellow) 4-in.	10.00	90.00

	100	1000
CYCLAMEN (strong) 4-in.	$30.00	
3-in.	15.00	
DRACÆNA Indivisa 4-in.	20.00	
LANTANAS, in bloom, 3½-in.	10.00	$90.00
SNAPDRAGON, Phelps' White and Yellow, Nelrose, Silver Pink, 2¼-in.	5.00	45.00
SMILAX (heavy stock) 2½-in.	3.50	30.00
ROSE GERANIUM, 2¼-in.	3.00	25.00
FEVERFEW Gem, 2¼-in.	3.00	25.00
GERANIUM Saleroi, 2-in.	3.00	25.00
PRIMULA Obconica, 2¼-in.	3.50	30.00

Cash or satisfactory references from unknown customers.

L. J. Reuter Co., *Plant Brokers*

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Moss Curled Parsley Roots

$3.50 per 1000. Cash.
Good, strong roots

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REX BEGONIAS. 2¼-in., $8.00 per 100.
VINCA Variegata, 2-in. $3.00 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
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20,000 DRACÆNA Indivisa, well-grown plants, from 3, 3½, 4 and 5-in. pots, at $4.00, $8.00, $10.00 and $15.00 per 100.

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Easily Mended with
Pillsbury's Carnation Staples
No Tools Required

"I have tried different kinds, but like yours best."
Llewellyn, Florist.

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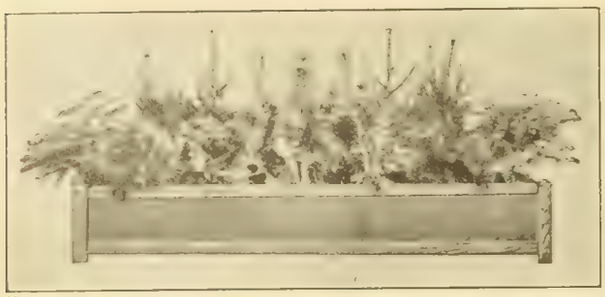

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Especially Grown, Bushy, Symmetrical Stock

Assorted Varieties, $9.50 per 50, $18.00 per 100.
Assorted Varieties, (Extra select balled plants), 50c. each, $5.00 per doz.
Picea Canadensis (Black Hill Spruce), extra bushy, 12-18 in. balled, 50c. each, $5.00 per doz.
Pinus Mugho (Dw. Mt. Pine), bushy, 6-10 in. balled, 50c. each, $5.00 per doz.
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Miniature Xmas Trees

Well formed, thrifty, shapely stock

1-1½ feet ..... $10.00 per 100
1½-2 feet ..... 14.00 per 100
2-3 feet ..... 22.00 per 100

Evergreens for Tubbing

Owing to scarcity of Boxwoods, Hardy Evergreens will be largely used in their place. We have prepared a very complete line at attractive prices.

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Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

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70 Years — 1000 Acres

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Complete assortment in large and small sizes. Price list now ready

The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill.

Evergreen Specialists
Largest Growers in America

A Word from Holland To American Importers

Recent cable advices from our home office at Boskoop, informs us that the folks at home are ready to accept orders for Holland-grown nursery stock, and anticipate no difficulty in shipping during the coming Spring.

We can furnish reasonable quantities of

Rhododendrons, Buxus, Japanese Maples, Retinospora, Juniperus, Thuya, Spruces, Clematis and Dutchman's Pipe

In fact, we will be able to supply nearly all of Holland's Specialties.

We have not lacked for labor in our nurseries, therefore the stock has been properly cultivated and kept in the very best condition, and your orders will be filled from this superb stock. Send us your want list for quotations.

Our Wholesale Catalogue is now in process; a copy will be mailed on request.

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(OF BOSKOOP, HOLLAND)
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When ordering, please mention The Exchange

Seasonable Offers — Stock Now Ready

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	Per 100
TAUSENDSCHON, XXX forcing grade	$28.00
EXCELSA (Red Dorothy Perkins), XXX forcing grade	22.00
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HOWARD ROSES — Own Root — Desert Climate Grown — HEMET, CAL.

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EXPRESS
WINTER SHIPMENTS
HOWARD ROSE CO., Hemet, Cal.

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Barr's Choicest Trees

AMERICAN LINDEN	1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE	1½-3-in. Cal., 12-15-ft.
AMERICAN ELM	1½-3-in. Cal., 12-15-ft.
PIN OAK	1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

B. F. BARR & CO.
KEYSTONE NURSERIES LANCASTER, PA.

TREES
Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

The Bay State Nurseries
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SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

P. Ouwerkerk

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JUST RECEIVED FROM OUR HOLLAND NURSERIES

Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts

PRICES MODERATE

When ordering, please mention The Exchange

California Privet

The Largest Stock in the World

BERBERIS Thunbergii

in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

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We are the Largest Growers of

Roses—Portland—Roses

Superior Quality—Choice Varieties—Sell better—Grow better

Ask for price lists. ORDER NOW

MOUNTAIN VIEW FLORAL CO.
PORTLAND, OREGON

Clematis Paniculata

	Per 100
3-years, fine	$15.00
2-years, heavy	9.00
2-years, medium	7.00

LITTLEFIELD-WYMAN NURSERIES
No. Abington, Mass.

When ordering please mention The Exchange

PIN OAK, (QUERCUS PALUSTRIS)

IN ALL SIZES

FRAXINUS Americana (White Ash), in all sizes.
ULMUS Monumentalis (Cornish Elm.)
POPULUS nigra fastigiata (Lombardy Poplar.)

Ask for our prices before ordering.

Audubon Nursery, Lock Box 818 WILMINGTON, N. C.

Privet and Berberis

LARGE STOCK FOR FALL

C. A. BENNETT
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ROSES • CANNAS AND SHRUBBERY

Write for Price List

THE CONARD & JONES CO.
WEST GROVE, PA.

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HEADQUARTERS
for California Privet *and* Berberis Thunbergii

Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery

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NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Reconstruction—Our Part in It

But a few short weeks ago the paramount business of this country was war and the sanguine determination to win it. Men and women in all walks of life had this one end in view and all strove to do something that would bring about the desired consummation.

Now that the war has been won and the high seat of autocracy overthrown, the one word that is finding expression is "Reconstruction." As with a ship in rapid motion there is the wake; a well defined line of foam. So in the wake of war there is desolation and devastation.

Through word pictures of war correspondents, by actual photographs in our magazines and on the screen, we are shown what has been wrought by an unscrupulous enemy whose creed is that the end justifies the means. In these pictures we have beheld beauty in ruins; the beauty of architecture, of home surroundings and civil life. More than this, we have seen the beautiful trees of the woodland, the field, and the roadside mutilated or razed to the ground and what was once a charming landscape has been transformed into a dreary waste by the hand of the spoiler.

With the land re-won and in the possession of those who love it (because it is home) comes that desire for reconstruction. In this great work of restoration, we, who are in horticultural pursuits, have just as important a role as the architect, the builder and other kindred workers; for as the rebuilding of towns and cities is of great consequence, so of equal importance is the replanting of the laid-waste lands with health-giving trees.

Before trees can be planted, they have to be grown and in this American nurserymen will have a share. At this time of the year, perhaps, more than any other, the importance of saving seed of our forest trees appeals to us as a very vital point to consider. Devastated France and Belgium will require millions of trees to re-forest the dismantled sections of the country and the one way that is both economical and effective is the supplying of seeds and seedlings of the various forest trees, most of which are adapted to that part of the world.

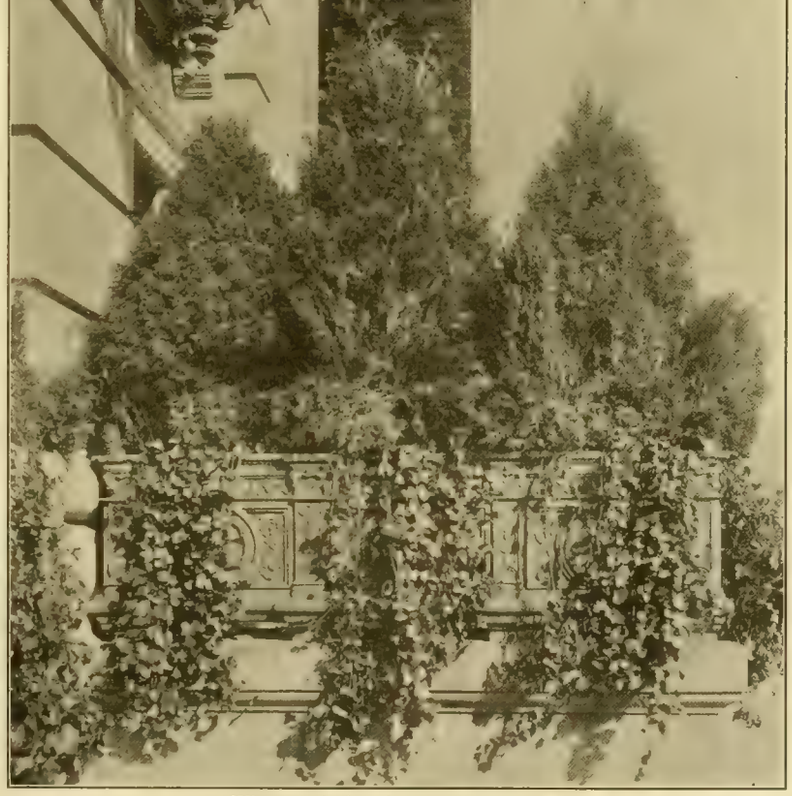
The nursery seedsmen who have been watchful of events and have laid plans accordingly will now find the door of opportunity open to them in this very matter of tree seeds. Many of our best woodland trees mature their seed in the fall and if collected and carefully handled are available for sowing in the spring. Such are: the Red, Scarlet, Pin and Black Oak, Sweet Gum, Tulip tree, Locust, Kentucky Coffee, Hickory and Black Walnut. To these may be added many other ornamental trees, native and others, whose fruits are ready for collection at this time and earlier.

We call to mind our native Thorns, such as Cratægus coccinea, C. cordata, Crus-galli and others of that genus; also Halesia tetraptera, Styrax japonica, Cornus florida, Magnolia acuminata, Magnolia tripetala, Catalpa bignonoides and C. speciosa. For all of these and many others there is a call and a use in the re-making of forest, of woodland and of sylvan glade which are sign posts of health, wealth and beauty.

EDWIN MATTHEWS.

Winter Window Boxes

The accompanying illustration shows an excellent example of a well-filled concrete Winter window box at the Plaza Hotel, New York City. The material used is Retinisporas and English Ivy. Such window boxes undoubtedly add to the attractiveness of a hotel or other building and have a distinct financial value, greatly in excess of their small cost, since they undoubtedly increase the desirability of the premises.



Winter window boxes are in order

Home Grown vs. Imported Plants

The merits of both and what Plant Exclusion means to Florists, Nurserymen and the American Public

By SAMUEL NEWMAN BAXTER

With the Federal Horticultural Board's ruling prohibiting the importation of certain plants America's prospect of continuing to import plants as extensively as in the past appears slim. The war has curtailed the supply, but the embargo will discourage, if not prohibit many Americans from "Saying it with Flowers;" at least with their favorite flowers. Of course we can change our flowers, and even though all the florists and nurserymen were to retire from business we could still express our sentiments with the flowers of the field in Summer and, possibly, Pine cones, ferns or dried grass plumes in Winter. But why this test of our resourcefulness? Our adaptabilities? Why the sacrifice? Especially if it means expensive experimentations and higher prices.

The enactment of this embargo is surely not a question of stifling undesirable foreign competition that American labor may receive the preference, because American nursery labor is amply occupied in "growing on" much of the imported stock which comes to us in the seedling or cutting stage. In fact, much of the stock offered today by our nurserymen was "born" on the other side. As for the embargo, as a precautionary measure in preventing the entrance of injurious insect pests into this country, it does seem that a less drastic method could well have been invoked.

Does home grown stock suffer by comparison with the imported? "Yes" and "No," depending upon the class of stock compared. Rhododendrons and Azaleas, grown here, are acclimated and more dependable than the imported yet the latter for forcing purposes, are as good if not better, and their price is certainly more attractive. Foreign evergreen seedlings and rooted cuttings of trees and shrubs will, as a rule, compare favorably with those of American propagation. If price in this case is the determining factor the imported plants will be given the preference, yet many may prefer to pay more to get home grown stock. Imported Box bushes have a lustre and freshness lacking in American grown, yet the latter are more desirable for those who buy for permanent lawn specimens where the climate is too severe for newly imported plants. Large deciduous trees from Europe may not be as bushy or well furnished as American grown, but their heavy, straight stems could not be produced as quickly or cheaply in this country and, after being planted out here in the nursery, soon form a well branched head. The showy flowering Magnolias, now imported with a ball of earth about the roots, and which come under the ban, can be propagated in this country, but the process is slow and inadvisable when the plants may be imported more cheaply. Think of that famed avenue of Magnolias in Rochester and the thousands all over the country which delight us each Spring with their bloom, all of which came to us from overseas.

Low prices—the reason for which, from the standpoint of a Holland grower, is given in THE FLORISTS' EXCHANGE of August 10, 1918—has possibly been the dominant factor in building up the importing business for plants which could be propagated here. It relieves our nurserymen and florists of expensive and often slow propagating methods and the American public profits by the lower prices.

Then there is that class of plants the propagation of which is not regarded as feasible, or at least seldom practiced in this country, *i. e.*, Acacias, Araucarias, Ericas, Bay trees, etc. Unsuitable conditions is the reason ascribed for inability to produce this stock here. Necessity is indeed the mother of invention and possibly favorable conditions could be created or found in some parts of our broad country, but only at a far greater expense which growers would hesitate to incur with the possibility of the higher price killing the demand.

Should the public be obliged to pay extra just to prove that certain plants now imported could be grown here when Europe, by reason of more favorable growing conditions and skilled gardeners practicing intensive methods of growing, can furnish us with plants at much cheaper rates? Incidentally, a "skilled gardener," a propagator, threatens to become a lost vocation in this country if one may judge from present day conditions. We're not turning them out!

And so, to summarize our subject and justify the title, American grown stock is better in most instances in that it is acclimated and vicissitudes and uncertainties of an ocean voyage are obviated, but in the exceptional cases of the socalled florists' flowering specialties and ornamental plants the imported stock could be grown in this country only at prohibitively higher prices, if at all. The florists will be deprived, at least at reasonable prices, of many specialties now popular with the public. The nurserymen will go into the propagation of plants heretofore imported, except the more difficult sort which few will undertake to experiment with because of the lack of facilities and the uncertainty of finding a sale at the inevitable higher prices. And the public—as usual will be "long suffering." An Easter Rhododendron or Azalea will cost three or four times the present price. The florist will be under suspicion of profiteering and the floral menu will be reduced and assume a "war bread" aspect.

Elsewhere find article "Memorial Trees for Central Park, N. Y." Nurserymen should be leaders in this great National movement; it is theirs by right.

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

Why are coins made round? asks a correspondent. They are made that shape, of course, so that they may circulate freely. Banknotes, on the other hand, are rectangular, in order that we may square up large accounts with facility.

Our Lancaster correspondent sends us a copy of a letter mailed to Hon. W. G. McAdoo requesting acceleration of express shipments of plants and cut flowers during the holiday season. Similar letters might well be sent by other florists' clubs. See Lancaster news letter.

Letters to members of the American Expeditionary Force will not be sent forward unless the envelopes bear the return address of the sender. The instructions should be fully carried out, as it will enable the letters to be returned to the senders in cases where the persons addressed have been returned to the United States.

W. E. Wallace & Son, famous Carnation raisers, write us they will be delighted to see any American or American soldier florist who may honor them with a visit. They add that their firm has had the honor of giving many boxes of Carnations to the sick in American hospitals and to the Eagle Hut in the Strand. W. E. Wallace expects to cross to this side next Spring. The address is: The Nurseries, Eaton Bray, Dunstable, Beds, England.

Suitable and Unsuitable Memorial Trees

While THE FLORISTS' EXCHANGE respects the patriotic intentions of the New York City Park Department to honor the memory of our soldiers and sailors who paid "the last full measure of devotion" in the great war by planting 40 American Elms in Central Park, we regret that this species of tree should be the one chosen. The Elms planted years ago in this same park have mostly died because of insects, diseases, smoke or plain neglect. Therefore, why not choose a more permanent, healthy and resistant species? Among as typically American trees as this Elm are Pin Oak, Sycamore and Beech, each of which is long lived, clean, free from insects and disease, capable of withstanding smoke and beautiful at every season of the year, even in Winter when bare of leaves. We, therefore, suggest that one or other of these species be given the preference wherever the memorial tree idea is adopted.

In our issue of Oct. 5, page 542, we stated editorially:

"While it is quite possible that it may take until late in 1919 to conclude the war in the only manner in which it can be concluded, that is decisively and on our own terms, the end seems to be coming nearer and it may come sooner than expected. Who knows? Just now, the decision for a quick peace is in the hands of the German people themselves. If they arise in their might and rid themselves of the military caste which has so long ruled them with a rod of iron we might see peace by Christmas."

Naturally optimistic, the editor at the time did not think it advisable to say more than he did say, but the belief was strong within him that Marshal Foch at that time was after something substantial and which he felt was getting well within his grasp. From what has appeared in print since then it is manifest that had the German people not seized upon the suggestion of an armistice the way they did, it would have taken but a few days or weeks longer for the Marshal to have completed his disposition of the forces at his command which would have brought about practically either surrender or annihilation of the enemy forces.

Letters and Post Card Rates Reduced

The Senate Finance Committe has reduced the rate of first class letter postage from 3c. per ounce or fraction thereof to 2c. and the rate on postal cards and private mailing cards from 2c. to 1c., this reduction to take effect July 1, 1919.

All Coal Restrictions Withdrawn

Commencing with Dec. 2, all coal restrictions imposed by the Fuel Administration upon the florists were removed.

From this we gather that the florists have the opportunity to buy anthracite, as there is no order standing against it; at the same time it is feared that anthracite will be a short commodity all through this Winter. Some 700 anthracite miners were to be released this week from the various home camps, so as to immediately get back at work in the mines, and doubtless other releases will follow as quickly as possible.

Window glass and clay product materials were also fully released, so that greenhouse glass and flower pots will likely be found freely upon the market, although in all likelihood these will be held at a much higher price than before the war.

Give Them Their Daily Bread

We made a statement in these columns but a few short weeks ago to the effect that immediately the war closed we would be called upon to feed from 200,000,000 to 300,000,000 people in Europe. At this day and from all facts obtainable, it would seem that in that prognostication we were not far from the facts. It is today said that there are 200,000,000 hungry people there now, and that among others we are called upon to supply food to Belgium, northern France, Serbia, Rumania, Montenegro, Poland, Russia and Armenia, additional to which it is more than likely we will have to supply food before long to Austria and parts of Germany. It is reported that contracts have already been made to ship 20,000,000 tons of food overseas. Housewives are asked to give greater thought to the matter of food economy even than as practised during the war. This for several months to come. The food situation, summed up, means that in the United States there must be no waste.

Quoting from Mr. Hoover:

"The determining factor for the success of such an enlarged appeal will be the vivid consciousness in every individual of obligation and opportunity. Such an intelligent 'world conscience' in the American people must be the main dependence of the stricken countries of the world until normal conditions are once more restored.

"America by her participation in the war has established the foundations of government by the people throughout the enemy countries, and this is the real bulwark of world peace. No government nor nation can stand if its people are starving. We must do our part if the world is not to be consumed in a flame of anarchy."

Argentina, India, Australia and Canada will also draw on their stores and give of their savings, but the resources of the United States are so much greater that our own people will be called upon to play the leading part in relieving the food necessities of these European peoples. We have been saving food to win the war and must now save it to keep nations alive that they may know happiness and prosper in the new era in which war is to be abolished.

No more food will be lost through the sinking at sea by submarines of food ships, and soon as the next harvest can be reaped the demands upon our own resources will have immediate relief.

Reconstruction and Re-education of Disabled Soldiers

On a high ridge skirting the western boundary of the city of New Haven, Conn., overlooking the city and harbor, is located the United States Government Hospital No. 16, devoted to treatment of tuberculosis patients from the Army.

A visit by the writer to the hospital and a talk with Captain Frank A. Waugh, Chief Educational Officer, brought out the following facts, which are especially interesting in their connection with horticulture:

Rehabilitation work will be carried on in fifteen general hospitals throughout the country. Vocational reeducation is under the authority of the Federal Board of Vocational Education. The New Haven Hospital not only conducts the physical reconstruction of disabled soldiers but gives them a vocational education and technical training in lines in keeping with their physical capabilities.

When play and work and study will help a man get well, this is the kind of medicine that is prescribed. The training given is such that a man can earn a good living after his discharge from the hospital.

Naturally, outdoor work is the most beneficial, as well as the most attractive to convalescents. During this year gardening in the hospital grounds was carried on extensively, the work being done by the patients with great enthusiasm, and it was frequently necessary to check them to prevent them from overworking.

It was hoped that the Government would sanction the erection of a greenhouse this Fall, so that horticultural work and plant propagation under glass could be taught, but this permission has not yet been given.

The question now is: "Will the growers and greenhouse men be able to take on these young men and give them suitable employment after their discharge from the hospital?" There is no doubt that the training they receive will thoroughly fit them for horticultural work and while it does not devolve upon the hospital to find these men positions, but rather upon the employment bureau of the Federal Board of Vocational Education, the hospital authorities, nevertheless feel that they would like to be reasonably sure that they are going in the right direction in training these men along the lines of industry mentioned. The opinion of horticulturists will be of real value in this matter and those in position to offer employment would be rendering a commendable service in giving their opinions through the columns of THE EXCHANGE.

WILLIAM J. RATHGEBER

Remission of Restrictions

Have our readers noted the difference between the announcement of the removal of restrictions and the announcement of their imposition—that is, the amount of newspaper space required in each case. Details of restrictions often occupied columns of explanatory text—a paragraph is all the space required to announce their annulment! The text of the latter calls for no amplification. As we go to press scarce a month will have elapsed since the signing of the armistice, yet in that brief time practically every bar which tended to impede the lines we represent has been let down, until today every wartime restriction has been remitted.

We are in the condition of a patient who has had a severe illness but who is now convalescent. Provided he takes proper care of himself he is allowed to go freely about his daily business, but he has to bear in mind, and in fact is hourly reminded of it, too, that he is not quite as strong as he was before he was taken down, and that he has to proceed with circumspection in his daily walks.

So it is with all our industries. We are free to go ahead and restore business to normal, but this restoration must be done using due discretion. Money is much cheaper than it was even two years ago, and on that account commodities are bound to remain higher in price, as also labor. As a preliminary to restoration, growers should have and, in fact, must receive more money for their products.

The Small Florist vs. a "Florist Trust"

Conditions seem ripe, says a correspondent in another column, for the formation of gigantic corporations to produce plants and flowers in specially favored sections of the country. The small florist may therefore well ask, "What is to become of me? If these great concerns, by choosing ideal soil and climates, by using the highest productive and manufacturing skill in a wholesale way, and by employing modern methods of transportation and marketing, place their product in the market at perhaps far lower cost than I can realize, I'll be forced out of business."

Doubtless such corporations, ably handled, would be able to undersell and even might continue to sell at a loss until the small local men would be "frozen out." If such concerns were formed they would likely practice the tactics of other trusts successful in their respective lines. It seems safe, however, to say that only those men who produced stock inferior to that of the corporation, who really did not know the costs of production and sale, and who failed to practice uptodate methods of advertising, would suffer seriously, at least in the cut flower if not also the ornamental plant line.

With such perishable products as these, especially cut flowers, it would seem that the local florist should be able to hold his own in spite of corporation competition. First his stock could and should be freshly cut and second, he would normally be more personally interested in his patrons than would a corporation's salesman. This sort of thing has already been proved in the "chain" stores in other lines of business. For each such store manager or salesman who is genuinely interested in the customer there are several times as many who are not. The result is that in every town and city where "chain" and corporation stores are established there are also private stores which do a business profitable in proportion to the acumen, the personality and the enterprise of the proprietors.

We, therefore, believe that while such florist corporations may become an actuality in the near future, the florist who watches his costs and who insists upon making a reasonable profit thereon, who has the three qualities just mentioned, and who "delivers the goods" has still a fair chance to secure his full share of business, the volume of demand being increased (even for the outsider) through the liberal advertising which a big corporation would feel it incumbent to undertake.

The Florist Business in War Times *

By J. Otto Thilow

The florist business in war times, whether active or dull, is no guide for future planning or preparation for times of peace, unless the strain is felt through loss or buoyancy enhanced through victory.

During the period of the Civil War of '61 to '65, I was located in the most strained quarters of the Southern States: viz, Richmond, Va. During that period the florist of those days knew little of forcing houses, or the production of flowers in quantity, save the once famous Camellia Japonica and Stevia serrata, grown in pots.

As the conflict continued four years and under strained conditions the florist was much in obscurity. Decorations were confined to funeral work, and to the social events among the then wealthy. As the years went on to the ending of the conflict and a vanquished South, thoughts were not directed to a speedy return to prosperity. But in the course of half a decade reconstruction and rebuilding awakened the people from their despondent lethargy, partly forced by markets opening for the southern products, Cotton and Tobacco.

Revival of Business in the South

The florist business was inactive, but with the trend of commercial growth and the remaking of the South, the boom was as much delegated to the florist as to other commercial lines. The steady growth of new methods, modern houses and equipment, placed Richmond in the forefront of the business in the South. In 1910 records show that there were about 700,000 feet of glass area, and a corresponding high grade of trade. Up to the time of this reconstruction the influence of the war upon the people was not hopeful, depression lasted a long time. As soon as the florist found that his business was a factor he began to advertise. This was long before the advent of the slogan, "Say it with Flowers."

During the Spanish-American war the business within the borders of the United States remained as active as at other times. The scene of action was in Cuba, the Philippines and other remote places. The only pressure brought upon us was a slight form of taxation. Not enough of our man power was taken from our population to make a perceptible difference in our operations. The war being of short duration, the effect was not marked. Therefore, we cannot draw any comparison as the business, unhampered as it was, made its usual stride in both construction and expansion.

Great War Rulings and Their Effect

Many problems have confronted us during the war just closed. We are still seriously under the pressure of those times. Our business was interrupted by Government rulings, such as the calls for our working forces for military purposes, the limited coal supply, and transportation restrictions. Many florists who feared the worst felt that they must close down for the coming Winter. Besides the Government restrictions the country had to face the recent epidemic, which, however, fostered sales of enormous quantities of flowers for funeral purposes. Many customers entered florist shops for the first time, otherwise they would have considered flowers a luxury as against the needs of the Red Cross and other benevolent organizations, whose functions are to alleviate sufferings of war.

While labor conditions are, by no means settled—their being less than 50 per cent. of efficient labor obtainable—florists have learned many points of efficiency in curtailing expenses, some thought impossible until tried. Construction was unthought of, except for repairs which are necessary. Knowing the value of material, florists constructed only to the extent that high labor cost and their working ability permitted. They will thus be better able to cope with the periods of business slumps which often come after war, or during peace times. These are called financial crises.

Have the strain and requirements of curtailing voluntarily the Government demands taught as the lesson by which we can profit? I am of the opinion that the majority of florists have, in their operation, noted many points never resorted to before. These will ultimately be a source of saving and profit.

The awakening of a consuming public, after a period of depression when all energy and time has been directed to war needs, will demand greater intensity, the florist business being fostered by the liberal patronage of the public, especially the leaders of benevolence and patriotism will profit to a large extent. People have not thrown aside their interest in floriculture. They will again turn to their surroundings and work among and talk to their garden pets, as well as adorn their homes with ornamental plants. Even those who have suffered losses, will not harbor their sadness, except with a sorrowing pride. They will not forget nature's product. It is food for the soul. The liberal patronage upon the return of order out of chaos will enhance the florist business as much as in any other line.

The florist who depends on his glass and heat is not alone in this disturbance. The nurseryman also feels the loss of trade severely, if he has been importing, whether outside stock or stock for under glass, he has been restricted likewise. Operations have been latent. But the same spirit that dominates the home interior and all social functions, is also a factor for the home environment. The grounds of the established estate and those of new operations for new homes all will need the attention of a horticulturist, so the awakening comes to all alike.

Gains Follow Losses

During the past two years losses have been many, both on account of war and plague; even now the prospects are not altogether promising. We must reflect upon the losses our horticultural brethren have borne abroad, those who have seen their establishments shattered by shot and shell, their all, even their families, torn and vanished. What must be their hope and prospect? The interdependence of man so clearly manifests itself from this conflict, that the work is united as never before.

As a nation, we have given much, so great good must come from our sacrifice. In the South the reconstruction lasted for many years, because the Southern struggle failed, but in this great war, now hopefully finished, our land is yielding in greater abundance and thousands who knew not what labor means are now enjoying the bit they can do to encourage mother earth to double her yield. What man power did before we entered the trouble has awakened the prosperity of this land, not menaced by the encroachment of the enemy. With new vigor and determined spirit to meet the new era and dawn of prosperity, we must not forget that peace has come to all, and victory to us.

* Synopsis of an address delivered before the Florists' Club of Philadelphia, December 3.

Second Class Mailing Rates to be Reduced

Under the proviso of the first war revenue act which became law in 1917, the newspapers of the country entered as second class matter which, for ages past had been mailed at the rate of 1c. a pound, were placed in the same distance zones as governed the mailing of parcel post packages. Graduated postage rates from the first to the eighth zones were fixed—one rate for reading matter, a higher rate for advertising. These charges were to be increased annually for four years at which time they reached their maximum. The advertising section then in the eighth zone would have reached 10c. a pound. The rates went into effect July 1, 1918.

Even under the first year's term they are proving considerable burden to the papers, not only through the increased rate which they (the newspapers) are called upon to pay, but owing to the amount of bookkeeping necessary to be done with every issue in order to fix the zone, the number of copies to each zone, and the amount of charge for that zone.

None of the papers have increased their subscription price on this account so far as we know, all publishers evidently being of the opinion that the injustice of the enactment would be recognized sooner or later, and long before the oppressive rates would be put into force after the first year's mailing.

Consequently, the relief felt among all publishers has been great this week through the knowledge that by unanimous action of the Senate Committee on Finance, the old mailing rates have been practically restored all along the line, to take effect July, 1919, the highest rate mentioned being 1½c. a pound for all contents, whether advertising or reading, beyond the first 200 miles.

Quite naturally, the publishers hope that the House and the Senate will agree with the action of the Senate Committee on Finance, and thus put an end to what threatened to become an onerous tax which would have borne most heavily on long distance subscribers, as there would have been no escape from calling upon these to pay the extra postage. It would have been necessary for many of the papers to have added all the way from 5c. to 10c. per copy to the prevailing subscription rate.

It wis oor kettle—"Ill learn ye tae tie the kettle tae the dog's tail!" Tommy's mother yelled in her wrath. "It wasna' oor dog!" cried frightened Thomas. "Naw it wisna' oor dog," shrieked the enraged mother, "but it wis oor kettle!" —*Pearson's.*

Plant Exclusion

On Feature page (893) we give all available information to date relating to the enactment which is going to seriously affect the florists. Post yourselves.

Obituary

Mrs. Alonzo J. Bryan

Mrs. Anna Bryan, 34 years old, wife of Alonzo J. Bryan, of Washington, N. J., died Dec. 1 at her home, 282 Washington ave., from pneumonia, following influenza. She was the daughter of Mr. and Mrs. Bryan Babcock and was born in Washington. In 1908 she was married to Mr. Bryan, besides whom and her parents, she is survived by two children, Mary Bell Bryan and Alonzo J. Bryan Jr. She was active in the affairs of the Methodist Church. The funeral, held on Wednesday, was conducted by Rev. J. E. Washabaugh, pastor of the Methodist Church, assisted by J. B. J. Rhodes, now of Long Branch, a former pastor of the church. Interment was in the cemetery at Asbury, Warren County.

John Henry Small

John Henry Small died on Dec. 2, at his late residence, 1117 Vermont ave., N. W,. Washington, D. C., aged 63 years. Although he had been in failing health for many months his death was not looked for, as he continued actively engaged in business affairs up to Friday before his death, on which day he appeared at his flower shop for the last time. Sunday his condition became serious and he died the following day.

With the passing away of Mr. Small the trade loses a foremost artist in his line. His work was always original, unique and artistic. His horticultural talent was inherited from several generations of ancestors; his father, John H. Small, the first, who died in 1909 at the age of 82 years, enjoyed not only the distinction of being the pioneer floral decorator of Washington, but to him belongs the honor of having brought about the use of natural flowers for table decorations in this country, after having persuaded the social leader, Lord Lyons, then British Minister at the Capitol, to discard the customary feather flower and wax fruit decorations for natural flowers. Mr. Small's paternal great-grandfather was the possessor of a nursery at Colnbrook, England, for many years, and his maternal great grandfather was a Welch authority on landscape work, serving the first Duchess of Marlborough in that capacity, while Blenheim palace was being constructed.

His firm has for years enjoyed the White House patronage, as well as that of dignitaries both in this country and abroad, and because of this patronage perhaps few other firms in the country received as much publicity as the Washington flower shop of J. H. Small & Sons. During Mr. Small's residence of forty years in the District of Columbia he took an active part in its business, civic and social life. His acquaintance with public men of several decades was a large one and numbered among his friends presidents, high officials of our own Government, as well as ambassadors and diplomatic representatives of many lands.

Mr. Small was the senior member of the firm of J. H. Small & Sons which was established in Washington by his late father in 1855. Today, in addition to their Washington establishment they possess one of the most distinctive flower shops in New York City at Madison ave. and 52d st. as well as a branch at the Waldorf-Astoria Hotel.

Mr. Small was a director of the Union Trust Co. and of the Farmers and Mechanics' Bank of Washington, D. C., and he was a past president of the Washington Board of Trade. He ranked high in local Masonic circles; he was a member of Washington Centennial Lodge, No. 14, F. & A. M., and in 1891-2 he served as its Master of Masons in the District of Columbia. He was the leading spirit in the conception, plans, location and erection of the handsome Masonic Temple at 13th and H sts. N. W., having served as president of the Masonic Temple Ass'n, which built it. Among the social organizations to which Mr. Small belonged were the Commercial Club of Washington, the Blue Ridge Rod and Gun Club, the Ass'n of Oldest Inhabitants, and as a member of the famous dining organization, the Gridiron Club. Mr. Small was responsible for the ever varied and impressive artistic floral effects which have been such a striking feature of the dinners held in the Capitol City.

Mr. Small is survived by his wife and by three children, Lieut. John Henry Small, Jr., U. S. A., Mrs. Paul Sleman and Mrs. H. B. Leary.

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker
FLORIST
Albany, N. Y.

The Rosery FLOWER SHOP
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley*
FLORIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.
HOTALING, *The Florist*
58 MARKET STREET
Satisfaction and personal attention guaranteed

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
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All orders will be reciprocated

Carbone
BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers
BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop.
Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
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LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc.
220 Washington St.
BROOKLINE, MASS.
Established 1886

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y. ESTABLISHED 1869
James Weir, INC.
324 Fulton Street, Our only store

Wilson FLORIST
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Main Store:
3 and 5 Greene Ave.
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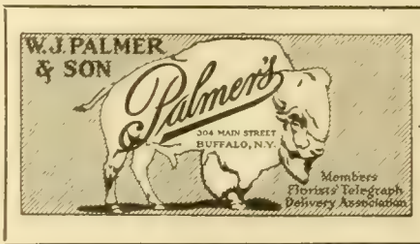
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different



Scott the Florist
Buffalo, New York

Gore the Florist
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Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist
Rodgers Floral Co.
219 KING STREET
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THE VERY SMALL COST OF AN ANNUAL *ADVERTISEMENT IN THESE COLUMNS IS* MORE THAN LIKELY TO BE MANY TIMES REPAID YOU.

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Friedman Flowers CHICAGO, ILL.
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Congress Hotel
Courtesies Extended to all Florists

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CHICAGO, ILL.
25 E. Madison St.

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

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CINCINNATI, OHIO
E. G. Hill Floral Co.
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Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son
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5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists
CLEVELAND OHIO
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Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

RETAIL DEPARTMENT

Miscellaneous Decorations in the Hotel and Private Home

The modern hotel interior calls for relief decoration, except where a transformation is required—A lesson on table decorating, defining the three kinds, and explaining the method of doing the work—How to make a correct boutonnière.

By W. CLEAVER HARRY

To keep pace with the style in modern decorating is to know the requirements of the new interior and to profit by the experience of the older one. Coupled with the practical knowledge there must also be in evidence a fund of resourcefulness and common sense and the ability to promote an opportunity, no matter how small, to a marked advantage.

The old fashioned interior was either so ornate with the ginger bread style of the period, or so gloomy that much decoration was needed to transform it for a festival occasion. Banks of foliage plants and a profusion of bloom were needed to change the whole interior so that not a trace of the room in its original form could be recognized.

The later order and present day decorations for hotel and private home call for what we now term relief decoration. By that we mean the floral decorator uses his art and skill to further augment and give the festive touch to an interior already beautiful in its color and design. He does not try to cover up or hide the walls with heavy foliage, tightly arranged, but he idealizes the scheme of the interior, takes advantage of the present beauty of the room, and accentuates it until his vision is realized. Floral decorating of the present is not more difficult than that of former years. It is easier to all except the florist who is unwilling to part with his old ideas. Easier by far to the man who uses his faculties of observation; and who has some initiative and versatility.

Formerly, when the Five o'Clock Club gave its big event in the old Bellevue Hotel, the gloomy room was a bower of palms and blooming plants. The ceiling was entirely covered with greens and dotted with miniature lights. On the wall back of the speaker was the clock design in red and white carnations, with the hands pointing to the hour of five. The same design could have been used for a funeral, if taken from the wall and put on a base.

A modern interior in the millionaire circle, decorated on the à la carte plan, using special vases on standards

Nowadays, the same club meets in the new Bellevue Hotel, on the site of the old. The room is so different that it is like a modern greenhouse compared with the one of 35 years ago. The walls are already in such harmonious and cheerful colors that they form a magnificent background for everything. We just group the plants in lovely clusters between the draperies so as to relieve and heighten the interior; place garlands of wild smilax in the panels on the wall, etc. The Five o'Clock emblem of the club is correctly followed in an electrically illuminated dial, with the hands pointing to the hour. The dial is banked with a setting of greens, flowers and the national colors, cleverly executed.

Table Decorations for All Occasions

One of the most important departments in general decorating is that of table decorations. This work, while separate from the handling of plants and cut flowers in house and hotel, is included in the decoration, and is therefore inseparable from it. Rarely do we plan and execute a decoration of the kind referred to in this chapter that the table is not one of the most important features of the order. It is important that we take up the intensely practical methods of table work, and the mental concept that exercises most influence over it, namely the color scheme.

Table decorations may be divided into three classes, all having points in common, yet differing in detail of arrangement. These three kinds of table decorations are: 1, Dinner Table; 2, Buffet Table; 3, Banquet Table. Of the first class, we consider tables for dinners, luncheons or wedding breakfasts. This class calls for the most detail in the choice of design and color scheme. A dinner table is more or less a private occasion, and the decorations, when anything is attempted, have much to do with the success of the entire affair.

The whole center of the table is given over to the floral decorations. One of the main points is to see that the view across the table is unobstructed. If a low center piece is used the line of vision will be above the flowers. If a high arrangement is used, it must be high enough to allow a view across below the lowest flowers. Whatever is undertaken on the dinner table must be well done, and the price must be sufficient to do the work right—otherwise let the other fellow do it.

The second class of table decoration is for the buffet or service table. This one, when completed, may be spoken of as a decorated table, rather than a table decoration. No guests are seated. The table is usually well filled with piles of plates and the supplies of the caterer. The guests view the buffet from a standing position about the room. The decorations should be as high as space permits. Tall vases and high baskets are the proper receptacles.

The third kind is the banquet table. This is also a dinner table, but it does not call for the same detailed treatment as a private dinner. One of the reasons is that the price for this work is much lower in proportion to the size of the tables and number of the guests. The banquet tables may be long and narrow, with a head table running across the ends like a gridiron, or they may be individual round tables, seating eight or ten people each, with one long table for the speakers. Sometimes a horseshoe table is used, but in all cases the decorative principle is the same. An effect is made of low baskets, or pans filled low, with thin glass vases alternating. The greens on the cloth may be hardy ferns, Wild Smilax or Asparagus, according to the available material and the price. General effect is all that is wanted here. There are occasions when banquet tables are executed with as much detail as a small dinner, but they are exceptional.

Choosing the Color Scheme

There is a psychology of colors in table decorating. The most effective color scheme, without exception, is pink. This color radiates joy, laughter, fellowship and good cheer. Women are most beautiful under soft pink lights and the reflections from pink flowers. This is why pink is always the vogue color. Combinations where pink is dominant are even more beautiful. For these, take pink Roses and white Lilac, or the various shades of pink in Spencer Sweet Peas. Yellow is richer in daylight. It pales at night, especially if bright light is used. Candle lights subdue and enrich all colors. The dim, soft light offsets the glare of the white cloth. Violets are hard to handle in color schemes. When used alone they are gloomy and depressing. Red is a jolly good cheer color, and will stand more light than any other. Be careful that the general colors in the room are not "old rose" when you use red. Miniature electric lights are often effective in table decoration. A set should be kept on hand with the necessary attachments for connecting so that there will be no danger of blowing out the fuses and putting the whole dining room in darkness. The bulbs can be colored in a few minutes to match any scheme.

Spring flowers are popular in season. The very latest in color schemes is the pastel combination. It consists of a mixture of the principal pastel shades in a harmonious and contrasting combination. One color sets off the other. For instance, yellow Daffodils and yellow Daisies by themselves are weak and insipid, but in the pastel combinations, the blue Pansies and the wonderful pink of Sweet Peas, enrich the color of the Daffodils and Daisies.

Receptacles and How to Fill Them

First in the line of properties for table work are baskets, all of which must have metal linings. Flowers in damp moss will not keep fresh long enough to prevent wilting. Cheap glass dishes, bowl shaped, are practical receptacles; the cost is so little that in many cases it does not pay to send for the empties. A beautiful sunburst can be made by using one of these for a receptacle. Stretch green twine across the diameter of the dish by going around the bottom and across the top until it is crisscrossed like a loose woven web. Place the dish in the center of the table and place the greens in position. Then begin filling, placing the flowers in the outer edge of the circumference first. Use long stemmed flowers and try to have the stems reach the water. As you approach the center, shorten the stems and build the center higher by placing some heavy greens, like Laurel, between the strings of the dish to block up the flowers. While this arrangement is intended to be flat, it must not be too flat, so be careful to have the center deep enough to give graceful lines to the whole design when finished. No wiring nor stemming is necessary; the flowers, being in water, will keep well. If Roses are used in this method the stems must be scraped to get them between the strings.

Children's straw hats make a good receptacle for table work. An ordinary tin pan, from the five and ten-cent store, just fits the crown. On account of the shallowness, it will be necessary to fill the pan loosely with moss and turn a No. 22 wire on the ends of the stems to keep the flowers in position. Draw a medium wide ribbon around the crown, just enough to give the brim a nice flare, then note the effect.

For luncheon, a gathering-basket, with bunches of Sweet Peas, which can be given to the guests to wear afterward is an old idea, but it is a good one for a midday, informal affair.

Just a word about the proper use of greens. Do not let your green goods stick up at all angles through the flowers. Greens are backgrounds. They are foundations, and should never be in evidence.

Booking the Order, Making Use of Good Ideas

"I want to see about getting something for a table," says Mrs. New Customer. The chairman of the banquet committee or the Ad. Club sells you the order this way: "We are going to have our annual on the second

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Will take care of all orders for Central Kentucky

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Fresh Flowers and Best Service
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at the Marlborough. There will be about fifty covers. We have just $75. Go ahead and give us the best show you can for the money." To book the first order, you may need every bit of knowledge that you possess. On the second you simply need a pencil and pad.

To the first, an immediate suggestion may be a bad one, so you play for time and ask if she has decided on a color scheme. If so, you may then bring tactfully and slowly on your suggestive selling talk. Watch carefully for a cue on the arrangement. You rarely get "new ideas" finished and complete from customers, but we do get some valuable material in chips that can be developed later on. Never allow yourself to be cajoled into doing a piece of work that you know in your own mind is going to be unsatisfactory either way. It's nice to have a reputation for things that are novel and new, but that reputation is worth most when it is built on a few things you did well rather than on some freakish knick-knacks displayed as novelties. Whatever you attempt in novelties let it be done so that it can be easily interpreted. If you wish to carry out the travel idea in a *bon voyage* table, don't make a ship out of flowers. It's absurd and an offense to good taste. A sea of flowers, say Sweet Peas, with a fully equipped ocean liner to be obtained from a high-grade toy store, would carry the message. Always use flowers wherever possible but don't kill the idea with them.

There is personality in table decorating. While there are certain best ways to handle the mechanical end of the work the one great principle in arrangement is to make the decorating look as if it grew there. Keep in mind the mental picture of how it is going to look when the guests take their places at the table. By the use of this faculty of constructive imagination you will develop that master touch, that invisible something, that makes your work incomparable with any other; the touch of personality.

Making the Boutonnière

The main point in boutonnière making is neatness. They must be made very formal. The principal flowers in use are: white Carnation, white Rose, Gardenia, Lily of the Valley, Sweet Peas, sometimes white Violets. Never use a wire heavier than No. 24 on boutonnières, and do not wrap the stem with the wire with more turns than are absolutely necessary to secure it.

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
THE GREAT WORLD WAR WON
but we must still back up THE GOVERNMENT to our uttermost.
BUY and SELL WAR SAVING STAMPS.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

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QUALITY FLOWERS
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426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
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Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.

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Everything in Flowers. Broad St. at Cumberland

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The Bellevue-Stratford and Diamond & 22d Sts
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

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Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

In preparing the foil, first cut it into small squares and turn the edges like a hem on all sides. To foil the stem properly so that it will run to a neat point, start a corner of the foil at the base of the flower, twist it around the stem to a point. Notice that by starting at the upper corner of the foil and putting it around diagonally, the stem will be much neater than if wrapped straight, which always makes a clumsy blunt stem, that gives the whole thing a crude look. Use green foil, whenever obtainable; it is much more refined looking than the nickel or purple.

In making the Gardenia boutonnière, remove the foliage from just under the flower and place a couple of the leaves under the back of the petals. Fasten them by running a wire right through the stem and leaves and turn it down the stem. See that the leaves do not stick out very much beyond the flower. By stemming it in this manner, the Gardenia should now be flat like a rosette, supported and protected by the leaf on the back.

Another way of making or flattening the Gardenia is to slip a disc of thin white cardboard close up under the back of the flower like a bouquet holder. Personally, we do not favor this because it is then difficult to make the boutonnière set nicely on the lapel.

Lily of the Valley and Sweet Peas, and all flowers of this character, when used in boutonnières must be bunched carefully in a knot, that must neither be too flat nor too round, too large nor too small. Your eye will guide you. Then try it on the lapel and see how it looks. If the Valley spikes are too long, strip off some of the bells from the bottom, otherwise the boutonnière, when finished, will be straggly and fall over when it gets the least bit wilted. Keep the flowers close together and build them up snug. Omit all greens unless it be a tiny bit of the point of a leaf. This also helps to support the flowers, as with the Gardenia. In the choice of boutonnières for the wedding, the groom usually wears one of the same flower as is in the bride's bouquet; but there is no set rule, just custom, that's all. Don't slight the boutonnières. Make them nice and don't forget to put a pin in the stem of every one.

Possibility of a Florist Trust

Samuel Batson reviews present and prospective conditions. High cost of production and sale mean bare existence to small local florist. Wireless Telegraphy and motor truck discount time and distance. So huge producing, distributing and selling concerns may grow plants in best adapted regions and control markets

Many years ago, even before the invention of electric lights and the telephone, a learned man whose name I have forgotten, if indeed I ever knew it, wrote a treatise on time and space, arguing that if either or both could be eliminated everything would be different from the then present conditions. Well, tthe telephone and the wireless have, as far as time is concerned, eliminated distance, while the motor truck and the airship promise to be a good second in many respects; so now that the shadow of war is lifted and the era of peace and good will is at hand it may be well to consider the prospects before us and their relation to the trade.

Talk of Normal Times Return

There is a fairly general opinion and talk of things and business again becoming normal, the prevailing note being the expectation of a resumption of business based on pre-war conditions, perhaps with some increase of prices to help balance cost of production and so on. These conditions may easily obtain for a certain length of time, but not for long, for as sure as the sun rises in the East our business will be readjusted within the next few years on a basis unparalleled in the history of the trade. We may fairly assume that the present prices asked for cut flowers represent but a bare existence for the grower. The condition of wholesaler and retailer are little if any better. On the other hand the ultimate consumer is paying all the stock is worth and often quite a bit more. For instance, $18 or $20 for a dozen Am. Beauty Roses at Christmas! Under past conditions in order to make ends meet these fluctuating prices could hardly be avoided. I am offering no criticism except to show we cannot expect prices to advance to meet our present and future high cost of production under the existing crude methods of growing and marketing. No indeed, regarding values I must admit the buyer is paying all the flowers are worth, but as a grower I must also confess I am not getting sufficient to make a decent profit. This certainly is an unfortunate state of affairs and one for which at present I can offer no remedy except to make whatever adjustments one can from time to time to meet each succeeding condition as it arises. When these come I imagine they will come in rapid sequence.

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Both Long Distance Phones

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We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

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We will carefully execute orders for Syracuse and vicinity

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The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
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Florists — 1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

Cost of Production Excessive

At present we are producing our flowers under the most difficult conditions, both in regard to climate and costliness, and totally regardless of the labor supplies. We are not to blame for this for hitherto the nearness to the market has been an object of the first importance. Unfortunately there is a lot of money tied up in buildings, in locations unadapted for the successful growing of flowers, causing the expenditure of much extra first cost of building and subsequent upkeep, and the fuel and labor costs in proportion. No wonder, under these circumstances, cost of production mounts above all possibilities of price quotations ever selling even. There is no use to expect the price of either labor or fuel will ever drop to the level of pre-war times. We are certainly facing a situation that will call for co-operation and earnest consideration. I see no reason to cover with a foolish optimism circumstances which may well bring disaster unless carefully prepared against.

Huge Growing Establishments Expected

In brief, we may well expect to see established within the next few years gigantic corporations formed for the production of plants and flowers located at widely different points as for instance the growing of 'Mums and all kinds of bulbs and flowers on the Pacific coast. Roses, etc., at points like Oregon, greens and ferns in Florida and Carnations in those sections wherever favorable, and so on through the list. The cost of production will be at the lowest, it being a well established fact that almost every plant has its favored location where it may be grown with an ease and certainty not obtainable elsewhere.

Wireless installations, motor and airship service, together with a chain of wholesale or retail stores throughout the larger cities at least, will supply the public with an abundance of fresh flowers daily at a price we, under present conditions, may think impossible. Moreover they will make good dividends and pay good wages. A general manager will sit in his office in some city in the middle West, having his finger on market conditions in every city. Through his direction almost regardless of weather conditions, stock as needed will arrive wherever wanted. First class artist decorators and designers will be attached to each district so every possibility will be provided for at the least expense. Every employee will be kept busy and all labor saving devices installed. There will be no useless duplication of store rental or other overhead expense—everything will be made to count and no wastefulness allowed. We shall see organizations like the Standard Oil and the Meat Trust in our business a few years from now so it behooves us to make our preparations.

The advertisement reproduced on page 875 of last week's issue was taken from a full page in an Albany (N.Y.) paper and was a cooperative ad. on the part of the Albany Florists' Club. The credit for the preparation of this advertisement is to go to F. A. Danker of Albany.

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By W. CLEAVER HARRY
No retail florist can well do without a copy of this Manual. Ready before January 1. Cloth, $1.00. Order now. Published by
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Dover, N. J. HERRICK Member Florists' Telegraph Delivery

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You need: **Red** and **Green Ruscus,** also the silverized kind; **Poinsettias,** large and small; **Red Roping,** also white, green and blue; **Red Wreaths; Red Frieze Bells; Red Grasses; Thistles** and **Pine Cones; Holly Berries; Artificial Holly; Japanese Moss Wreaths,** all sizes; **Magnolia Leaves,** in colors

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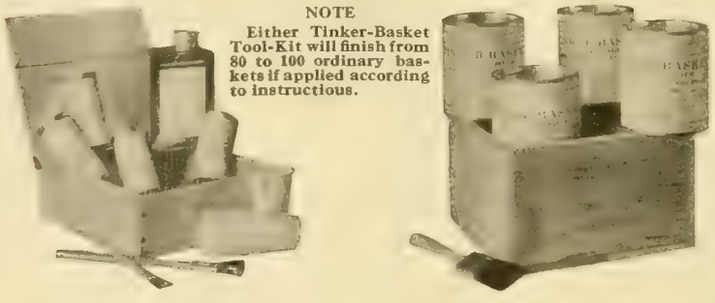

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$3.50 per bag of 100 sq. ft.

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Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

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16 x 16 x 7	$11.50
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Size	Per 100
8 to 12	$3.75
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16 to 20	6.00
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24 to 28	8.50
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32 to 36	11.00
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44 to 48	14.75

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Best quality, $2.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $4.00 per bale

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"Queen Quality"

Magnolia Leaves

They will not mold. Packed from selected leaves. Uniform size

BROWN—GREEN—PURPLE

$1.75 per carton, $22.00 per 100 lbs.

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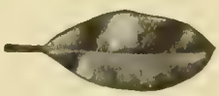

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FANCY HOLLY

2x2x4 ft. case, $4.00 per case

LAUREL BRANCHES. 2x2x4 ft. case $3.00 per case.
LAUREL STEMS. Large bag, $1.25.
GREEN SHEET MOSS. $1.40 bag.
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BOXWOOD. Both varieties, 14c. per lb.

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On Sale Every Morning at 7 o'clock

ROSES

COLUMBIA RUSSELL HADLEY SUNBURST WARD
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Including the entire cut from the Duckham-Pierson Range

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CALENDULA VIOLETS

Good Results with Parcel Post Shipments

MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

JOSEPH S. FENRICH, *Telephones, 420-421-422 Farragut* 51 West 28th St., NEW YORK

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VICTORY and The Return of Peace

Finds us doing a large volume of business. The demand is increasing. It looks like a great Flower Selling Season. We require larger arrivals of flowers, especially Roses.

Come in and grow with us!

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CARNATIONS=The Best Varieties

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New York City

Meeting of the New York Florists' Club, Monday eve., Dec. 9, at 7.30, at the Grand Opera House Bldg., 23d st. and 8th ave. Election of officers.

The Market

Dec. 3.—In our review of the market last week we spoke of supply, demand and prices of flowers for Thanksgiving up to 2 p.m. Wednesday. Subsequently we learned that both the arrivals of flowers and the demand were light during the remainder of the day and also on Thursday morning. There were few, if any, advances in prices above those named last week, and in the case of Carnations as early as Wednesday there was a decided break in prices to the extent of $1 to $2 per 100. Even at these lower prices there were more than enough to satisfy the demand. The supply and the demand in general were pretty well balanced. As regards the general verdict of the wholesalers on Thanksgiving business is expressed, to quote a few exactly, thus: "A good Thanksgiving business," "Very satisfactory on the whole," " surpassed anything we expected," "we must not expect at Thanksgiving any such volume of sales as at Christmas or Easter," "the supply and the demand were fairly well balanced this Thanksgiving," "the results in general were fully as good as we expected."

Today, Tuesday, the market on the whole is in short supply and there is a moderately good demand. Prices are high and firm on most items of stock.

American Beauty Roses are in medium supply and are meeting with a fair demand at 20c. to 60c. each for special grade blooms. Other grades are realizing corresponding prices. Hybrid-tea Roses are not in large supply, and are moving well. Top grade blooms, according to variety, are selling at 8c to 30c. each and No. 2 grade blooms at 3c. to 6c. each.

There are considerable arrivals of Carnations, which are not moving briskly. Prices for select blooms are from 4c. to 6c. each.

Cattleya orchids are in moderate supply and are in good demand at about 40c. to 50c. each. Lily of the Valley is moving well at $6 to $8 per 100 for the best blooms. There is a medium supply of white and a small supply of pink Lilies, both of which are moving freely, the former at $12 to $15, and the latter at from $4 to $10 per 100.

The supply of 'Mums is small, and the quality not such as to attract buying. This is especially true of most of the bunch 'Mums, the demand at quoted prices is moderate. Their passing out of the market will make a gap which it will be hard to fill.

In miscellaneous flowers, there is an abundance of Stevia, considerable Bouvardia, a few Wallflowers, Sweet Peas, and Calendula, a moderate supply of Mignonette, Pansies and Violets, and plenty of greens all of which are meeting with a fair demand at quoted prices.

Flower Show Possibilities

There was a meeting of the Flower Show Committee, composed of a committee of the New York Florists' Club and one of the Horticultural Society of New York, at Secretary John Young's office, on Monday, Dec. 2, at 2:30 p.m., to discuss the matter of holding a flower show in the Spring of 1919. The committee decided not to have a show in 1919. There is, however, the committee believes, a fair possibility that a flower show will be held under its auspices in the Spring of 1920 in the Grand Central Palace in this city.

Charles H. Totty, president, and John Young, secretary of the S. A. F. and O. H., left this city on Monday night for Atlantic City, N. J., to attend a convention of trade interests called by the U. S. Chamber of Commerce.

Herman Kurth, aged 29, for many years traveling salesman for Reed & Keller, Inc., this city, died on Nov. 24, of pneumonia, at his home at Union Hill, N. J. Mr. Kurth was well known to the trade and well liked because of his kindly and courteous disposition.

Capt. Joseph Raphael De Lamar, who died in New York this week, was a man of many parts and his history reads like a romance. Originally a sailor, he is reputed to have accumulated over 20 millions of dollars, the bulk of which was obtained from mining enterprises. To our trade Capt. De Lamar was known as a collector of plants and flowers. The trained Chrysanthemums shown at the exhibit in the Natural Museum of History, of which two illustrations appeared

(*Concluded on page 920*)

A GOOD PLAN

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United Cut Flower Co. Inc.

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$2.75 PER CARTON

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OUT-OF-TOWN ORDERS CAREFULLY ATTENDED TO
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Open Mornings at Six o'clock for the Sale of Cut Flowers
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Wholesale Commission Dealer in
CUT FLOWERS
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Seasonable Flowers of all kinds
The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignments solicited.
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ROSES in all the leading varieties CARNATIONS of high quality
Longiflorum and Rubrum LILIES throughout the year
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Up to Tuesday, Dec. 3, 1918
Prices quoted are by the hundred unless otherwise noted

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" Fancy	15.00 to 40.00	Hybridum and Croweanum	.25 to .50
" Extra	12.00 to 25.00	Antirrhinum, per bunch	.15 to .50
" No. 1	10.00 to 15.00	Asparagus Plumosus, bunches	.08 to .20
" No. 2	4.00 to 6.00	Bouvardia, per bunch	.35 to .75
" No. 3	3.00 to 4.00	Carnations, Select	5.00 to 6.00
Killarney	3.00 to 8.00	Ordinary	2.00 to 4.00
Killarney Brilliant	3.00 to 8.00	Calendula	2.00 to 4.00
White Killarney	3.00 to 10.00	Chrysanthemums, per doz	1.50 to 3.00
White Killarney, Double	4.00 to 12.00	Chrysanthemums, bunch	.10 to .50
My Maryland	3.00 to 8.00	Ferns, per 1000	1.75 to 2.00
Columbia	6.00 to 20.00	Galax, green and bronze, 1000	.... to 1.00
Hadley	5.00 to 30.00	Gardenias, per doz	1.00 to 4.00
Hoosier Beauty	3.00 to 10.00	Leucothoe, per 1000	4.50 to 7.00
Key	10.00 to 50.00	Lilies, Longiflorum	12.00 to 15.00
Cecile Brunner, Elgar, etc. bun	.... to	" Rubrum	4.00 to 10.00
Mme. Pl. Euler (Prima Donna)	5.00 to 15.00	Lily of the Valley	3.00 to 8.00
Mrs. George Shawyer	4.00 to 12.00	Mignonette, per doz	.25 to 1.00
Sunburst	4.00 to 12.00	Pansies	1.50 to 2.00
Mrs. Aaron Ward	4.00 to 12.00	Poinsettias, per doz	4.00 to 5.00
Lady Alice Stanley	6.00 to 15.00	Orchids, Cattleyas	40.00 to 75.00
Ophelia	3.00 to 15.00	Orchids, Oncidiums	7.00 to 8.00
J. J. L. Mock	4.00 to 15.00	Smilax, per doz. strings	1.00 to 2.00
Mrs. Charles Russell	6.00 to 25.00	Stevia, per bunch	.15 to .20
....	.... to	Sweet Peas, Spencers	1.00 to 2.00
....	.... to	Violets, Double	.75 to 1.00
....	.... to	" Single	.75 to 1.25
....	.... to	Wallflowers, per bunch	.35 to .75

All the New and Standard ROSES
Fine Grade CARNATIONS
and all Seasonable CUT FLOWERS
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When ordering, please mention The Exchange

WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses
Valley and a Complete Line of Autumn Flowers
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Personal Attention—Consignments Solicited
Satisfaction Guaranteed
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WHOLESALE FLORISTS
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A SPECIALTY
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Pioneer Commission Dealer in Cut Flowers
Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
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Consignments of good stock solicited
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When ordering, please mention The Exchange

The Florists' Exchange
Best Advertising Medium

B. A. SNYDER CO. *Wholesale Florists..*
Hardy Cut Evergreens, Cut Flowers and Florists' Supplies
21-25 Otis Street, BOSTON, MASS.
Telephone, Fort Hill 1083-1084-1085
When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Dec. 2, 1918	Cincinnati Dec. 2, 1918	NAMES AND VARIETIES	Boston Dec. 3, 1918	Denver Nov. 30 1918	Pittsburgh Dec. 2, 1918
6.00 to 75.00	..... to	Roses—American Beauty	8.00 to 50.00	8.00 to 50.00	8.00 to 60.00
4.00 to 12.00	..... to	Hadley	6.00 to 20.00	..... to	..... to .....
4.00 to 15.00	3.00 to 10.00	Hoosier Beauty	4.00 to 16.00	4.00 to 10.00	6.00 to 15.00
4.00 to 12.00	8.00 to 18.00	Killarney	3 00 to 8.00	4.00 to 10.00	4.00 to 12.00
5.00 to 15.00	3.00 to 10.00	White Killarney	3.00 to 10.00	..... to	4.00 to 12.00
..... to	..... to	Killarney Queen	3.00 to 12.00	3.00 to 8.00	..... to .....
4.00 to 8.00	8.00 to 18.00	Mrs. Aaron Ward	..... to	..... to	4.00 to 10.00
6.00 to 15.00	12.00 to 28.00	Mrs. Chas. Russell	6.00 to 20.00	8.00 to 15.00	8.00 to 25.00
..... to	..... to	Francis Scott Key	..... to	8.00 to 15.00	..... to .....
4.00 to 12.00	12 00 to 28.00	Mrs. George Shawyer	..... to	4.00 to 12.00	4.00 to 12.00
10.00 to 15.00	12.00 to 20.00	Columbia	4.00 to 16.00	8 00 to 15 00	6.00 to 15.00
..... to	..... to	Rose Marie	..... to	8.00 to 15.00	..... to .....
4.00 to 12.00	..... to	My Maryland	..... to	..... to	4.00 to 10 00
6.00 to 15.00	..... to	Prima Donna	..... to	6.00 to 15.00	6.00 to 15.00
6.00 to 15 00	10.00 to 20.00	Ophelia	3.00 to 16.00	4.00 to 12.00	4.00 to 12.00
4.00 to 10.00	.. to ...	Richmond	3.00 to 12.00	2.00 to 8.00	4.00 to 12.00
4.00 to 12.00	10.00 to 20.00	Sunburst	3 00 to 12.00	.... to	4.00 to 10.00
5.00 to 12.00	..... to	Killarney Brilliant	3.00 to 12.00	2.00 to 8.00	..... to .....
..... to	..... to	J. J. L. Mock	..... to	2.00 to 10.00	..... to .....
2.00 to 3.00	..... to	Cecile Brunner	..... to	2.00 to 4.00	..... to 1.00
1.00 to 2.00	... to 1 00	Adiantum, ordinary	..... to 1.00	1.00 to 2.00	1.00 to 1.25
1.00 to 1.50	..... to	Antirrhinums, bunch	4 00 to 8.00	..... to	..... to .....
.35 to .50	.25 to .50	Asparagus Plumosus, bunch	.25 to .50	..... to .50	.35 to .50
.35 to .50	.25 to .50	" Sprengeri, bunch	.25 to .40	.25 to .50	.35 to .50
.50 to 2.50	..... to	Calendula	2 00 to 3.00	..... to	..... to 1.50
..... to	12.50 to 15.00	Callas	..... to	..... to	..... to 15.00
5.00 to 6.00	6.00 to 8.00	Carnations, Select	3.00 to 6.00	..... to 4.00	4.00 to 6.00
4.00 to 5.00	..... to	Ordinary	2 00 to 3.00	2.00 to 3.00	..... to .....
10.00 to 40.00	..... to 25 00	Chrysanthemums	16.00 to 30.00	16.00 to 50.00	3.00to4.00doz
.35 to .75	..... to	Pompons, per bunch	.50 to 1.00	.50 to .75	.75 to 1.00
..... to	..... to	Coreopsis	..... to	..... to	..... to .....
1.00 to 1.25	..... to	Daisies	.50 to 1.00	..... to	..... to 1.00
..... to	..... to	Delphinium, dos	..... to	..... to	..... to .....
..... to 3.00	..... to .40	Ferns, Hardy	.....to	..... to .50	..... to .40
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	..... to 12½	Galax Leaves	..... to	..... to	..... to .15
..... to	..... to	Gladioli	..... to	..... to	..... to .....
.75 to 1.00	.60 to .75	Leucothoe	..... to	..... to	..... to 1.00
15.00 to 20.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
12.00 to 15.00	..... to 16.00	" Longiflorum	15.00 to 16.00	..... to 15.00	..... to 20.00
15.00 to 20.00	..... to	" Rubrum	10.00 to 12.00	..... to	..... to .....
8.00 to 10.00	4 00 to 6 00	Lily of the Valley	8.00 to 10.00	..... to	..... to 8.00
2.00 to 3.00	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
60.00 to 75.00	..... to 75 00	Orchids—Cattleyas	40.00 to 60 00	..... to 75 00	75.00to100 00
..... to	..... to	Paper White Narcissus	..... to	..... to	..... to 6.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	1 80 to 2.00	Smilax, dos. strings	..... to	2.00 to 3.00	..... to 2.00
..... to	..... to	Snapdragon	3 00 to 4.00	4.00 to 6.00	..... to ..
..... to	..... to	Stevia, per bunch	..... to	..... to	..... to .50
.25 to .60	1 00 to 2 00	Sweet Peas	1.00 to 1.25	.25 to 1.00	1.00 to 15.00
.75 to 1.25	1.00 to 2.00	Violets	.50 to 1.00	..... to	..... to 5.0

BUY IN BOSTON
Welch Bros. Co., WHOLESALE FLORISTS
CUT FLOWERS AND SUPPLIES
262 Devonshire St., Telephone {6267 / 5948} MAIN Boston, Mass.
When ordering, please mention The Exchange

New England Florist Supply Co.
276 Devonshire Street — BOSTON, MASS.
Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.
When ordering, please mention The Exchange

New York—Continued from page 918

in THE FLORISTS' EXCHANGE, issue of Nov. 23, were grown at the country home of Capt. De Lamar, Pembroke, Glen Cove, N. Y., under the superintendence of Robert Marshall.

Patrick Donigan, well known to everyone in the wholesale and retail flower business in this city, died suddenly of heart disease, on Dec. 2, in his home at 26 Cambridge ave., Jersey City, N. J. Mr. Donigan was 63 years old. For about 15 years he was salesman for Ford Bros. and for M. C. Ford, wholesale florists, having previously worked for James Hart, and at the time of his death was working for Joseph Levy. The funeral services were held at his late residence at 2 p.m., Wednesday of this week. A beautiful floral design was sent by the proprietors of the wholesale flower stores and their employees as a token of their sincere respect for the deceased.

Members of the Florists' Club are requested to note that the election of officers for 1919 will take place at its next meeting, Dec. 9 at the club's rooms, Grand Opera House Bldg., 23d st. and Eighth ave., when a full attendance is desired.

R. J. Vincent, Jr., White Marsh, Md., was a recent visitor in town.

Letter from Adolph Le Moult

The following has been received from Adolph Le Moult of the firm of Adolph Le Moult & Son, Inc., 202 Bowery. The letter refers to the work of the Florists' Club committee for collecting flowers for the base hospitals, of which committee Mr. Le Moult is a member.

In THE EXCHANGE of Nov. 30 you speak of credit due me for the collecting of flowers for the hospitals. I would like to state that the credit is entirely due to those who so cheerfully contributed; as far as my part was concerned, it was not only a pleasure but a privilege to be allowed to do what I consider a most dutiful work. I assure you if those who gave could only see and hear what their flowers accomplished they would feel that they were doubly repaid for what they have done.

My father often told me that a single flower given from the heart spoke volumes, and I never realized how true it was until last Spring when I started visiting the base hospitals. We saw cases on Thanksgiving Day where boys were too sick to eat, too sick to care, and who could not be cheered up even by the good ladies in our party; yet, when they saw a flower, their faces lit up and with a smile they reached out and took the bloom and invariably said: "Oh, I thank you," or something to that effect.

These are the words that were meant, not for us, but for those who so generously gave. Let us therefore keep up with this glorious work, and let those of us who are in the business which, above all others, appeals to sentiment give in sentiment to those who have given so freely of their life's blood in a cause so full of sentiment and love of mankind, until we are joined by the general public in "Saying it with Flowers," not only to soldiers but to anyone sick, to whom flowers bring such comfort.

We will be called upon by the good women of the National League for Woman's Service, who do such wonderful work among our boys (really doing our work) and if the committee sees fit to give me the privilege of helping, I shall be pleased to call on everyone who, I know, will give, not for charity, but with a heart full of sentiment and happiness, to be allowed to spread joy and comfort in a world already too sad.

The Chicago Flower Growers Association
PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO
BEAUTIES, LILIES, ROSES, CARNATIONS
AND EVERYTHING SEASONABLE
When ordering, please mention The Exchange

Poehlmann Bros. Co., Wholesale Growers and Shippers of **Cut Flowers**
Importers and Jobbers of Florists' Supplies
Two Million Square Feet of Glass at MORTON GROVE, ILL., in Plants and Cut Flowers
Send all Plant Orders to Morton Grove
Cut Flower and Supply Department:
66-74 East Randolph St., Chicago
When ordering, please mention The Exchange

Boston

Next meeting of the Gardeners and Florists' Club, Dec. 17. Interesting lectures.

The Market

Dec. 3,—Business at the wholesale flower market since Thanksgiving Day has been rather quiet. There isn't any heavy supply of flowers and demand is light. Prices are lower. The supply of American Beauty Roses is not large but the quality is good. Prices range for first grade Roses from 35c. to 50c. apiece. Hybrid tea Roses are only moderately plentiful. Most of them are cleaned up early in the day at prices covering all grades from 3c. to 20c. each. Carnations, slightly more plentiful, are in good demand on account of 'Mums being pretty well cleaned up. Prices are from 3c. to 6c., with a few fancy flowers at higher figures.

Cattleyas are in good supply. The demand is fair at 50c. to 60c. each. 'Mums were pretty well cleaned up for Thanksgiving Day. Those offered now are not of first quality. Prices are still good—$2 and $3 per doz. for not high grade material. Pompons go for 50c. per bunch. Violets are not over abundant. Quality is poor on account of the mild weather some weeks ago. Prices vary from 50c. to $1 per 100. Stevia is plentiful and is selling well. The supply of Sweet Peas is rather meagre; Calendulas fair; Pansies plentiful but short stemmed. Lilies are in fair supply but the call is light at 12c. to 16c. each. Asparagus supply is adequate to fill demands. Plants are plentiful and of excellent quality. Cyclamen and Begonia sell well. Nicely fruited Orange plants sell readily. Heaths are moving well and there are now offered nice pans of Poinsettias.

Thanksgiving Day Report

On the whole Thanksgiving Day business did not turn out as successful as was anticipated. In the first place, flowers shortened up in supply early in the week; consequently from that time prices began to advance. Many more flowers could have been sold if prices had been lower. Undoubtedly the unreasonably high cost of living had a good deal to do with the curtailment in the sales of plants and flowers. Until this is

Chicago, Dec. 2, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials, per dos.	5.00 to 7.50
36-inch stems "	4.00 to 5.00
30-inch stems "	3.00 to 4.00
24-inch stems "	2.00 to 3.00
18 to 20-inch stems "	1.50 to 2.00
Short stems, per 100	6.00 to 8.00
Columbia	8.00 to 20.00
White and Pink Killarney	5.00 to 12.00
Killarney Brilliant	5.00 to 15.00
Milady	6.00 to 15.00
Mrs. Aaron Ward	5.00 to 10.00
Mrs. Chas. Russell	8.00 to 25.00
Richmond	5.00 to 10.00
Sunburst	5.00 to 10.00
Ophelia	5.00 to 10.00
Carnations, Select	6.00 to 8.00
Ordinary	5.00 to 6.00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
Adiantum	1.00 to 1.50
Boxwood, per pound	..... to .20
Calendulas	3.00 to 5.00
Chrysanthemums, Ordinary, Dos.	1.50 to 2.00
" Medium	3.00 to 4.00
" Fancy "	5.00 to 6.00
" Pompons, bunch	.50 to 1.00
Cornflowers	..... to 1.00
Daisies	1.50 to 2.00
Ferns, Hardy, per 1000	4.00 to 5.00
Galax Leaves, per 1000	..... to 1.50
Gardenias, per dos	3.00 to 4.00
Leucothoe Sprays	.75 to 1.00
Lilium Longiflorum	15.00 to 20.00
Lilium Rubrum	4.00 to 5.00
Lily of the Valley	..... to 6.00
Mexican Ivy, per 1000	..... to 6.00
Mignonette	4.00 to 6.00
Orchids—Cattleyas, per dos	9.00 to 10.00
Paperwhite Narcissi	4.00 to 6.00
Smilax, per dos	2.50 to 3.00
Sweet Peas	.50 to .75
Violets	.75 to 1.00
Wallflowers, per bunch	.35 to .50

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS
Peter Reinberg
Wholesale Cut Flowers
30 EAST RANDOLPH ST.
CHICAGO, ILL.
Headquarters for Mrs. Russell Roses
When ordering, please mention The Exchange

E. G. HILL CO.
Wholesale Florists
Richmond, Indiana
When ordering, please mention The Exchange

ZECH & MANN
We are Wholesale Florists Doing a Strictly Wholesale Business
30 East Randolph Street, CHICAGO
When ordering, please mention The Exchange

BEAUTIES BEAUTIES

During the entire month of December we expect to have a large supply of Beauties. The quality of our Beauties will satisfy the most particular buyer. If you are acquainted with the conditions in the Philadelphia Market you will know we have the largest supply, and also the best. You can recommend them to your customers, as we feel sure that they will give satisfaction to both of you. If you are in the market get our prices—they will interest you.

CYPRIPEDIUM

They are in full crop now and we can supply most any quantity. We are selling the cut of the largest collection of plants in this section. You can always get them here in most any quantity. We sell them in quantity, and we have several hundred on hand most of the time.

WHITE LILAC

We received the first shipments of Lilac this week and from now on you can depend on us for a regular supply. Suggest **White Lilac** to your customers as a substitute for Valley. **Lilac** has been a specialty with us for years, and this season we will have it in quantity of the usual fine quality.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses Carnations Snapdragons and a full line of all other Seasonable Cut Flowers.

CHARLES E. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa Smilax Adiantum and a full line of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.
Carnations, Callas and Sweet Peas

When ordering, please mention The Exchange

remedied the buying of flowers will not be as large as it should be. Then if flowers are too high in prices the public will do as it did with turkeys at 60c. a lb. last week; will go without them.

Carnations were not plentiful and sold from 6c. to 8c. Roses were fairly plentiful; 6in. stock sold for 6c. and from that price they went to 25c. each. 'Mums were in good supply; Bonnaffon was the leader at $2 to $4 a doz. Pompons sold in small bunches at 50c. Violets were from $1 to $2 per 100, but did not sell as well as usual. Plants, such as Cyclamen, Begonias and small Heaths sold well.

Timely Lectures

The next meeting of the Gardeners and Florists' Club will be on Tuesday evening, Dec. 17. Herman Bartsch will speak on "The Growing of Christmas Plants" and Henry Penn will talk on "Handling Christmas Plants at the Store."

A letter has been received from Sam Trockman, who was for many years with Henry M. Robinson & Co., Inc., and who is now in the navy. He is cruising in South American waters. He is well and likes the work very much.

The writer regrets to have to report the death of Walter Aylward, florist, Woburn, Mass. He had been ailing for some time with diabetes, and succumbed to the disease on Friday, Oct. 29. He was a well liked young man and his many associates will be sorry to hear of his death.

Welch Bros. Co., did a good business for Thanksgiving, slightly ahead of that of last year. Shipping business was brisk, but would have been better if prices had been lower.

Henry M. Robinson & Co., Inc., reports that business was far ahead of last year's and shipping trade excellent.

B. A. Snyder Co. also report a much larger business than was done last year, and was much more easily handled in their large new store. The new and very handsome clock presented to them a week ago has now been placed in the store.

The high price of coal and also its scarcity has caused the closing of 40 greenhouse establishments in this vicinity. This in itself will make flowers shorter in supply during the Winter.

On Tuesday, Nov. 19th, the greenhouses of Miss Helen Mansfield, 53 Pine Grove ave., Lynn, were damaged by fire. The loss is about $500.

The New England Florist Supply Co. is rushed with Christmas business. There is an unusually large demand for Laurel coping and wreaths. R. C.

John J. Cassidy, florist, at 6 Beacon st., will again be candidate for city council, it is reported. He has been a member of the sinking fund commission for many years.

Chicago

Thanksgiving Market Excellent

Dec. 2.—The Thanksgiving demand was one of the best for several years. The shipping trade that started early in the week kept up until Wednesday, and the local buyers all put in larger supplies than on former occasions. Roses, Carnations and 'Mums comprised about 85 per cent. of the stock offered. All Roses and Carnations were sold out early in the week at list prices. Some dealers also report a cleanup in 'Mums, while others report more 'Mums on hand in the pompon and small flowered varieties than there was any demand for. From a wholesaler's standpoint the market was all that could be desired.

From a retailer's view there were some disappointments. The weather on Thanksgiving Day was the worst ever seen here. It rained and snowed continuously, accompanied by high winds, so that all outdoor sports and festivities scheduled for the day had to be cancelled and few, if any people were seen on the streets. On the day previous to Thanksgiving business was good; everybody reported good business in the filling of advance orders and with most of them the average business for the occasion showed a substantial increase. It was those who depended on a good transient Thanksgiving Day trade that were disappointed the most.

Since Thanksgiving Day there seems to have been a general tightening of all stock. Apparently the growers cut so closely for the holiday they had nothing left and will not have for a few days. It is generally conceded that the market will remain tight throughout the entire Winter and stock will bring higher prices than ever before.

The supply of Roses is particularly short; dealers have trouble in getting stock to fill orders. Short-stemmed stock, for which there is a greater demand than for long-stemmed, has advanced to $5 per 100, with the better grades proportionately higher.

Carnations are also in short supply; they are bringing record prices for this time of year. The stock coming in is of good quality and brings easily from $5 to $6 per 100. Some fancy stock brought $8 and $10 at Thanksgiving. The 'Mum season is nearly over, except in a few extremely late varieties, which may be had for probably a couple of weeks longer. Probably the present week will see the end of pompon supply, as well as some poor stock in other sorts. With these out of the way, buyers will face the stiffest market for the remainder of the season that they have ever experienced.

The supply of Easter Lilies is improving, but still all move at good prices. There is enough Valley at list prices. More orchids could be sold some days if they were to be had. Violets are moving well. The supply of Callas is getting larger each week and while not appealing specially to buyers, all stock moves, as it is often a case of taking whatever can be had on the market. Paperwhite Narcissi are coming in freely and have been selling at record breaking prices, some going as high as $6 per 100, fully three times the price in other seasons.

There are some Daisies, Mignonette, Sweet Peas, Snapdragons, but not in any quantity to relieve the shortage of other stock more generally in demand. There is an insistent call for all greens, with no large supply on hand. The wholesale houses remained open Thursday until noon, when all closed to enjoy Thanksgiving celebrations with their families and friends.

General News

A. Lange, 25 E. Madison st., and Fleischman's, in the Railway Exchange building on Jackson boulevard, had attractive Thanksgiving advertisements in the Daily *Tribune* offering appropriate flowers.

Zech & Mann report one of the most satisfactory Thanksgiving week's business in their history. Shipping trade was unusually heavy.

The Poehlmann Bros. Co.'s supply department is having a big demand for all supplies. The lifting of the embargo on wire for the manufacture of designs gives much satisfaction to the supply trade; heretofore most orders were only partially filled.

The next meeting of the Florists' Club at the Randolph Hotel on Thursday evening promises to be interesting. Growers will exhibit late flowering 'Mums and one of the supply houses will show Christmas novelties in baskets, etc.

Plant growers around Chicago who grow flowering plants for Christmas trade, report a heavy demand. Some of the largest firms are refusing current advance orders taking up all stock. Dealers who try to purchase flowering plants late this season will find stock well cleaned up.

There will be little if any early flowering bulb stock this season on account of bulbs coming in so late.

The D. Hill Nursery Co., Dundee, is sending to the local trade attractive evergreens for filling window boxes. Sample plants of miniature Christmas trees, balled and burlapped are to be seen at some of the stores. Owing to the scarcity of Boxwood small evergreen plants will be in better demand than ever this season.

Cypripedium Insigne

In quantity, both now and for the holidays, of splendid quality.

It would be advisable, on account of express conditions, to have your Christmas order shipped a week or ten days ahead of time. They will keep all right, besides making a good show.

$2.00 per doz., $15.00 per 100

BOXWOOD

20c. per lb., in bags of about 50 lbs.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

Business Hours: 7 A. M. to 5 P. M.

S. S. PENNOCK COMPANY
The Wholesale Florists of Philadelphia

PHILADELPHIA 1608-1620 Ludlow Street
NEW YORK 117 West 28th Street
BALTIMORE Franklin & St. Paul St.
WASHINGTON 1216 H St., N. W

When ordering, please mention The Exchange

Philadelphia, Dec. 3, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	8.00 to 50.00
Columbia	6.00 to 15.00
Killarney	5.00 to 12.00
White Killarney	5.00 to 12.00
Mme. P. Euler (Prima Donna)	5.00 to 20.00
My Maryland	5.00 to 12.00
Richmond	5.00 to 15.00
Sunburst	5.00 to 12.00
Killarney Brilliant	5.00 to 15.00
Mrs. Chas. Russell	6.00 to 35.00
Mrs. George Shawyer	5.00 to 15.00
Hadley	5.00 to 35.00
Ophelia	5.00 to 15.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Bouvardia	6.00 to 8.00
Callas	10.00 to 15.00
Carnations, Select	6.00 to 8.00
Chrysanthemums	10.00 to 40.00
Pompons, bunch	.25 to .50
Lilac, per bunch	..... to 1.50
Lilium Longiflorum	..... to 15.00
Mignonette	3.00 to 4.00
Orchids—Cattleyas	50.00 to 75.00
Stevia, per bunch	.35 to .50
Sweet peas	1.00 to 2.00
Valley	6.00 to 8.00
Violets	.75 to 1.50

Philadelphia

Light Thanksgiving Day Market

Dec. 3.—The market for Thanksgiving Day showed a very light supply, with the result that there was not enough stock fully to meet all demands. Prices ran about as per this week's list. This week is opening with a very limited supply, with prices holding up to last week's figures. 'Mums, with the exception of some late ones, are almost over with:

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

USE WIZARD BRAND
CONCENTRATED PULVERIZED
MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

When ordering, please mention The Exchange

ULTIMATELY
You'll Demand
Magic Brand

When Ordering Fertilizer
of Your Supply House
Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

FRIEDMAN'S BEST
TOBACCO POWDER, $4.00 100 lb. sack
(For Fumigating and Sprinkling combined)
TOBACCO DUST, $2.50 100 lb. sack
FUMIGATING KIND, $3.00 100 lb. sack
TOBACCO STEMS, $1.50 100 lb. bale
Special prices in Tons and Carload Lots
J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

Exchange Ads. Pay Well

When it comes to Greenhouses come to Hitchings & Co.
Send for Supply Book
New York: 1170 Broadway Boston: 49 Federal St.

When ordering, please mention The Exchange

GLASS
9 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS

When ordering, please mention The Exchange

pompons are also well on to the end. Roses, with the exception of American Beauty, are all on the short side of the market. Carnations are going actively at the ruling price of $8 per 100. There are a few more orchids arriving. Lilac has made its appearance again; it is selling at about $1.50 per bunch. Easter Lilies remain steady at 15c. Callas at the same figure. Violets are beginning to move. Mignonette, Snapdragons, Gardenias, Calendulas, Sweet Peas and Stevia are in light supply. Christmas greens are coming in, showing higher prices than last season. Holly is quoted at $7 per case.

Gives Life for His Country

The trade will regret to learn of the death of Raymond C. Thoirs, son of James M. Thoirs, florist of Camden, N. J. Further details will be found in "Our Florist Soldiers" column. His death makes two gold stars on the service flag of the Florists' Club of Philadelphia, of which he was a member, the other gold star being for Henry F. Michell 2d. The club's roll of honor includes Jacob Deutcher, Lester T. Hanlon, Elmer B. Mahon, Edwin Wilhelm, Stanley W. Wilcox, Chas. D. Ball, Jr., and D. H. Skidell.

The Henry F. Michell Co. have something of a novelty at their store in the way of exceptionally full grown plants of Spiræa Gladstone. These were raised by E. T. Alburger of Pencoyd.

There was an exciting time at Mrs. Mary A. Alburger's the day before Thanksgiving Day, when two deer broke into the greenhouses and before they were captured did considerable damage. It is presumed that they escaped from the preserve in Fairmount Park, adjacent to the Alburger place. The night fireman, about 4 o'clock Wednesday morning, was startled by the crash of broken glass, and on investigation discovered the two panic-stricken animals in wild flight tearing through the greenhouses. With the aid of the police and park guards one of the deer was captured, the other escaped and was caught while swimming across the Schuylkill River, but was so cut by glass that it had to be shot. The other one also had to be killed. A rough estimate places the damages to the greenhouses and stock at $250. The question is who is to pay the damages; no one claims the deer.

W. H. & F. Evans, of Rowlandville, had an excellent cut of 'Mums for Thanksgiving Day, besides a heavy cut of Carnations. Among newer Carnations they are trying out Laddie this season.

Secretary John Young, in behalf of the S. A. F. National Publicity Campaign, appeals to all the trade in this city to cooperate in the great advertising campaign of "Say It with Flowers." Mail your subscription to John Young, secretary, 1170 Broadway, New York. There still is about $4000 lacking to make up the total of $50,000, the approximate cost yearly of carrying on the work.

W. F. Gude, of Washington, D. C., was among the week's visitors.

Club Meeting

There was a good attendance at the December meeting of the Florists' Club, which was held at the Hotel Adelphia, where the future meetings will be held. J. Otto Thilow was the essayist of the evening and read a highly interesting paper on "Our Business in War Times," which will be found elsewhere in these columns. The resignation of President Mark P. Mills was accepted and Vice-president Edmund A. Harvey was appointed president, Arthur A. Niessen and John P. Habermehl being nominated for vice-president. Resolutions were read upon the deaths of the late Wm. F. Dreer and Theodore Schober and sent to their families.

The January meeting will be given to national publicity when it is expected to have John Young, President Totty and probably Major O'Keefe and a number of other speakers. John Aschman, Jr., and J. Josephs were elected members, and three new members were proposed.

St. Louis, Mo.

From all reports Thanksgiving Day business was the biggest in years. Stock was very scarce in all lines, with the exception, perhaps, of yellow 'Mums. Among the wholesalers it was not a question of price; the problem was to get the flowers.

Carnations and Roses brought big prices: Carnations from 10c. to 12½c.; Roses from 8c. to 20c.; Russells from 10c. to 35c.; pompons from 50c. to $2 a bunch; Violets $1.50 to $2; Sweet Peas $2.50; Valley $8; 'Mums $15 to $60. Ferns brought $4 a 1000. Greens of all kinds, including Box. Leucothoe and Smilax were all in demand, at good prices.

The wholesalers report good shipping trade. The retailers in general report heavy business, a few had complaints about the high prices. On Saturday, Nov. 30, there was a great scarcity of stock and the retailers were hustling around to get flowers.

Influenza has increased and the ban is partially on again. Funeral work is sufficiently plentiful to use up all flowers. The weather is cool and bright; the outlook for Christmas will depend greatly on the weather. The plantsmen are busy getting their stock ready and advance orders are numerous. There will of course be a scarcity of green and Holly is not to be counted on.

Club Meeting

The Retail Ass'n met at the Palms Garden on Monday evening, Nov. 25. Secretary Charles Young was absent, being ill. It was resolved to get all florists interested in the association and to endeavor to get the work of the organization on a basis which would interest every florist, giving opportunities for discussing matters in relation to the interests of the retail trade in general.

A meeting of the officers of the Florists' Club, Retail Ass'n, and the Growers' Ass'n was held on Tuesday, Nov. 26, at the store room of the Wm. C. Smith Wholesale Floral Co., in the interests of publicity. It was proposed to give a banquet to which all florists would be invited and blanks laid at their places, requesting them to subscribe to the publicity movement.

Fred Foster, the Olive st. florist, had a splendid window display for Thanksgiving Day, including fine Cyclamen and other blooming plants, as well as choice blooms in cut flowers.

Otto Sander, proprietor of the Nursery Flower Shop, on Seventh st., was a busy man; artificial flower decorations as well as natural flowers occupied all hands. Grimm & Gorly seemed to have been cleaned out of almost everything salable.

Mullanphy florists showed grouping of 'Mums blooms in great variety, arranged in excellent taste.

Aphine
The Insecticide that kills plant Lice of many species
The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50
FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50
VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00
SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

MASTICA
FOR GREENHOUSE GLAZING
USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.
F. O. PIERCE CO., 12 W Broadway, New York

When ordering, please mention The Exchange

GLASS
FOR GREENHOUSES
Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices
PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points
For Greenhouses
FULL SIZE No 2

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

When ordering, please mention The Exchange

DREER'S
FLORISTS' SPECIALTIES
New Brand New Style
"RIVERTON" HOSE
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¼-inch, per ft..... 19c.
Reel of 500 ft... 18½c.
2 reels, 1000 ft.... 18c.
½-inch, per ft..... 16c.
Reel of 500 ft.... 15½c.
Couplings furnished without charge
HENRY A. DREER
714-716 Chestnut St.
Philadelphia, Pa.

When ordering, please mention The Exchange

GULF CYPRESS
Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS
Gulf Cypress
HOTBED SASH
All kinds and Sizes
Unglazed, 85c. up
Glazed, $2.05 up
THE ONLY PERFECT
LIQUID PUTTY MACHINE
Will last a lifetime, $2.00 each
"SEAL TIGHT LIQUID PUTTY"
will not harden, crack or peel off.
$1.80 per gallon in 10 gallon lots.
$2.00 per single gallon.
Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.
When ordering, please mention The Exchange

Putty Bulb
(Scollay's)
for Liquid Putty
The best tool for glazing and repairing greenhouse roofs.
Note the Improved Spout
For sale by your supply house or sent postpaid for $1.50
John A. Scollay,
INCORPORATED
74-76 Myrtle Ave.,
BROOKLYN, N. Y.
When ordering, please mention The Exchange

A Tank That Lasts
The Caldwell Cypress tank is the tank that every florist needs. It costs a little more than some tanks but it gives twice the service.
Cypress grows in the water, and it's the natural wood for tanks.
Backed by our experience of 30 years in tank building.
Send for Catalogue
W. E. CALDWELL CO.
Incorporated
2010 Brook St., LOUISVILLE, KY.
Caldwell
When ordering, please mention The Exchange

PIPE
NEW — USED
LARGE STOCK
All sizes, threaded and coupled or cut to length
Your inquiries solicited
Peerless Iron Pipe Exchange, Inc.
396 Broadway, New York
When ordering, please mention The Exchange

Tom Carr, the Union Market florist, was well satisfied with Thanksgiving trade; he expects good business throughout the Winter season.

J. F. Windt found business satisfactory, but complained about the high prices which many of his customers termed a holdup.

The trade is sorry to learn of the illness of Charles Young of C. Young & Sons, who has been confined to his bed. His speedy recovery is hoped for. His brother Walter, a member of the Marine Corps, has returned to Paris Island, having been on a furlough to attend the funeral of his father, the late James Young.

Oscar Ruf of the Bergstermann Floral Co., is at the hospital with the flu.

Alexander Johnson, whose greenhouses are situated within a mile of the city limits, on the St. Charles Rock Road, will have a fine crop of Poinsettias for Christmas. He makes a specialty of bedding stock.

A. Jablonsky of Olivette, Mo., was in with his red Carnations Merry Christmas. His cut is considerably shorter than last year owing to dry weather.

W. Rowe of Kirkwood caught a 'possum, which had been eating up his Carnations and brought it down to Windler's wholesale house to the colored man for a present. Now he can expect a good crop of Carnations. W.

Denver, Col.

Good Thanksgiving Day Business

Thanksgiving Day business was excellent and every store could have done more had cut flowers not been so scarce. Prices were double those of last year but that did not keep the public from buying flowers.

In Nov., 1917, an article appeared in one of our local papers, stating that in spite of war conditions, high price of coal, etc., the Denver florists had practically not increased prices of flowers at all, compared with the prices asked in other cities. At that time Carnations sold for 75c. per doz.; Russell Roses for $3 per doz.; and American Beauty Roses $6. But the prices today are quite different owing to the unexpected demand, which has proved much greater than the supply. American Beauty Roses are $12 and $15 per doz.; Scott Keys and Russells $6 per doz.; and other Roses $2 to $3 per doz. Carnations bring $1.50 per doz; orchids $1.50 each, and 'Mms $6 to $12 per doz.

Denver is in the grasp of a second and more severe epidemic of Spanish influenza. People visiting theaters, movie shows or department stores and those riding in street cars are requested to wear masks. The flower stores also have been ordered to have their salespeople and delivery men wear masks.

Jottings

Fred C. Schumann was one of the last to supply the stores with pompons. His crop held out until Thanksgiving Day.

The Mauff Floral Co. is the first to put Stevia on the market; their stock is fine.

The Elitch Gardens had a few choice 'Mums for their trade. This was a surprise as we understood they were cut out of 'Mums several weeks ago.

The trade was sorry to hear that Robert Shilling's wife was taken to the hospital very sick.

The McCallum Co., of Pittsburgh, Pa., is shipping excellent Boxwood here.

Ben Boldt entertained a few of his friends with a card party and smoker. All the trade is glad to know that Mr. Boldt and his family have fully recovered from the flu.

Frank Myers, of Fargo, N. D., has taken a position as grower for Fred Hall.

The Park Floral Co. have fine Cinerarias in bloom. These sold well for Thanksgiving Day.

Boldt-Lundy's House of Flowers had exceptional cut Snapdragons and Sweet Peas for the trade. This firm always manages to have enough greens on hand, even though this stock is scarce. Mr. Lundy has a standing order for two large shipments of greens, weekly, which helps out.

The Alpha Floral Co. received a funeral order for a number of pieces to be delivered 8 a.m. the day after Thanksgiving Day, so the force was back on the job again Thanksgiving night.

THE PETERS & REED POTTERY CO.
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed
When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.
When ordering, please mention The Exchange

PAPER POTS AND DIRT BANDS
Price List and Samples Free
F. W. ROCHELLE & SONS Chester, New Jersey
When ordering, please mention The Exchange

The America Flower Shop did a good business for the holiday.

Frank Fraiser was well pleased with Thanksgiving Day business; he said he could have sold more cut flowers but could not get them, as he had his regular growers make a cut on Thanksgiving morning to fill orders.

The Bargain Flower Shop sold up clean on Roses and other cut flowers. Mr. Benson reports also a good demand for blooming plants. C. F. E.

Cincinnati, O.

The Market

Roses are in rather weak supply; all that come into the market are cleaning up quickly. Carnations are not plentiful; they, too, sell well. A fair cut of Easter Lilies is proving a great help in taking care of the strong demand for flowers that the market is having at this time. Callas sell readily. A few late Chrysanthemums may be had. Stevia finds a good market. Other offerings are a few Snapdragons, single and double Violets, Sweet Peas, Lily of the Valley, orchids, Wallflowers, Baby Primroses and Forgetmenots. New Boxwood is meeting with a big demand.

Trade News

Florist boys of this city and vicinity whose names have heretofore been omitted from the list of those from the trade in this vicinity who are serving our country are Edgar Jackson, Walter Eck and Ray Eck.

Jens Christian Peterson, beloved son of Mr. and Mrs. J. A. Peterson, of this city, and a member of Company H, 35th Infantry, died at Camp McArthur, Tex., last week. His parents went to see him, but unfortunately arrived too late.

Miss Helen K. Walke, aged 19, beloved daughter of Mr. and Mrs. Otto H. Walke, of this city, died last week.

E. G. Gillett has been cleaning up nicely with Asparagus plumosus and A. Sprengeri from C. J. Ohmer's place at West Palm Beach, Fla.

Frank J. Farney, although no longer in the trade, renewed acquaintances while in this city on business during the past week.

Recent visitors were:: S. F. Purllant, of Poole & Purllant, Winchester, Ky.; G. A. Beckman and Mr. Burns, Middletown, Ohio; G. Reiniger and J. W. Rodgers, Dayton, Ohio; Joseph Marks, representing A. Henderson & Co., Chicago, Ill.; and Milton Alexander, representing Lion & Co., New York City. TEDDY.

Anders Rasmussen, grower of New Albany, Ind., recently secured permission from the Director of Railroads for a railroad switch from the Monon Railroad to his boiler house, so as to bring coal directly into his plant. However, residents of this district have objected to the switch being run into the property, endeavoring to claim that it would injure realty values. The city council is endeavoring to straighten out the matter. O. V. N. S.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., INC.
Cambridge, Mass.
When ordering, please mention The Exchange

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.
When ordering please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.
Think of us—write us—try us
The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa.
When ordering, please mention The Exchange

Peirce Paper Flower Pot
Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.
E. ALLAN PEIRCE
400 Oaks Road, Waltham, Mass.
When ordering, please mention The Exchange

RAMSBURG'S SQUARE PAPER POT
Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.
G. S. RAMSBURG, Somersworth, N. H.
When ordering, please mention The Exchange

PRICES ADVERTISED ARE FOR THE TRADE ONLY

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address either { New York: Box 100 Times Square Station. Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—By 2 young men on private or commercial place. Willing, active and intelligent. Experienced in garden and greenhouse work, also dairy and poultry. Please state wages. P. Van Oordt, Atlantic Highlands, N. J.

SITUATION WANTED—By single man, as assistant gardener, on private place; experienced, inside and out. English; age 32; temperate and reliable. Good references. William Lee, Route 7, Oswego, N. Y.

SITUATION WANTED—By first-class gardener. Private place, institution or municipal position preferred. Will consider commercial place that pays well. References. Married; 1 child; Frenchman. Lucien LeClere, Eagleville, Mo.

SITUATION WANTED—By foreman gardener. Single; American; age 34. Rose growing a specialty. $25 per week to start. Address T. E., care The Florists' Exchange.

SITUATION WANTED—By first-class designer. Best references. Address T. C., care The Florists' Exchange.

SITUATION WANTED—By single man; competent grower of Carnations. Address Florist 322 West 31st., New York.

I can recommend 1st-class man, as gardener and farmer, or general manager, of a gentleman's country place. Age 36; married. John Marshall, Fruit Hill Greenhouses, Providence, R. I.

SITUATION WANTED—By salesman, well acquainted with seedsmen, florists and market gardeners. M. F. Bachman, care Thomas Lahey, 674 Academy st., New York.

SITUATION WANTED—By A1 Rose and Orchid grower; married, no family. Address S. F. care The Florists' Exchange.

HELP WANTED

MEN WANTED
FOR OUR FLORAL DEPARTMENT
Call in person; no mail answered.
Come ready to work
H. Bershad, care Fredk. Loeser & Co.
Brooklyn, New York

SEED SALESMAN WANTED
BY A WELL KNOWN WHOLESALE HOUSE
We would like, in January, a first-class Seed traveler; one who knows the Seed business and who has a following. State who traveled for. Years traveled, States covered, annual sales and salary wanted. Must be able to furnish first-class references.
All replies confidential.
Address T. A., care The Florists' Exchange.

WANTED—Men and women to solicit orders for Fruit and Ornamental trees, Rose bushes, Shrubbery, Vines, Bulbs, etc. Our representatives make from $50 to $300 per week. Tremendous demand for our products right now for Spring delivery. We guarantee profitable, permanent employment. Good pay. All or part time. We equip you free of expense. No delivering, or collecting. You merely solicit orders. Hundreds of acres of nurseries. Write us at once for terms.
C. H. Weeks Nursery Company,
Newark, New York State

WANTED
A GOOD SALESMAN AND MAKER-UP
IN A FIRST-CLASS RETAIL FLOWER STORE
Address, with full particulars, salary expected, etc., T. B., care The Florists' Exchange.

WANTED—By January 1st, a practical grower of flowers and vegetables; Western man preferred. Good wages, with or without board, and permanent position to the right party. 10,000 ft. of glass. Write for particulars, stating wages expected. Broadway Greenhouses, 14th and Broadway, Larned, Kansas.

WANTED—2 gardeners who have been working on Ericas and bulbs, besides pot plants in general, and who understand the tending and handling thereof. Up-to-date wages paid to the right men. Anton Schultheis, 316 19th st., College Point, Queensborough, N. Y. City.

SEEDSMAN—Wanted for large retail store. A young man with some experience and a knowledge of Seeds, Bulbs, Plants, etc., capable of handling counter trade. Apply giving references, also state age and wages in first letter. Address R. K. care The Florists' Exchange.

WANTED—A good all round young man of neat appearance for general greenhouse work and assist in store. Must know about firing a low pressure steam boiler. State wages expected. P. M. Olm, Bath, Me.

WANTED—Single man as helper in greenhouses in northern New Jersey. Wages, $45 per month, room and board. State nationality and experience. Address T. D., care The Florists' Exchange.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe

THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED—At once, good grower and all round florist experienced in Rose growing. $55, room and board. Steady position for right party. Please state age and experience. T. Malbrano, 406 Main st., Johnstown, Pa.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Florist for all general work in greenhouses; single man. $15.00 per week and board. Saxe-Floto, Florists, 29 East Main st., Waterbury, Conn.

WANTED—Good designer and salesman for 1st-class retail flower store in the West. $35.00 per week. State full experience in first letter. Address R. D. care The Florists' Exchange.

WANTED—Man; some experience with Orchids. Also man for general greenhouse work for palms, etc. Good wages. Write Milosy, 253 73d st., Brooklyn, N. Y.

WANTED—Experienced plant grower to work under foreman; place near Boston; 15 men employed. State age and experience to Thomas Roland, Nahant, Mass.

WANTED—A night fireman on a small commercial place. Good pay and comfortable conditions to a trustworthy and strictly sober man. F. E. Palmer, Inc., Brookline, Mass.

WANTED—Section man who understands the growing of Ferns, Cyclamen and 'Mums. Address S. G. care The Florists' Exchange.

WANTED—A first-class salesman and designer, one who is accustomed to high class trade only. Henry Hart, Inc., 1000 Madison ave., New York.

WANTED—Grower of pot plants and general greenhouse plants. F. A. Danker, Albany, N. Y

WANTED—Experienced working foreman Rose grower. F. A. Danker, Albany, N. Y.

WANTED—At once, several good greenhouse men. A. L. Miller, Jamaica, N. Y.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII, Field-grown

	Per 10	Per 100
3 yr. XX heavy	$3.00	$26.00
2 yr. No. 1	2.50	18.00
2 yr. No. 2	2.00	12.50

Cash with order
All good roots and long tops
Red Bank Nurseries, 331 Broad st., Red Bank, N.J.

AMPELOPSIS VEITCHII
3-year, heavy tops and roots, selected.
$3.00 per 10 (mail), $25.00 per 100.
They will please. Smaller grades sold.
Charles Black Hightstown, N. J.

AQUATICS

THE BOOK OF WATER GARDENING by Peter Bisset contains all the practical information necessary to the selection, grouping and sucessful cultivation of aquatic and other plants required in the making of a water garden and its surroundings. 200 pages, $2.65 postpaid. The Florists' Exchange, Dept. B, Box 100 Times Sq. Station, New York.

Continued on Next Column

STOCK FOR SALE

ARECAS

ARECA LUTES—Extra quality, from 6-in. pots 36 to 42-in. high, $10.00; extra select, $12.00 per doz.
The Wagner Park Nursery Co., Sidney, Ohio

ASPARAGUS

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS PLUMOSUS—Seedlings. Extra heavy, $1.00 per 100, $6.00 per 1000.
A. M. Campbell, Strafford, Pa.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

BERBERIS

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in.	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra heavy	8.00	

Packed free of charge.
CHARLES BLACK, HIGHTSTOWN, N. J.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO.

BARBERRY—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

BULBS

GLADIOLUS BULBS
I take the pleasure in offering the following Massachusetts grown Gladiolus bulbs of A-No. 1 quality for immediate or future shipment.

	1000		1000
America	$18.00	May	$20.00
Augusta	15.00	Mrs. Francis King	15.00
Baron Hulot	20.00	Mrs. Frank Pendleton	45.00
Brenchleyensis	15.00	Mrs. Watt	35.00
Czar Peter	40.00	Niagara	40.00
Chicago White	20.00	Panama	25.00
Empress of India	25.00	Peace	30.00
Europa	60.00	Pink Beauty	20.00
Glory of Holland	25.00	Pink Perfection	40.00
Golden West	30.00	Prince of Wales	75.00
Goliath	75.00	Schwaben	25.00
Halley	15.00	Extra Choice Mixture	10.00
Ida Van	25.00	Exhibition Mixture	12.00
Independence	15.00	Primulinus Hybrids Mixture	20.00
L'Immaculee	60.00		
Lovelineas	60.00		
Mary Fennell	75.00		

Correspondence solicited on other varieties, smaller sizes or bulblets. Write for illustrated catalogue, which will give full description of 124 varieties.
My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.
JELLE ROOS
Gladiolus Specialist Box B, Milton, Mass.

GLADIOLUS—Selected Long Island grown America, for forcing. 2-in. and up, $20.00 per 1000; 1½-2-in. $17.00; 1¼-1½-in. $14.00.
W. L. Homan, R.D. Box 46, Riverhead, L. I., N.Y.

Continued on Next Column

STOCK FOR SALE

BULBS

MICHIGAN GROWN GLADIOLUS BULBS
Clean, healthy young stock, now ready to ship.

	Price per 1000, 1½-in. and up	1¼-1½-in.
America, flesh pink	$17.00	
Attraction, crimson, white throat	20.00	16.50
Beulah, white, scarlet in throat	17.00	
Columbia, scarlet, flaked purple	17.00	
Crackerjack, rich dark red	15.00	12.00
Empress India, very rich dark red	25.00	20.00
Pendleton, light pink	40.00	30.00
Pink perfection, apple blossom pink	30.00	25.00
President Taft, delicate pink	15.00	12.00
Principine, rich dark scarlet	20.00	17.00
Velvet King, dark scarlet	15.00	12.00
Victory, clear yellow		12.00

Planting stock and bulblets of the above and 30 other choice varieties. To make storage room, will give 10 to 15 per cent off my list on planting stock up to 1-in. for Fall delivery. Write for prices and special discount. Terms: 3% discount, cash with order; 2% ten days; 30 days net. Orders from unknown correspondents must be accompanied with cash or satisfactory reference.
T. H. FULLER, Gladiolus Specialist
649 Marshall Street, Battle Creek, Mich.

GLADIOLUS BULBS, 1½ INCH UP

Home grown and fine quality	1000
America, pink	$20.00
Augusta, white	20.00
Baron Hulot, blue	25.00
Panama, pink, extra large	30.00
Mrs. F. King, large, light scarlet	19.00
Chicago, white, pure white	25.00
Brenchleyensis, red	10.00
Halley, early salmon	19.00

Also other varieties.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

Send us your list of requirements. We are ready to quote you on all leading varieties in large quantities. Samples will be sent on request. Those who placed their Gladioli orders last Spring with J. J. Grullemans & Sons, of Lisse, Holland, will receive their bulbs from this company, as shipping from Holland will be almost impossible this Fall.
The Grullemans Co., R. F. D., Avon on Lake, O.

HYACINTHS—1500, 1st, 2d and 3d size, $70, $60 and $50 per 1000, 8 named varieties. 5000 Tulips, single, double named varieties, $25. to $35. per 1000. NARCISSUS. St. Watkins, mammoth, $32.50 per 1000. Leonard J. Smith, 157 S. Centre St., Merchantville, N. J.

GLADIOLI — Crystal White. For forcing, plant the best variety that everybody can grow, bringing the highest prices in the N. Y. market. 1st size bulbs, $3.00 per 100, $25.00 per 1000.
Herman H. Baer, New Hyde Park, L. I., N. Y.

GLADIOLI—Iowa grown, of finest quality. Low prices for immediate delivery. Send for my wholesale list.
[redacted] Geo. S. Woodruff, Independence, Ia.

GLADIOLUS—EARLY FLOWERING
Bride, Blushing Bride, Peach Blossom. 1000, $15. Immediate delivery.
Vaughan's Seed Store, 43 Barclay st., New Yotk

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

GLADIOLI — (Home grown). Very best bulbs. See display, page 899.
Roman J. Irwin, 108 West 28th st., New York.

CALENDULAS

CALENDULA—Orange King. "True" selected strain, $4.00 per 100. See display for other stock. Roman J. Irwin, 108 West 28th st., New York

CHRYSANTHEMUMS

We are now booking orders for young plants, for early delivery of the following early Pompons, all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-20
PRICE:
$1.00 per 10, $8.00 per 100, $75.00 per 1000. There will be no change in the price before May 1st, 1919.
We can also supply the following early standard sorts:
Zora, Bright yellow, ready Oct. 15-20.
Niss, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 1000. 5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, and those desiring early kinds should resort to those mentioned above.
Elmer D. Smith & Co., Adrian, Mich.

MUM STOCK PLANTS—See display ad., page 899.
Roman J. Irwin, 108 West 28th st., New York

Continued on Next Page

STOCK FOR SALE

CHRYSANTHEMUMS

HRYSANTHEMUM—Stock plants, strong, $3.00 per 100, $28.00 per 1000, to close out: brysolora, Oconto, Smith s Advance, Polly ose, Glory of Pacific, White Bonnaffon and laud Dean. Cash with order from unknown irties. Alex. A. Laub, New Hamburg, N. Y.

IUM STOCK PLANTS—White and Golden Chadwick, Glenview, White Turner, $8.00 per 00. All standard varieties, Pompons and singles, per 100.
oman J. Irwin, 108 West 28th st., New York.

IUM STOCK PLANTS—Oconto, Unaka, M. onnaffon, C. Rager, Harvard, Greystone, . Glow, Seidewitz, P. Chieftain. 5c. each. Cash. Theodore Strezeski, Wortendyke, N. J.

HRYSANTHEMUM—Stock Plants. All varties, also Pompons. Send for list.
C. U. Liggit, Wholesale Plantsman
5 Bulletin Bldg., Philadelphia, Pa.

HRYSANTHEMUM PLANTS—Bonnaffon, Chas. Rager, Pacific Supreme, Mrs. Godfrey, :. Cash, please. B.A.Latham, Guilford, Conn.

CARNATIONS

CARNATION CUTTINGS
For Early Delivery

	PINK	100	1000
addie		$7 00	$60 00
ottage Maid		4.00	35 00
liss Theo, true rose pink		4.00	35.00
lrs. C. W. Ward, true rose pink		4.00	35.00
nchantress Supreme		4.50	37.50
ink Delight		5.00	45.00
lice		4.00	35.00
nchantress		4.00	35.00
ose Pink Enchantress		4.00	35.00
	RED		
erry Christmas		5.00	40.00
oris		6.00	50.00
osalia		5.00	40.00
elle Washburn		5 00	40 00
iator		4.00	35.00
ebrasks		4.00	35.00
eacon		4.00	35.00
	WHITE		
rystal White		6.00	50.00
latchless		4.00	35.00
hite Wonder		4.00	35.00
hite Perfection		4.00	35.00
hite Enchantress		4.50	37.50
	VARIEGATED		
enora		5.00	40.00
	YELLOW		
ellow Prince		5.00	40.00
ld Gold		5.00	40.00

C. U. Liggit, Wholesale Plantsman
25 Bulletin Bldg., Philadelphia. Pa,

ARNATIONS—If you are in search of a guide to modern methods of growing Carnations for arket purposes, send in your order for a copy "Commercial Carnation Culture" by J. arrison Dick, late editor of The Florists' Exange. 262 pages with complete index, $1 50 ostpaid. The Florists' Exchange, Dept. B, ox 100 Times Sq. Station, New York.

CINERARIAS

INERARIAS—Semi-dwarf, best strain, from 2¼-in. pots. $5.00 per 100, $45.00 per 1000 eary Schmidt, 673 Church Lane, No. Bergen, N.J.

INERARIAS—2¼-in. See display, page 899. oman J Irwin, 108 West 28th st, New York

COLEUS

Coleus, R. C. Golden Bedder, Verschaffeltii, ueen Victoria, Firebrand and the best fancy arieties including the Pink and Yellow Trail- g Queen. Clean, strong, well rooted cuttings, $5.00 per 1000, 60c. per 100. Cash with order; tisfaction guaranteed. Send for list, prices dvance with season.
. Nahlik, 261-275 Lawrence St., Flushing, N. Y.

CYCLAMEN

YCLAMEN—Nice, 4-in. stock, mixed colors, 20c. each, in bud and bloom.
F. B. Pfister, Lowville, N. Y.

YCLAMEN—See display ad. page 899.
oman J Irwin, 108 W. 28th st, New York.

DAHLIAS

AHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under ntract. Can fill immediately orders for hardy hlox, hardy Chrysanthemums and Iris. Write r quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

AHLIAS—The best cut flower and garden varieties. Get our prices for best quality ock. Lyndhurst Farm, Hammonton, N. J.

DAISIES

	100	1000
oston Yellow, 2¼-in	$7.00	$60.00
rs. Sanders. 2-in	4.00	35.00
hite Marguerites. 2¼-in	6.00	50.00
iant White 2¼-in	6.00	50.00
hite Marguerites. 5-in	35.00	

C. U. Liggit, Wholesale Plantsman
25 Bulletin Bldg., Philadelphia, Pa.

AISIES—Bellis; Monstrosa, pink or white; also Longfellow and Snowball. Fine, strong lants, $2.50 per 1000, $6 75 per 3000. Cash. Brill Celery Gardens, Kalamazoo, Mich.

Continued on Next Column

STOCK FOR SALE

DELPHINIUMS

DELPHINIUM—Belladonna. 2 yr. transplanted stock, extra nice strain, is a good investment. $5 per 100. $50 per 1000. Martin Kohankie, Painesville, Ohio.

FERNS

FERNS FOR JANUARY DELIVERY
Good, heavy stock that will please.

	100	1000
2½-inch		
Teddy Jr	$6.00	$50.00
Scotti	6.00	50.00
Boston	6.00	50.00
Whitmani	6.00	50.00
Verona	6.00	55 00

4-inch of above, except Verona, $25.00.
This stock will make excellent plants for Easter and Spring Sales.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0 10	$0.14
Roosevelt		.10	
Whitmani	$0.05		

Cash please, less 4%
B. C. Blake Co., Springfield, O.

BOSTON FERNS—Excellent stock; strong plants. 6-in. 75c. each; 5-in. 60c. each; 4-in. 25c. each; 2½-in. $5.00 per 100. Fine specimen plants, in 10-in. pots, $4.00. Runners, $3.50 per 100; larger size on application. Immediate shipment. Cash with order.
William Mears, Rumson, N. J.

BOSTON FERNS—From bench, ready for 5-in. pots, extra strong, $20.00 per 100, orders of 250 at 18c. each.
Table Ferns, 2¼-in. 5 best varieties, $3.50 per 100, $30.00 per 1000, 250 at the 1000 rate.
BRANT BROS., Inc., Utica, N. Y.

FERNS—Nice bench Ferns, ready for 4 and 5-in. pots, $10.00 per 100. Cash, please.
J. J. Clayton & Son, West Grove, Pa.

FERN SEEDLINGS AND OTHER FERNS—In any quantity; see advertisement on page 903.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

FEVERFEW

FEVERFEW—From 2¼-in. pots, $3.00 per 100. Cash. Geo. Milne, Winchester, Mass.

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early: stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

FUCHSIAS

FUCHSIAS—R. C., Little Beauty, Black Prince and all best dwarf varieties. $2.00 per 100, $18.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

GERANIUMS—Standard Varieties
We strongly advise ordering early, as the usual shortage of standard varieties will be greater this year than ever before.

	2-inch Rose Pots 100	1000
Maryland. Fiery red	$4.00	$32 50
Alphonse Ricard	4.00	32.50
Beaute Poitevine	4.00	32.50
Berthe de Presilly. Silver rose pink	4.00	32.50
Jean Viaud. Bright shade of mauve rose	4.00	32.50
La Favorite. Finest pure white	4.00	32.50
Miss F. Perkins. Deep rose	4.00	32.50
Mme. Buchner. Snow white	4.00	32.50
S. A Nutt. Deep crimson	4.00	32.50
Mrs. E. G. Hill	4.00	32.50
3-in. of the above varieties	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—2¼-in., for January and February delivery. Your money cannot buy better stock. Ricard, Poitevine, S. A. Nutt, $26 per 1000. Cash with order. No attention to C.O.D.
Rudolf Irsa, East Hampton, N. Y.

GLADIOLI

GLADIOLI—All leading commercial varieties at attractive prices I am most extensive grower in Pacific Northwest. Price list promptly on application. Planting stock and bulblets also offered. W. L. Crissey, R. F..D. 1, Boring, Ore

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and Single, mixed colors, $4.00 per 100. Other Hardy Plants also.
WAYSIDE GARDENS, MENTOR, OHIO

Continued on Next Column

STOCK FOR SALE

HYDRANGEAS

HYDRANGEAS—Pot-grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibraye, Radiant, Bouuquet Rose Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere.

Flowering branches	Per 100
3 to 4	$20.00
4 to 5	25.00
5 to 6	30 00
7 to 8	35.00
8 to 10	40.00
10 to 12	50.00
13 to 15	75.00
15 to 18	100.00
Specimens	$1.50 to $2.00 each
Otaksa, extra large	$2.50 to $3 each

Terms: Cash with order. Packing charges of 5% of valueof order will be added.
Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS

Radiant, Bouquet Rose, Madame Mouilliere Vibraye and others.	Each
7-inch	$0.50
6-inch	.35
4-inch	.15
3-inch	.08
2¼-inch	.05

A. Colle, Doylestown, Pa.

LAUREL

XMAS LAUREL—Large bunches, 25c., extra fine. Cash. B. A. Latham, Guilford, Conn.

LILY OF THE VALLEY

LILY OF THE VALLEY—Sound pips, sure bloomers, quick returns. 250, $7.50; 500 $13.00; 1000, $25.00.
Vaughan's Seed Store, New York

NURSERY STOCK

Over 200,000 strictly hardy Amoor River Privet North, our specialty. This hardy strain of Privet, grown in our nurseries in central Illinois for 18 years, has not Winter killed. Peonies and Iris in the choicest leading varieties; also a collection of the very choicest leading varieties of hardy Ornamentals, Spireas, Jap. barberry, Persian Lilac, etc. Write for our wholesale trade list.
La Salle Co. Nursery. La Salle, Ill.

PALMS

PALMS—Kentia Bel. Fine, heavy plants, from 5 inch pots, 30 to 36 inches high, $10.00 per dozen; from 6 inch, $12.00, from 7 inch, $15.00 per dozen. The Wagner Park Nursery Co., Sidney, Ohio.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Spring delivery at $10 00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

BROWN'S
Giant Prize Pansy Plants. Mixed Colors.
Mixed colors, $3.50 per 1000.
Cash with order
Peter Brown, Lancaster, Pa.

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J.B.Braun, Parkside Greenhouses, Hightstown, N.J.

PANSIES—Extra select strain. Transplanted plants. $6.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

PANSY PLANTS—Choice mixture, $3.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

PELARGONIUMS

PELARGONIUMS—See page 899.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Quality guaranteed to please YOU.
Harmel Peony Co., Berlin, Md.

PRIMULAS

PRIMULA MALACOIDES
Rohrer Strain
Only 2000 plants left
2½-inch pots
$55.00 per 1000
Will make fine stock for February and March.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

PRIMULAS

PRIMULA OBCONICA
You can cut flowers from these plants all Winter and still have a valuable plant for Easter sales.
Our "strain with a reputation" is of highest merit.
Strong, 2¼-in., for immediate shipment, in 6 leading varieties, $5.00 per 100, $45.00 per 1000
Henry Schmidt, 673 Church Lane, No. Bergen, N.J.

PRIMULA—Malacoides. Fine for cut or pot plants. Fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2yr. old, strong, well furnished plants.

	100	1000
15 to 20-in., branched, light	$1 50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3ft. (strong), 6 or more strong branches	3.50	27.50

All packed first-class, free
Charles Black, Hightstown, N. J.

Over 200,000 strictly hardy Amoor River Privet North, strong, bushy plants. This hardy strain of Privet, grown in our nurseries in central Illinois for 18 years, does not Winter kill. Special quotations on large lots; also a list of the choicest leading varieties in ornamentals. Write today for our wholesale trade list.
La Salle Co. Nursery, La Salle, Ill.

ROSES

	Own Root 100	1000	Grafted 100	1000
Ner Rose Premier, 2¼-in	$30.00	$250 00	$35.00	$300 00
Columbia, 2½-in.	17 00	150 00	22 50	200.00

Ophelia, Russell, Hoosier Beauty, Hadley, Double White Killarney, Sunburst, White Killarney, Maryland, Pink Killarney, Richmond, Radiance, Mrs. Aaron Ward.
Prices on application.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cocheta, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala

For the guidance of the commercial grower and for those wishing to grow Roses with their general stock, COMMERCIAL ROSE CULTURE by Eber Homes will be found an eminently practical and useful work. 165 pages, $1.50 postpaid. The Florists' Exchange, Dept. B, 100 Times Sq. Station, New York.

TEA ROSES—Field-grown, 2-yr. old Dubleo White Killarney, Radience, Red Radiance, Russell, Victoria (Kaiserin), $20.00 per 100. Fine stock for Easter. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528
Western Rose Co., Pasadena, California

New and standard Roses for all uses; get list.
Leedle Co., Expert Rose Growers, Springheld, O.

ROSES—Field-grown, etc. See display.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

ASPARAGUS PLUMOSUS
Northern Greenhouse Grown

1000 Seeds	$3.25
5000 Seeds	14.00
10000 Seeds	25.00
25000 Seeds	56.25

ASPARAGUS SPRENGERI

10000 Seeds	10.00
5000 Seeds	6.00
1000 Seeds	1.25

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

ASPARAGUS PLUMOSUS NANUS SEED
Northern greenhouse grown, guaranteed the genuine Nanus and true to type

Per 1,000 seeds	$3.50
Per 10,000 seeds	30.00

Special prices in larger quantities

ASPARAGUS SPRENGERI SEED

Per 1,000 seeds	$1 50
Per 10,000 seeds	12.50

S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

SWEET PEA SEED
We offer for immediate delivery Zvolanek's complete list of the best standard varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

SWEET PEA SEED
All the best Winter Orchid Flowering varieties
SweetPeas will be profitable to follow 'Mums.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CAMPHOR BERRY—Seed, $1.00 per lb.
T K Godbey, Waldo, Fla

Continued on Next Page

STOCK FOR SALE

SNAPDRAGONS

SNAPDRAGON—Giant white, pink, silver pink, garnet and yellow; assorted colors. Seedlings, once pinched, $8.00 per 1000. Cash. Geo. Milne, Winchester, Mass.

SNAPDRAGON—Silver Pink, white and yellow, 2½-in. strong, clear, plants, $5.00 per 100, $45.00 per 1000. Cash. Hopkins, The Florist, Brattleboro, Vt.

SNAPDRAGONS—Healthy, bushy, 3-in., Giant White and Yellow. $5.00 per 100. Louis Fenn & Co., Audubon, N. J.

SNAPDRAGONS—R.Silver Pink, strong, 2½-in. seedlings, 5c. F. J. Weiss, Port Jervis, N. Y.

SNAPDRAGONS—All varieties See display. Roman J. Irwin, 108 West 28th st, New York.

SOLANUM

SOLANUM CLEVELAND—Choice now ready. 4 in. 15c.; 5-in. 30c; 6-in. 40c. None but well berried plants sent out; pot grown. Abbey Ave. Greenhouses, Dayton, O.

SWEET PEAS

SWEET PEAS FOR PROFIT is the title of a practical book on the most up-to-date methods of growing Sweet Peas under glass in Winter and in the open air for a Summer crop. Compiled by the late editor of The Florists' Exchange, J. Harrison Dick. 147 pages, $1.50 postpaid. The Florists' Exchange, Dept. B, Box 100 Times Sq. Station, New York.

VINCAS

VINCAS—Field-grown, heavy, $8.00 per 100, $75 00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINES

VINES, HONEYSUCKLES, ETC.—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

VIOLETS

VIOLET CULTURE by Prof. B. T. Galloway, a treatise on the growing and marketing of violets for profit, giving every detail necessary to success. 248 pages, $1.50 postpaid. The Florists' Exchange, Dep. B, Box 100 Times Sq. Station, New York.

MISCELLANEOUS STOCK

ROOTED CUTTINGS—Buddleia (Butterfly Bush), $1.50 per 100. Parlor Ivy, $1.50 per 100. Daisies, S. White (Marguerite), $1.50 per 100. Delivered.
Muskogee Shrubbery Garden, Muskogee, Okla.

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

FRUITS & VEGETABLES

FRUITS AND VEGETABLES UNDER GLASS by Wm. Turner, 256 pages and cover, 65 splendid halftone illustrations. A complete textbook on the subject and the only practical one ever published. Price $3.50, postpaid. The Florists' Exchange, Dept. B, Box 100 Times Sq. Station, New York.

VEGETABLE PLANTS

THREE VERY PROFITABLE WINTER CROPS: ASPARAGUS, RHUBARB AND WITLOOF CHICORY
May be easily and quickly grown in cellar or greenhouse during Winter and sell for very high prices. Little space is required. Asparagus sells readily in Winter for 50c. or more per bunch of six stalks. I can supply three, four and eight year Asparagus roots and large Rhubarb and Chicory roots for this purpose, and will send cultural directions with order, when requested. Also Lettuce, Parsley, Sage and Pansy plants. Catalog free.
Harry P. Squires, Good Ground, N. Y.

WITLOOF CHICORY (French Endive)—Nice, straight, selected roots for forcing, $3.00 per 100, $25.00 per 1000.
One year Asparagus Roots; Bonvallets Giant, Palmetto and Giant Argenteuil, $3.00 per 100, $25.00 per 1000. The George A. Howard Farming, Co., 940 Spitzer Bldg., Toledo, Ohio.

WITLOOF CHICORY—Strong roots for forcing. $3.00 per 100, $25.00 per 1000.
Jacob H. Weaver, R.F.D. No. 6, Lancaster, Pa.

LETTUCE PLANTS—Grand Rapids, Big Boston, $1.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

5000 CHICORY WITLOOF ROOTS—From 1 to 2½-in. diameter, $3.00 per 100, $25.00 per 1000. Louis Chetaud,Sunnyside Garden,West End,N.J.

STOCK WANTED

WANTED—At once, Geranium rooted cuttings: 2000 S. A. Nutt, 2000 Poitevine, 4000 Ricard. Saxe-Floto, Florist, 29 East Main st., Waterbury, Conn.

Continued on Next Column

FOR SALE OR RENT

Florist's establishment, situated near Patterson consisting of 2 acres, dwelling, 1 large iron frame greenhouse and several small greenhouses; good soil and near city markets. Full information will be obtained by writing to M. Weingarten, 286 Fifth av., New York.

FOR SALE OR RENT

FOR RENT—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements. Or, a man to manage on moderate salary and share of the income. Address Box 452, Hummelstown, Pa.

FOR SALE—11,000 ft. glass. Well stocked in good running order. Wholesale and good retail trade on place. Fuel in for the season. This is a good opportunity for a live man. Wm. J. Marshall, Copeland st., Campello, Mass.

SUNDRIES FOR SALE

FOR SALE—At a bargain, 2 Hitchings' greenhouses, 300x20 ft.; large quantity of glass in all sizes and 2 hot water, 6 section, Ideal heaters,in good conditions.
Benjamin Miller, Danville, Pa.

FOR SALE—16x24 double thick greenhouse glass as good as new, $5.50 per box. 14x18. $4.50 packed in specially made strong boxes, by experienced men. Second-hand black pipe, 1-in. 6¾c. ft.;1¼-in. 8c., ft.; 1½-in. 9½c. ft.; 2-in., 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschell Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing av., Brooklyn, N. Y.

Standard hot bed sash, Cypress, made with cross bar, blind tenons, white leaded in joints, $1.50 each. Orders for 25 or more, $1.45 each. Glass, 6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft. Write for circular.
C. N. Robinson & Bro., Dept. 25, Baltimore, Md.

FOR SALE—Florists' ice box, 8 ft. glass front, in good condition. Holden, 5th Ave. and 31st st., New York.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

GLASS

FOR SALE—Greenhouse glass, B quality, double thick; 2nd hand; only been on the houses a couple of years. 10x15, $4.00 per box; 16x18, $4.50 per box; 16x24, $5.00 and 12x20, $4.00 per per box. John R. Coombs, West Hartford, Conn

GLASS—6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft.
C. N. Robinson & Bro., Dept. 25, Baltimore, Md.

HOLLY

CHRISTMAS HOLLY—The most beautiful grows in Arkansas, its native climate. Green foliage, laden with red berries. Price, F. O. B., 15c. lb. in 50 lb. crates; lesser quantities, 20c.; wreaths, 10c. yd. Order early.
E. R. Anderson, Manning, Ark.

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H

MOSS

SPHAGNUM MOSS 10-bbl bale, $3.50; 5 bbl. bale, $2.00. Green clump moss, $1.50 bag. Live Sphagnum, $1.25 bag. Dagger Ferns, $2.00 per 100. Burlap, 50c extra, cash, 5c. less.
Jos. H. Paul, Box 156, Manahawkin, N. J.

PIPE

Second hand pipe from 1 inch to 12 inch, good as new. M. Reichman & Sons, 102 Parkhurst st., Newark, N. J.

MISCELLANEOUS WANTS

WANTED—To buy or rent, high modern greenhouses, about 25,000 ft. of glass, dwelling; near station; commuting distance to New York.
Chas. Brink, 226 East 87th st., New York

Wanted—To buy, second-hand planting machine for young nursery stock; one that does the watering and fertilizing. Address 1853 Hertel ave., Buffalo, N. Y.

WANTED—Good side line, to carry with florists' supplies, on commission. Middle West territory. Address S. B. care The Florists' Exchange.

Kansas City, Mo.

Stock Short for Thanksgiving Day

In some ways Thanksgiving Day was one of the most unusual holidays, from a florist's standpoint, ever experienced here, because of the great shortage of stock. Advance orders were heavy and on some days there was not enough stock on hand or even in view to take care of the day's orders. Out of town retailers were clamoring for flowers, and the wholesalers were at their wits' end to suppply even part of the needs. The shortage reached such a point that, as the wholesalers received shipment from wherever they could get them, the goods were distributed as evenly as possible among the trade, each being taken care of to whatever extent the supply made possible. No dealer in Kansas City or anywhere nearby could say that he had all the flowers he wanted. Everything was cleaned up before the holiday was half over.

The cause of the unusual shortage of stock was the heavy demand for flowers all through October as a result of which most of the growers forced their 'Mum crops. The weather, too, brought the 'Mums to perfection a week or two sooner than usual and instead of Thanksgiving Day bringing a profusion of these blooms they were rare. One or two retailers, who are also growers, managed to have a small supply for their own orders, but more than one greenhouse owner had sadly to answer queries with: "We haven't a Chrysanthemum left."

The 'Mums available sold at from $6 to $15 per doz. retail.

Roses were higher in price than they had been in weeks and were none too plentiful; they retailed from $4 to $16, and those who wanted flowers seemed glad enough to pay the prices asked. Carnations were also lacking, only a couple of growers having any. The lack of sunshine in November set back this crop. One greenhouse forced a fine lot of Stevia and this helped out to a great degree; another had a good supply of Calendulas and this, too, was welcome.

The general opinion was that flowers were scarce, but prices good, and, considering the heavy season extending over the past two months, there was no just cause for complaint.

F. F. Farnham, of Carrollton, Mo., was a visitor.

Deer Breaks Window.

A three year old buck deer, frightened and at large, recently mistook the floral display in the show window of the Peterson Floral Company, Linwood Boulevard and Gillham Road, for a forest. The deer crashed through the plate glass, scattered jardinieres and vases in all directions, tore madly about the store and then made his escape the way he had entered. Continung his flight down Gillham Road the deer jumped a 10ft. fence and disappeared. Persons in the store at the time of the occurrence noticed that the animal was badly cut about the neck and shoulders by the glass. The deer is one of a herd of six which William Tanner maintains at his residence, 3500 Prospect ave. All of them are wild and unapproachable and this one was frightened after he had jumped the fence surrounding the grounds and taken flight down the street. In addition to destroying the show window the damage in the Peterson shop was estimated at $150. B. S. B.

Supporting Sweet Peas

Referring to the query of H. V. K. under the heading, "Question for Sweet Pea Specialist," in THE EXCHANGE of Aug. 17, page 538, as to the object of advantage of pinching Sweet Peas or allowing them to lie until the break appears, Corp. T. A. Weston of Northants England, writes: "It largely hinges upon whether early or late varieties are grown, and whether the seed has been sown where it is to flower or not. Early types do not need pinching as they have not the bushing out tendency; moreover it would delay flowering. Later sorts sown where to flower are best supported early, because the wind knocks them about. Actually allowing them to lie does encourage breaking, but the better policy is to pinch out the points as soon as the plants have four leaves, say when 3in. or 4in. tall. When working on the seed farm we always support the plants early, as the young plants get away quicker than if allowed to lie. Personally I should plump for pinching. It hastens the breaks and it is these breaks that make the best plants. For exhibition work we always sow early in boxes or pots and pinch at the third leaf. Pinching means a gain of weeks over the natural break. I may say that the general run of late Sweet Peas have no break tendency. Indeed, the leader, if it does go at all, is invariably thin and yields poor flowers. The bottom breaks are essential for good flowers so by stopping one gets them all at one time which is not the case if allowed to fall over will. Apart from this, plants allowed to lie are handy for prowling slugs, etc."

Rose Grower Changes Position

Eber Holmes, well known to EXCHANGE readers, for his articles on Rose culture and until recently with W. H. Elliott, Rose grower of Madbury, N. H., has taken charge of the greenhouses of Mrs. Aitken, retail florist of Springfield, Mass. Mr. Holmes will grow there Roses, Carnations and a general line of stock.

What Flowers Will Do

(*The following was sent us by A. Brouton, floral designs, who has it printed on the back of his business cards.*)

If you love flowers and enjoy giving them that wholehearted attention that their existence and health demand, they will in turn express their gratitude by imparting to you:

"Peace of mind,
"Spiritual contentment,
"Physical comfort,
"Soothing companionship,
"Love and sympathy,
"Restoration of spirit,
"Inspiration,
"Mental Relaxation,
"Food for the soul,
"Joy for the heart,
"Health-giving exercise,
"A pleasant disposition."

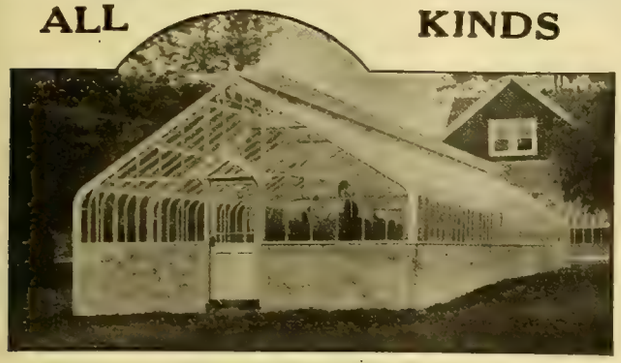
CITRONIA, PA. — The private range built by the King Construction Co. for Gen. H. C. Trexler, was partly destroyed by fire on Nov. 27. A telegram was sent to Mr. Nolan, the King Co.'s energetic representative, who promptly took the matter in hand. The houses are being reglazed, and by the time this goes to press will probably be O. K. again, so that no damage will result.

Attractive porch plantings of G. H. Walter, florist, of Butler, Pa.

Mr. Walter writes that he takes great pains with his porch every year and that it attracts more attention than any garden in town. This we can well believe; even as an advertisement, the porch is doubtless well worth while

GREENHOUSES

ALL KINDS



When contemplating the building of a greenhouse, the wise course is to avoid extravagance and delay by hiring an organization which features speed and economy

PUT YOUR GREENHOUSE PROBLEMS UP TO US

We go anywhere in the United States to submit plans and prices

Metropolitan Material Co
PATENTED GREENHOUSES

1335-1339 FLUSHING AVE. BROOKLYN, N. Y.

When ordering, please mention The Exchange

Save Coal on Greenhouse Boilers

May we send you on a month's trial, prepaid, a Coggeshall Air Tube Cleaner to clean your boiler tubes? It creates its own air pressure with the use of low pressure steam.

Specially Adapted for Greenhouse Boilers

It cleans your boiler perfectly in four minutes, while running. It does away with the hand method. It saves its cost before the trial is ended. It can be returned, express collect, if you do not find it to your interest to purchase the cleaner. It lasts a lifetime. There are thousands in use. The price is $12.00.

WRITE FOR ILLUSTRATED CIRCULAR

The Coggeshall Co., 123 Liberty St., New York

When ordering, please mention The Exchange

Heid Kerosene Heater

The **"HEID KEROSENE HEATER"** needs no electric motor, no air pressure. No ashes to remove, and can be used in any make of boiler.

By order of the United States Fuel Administrator, florists will get only 50% of their coal this season.

WHY NOT BURN KEROSENE OR CRUDE OIL AND SAVE COAL?

With a few pounds of coal you cannot heat water or make steam, but with five gallons of oil in my Heater you can. You can heat your greenhouses quicker; it is cleaner and, above all, a time saver. Equally adapted for heating private residences. Write for prices. When writing give width of feed door of boiler, size of grates and height of chimney.

You can see the heater working successfully any time by appointment. I will be pleased to explain it to you.

FRANK HEID, 287 South Broadway, Tarrytown, N. Y.

When ordering, please mention The Exchange

As Easy as Snipping Off a Bud
When You Cut Greenhouse Glass With

"Red Devil" Glass Cutters
REG. U.S. PAT. OFF. TRADE MARK.

Zip! And you cut out a pane of glass clean, clear and sharp, without breakages and splinters. *Send* 15c *for sample tool, style* 024.

Glaziers' Handy Tool Booklet Free

Smith & Hemenway Co., Inc. 90 COIT STREET IRVINGTON, N. J.

When ordering, please mention The Exchange

Repair that Leaky or Cracked Boiler Without Shutting Off the Heat

EVERY greenhouse man who has ever had a leaky or cracked boiler knows what a lot of time, trouble and money that means.

Yet all the fuss and worry attendant upon the old-fashioned method of repairing is now *entirely unnecessary.*

"X"—*the wonderful* Boiler Liquid—will do $200 worth of repair work for $10: *and do it in about half an hour.*

"X" is a Scientific Process of Repairing Without Dismantling or Welding

"X" is an absolute Liquid. It is simply poured into the boiler and instantly combines itself with the water. In sizzling out through the leak or crack the "X" is changed by the atmospheric oxygen into a metal-like solid, making a permanent repair. This repair is gradually hardened by the heat in the boiler, so that it stands a pressure of over one-quarter of a ton.

The surplus "X" that remains in the water automatically stops all new leaks due to expansion or other causes. In this way "X" Liquid makes the boiler (and in a hot water system, the entire system) absolutely LEAKPROOF.

Makes Boilers Rustproof and Scaleproof

The chemical composition of "X" Liquid is such that it absorbs all free oxygen in the water. This prevents the metal from Rusting. "X" also prevents the lime and other scale-forming elements in the water from depositing layers of Scale on the walls. "X" keeps the boiler RUSTPROOF and SCALEPROOF.

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"X" contains no cement, powder or other injurious ingredients. It cannot clog the air valves; in fact it makes frequent repacking of valves unnecessary.

A Strong Guarantee

You take no chance in using "X" Liquid. It is unconditionally guaranteed to make good. If it fails you get a new can—or your money back.

But your greatest guarantee of the value of "X" is the fact that it is used, sold and recommended by 99 per cent of the manufacturers of boilers and radiators.

If your boiler cracks or leaks this Winter don't worry about your greenery. Just get a can of "X" and do the repair job yourself.

Get "X" Liquid from your steam fitter, or we will ship, charges prepaid, on receipt of price.

1 Quart $6 2 Quarts $10

"X" LABORATORIES, 642 Washington St., BOSTON, MASS.

When ordering, please mention The Exchange

In Answer to Your Question Can We Furnish Without Delay Any Greenhouse or Materials You May Want?

YES!

Most assuredly yes!

Right now we have sufficient materials in our factories to build the normal number of greenhouses of former years.

Further than that, war working on Government work, has taught us many things; some of which we are applying directly to solving the building problems of you florists.

We don't for a minute attempt to prophesy, but if what has happened following other wars holds true, the cost of building materials will hold up for some time to come.

While you are waiting for lower prices, the other fellow has built and will be making some of the money you will be losing.

It's a losing game for us both, if you don't build.

When ready to talk it over, say when and where and we will be there.

Lord & Burnham Co.

Builders of Greenhouses and Conservatories

SALES OFFICES:

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Grows 5 Times As Much

Armstrong Nurseries, of Ontario, Calif., writes the following:

"We grow on one acre as many plants, and get better results than we would on five acres of land under the Furrow System."

SKINNER SYSTEM OF IRRIGATION

The Skinner Irrigation Co.

225 Water St., Troy, Ohio

NO MORE SOOT TROUBLES

Z-I-N-C-O

WHAT IT IS

Soot destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.

"Ain't it a Grand and Glorious Feeling?"

WHAT IT DOES

Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft.

WHAT IT DOES

Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

Note The makers of Z-I-N-C-O have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is $3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO. 468 W. Erie St., Chicago

When ordering, please mention The Exchange

Greenhouse Glass

Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices

Royal Glass Works

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SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
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CHICAGO

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Greenhouse Lumber

"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS

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For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.

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USE FOR RESULTS

CAST IRON

BOILERS

THAT LET THE FLORIST SLEEP

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THE FLORISTS' EXCHANGE

A WEEKLY TRADE MEDIUM FOR FLORISTS, SEEDSMEN, NURSERYMEN AND THE ALLIED INDUSTRIES

Vol. XLVI. No. 24 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) DECEMBER 14, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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Extra strong, heavy plants, well finished for immediate delivery

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Tarrytown, New York

IN THIS ISSUE

Christmas Suggestions for the Retail Grower
Retail—On Christmas Advertising
Flowers vs. Diamonds, or Meat, or Cigars
Nursery—Ornamental Fruiting Plants
Pruning Ornamental and Fruit Trees
Memorial Tree Plan Pleases Public

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Place your order now for Christmas Plants

On account of the scarcity of Flowering Plants, there will be a large demand for made-up baskets and specimens of

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Highly colored DRACAENAS, CROTONS, PANDANUS VEITCHII, etc. BIRD'S NEST FERNS, MYRTLE, RUBBERS and ADIANTUM CROWEANUM in all sizes

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THE NEW GLORY FERN

We have ready for shipment an excellent stock of this new variety of **Farleyense,** which is as hardy and will stand up in homes and stores as well as Adiantum Croweanum. It is of good form and beautiful color, the new fronds being tinted with pink. We shall send this out this season in place of the old type of **Farleyense,** and we believe it can be used more extensively than that variety—especially on account of its keeping qualities.

5-inch pots.....$1.00, $1.25 each
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If you have not received our recent Wholesale List, ask for one

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CROMWELL, CONN.

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Variegated Rooted Cuttings for Immediate Shipment
$20.00 per 1000

Gladiolus Bulbs

Clean, healthy, fine stock, now ready to ship
These bulbs especially grown and cured for early forcing
Following varieties and sizes:

	2-in. and up Per 1000	1½ to 2-in. Per 1000	1¼ to 1½-in. Per 1000	1 to 1¼-in. Per 1000
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PAN AMERICAN MIXTURE (about 100 named varieties) 1¼ to 3-in. $15.00 per 1000

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In a good assortment, including Scented and Ivy. 2-in. $2.75 per 100, $25.00 per 1000; 3-in. $4.00 per 100, $35.00 per 100.

BEGONIAS Vernon, COLEUS, HARDY ENGLISH IVY and **LANTANA.** 2-in. $2.50 per 100, $22.50 per 1000; 3-in. $3.50 per 100, $30.00 per 1000.

COLEUS Brilliancy, sometimes called **Christmas Gem.** 2-in. $3.00 per 100, $30.00 per 1000; 3-in. $4.00 per 100, $35.00 per. 1000.

PELARGONIUMS. In a good assortment, including the beautiful variety, **Wilbur Wright.** 3-in. $6.00 per 100.

FERNS

BOSTON FERNS. 5-in. 25c., 4-in. 15c. each. Specimen plants, in 10- and 12-in. pots, from $5.00 to $10.00.

KENTIA Belmoreana. 6-in. $1.00; 5-in. 75c. each.

These prices are only good for immediate shipment. All good value for the money. Shipped without pots to save expressage.

Send for catalogue Cash with order

R. Vincent, Jr. & Sons Co.
WHITE MARSH, MARYLAND

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Keep the Road Open for War Purposes
ORDER NOW

Christmas Baskets

We have spent much time and thought to make up a CHRISTMAS BASKET, already filled with CHRISTMAS MATERIAL only, ready to be sold to your customers. The basket, which is rustic, consists of CONES, GREEN RUSCUS, PRESERVED BOXWOOD, RED RUSCUS, RED FRIEZE, etc. Every part of this basket brings forth to the mind of your customer CHRISTMAS TIME and CHRISTMAS CHEER. Each basket is boxed separately, which makes it easy to ship, insures perfect arrival, and makes it easy for your customer to carry home.

Complete Basket, Including the Box

Size A - $5.40 per doz.
Size B - 7.80 per doz.

Order Now Save Yourself Worry
Display Early

These baskets are just as good in a year from now, as all the material is preserved, and *will not dry up or lose color.*

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Bright color and perfectly dry, 95c. per lb.

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A No. 1 quality, perfectly flexible and good color, 70c. per lb.

Red Roping
60 yards to the ball, very best color and quality, 85c. per ball

Red Immortelles
While they last, 50c. per bunch, $5.50 per dozen bunches

We carry a full line of other

Christmas Supplies
such as POINSETTIAS, CREPE PAPER, WAX PAPER, CHIFFONS, etc.

Don't forget that we are headquarters for ARTIFICIAL FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, FROSTED MAPLE, BROWN ARTIFICIAL GALAX, etc., etc.

We handle a full line of CUT FLOWER BASKETS, and everything in FLORISTS' MANILA BOXES.

We are direct manufacturers of CYCAS LEAVES.

Boston Floral Supply Company
Manufacturers of Florists' Supplies
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P. S.—Unknown customers please give satisfactory reference or cash with order

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Due to the Cancellation

of some Private Orders, we have the following stock which will be **Sacrificed** at unusually low prices, considering the **Superior Quality** of the bulbs.

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All splendid varieties for forcing; Easter is late and there will be an enormous demand for such stock next Spring.

We also offer:

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SPANISH IRIS in finest separate varieties . . . 9.00

3 cases each 1000 **FRENCH NARCISSI, Grand Soleil d'Or** large bulbs, per case, $29.75.

All prices per thousand and **Net** for Cash with order.

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Flowerbulb Specialists, 2 Stone St., NEW YORK CITY

Lilium Giganteum
for Easter Forcing

7-9 in., 300 to case

Bulbs, in perfect condition, from storage

New York - Chicago - Seattle - Detroit

Order today from your dealer

Stock is limited

If he cannot supply, write us direct

Yokohama Nursery Co., Ltd.
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ckerman, J. P.....938
llen, J. K.....967
lpha Floral Co.....958
merican Bulb Co....938
nderson, J. F.....943
nderson, S. A.....956
phine Mfg. Co.....970
schmann Bros.....945
schmann, Godfrey..943
shley, Ernest.....956
udubon Nurs.....946
venue Floral Co....959
aker Bros.....957
aker, Wm. J.....969
arclay Nursery.....941
arr, B. F. & Co.....946
arrows, Henry H....943
aumer, A. R.....958
aur & Steinkamp....943
ayersdorfer & Co....964
ay State Nurs., The 946
eaven, E. A.....964
eckers' Cons.....956
eckerts Seed Store..941
egerow Floral Co....958
emb Floral Co., L...957
ennet, C. A.....946
ertermann Bros. Co.958
oddington Co., Inc..936
olgiano & Son, J....941
onnet & Blake.....967
oston Florist Supply Co.....930
owe, M. A.....959
reitmeyer's Sons, J..957
rown, Peter.....945
rown Bag Filling Mach. Co., The....938
rown BulbRanch...941
ryan, Alonzo J.....945
uckbee, H. W.....960
unyard, A.T.....959
urnett Bros.....936
urpee, W. A. & Co..938
utler & Ullman.....959
yer Bros.....945

Caldwell the Woodsman Co.....964
Campbell Bros.....943
Caplan, Florist.....956
Carbone, Florist.....956
Cannata, J. P.....945
Champion & Co.,John N.....959
Chicago Feed & Fertilizer Co.....970
Chicago Flower Growers' Ass'n, The.....968
Childs, John Lewis...932
Clarke's Sons, D.....959
Clay & Son.....970
Coan, J. J.....965
Coggeshall Co., The..975
Colonial Flower Shop.956
Conard & Jones Co...945
Coombs, Florist.....957
Cowee, W. J.....964
Cowen's Sons, N.....975
Craig Co., Robt.....945
Crowl Fern Co.....964
Cut Flower Exch.....967

Danker, Florist.....956
Dards.....959
Day Co., W. E.....960
De Buck, John.....945
Dietsch Co., A.....971
Dolansky-McDonald Co.....968
Dorner & Sons Co...943
Dreer, H. A.....971-942
Drumm Seed & Floral Co.....957

Eble, Chas.....959
Edgar Co., Wm W....942
Edlefsen-Leidiger Co .958
Edwards' Folding Box Co.....964
Emmans, G. M.....945
Eskesen, Frank N....943

Fallon, Florist.....960
Fenrich, Joseph S....965
Fetters, Florist.....957
Fexy, D.....965
Fletcher, F. W.....941
Foley Greenhouse Mfg. Co.....975
Ford, M. C.....965
Ford, Wm. P.....967
Fottler, Fiske, Rawson Co.....938
Friedman, Florist....956
Friedman, J.J.....970
Froment, H. E....966-67
Frost, Chas.....941

Galvin, Thos. F.....959
Gasser Co., J. M.....956
Giblin & Co.....975
Girvin, Willis B.....945
Gnatt Co., The Ove..963
Goldstein & Futterman.....967
Gove, The Florist....956
Graham & Son, A....956
Grakelow, Florist....960
Grandy, The Florist..960
Green, Edward.....960
Grootendorst, F. G. & Sons.....946
Gude Bros. Co.....961
Gunther Bros.....967

Habermehl's Sons....960
Hahn, Florist.....956
Hanford, R. G.....943
Hardesty & Co.....956
Hart, George B.....964
Heacock Co , Jos.....943
Heid, Frank.....971
Heid & Co.....945
Heiss Co.....957
Henshaw Floral Co..966
Hentz & Nash, Inc...967
Herr, A. M.....945
Hess & Swoboda.....960
Hession.....959
Hews & Co., A. H....970
Highland Pk. Gnhs..957
Hill Co., E. G.....968
Hill Floral Co., E. G. 956
Hill Nursery Co., The D.....946
Hillenmeyer & Sons..945
Hitchings & Co.....976
Hollywood Gardens..960
Holm & Olsen.....960
Horan, E. C.....967
Horn & Bros., John F.956
Hotaling, the Florist..956
Howard Rose Co....946
Hunt & Co., Wm.936
Irwin, R. J.....939
Jackson & Perkins....946
Jacobs, Barney B.....965
Jacobs & Sons,S.....971
Johnston Bros.....960
Johnston & Co., T. J..960
Joseph's Florist.....960
Joy Floral Co.....958
Kasting, Wm. F. Co..929
Keller, John A.....958
Keller Pottery Co....970
Keller Sons, J. B.....960
Kelway & Sons.....945
Kentucky Tobacco Product Co., The...970
Kerr, The Florist....957
Kervan Co., The.....963
Kessler, Wm.....966-67
Knoble Bros.....956
Kooyman Co., Inc.C..938
Kottmiller, Florist....959
Kroeschell Bros. Co...975
Kuebler, Wm. H.....967
Landreth Seed Co 941
Lang Floral & Nurs. Co.....957
Lange, A.....956
Lange, H. F. A.....961
Langjahr, A. H.....967
Leahy's.....957
Leonard Seed Co.....936
Liggit, C. U.....941
Littlefield & Wyman..946
Lockland Lumber Co.971
London Floral Shp...960
Lovett, Lester C.....946
Lovett, Inc., J. T....946
Ludwig Floral Co., E. C.....960
Mackie, W.....967
Macnair, Florist.....960
Malandre Bros.....959
Marshall & Co., W. E.941
McCallum Co.....964
McCarron, Miss.....958
McClunie, Geo. G....957
McHutchison & Co..936
McManus, James.....967
Meehan, C. E.....969
Metarie Ridge Nursery Co., Ltd.....959
Metropolitan Material Co.....975
Meyer, Adolph.....959
Michell Co., Henry F.938
Michigan Cut Flower Exchange.....964
Michler Bros. Co.....958
Miller, A. L.....945
Miller Floral Co.....960
Mills, the Florist.....958
Mountain View Floral Co.....946
Muller-Sealey Co.....942
Munk Floral Co.....957
Murray, Samuel.....958
Murray, Florist.....959

National Cash Register Co.....952-53
National Florists' Board of Trade....974
Neidinger Co., J. G...963
New England Florist Supply Co., Inc...968
New York Floral Co..961
Nicotine Mfg. Co....970
Niessen Co., Leo....969
Noe & Sampson.....967

Ouwerkerk, P. 946

Palmer, F. E.....956
Palmer & Son, W. J..956
Papworth, Harry....959
Park Floral Co., The.957
Parshelsky Bros., Inc.975
Peacock Dahlia Farms.....942
Peirce, E. Allen.....970
Penn, The Florist.954-56
Pennock Co., S. S....969
Peerless Iron Pipe Exchange, Inc.....975
Peters & Reed Pottery Co.....971
Pfaff & Kendall.....970
Philips Bros.....958
Pierce Co., F. O.....971
Pierson, Inc., A. N..929
Pierson Co., F. R....929
Pikes Peak Floral Co.956
Pillsbury, I. L.....945
Pittsburgh Cut Flower Co.....964
Poehlman Bros. Co...968
Polykranas, G. J.....967
Princeton Nurseries...946
Pulverized Manure Co., The.....970
Purdie & Co., D. S...958
Purnell, W. Z.....963

Ramsburg, G. S...936-70
Randall's Flower Shop961
Randolph & McClements.....960
Rawlings, Elmer.....942
Reck, John & Son....956
Reed & Keller.....964
Reinberg, Peter.....968
Reuter, L. J. Co.....945
Rice Co., M.....964
Riedel & Meyer, Inc..967
Ritchy, F. W.....945
Robinson Co., H. M..967
Rock Flower Co., W..958
Robinson & Co., Inc., H. M.....963
Rodgers Floral Co....956
Rochelle & Son. F. W.970
Roehrs Co., Julius....945
Rosemount Gardens..958
Rosary Flower Shop..956
Rowehl & Granz.....941
Royal Glass Works...971
Rumbley Co., The...964
Rupp, John F.....936

Sauter, A.....967
Saville, Wm.....938
Sceery, Ed.....960
Schling, Inc., Max., Seeds.....941
Scheepers, John, Inc..930
Schling, Inc., Max., Flowers.....959
Schmidt, J. C....971-942
Scholtz, the Florist, Inc.....956
Schramm Bros.....961
Schulz Co., Jacob....958
Schwacke & Co., C...936
Scott, Florist.....956
Scottwood Gnhs.....961
Serphos, Norman.....936
Sheridan, Walter F...967
Siebrecht, Geo. C....967
Skidelsky & Co., S. S.938
Skinner Irrigation Co.975
Smith & Fetters Co..956
Smith, Henry.....957
Smith, J.....960
Smith, P. J.....967
Smith Co., W. & T...946
Smith & Co., Elmer D.974
Smith, the Florist....957
Snyder Co., B. A.....968
Solomon & Son, L....971
Southern Evergreen Co.....964
Spear & McManus...957
Steele's Pansy Gardens.....936
Stearns Lumber Co., A. T.....975
Sutton & Sons.....932
Storrs & Harrison Co.942
Stumpp, Geo. E M..959
Syracuse Pottery Co..970

Taepke Co., G. H...957
Thompson & Co.,C.B.958
Thorburn & Co.,J.M.941
Tomlinson Key Floral Co.....958
Tracy, Inc., B. Hammond.....941
Traendly & Schenck..967
United Cut Flower Co., Inc.....965

Van Bourgondien, K. & Son.....932
Vanderschoot, R. A...932
Vaughan s Seed Store.941
Verkade & Sons, J.....946
Vick's Sons, James...936
Vincent, Jr., & Sons..929

Walker C ., The F....958
Watkins & Simpson...936
Wax Bros.....956
Weber, F. H.....960
Weir, Inc., James.....956
Welch Bros. Co.....968
Welch, the Florist....957
Wenk, Peter.....942
Westman & Getz.....956
Whilldin Pottery Co..971
Williams, Hethering-ton & Rathgeber....942
Wintzer, Leon N.....938
Wilk, John.....941
Wilson, H. E.....960
Wilson, R. G.....956
Wolfinger, Florist.....958
Wood Bros.....943
Woodruff & Sons,S.D.932

Yokohama Nursery Co., Inc.....930
Young & Co., A. L....967
Young & Co., John...967
Young & Nugent.....959
Young & Sons Co., C.960

Zech & Mann.....968
Zvolanek, Ant. C.....938

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

hyranthes.....942
lantum...929-43-45
eratum...936-39-42-45
ssum.....936-41
tirrhinum.....936
nemone.....930-32-39
npelopsis.....946
uilegia.....941
ea.....943-45
h.....946
sparagus..930-36-39-41-942-43-45
plenium.....943-45
ters.....936
leas.....946
gonias...929-36-39-42-945
llis.....939
rberis.....946
eding Heart.....936
xwood.....946
lbs..929-30-32-38-39-41
xus.....946
lendula....936-39-41-45
llas.....932-39-41
ndytuft.....936-41
nnas.....938-45
rnations..939-41-43-45
ntaurea.....936
losia.....936
ristmas Plants...929-45
ristmas Trees.....945
rysanthemum..939-41-945-74
otium.....943-45
nerarias.....936-39-41
matis.....946
os.....944-45
leus.....929-36-39-41-942
otus.....929-42-45
ptoneria.....942
plea.....939
velamen...936-39-41-42-945
affodils.....932
dias.....941-42
aisies...936-39-41-42-45
corative Plants.....945
phorbia.....942
racena..929-39-42-43-45
tchman's Pipe.....946
Lilac.....946
Evergreens.....946
Farm Seeds.....94
Farm Seeds.....945
Ferns.....929-39-41-42-43-945
Feverfew.....945
Ficus.....943-45
Forgetmenots.....945
Fraxinus.....946
Freesia...930-32-39-41-42
Fruits.....946
Fruit Trees.....946
Fuchsia.....939-41-45
Genista.....939-41-46
Geraniums.929-39-42-45
Gladiolus.929-32-38-39-41
Gypsophila.....939-41
Heather.....942
Hyacinths.....932-41
Hydrangeas.....939-43-46
Iris.....930-32-41-46
Ivy.....929-39-43-45
Japanese Maples.....946
Japonica.....946
Jerusalem Cherries....942-943-45
Juniperus.....946
Kentias.....929-42-43-45
Lantanas....939-41-42-45
Latania.....945
Lilies.....930-32-38-39-41-946
Lily of the Valley....936-938-39-41
Lindens.....946
Lobelias.....936-41
Lombardy Poplars....946
Marguerites.....945
Mignonette.....936
Myrtle.....929
Narcissus....932-39-41-42
Norway Maple.....946
Norway Spruce.....945
Nursery Stock.....945-46
Oaks.....946
Onion Sets.....986
Orchids.....945
Palms.....929-42-43-45
Pandanus.....929-45
Pansies.....936-39-41-42
Pelargoniums. 929-39-42
Peonies.....932-46
Peppers.....942
Perennials.....946
Petunias.....936-41-45
Phlox.....936-46
Phœnix.....943
Poinsettias.....942-43
Populus.....946
Primulas...936-39-41-42-945
Primroses.....936-41
Privet.....946
Ranunculus....930-32-39
Retinospora.....946
Rhododendrons.....946
Roses....939-41-43-45-46
Rubbers.....929-42
Salvia....930-36-39-41-45
Scilla.....932
Seeds....930-32-36-38-39-941
Shamrock.....936-39
Shrub.....945-46
Smilax.....939-43-45
Snapdragon....936-39-41-942-45
Snowdrops.....932
Spiræa.....939-46
Spruce.....946
Stocks.....936-39-41
Sweet Peas...936-38-39-41
Thuya.....946
Trees.....946
Tulips.....930-32-39-41
Ulmus.....946
Vegetable Plants....938-942-45
Vegetable Seeds.....932-936-38-41-45
Verbena.....930-36-41
Vinca.....930-36-39-45
Violets.....929

Editorial Contents

American Carnation Society 950
American Rose Society 940
Arboretum for Houston, Texas.. 948
Bureau of Plant Industry..... 937
Business Difficulty 970
Business Tax, A Proposed.... 937

Catalogs Received 937
Columbus (O.), Eight Weeks' Winter Courses at 948

Exhibitions and Meetings Coming 937
Fertilizer Studies 937
Floriculture at Cornell 944

Florist Soldiers, Our 951
Flowers vs. Diamonds, or Meat or Cigars 948
Foreign Trade Opportunities... 962
Fruit Area Became Jungle, Why (Illus.) 951
Gasolene, New Substitute for... 935
Gladioli in Florida, Growing.... 935
Government to Buy Seed..... 937
Import Decisions 940
Kessler, Philip F. (Portrait)... 949

Meetings and Exhibitions, Coming 937
Memorial Tree Plan Pleases Public 950

Middle Atlantic States..... 940

Middle West 962
Misinformation 948
New England States 944
New York Florists' Club 948

Nursery Dept. (Illus.): Cones as Articles of Commerce; Ornamental Fruiting Plants 947, 951
Ornamentals Special Winter Care 935

Pacific Coast 971
Popp, P. W. (Portrait)..... 949
Pruning Ornamental and Fruit Plants 934

Publications Received 940
Red Cross (Illus.) 948

Retail Dept. (Illus.): On Christmas Advertising; Cones of Pseudo Larix Kæmpferi; Some F. T. D. Business; Advertising for 1919 to Be Greatest in Our History; What is Your Delivery Cost? A Good Idea; Have You Adopted It? Application Form for Open Account 955-961

Retail Grower, Christmas Suggestions to 933
Roaches Commit Suicide 971
Seed Trade, The 937

S. A. F. and O. H. Publicity Campaign 944
Soldier Rehabilitation (Illus.).. 950

Southern States 940
Stamford (Conn.) Hort. Society 944

Trade Notes:

Baltimore	940	Louisville..	940
Boston.....	968	New Haven.....	944
Chicago	969	New York.	965
Cincinnati	962	Philadelphia.....	970
Cleveland.....	962	Pittsburgh.....	940
Denver	962	Portland	971
Fort Wayne. ..	962	St. Louis.	962
Hartford	944	St. Paul	962
Houston.....	940	San Francisco..	971
Kansas City....	974	Toronto	963
Lancaster.....	940	Washington.....	940
		Worcester	944

Tree Planting Idea, Origin of the Present 948
Victory (Poem) 944

Week's Work, The: Christmas Notes; Important Notes on Bulb Stock; Pansies; Paperwhite Narcissi; Mignonette; Calendulas; Propagating; Outdoor Hints; The Cutting Bench.. 935

Peppers.....942
Perennials.....946
Petunias.....936-41-45
Phlox.....936-46
Phœnix.....943
Poinsettias.....942-43
Populus.....946
Primulas...936-39-41-42-945
Primroses.....936-41
Privet.....946
Ranunculus....930-32-39
Retinospora.....946
Rhododendrons.....946
Roses....939-41-43-45-46
Rubbers.....929-42
Salvia....930-36-39-41-45
Scilla.....932
Seeds....930-32-36-38-39-941
Shamrock.....936-39
Shrub.....945-46
Smilax.....939-43-45
Snapdragon....936-39-41-942-45
Snowdrops.....932
Spiræa.....939-46
Spruce.....946
Stocks.....936-39-41
Sweet Peas...936-38-39-41
Thuya.....946
Trees.....946
Tulips.....930-32-39-41
Ulmus.....946
Vegetable Plants....938-942-45
Vegetable Seeds.....932-936-38-41-45
Verbena.....930-36-41
Vinca.....930-36-39-45
Violets.....929

MISCELLANEOUS

Aphine.....939-70
Aphis Punk.....939-70
Artificial Flowers..930-64
Auto Spray.....939
Bamboo.....936
Baskets.....930-63-64
Boilers.....975-76
Boxes.....930-63-64
Boxwood.....963-64
Cash Registers....952-53
Chiffon.....930
Christmas Supplies 930-38
Crepe Paper.....930-63
Cycas Leaves.....971-75
Cypress.....971-75
Dagger Ferns....963-64
Directory of Reliable Retail Houses 954-55-56-57-58-59-60-61
DirtBands.....970
Evergreens.....964
Fancy Ferns.....964
Fertilizers.....970
Florists' Accounts Insured.....974
Florists' Supplies 930-38-63-64
Fungine.....970
Galax Leaves 930-63-64
Glass.....945-71-75
Glazing Points.....971
Greenhouse Construction.....971-75-76
Greenhouse Material 971-75
Ground Pine.....964
Kerosene Heater.....971
Heating.....971-75
Holly 963-64
Immortelles.....930
Insecticides.....970
Irrigation.....975
Laurel.....963-64
Laurel Festooning....964
Lemon Oil.....939
Lumber.....971-75
Lycopodium.....964
Magnolia Leaves....930-963-64
Manure.....970
Mastica.....971
Moss.....963-64
Nico-Fume.....939-70
Nikoteen.....939-70
Paper Pots.....970-71
Pecky Cypress.....971-75
Pipe.....945-70-75
Pipe Fittings.....970
Plant Food.....970
Posts.....970
Pots.....971
Princess Pine.....964
Ribbons.....963
Roping.....930
Ruscus.....930
Sash.....971-75
Seed Packets.....938
Smilax.....964
Soot Destroyer.....975
Sphagnum Moss...963-64
Sprays.....930
Stakes.....936
Staples.....945
Tube Cleaners.....975
Tobacco Products....970
Toothpicks.....970
Tubs.....971
Vermine.....970
Wants.....972-73-74
Wax Goods.....930
Wire Designs.....964
Wreaths.....930-64

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OUR STOCK AND MATERIAL INDEX, PAGE 931

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F. E. Ads Give Good Result

Christmas Suggestions to the Retail Grower

Fritz Bahr tells florists to look for record holiday trade; to prepare to handle it; to arrange for ample supplies of cut flowers, plants, baskets, ribbon and accessories; to cater to all classes of trade; to have plenty of make up material; to carry artificial flowers; to make wreaths in advance and to advertise

THERE never has been a time any of us can remember when the outlook for the largest business ever has been more certain than this year. As the past Thanksgiving with most of us was the best ever experienced, so will the coming Christmas eclipse anything known before. Christmas this year will be celebrated in the United States as never before and flowers should and will be more used than in bygone years. It isn't cut flowers alone, we depend upon flowering and foliage plants. Holly, Boxwood and other greens and other side lines can be made profitable. Indications are that in many localities there will be a shortage of cut flowers as well as flowering plants. There won't be enough to go around. In order to overcome this condition we have to think of other things to use instead.

For the florist without glass an excuse may be found, but not for the man with greenhouses in connection with his store. Just what you grow yourself for the holidays matters little. The thing is to stock up and be prepared to meet an extraordinary demand. If you have greenhouses at your disposal being prepared does not only mean to get ready a certain amount of stock and be satisfied when it is all sold out and let the late comers go away disappointed. That would be poor management indeed. With an abundance of decorative plants in the country there is absolutely no excuse for not having a large enough stock on hand so that the very last customer may be satisfied and the establishment after that still look presentable.

You need flowering plants and cut flowers to be sure, but you can by proper preparations and a little pushing please your patrons with other stock in connection with them; in fact, a great many of us will be obliged to do it this year. Suppose you have left on your hands unsold after Christmas a nice lot of palms, ferns and other foliage plants. What chance will there be to this? It is likely that you will sell far more than you have any idea of at this writing. Just how much business you will do will depend on how you are prepared and how you push things. If you are unable to obtain flowering plants, such as you want, keep on thinking to find a way out. It can be done as long as other stock can be had.

High and Low Priced Stock

To ask $3 for a Cyclamen you used to be in the habit of selling for $1.50 or $2 takes some time to get used to, but we have to do it in order to come out all right. By this time most people take it for granted they must pay for flowers and plants in proportion as they do for other things. Those who do not will come to it. There isn't any chance for anything to come down as far as I can see. After all what difference does it really make as long as everybody is busy? For instance, a year ago around Christmas we paid seven cents for cut Trumpet Major Narcissi and had no trouble in selling them at $1.50 per dozen. In other years we paid $4 per 100 and retailed them at 75 cents per dozen. So with other things. The day when wages will begin to tumble and everything with it let's hope may never come, but for all of that you should not overlook preparing for those who want a few posies or sprays of fern and haven't much to spend for it. Men or women who have only 50 or 75 cents to purchase something for Christmas are deserving of as much attention as the large purchaser. So don't greet them with, "We haven't anything less than a dollar." If your margin of profit on a 50 or 75 cent plant is cut down to just a few pennies if you satisfy a customer by doing it there may be dollars in it for you some day. That's the only right way to look at it. There are instances where 100 per cent. profit can be made, but the most successful men in our business find that volume of business and small profits rather than large ones are more satisfactory. A few selected customers but enormous profits on what is sold doesn't spell expansion; but to get the greatest number of the people in your town into the habit of making use of flowers and plants does. Christmas shouldn't be a holdup day. So it is for us to have stock on hand to suit every pocketbook. If you carry only $3 Cyclamen and a customer comes prepared to pay $1.50 for one somebody will be disappointed and so with other things. You must carry low priced stock along with the expensive even at Christmas when everything is at its highest.

Useful Christmas Stock and Displaying It

There is no use of mentioning once more all the flowering plants we have for Christmas. So few sorts that everyone can remember them! Anything in flower can be disposed of. The trouble will be this year to obtain a sufficient number for what the average man wants. There is a shortage and particularly in expressive flowering stock, but very few people object to paying $1.50 to $2 for a plant. When this is the case a small basket with an assortment of plants is often preferred to a single Begonia or Cyclamen; in fact, almost any plant no matter how well grown can be shown to much better advantage when displayed in a basket with a handle on. It will make a $3 Cyclamen sell for $5, or a 75c. plant in an expensive basket with a few ferns and a ribbon on the handle of the basket will sell for $3.00.

Not nearly enough attention is being paid by the out of town florist in properly displaying his stock or showing it to the best advantage. Years ago only the retail store in the large city was expected to make use of pot covers, hampers, baskets and ribbons. But these are demanded today of every progressive man, no matter where located. There is no end to the assortment of beautiful yet inexpensive baskets. These come in all shapes and colors and chiffon ribbon to match. On each of these items a fair profit may be made. No one expects to have them thrown into the bargain. A good supply of baskets if not all used up for Christmas, will come handy later on. So with the ribbon; hardly ever do we get an order for a plant to be sent as a gift without the trimmings. Therefore, to carry a stock of all that goes with making plants more attractive is every bit as necessary as the plants themselves. The better they are displayed the more will be sold.

Simple Plant Arrangement

Hardly an establishment but carries small flowering Cyclamens, Begonias, Primulas and Peppers. These in 4in. or 5in. pots will retail around fifty cents. That in the smaller towns may be a little more or less for some; however the 4in. Chatelaine Begonia planted in a light pink basket costing 35 cents with a few Asparagus plumosus or Pteris and a pink chiffon robbon will easily bring $1.75 to $2. So with the Primulas or small Cyclamens. If short on ferns or in connection with them Boxwood may be used. When in moist soil this green will remain fresh almost as long as the average flowers. Nothing has been introduced since the Cincinnati Begonia of greater value to the smaller florist for Christmas than the Jerusalem Cherry, "Cleveland." You can't beat it for an inexpensive plant, while as a plant by itself specimens in 5in. or 6in. pots are showy and need little to make them more attractive. Small 3in. or 4in. plants full of berries are ideal for basket work even if the fruit is not an ideal Christmas red. While it is hard to obtain more than 35c. for a 3in. pot plant add 25 more cents to the plant in the way of a pot cover or simple basket and a few small table ferns and you have a $1 plant. Small Poinsettias in 4in. pots can with very little be displayed to good advantage in little red baskets. Asparagus plumosus, A. Sprengeri or ferns will give the flower or plant the proper setting; whereas a plant by itself with perhaps one-half of its leaves either yellow or fallen off wouldn't attract any attention. Even with small Primula obconica or Baby Primroses a pleasing basket may be arranged.

Artificial Flowers

Why not? I don't see any good reason why in times when flowers are scarce and hard to obtain the florist shouldn't make use of artificial ones when there is a chance to do so. It isn't a matter to do away with American Beauty Roses and substitute cloth ones for them, or use mixed paper colors for the real ones, but there are Lily of the Valley, Ruscus, Small Poinsettias, Poppies and other artificial flowers which can be used to the best advantage around Christmas. In many localities there is a shortage of the red or Winter berries this year which means that something will have to be used instead. If you conduct a retail trade and have a chance to dispose of baskets filled with artificial flowers and it doesn't interfere with your other stock, which I don't see how it can, why not do so—even push that line? You can't very well make use of artificial stock in an order calling for a box of fresh cut flowers, but for Christmas more and more such flowers are manufactured and sold and there is a demand for them. Why not help supply it as long as it pays? Why is it any worse making use of an artificial Lily of the Valley than making up a Magnolia wreath? To my mind there is room for artificial flowers which are a godsend to the man located far away from cities and who happens to run short. For Christmas in particular baskets made up of Boxwood, Ruscus and a few artificial flowers are in demand and even if you don't feel like pushing this class of work, be prepared and carry stock on hand so as to be able to fill an order if it should come your way.

Holly and Ferns

Money in Holley no matter what it may cost you! When Holly is sold at a couple of dollars per case and every grocery and fruit stand carries it and offers wreaths for 10c. to 15c. each people don't like to pay the florist 50c. or 75c. for a decent wreath. Not that they want the cheap kind, but they judge the value of Holly by what they see offered elsewhere. This year good Holly is expensive, but more wreaths than ever will be used. People who never before had wreaths in their homes will have them this ear. So you should get ready for this business. Make up good wreaths and charge accordingly. The way to do this is to find out exactly what you can get out of a case in the way of wreaths and selected branches and what it costs to make the wreaths up. Don't guess at it. It doesn't take much longer to make a one dollar wreath than to make a 50 cent one. Why not cater to the dollar kind especially now when help is scarce. There is always good and bad Holly in almost every case as well as long and short stuff. Use the short stuff for your wreaths and the long for loose Holly. If you make them up into 50c. or $1 bunches before hand you save valuable time in the last minute when the rush is on. So also with other greens and Mistletoe. A lot can be done a few days previous to Christmas to help run things smoothly when the deliveries start.

Advertising

You can't do business without advertising even if you are located in a small town and happen to be the only florist there. You must keep on pushing. You can't afford to wait for your customers to make up their minds to come to see you. A reminder neatly put up a week or so before Christmas and sent by mail often does more good than a month ahead. In too many instances your customers are so busy with other things around the first part of December that they overlook their Christmas orders for flowers and greens, but they are ready a week or so before the 25th so it isn't too late now to get after them. Have a mailing list and keep on adding new names. Cut out dead ones. If you want to stay in the ring you must keep doing more business. You must keep on growing. There has never been a better chance than right now to do it, never mind what may come in time or what you think will come. Make your hay now and put a little aside for later. The market is here and Christmas will be a record breaker, so let's go after it.

Pruning Ornamental and Fruit Plants*

Principles involved. Good practices emphasized. Street and lawn tree training. How to make wounds that will heal. Wound dressing to favor healing. Outdoor Roses and other shrubs. Tree and bush fruits. Grapes.

When pruning is improperly done it may be devitalizing and injurious to plant growth as well as detrimental to beauty; but when correctly done, both as to season and method, it is a legitimate procedure, advantageous, and in fact indispensable, to successful growth.

The essentials of pruning, says the Missouri Botanical Garden Bulletin for November, consist in the removal of dead and excessive or undesirable living branches and roots for the benefit of the parts that remain. In intelligent hands the process is of vital importance, but as often practiced by tree "butchers" and other "experts" who aimlessly lop and shear trees and shrubs, the only result is to endanger their growth and to despoil them of their natural beauty. The principles of pruning will be considered under the following heads: 1, street and lawn trees; 2, ornamental shrubs and vines, and 3, fruit trees, bush fruits and grapes.

Pruning Street and Lawn Trees

The need for pruning trees first arises at the time of transplanting. Since even with the greatest precautions it is impossible to dig up all the roots, it is necessary to cut back the top to maintain a balance. The amount of cutting depends upon the nature of the roots, the less fibrous requiring greater reduction of the top. Usually the removal of four-fifths of the previous years growth is sufficient, a smooth cut being made just above an outward pointing bud.

The amount of top pruning also depends upon the ease with which the various species are transplanted. A more severe pruning is required for trees difficult to move, such as Magnolias, Sweet Gums, and Tulip trees, then for Maples, Sycamores, Elms, Poplars, Ashes, etc. In general, however, it is better to prune too much rather than not enough, for the more severe the pruning the more compact is the top with an abundance of shoots close to the stem. The roots require no pruning except where bruised or broken.

In this first operation there is no difference in treatment between the lawn and the street tree. In later treatment the lawn tree is allowed to grow at will and to assume its natural form, requiring but little attention except the careful removal of dying limbs. On the other hand, the street tree must be straight and symmetrical, with branches beginning at a height sufficient to permit free passage underneath. These essentials are secured through the medium of pruning. The lower branches should be allowed to remain until the trunk thickens enough to support the top, their removal then being accomplished in yearly intervals until a height of 10ft. to 12ft. is reached.

How to Trim the Top

The training of the crown consists of the suppression of some branches and the encouragement of others to produce a compact and symmetrical outline. A single leader is desirable in order to eliminate the danger of the formation of crotches with their tendency to split. Strength may be thrown into the central stem either by the removal or shortening of co-leaders. In cases where tops bend over and droop the leader may be tied with raffia to poles and thus forced to remain upright until strong enough to need no support.

Young Trees Pruned

One at the left pruned properly, the head started low and branches well distributed. One at right ahead too high, branches form a crotch and tree is not balanced.

The loss of a leader may be replaced by training a lateral twig to take its place. All dead and imperfect limbs should be removed. If the top becomes so dense as to exclude the sun from the sidewalk or nearby buildings it should be thinned by removing the third or fourth division of branching, but not the main laterals.

In eliminating the lower branches the main laterals need not be removed to any great height, the subdivision being cut so as to produce a graceful upward sweep.

Always Preserve Natural Form

It is essential to bear in mind that the natural shape and habit of the tree should be preserved and all artificial shaping avoided. The retaining of the natural form involves considerable skill which is often obviously lacking in the treatment of many street trees. Trees should not, however, be permitted to grow beyond certain bounds, their spread being restricted when too much shade is cast upon the roadway or adjoining houses. Shortening of branches is necessary to produce compactness of form.

Since the root system usually has (at least) the same diameter as the top, and as the poor street soil generally restricts the growth of the roots, the spread of the top should be limited in proportion. The necessity for cutting back is manifested by the branches becoming ragged toward the top and the foliage thin. Severe cutting back is sometimes necessitated when regular pruning has been neglected, the degree of severity depending upon the power of the tree to send out adventitious buds. Sycamores, soft Maples, Elms, and Poplars lend themselves well to heading back.

Begin Cutting High Up in the Tops

The operation of pruning should begin at the top, as by doing so it is easier to shape the tree, besides saving time in clearing off the cut limbs. All cuts should be made close to the base of the limb (removed) and parallel to the axis of the trunk (or limb from which the branch is removed). Stubs should never be left, as decay would soon ensue, penetrating to the heart and eventually destroying the tree.

To avoid splitting and tearing the bark, the limb should be sawed half way through on the under side about 10in. from the base, and the final cut made (so as to leave no projection) at the shoulder. The weight of the limb will cause it to split off at the upper cut without injuring the bark. If the limb is so large as not to split horizontally to the upper cut, the cut at the shoulder is made half way through and then another cut opposite will cause the limb to drop off. The stub left is then easily sawed of without damage.

No matter how small the scar, a protective and disinfectant dressing should be applied immediately to prevent decay until the callus grows over the wound. Paint made of linseed oil and white lead makes a good dressing provided it is applied again after checking of the wood has taken place. Coal tar and various asphalt preparations also make desirable dressings. (G. H. Howe, in Bulletin 396 of the N. Y. State Exp. Sta. reports on experiments with many dressings that "in all cases undressed wounds healed more rapidly than those whose surfaces were protected." M. G. Kains, author of *Principles and Practice of Pruning*, says: "Fruit growers rarely protect wounds smaller than 2in. in diameter because healing is so rapid that no damage results").

Heavy pruning should be done in the Fall or Winter while the trees are in a dormant condition (when increased growth is desired). Shaping should be done during August or September when it is easier to discover the weak, imperfect or dead branches. Early Spring or Summer pruning is not advisable unless flowers or fruits are desired the following season, as the rapid flow of sap may lead to bleeding, stripping of the bark, and a check to the root system by removal of elaborated food material.

The tools required for pruning are: pruning saws of various sizes, but always single edged, as a double-edged saw is harmful to the tree; a ladder, and possibly an ax, a pole pruner and pruning shears.

Ornamental Shrubs, Roses and Vines

The pruning of shrubs at the time of transplanting is similar in principle to that suggested for trees. A balance should be maintained between the root system and the top by cutting back the individual branches at least one-fourth, the severity depending upon the root system and the species planted. The general purpose of pruning shrubs is to aid the plant to assume its natural form and characteristic beauty. Therefore only diseased, interfering, or misshapen growths should be removed.

Occasionally the dictates of formal gardening require shaping into artificial forms, but ordinarily such shearing results in mutilation and disfigurement.

Trimming of shrubs is justified when increased vigor is sought, this being accomplished by gradual thinning of the old wood and, in exceptional cases, cutting back to the ground plants that lose their Winter attractiveness as the stems grow old (Cornus, Kerria, etc.)

Before any pruning of flowering ornamentals is attempted it is essential to recognize the blossoming habits. The Spring and early Summer-blooming kinds produce flowers upon wood which is formed during the previous year, thus necessitating pruning shortly after the flowering season so that the new growths may develop buds for the next season. The late Summer and Fall blooming plants produce flowers on the same season's wood and require pruning in the Fall (or at any time before growth starts in Spring). In either case, the work should be done after flowering.

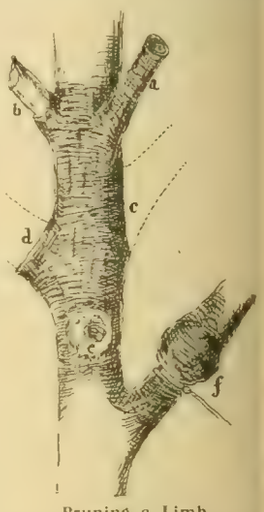
The following table indicates the more common shrubs and the groups to which they belong. Those marked with an asterisk are improved by annual pruning.

Spring and Summer flowering

Benzoin aestivale
Berberis Thunbergii
Cercis canadensis
Chionanthus Virginica
Cornus (numerous species)
Cotoneaster (numerous species)
*Deutzia (numerous species)
*Diervilla hybrida
Dirca palustris
Elaeagnus angustifolia
Euonymus (several species)
Forsythia (several species)
Hippophae rhamnoides
*Kerria Japonica
Ligustrum (several species)
Lonicera (several species)
Philadelphus (several species)
Physocarpus opulifolius
Rhamnus cathartica
Rhodotypos kerrioides
Robinia hispida
Spiraea prunifolia
*Spiraea Thunbergii
Spiraea Van Houttei
*Stephanandra flexuosa
Syringa (numerous species)
Viburnum (numerous species)

Late Summer and Fall-flowering

*Amorpha fruticosa
*Buddleia Davidii (cut back in Spring to prevent danger of rotting)
Ceanothus Americanus
Cephalanthus occidentalis
*Clethra alnifolia
Hamamelis Virginiana
Hibiscus syriacus
*Hydrangea arborescens
*Hydrangea paniculata
*Sambucus Canadensis
*Sorbaria arborea
Spiraea Billardii
Spiraea Douglasii
Spiraea tomentosa
Symphoricarpos racemosus
*Vitex incisa



Pruning a Limb

a, Branch cut off too long. b, The branch at after several years, has died back but cannot heal. c, A branch cut properly. d, A branch which is cut so that a little pocket is left in which water can settle and cause decay. e, A wound healing properly. f, A branch being strangled by a wire-tie

Hedge Pruning Practises

The matter of pruning hedges is of vital importance. The prime requisite of a hedge is a thick bottom, which is secured in most cases by a severe cutting back, sometimes to within 6in. of the ground, at the time of planting. Most hedges require trimming several times a year, the last cutting being given early enough in the Fall to allow thorough ripening of the wood and avoidance of Winter killing. The best form for a hedge is rounded at top, permitting a more natural development. The Privets, however, readily adapt themselves to the flat-top pruning.

Pruning of Roses

Garden Roses represent many species, differing in habit and requiring different treatments. Before pruning the hybrid teas one must decide what kind of a crop is wanted. If the largest and finest flowers are sought the plants must be thinned and pruned severely, but where abundance is of prime importance for effect more shoots are left. Pruning of hybrid teas consists of two operations—thinning of dead or weak canes and cutting back the remainder, being performed in the order given. In general the weak-growing varieties may be pruned more heavily than those of strong growth. By hard, moderately hard, medium and sparing pruning the following is meant:

Hard—Thin out all but three to five canes and cut these to three eyes each; *moderately hard*, thin out all but three to five canes and cut back five to ten eyes; *medium*, thin out to five to seven shoots and cut back one-half; *sparing*, thin out to five to seven shoots and trim the tips.

Hybrid perpetuals do not require severe pruning, being usually thinned out but a trifle and the canes cut to two to three feet from the ground unless Winter

(*Continued on page 950*)

*Drawings and legends taken from *Garden Guide*, for sale by A. T. De La Mare Co., price, cloth $1.00, paper 75 cents.

Christmas Notes

The Storing of Holly and Greens

Holly and other greens we make use of for Christmas have gone up in price the same as everything else, which means the end of the 10c. or 15c. wreath offered by the corner grocer and will give the florist a chance to dispose of a superior class of stock and make as large, if not larger, margin of profit, but the elimination of waste should go with it. When Holly is cheap a lot of it is wasted, but when you pay $7 or $8 a case for it one is very apt not only to make use of the small pieces but pay more attention to the way it is taken care of. There is no better place for the storing of Holly, Boxwood, Pine, Leucothœ sprays or Ground Pine than a deep coldframe. Spread some heavy paper over the bottom, put the greens on it, give them a sprinkling of water, cover with burlap or paper, place the sashes on the frame, darken and properly protect to keep the frost out. In such a frame you can keep any of the above mentioned stock for many weeks in perfect condition. If you haven't already done this, do it now, and provide proper facilities for the storing of the Christmas greens; nothing dries up quicker in a warm place than Holly and makes it worthless. To make money out of a case of it you must have a proper place to store it. Use every bit to the best advantage; get away from specializing in cheap wreaths; turn out a superior article and charge accordingly. When a patron is willing to pay a good price it is your place to see to it that none but first class stock goes out.

Important Notes on Bulb Stock

Treatment of Late Arrivals

Bulbs in a dry soil can't make the headway which those can that have been kept watered properly; often we consider a nice rain as being sufficient for the bulb stock stored away outdoors, but if we take the trouble to ascertain the condition of the soil in the flats we frequently find that it is not even moist. Before Winter sets in and freezes things up solid, it will pay anyone with money invested in bulbs thoroughly to examine the soil they are in; not only that but stock which has been planted late should be especially well protected. It doesn't hurt a well rooted flat of Hyacinths or Tulips to freeze solid; if properly handled afterward the plants will come out all right, but if you freeze a lot of Hyacinths only partly rooted or not rooted at all, they will either be ruined altogether or they will not pay for the handling afterward. The later you plant bulbs such as we class under Dutch stock the more careful you must be in handling them. A place too warm will start them into growth before they are rooted which makes them unfit for forcing afterward, while freezing before they are well rooted will be every bit as bad. If the bulbs are to be stored outdoors it will be cold enough for them in most localities in the East and all through the great Middle West if they are kept so that frost does not actually reach the flats or pans they are in; therefore, see to it that they are properly covered. Tulips can stand more than Hyacinths or the large flowering Narcissi, but for best results don't expose any of them to freezing if the bulbs had a poor chance to form a root mat, nor permit them to struggle along in a dry soil; it all means money out of your pocket.

Pansies

Frames the Best Protection

There are localities where well established Pansies will overwinter outdoors without the least protection. When, however, the thermometer is apt to go much below zero and stay there, maybe without the least protection of snow, it is best to properly protect Pansies and not run any chances. When the Pansies are in frames, glass sashes over them make the best protection, keeping out excess moisture and preventing melted snow from standing several inches deep on top of the frozen soil with no outlet. As soon as the ground in the frames is frozen solid place the sashes on and protect the glass with boards for the remainder of the Winter; then your Pansies will come out finely next March

Paperwhite Narcissi

The only reason we consider $25 per 1000 for Paperwhites an awfully high price is because they were so cheap before the war that no one wanted them and found fault with the odor. It will pay any retail grower still to plant more bulbs right now; at least a few thousand to come along during February and March. Bulb stock will not be overplentiful, and it doesn't look as if at any time during the present Winter season even Paperwhites would fail to bring a good price. I predict that if you don't plant more Paperwhites than you really need you will make more money on them than ever before and so with other bulbs; don't stop planting because the price appears high. It is high, but won't come down; don't wait for that, rather get ready to ask a price in proportion to the flowers when offering them to your patrons. They won't expect Paperwhites for 50c. per doz.; they will pay $1, even more, and at such prices the blooms are bound to pay you better, in spite of the so called high priced bulbs.

Mignonette

You can sow Mignonette for the next two months coming and grow it into paying crops. Any florist retailing the stock he grows will find Mignonette a paying crop, even if he doesn't turn out extra large flowered spikes. If you are after quantity rather than quality sow the seed out on the bench in rows, say about 1ft. apart and thin the plants out to 6in. or so. From now on you will be bothered but little with caterpillars, and green fly you can easily keep away by fumigation. The plants should be pinched back when 5in. or 6in. high and the supports put up long before the plants are in need of them. A house of 48 deg. is plenty warm enough.

Calendulas

Sow Them Now

A sowing made now of Calendulas and the seedlings planted out on a solid bed in a cool house will start to flower in early March and be at their best for Easter week, remaining good for May; that is if you give the plants plenty of space, take care of them and not let them go to seed. For Midwinter flowering bench culture is all right but if you want those extra long flower stems and big flower heads solid beds are the thing. Plenty of well decomposed manure will also help them along. Don't grow more than you can make use of yourself; it doesn't pay. People get tired also of the ordinary, short stemmed, small flowering stock, but fancy stock will always find a purchaser and will bring a good price. However, you can't grow such in a poor, shallow soil or a warm house.

Propagating

Good Time to Root Cuttings

Almost every retail grower at this time of the year has plenty of material on hand to fill up the propagating bench. Whether you wish to increase your stock of Carnations, Geraniums, Marguerites or anything else in the bedding line the present is a good time to root cuttings. The fact that you have bottom heat, makes the work easy and cuttings put into the sand now will, by early part or the middle of January be ready for potting up. Young bedding stock at this time of the year does not appeal to us; Christmas plants and flowers look far better, but as soon as New Year's is over we begin to look around and notice things again, and to my mind it is as important now, before you get busy, not only to empty the cutting or propagating bench but to refill it at once. Let the stock plants, relieved of a lot of cuttings, get ready for another crop in a few weeks from now; let the cuttings in the sand root while you are busy with the Holly; you will appreciate the value of this when the rush is over, after the holidays.

Outdoor Hints

Protecting the Perennials

Around the middle of December almost anything in the way of biennials or perennials can be covered up for the Winter; light freezing doesn't hurt a Foxglove or a Canterbury Bell nearly as much as being covered up for the Winter when still in a growing condition A great deal of harm is done by covering up things too early. Usually it isn't duing the early part of the Winter that the stock suffers for the want of protection; January, February and March are the months when the damage is done. Dry leaves or straw make the best covering for most plants. Avoid heavy, wet manure or similar material. A layer of dry leaves followed by enough manure to hold the leaves in place is the thing, and for small transplanted seedlings a little brush placed between the plants or laid over the top of them before the leaves go on is still better. The object is to avoid anything heavy or solid on the top of the plants; the lighter the covering the better; it will prevent decay during a mild Winter. With stock like Peonies, Phlox or Columbines one doesn't have to be so careful; they have no growth above the soil to be injured. Any of these are benefited by a heavy layer of well decomposed manure, to be worked in among the rows next Spring. Others, like Iris, Coreopsis, Shasta Daisies, Pinks, Campanulas or Primulas, however, can't stand such treatment. Considerable loss can be prevented by being careful, even in sections where there is no danger of severe cold. Light protection is of benefit to most plants but there is every bit as much danger of too much covering as not enough and the work shouldn't be left to a careless man.

The Cutting Bench

Pot Up the Rooted Stock

In just a few days you will be awfully busy with your Christmas rush and with a lack of help there will hardly be a chance to do anything else in the houses besides routine work. Therefore, it might be well to pay a little extra attention to the cutting bench now and get things in shape. Even with the best of attention we are apt to let a lot of cuttings nicely rooted remain in the sand longer than they ought to. That is bad all around and if you should happen to have any rooted now if not removed at once they are very likely to remain until after New Year's, whereas if potted up they would have a chance between now and the first week in January to develop into nice young plants. Get that work out of the way by all means.

Ornamentals Special Winter Care

Due to the warm Fall, Lilacs have been blooming in Cleveland, Spiræa and Weigela in Columbus and other points in Central Ohio. A few Blackberries have been bearing. Owing to this development of the tenderer parts of the plants fear is expressed that they will not be hardy enough to stand the Winter.

In the case of shrubs like Lilac, Weigela and Spiræa nothing can be done. The blooms next season may be cut short, says Professor A. C. Hottes, floriculturist of the College of Agriculture, and author of Commercial Plant Propagation.

As Blackberries are ordinarily pruned in the Spring, no harm has been done to them. A mound of earth about the roots of Roses will help protect them from Winter injury. Roses may be saved from further injury by wrapping paper or burlap over the tenderer part to keep out the sunlight rather than to protect them from cold. The sunlight, which helps develop the tenderer parts, makes them easily susceptible to injury. It may be desirable to tie the bush to a stake. The tops of all the climbers and finer sorts of Roses may be tied together and buried. Any unusually long growths may be cut back one-third.

Incidentally, the portion cut off may be utilized to produce slips if they are cut into 6in. to 8in. lengths. Take as the base of the slip one of the eyes or buds through which the cut was made. Be sure to cut the top just above another eye. The slips may be completely buried in sand in the cellar or on a well drained knoll, and be planted in the Spring. Slips of Grapes may be made in a similar way. Strawberries should be protected immediately by a covering of 4in. of straw, being careful not to smother the plants. The ground for bulbs should always be frozen before a mulch is applied.

Growing Gladioli in Florida

Can outdoor Gladioli be grown in Florida from November to April, and do the florists of the Southern cities buy outdoor grown blooms during those months, as the Northern florists do? Is there anything about the climate or the transportation or other conditions which would prevent the success of such an operation? Is there a location in a warm Winter climate better adapted to it?—W. G. N., Pa.

—For several years Gladioli have been grown in the Winter, presumably outdoors, in some parts of Florida, and the flowers shipped to wholesale florists in New York, Philadelphia and other Northern cities. No doubt, retail florists in the South use Gladiolus blooms in the Winter, if they are so situated that they can obtain them. J. H. S.

New Substitute for Gasolene

It is reported from Washington that the War Department has produced an effective substitute for gasolene. This new product, which is called "Liberty Fuel," has for its basis kerosene and is the result of more than five months' experiments by Major O. B. Zimmerman and Capt. E. C. Weisberger of the research and development divisions of the general engineering department.

Exhaustive tests are said to have shown that "Liberty Fuel" may be satisfactorily used in motor vehicles, stationary engines and airplanes. It has the advantage of being without taste or odor, is non-corrosive, leaves less carbon residue than gasolene—requiring less oxygen for its combustion than the latter—and develops greater horse power, since its explosive power is 30 per cent. greater.

One of the outstanding merits of this new gasolene substitute is said to be that its cost is considerably less than that of gasolene. The ingredients are readily obtainable and the process of manufacture is simple. It is stated that production in quantity has been arranged for. The development of this new fuel will be watched with keenest interest by all users of gas. To date there have been many discoveries of substitutes reported, none of which have stood the test; the one under mention, let us hope will prove a real commercial article.

NASHUA, N. H.—The greenhouse conducted for many years by the late Ned E. Rogers, on Taylor rd., has been taken down.

New Crop Flower Seeds

VERBENAS	Tr. Pkt.	Oz
Mammoth Fancy Blue	$0.30	$1.25
" " Pink	.30	1.25
" " Scarlet	.30	1.25
" " Striped	.30	1.25
" " White	.30	1.25
" " Mixed	.30	1.00
SHAMROCK		
True Irish	.20	.75
VINCA		
Alba	.15	.60
Alba Pura	.15	.60
Rosea	.15	.60
Mixed	.15	.50

SALVIA	Tr. Pkt.	Oz.
Bonfire	$0.40	$2.50
Zurich	50	4.00
Splendens	.25	1.50

ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)

1000 seeds.....$3.00 10,000 seeds..$25.00
5000 seeds.....13.75 25,000 seeds.. 56.25

ASPARAGUS Sprengeri

1000 seeds.....$0.75 10,000 seeds...$5.50
5000 seeds..... 3.00 25,000 seeds.....12.50

Australian Winter-Flowering Spencer Sweet Peas

CÆRULEA.
BLUSH SHADES.
CHARM (Blue-white).
COUNTESS (Pink).
CHRISTMAS PINK SHADES.
COUNTESS IMPROVED (Pink).
CHIEF (Maroon).
DAYBREAK (Cream).
EXQUISITE (Pale Pink).
PURPLE.
RADIANCE (Rose).
RUBY (Crimson).

Packets of each of the above contain 50 seeds, except Concord Countess Improved and Concord Exquisite, which contain 25 seeds. Pkt. 40c. each, 5 pkt. $1.75.

American Winter-Flowering Spencer Sweet Peas

PINK AND WHITE	¼ oz.	Oz.	¼ lb.
ChristmasPinkOrchid	$0.50	$1.25	$4.00
Pink and White Orchid	.15	.50	1.75
The Czar. Rose; white wing	.50	1.25	4.00
WHITE AND BLUSH			
BRIDAL VEIL. Best pure white	.15	.50	1.50
Venus. Blush white	.20	.75	2.50
White Orchid. Pure white	.15	.50	1.75
PINK AND LIGHT PINK			
Bohemian Girl. Pink self	.20	.75	2.50
Morning Star. Fine self-pink	.20	.75	2.50
Miss F. Roland. Light pink	.20	.75	2.50
Selma Swenson. Soft pink	.30	1.00	
Yarrawa. Bright rose pink. Introducer's Re-Selected Stock	.35	1.00	

APRICOT AND ORANGE	¼ oz.	Oz.	¼ lb.
Apricot Orchid	$0.20	$0.75	$2.50
Orange Orchid	.15	.50	1.50
RED AND ROSE			
Orchid Beauty. Dark rose-pink / Orchid. Bright cherry red	.15	.50	1.75
BLUE			
Mrs. John M. Barker. Wings light blue on white ground; standard lilac and dark rose	.30	1.00	3.50

Mixed Winter-Flowering Spencers
Containing the best sorts in a wide range of color
¼ oz. 20c., oz. 65c.; ¼ lb. $2.00; lb. $7.50

Arthur T. Boddington Co., Inc.
SEEDSMEN
128 CHAMBERS STREET NEW YORK CITY

When ordering, please mention The Exchange

SEEDLINGS

Mastodon Greenhouse Special Mixed: Per 250, $2.25; per 500, $3.50; per 1000, $6.00.
Mastodon Private Stock Mixed: Per 250, $2.00; per 500, $3.00; per 1000, $5.50.
CATALOG READY.

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ⅛ oz. $1.00, oz. $7.00.
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00

STEELE'S PANSY GARDENS :: Portland, Oregon

When ordering, please mention The Exchange

FROM NEW YORK COLD STORAGE

LILY OF THE VALLEY

BEST QUALITY HOLLAND-GROWN

In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

have mailed their new illustrated catalogue of Garden and Flower Seeds to all their customers in the United States. Should any of them not receive a copy, they are requested to kindly notify the fact to
27, 28 and 29 Drury Lane, Covent Garden, LONDON, W. C. 2

When ordering, please mention The Exchange

1918 CROP

BEANS	Per lb.
Early Red Valentine	$0.18
Black Valentine	.18
Burpee's Stringless Gr. Pod	.18
Refugee 1000 to one	.18
Davis White Wax	.20
Henderson's Bush Limas	.20
Stringless Refugee Wax	.20
Kentucky Wonder	.18
BEET	
Detroit Dark Red	.50
Crosby's Egyptian	.50
Swiss Chard Lucullus	.65
CABBAGE	
Early Jersey Wakefield	4.50
Charleston Wakefield	4.50
Drumhead Savoy	3.75

SWEET CORN	Per lb.
Stowell's Evergreen	.18
Country Gentleman	.18
CHICKORY	
Whitloof	2.50
KOHLRABI	
Early White Vienna	2.00
Purple Vienna	2.00
LETTUCE	
Big Boston	.65
TURNIP	
Purple Top Strap Leaf	.90
Purple Top White Globe	1.00
American Purple Top	1.00

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Prices*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

When ordering, please mention The Exchange

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6-9 ft	600	$7.00
" 9-12 ft	400	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

SNAPDRAGON

Florists who know are stocking up on Snapdragon. This is a year when space must count. SNAPDRAGON will do the trick.

We have added some new ones. Note the following list: Seed of our famous **Silver Pink:** $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new **Hybrid Pink,** and of our new **Golden Pink Queen,** same price. Seed of **Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton** and **Fancy Mixed.** 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

G. S. RAMSBURG
SOMERSWORTH, N. H.

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Mixed, 500 seeds, $1.00; ½ pkt., 50c.
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
ALYSSUM Snowball. The only true dwarf, 20c.
CYCLAMEN, Giants, trade pkt., $1.00; ½ 50c.
COLEUS. New fancy hybrids, 20c.
CINERARIA, large dwf., pkt., 50c., ½ pkt. 25c.
LOBELIA. Crystal Palace. Finest dwf. blue, 20c
PANSY, Giants, 5000 seeds, $1.00; ½ pkt. 50c.
PETUNIA. Cal. giant & Bluejacket. Each 20c.
PHLOX Drum. Giant flow. dwf., fine, 20c.
SALVIA Bonfire. Finest grown, 20c.
VERBENA. Cal. giant, mixed or sep., 20c.

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

When ordering, please mention The Exchange

FLORISTS' Choice Flower Seeds FOR PRESENT SOWING

	Tr. pkt.	Oz.
ASTER. Queen of the Market. Pink, Blue and White	$0.25	$1.00
Early Wonder. Pink, White.	.25	3.00
Crego Giant. Lavender, Shell Pink and White	.25	2.50
AGERATUM. Blue Perfection.	.20	.75
ALYSSUM. Lilac Queen	.25	2.00
ALYSSUM Little Gem ¼ lb. $1.75	.15	.75
ANTIRRHINUM. Giant Silver Pink	.25	3.00
ANTIRRHINUM Nelrose	.25	3.00
Giant White and **Giant Yellow**	.25	1.00
BEGONIA. Erfordi. Pink	.50	
Vernon. Deep Red	.25	
CALENDULA. Orange King	.25	.75
CANDYTUFT. Giant Hyacinth Flowered White	.25	.50
CELOSIA Plumosa Thompsonii. Mixed and separate colors	.25	1.50
CENTAUREA. Candidissima.	.25	
Cyanus. Double Blue	.15	.75
COLEUS. Large Leaved Mixture	.50	
DAISY. Giant English. Pink and white	.50	
LOBELIA. Crystal Palace Compacta	.50	
MIGNONETTE. N. Y. Giant	.50	1.00
PETUNIA. Ruffled Giants. Mixed	.50	
Rosy Morn	.25	3.00
Double Fringed. Mixed	1.00	
SALVIA. Clara Bedman	.25	3.00
Splendens	.25	.75
Zurich	.25	5.00
STOCK. Winter Flowering. Beauty of Nice	.50	3.50
Princess Alice. White	.25	3.50
Queen Alexandra	.25	3.50
VERBENA. Mammoth Blue, Pink, Scarlet and White	.25	1.50

5% discount for cash with order

William M. Hunt & Co.
37 WARREN ST., NEW YORK

When ordering, please mention The Exchange

James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

Government to Buy Seed

Saturday, Dec. 21, has been set as the date for the opening of bids by the general supply committee for furnishing, as may be ordered from time to time during the period beginning Jan. 1, 1919, and ending June 30, 1919, seed, as follows for use by the executive departments and other establishments of the Government in Washington and for use by such field services as are included in the specifications. Delivery is to be made direct from contractor's shipping point on Government bill of lading.

Proposals must be accompanied by a certified check, or certificate of deposit, drawn payable to the order of the Secretary of the Treasury, or by cash, in an amount equal to two per cent. of the total estimated amount of the bid, based on the value of the purchases for the fiscal year 1918; but no check shall be less in amount than $10. Where no estimated quantity is stated, $10 will cover.

The Government finds it impossible to determine the quantities of the different kinds of seeds which will be used during the period named, and each bidder whose proposal is accepted will be required to deliver all seeds of the kind which he agrees to furnish which may be ordered of him.

Best quality seed, for planting (only net weight of seed delivered will be paid for), purity and germination to be noted after each item. (In the following list "P" stands for purity, "G" for germination; the number of pounds shows the quantity purchased last year.)

Alfalfa, P 98, G 90; 100 lbs.
Alsike Clover, P 98, G 90; 60 lbs.
Red Clover, P 98, G 90; 160 lbs.
White Clover, P 98, G 90; 1171 lbs.
Kentucky Blue Grass, P 80, G 70; 3905 lbs.
Red Top, P and G 85; 6694 lbs.
Rye, P 99, G 95; 12 lbs.
Timothy, P 98, G 90; last year's purchases not stated.
Orchard Grass, P 90, G 90; 270 lbs.
Perennial Rye Grass, P 95, G 90; none purchased last year.
Italian Rye Grass, P 95, G 90; 1087 lbs.

The following is required for feed purposes and samples are required. (Figures indicate last year's purchases.)

Canary seed, 450 lbs.
Hemp seed, 650 lbs.
Maw, none purchased last year.
Millet, 325 lbs.
Rape seed, 50 lbs.
Thistle, none purchased last year.

Bidders are requested to state discount that will be allowed on purchases of these seeds amounting to 100 lbs. and on purchases of Sunflower seeds in 500 lb. lots; 4600 lbs. of the latter were purchased last year.

In each case bidders are required to state prices on lots of 50 lbs. or less, in lots of from 50 lbs. to 99 lbs., and in lots of 100 lbs. and over. E. A. D.

New York Seed Trade

An unusually attractive and interesting exhibit is noted this week in the store windows of the Stumpp & Walter Co., 30-32 Barclay st. This consists of a large variety of flower receptacles, such as vases, bowls and baskets in china, and in bronze, some of those in the latter material especially being unusually artistic in design.

Christmas goods are now seen in all the seed stores which give any attention to this line of trade. Prices in these goods are higher than usual, for several obvious reasons.

Seed imports during the month of October, 1918, at the district of New York were as follows: Clover; total (Canada 130,592 lbs.) $35,588; grass seeds, England, $1165, 14,852 lbs.; Scotland, $3932; 44,800 lbs.; Ireland, $5276, 67,200 lbs; British South Africa, $7783, 184,590 lbs. Total $18,136. Sugar beet seed: France, $325, 880 lbs.; Russia in Asia, $4121, 64,900 lbs.; total $4446. All other seeds France, $7642; Netherlands, $2989; England, $14,508; British India, $3577; Hong Kong, $195; Japan $9; Morocco, $11,825. Total, $40,795. This shows that even while engaged in a great war Great Britain and her colonies were the largest exporters of seeds.

Roman J. Irwin, 108 West 28th st., reports that since the armistice was signed and the coal restrictions removed the demand on him for commercial sized plants and other stock for private and commercial greenhouses has been unexpectedly heavy.

W. R. Smith has left the employ of Weeber & Don, 114 Chambers st., and is now unattached.

Handlers of Dutch bulbs, selling to florists and seed houses, claim to be receiving from 75 to 80 per cent. more for their stocks than they did for the season of 1917-1918. This indicates a higher price in the Spring of 1919 than ever before for bulbous cut flowers.

Chicago Seed Trade

Fred Lempke, of the W. W. Barnard Co., has been confined to his room in the Galt Hotel, on W. Madison st., for the past week with a severe cold. C. D. Coventry of the same company has also been unable to attend his duties at the office for a few days, on account of illness.

Vaughan's Seed Store had a comprehensive exhibit of its poultry department at the Poultry and Pet Stock Exhibition held in the Coliseum last week.

Winterson's Seed Store expects to clean up on all bulb stock this week and will then stock up with decorative evergreens for Christmas trade. Mr. Degnan says that the scarcity of plants has induced the live wires in the florist trade to plant, for next Spring's sales, all the bulbs they could secure. The increased cost of bulbs will be overcome by an active demand, which will cause growers to realize better prices than ever before.

Vaughan's Seed Store is making a specialty of flower seeds for florists and seedsmen, and carries a large stock of all the popular varieties. The wholesale seed department has taken on quite a hum of activity during the past few weeks and one of the best season's business in seed selling is anticipated.

Situation in Christmas Greens

M. K. Smith, of the W. W. Barnard Co., sizes up the situation in Christmas decorative evergreens as follows: Red Winterberries are so scarce as to be practically out of the market this season. Boxwood is also extremely scarce and is selling at 25c. a pound in case lots and will go to 30c. before the holidays are over. The present indications are that Christmas trees will be in only limited supply. The stock this season will be confined to Northern Michigan and Wisconsin, and reports from there indicate that very few are being cut. The embargo against the transportation of evergreens from New England will cut off the supply from that source, and with delayed freights the situation is not promising. Holly is also scarce and price unusually high; some cases were sold last week as high as $8 to $10 per case. Mistletoe will be in limited supply; the lack of help in the South for gathering, the uncertainty of freight shipments, and the increased rate on express charges will make it not only scarce but more expensive than in former seasons. Bouquet Green will be more plentiful than the other items of Christmas greens, although no great supply is anticipated. Pickers in the North woods that have been holding it for higher prices than usual are now beginning to put it on the market at prevailing prices. The present market price is $10 per case of 100 lbs., but there are instances where small lots have brought higher figures.

California Seed Notes

President Hoglund, of the United Growers' Association, Turlock, Cal., reports having purchased 1800 lbs. of Cantaloupe seed for the members of the association, on his recent trip to Rockyford, Col.

C. C. Morse & Co., San Francisco, state that their seed acreage in Yolo County for the coming season is about double that of last year; last year's acreage being about 600 acres. J. R. W.

A Proposed "Business Tax"

Congress is about to enact in the pending revenue bill a "business tax" provision, as an aid to raising funds to meet the heavy debts contracted in prosecuting the war. The Senate proposes that every domestic corporation shall pay annually, beginning with July 1, 1918, a special tax, equivalent to $1 for each $1000 of the excess over $5000, of the amount of its net assets shown by its books at the close of the preceding annual period used by the corporation in making its income tax return. If the corporation made no such return the tax is to be $1 for each $1000 of the excess over $5000 of the amount of its net assets shown by its books on the preceding June 30.

Every foreign corporation is to pay a special excise tax equivalent to $1 for each $1000 of the average amount of capital employed in the transaction of its business in the United States during the preceding year ending June 30.

These taxes will not be imposed upon any corporation which was not engaged in business in the United States during the preceding year ending June 30. Any corporation engaging in business without paying this special tax will, besides being liable for the payment thereof, be subject to a penalty of not more than $1000 or to imprisonment for not more than one year, or both. E. A. D.

May Import Rattans and Reeds

The ban has been lifted from the importation of Rattans and Reeds, according to an announcement just made by the War Trade Board, which states that its ruling of July 26 has been revoked and hereafter applications for licenses to import these materials will be considered by the board for shipment from any country. E. A. D.

Catalogs Received

Domestic

A. T. Cook, Seedsmen, Hyde Park, N. Y., circular of hybridized Potato seeds, illustrated.

Henry F. Michell Co., 518 Market st., Philadelphia, Pa., catalog and order sheet of new crop flower seeds for florists, Dec., 1918, including many distinctive and meritorious varieties; 12 pages. Also circular of Christmas greens, which also lists seasonable bulbs and roots for florists.

Foreign

Johan Hardyzer, Boskoop, Holland, Spring 1919 special list, including Boxwood, Japanese Maples, Conifers and others.

A Few Seeds Given Away

During the fiscal year 1918 there were distributed on congressional and miscellaneous requests 11,165,709 packages of vegetable seed and 2,188,818 packages of flower seed, or a total of 13,354,527 packages, each containing five packets of different kinds of seed. There were also distributed 12,473 packages of lawn Grass seed and 11,110 packages of improved Narcissus and Tulip bulbs. The seeds and bulbs were purchased on competitive bids, as heretofore. Each lot of seed purchased was thoroughly tested for purity and viability before acceptance by the department, and tests of each lot were conducted on the department's trial grounds to determine trueness to type.—*From Report of the Acting Chief of the Bureau of Plant Industry, U. S. Dept. of Agriculture.*

New War Savings Stamps

It is announced that the Secretary of the Treasury has determined upon the issuance of a new series of War Savings Certificates and Stamps to be placed on sale early in 1919 and to be known as the Series of 1919. The new series will have a maturity date of Jan. 1, 1924, and in practically all respects will be issued on the same terms and in the same manner as the present series of 1918.

A new $5 War Savings Stamp, blue in color, bearing the head of Benjamin Franklin, the apostle of saving, and a former postmaster general, is in preparation. The new stamps will be placed on sale early in 1919.

The same Thrift Stamps and Thrift Cards now in use will be continued in 1919 and will be exchangeable into new series of 1919 War Savings Stamps, payable Jan. 1, 1924, in the same way as the exchange has been made during this year into the series of 1918 War Savings Stamps.

Bureau of Plant Industry

The report of the Acting Chief of the Bureau of Plant Industry, just come to hand, is interesting in that it indicates the varied activities of the bureau, which touch horticulture and floriculture at many points. For instance, an effort is being made to increase the seed supply of the variety of Sweet Corn resistant to the Corn earworm. Good progress has been made in the improvement of fruits through bud selection, especially in citrus fruits. Disease resistant strains of Asparagus have been produced.

Much work was done in examination of samples of seed, including Clover and other Grass seed, the enforcement of the seed importation act keeping out of the country large quantities of forage plant seed of poor quality. Studies have been made of improved Wheat varieties and seed of such has been collected. Seed Potato improvement work has also been carried on and efforts are being made to re-establish the Rhode Island Bent Grass seed industry in New England. A seed stocks committee has been organized and has cooperated with the Food Administration. The cultivation of the Castor Bean, the oil from which is used for airplanes, has been encouraged.

Useful investigations have been carried on in plant pathology, covering Barberry plants and black stem smut of Wheat, recently discovered diseases of Corn, and rots and spoilage of small fruits. Various Apple diseases, Chestnut blight and citrus canker have also been studied. Progress has been made in controlling Fusarium wilt and Septoria leaf spot of Tomatoes, a new resin fish oil soap Bordeaux misture having shown excellent results when used for this leaf spot disease.

The bureau has distributed 218,918 packages of new and rare field seeds, as well as about 11,000,000 packets of ordinary vegetable seeds and about 2,000,000 of flower seed.

Fertilizer Studies

The enormous fertilizer consumption in the United States, amounting to upward of $100,000,000 prior to the war, has in the course of the last few years undergone a decided change, not so much in volume of fertilizer consumed as in the composition of the fertilizing materials. This has forced a careful study of ratios of essential plant food constituents on prominent and essential crops. Accordingly, small field plats for the study of fertilizers have been established at many points on different soils and under different agricultural conditions. The test fields now in operation are at Presque Isle, Me.; State College, Pa.; Norfolk, Va.; Florence, S. C.; Pecan City, Ga.; Putney, Ga.; Thomasville, Ga.; Monticello, Fla.; Orlando, Fla.; Ashland, Wis.; and Scottsburg, Ind.

Special field tests have been conducted to determine the smallest quantities of potash as a fertilizer which will meet the requirements of the Tobacco plant. Marked responses have been obtained with only 24 lbs. and even as low as 12 lbs. of potash per acre. It has been possible also to establish an appreciable difference between the sulphate and the muriate of potash in their action on the plant.—*From* 1918 *Report of Bureau of Plant Industry, Dept. of Agri.*

Coming Meetings and Exhibitions

Baltimore, Md.—Maryland week, Dec. 8 to 15, including meeting of the Md. State Hort. Soc., Dec. 10, Secretary T. B. Symons, College Park, Md.; meeting of the Md. Vegetable Growers Ass'n, Dec. 11, Secretary A. C. Aucher, Md. State College, College Park; also Md. Bee keepers' Ass'n, Dec. 13 and Md. Agri. Society, Dec. 9. Several other societies are also participating.

Cleveland, O.—American Carnation Society, annual meeting, Jan. 29 and 30, 1919. A. F. J. Baur, Rockwood ave. and 38th st., Indiana polis. Ind.

Ithaca, N. Y.—Farmer's week, Cornell College of Agriculture, Feb. 10 to 15 inclusive.

Hudson Valley Maid TOMATO

This most valuable addition to the list of early Tomatoes originated with me in 1917

For earliness, freedom of bearing, entirely distinct and unique foliage, it has no equal.

Try it, brother Florist, be it only for your private use and some to present to your best customers. The result will please you.

Very little stock to offer.

Trial size, **25c.** Trade packet, **$1.00**

Plants after May 10: 3 doz., **$1.00**, postpaid

J. P. ACKERMAN

ORIGINATOR

Ulster Park **New York**

When ordering, please mention The Exchange

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case).....$22.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Witloof Chicory, or French Endive

Grow this crop in a cool greenhouse, under benches, and add to your earnings this Winter

Extra Large Roots.....$4.50 per 100, $35.00 per 1000
Strong Roots..... 3.50 per 100, 25.00 per 1000

WM. SAVILLE

BERGENFIELD **NEW JERSEY**

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

F. E. BEST ADVERTISING MEDIUM

Michell's New Crop Flower Seeds

ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)

1000 seeds....$3.00 | 10,000 seeds. .$25.00
5000 seeds....13.75 | 25,000 seeds. . 56.25

ASPARAGUS Sprengeri

1000 seeds....$0.75 | 10,000 seeds....$5.50
5000 seeds.... 3.00 | 25,000 seeds....12.50

VERBENAS	Tr. Pkt.	Oz.
Mammoth Fancy Blue	$0.30	$1.25
" " Pink	.30	1.25
" " Scarlet	.30	1.25
" " Striped	.30	1.25
" " White	.30	1.25
" " Mixed	.30	1.00
VINCA		
Alba	.15	.60
Alba Pura	.15	.60
Rosea	.15	.60
Mixed	.15	.50
SALVIA		
America, or Globe of Fire	.50	5.00
Scarlet Glow (Michell's)	.50	3.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

Christmas Greens
WRITE FOR PRICES

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Our Handy Flower Seed Order Sheet

HENRY F. MICHELL CO., 518 Market Street **Philadelphia, Pa.**

When ordering, please mention The Exchange

HIGHEST GRADE SEEDS — FOTTLER FISKE RAWSON CO. — BOSTON

Lily of the Valley for Christmas

Original cases containing 1750 pips, $22.50 per 1000
Small quantities, $2.50 per 100

FOTTLER, FISKE, RAWSON CO.

The Seed Store **12 and 13 Faneuil Hall Square, BOSTON, MASS.**

When ordering, please mention The Exchange

GLADIOLI

Home-grown stock, clean, healthy and true to name. Young, 2-year old bulbs, 1¼ inch and up (mostly up.)

	Per 1000
America	$15.00
Augusta	15.00
Baron Hulot	20.00
Brenchleyensis	10.00
Crackerjack	15.00
Empress of India	20.00
Halley	15.00
Mrs. Francis King	15.00
Mrs. Frank Pendleton	35.00
Niagara	30.00
Panama	25.00
Pink Perfection	40.00
Princeps	20.00
Schwaben	40.00
Wintzer's General Mixture	10.00

N. Leon Wintzer

West Grove, Pa.

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.

172 North Wabash Avenue
CHICAGO, ILL.

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son

LOMPOC, CAL.

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

ALL PRICES ARE SUBJECT TO CHANGE

Seasonable Seeds, Bulbs, Plants and Cuttings

Satisfaction Guaranteed—Send for New Complete Price List

Sweet Pea Seeds and Choice Florists' and Flower Seeds

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	
BICOLOR, or PINK & WHITE COLORS			
Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00
PURE WHITE OR BLUSH			
Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00
LAVENDER AND LIGHT BLUE COLORS			
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00
SCARLET AND RED COLORS			
Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00
DARK BLUE AND MAROON COLORS			
Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. ROSE QUEEN, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

SWEET PEAS IRWIN'S SELECTED STOCK Early or Winter Orchid Flowering

Prices: ½ oz. 75c., 1 oz. $1.00, 4 oz. $3.00, 1 lb. $12.00. ½ lb. at pound rate; 4 oz. of one variety at price quoted. List of varieties in issue of October 26.

EARLY FLOWERING GRANDIFLORA TYPE, selected stock. **Lavender Nora, Mont Blanc,** white; **Christmas Pink** (Blanche Ferry type). 1 oz., 35c.; 4 oz., $1.00; 1 lb., $3.00.

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

	Tr. Pkt.	½ oz.
BEGONIA Erfodia	$0.50	$1.50
Luminosa	.50	1.50
Vernon	.50	1.00
Prima Donna	.50	1.50
Semperflorens, white	.50	1.50

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye,** $1.25 per 100, $10.00 per 1000. **Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

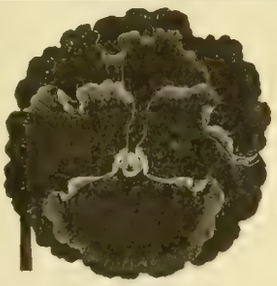
DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt.. 50c.; ⅛ oz., $1.00; ¼ oz., $3.50; 1 oz., $6.00.

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.



SALVIA, Bonfire (Clara Bedman). ⅛ oz. 50c.; ¼ oz. 75c.; 1 oz. $2.50.

SALVIA Zurich, ⅛ oz. 75c.; ¼ oz. $1.25; 1 oz $4.00.

SHAMROCK SEED (True Irish). Tr. pkt. 25c.; ¼ oz. 50c., 1 oz. $1.50; ¼ lb. $5.00.

SNAPDRAGON. Greenhouse forcing varieties

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice** White, **Beauty of Nice** Purple, **Beauty of Nice** Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

"THE BUGS ARE BUSY NOW"

EXPRESS PREPAID

LEMON OIL. ½ gal., $1.75, 1 gal., $2.75

APHIS PUNK. 1 box (12 sheets) 75c. 1 case; (12 boxes,) $7.50.

APHINE. 1 gal., $2.75.

NICOTINE. ½ pint $1.15; 1 pint $1.75; 1 case (10 pints) $14.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.75; ½ gal., $5.75; ½ pint, (1 lb.) $1.65. **Paper,** 144 sheets, $4.25, 288 sheets, $7.75; 24 sheets, 90c.

Special Offer, Express Prepaid

FREESIA PURITY

SELECTED STRAIN, Very Best Bulbs. ½ to ⅝ in., $1.25 per 100; $10.00 per 1000. Prices on large quantities on application.

GLADIOLUS BULBS Now Ready

Best Long Island Grown—1¼ in. and up

	100	1000
America and Augusta	$2.00	$18.00
America Mammoth Selected, 1¾ in. and up	2.75	25.00
Halley	2.50	20.00
Baron Hulot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and White Florists' Mix.	2.00	15.00
Primulinus Hybrids	2.00	18.00
Panama	3.50	30.00

Prices on all other varieties on application

NARCISSUS PAPER WHITE GRANDIFLORA

13 to 15 ctm. (1250 in case) $27.50 per case

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1½-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

DUTCH BULBS

DARWIN TULIPS. In best named varieties, also mixed. Write for prices.

RANUNCULUS. For forcing. $14.00 per 1000.

ANEMONE de Caen. For forcing. $14.00 per 1000.

COLD STORAGE

SINGLE NARCISSUS Emperor Mamomth bulbs (American-Grown), $3.50 per 100, $3.50 per 1000, F. O. B. Virginia.

LILY OF THE VALLEY PIPS. 1 case (500 pips) $14.50 per case, 1 case (1750 pips) $45.00 per case.

LILIUM Giganteum, 7-9, (300 in a case) $22.00 per case.

SPIRÆA Gladstone, (250 in a case) $40.00 per case.

PLANTS, CUTTINGS, Etc.

ADIANTUM Croweanum. Strong, 4-in. $25.00 per 100.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Hatcheri. 2½-in.. extra heavy, $6.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse grown seed, **$9.00 per 1000,** now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEDDING PLANTS. Strong, 2½-in., fine stock: **HELIOTROPE, LANTANAS,** mixed; **CUPHEA, FUCHSIA,** mixed; and **SALVIA Bonfire, SALVIA America.** $4.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100.

CALENDULA. Orange King, very fine 2¼-in., $4.00 per 100;

CARNATIONS. R. C., in all varieties, a market prices. Place your order early.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100.

COLEUS Brilliancy. 2-in. $4.00 per 100; 3-in. $5.00 per 100.

CYCLAMEN. 4-in., extra fine plants, best Wandsbek strain, in all best colors, $25.00 per 100, 3 inch $12.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100.

DAISIES. Mrs. Sanders. Rooted cuttings, $2.25 per 100, postpaid.

Single White Margaret Daisy, 2¼-in., $5.00 per 100. Rooted cuttings, $2.00 per 100.

FUCHSIAS. R.C. Little Beauty, Black Prince, White Beauty, Tenner, Marinte $2.00 per 100; $18.00 per 1000.

GENISTA. 3½-in., $20.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid. 2¼-in., $4.00 per 100.

HYDRANGEAS. French varieties and **Otaksa.** Field-grown and pot-grown. Price on application.

IVY. English. Rooted Cuttings, $1.25 per 100, $10.00 per 1000. 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000.

'MUMS. Stock plants in all varieties, Pompons, etc. See classified list.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100.

ROSES. Bench-grown. 3½" (2-year-old.) **Ophelia, My Maryland, Reha Read.** Fine for Easter and Spring sales. $15.00 per 100.

ROSES. 2 year old, field-grown, for Easter forcing and Spring sales. **Hybrid Perpetual, Hybrid Teas** and **Climbing** varieties. Write for prices on varieties you want.

ROSES.

Premier (new)	100	250	500	1000
2¼-in.	$30.00	$70.00	$125.00	$250.00
Columbia, 2¼-in.	17.50	37.50	75.00	150.00

Prices on standard varieties on application.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100.

SNAPDRAGON. Keystone, Silver Pink, Nelrose, Giant Yellow, Phelp's White 2¼-in., $5.00 per 100, $45.00 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer strain, Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. 3-in., $10.00 per 100; 4-in., $15.00 per 100. **MALACOIDES Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; 3-in., $6.00 per 100.

FERN FOR FERN DISHES: well established in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above 50c. each. **Boston,** 2¼-in., $6.00 per 100, $50.00 per 1000. **Roosevelt,** $6.00 per 100, $50.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; **Whitmani,** 2¼-in., $6.00 per 100, $50.00 per 1000

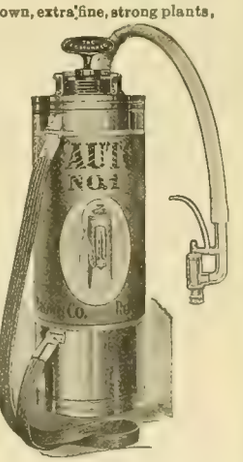
VINCAS. Field grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VINCA Variegated. R.C. $2.00 per 100, $17.50 per 1000; 2¼-inch $3.50; per 100 $30.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.

AUTO-SPRAY, Galvanized, with Auto-Pop, $7.00.

AUTO-SPRAY, Brass, with Auto-Pop, $10.00.



ROMAN J. IRWIN 108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

Southern States

Houston, Texas

If all the florists in other sections of the country are as live to their problems and interests as the florists of Houston, the industry is bound to make great strides in the next six months. The Houston Horticultural Society, an organization composed of florists, nurserymen, landscape gardeners, park employees, and others interested in these lines, is doing more today to further the various interests in Houston than has ever been done before.

At a meeting held Monday night in the offices of The Brazos Greenhouses, questions of the hour were discussed, and two interesting papers read, one being furnished by A. J. Koehle, manager of the R. C. Kerr Co., Inc., on floricultural and horticultural prospects for Houston, the other being furnished by R. C. Kerr on handling the holiday business.

There is no question but Houston is bound to be the Crape Myrtle City, for 1000 plants have been received, 10,000 more are on the way, and with the advanced orders now booked there will be need of thousands more.

One important question that has developed out of these meetings has been the establishment of a large arboretum for Houston. With the cooperation of the City Park Department, it is about to become a reality. A place has been set aside for that purpose and many specimens are now on hand. Houston being so near the Gulf of Mexico (30 miles) it is always 10 to 15 degrees warmer than even 100 miles inland, therefore Houston is particularly well adapted for the growing of subtropical plants out of doors.

The Houston Arboretum desires exchange with other like institutions and with individuals and will be pleased to send in exchange native specimens.

Business continues good here. With the holiday rush coming on the retail stores are breaking in new help to handle the rush which is bound to come as the final days draw near. The R. C. Kerr Co., Inc., had on exhibition at the meeting of the Horticultural Society fine Roses in variety also a vase of Chrysanthemums known as Mistletoe.

With the ending of the war, business is beginning to pick up among the landscapers. Edward Teas, J. M. Laughlin and others report plenty to do. Outside planting is going ahead now, Pansies, Phlox, English Daisies, Calendulas and Sweet Alyssum being most planted.

C. L. B.

Louisville, Ky.

Stock at Lower Cost

Mild weather throughout the entire Fall has enabled growers in this section to produce excellent stock at a much lower cost than had been expected. Last year intensive firing was necessary in December, and in part of October and November, whereas no notably cold weather has been experienced this season.

Stock, however, is somewhat scarce owing to the recent heavy demand. The growers have had an excellent season, and the retailers have handled the largest and most profitable business of several years. Collections, too, have been somewhat better than usual.

Milton C. Reimers, of the firm of E. G. Reimers & Son Co., is back at business again, having been discharged from the Officers' Central Training School at Camp Taylor.

F. Walker & Co. have been featuring Mushroom culture recently, using clever advertising to bring out the profits that can be made. O. V. N. S.

Washington, D. C.

Made a Lieutenant

Word has just come from France that Clifford H. Jenkins has been commissioned a second lieutenant. Lieut. Jenkins was formerly associated with his brothers and father in the florist business in Suitland, D. C. With his brother, Harry T. Jenkins, he was called to the colors in the draft and was sent to Camp Meade for preliminary training. Both boys soon became sergeants, Harry Jenkins receiving his promotions at Camp Gordon, Ala. Shortly after arriving in France they were sent to the training school. Both went to the same place and there met for the first time in nine months. After completing their courses they went back to the front lines. A letter from Clifford told of his becoming a second lieutenant on Nov. 1, but the last heard from Harry was a letter dated Oct. 16, stating that he was "too busy to write, fighting and advancing for 10 days without a stop, driving the Hun out of France." He said that a great many of his comrades had been killed. Clifford Jenkins is a member of the Florists' Club of Washington, of which his brother, R. Lloyd Jenkins, is past president. Both are well known in this section and have many friends.

The sympathy of the florists is extended to Zack Carrick, of the Louise Flower Shop, who last week lost his three year old daughter Regina, death being due to Spanish influenza. Mr. Carrick himself has been seriously ill with influenza for two weeks.

Fire last week caused a loss to David G. Grillbortzer, Alexandria, Va., approximating $3500. The cause of the fire, which broke out at noon time, in the boiler house, is unknown. The fire also attacked the office and workshop, and badly damaged five of the greenhouses. Mr. Grillbortzer controls the Loose houses across the street from where the fire started, and had pipes run to the houses from which heat had been cut off by the fire. Further damage is possible because of the cold weather now prevailing. There was no insurance on the damaged place.

Tom Shawyer, formerly with C. T. Eldridge, of Danville, Va., has joined the Louise Flower Shop on Connecticut ave.

Elmer C. Mayberry has been confined to his home with a severe cold. During his absence the Dupont Flower Shop, in Dupont Circle, is being looked after by Sam Everett, a former employee, who is now a sergeant in the Quartermaster Corps of the Army.

The Flower Shop, operated by Harry T. Payne, formerly manager for Freeman's, has been removed from 1303 F st. to more desirable quarters at 1224 F st.

The Leo Niessen Co. is offering exceptionally fine Valley to the trade. Valley had almost become a curiosity because of its scarcity, and now the retailers hesitate handling it because of the price. It is now bringing $12 per 100, a price heretofore unheard of, for in former years it dragged when it reached top price of $5 and $6, and could be had at times as low as $2. The Niessen Co. is also showing attractive Holly and Boxwood wreaths.

Club Meeting

The Florists' Club at its December meeting, held at the store of Gude Bros. Co., adopted resolutions on the death of the late J. Henry Small. The secretary was instructed to draw up a suitable memorial. Mr. Small, although not a member of the club, was highly respected, and the club desired to show its appreciation of his sterling qualities. It was further resolved to send a suitable floral offering, and Edward S. Schmid was appointed chairman of a committee to attend the funeral. Speaking of Mr. Small, William F. Gude characterized him as a man who was always above little things; he was a "square competitor" and one with whom it was really a pleasure to do business. He word was a promise with him as binding as a contract.

President Blackistone, in the absence of Chairman Shaffer, made a report of the activities of the florists in connection with the United War Work campaign. Mr. Blackistone stated that between $1000 and $1200 was collected by the florists trade committee, added to which was $1200 more from the sale of flowers donated by the trade. The application of Walter F. Bottger was received and referred to the membership committee for consideration.

E. A. D.

Baltimore, Md.

Club Meeting

Wm. G. Lehr, of Brooklyn, Md., was the speaker at the meeting of the club, held last Monday, and gave an interesting narrative of his recent tour among the Rose growers near Philadelphia. He spoke of the labor and coal situation in particular and the effects on greenhouse establishments where, in some cases, only one quarter of the labor considered necessary before war is available. Many growers are keeping up the good appearance of their greenhouses showing that growers are men upon whom a good sized block of trouble must be dumped before they are put out of the running. It was interesting to note the different manner in which the same varieties of Roses were treated by different growers and all apparently getting good results. Mr. Lehr also recounted the varieties grown at the various ranges. While some few specialize, others grow many varieties well.

Following his talk a discussion arose regarding the method of handling the accounts of members who may be in arrears for dues. It was decided that the financial secretary notify all such members whose arrears extend for six months or more that unless the amount due is paid before next meeting, Jan. 13, the names of delinquent members on that date will be read out in open club meeting and summary action taken.

Wm. J. Johnston, president of the Maryland Horticultural Society extended an invitation to all club members to attend the annual meetings of the society to be held in the Hotel Emerson, Baltimore, on Dec. 10 and 11. They will be held in the hotel this year because the society has been unable to obtain the Fifth Regiment Armory to hold the annual Maryland Week Exhibition. It is hoped next year to hold its annual exhibition as heretofore. W. F E.

Middle Atlantic States

Pittsburgh, Pa.

A good steady market still continues and high prices are in order. A scarcity of stock and a heavy demand keep prices away above normal. This applies not only to Pittsburgh but every market is short of flowers. Some retailers have been buying out of town but are now back looking for their regular supply.

American Beauty Roses have taken a slight advance during the latter part of the week; specials sold at $9 per doz. Carnations are very scarce, and a heavy cut is not looked for until after Christmas. They are now selling at $8 per 100. There are only a few Roses offered, which bring high prices. Some good Ophelia, Russell, Killarney and Columbia are seen on the market. Short Roses are mostly in demand on account of the large amount of funeral work. The last of the 'Mums came in this week. They are only what was left and are very small. Good Stevia is selling well. Lilies are now arriving in larger numbers and sell at $25 per 100, which is the highest price known in this market for many years. Paperwhites are seen in limited quantities at 6c.; Valley, orchids, Violets, yellow Daisies and Calendulas are also offered.

The outlook for Christmas is excellent except that there will not be enough stock for all. Roses may be in heavy crop but Carnations will be extremely scarce. Christmas material of all kinds is moving rapidly. There seems to be a scarcity of Boxwood. The first Holly and trees reached the produce yards this week. Holly seems to be scarce and high priced. Most all the plant growers are sold up on all their Christmas plants and unable to fill late orders. N. McC.

Lancaster, Pa.

With the flower shop windows all containing an appeal for trade and with the Christmas colors in them the business can not very well be poor, but there is no use trying to hide the fact that it might be better. I believe that like some of the other industries it will take a little time to get adjusted.

P. K. Murphy of the B. F. Barr Co. never forgets the store around holiday times but always gets a good batch of business from the Lancaster boys in his company. The fact that he is in France has not interfered with his loyalty to the home store. The result is many orders to be delivered to wives, sweethearts and mothers back home.

Harry Haverstick says the B. F. Barr Co. never has had such a season in the nursery. The company is yet planting evergreens and has been continuously on this job since the middle of August, the work being scattered all over Lancaster and York Counties.

The Rosery, which, perhaps, has the best collection of plants in the city, finds a fair market for them, although there is not as yet any particular danger of a shortage.

Walter Hammond and Mrs. Goldfish continue to use a liberal lot of plants in their window decorations and just enough color to make people stop, look and buy.

At Schroyers' the store has a Christmas air. Good taste is expected both in plants and cut flowers. Being the oldest store in the city it has some of the old time customers who use flowers only on special occasions, such as the holidays.

To get acquainted with the Geranium situation the writer made a call on Peter Brown whom he found just recovering from an illness. The help at the place all have had their turn in being laid up so this has interefered with the getting out of stock. The sand beds are now being fast filled with cuttings. Panama here are a twin line with Geraniums and are sold by the 100,000, the last going out now from glass protected frames.

Fred Ritchy has also had sickness among his help. He has been the only one on the job; but things are better now and his propagating beds are also being filled with cuttings. He has recovered without any special cost estimates that we must have more money for our stock or get out of the business. As he has made a success along other lines he knows what he is talking about when he starts on costs and selling prices.

At the writer's the sick bugaboo passed by without stopping. While the propagating beds are being well utilized all the time, the preparation to get along with 50 per cent. of the fuel, cut out the house of stock. This loss is seriously felt with the demand ahead of supply all the time. I am framing up a cost estimate and am curious to see just where present prices will land us. The greenhouse establishment idea does not appeal to me in this particular industry as I have yet to see the very large establishment that makes a paying use of its full ground surface.

That the social element is again cropping up among the florists is shown by the turkey dinner served by Mr. and Mrs. J. Wade Galey of Strasburg to Mr. and Mrs. B. F. Barr, Mr. and Mrs. Ira Landis and Miss Sarah Linville, Chas. B. Herr and Mrs. J. Lewis Dyer.

In my club notes the other week the ladies' auxiliary meeting at the home of Mrs. Albert M. Herr should have been mentioned. The keeping of house plants was the topic of discussion. Very light refreshments were served.

ALBERT M. HERR

American Rose Society

The American Rose Society, through its secretary, E. A. White, has sent out an appeal to members of the society to make 1919—"the first year of peace—the greatest Rose year in the history of the continent." All members are urged to get their friends to join, remembering that with membership goes the privilege of receiving a copy of The American Rose Annual, a publication which will be highly valued by all Rose lovers.

Import Decisions

No. 42724.—Protest 826476 of Peter Henderson & Co. (New York).

Garden Nets—Manufactures of Cotton—Cotton netting used to train climbing garden Peas, Sweet Peas, and other climbing plants, taking the place of a trellis, classified as nets or nettings, 60 per cent ad valorem under paragraph 358 tariff act of 1913, is claimed dutiable as manufactures of cotton at 30 per cent under paragraph 266

Opinion by Howell, G. A. The garden nets question were held dutiable as manufactures of cotton under paragraph 266. G. A. 8109 (T. 37410) followed.

Publications Received

Monthly Bulletin, Nov. 19, Vol. III, No. 1, whole No. 35, of the **Ohio Agri. Exp. Sta.** Wooster, O., contains hints on "Autumn lawn and flower garden," especially referring to bulb planting.

Parks and Recreation, official organ, American Assn of Park Supts., Vol. 2, No. 1, dated Oct. 1918, published at Seattle, Wash. Contains interesting articles, with illustrations, on park and recreation grounds, including an article on "Bringing back the birds."

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For Prompt Shipment from New York

NARCISSUS	Per 1000
Paper Whites, 13 ctm.	$21.00
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GLADIOLUS. (Early flowering) The Bride, Blushing Bride, Ac kermani.	15.00

FROM COLD STORAGE	Per case
LILIUM GIGANTEUM. 7 to 9-inch, 300 to the case.	24.00
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LILY OF THE VALLEY. For quick forcing, 1000, $25.00.

New York **Vaughan's Seed Store** Chicago

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to 1½-in. $9.00 per 100; 1 ½ up, $11.00; 1¾ $13.00; 2-in. up, $15.00; 2¼ up, $18.00; 2½ $20.00; 2¾ up $23.00; 3-in. up $25.00; 3¼ i-in. up $30.00.

LLA Æthiopica. White. Dormant bulbs. to 4-in. cir., $4.50 per 100; 4 to 5-in. $6.00.

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anama. $3.00; $2.25; $1.50. America, 0; $1.50; $1.00 Brenchleyensis and Mixed. ie as America. Lehmann and Alice Carey ether), $3.50, 2.75; $1.75. Pendleton, .00; $4.00; $3.90. Chi. White, $3.00; $2.50; .70. Gi. of Holland, $4.00; $3.00, $2.00. ed, (20 highest priced sorts), $2.50; $2.00; .50. Above for 1st size, 1½ to 2 up. Also and 3rd sizes. 1000 order deduct 10 per cent.

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SWEET PEAS, Winter-Flowering Spencer, best varieties.

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Send us a card, stating kind and quantities wanted, and we will give you special prices.

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Augustus, America and Frances King.

1st size, $10.00; 2nd size, $8.00

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CALENDULA Orange King, oz. 30c.
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VERBENAS, white, pink, scarlet and blue, each, oz. $1.00.

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Sizes, 9 to 11 and 11 to 13

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Extra fine **P. W. Narcissus**, $19.00 per 1000

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Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: **Nelrose, Phelps' White, Enchantress, Bronze Beauty**, 50c. per trade packet; 6 for $2.50.

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Kenilworth Mixture

Princess—the new upright Pansy

1000 seeds, 25c; ¼ oz. $1.25, oz. $5.00

Early Flowering or Winter-Blooming Giant Pansies

1000 seeds, 40c; ⅛ oz. $1.10 ¼ oz. $2.00, oz. $7.50

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Careful Seed Growers and Seed Distributors For One Hundred Years

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But here is a possibility of every grower getting at least a fair proportion of the stock he needs, if orders are placed at once

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NEW ROSE PREMIER

A cross between Ophelia and Russell. Growth and habits of Ophelia, with flowers of the Russell type. Almost as large as Beauty. Color; deep rose pink.

Prices, Own Root Plants

100	250	500	1000
$30.00	$70.00	$125.00	$250.00

$5.00 per 100 additional for grafts. You can get it if you order early.

COLUMBIA

Disseminated last season, tried out and has made good.

Cross between Ophelia and Shawyer; clear, true pink, about the shade of Shawyer. One of the big Roses.

Own Root Plants	100	1000
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Double White Killarney	Maryland
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Pink Killarney	Richmond
	Kaiserin
	Lady Alice Stanley

Prices Later

CARNATION CUTTINGS

For Early Delivery

PINK	100	1000
Laddie	$7.00	$60.00
Cottage Maid	4.00	35.00
Miss Theo. True rose pink.	4.00	35.00
Mrs. C. W. Ward. True rose pink.	4.00	35.00
Enchantress Supreme	4.50	37.50
Pink Delight	5.00	45.00
Alice	4.00	35.00
Enchantress	4.00	35.00
Rose Pink Enchantress	4.00	35.00
RED		
Merry Christmas	5.00	40.00
Doris	6.00	50.00
Rosalia	5.00	40.00
Belle Washburn	5.00	40.00
Aviator	4.00	35.00
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WHITE		
Crystal White	6.00	50.00
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White Wonder	4.00	35.00
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Benora	5.00	40.00
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Yellow Prince	5.00	40.00
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We have the following Cyclamen Seedlings to offer, about 15,000 in all. They average two and three leaves and will make fine plants for next Christmas. $40.00 per 1000.

Salmon King, dark salmon.
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Mrs. Buckston, light salmon.
Pink Pearl, (new), fine light salmon.
Cherry Ripe, scarlet.
Pure White.
White with eye.

COLEUS CUTTINGS

Verschaffeltii, Beckwith Gem, Golden Bedder, Queen Victoria, Trailing Queen, Fire Brand and others.

	100	1000
Rooted Cuttings		$9.00
2-in. pots	$4.00	35.00

Brilliancy and other fancy varieties $12.00 per 1000.

FUCHSIAS, Rooted Cuttings

Little Beauty and **Black Prince**, $18.00 per 1000.

2-in., $4.00 per 100, $35.00 per 1000.

VERBENAS. The best assortment in the country.

2¼-in., $5.00 per 100, $45.00 per 1000.

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DOUBLE PETUNIAS

Rooted Cuttings, $18.00 per 1000. 2-in., $4.00 per 100, $35.00 per 1000.

DAISIES	100	1000
Boston Yellow, 2¼-in.	$7.00	$60.00
White Marguerites, 2¼-in.	6.00	50.00
Giant White, 2¼-in.	6.00	50.00
White Marguerites, 5-in.	35.00	

CHRYSANTHEMUM STOCK PLANTS

Yellow Bonnaffon, White Bonnaffon, Chas. Razer, Roman Gold, Seidewitz, Enguehard, Mistletoe, Patty, Maud Dean, White Ivory, Golden Glow, Smith's Advance, White Chieftain, Pink Chieftain, Chrysolora, Oconto, Polly Rose and many others. $5.00 per 100.

White Chadwick, Golden Chadwick, $8.00 per 100.

Pompons, all varieties.

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2¼ in.	$7.00	$60.00
3 -in.	15.00	
4 -in.	30.00	

FERNS FOR JANUARY DELIVERY

Good, heavy stock that will please.

2½-inch	100	1000
Teddy Jr.	$7.00	$60.00
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Boston	7.00	60.00
Whitmani	7.00	60.00
Verona	8.00	70.00

4-in. of above, except Verona. 25.00

This stock will make excellent plants for Easter and Sprng sales.

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Enchantress, one of the best.	$6.00	$50.00
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Phelps' White	6.00	50.00
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Ramsburg's Silver Pink	6.00	50.00
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LANTANAS, Dwarf, 2-in.	4.00	35.00
2½-in.	6.00	50.00

ASPARAGUS Plumosus

2½-in., extra heavy	$4.00	$35.00
2½-in., lighter grade	3.50	30.00
3 -in., heavy	7.00	60.00
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Sprengeri, same as Plumosus.

GLADIOLUS BULBS, 1½-INCH UP

Home-grown and fine quality.	1000
America, pink	$20.00
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ASPARAGUS Plumosus

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1000 Seeds	$3.25
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10000 Seeds	$10.00
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All the best Orchid and Grandiflora varieties

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Gypsophila, Elegans Grandiflora Alba ¼ oz., $2.50; 1 oz., $6.00.

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An excellent stock of the best varieties, well colored and in good assortment.

4-inch pots, $6.00 per dozen
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Specimen plants
from $5.00 to $10.00 each

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An exceptional greenhouse proper and dwelling, situated at Whitesto Ave. and Higgins Lane, Flushin Long Island, New York, 7 miles fro Manhattan, via Queensboro Bridge.

Three acres of land. 12 greenhou (about 25,000 ft. of glass), Hitchin Lord & Burnham and Wm. Lutton builde in 1st-class condition; side walls and benches built of concrete in most pr tical manner; 15 frames, 100x6 ft., built concrete; 10 frames, 100x6 ft., built wood; all heated by hot water. "Idea and Hitchings' boilers, practically ne heat the place. Concrete cellars for co stables, pot sheds and other buildin make it an unusually well planned pl for growing pot plants. For years Eric Acacias, etc., were made a specialty of H. D. Darlington, later by Knight Struck.

A conservative valuation of the ent plant, including land, is $50,000.

Premises will be sold subject to a fi mortgage of $15,000, interest at 6%.

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Stock is Limited, Please Order at Once

Cash or Satisfactory References Required.

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3½ inch	$0.35
5 inch	.75
6 inch	1.00
6½ inch	1.50
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Massangeana	1.50
Euphorbia, in pans and pots	35c. to 4.00
Freesias, 6 inch	1.00
Freesias, 8 inch	1.50
Jerusalem Cherries	50c. to 1.00
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Palms, Rubbers, Ferns, etc., all prices.

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We, Joseph A. Muller and Frank G. Sealey hitherto representatives of the Julius Roehrs Co., Rutherford, N. J., announce that we have formed the Muller-Sealey Co., for the purpose of dealing in horticultural products and supplies.

We have made an agreement with the Julius Roehrs Co. whereby the Muller-Sealey Co. retain their selling connections for them and this, together with other important connections we are now making, insures our patrons of the best possible service.

We take this opportunity of thanking our friends for their many favors in the past, a continuance of which we respectfully solicit.

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Seasonable Stock

ACHYRANTHES Herbsti. 2½-in. $4.00 per 100.
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COLEUS. 10 market varieties, 2¼-in., ready after Jan. 1st., $3.50 per 100.
FERN DISH FERNS. 2¼-in. $3.50 per 100.
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GERANIUMS. Variegated foliage, 2½-in. **Mrs. Pollock,** variegated **S. A. Nutt, Mt. of Snow, Wm. Langguth,** and **Happy Thought** at $6.00 per 100.
HELIOTROPE. 2¼-in., purple, 4 varieties, $3.50 per 100.
LANTANAS. 2½-in., dwarf, in 6 distinct varieties, $4.50 per 100, **Weeping,** $4.00 per 100.
PALMS. KENTIA Belmoreana. 2¼-in., short, bushy stock, $10.00; 3-in., short, bushy stock, $16.00.
PELARGONIUMS. 2¼-in., a splendid collection, in 8 distinct varieties, $8.00 per 100.
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TOMATO PLANTS. Comet and **Fillbasket.** Best for forcing, out of 2½-in. pots, $2.00 per 100.

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LETTUCE PLANTS, Big Boston and **Grand Rapids.** Strong, $1.00 per 1000, $8.50 per 10,000.

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Best new and standard varieties. Write for prices before ordering elsewhere

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Extra strong, 2-in., $2.00 per 100, $ per 1000.

CRYPTOMERIA Japonica

(JAPAN CEDAR.) The novelty dec ti pine. 2-in., $7.00 per 100.

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We can book your order for early shi but are all booked for immediate shi 2-in., $20.00 per 1000.

BOSTON YELLOW DAISI

2-in., $3.00 per 100.

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Pansy Seedling

Lord Beaconsfield, Gol en Yellow and Mixed

$3.00 per 1000

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PRICES ADVERTISED ARE FOR THE TRADE ONLY

Cold weather will soon be here and the shipping of plants will be difficult. If you order at once they will go through without danger of freezing. We have a splendid lot of **KENTIAS** to offer, in both single and combination, of a quality and finish that cannot be excelled.

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6-inch pot .....$1.00, $1.50, $2.00 each

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9-inch tubs.....$5.00 each

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7-inch tubs.....$3.00 each

KENTIA Belmoreana

5-inch pot, 20-22 inches high	$1.00 each
6-inch pot, 24-28 inches high	1.50 each
6-inch pot, 28-30 inches high	2.00 each
7-inch tub, 32-34 inches high	3.50 each
7-inch tub, 38-40 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each

KENTIA Forsteriana Made up

7-inch tub, 30-32 inches high	$3.50 each
7-inch tub, 36-38 inches high	4.50 each
9-inch tub, 40-42 inches high	6.00 each
9-inch tub, 42-48 inches high	8.00 each
11-in. tub, 4½ ft. high	$12.00 each
11-in. tub, 5 ft. high	15.00 each
11-in. tub, 5½ ft. high	20.00 each

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MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100; 7-in., $2.75; 8-in., $3.75; 9-in., $5.00 each.

ASPLENIUM Nidus Avis (Bird's Nest Fern.) Strong 3-in., ready for a shift, $2.50 per doz., $20 00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

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FERNS

ASSORTED VARIETIES FOR DISHES Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000; 3-in., $10.00 per 100, $90.00 per 1000, 250 at 1000 rate.

BOSTON FERNS Harrisii and Teddy Jr., 4-in., $3.00 per doz., $25.00 per 100.

KENTIA Belmoreana. 4-in. 40c.; 3-in.20c.; 2¼-in. $12.00 per 100.

COCOS Weddelliana. 3-in. 25c.; 2¼-in. $12.00 per 100.

ASPARAGUS Plumosus Nanus. 2¼-in. $3.50 per 100, $30 00 per 1000.

ASPARAGUS Sprengeri. 2¼-in. $3.50 per 100, $30.00 per 1000.

SMILAX. 2¼-in. $3.00 per 100, $25.00 per 1000.

Frank N. Eskesen, Madison, N. J.

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ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia and Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

Wood Brothers

Fishkill, N. Y.

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We have commenced propagating. Our stock is fine and we have large quantities of the following varieties:

White Wonder	White Enchantress
Matchless	Enchantress Supreme
Mrs. C.W.Ward	Rose Pink Ench.
Rosalia	Benora
Pocahontas	Merry Christmas

$4.00 per 100, $35.00 per 1000

BAUR & STEINKAMP
CARNATION BREEDERS
INDIANAPOLIS - - INDIANA

When ordering, please mention The Exchange

Carnations

F. Dorner & Sons Co
LA FAYETTE, IND.

When ordering, please mention The Exchange

Choice Stock of Ferns, Palms and Other Foliage Plants

As there is a shortage of good, blooming plants for Christmas, foliage plants will take their place and find a ready sale, so order at once and be prepared.

FERNS. Scottii, Teddy Jr., Whitmani and **Boston.** 4-in., 25c.; 5½-in. 50c.; 6-in. 60c., and 75c.; 7-in. $1.00; 8-in. $1.50.

PALMS. KENTIA Belmoreana. 4-in., 50c.; 4-in., extra heavy, 60c.; 5-in. 75c., and $1.00; 5½-in. $1.25.

DRACÆNA Terminalis. Well colored; 5½-in. 75c. and $1.00 each.

DRACÆNA Terminalis. Edged with Asparagus and Ferns, very attractive, 5-in., 50c.; 6-in. 75c.

BIRDS NEST FERNS. 4-in. 50c. each.

FERN PANS. Assorted, 3 large plants, in a 6-in. pan, **Wilsonii, Alla Leaneata, Victoria** and **Holly,** 35c each

HOLLY and WILSONII FERNS. In 4-in. pots, 20c.

ASSORTED DISH FERNS. In 2½-in. pots, $6.00 per 100; 3-in. $8.00 per 100.

FISCUS Elastica or **Rubber Plant.** 5-in. pots, 50c., 6-in. 75c.–$1.00 each.

ASPARAGUS Plumosus. 2-in. pots, $4.00 per 100; 3-in. $8.00 per 100.

JERUSALEM CHERRIES. Full of red berries, 35c.–50c. and 75c.

ENGLISH IVIES. 2½-in. pots, $6.00 per 100; 5½-in. pots, staked, 40c. and 50c.

HYDRANGEAS

Both French and Otaksa varieties after Christmas you will want something to grow for Easter, and, as there are no Azaleas and Lilies, you will have to grow more Hydrangeas. We have a fine stock of 6-in. pot-grown plants, 50c. and 60c.; 7-in. 75c. each, for immediate shipment or to be shipped after the holidays.

Cash with order. All goods travel at purchaser's risk. No goods shipped C. O. D.
All plants will be shipped out of pots, unless otherwise stated.

GODFREY ASCHMANN, 1012 W. Ontario St., PHILADELPHIA, PA.

When ordering, please mention The Exchange

TEDDY, JR.
8-in. $1.25 and $1.50; 6-in. 50c. each

FERNS

SCOTTII
8-in. $1.25 and $1.50; 7-in. $1.00; 6-in. 50c. each

Campbell Bros., Penllyn, Pa.

FERNS

	100	10000
Bostons, 2¼-in.	$5.00	$45.00
Roosevelts, 2¼-in.	5.00	45.00
Whitmanii, 2¼-in.	6.00	50.00
Teddy, Jr., 2¼-in.	6.00	50.00
Verona, 2¼-in.	6.00	50.00

Order either direct or through S. S. Skidelsky & Co., Philadelphia, Pa. (sole agents.)

Henry H. Barrows, Whitman, Mass.
When ordering, please mention The Exchange

Table Ferns

Nice, bushy plants, from 2-in., pots, $5.00 per 100.

R. G. Hanford, Norwalk, Conn.

When ordering, please mention The Exchange

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

A little over two weeks remains in which to complete the drive for $50,000, the amount required by our publicity committees to finance the liabilities they have assumed in carrying out the publicity campaign for 1918. As will be noticed by the financial report appended hereto, we are short about $4665.

Can we make good? Can we raise this small sum among the very large number of florists who have not yet subscribed to the fund? It should not be difficult if the disposition to "let the other fellow do it" were eliminated. The "other fellow" has been doing it all along, in many cases duplicating his subscription or materially increasing it.

The "other fellow" has had an eye to the results forthcoming from the campaign, a very wide open eye. He realized that we should have to pass through a critical time in the florists' business, a time when the ordinary demand for flowers would of necessity be greatly reduced. He further realized that something should be done to create a new demand which should fill in the gap, and he believed that this was possible through our campaign. He made the campaign possible through his subscriptions, and he has now the satisfaction of knowing that his views were correct, for he has enjoyed the benefits accruing from the greater demand which has been created. Yes! the "other fellow" has done his bit, and is wondering why so many of his trade brethren do not look at the situation in the same way.

Surely there can be no adverse criticism of our methods. We have pounded into the public mind the great usefulness of flowers in the conveyance of sentiments on birthdays, memorial days, such as Mother's Day, festivals, such as St. Valentine's Day, Easter, Memorial Day, Thanksgiving Day and Christmas. We have induced the public to look upon flowers even as desirable wedding gifts. We have succeeded in getting our slogan, "Say It with Flowers," firmly established, and it is up to us to see that it remains so. Look at the front cover of the December issue of the *Garden Magazine*, displayed on every first class newsstand in the country, and ponder upon our message as there presented. This is only a small part of our publicity work. Wherever we see a chance to put our slogan forward, we take advantage of it, so that flowers will come to mind as beautiful vehicles for the conveyance of sentiment, mediums within the reach of all but until now not properly considered as faithful carriers of messages of love, sympathy, regard or congratulation.

Help us to get together this small amount of money that our plans and work may not be retarded. Send in your check for whatever you feel you can afford, and make your contribution an annual one for the remaining years of the campaign. Make request of the secretary's office for the official forms if preferred, but let us have the required subscriptions without delay.

Florists who advertise in their local papers should send us a dollar for our Christmas electrotype. This electrotype will connect any establishment with our display advertisement in eight national magazines. For a description of other aids, drop a line for our list.

The following additional subscriptions are recorded:

Annually for four years	
Jackson & Perkins Co., Newark, N. J.	$100.00
Wm. K. Harris, Philadelphia, Pa.	50.00
F. Fallon, Roanoke, Va.	10.00
Edmund A. Harvey, Brandywine Summit, Pa. (Second subscription.)	30.00
W. C. Crossley, Mansfield, Pa.	5.00
Philip H. Talbot, Portland, Me.	10.00
	$205.00
Previously reported, all sources	45,139.25
	$45,344.25

1170 Broadway, New York City. JOHN YOUNG, Secretary.

The committee appointed by President Totty to represent the S. A. F. and O. H. at the War Emergency and Reconstruction Congress of War Service Committees of American Industries, under the auspices of the Chamber of Commerce of the United States of America held at Atlantic City, N. J., December 3 to 6, comprised President C. H. Totty, Secretary John Young, Washington Representative Wm. F. Gude and George Asmus of Chicago. These gentlemen were in attendance throughout the Congress. The committee was admitted to the Congress under credentials which relegated it to voting power in Group No. 32. In accordance with the program, they took part in the discussion of the problem of reconstruction, as it affects the florists' trade. The committee for its section, presented the following resolution which was carried:

"The committee representing the Society of American Florists and Ornamental Horticulturists and the allied trades, an organization working under a charter passed by Congress and signed by the late President McKinley, hereby submits the following:

"RESOLVED, That we recommend the continuance of the War Industries Board for a limited period. We further recommend the creation of a central committee composed of representatives of the major business interests of the country to take up the work of the War Industries Board during the period of readjustment; also that official recognition shall be given the Chamber of Commerce of the United States, as this body would be of valuable assistance in economic liquidation of left-over war properties; further, the florist industries ask that all restrictions that have been imposed on them as war measures be removed, such as fuel restriction, and the importation and exportation of its products. These recommendations are of vital importance to the florists' industry."

COMMITTEE,

(Signed) CHAS. H. TOTTY, President.
JOHN YOUNG, Secretary.
WM. F. GUDE, Washington Representative, S. A. F. and O. H.
GEO. ASMUS, Chairman Finance Committee.

The florists' trade generally was represented fully and solely by the committee, the Society of American Florists being recognized as a trade organization exerting influence in its principal field. The attendance at the Congress was very large, including nearly 5000 delegates, representing practically every industry. The prevailing idea of the Congress was that industry should be allowed in great part to settle the various problems of reconstruction outlined in the Congress without restrictions by the National Congress which might be derogatory to the homogeneous reconstruction.

1170 Broadway, New York City. JOHN YOUNG, Secretary.

Floriculture at Cornell

With the signing of the armistice the work of the department of floriculture is rapidly coming back to its former status. When war was declared, many men students specializing in floriculture joined the colors and the classes in 1918 have been composed almost entirely of women students. The staff of instructors was also very much depleted, practically all having been engaged in some form of war service.

Early in January, 1918, E. C. Volz, instructor, resigned to become Director of School and Home Garden Work in Michigan. In February E. A. White was relieved of his duties at the college to take up the organization and supervision of school and home garden work in Western New York. This work was continued until July 1, 1918. On July 1 M. E. Farnham, instructor, was called for service and was stationed at Camp Sevier, S. C. At the same time Miss L. A. Minns was given leave of absence that she might supervise the greenhouse and garden work at the Carnegie Institute for Experimental Evolution at Cold Spring Harbor, N. Y., thus relieving a man for war service. In September, C. L. Thayer, instructor, was called for service and is now stationed at Fort Adams, R. I. During the Fall Professor David Lumsden has been teaching the S. A. T. C. in meteorology. Dr. A. C. Beal was granted a sabbatic leave of absence for the year 1918-1919 which he is spending at Los Angeles, Cal.

During the last four weeks many of the former students have expressed a desire to return to their work in floriculture and plans are being made to begin all the courses on Dec. 30. The college curriculum has been put on a four-term basis, and the work will continue throughout the Summer. Thus a student who had completed the work of his junior year may return and take up his studies Dec. 30 and graduate in Oct., 1919. Practically all the teaching force will be available for the beginning of the new term.

During the war the educational work in floriculture has been retarded fully as much as has the work of commercial florists. The members of the department have accepted the conditions in the same loyal spirit of devotion to the country's best interests as have the commercial men. When the ruling of the Fuel Administrator regarding the 50 per cent coal supply for greenhouses became effective, half the glass area of the College of Agriculture was closed. In the department of floriculture the Rose and Carnation houses and a third house for miscellaneous plants were closed, the palm houses and the cooler houses for Sweet Peas and other plants being continued in operation. The feeling of those in charge of the administration of the work of the college was that it should adjust its work to meet the requirement of the Fuel Administrator in the same spirit as did the commercial florists.

It is the belief of all those in the department that with the coming of peace the educational work in floriculture in all American institutions will rapidly resume the important position it occupied before the war. Our young men are coming back with a greater realization of the advantages offered by American schools and colleges, and there is no question that the floricultural industry will immediately feel the effects of the ending of the war and that a period of prosperity is before it.

E. A. WHITE,
Dept. of Floriculture, Cornell University, Ithaca, N. Y.

New England States

Worcester, Mass.

Cloudy and stormy weather the past week has shortened the flower market considerably, although there have been flowers enough to fill the demand, business having slowed up a little since Thanksgiving Day. Local growers are practically cleaned up on 'Mums, especially colored, there being a limited amount of Christmas white which will hardly be in for the Christmas trade unless good weather prevails. Although customers are still calling for large 'Mums retailers are unable to get them at any price in this locality. Violets although rather plentiful at Thanksgiving Day are now at a premium. Roses of the better grades are in fair supply but work Roses up to 14in. stems are scarce.

A trip finds some of the greenhouses well stocked with potted plants for Christmas. Poinsettias, Cyclamen and Cherries seem to predominate this year and are of fine quality. Wreaths, roping, Boxwood balls and Christmas novelties are now being shown extensively in the flower shops and everything is rounding into shape for the biggest and best trade ever.

Market prices the past week were as follows: Carnations $3 to $5; Roses $6 to $18 per 100; Sweet Peas 75c. to $1.25; 'Mums (small flowers) $1 to $2 per doz.; pompons and singles 75c. per bunch; Stevia, very good quality, 50c. per bunch; Asparagus Sprengeri and A. plumosus 50c. per bunch. F. L. M.

Hartford, Conn.

We are all looking forward to a good Christmas trade. It is true that stock will be scarce, but there will be some available. Carnations will be hard to get and will come into their own, the latest price quoted being 6c. to 8c.; red and scarlet 12c., wholesale, meaning that the retailers will have to get correspondingly high prices.

The Cedar Hill Greenhouses have been leased by A. F. Lindner for the season. E. S. Drake, who established the place will take a much needed rest. Mr. Lindner will carry the same line of goods as Mr. Drake had. Mr Lindner has had several years' experience

Charles Mackey, the plant man at A. N. Piersons, Inc., Cromwell, Conn., will be found at the Flower Shop in Pittsfield, Mass., after Dec. 14.

John P. Quinn, well known to the trade here, died at his late residence on Saturday, Dec. 7, age 40, after a short illness. He was employed by John Coombs for ten years and also by A. N. Pierson, Inc., of Cromwell, Conn., for five years. The late James Young was a brother-in-law of Mr. Quinn and it was under the former that Mr. Quinn learned his trade. He is survived by his wife and three children, John F., Thomas E., and Miss Genevieve; his mother and two brothers. He was liked and respected by all who knew him. The funeral was held at St. Joseph's Cathedral on Monday morning. There were flowers from all the trade.

GEO. G. MCCLUNIE.

New Haven, Conn.

Buys Reuter Range

Chas. Munroe, florist, of 974 Chapel st., has purchased the large range of greenhouses at Westerly, R. I., formerly the property of S. J. Reuter & Son, Inc., wholesale growers. After the death of S. J. Reuter the property went into the hands of The Washington Bank and Trust Co., and has now been transferred to Mr. Munroe, together with all the equipment. In an interview Mr. Munroe said that he was not prepared to give out a detailed statement of his plans just yet but, in a general way, he expects to start the houses up to full capacity next year, as a wholesale grower. The houses have been closed since April and it is too late to get them in shape for this season, but he is already putting in a lot of Sweet Peas in some of them.

Mr. Munroe expects to make a specialty of Roses, Carnations, 'Mums, Lilies and bulb stock. The houses will immediately be put in order and stock planted in its season. Mr. Johnson, of New Haven, superintendent for Mr. Munroe's local houses has moved to Westerly and taken charge of the new range. Mr. Munroe will keep the New Haven houses for growing stock for his retail store only, for the present.

The Westerly range consists of about 20 houses, four of them being 500ft. long. In addition there are about 10 other buildings, making a total of 30 structures in all. WM. J. RATHGEBER.

Stamford (Conn.) Hort. Society

The regular monthly meeting of the Stamford Horticultural Society was held on Friday evening Dec. 6. New officers for the ensuing year were elected. A report of the committee for the Fall show proved that the society is able to donate to the Red Cross quite a substantial sum. A committee was appointed to make arrangements for the entertainment for members and their families.

The following displays were awarded prizes: Seedling Carnation, cert. of merit and Carnation Mrs. C. W. Ward cult. certif. gdr., M. J. Quick. Cypripedium insigne, vote of thanks Chrysanthemum No. 244, cert. of merit, gdr. James Foster. Others were highly commended.

G. C. BOON, Cor. Sec'y.

Victory

He hath put down the mighty from power,
He hath humbled the proud in the dust,
He hath made the oppressor to cower,
And exalted the lowly and just.

He hath smitten the king from his throne,
And the princes are scattered afield;
The hand of the Lord hath been shown,
And the wounds of His people are healed.

The Lord, who is righteous and great,
In His wrath hath laid tyranny low;
Henceforth let the cohorts of Hate
Come not forth from the hell pits below.

We thank Thee, Omnipotent Will,
That the great guns are silent again;
May their voices forever be still,
And Thine be the glory. Amen.

CHARLES B. DRISCOLL

In N. Y. Times.

A Timely Offering

CROTONS, DRACÆNA, PANDANUS, PALMS and **FERNS.** Small sizes for baskets and hampers or growing on.

CROTONS. Collection of best varieties, 2½-in., $25.00 per 100; 4-in., extra heavy, $50.00 per 100.

FANCY DRACÆNAS. Choice collection. 4-in., $6.00 per doz.; 5-in., $12.00 per doz.

DRACÆNA Terminalis. 2¼-in., $12.00 per 100; 3-in., $25.00 per 100; 4-in., heavy, $50.00 per 100.

DRACÆNA Sandersoni. Strong, 2½-in. pots, 18-in. high, $20.00 per 100.

PANDANUS Veitchii. 5-in., $9.00 per doz.

ARECA Lutescens. 4-in., made up, $35.00 per 100; 6-in., heavy, $15.00 per doz.

KENTIA Belmoreana. 2¼-in., $12.00 per 100; 3-in., $20.00 per 100; 4-in., $40.00 per 100.

LATANIA Borbonica. 5-in., 15-in., to 18-in. high, $70.00 per 100.

FERNS, Boston Compacta Runners. $3.00 per 100; $25.00 per 1000. **Teddy Jr., Bostoniensis** dwarf, **Elegantissima Compacta, Scholzelii, Scotti,** 2¼-in., $7.00 per 100; $65.00 per 1000; excepting Bostoniensis dwarf, $8.00 per 100; $75.00 per 1000; 4-in. of above, $25.00 per 100; $225.00 per 1000.

Bird's Nest Ferns. 3-in., $20.00 per 100; 4-in., extra heavy, $50.00 per 100; Fern seedlings, (ready for potting), twelve best best sorts, $1.50 per 100; $12.00 per 1000; 2¼-in., $5.00 per 100; $40.00 per 1000; 3-in., $10.00 per 100; $90.00 per 1000.

ADIANTUM Farleyense Gloriosa. Strong, 2¼-in., $1.75 per doz.; $12.00 per 100.

CIBOTIUM Schiedei. Heavy, 3-in., $5.00 per 100; $40.00 per 1000; 4-in., $9.00 per 100; $70.00 per 1000.

COCOS PALMS. 2¼-in., $1.50 per doz., $12.00 per 100; 3-in., 25c. each.

ROSES Premier and **Columbia.** Orders being booked for grafted or own root stock. Early delivery at market price.

CUTTINGS of CARNATIONS and **CHRYSANTHEMUMS.** Write us your wants. All kinds of Miscellaneous Stock. Good value in **Snapdragon,** 2¼-in., $5.00 per 100; $45.00 per 1000; **Phelp's White** and **Yellow, Nelrose** and **Silver Pink.**

PRIMULA Obconica Grandiflora, Alba, Appleblossom, Kermesina, Rosea, $5.00 per 100; $45.00 per 1000.

FORGET-ME-NOT. Early Winter flowering, 2¼-in., $6.00 per 100; $50.00 per 1000;

Cash or satisfactory references from unknown customers.

L. J. Reuter Co., *Plant Brokers*

329 Waverley Oaks Road WALTHAM, MASS.

When ordering, please mention The Exchange

Plants for the Holidays

Prepare now for Christmas. There is going to be a big demand for plants this year. The war is over and there is joy in every home; your customers will want fine plants to decorate their festive boards and to make presents. There has been a scarcity of help the past year and many growers had to close some of their houses; a great many places closed up for good which, no doubt, will make good stock scarce. We have a very fine stock of plants and will give you good value for your money. We recommend the placing and shipping of orders early, as there is no telling what the weather or railroad conditions will be later on.

FERNS. Our ferns are very fine this year, and we will give you good stock.

NEPH. Scottii and **Teddy Jr.** 4-in. pots, $3.00 per doz.; 6-in. pots, $7.20 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.50 each; 12-in. tub fern, $3.00 each.

NEPH. Bostonensis. 6-in. pots, $6.00 per doz.

NEPH. Norwood. 6-in. pots, $7.20 per doz.

NEPH. Smithi. 4-in. pots, $3.00 per doz.

PTERIS Wilsoni. 3 plants in 6-in. pan, very fine, $4.20 per doz. 4-in. pots, $2.00 per doz.

HOLLY FERNS. 4-in. pots, $2.00 per doz.

ASPLENIUM Nidus Avis (Bird's Nest Fern). 5-in. pots, fine stock, $9.00, $12.00, $15.00 per doz.

FICUS Elastica (Rubber Plant). 6-in. pots, $7.20 and $9.00 per doz.; 7-in. pots, $12.00 and $15.00 per doz., extra fine.

ASPARAGA Plumosa. 3-in. pots, $8.00 per 100.

DISH FERNS. 2½-in. pots, the best varieties, $6.00 per 100.

HARDY IVIES. Fine plants, staked, 5-in. pots, $3.60 per doz., 6-in. pots, $6.00 doz.

To save express charges, please mention if pots are wanted.

Cash with order. No plants shipped C. O. D. All shipments travel at purchaser's risk and we are not responsible for any delay in transit, as our responsibility ceases when delivery is made to Express Company.

ASCHMANN BROS.

SECOND AND BRISTOL STS. AND RISING SUN AVENUE PHILADELPHIA, PA.

When ordering, please mention The Exchange

CHRISTMAS TREES

We offer, for immediate or later shipment, **Norway Spruce,** in sizes from two to five feet, all perfect shaped trees, for your Christmas trade. Prices on application.

H. F. Hillenmeyer & Sons

LEXINGTON, KY.

When ordering, please mention The Exchange

Moss Curled Parsley Roots

$3.50 per 1000. Cash.
Good, strong roots

W. B. GIRVIN

LEOLA, PA.

When ordering, please mention The Exchange

SPLIT CARNATIONS

Easily Mended with
Pillsbury's Carnation Staples
No Tools Required

"I have tried different kinds, but like yours best."
Llewellyn, Florist.

1000, 35c., 3000 for $1.00, postpaid
I. L. Pillsbury, Galesburg, Ill.

When ordering, please mention The Exchange

ROSES • CANNAS AND SHRUBBERY

Write for Price List

THE CONARD & JONES CO.
WEST GROVE, PA.

When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All sold until January. Everything shipped via Parcel Post (special delivery) with bill for actual postage and a small charge for packing, unless otherwise ordered.

S. A. NUTT.....$15.00 per 1000
POITEVINE and RICARD.....$17.50 per 1000

Ready now: PLUMOSUS, fine stock, at $3.00 per 100, delivered free up to 4th zone.

ALBERT M. HERR, Lancaster, Pa.

GERANIUMS

ROOTED CUTTINGS

All booked for Decmber

FRED. W. RITCHY

LANCASTER, PA.

GERANIUMS

ROOTED CUTTINGS

All booked for November and December

PETER BROWN

LANCASTER, - - - - PA.

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.
VINCA Variegata, 2-in $3.00 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.

ORCHIDS PALMS
and Plants of Every Variety

When ordering, please mention The Exchange

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,
719 Chestnut Street, - SECAUCUS, N. J.

When ordering, please mention The Exchange

Christmas Plants

We have a very fine stock of plants and will give you good value for your money.

ASPARAGUS Plumosus, 3½-in, doz.	$1.50
Sprengeri, 3-in.....doz.	1.40
BEGONIA Erfordii, 5-in.....doz.	3.50
CALENDULA Orange King, 4-in .doz.	3.00
5-in.....doz.	4.00
CHRISTMAS FUCHSIA. 3 inch pots.....100	15.00
DAISIES Marguerites, 5½-in....each	.35
6-in.....each	.50
DRACÆNA Indivisa, 5-in.....each	.30
FERNS Boston, 5-in.....each	.50
6-in.....each	.75
7-in.....each	1.00
PRIMULA Obconica. Giant mixed, 5-in.....doz.	3.50
Malacoides, 5-in.....doz.	5.00

JERUSALEM CHERRIES, bushy, full of berries, 5½-in. pots, $5.00 doz.; 6-in. pots, $6.00 doz. Cash with order.

All goods travel at purchaser's risk.

HEID & CO. 26th St. and Sandford Ave. FLUSHING, L. I.

When ordering, please mention The Exchange

Rooted Cuttings

	100	1000
AGERATUM Stella Gurney.....	$0.80	$7.50
FUCHSIAS. Fine double, dwarf habit, early, free blooming.....	1.25	12.00
HELIOTROPE. Dark, fragrant.....	1.00	9.50
PETUNIAS. Dreer's Double. Large-flowering, fringed, mixed colors....	1.25	12.00

Rooted cuttings prepared by mail

Plants

	100
ROSE GERANIUMS. Strong, 2-in.....	$2.50
SALVIAS. Bonfire and **Zurich.** Strong, 2-in., in bloom.....	2.50

Cash with order, please.

J. P. CANNATA, Mt. Freedom, N. J.

When ordering, please mention The Exchange

A. L. MILLER

SPECIALTY:

CHRISTMAS AND EASTER PLANTS

JAMAICA, NEW YORK

YOURS FOR A BRIGHT CHRISTMAS

When ordering, please mention The Exchange

KELWAY'S SEEDS

GARDEN, FLOWER and FARM

Special quotations for the present season and from Harvest 1917 now ready.

KELWAY & SON

Wholesale Seed Growers LANGPORT, ENG.

When ordering, please mention The Exchange

Some Excellent Stock

LIBERAL EXTRAS FOR EARLY ORDERS

Inch	100	1000
2½-in. **ASPARAGUS Plumosus and Sprengeri**.....	$2.75	$25.00
4-in. **ASPARAGUS Plumosus and Sprengeri**.....	7.00	65.00
3-in. **CYCLAMEN.** 8 varieties..	8.00	75.00
4-in. **CYCLAMEN.** Fine stock..	20.00	
4-in. **FERNS.** Assorted.....	15.00	
5-in. **FERNS.** Assorted.....	20.00	
3½-in. **FUCHSIAS. Little Beauty**	7.50	70.00
3½-in. **FUCHSIAS. Assorted**....	6.00	50.00
4-in. **DRACÆNA Indivisa**.....	15.00	
5-in. **DRACÆNA Indivisa**.....	25.00	
4-in. **MARGUERITES. White and Yellow**.....	7.50	70.00
2½-in. **LANTANAS. Dwarf, in Bloom**.....	5.00	50.00
3½-in. **LANTANAS in bloom**.....	7.50	70.00
3½-in. **LANTANAS. Assorted varieties**.....	5.00	45.00
2½-in. **SMILAX. Large plants**...	2.75	25.00
2¼-in. **SNAPDRAGON. White, Pink and Yellow**.....	5.00	45.00

Abundance of other stock. Correspondence solicited

ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

When ordering, please mention The Exchange

PRIMULA

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During the intire war period our stock has been properly cultivated and is now in splended condition. Send us your want-list for quotation; then act quickly, if you wish to obtain a portion of the stock we offer.

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F. J. Grootendorst & Sons
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Holland Grown Nursery Stock

Next Spring will be your last opportunity to import stock from Holland. Stock up your Nurseries for days to come.

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Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts
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AMERICAN LINDEN.....1½-3-in. Cal., 12-15-ft.
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Car load shipments a specialty. Let us quote prices on your requirements.

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Deutzia Gracilis For Forcing

Fine, **bushy, shapely** plants; **round** and filled-out; especially **picked-out** as suitable for potting; from the open ground but readily forced as every florist knows.

	Doz.	100
15-18 inches	$1.50	$12.00
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Immediate shipment; pot them now and cash in at Easter. We have a lot of other good things—in fact, a complete assortment of **Ornamentals** and **Fruit Trees**. *Send for List.*

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Nearly 2,000,000 plants of highest grade
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Largest Growers in America

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FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

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Geneva, N. Y.
70 Years 1000 Acres
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PIN OAK, (QUERCUS PALUSTRIS)
IN ALL SIZES
FRAXINUS Americana (White Ash), in all sizes.
ULMUS Monumentalis (Cornish Elm.)
POPULUS nigra fastigiata (Lombardy Poplar.)
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Privet and Berberis
LARGE STOCK FOR FALL
C. A. BENNETT
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Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

NURSERY DEPARTMENT

American Association of Nurserymen—President, J. R. Mayhew, Waxahachie, Texas; Vice-President, J. Edward Moon, Morrisville, Pa.; Treasurer, J. W. Hill, Des Moines, Iowa; Secretary, Curtis Nye Smith, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

Cones as Articles of Commerce

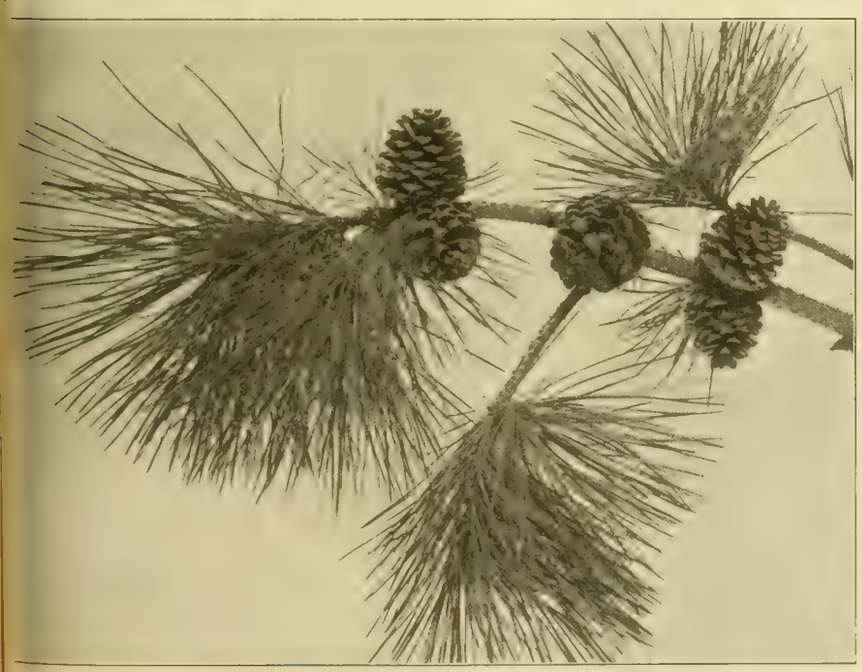
In the place of typical ornamental fruited plants suitable for Christmas use, we are showing the cones of Abies Nordmanniana and Pinus rigida, in the endeavor to draw attention to the fact that the best of these cones already have a financial value, with possibilities of a largely increased market if they are properly handled and advertised. They are now in use by many florists at Christmas for decorative purposes and are used in their natural state or colored. In the endeavor to make a market for cones, their nature must be fully understood so that none will be collected which fall apart at maturity. The marks on the cones of the Abies Nordmanniana consist of resinous substance, and will not be objectionable when the cones are varnished or colored.

Cone of Pinus rigida

The cones of this, the Pitch Pine, a native of the United States, are very beautiful, armed with bristles or spines. These cones are practically sessile and when matured are of a light brown or tawny color. They are about 3in. long, often clustered, but the size of the cones seems to depend upon the nature of the soil, ranging from 1in. to 3in. In shape they are ovate or somewhat pyramidal, while each scale is terminated with a sharp hooked prickle or spine. The seeds are of a dark brown color attached to wings from two to three times their length. J. F. J.

Cones of Abies Nordmanniana

Abies Nordmanniana, the familiar Nordmann's Fir, and a native of the Caucasus, has truly majestic cones. They stand erect upon the branches and are usually placed near the apex of the tree. Unlike the cones of the Spruce family, whose scales are persistent, those of the Fir are deciduous, falling asunder at maturity. What a great pity this is as these cones would thus form pretty ornaments when collected. [Probably the fir cones could be preserved if picked and processed just before maturity.—Ed.] These cones are oblong cylindrical in shape, and usually from 4in. to 6in. long. Their color is a dark chocolate brown. The bracts are generally, but not always, longer than their scales. Those which protrude are elongated to a point in a manner somewhat similar to those of the Douglas Fir. The light colored marking on the scales noticeable in the illustration is resinous matter. J. F. J.



Cones of Pinus Rigida

Ornamental Fruiting Plants—Their Decorative Value in Winter

In this article Edwin Matthews draws attention to the many fruiting plants available for decorative purposes at Xmastide, some greenhouse grown but many obtainable from outdoors. Some, unfortunately, are among those proscribed after next June 1

Not all plants are endowed with gorgeous flowers or have the subtle charm of fragrance which brings them wide popularity and into the line of favorites. But it is distinctly noticeable that where Nature has withheld these attributes she has invariably been most generous in other directions. And so it is with many of our best ornamental fruiting plants. Nature has, so to speak, equalized their attainments by crowning them with beauty at some time during the cycle of the year.

Singularly and fortunately the fruit display of the majority of them comes at a time when, by reason of the dearth in flowering plants, they are most valued and appreciated. Nurserymen, florists and landscape gardeners, alike, realize the ornamental value of these fruiting plants and each in his own sphere makes good use of them.

For interior decoration, florists will naturally include in their list of berried plants some which require a greenhouse treatment to bring them to perfection. In this relation we have in mind such things as: Ardisia crenulata, Solanum Pseudo-capsicum (Jerusalem Cherry). Citrus taitensis japonica (Otaheite Orange), and others, the fruits of which are not only handsome, but also persistent—a trait which makes them doubly valuable.

The florist need not, however, nor does he, confine himself to plants whose constitution forbids of exposure to a low temperature, for in the realm of hardy and half hardy plants he will find a number of good things which he may appropriate to himself for decorative purposes. The Christmas season, above all others, finds a good demand for anything whatsoever in flower or fruit of a cheerful color.

Cones of Abies Nordmanniana

The kinds which have the more persistent fruits are of course the most desirable. In this respect, there is nothing better perhaps than the well known "English Holly." This plant's association with Christmas is inseparable, especially to an Englishman, whose regard for it is equal to the cannie Scot's love for the wee Heather.

Of late years the importation of the Holly from Europe has dropped considerably and, unless the present ruling forbidding the importation of plants with a ball of earth is rescinded we may no longer be favored with its familiar presence at Christmas time unless, indeed, some enterprising individual makes a specialty of growing it for the Eastern trade in the more favored sections of the States of Oregon, Washington, or some point in British Columbia where a moist climatic condition and an equitable temperature throughout the year favors the growth of the English Holly quite as well as in its native home.

Fortunately we are not without some good native representatives of the Holly family which though not equal in beauty to Ilex aquifolium (English Holly) are nevertheless handsome in fruit display. Ilex opaca is our best evergreen species and furnishes more decorative material in the form of wreaths and sprays for Christmas than any other. The deciduous kinds, too, like Ilex verticillata, Ilex monticola, and Ilex lævigata are in demand on account of their bright red and orange colored berries, made more conspicuous at this time because of the fall of the leaf.

How well these Hollies illustrate the thought of Nature's provision which decides that the plant with inconspicuous flowers should be brought into prominence when those that outshone them in floral display earlier in the year are now negative items!

This equally applies to many of the wild Roses, the flowers of which in the Spring are but segments compared with the wealth of bloom afforded by others of the same genus which now, however, have nothing to offer like their wonderful color in fruit as given by Rosa carolina, Rosa setigera, Rosa multiflora and Rosa rugosa. The latter fruit, while not so persistent as the others, makes up for it in size and is liberally used for Autumn and Winter effects in landscape plantings. The fruits of Rosa carolina and the wild Japan Rose (multiflora) are very persistent, lasting well into March with color and firmness of berry.

Apart from the Roses proper, there are a number of other plants included in the order Rosaceæ which are noted for beauty of fruit in Winter. Chief among them are the Hawthorns (Cratægus), Crabs (Pyrus), and the Cotoneasters. Much might be said of these three important groups, but a brief reference to the best among them which afford a berry display in mid-Winter is sufficient.

To our native Hawthorns must be given first place when we call to mind such kinds as Cratægus cordata

(Concluded on page 951)

FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

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Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

BOSTON—Robert Cameron, Harvard Botanic Gardens, Cambridge, Mass.

PHILADELPHIA—Wm. H. Engler, 4651 Lancaster Ave.

Greenhouse construction is beginning to pick up in the West and a number of firms in this line are preparing to meet the expected demand. See Chicago newsletter.

At the annual meeting of the Chicago Florists' Club, held on Dec. 5, details of which will be found elsewhere in this issue, the paper read by Otto H. Amling at the last meeting of the club was read again, by request. The reason for this re-reading was that the paper in question contains much valuable facts and suggestions in connection with the production of florists' stock. Mr. Amling's paper will be found in full on p. 769 of THE EXCHANGE of Nov. 16.

Misinformation

A New Jersey newspaper publishes an article under date of Dec. 1 on Easter plants, and bulbs generally, in which a florist is quoted as saying: "The lack of bulbs is universal throughout the United States and Mr. ——— said that he did not believe a basketful had been imported into the country this season." We do not believe that the florist really made this statement attributed to him; it is very likely that he was misquoted and that his statement as given the reporter, referred to some other subject. It would be well for the trade to be on the alert to note and contradict such statements, which may do considerable harm if they are not corrected.

Arboretum for Houston, Texas

Houston is to have an arboretum of rare plants, shrubs and trees, specimens named botanically that will grow in its climate. At a meeting of the Houston Horticultural Society, a committee was appointed to confer with the city park administration to carry out plans. A space of six acres adjoining one of the parks is known to be available for the purpose and when properly prepared under the park management, arboretum stock will be collected and planted during the winter.

The Government is expected to send a considerable number of trees and shrubs to supply the garden. Also some are expected from the French Government, but anything interesting or rare that can be grown in the Houston climate will be given space, no matter where it comes from. The committee will report at the January meeting of the society and steps will be taken to commence planting shortly after.

Eight Weeks' Winter Course at Columbus

For those who are not fitted with the proper preparatory work for the four year course in college, or those who have attended college, but have always wished for a little more education, Ohio State University at Columbus, O., offers an eight weeks' course which starts Jan. 6. The course continues through farmers' week, which is a week filled with talks and demonstrations by leaders. Special courses are offered for the sons and daughters of florists in gardening, commercial floriculture, fruit growing, soils and various other allied subjects.

The tuition amounts to merely the payment of several small fees for laboratories. It is estimated that the course should not cost a provident student more than $60. Write for information to B. G. Watson, Secretary of College of Agriculture, Ohio State University, Columbus, O.

The GREATEST MOTHER in the WORLD

She's warming thousands, feeding thousands, healing thousands from her store; the Greatest Mother in the World—the RED CROSS.

The national campaign for the Red Cross which starts Dec. 16 next is a campaign for membership only. Every man, woman and child is expected to become a member. The cost is One Dollar. With it you get a button with red cross, white ground, blue border. That will be your receipt. Wear it. You then become a full member for 1919, and will suffer no further solicitation.

—(*Contributed by The Florists' Exchange.*)

Flowers vs. Diamonds, or Meat, or Cigars

If a charitably disposed lady was to step into the jeweler's Monday and ask him for a very small diamond for a church fair, and if the same lady called on the same man on the Tuesday or Wednesday with the same request, and likely again on the Friday or the Saturday, and if she persisted in calling on the same man, or even on different jewelers, with the same request, week in and week out——

And if another charitably disposed person called on the butcher to the same effect——

And if another equally well disposed party called on the cigar dealer with a similar request to give, give——

And if, instead of its being just one well disposed person calling on each business to give out of its stock, there were a score or a hundred in each city of size constantly at it——

Just how long could those business men, perhaps all alike charitably disposed—more so, because they give while the others only do the asking—continue to give? And how would they feel about it?

In the big cities this sort of thing—asking, asking—goes on steadily week in and week out.

And some lines are called upon to give more—and more often—than others; the florists, for instance.

Can any one explain why these men should be expected to give freely and continuously of their stock in trade, the goods on the sale of which they rely for their livelihood and for which they have to pay, even though grown by themselves?

As is weekly attested by our columns the florists, although in a nonessential business and beset by obstacles in every direction, have been giving steadily and profusely—these past two years particularly—for all sorts of purposes of that which otherwise they could readily have turned into good hard cash—giving more freely, pro rata, we venture to assert, than any other class of business man.

And they are continuing to give—and this article is not intended to dissuade them from giving wherever they can help in a worthy cause—far be it from us to preach against giving when the giver is able and the cause just—God bless all their generous hearts.

But the line should be drawn somewhere. Is it not possible for many of those who are now asking direct of the florists to ask direct of their friends for the funds wherewith to come to the florist and at least pay cost for the flowers? We think so.

In the past flowers have been held all too cheaply—and to this fact must be attributed one of the principa reasons—if not the sole reason why the florists hav come to be looked upon as men who could well afford t give because the flowers "didn't cost them anything."

It would thus appear to be up to the florists to regulat their business so that even in the extreme case of a sur plus, their stock would have a dollar and cents value jus as have all other forms of merchantable stock.

This can only be brought about by cooperation, a metho or system of doing business which, just now, is bein introduced largely into the activities of many lines o business, both retail and wholesale.

As to the form of cooperation which shall protect th florist and still leave it open for him to practice charit for sweet charity's sake? This can be best arrived a through discussion participated in by all concerned, th endeavor being to give collectively for designated pur poses up to a certain point—perhaps to work out a definit appropriation for the year's charities just as is now com mon among many of our best business houses. All othe flowers asked for charity to be paid for by those intereste in the charity.

Origin of the Present Tree Planting Idea

So that credit may be placed where credit belongs, th origination and first publicity of the idea of plantin trees in honor of our soldiers and sailors must be ac corded to J. Edward Moon of Morrisville, Pa., wh while en route to Chicago to attend the Nurserymen Convention held there last June, discussing variou matters with other nurserymen at that time, conceive the idea of the Service Tree, which was later taken b fore the Convention, duly noted in the Chicago pape and afterward taken up and mentioned in some 4(different newspapers throughout the United States.

Mr. Moon's original idea was that the grounds su rounding the home whence a soldier had gone fort should have a Service Tree to commemorate his en trance into the military service, just as a Service St is displayed in a window. He also had the idea th many unplanted boulevards and city thoroughfar could be planted with trees dedicated to the boys wh had left the municipality, such avenues of trees to l designated as Liberty Trees, or some other cognome equally appealing.

Since then the American Forestry Association h developed the idea of planting trees in memory our fallen heroes and has already done considerab missionary work in promulgating this good work wi every prospect of the custom being largely adopte This latter propaganda, however, need not, in an way, interfere with Mr. Moon's original idea of plan ing a tree in the home grounds, in honor of the en trance into service of one of the household. Especial appealing would it be to do this where the home owned and not rented. If a suitable ornamental tre were planted, the one in whose honor it had been s out, could in later years show it to his children an his grandchildren and its significance would sink dee into the hearts of these children.

As illustrating the significance of a tree planted commemorate some great occasion, the writer recollec well meeting out in Queens, N. Y., one day years ag an old nurseryman, Nicholas Hallock by name, ju as I happened to be passing by and admiring a gran old form of weeping tree on the lawn of that nursery man's former residence. I said to "Uncle Nick," as I was affectionately called, "What a wonderful old tree what a glorious form it has taken, and note the shelte it gives!" "Yes, my boy," replied Uncle Nick. "I re member that tree well; I dug it out of the woods, haule it on my back and planted it here the day Abraha Lincoln was assassinated, and the tree has grown an prospered and has stood all these years as my mont ment to the martyred President."

So, those who plant good selected trees, truly and wel will be rearing monuments to future generations, an every tree will have its story to tell of the days o the Great War.

New York Florists' Club

The New York Florists' Club held its regular monthl meeting and annual election on Monday evening, De 9, at the Grand Opera House building, 23d st. and 8t ave., President Schenck presiding. The usual good a tendance on election night was well maintained, ov 175 members being present.

After the reading of the minutes of the previou meeting, which were adopted, Charles H. Totty reporte having attended, with Secretary J. Young, the meetin of the U. S. Chamber of Commerce at Atlantic Ci last week. Mr. Totty was greatly impressed by th large interests represented at the meeting and a repo will be found elsewhere in this issue.

A. L. Miller of the Flower Show Committee reporte that the project of holding the Spring Flower Show

Philip F. Kessler
President-elect N. Y. Florists' Club

1919 was abandoned by the committee for the reason that no suitable building could be obtained, and also that the prospect of exhibits from private greenhouses were very small.

Resolutions of sympathy with the families of Ralph M. Ward, Walter R. Siebrecht, Carl Giessler, William Vescelius and William Weber, prepared by the various committees appointed for the purpose, were duly passed and copies ordered to be sent to the families.

Clarence R. Ankers, Rockville Center, N. Y., was elected to membership.

Isadore Landsman, Simon Schneirow, Bornatt Klugman, all of Brooklyn; O. J. Van Bourgondien, Arlington, N. J., F. G. Sealey, New York City, and R. H. Bard of Syracuse, N. Y., were nominated for election for next meeting.

A report from the Board of Trustees, covering a meeting held Dec. 9 was presented. The Board recommended that the general checking account carried with the Harriman National Bank be transferred to the Corn Exchange Bank, 28th st. Branch and that the Liberty Loan Bonds taken up by the Club be turned in and exchanged for the new issue of the series. The Board also recommended that an appropriation of $30 per month be made to cover the rental of suitable office quarters for the club. All these recommendations were adopted and it was further arranged that the secretary should be reimbursed for office rent for the year, 1918.

After Prof. Andrews had demonstrated the possibility of reversing the laws of nature in many startling ways, through the use of liquid air, the election of officers for the coming year took place.

Letters declining office were read from Chas. Schenck and John Canning for president, Emil Schloss for vice pres., J. H. Pepper and J. G. Esler for secretary, Thomas B. De Forest and A. T. Bunyard for treasurer, P. J. Smith and W. R. Pierson for trustees. Philip F. Kessler, John Young (re-elected), W. C. Rickards (re-elected), being unopposed for the offices of president, secretary and treasurer, respectively, were declared duly elected.

The result of the ballot for the other officers was as follows: For vice pres., P. W. Popp (re-elected); for trustees, E. C. Vick, Percy B. Rigby and A. T. DeLaMare.

Secretary John Young, in accepting office, paid special tribute to the outgoing president who, by a close application to the duties of the office, had served the club well during his term. Secretary Young also laid special emphasis on the large membership of the Club, now over 500, and all in good standing. The New York Florists' Club, because of this satisfactory state of affairs, Mr. Young said, ranked high in the lists of the leading clubs of America.

A letter of resignation from James Bell was read and accepted. The secretary also read a letter of thanks from overseas, for a gift of smokes, from Regimental Sgt. E. A. Manda.

The committee on Plant Exclusion was discharged with the thanks of the club, after the reading of a letter from Winfred Rolker, chairman of that committee.

A letter from T. A. Havemeyer, requesting action by the club in connection with the distribution of flowers on the arrival of Uncle Sam's forces from overseas, brought forth lively discussion. Pres. Schenck believed that a halt must be called in this direction. He reiterated the fact that the florists had been called upon to give, give and give again, and that they had responded at all times. Flowers cost money to produce and this constant drain could not be maintained. Furthermore, it was generally agreed that no other industry had been called upon to give as often as that of the hurst, L. I., vase of Chrysanthemum Bright View, prepointed out by E. C. Vick, that the constant giving away of flowers would tend to cheapen that commodity in the eyes of the public.

Exhibition Awards

A. N. Pierson, Inc., Cromwell, Conn., vases of Chrysanthemums, Golden Mistletoe and Christmas Gold, awarded preliminary certificates. Teaneck Greenhouses, Teaneck, N. J., two vases of Antirrhinum, vote of thanks. Charles Smith & Son, Corona, L. I., two vases of single 'Mums, vote of thanks. R. E. Sealey, Cedarhurst, L. I., case of Chrysanthemum Bright View, preliminary certificate; also vase of seedling single 'Mums, vote of thanks.

Philip F. Kessler

Philip F. Kessler, Pres.-elect of the New York Florists' Club, who recently celebrated his birthday with a turkey dinner to the Club, was born 45 years ago in New York city. His home is in Woodside, L. I., where he has a wife, three daughters and two sons. Mr. Kessler served his apprenticeship with T. B. Hyatt of Winfield, L. I., and John Reck of Bridgeport, Conn. Later he became manager of the Cut Flower Exchange, New York. He engaged in business for himself in 1905 at 55 West 26th st., as a wholesale commission florist, and has continued uninterruptedly and successfully in this business at that location up to the present time. Mr. Kessler is a life member of the S. A. F. and the New York Florists' Club, and has served effectively on the Club's outing committee three years, and on its house committee four years, and has been a trustee for two terms.

Mr. Kessler is noted as one of the hard workers in the flower business being on the job from 5 a.m. until 6 p.m. each day, except in the month of August, when it is his custom to close his place of business, go to his bungalow in the Adirondacks, forget business cares, and take a rest. As a result of his untiring attention to business we understand that Mr. Kessler has been able to acquire extensive real estate holdings in his home town.

P. W. Popp

P. W. Popp, re-elected vice-president of the N. Y. F. C., is known as one of the brightest men in gardening circles in the East. He was superintendent of "Seven Oaks," Mamaroneck, N. Y., the country home of Mrs. Harry Darlington of Pittsburgh, Pa., until the death of that lady recently.

Mr. Popp was born at Wappinger Falls, N. Y., Sept. 16, 1874. At the age of 14 he entered the employ of Irving Grinnell, Esq., at the latter's home "Netherwood," New Hamburg, N. Y., one of the finest of the then popular Hudson River Valley estates. After ten years of service there he left that estate and successively held various other situations, his aim being to broaden his knowledge of landscape work, decorating, and other branches of the craft.

Mr. Popp has always been identified with the growing and exhibiting of horticultural novelties. He is a graduate of the school of practical experience and has identified himself with all progressive movements for the good of the profession. He went to "Seven Oaks" in 1906, as greenhouse foreman.

He is a life member of the New York Florists' Club; the Westchester (N. Y.) Fairfield (Conn.) Hort. Society, and National Ass'n of Gardeners, and also holds membership in the S. A. F. and O. H., the Hort. Society of New York, and the American Dahlia Society.

Plant Exclusion Protest

There was a meeting on Friday, Dec. 6, at the office of John Young, Sec'y of the S. A. F., to devise means to bring about a modification of the Plant Exclusion Ordinance of the Federal Horticultural Board before this ordinance goes into effect June 1, 1919.

There were present at this meeting J. D. Eisele, Riverton, N. J.; John Watson, Princeton, N. J.; Chas. H. Totty, Madison, N. J.. James McHutchison and C. B. Knickman, New York. A provisional plan was agreed upon in the endeavor to bring about this desired modification and will be at once carried out. It was felt by those present that the nurserymen and florists of the United States are not awake to the scope and gravity and general injurious effect upon their business of this exclusion order, one in which, in the opinion of some, the Federal Horticultural Board may have exceeded its authority.

P. W. Popp
Re-elected Dec. 9, 1918, vice-president of the New York Florists' Club

Chicago Florists' Club

President Lautenschlager called the annual meeting of the Chicago Florists' Club to order at 8:15 p.m. Thursday evening, Dec. 5, at the Randolph Hotel. All the officers were present except one. Three new members, whose petitions had been presented at the last meeting.were elected. There were also three applications for membership: George J. Walther, Geo. Gobel and L. R. Bohannon; their applications will be acted on at the next regular meeting.

O. J. Friedman, chairman of the garden committee of the club, gave a report of what was done during the year and suggested that more should be done next year by the club in forwarding the garden movement, which had done so much for the betterment of conditions during the war..

It was moved and carried that the club have a "victory banquet" at the next meeting of the club which will be held on Jan. 9. This will be installation night and the banquet is planned to be held immediately after the installation ceremonies. It was decided to have this a "ladies' night" also but all other details for the evening's entertainment are left with the committee, of which T. E. Waters is chairman, Mr. Waters having power to add to his committee as many assistants as he may desire.

Important Business Topics Discussed

By request the paper read by Otto H. Amling at the last meeting was read for the second time. As this paper deals especially with the cost of production it was thought that a further discussion on the paper would be of benefit to all. It was published in full in The Florists' Exchange, issue of Nov. 16, p. 769. The paper brought up a lively discussion between Mr. Amling and Phil Foley, as the estimated cost of heating given by the latter was much less than that of Mr. Amling. Mr. Foley was therefore asked to read a paper at a future meeting on the cost of heating, per square foot of surface.

L. R. Bohannon, in discussing the paper from a retailer's standpoint, said that while it was excellent the plans suggested would not help the trade unless the growers, wholesalers and retailers cooperated for the general good of the trade. There should be a growers' organization, a wholesalers' and a retailers'. Prominent men from each of these organizations should meet weekly to discuss the situation as it presented itself to them from week to week. The speaker said there was no cooperation among the florists and until they got together as a body for mutual protection the business would suffer. He spoke strongly against department store sales, as well as opposing the sale of flowers on the streets by fakirs; when Violets and Carnations were sold on the streets it lowered them to the gutter. It was no compliment for a lady to wear them when they were exhibited in this way. This was a matter that was up to the growers and commission men to remedy.

The officers of the newly organized Chicago Retail Florists' Ass'n were present and the club gave them a rising vote of thanks for attending.

I. R. Craig, at the request of the club, again read his paper giving suggestions as to the bringing about of better relations between the wholesaler and retailer. The paper covers a number of important points and is so full of good business ideas that it was decided that it would be premature to take immediate action on it. It was therefore suggested that a copy of tthe paper be sent to the trade papers, with request for publication, so that all might read it and be better able to discuss its merits at a future meeting.

Hodgson Jolly of the Hodgson Jolly organization, public accountants, was present and gave a talk on the proper methods of conducting business. He showed by charts the various costs and the expense of doing business from the producer to the consumer.

Election of Officers

In the election of officers, next taken up, there was only one contest, that for president, there being two nominees. George C. Weiland, one of the nominees, sent a letter to the secretary declining the nomination on account of business reasons, which left A. J. Zech the only candidate. A motion was made that all the nominees be elected without ballot. This was unanimously carried. The following officers were therefore declared duly elected for the coming year:

Pres., A. J. Zech; Vice-Pres., Walter Amling; Sec'y, A. T. Pyfer; Treas., Otto H. Amling; Trustee, Fred Lautenschlager.

Pruning Ornamental and Fruit Trees

(Concluded from page 934)

killed. The shoots should be shortened after blooming, so that strong new canes may be secured for the next season. The Polyanthas and Baby ramblers usually require the removal of fruits, while the rugosas and moss Roses need only the old and scraggly shoots cut out. The climbing Roses need little attention except to keep them within bounds, allowing relatively few canes to grow, which should be well spaced on the trellis, and removing the old ones from time to time. The Wichuraiana and rambler types produce flowers on the wood of the previous year and thus should be pruned after flowering and in the Spring.

Vine Pruning

Vine pruning consists merely of removing the old shoots and cutting back straggling growths, bearing the same principle in mind as that for shrubs in so far as the blooming period is concerned—namely, pruning after blooming. Vines which are grown for their ornamental fruit should be cut hard in early Spring, as they fruit on the new wood.

Fruit Trees, Bush Fruits and Grapes

Fruit trees are pruned to enable them to produce a superior quality of fruit, the fundamental conception being to reduce the struggle for existence among branches so the remainder may yield larger and finer products. Heavy pruning of the top during dormancy produces vigorous growth, due to the same amount of root energy being concentrated into a smaller top. Conversely, heavy pruning of roots reduces wood growth, the top receiving less water supply from the diminished roots. Too vigorous a growth reduces fruitfulness and should be avoided.

It is essential to know the fruiting habits of various fruits for intelligent pruning. The Apple and the Pear bear upon spurs, while the Peach bears upon shoots of previous season's growth, indicating that similar methods cannot be employed in the two cases. The entire operation usually resolves itself into a systematic, yearly thinning out of weak, interfering branches, thereby deflecting energy into the sound limbs and at the same time promoting healthfulness by admitting the sun to the innermost parts and permitting convenient spraying and picking.

Training the Young Trees

In order to lay the fundamentals of a desirable head, young trees are pruned so as to leave four or five of the best side branches which are headed back to a few buds each. The leader is removed to make an open-headed tree, except in the case of Peach and Plum, where it is left, and the side branches pruned to spurs of one bud each. Old, weak, and neglected trees may be considerably revived and renewed by severe pruning known as "dehorning," (but this practise demands special training and good judgment or it may be ineffective or even result disastrously). The severity of heading-in depends largely upon the vigor of the tree, each branch being cut back several feet.

The Bearing Habits of Bush Fruits

The bearing habits of bush fruits differ widely, the various kinds requiring individual treatment. Blackberries, Raspberries, and Dewberries bear on canes of the preceding year (except in the case of "everbearing" or Fall bearing varieties, which bear fruit on canes of the same season's development). Their pruning consists in (1) removing superfluous shoots from the base of the plant, leaving five to six canes; (2) heading back the shoots when they are 2½ft. to 3ft. high, causing them to become stocky and throw out laterals; (3) heading back these laterals to 12in. to 20in. in length early in the Spring before growth starts; (4) cutting out the canes soon after harvesting the fruit.

The canes of Currants and Gooseberries bear several times, but the first two or three crops are the best. It is therefore desirable each year after the plants have come into bearing to cut one or more of the oldest canes and to encourage new ones. Neglecting the removal of old canes leads to production of small fruit, induces taller growth, and encourages the ravages of the Currant borer. Too vigorous a growth may be headed back.

Grape Vine Pruning Essentials

To understand Grape pruning it is essential to know that: 1, the fruit is borne on wood of the present (growing) season; 2, a vine should bear only a limited number of clusters—30—80, depending upon the variety 3, the bearing wood should be kept near the original trunk or head of the vine, otherwise the fruit will be borne farther and farther from the main trunk.

The current systems of pruning renew to a head or main trunk each year. The trunk is carried up to the top of the trellis and two canes are taken from the top each year, their length varying from six to twelve nodes depending upon the variety. A renewal cane is grown each year near the head, so the old canes may be cut out yearly, thus keeping the fruit always near the trunk. Grape pruning should be done during the Winter or early Spring, before the flow of sap so as to prevent "bleeding." (Commercial Grape growers in the North generally finish pruning before March. C. C. Newman of the South Carolina Exp. station, Bulletin 132, has proved that pruning Muscadine varieties in November gave far better results than those pruned in February.)

Our illustration shows soldiers (and the fruits of their labors) disabled in the service of their country who have been working under the instruction of Captain Frank A. Waugh, Chief Educational Officer at U. S. Army General Hospital No. 16 New Haven, Conn. On page 908 of last week, we gave particulars of this rehabilitation work.

Elmer D. Smith & Co., Adrian, Mich. had on exhibition some new 'Mums, one being December Queen, lemon yellow, a novelty of 1916. The blooms, which were cut Nov. 28, displayed splendid keeping qualities. Victory, a white, a 1917 novelty, cut also on Nov. 28, showed up well. Loyalty, a new variety to be introduced during the coming season, was also exhibited and was highly admired. Geo. D. Ball, Glen Ellyn, showed a vase of Calendulas of wonderful size and form. This is a novelty of Mr. Ball's and is known as Ball's Giant Calendula. The same grower exhibited some vases of late pompon 'Mums that were very attractive on account of their late blooming qualities and excellent form and finish for so late in the season.

American Carnation Society

Meeting and Show in Cleveland

The annual meeting and show of the American Carnation Society will be held in Cleveland, O., with headquarters at the Hollenden, on January 29 and 30, 1919. From present indications, Carnations should be in prime shape for exhibition at that time. The usual medals will be offered by the society and invitations will be extended to other trade organizations to take part, with a view of making the event one of general jubilation following the virtual close of the war. The committee of local florists, of which Carl Hagenberger is chairman, is looking forward to a large attendance and is already formulating plans for handling the big exhibition. J. McL.

Memorial Tree Plan Pleases Public

From all parts of the country comes the word that the idea of planting trees in memory of the soldiers and sailors who fell in the Great War has touched the public heart as the finest of tributes. Already hundreds of letters have been received at Washington by the American Forestry Association, which is fostering the plan. It is suggested from many quarters that national and state highways be planted from end to end. The Jefferson Highway, which starts in Winnipeg and extends to Louisiana and whose slogan is "From Pine to Palm," in Louisiana at least, will plant trees every 40 feet.

Churches in many states have already decided to plant memorial trees for their hero members; some have already done so. City parks, schools, village and town councils and other civic and semi-official organizations are falling in line.

Among prominent people who have endorsed the plan are ex-President Taft, Governors Arthur C. Capper of Kansas, Frederick D. Gardner of Missouri, P. G. Pleasant of Louisiana, Frank O. Lowden of Illinois, H. M. Dorsey of Georgia, James Withycombe of Oregon Simon Bamberger of Utah, Samuel W. McCall of Massachusetts, Tom C. Rye of Tennessee, J. A. A. Burnquist of Minnesota. Besides these are many state forestry officials, notably C. R. Pettis of New York, Robert S. Conklin of Pennsylvania, J. B. Mowry of Rhode Island, M. B. Pratt of California, Frank William Rane of Massachusetts, F. W. Besley of Maryland, J. E. Barton of Kentucky, and Forrest H. Colby of Maine.

Other prominent people interested are T. Gilbert Pearson, executive head of the National Association of Audubon Societies; Mrs. Ida Evans Arnold, General Federation of Women's Clubs, Chicago; George Coupland, vice-chairman, Nebraska State Council of Defense; Richard Lieber, Secretary Indiana Board of Forests; George E. Kunz, American Scenic and Historic Preservation Society, and many others.

Nurserymen and florists should, by virtue of their knowledge of tree life, head this movement in their local spheres.

A new squadron was formed in camp and one of the more experienced men wishing to show his interest asked a rookie how he had enjoyed the calisthenics that morning. "Aw, they didn't give us none of that," said the rookie. "All we had was oatmeal and eggs."—*N. Y. Globe.*

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces.

Nursery Salesman Hero

Bobbink & Atkins, nurserymen of Rutherford, N. J., write us that John C. Latham, who had been for many years one of their traveling salesmen, left their employ when the United States declared war on Germany and joined the New York Seventh Regiment. They also enclose a clipping from the New York *Evening World* from which the following notes are condensed:

Sergt. John C. Latham and Corporal Alan L. Eggers, of Summit, N. J., were on the front near Venduille making a stand against the Germans in a wood on the opposite side of a field. The Germans had both machine guns and heavy artillery. One of their big shells landed on an American tank and disabled it as it was advancing toward the German lines. The Germans continued to drop shells on and around it so the crew seeing they were sure, sooner or later to be blown to pieces signalled for help.

Latham and Eggers, leaving their comrades to work their machine guns, crawled over the field to the tank, much of the time in full view of the German sharpshooters and machine gunners, who dropped a curtain of bullets to prevent their advance. Arrived safely at the tank they found an officer and two privates wounded and helpless. These they carried to a nearby shell hole, returned to the tank, dismounted a Hotchkiss machine gun which they dragged to the hole, returned again for ammunition, then mounting the gun at the edge of the hole kept the Germans off until darkness fell when they carried the wounded men back to the American lines. Finally they removed the gun and the remaining ammunition. For this deed of heroism General Pershing has awarded them Distinguished Service Crosses, the citation referring to the feat as one of "extraordinary heroism in action."

Clifford H. Jenkins, formerly in the florist business at Suitland, D. C., has been commissioned a lieutenant in the A. E. F. in France. His brother Sergeant Harry Jenkins is also in France. Further details will be found in the Washington, D. C., newsletter.

[The following are extracts from an interesting letter sent by Carl Grant Wilson to his mother, Mrs. Ella Grant Wilson, Cleveland, Ohio, well known to EXCHANGE *readers. Mrs. Wilson says that her son, who is a member of the 112th Engineers, Co. D., was in the Argonne drive and in the last drive in Belgium previous to the signing of the armistice; also that she understands that his division will be part of the army of occupation and hence he may not return home for some time. His letter bears the date of Nov. 7.—*ED.*]*

We have been up against some real action and some stiff living. Today we were relieved and have fallen back to the fringe of civilization, for we certainly have been on and through the frontier of civilization. . . . There are going to be many things that we will appreciate when we get back to the States that we passed over without a thought before. . . . It was a grand old fight for the first three days. Our doughboys of the 37th Division led the drive "over the top." And oh! but they sure do deserve the credit!

We worked under shell fire and followed up behind, repairing roads, filling shell holes and making it possible for ammunition and supplies to pass up and over "No man's land" to our new front line, which was ever going forward.

In some places the Huns would not fight, but retreated, throwing their guns away and breaking pell mell, until we struck the Prussian Guard. They were more obstinate, but still not nearly what they were reputed to be. German prisoners were constantly coming back in groups of 25's, 50's and 100's. . . . Our regiment didn't fight the Germans direct, but we did fight mud and ooze and rain and cold and hunger and weariness beyond description and the Germans on the (censored) are 18 to 20 kilometers farther back than they were 10 days ago. . . . Thanks for the dollar bill. It brought me three cakes of chocolate and some cookies when I was hungry for something sweet. . . .

"A glorious death is his
Who for his country falls."

We greatly regret to learn of the death of Corporal Howard R. Vatow, formerly with the fertilizer department of Darling & Co., Chicago, Ill., who was killed in action on the Argonne field, on Oct 3. He was a member of the Marine Corps.

PITTSFIELD, MASS. — Application has been made for the incorporation of The Flower Shop, at 40 Fenn st.

WHEELING, W. VA.—Announcement is made of the opening of a new flower shop, the Philadelphia Florists, who will be located in the Liberty bldg., on Market st.

Why Fruit Area Became Jungle

As an instance of what the war has done to our industries the accompanying picture is of special interest. It was snapped during the Strawberry picking season of 1917, by M. G. Kains, who had charge of fruit growing on a Long Island truck and fruit farm and who used several of the photos taken on this place in his book, the *Home Fruit Grower*, published this year by the A. T. De La Mare Co., Inc.

Russell H. Young, the man at the left, is a skilled tree surgeon, formerly with the Davey people, but now in the Signal Service in France. Of the other four, the one in the center was a junior in the Pennsylvania State College, the other three graduates of that institution, two in 1916, one in 1917, all of them students of horticulture, and splendid fellows. W. L. W. Hintz, the second man, is now an ensign in the U. S. Naval Reserve forces; Charles Cook, the center man, when last heard from was in a military camp; Wayne B. Gohl, the fourth, joined the aviation forces but died of pneumonia, following influenza, in a Kentucky camp; and Homer D. Zimmerman, who joined the Engineers Corps, died and was buried at sea en route to France.

More than a dozen other young men, including one of Mr. Kains' own sons, who constituted the working forces at this farm, also joined the Colors. The result is that the fruit plantation has become a jungle of weeds and brambles, whereas it produced splendid fruit up to the close of 1917.

Certain Tendencies of the Time?

Abstract from a letter distributed by the Guaranty Trust Co. of New York.

Exclusiveness Gone.—Selfishness has not gone out of the world. Progress will continue to be made in the future, as in the past, by individuals or groups of individuals asserting their interests in opposition to the interests of others. But unless present tendencies are being grossly misinterpreted there is going to be a very much changed theory of what those interests are. It must inevitably be so in the circumstance of a keener appreciation of the interdependence of all classes and all nations. The war has broken down every distinction among men except the distinction of ability. As of old common danger has been a great leveler, and the leveling has not been all on one side. If the powerful and self-satisfied have been shaken down so also have the weak and the disgruntled been shaken up. They have approached to a better understanding of viewpoints and many errors of judgment and feeling have been corrected. This is not less true of nations than of individuals or groups, and some of the earlier plans made in hot blood for economic independence after the war are now being slipped into the waste basket as gracefully as possible. Exclusiveness does not set well, either with the present temper of mankind or with the growing spirit of service in which progressive nations are preparing themselves for the future.

Cooperation among all classes and nations there must be if we are to escape the absolute ruin of civilization. * * * Goods will be bought and sold upon fair terms and with equal opportunities to all, but service rather than profits will be the compelling motive behind every enlightened enterprise.

Despite the efforts of a very few persons, who are unable to grasp anything except the advantage of the moment, to arrest it, the same tendency is to be seen in the economy of the individual nation. Interests long hostile through want of understanding are drawing toward arrangements by which their divergent lines of thought will be brought together. That there is a necessary hostility between government and business, for example, or between capital and labor, is a misconception that is gradually breaking down before the idea of cooperation.

These tendencies—the desire for information, the promotion of education, the wish to serve, the willingness to cooperate—are at the foundation of such progress as the world will make during the long time it is at the task of rehabilitating itself and attaining a solid footing again. They are running with the currents of constructive thought in every country. No plan or no part of a plant into which a just estimate of their importance does not enter will make much headway during these coming years.

Nursery Dept.—Ornamental Fruiting Plants

(*Continued from page* 947)

(Washington Thorn), Cratægus Crus-galli (Cockspur Thorn) and Cratægus Carrieri, the fruits of which, if unmolested by the birds, persist well into the month of February.

The "Evergreen" or "Fire" Thorn (Cratægus pyracantha) is a splendid decorative plant at this time, its clusters of orange red berries standing out well against the dense foliage. Florist growers might well add this to their list as a real Christmas plant. It would not be a hard matter to grow a number of medium sized plants of it in pots or tubs so that they might be more available for general use for the Thanksgiving and Christmas trade.

The beauty of the many forms of Pyrus (Crab Apple) at this season of the year is apparent when we view the fruit display of Pyrus Sargenti, Pyrus Toringo, Pyrus aucuparia and other species and hybrids. The highest value of them lies in their use for mass plantings and solitaires where as a Spring, Fall and Winter attractions they call forth much admiration.

In the Cotoneaster group we have rare beauty in foliage and fruit which ought to bring them into more prominence. Perhaps, because they are rather difficult to transplant, is the reason for their rarity. The trailing and low growing kinds, like Cotoneaster prostrata, horizontalis, buxifolia and microphylla are exceedingly pretty in early Winter with the deep red berries nestling thickly amongst the box like leaves of the plants. The rock garden in Winter would be incomplete without them. Of the more high and upright growing kinds, Cotoneaster Simonsi frigida and divaricata are handsome for bold groups in plantings—the cut sprays, too, make good decorative material for interior use.

Two plants that force attention on us at this time of the year are the American and Japanese Bittersweet—Celastrus scandens and Celastrus articulatus. No one seeing them in Summer would suppose they could clothe themselves as they do with such beauty. The yellow capsule or outside covering of the fruits combine well with the red coated seeds revealed within. Even after the seeds fall out, the bright color of the capsule makes it highly useful for Winter decoration.

While dealing with capsular fruited plants, we should not forget to mention Euonymus atropurpureus, Bungeanus and vegetus or Carrieri. Being a variety of Euonymous radicans, the latter is evergreen even in the North and the clusters of orange colored fruits are quite persistent. Small, well berried plants of this would, we believe, find a ready sale for interior use as well as for planting out.

The old fashioned "Snowberries" (Symphoricarpos racemosus and S. vulgaris) are both showy at this time; the white fruits of the former contrasting well with the red color of vulgaris, which maintains its display practically the whole Winter through and shows up especially well against the white of Winter snows.

For persistency of berry none can excel the Barberries. The extremely spiny character of the branches is a decided setback to a general use of them in florist work, perhaps, but in the wider field of usefulness for Winter effects in the landscape they will surely hold their place. Plants of B. Thunbergii grown as specimens in the full sunlight (for this is really the best way to see their full worth) are now aglow with coral red fruits which invariably remain on the plants till after they have again clothed themselves with leaf in the Spring. Other highly ornamental ones in the group are Berberis vulgaris, Sieboldii and Sinensis, all of which bear a profusion of red, scarlet or crimson fruits.

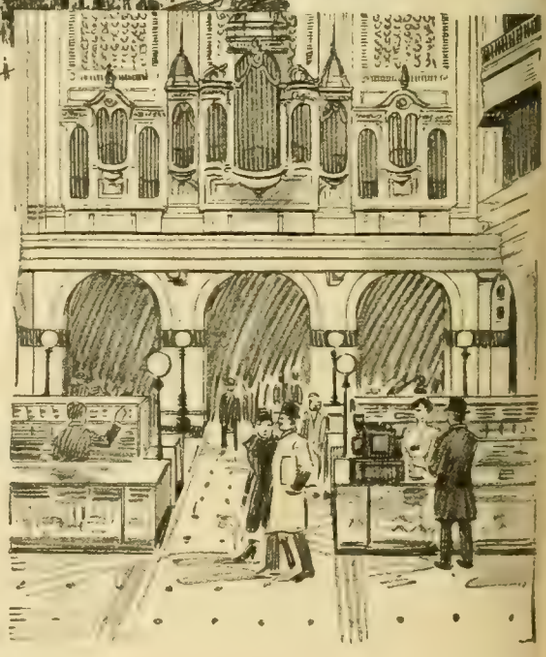
Several of the Viburnums are valued for their berry display in the Fall. There are only a few, however, which retain the fruit well into the Winter. These are Viburnum opulus (High bush Cranberry). V. Wrightii and V. dilitatum. Of the three, the former keeps its fruits longest, the blood red berries retaining the color even after severe freezings have somewhat shriveled them.

There are two unique berry bearing vines which should not be overlooked in these notes. One, the "Matrimony Vine" (Lycium chinensis) with scarlet fruits; the other, Vitis heterophylla, with clusters of pale blue berries, the long sprays of which would be just the thing for the "Blue Room." The usual preponderant crop of berries borne by the Matrimony Vine is (until the end of November) almost concealed by its leafage which, after the frost has caused to fall or shrivel, reveals the long, slender canes laden with the red fruits. The berry is just a little too soft and yielding for florist decoration; hence, it must serve its original purpose to brighten porch, arbor and embankments.

One of the best berry bearing plants for indoor use in winter is Aucuba japonica. We say this because it seems to stand the variable temperature and other hard usages of a dwelling better than most plants we know. It must be remembered that the Aucubas are diœcious, there being fruit bearing and non-fruit bearing ones; this is easily determined when the plants are in flower. Like the English Holly, the ban on imports will also affect this plant coming to us from Europe where, in the past, the growers selected and prepared by hand fertilization the berry bearing kinds for the American trade.

John Wanamaker buys 100

The John Wanamaker Store, Philadelphia. One of the largest, one of the busiest, one of the most perfectly conducted department stores in the world.



The Grand Court in the John Wanamaker Store, Philadelphia. Thousands of merchants visit this arcade every year to see how business is being handled.

more National Cash Registers to meet the present-day shortage of help.

Mr. Wanamaker says:

"A large number of people have been taken out of the big stores. The men have enlisted. The women have gone into Red Cross work and nursing.

"We are able to fill some of their places with improved cash registers. This frees very many persons for war work."

Mr. Wanamaker's statement that cash registers save labor, is based upon critical investigation and upon experience with N. C. R. Equipment extending over many years.

His recognition of the labor-saving qualities of modern National Cash Registers is plainly shown by a contract he has just placed for nearly $100,000.00 worth of machines. This order calls for 100 of our latest model clerk-wrap registers. It is the largest single order ever placed with us for one store.

The high character of Mr. Wanamaker's stores, the careful tests made by his executives, and the size of his orders, combine to make his personal endorsement extremely important to other merchants struggling with the present-day shortage of help.

The National Cash Register Company, Dayton, Ohio

Offices in all the principal cities of the world

Henry Penn's Xmas Message

WE are going to have the biggest Christmas business the floral world has ever seen, for two reasons: Optimism and Condition of mind. Everybody will want to "Say It With Flowers" as never before, and the new flower-buyers have learnt the lesson of sentiment plus beauty, a combination hard to beat and which can only be expressed with flowers and plants.

Yours for bigger business, Penn The Florist

A VERITABLE crystal palace of flowers is the Penn salesroom, the daily scene of the greatest activity in the Boston retail flower trade, the tiled floor in soft buff-colored stone and walls of Ivory Caen stone. In the rear is the crowning scenic feature of all—"The Fountain Court." In the center spurts a wonderful Italian fountain, the work of a Boston sculptor. The Court is surrounded by eight marble pillars and each top with an ornamental frieze, while above is a steel and leaded glass ceiling which lights the Court day and night, for at night there are electric fixtures sculptured and modeled by a famous Italian artist in the purest of alabaster marble above the ground glass to take the place of the sun.

The PENN that wrote Service into Flower selling

Penn The Florist

124 TREMONT STREET :: :: BOSTON, MASS.

Boston's Flower-Phone ★ Beach 6900

Switchboard with six trunk lines connecting our numerous departments

Behind the Window Shade

Merry Christmas

"There's a Reason for It"

On Christmas Advertising

THE great outstanding feature of this Christmas is Peace—the peace with victory that we have looked forward to with eager eyes and which seemed so wonderful when it came that we hardly dared to believe that our hopes had been realized. Peace—and "Peace on earth, good will toward men." Never has the world seemed nearer to the possibility of getting started on that road.

This, then, will be the keynote of our Christmas message; this and the welcome to our soldiers and sailors, who have made this peace possible, for we may hope to have the privilege of welcoming at least quite a few thousands of them.

But to come down to the practical application of these thoughts: It may be said that perhaps never before at Christmas time was there more need for the florist to advertise. Under the stress of war work people's minds have become diverted from their accustomed channels; now that the pressure as relieved they are beginning to readjust themselves. Christmas is here and people are in a gift-giving mood; one may almost predict that the giving of gifts will be more widely practiced than it has been for many years, for "It is more blessed to give than to receive."

However, many things that were available as gifts in former years will be difficult to obtain this year, or will be prohibitive in price to the average man. Why not then call his attention to the availability of flowers and plants, in which selections may be made that will meet all purses and tastes, from the few simple flowers or the humble plant to the most elaborate basket or the rarest and most expensive cut blooms on the market?

To many people flowers and plants do not suggest themselves as suitable gifts. It is up to the florist, in his advertising, vividly and appealingly to bring out their appropriateness to the season, an appropriateness which lies not only in their delicacy and beauty, but also in the fact that they are the symbols of peace, and are associated with nearly all the pleasant and most tender memories of life. Thus, if your customer is not an habitual flower buyer and you have induced him or her to buy flowers or plants for Christmas gifts, you will, if you give him or her satisfactory service, have made another permanent customer, whose patronage will be welcome in "leaner" times. In this your Christmas advertising will not only bring you immediate returns, but it will be building for the future. Having present conditions in mind, therefore, it is well in your advertising to appeal to that class, which, before now, had little money to spend for so-called luxuries; referring, of course, to the wage earners. Show them the desirability of flowers and plants for Christmas and they will want them all the year around.

It is obvious that the same principles that underlie all effective advertising are also applicable to Christmas advertising. The florist business, almost more than any other, is based on sentiment; sentiment should therefore be the basis for all effective advertisement of flowers. This means, of course, that the advertisement must be warm and human, attracting attention, compelling and holding interest and creating desire, which culminates in the decision to buy.

A feature that it would be well to emphasize is the value of flowers for decorating the Christmas table and the home generally. There is an immense field here for the florist which is not sufficiently cultivated. There are, undoubtedly, thousands and thousands of homes which are never brightened from one year's end to the next by a flower or plant or sprig of green. Introduce flowers into homes like these at Christmas, by arousing the desire to make the Christmas table more attractive, and you are building for future business as well. "Say It with Flowers," and the outward expression will produce the inward grace; the greater contentment, the readier sympathy and understanding, the keener appreciation of all the fine things of life.

And think of the vast possibilities that lie in F. T. D. business! With thousands of our soldiers and sailors in camps and overseas, with great numbers of people in distant cities away from home, or with friends widely separated, what better way can be found than "To say a Merry Christmas with flowers?"

The question of just how far the matter of price should be emphasized in advertisements is a much discussed one. A correct decision on this point would seem to rest on a knowledge of the conditions surrounding each particular case. People who buy flowers or plants for Christmas do so because flowers or plants for them fittingly express the Christmas spirit; such customers are not hunting for bargains.

Do not hesitate to charge a fair (not an exorbitant) price for your goods, as people expect the price of flowers to be higher perhaps than ever before and "the laborer is worthy of his hire." If customers complain of high prices it is not necessary that you should apologize. Say frankly but tactfully and courteously that you believe the customer has faith in your reliability, otherwise he would not patronize you, and that you are selling the goods at the lowest price consistent with a fair return to you. It is not frequently that people object to paying what appears a high price, if the stock is first class; it is rather that they object to a high price for inferior or deteriorating stock, which really is dear at any price. It is hardly necessary to add, of course, that advertising must be not only sales compelling but honest as well and that it must be backed up by courteous, prompt and efficient service and honest values.

Local and Cooperative Advertising

Of advertising there are many kinds: from the "pennywise to pound foolish." The florist who will put the same line of talk into his ad that he would make to the customer in person cannot go far wrong; advertise naturally as you would talk naturally. Use your local papers; pay for both a reading notice and a display ad. In the smaller towns and cities a judicious and occasional gift of a few cut flowers to the editor will seldom prove a poor investment. In an experience of nearly forty years the writer has rarely put out advertising effort which did not bring in a paying return. We are speaking of local advertising. When it comes to obtaining publicity in the larger cities and where competition is more keen the proposition then assumes complexity and calls for more thought, more attention and even expert advice.

Cooperative advertising, wherein all the florists of the community join in one large display ad. is, without doubt, one of the most effective ways in which to obtain publicity, provided you tell the public just what is obtainable. In this case we believe it would be the correct thing to quote definite prices, the advertisers agreeing on a definite scale. It will strengthen the ad. if in a sentence or two, comparison is made between the cost and value of flowers as a Christmas gift as against many articles which do not carry the sentiment that flowers do. Also perhaps a quotation or two as to the approximate cost of furnishing the cut flowers and plants for the Christmas dinner table, a room decoration, or a family dance would be in order.

Cones from our evergreens are being placed to many good uses by enterprising retailers. When some concern specializes on their attractive preparation they will take a place among florists' requisites. Our illustration shows cones of Pseudo-Larix "Kaempferi."—See text on page 957 and other cone articles on page 947

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker FLORIST
Albany, N. Y.

The Rosery FLOWER SHOP
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley* FflorIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Amsterdam, N. Y.
HOTALING, *The Florist*
58 MARKET STREET
Satisfaction and personal attention guaranteed

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Established 1897
Caplan FLORIST
144 Massachusetts Ave.
BOSTON
All orders will be reciprocated

Carbone
BOSTON
Massachusetts,
342 Boylston Street

War Brothers
BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop. Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.
Established 1886

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

BROOKLYN, N. Y. ESTABLISHED 1869
James Weir, INC.
324 Fulton Street, Our only store

Wilson FLORIST
Brooklyn, N. Y.
Main Store:
3 and 5 Greene Ave.
Corner Fulton St.
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

W. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists' Telegraph Delivery Association

Scott the Florist
Buffalo, New York

Gasser The Florist
Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist
Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

THE FLORISTS' EXCHANGE
A Business Paper For Business Men

Scholtz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Friedman Flowers CHICAGO ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange
CHICAGO, ILL.
25 E. Madison St

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

---

CINCINNATI, OHIO
E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son
CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists
CLEVELAND, OHIO
735 Euclid Avenue

Westman & Getz
Flowers and Service
5923 Euclid Ave
CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

· Directory of Reliable Retail Houses ·

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS 19 South High Street
n fill all retail orders

DALLAS, TEXAS
ING FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

Heiss Company DAYTON, OHIO
FLORISTS 112 South Main St.

The Park Floral Co. DENVER, COLO.
B. E. Gillis, Prest. E. P. Neiman, Sec.
1643 Broadway Colorado, Utah, Western Nebraska and Wyoming
ots reached by express. Orders promptly filled. Usual discounts

DETROIT
MICH.
Orders given best care by these four F. T. D. Members
John Breitmeyer's Sons
BROADWAY
Fetters Flowers
17 Adams Avenue E
Gust. H. Taepke Co.
Walter E. Taepke 95 Gratiot Ave.
The L. Bemb Floral Co.
Albert Pochelon 153 Bates Street
Yours For More Co-operation

SMITH, THE FLORIST
EAST ORANGE, N.J.
deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York

Leahy's—Telegraph Florist
of Elizabeth, N. J.
e give the best of service 1169 E. Jersey Street

Baker Bros. Ft. Worth Texas
FLOWERS - PLANTS - TREES

end Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

HENRY SMITH, *THE FLORIST* GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

If you have an order for flowers to be delivered in nother city, glance through this directory first; if ou find an advertiser, properly located, you can ely on him.

Cones of Pseudo-Larix Kæmpferi

The subject of our illus. (p. 955) shows a group of cones of Pseudo-Larix Kæmpferi, the false but often called Chinese or Golden Larch, the name being derived from the beautiful golden yellow coloring assumed by the leaves in the Fall. It is distinguishable from the European Larches by the staminate flowers which are stalked and clustered; also by the cones, with their deciduous scales. When young, cones are green, turning to a light reddish brown at maturity. They are inclined to be conical, or ovate in shape, from 2in. to 3in. long, and about 1½in. broad, with scales arranged somewhat in rosette fashion. The deciduous character of the scales calls to mind an analogy and characteristic of the Fir family. The scales of the cones of Pseudo-Larix Kaempferi are cordate, or heart-shaped at the base and slightly emarginate at the apex. Within the scales are the considerably smaller bracts and twin seeds. J. F. J.

(See also Cones, page 947)

Some F. T. D. Business

In the past month of October, Max Schling, Inc., of New York transmitted 148 orders, amounting to $1179, to F. T. D. members in other cities. For the three days ending Dec. 9, the same firm mailed out 77 orders for Christmas delivery to F. T. D. members.

For the general benefit of the Association, we will be glad to place on record F. T. D. transmittals by other retailers, whether in small or large numbers.

Last week, Friday to Sunday, in particularly elaborate orders, Max Schling, Inc., reports utilizing over 5000 orchids, 480 sprays of the different varieties of Oncidium, 600 American Beauty Roses, 8000 Violets, 11,000 Roses, 3000 Lily of the Valley, 2500 white Carnations and 122 dozen Chrysanthemums.

Advertising for 1919 to be the Greatest in Our History

America, the pivot of the world today, will enjoy the greatest prosperity in her history. All lines will soon be reorganized to meet current demands after our boys are demobilized and also during the transaction. Advertising men in all branches of industry are preparing campaigns which will involve greater outlays than at any time in the history of the business world.

Some will wonder what it's all about. Why spend money for that which people demand? Well, because of competition for this new business which will be occasioned by this new state of affairs caused by the war and its needs. And the men of affairs understand what it means to create and hold good will with product that will merit it, and the need of expending money for a good live campaign to create this new business they are going after.

Next time you peruse your magazine or paper take notice of this particular condition and then see whether or not it would be good business for our Florists' Publicity Campaign to go on to a still greater scope. If we could accomplish the results we did in a war year, what may we expect in the year 1919, the greatest year we will have for some time to come. It is up to us to take advantage of the past year by interesting all connected with flowers to participate in the campaign for 1919.

Nothing we can do to help future prospects will yield as much good as this part of our work and eventually it will prove itself.

So when the call for funds arises, do your part and you will be well repaid for your efforts.

HENRY PENN,
Chairman National Publicity Campaign.

* * * *

The moral in Henry Penn's talk is just this: If you want business go after it.

Coombs LEADING FLORIST HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST ANDREW W. WELCH GEORGE F. LANE
180 ASYLUM STREET MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85 HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist ORDERS FOR TEXAS
HOUSTON, TEXAS

Fireplace Decoration. Chrysanthemums, Ferns and Grasses enter into this "Welcome Home." For Christmas, Holly and Evergreen Boughs, Roses and Carnations may be substituted.

· Directory of Reliable Retail Houses ·

Bertermann Bros. Co. INDIANAPOLIS, IND. 241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

MILLS *The Florist, Inc.*
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL.

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Joy's *Nashville, Tennessee*
200,000 Feet of Glass

"WE STRIVE TO PLEASE"
ALPHA FLORAL CO.
1105 WALNUT - PHONES 1806
KANSAS CITY, MO.
ALPHA FLORAL COMPANY

Louisville and Surrounding Towns
Jacob Schulz Co. INCORPORATED EST. 1879
550 FOURTH AVENUE – LOUISVILLE
Member Florists' Telegraph Delivery Association

NEWARK, N. J.
946 Broad Street
Begerow's
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

C. B. Thompson & Co. INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

Wolfinger 883 Broad St.
NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

ROCK'S FLOWERS
Kansas City, MO.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

F.E.-Best Advertising Medium

The Manual of Floral Designing

By W. Cleaver Harry — *Ready for Delivery January 1st, 1918*

TO those who have been looking for a practical textbook on the art of floral designing we offer the first one ever published on this subject. As trained help is scarce, every retailer who is now passing through difficulties in instructing new help can transfer this burden of instruction by providing his beginners with a copy of ***The Manual of Floral Designing.***

This textbook has been compiled by an authority —one who has spent many years at the retailers' make-up table and who understands thoroughly the principles which underlie the art of arrangement.

CONTENTS

Chapter I. Wire Frames and Mossing.—Text Book and Practical Experience both Necessary—Wire Frames—Mossing Pillow Frame.

Chapter II. Pillows.—The Pillow—The Right Beginning—How to Stem Hardy Ferns; to Cover Frames; Prepare Stock—Stemming Flowers for Design—Outlining; the Steps from the Beginning to the Finished Design Explained—The Garland Pillow.

Chapter III. Wreaths.—Several Kinds Available—The Decorated Wreath—The Solid Wreath—The Shower Wreath—Use the Album of Designs to make a Better Sale.

Chapter IV. Emblems.—Emblems—Choice of Methods—Amusing Designs Wanted by Customers—Keep your Poise—Don't Take the Fault-finder Too Seriously.

Chapter V. Baskets.—Baskets as Funeral Designs—Only Three Representative Designs in Making Up—Advantages of Baskets—Filling Various Receptacles.

Chapter VI. Funeral Sprays.—The Funeral Spray—The Secret of Artistic Results—Faults to be Avoided—Getting the Material Ready—Constructing the Spray—The Final Touches—A Correct Ribbon Bow.

Chapter VII. Casket Covers and Palls.—Casket Cover—Pall.

Chapter VIII. Table Decorations.—Table Decorations—The Influence of the Prevailing Mode is Shown in Milady's Selection of Flowers for the Dinner Table. A forecast of Catchy Combinations that Conform with the Season.

Chapter IX. Wedding Bouquets.—Wedding Bouquets—Characteristics of a Good Wedding Bouquet—Learning How to Produce it—The Forearm Shower—Always Deliver Ahead of Time—Taking the Order.

Chapter X. Corsage Bouquets and Boutonnieres.—Corsage Bouquets—A Review of Best, Easiest and Quickest Methods Used by the Store Artist. Showing the Importance of Every Detail—How to Make a Correct Boutonniere.

Chapter XI. Wedding Decorations.—Materials in General Use and How to Use Them—Decorative Properties—The Prie-dieu, the Gates and Canopy—Objective Points to Cover in Both Church and Home.

Chapter XII. Miscellaneous Decorations in Hotel and Private Home.—The Modern Interior Calls for Relief Decoration, Except Where a Transformation is Required—A Lesson on Table Decorating, Defining the Three Kinds, and Explaining the Method of Doing the Work.

WELL ILLUSTRATED AND SUBSTANTIALLY BOUND IN CLOTH, $1.25

A. T. DE LA MARE CO. Inc. 438 W. 37th St., NEW YORK

. Directory of Reliable Retail Houses .

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST — Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
FLORISTS
135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F. T. D.

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

A. J. Bunyard
FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
'Phones {1552 / 1553} Columbus
ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
THE GREAT WORLD WAR WON
but we must still back up THE GOVERNMENT to our uttermost.
BUY and SELL WAR SAVING STAMPS.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue — Boston 1 Park Street, 799 Boylston Street
Deliveries to Steamers and all Eastern Points

"MESSAGES OF FLOWERS," tells "How to Say it with Flowers." The book is sold in pairs: One copy at 25c. for the man, and another copy at $1 for the best girl. Can be purchased from THE EXCHANGE office.

New York
MAX SCHLING
Phone, 7241 Plaza — 785 FIFTH AVENUE

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916
Grand Central Palace
Out-of-town Orders Solicited. Location Central
Personal Attention.

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK

Young Trugent
42 West 28th St.
NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN
Successors to H. W. FIELD *SMITH COLLEGE FLORISTS*
NORTHAMPTON, MASS.

THE VERY SMALL COST OF AN ANNUAL *ADVERTISEMENT IN THESE COLUMNS IS* MORE THAN LIKELY TO BE MANY TIMES REPAID YOU.

What is Your Delivery Cost?

J. A. Neal, florist, of Toronto, is quoted in the current newsletter as saying that his cost of delivery per parcel is from 20c. to 25c. This seems large and especially on small orders might easily cover most of the profit. Mr. Neal's statement again brings up strikingly the necessity of keeping accurate cost records. We should be glad to hear from other retailers on this subject, through the columns of THE EXCHANGE.

A Good Idea: Have You Adopted It?

A telephone booth recently put in at the florist store of Fred Haupt, Louisville, Ky., has proved a great convenience in handling telephone orders when there are customers in the store. It is often advisable to quote a certain price to a person who can afford to pay, such a price to cover the best quality of stock; whereas in the case of a person with more modest income, a lower price may be given, with of course, a difference in quality. To discuss the matter so that the casual customer cannot hear what you are saying avoids a misinterpretation of the facts. The quiet of the booth also aids concentration and saves time and energy in helping you to hear what is being said. O. V. N. S.

Application Form for Open Account

We show a blank form which has been kindly sent us by Henry Penn of Boston, which he has gotten up to be filled out by those desiring to open accounts with him. Mr. Penn says he finds this form most simple and right to the point and he will be very glad to have any florist who so desires make use of it. We have reproduced the form in life size, it having been designed evidently to fit in the ordinary commercial envelope without folding. These forms when filled in should be carefully filed in a space by themselves and when the account goes on the ledger there might be inserted with it a key reference to show the bookkeeper at a glance the standing of the applicant and the amount of credit to be extended.

In all business which is conducted right up to date, it is customary to obtain the standing of any person desirous of opening a credit account and, if reference to the mercantile agencies, as Dun's or Bradstreet's, is not available or perhaps not sufficiently satisfactory, this form, or something similar to it, should be used. If you are asked to give credit it is right and proper you should know all about the party asking the accommodation. If the latter shows indignation at being requested to furnish credit reference you will be easily rid of a patronage which otherwise might cost you dearly. Much of the old feeling persists, especially among men new in business, that it is bad form to ask for credit reference, but modern business has no sympathy with any but business principles.

APPLICATION FOR CHARGE ACCOUNT

PENN The Florist — 124 Tremont St. — BOSTON, MASS.

Name Mr. Mrs. Miss _____

Home Address _____

(If Mrs., Give Husband's Business) | (Name of Firm or Company)

Vocation _____

Business Address _____

REFERENCES

BUSINESS AND STORE REFERENCES — BANKS

PERSONAL REFERENCES

[State in whose name assessed and location of property]

If Property Owner _____

Form to be filled in by patrons desirous of opening accounts. See text.

. Directory of Reliable Retail Houses .

VIRGINIA AND VICINITY

NORFOLK'S TELEGRAPH FLORIST

Grandy THE FLORIST 269 GRANBY ST NORFOLK VA

"Say it With Flowers"

NORFOLK, VA. — **FORT MONROE, VA.** Special Messenger to Above City, $1.00

Price List, Christmas and New Years, 1918-1919

Effective December 20th—January 10th

	Per doz.
American Beauties	$12.00, $15.00 $18.00 & $25.00
Mrs. Charles Russell, (similar to Beauty	$5.00, 7.50, 10.00 & 15.00
Hadley Roses	7.50, 10.00 & 15.00
Maryland Roses, (pink)	5.00, 7.50 & 10.00
Shawyer Roses, (pink)	5.00, 7.50 & 10.00
Sunburst Roses, (yellow)	5.00, 7.50 & 10.00
Ophelia Roses	5.00, 7.50 & 10.00
Double White Killarney	5.00, 7.50 & 10.00
Carnations, (white and pink)	3.00
Carnations, (red)	4.00
Narcissus	1.50
Lilies of the Valley	Not offered
Double Violets	Per hundred 4.00
Gardenias	12.00 & 15.00
Bouvardia	2.00
Orchids	24.00 & 30.00
Easter Lilies	5.00
Calla Lilies	5.00
Rubrum Lilies	4.00
Snapdragon	4.00
Mignonette	3.00

CORSAGES

Violets	$3.50, $5.00, $7.50, $10.00, $12.50 & $15.00
Yellow Roses	3.50, 5.00 & 7.50
Pink Roses	3.50, 5.00 & 7.50
Valley, with Yellow or Pink Roses	5.00, 7.50 & 10.00
Valley, with Orchids	7.50, 10.00, 12.50, 15.00 & 20.00
Valley, with Gardenias	5.00, 7.50, 10.00, 12.50 & 15.00
Yellow Roses, with Orchids	5.00, 7.50 & 10.00
French (millfleur)	8.00, 10.00, 12.50, 15.00 & 20.00
Sweetheart Roses (small pink)	3.50, 5.00, 7.50 & 10.00
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Decorated Mirror
The materials used in this mirror decoration are fruits of several kinds, Chrysanthemums, Violets, and oak foliage. At the Christmas Holiday season Poinsettias may be used instead of Chrysanthemums, and Laurel foliage instead of oak.

A TIMELY CHRISTMAS PRESENT

Messages of Flowers
—OR—
THEIR FLORAL CODE AND DICTIONARY
By GEORGE H. O'NEILL

Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. A dictionary of flowers covers more than thirty pages, giving the common names, in alphabetical order, of hundreds of flowers; each followed by the meaning of the flower and its botanical name. In the section "Messages of Flowers," the idea of the message to be conveyed by a flower is condensed into a single word, and the list of these words is arranged alphabetically. Opposite each word is placed the name of the proper flower and beneath appears the expanded message. A "Floral Calendar" gives the name of the flower appropriate for each month of the year, with its meaning, its botanical name, and a bit of verse about it. The mythology of flowers, with many interesting facts about them in modern life, fills nearly twenty pages, taking in alphabetical order thirty or more of the best known blooms. An explanation of the arranging of bouquets to make them carry messages fills another section, and advice about caring for cut flowers and a score of poems and quotations from famous poets about flowers complete the pages of this handy little manual of flower language. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners and lovers of flowers.

Can be sold by retailers, a 25c copy for the customer's own use and a $1.00 copy for the lady who is to receive the flowers.

Cloth, cover embossed in gold, 144 pages, $1.00
Paper, 128 pages, 25c.

A. T. De La Mare Co. Inc., 438 West 37th St. NEW YORK

The Middle West

Cincinnati, O.

The Rose supply is somewhat short and is snapped up quickly as soon as it reaches the market. The same is true of Carnations. They, together with everything else in the market, are bringing top prices. Poinsettias are beginning to come into the wholesale houses and are proving a welcome addition. Easter Lilies bring good prices. Callas sell well. Snapdragons are cleaning up as fast as they come in. Violets, both single and double, find a ready sale. Both orchids and Valley now meet with a good demand and clean up readily. Stevia is proving good property. The few large and the few medium Mums that come into the market meet with a good demand and at high prices, too. Other offerings are Sweet Peas, baby Primrose, Forgetmenot and Wallflower.

Notes

L. K. Kresken has been elected a director of the Young Men's Blaine Club, winning over several politicians who were rival candidates.

C. E. Critchell is confined to his home, under his physician's orders, because of a mild touch of influenza.

George Berner, of C. E. Critchell's force, is at home taking care of his wife and two children, all of whom have the influenza.

H. W. Sheppard has purchased the Hill Floral Co.'s store and will operate it under his name for the present. He is a live wire and will make good in his venture.

Mike Hanks, who had been with Julius Baer for years, and Harry O. Roth have opened the Paradise Floral Shop, at 5 W. Seventh st. Their choice of location is a good one and with their experience and ability they will undoubtedly make good.

Ed. Ellison, an old time florist of this city, died on the first of this month. His only surviving relatives are Mary Ellison, a sister, living in England, and nephews and nieces living in this city and Kingston, N. Y. In his day he had quite a reputation for growing La France Roses.

Recent visitors were Jos. Hill, Richmond, Ind.; Eric Buchholz, proprietor of the Miller Greenhouses, Muncie, Ind.; and Sam Seligman. TEDDY.

Cleveland, O.

Stock is extremely scarce, many retailers reporting the continued refusal of orders on that account. Continued dark weather has seriously retarded Roses and Carnations but with the coming of favorable growing conditions, larger quantities of these flowers will be forced into the market. Easter Lilies continue scarce, few Callas are being sent in. Excellent Stevia is being offered and helps out substantially, now that the supply of greens is short. American Beauty is of excellent quality but rather weak in supply. Violets are moving with more freedom; likewise miniature Roses and orchids, due to the returning popularity of corsage bouquets.

During the week ending Dec. 7, business was materially curtailed by the absence of sufficient stock to fill orders, the wholesale market clearing up very early each day. Many orders, those from out of town particularly, have had to be refused. There is no lack of business; it is a question of stock. Liberal quantities of Boxwood, Mexican Ivy and Galax are being used to relieve the situation.

With favorable growing conditions there will be a normal supply of Roses, Carnations, Poinsettias and Stevias in this market. Owing to the fact that many retailers who formerly produced part of their stock have closed their greenhouses for the Winter and are operating their stores only, the demand will be much in excess of the supply and prices consequently will be advanced. This condition will undoubtedly prevail throughout the entire Winter.

Mainly Personal

The trade here is looking forward to the Carnation convention, which will take place Jan. 29 and 30, 1919, and further details of which will be found in our wide measure columns, this issue.

William M. Humm, of Oberlin, Ohio, was in Cleveland on Dec. 6, disposing of his surplus stock of Primroses, which are of unusually good quality.

C. A. Ringler, of Wellington, Ohio, paid a recent visit to the market, purchasing supplies for his increasing holiday trade.

Albert Hart, formerly a member of the firm of Hart Bros., which was dissolved upon the death of the senior member, has opened a beautifully appointed store in Lakewood, Cleveland's thriving west side suburb.

L. A. Matthews, formerly with Wieland & Risch, Chicago, has taken a position at the J. M. Gasser Co.'s retail store.

Don. L. Johnston, who recently purchased the business of the late A. T. Pollard, Canton, Ohio, called at the market on Dec. 6, forming the acquaintance of the wholesalers and purchasing necessary supplies.

Fred G. Geltz, of Canton, Ohio, made a brief call at the market on Dec. 7, on his return from Mentor, Ohio, where he had gone to secure his supply of plants for Christmas.

Other trade visitors were: H. A. Cook, Oberlin, Ohio; C. C. Beingesser, Lorain, Ohio; Frank Adgate, Warren, Ohio, and R. E. Blackshaw, of the Ove Gnatt Co., La Porte, Ind. J. McL.

St. Paul, Minn.

With the continued dull weather all classes of cut stock are scarce, the supply being far below the demand, and shipped in stock only arriving in small lots. Prices are still ruling high; in fact, Christmas prices are already given for most of the stock. Roses in St. Paul are extremely scarce, and growers are asking from 12c. to 20c. Carnations range from 5c. to 8c. 'Mums are about finished; taking the season in general they have been a profitable crop, realizing prices never before known in the trade. Pompons that in previous years sold for 35c. have gone as high as 75c. a bunch; similar high figures were asked for the regular large 'Mums.

Everyone is looking ahead to the holiday season and is trying to snap up stock in advance; the outlook is that stock will be scarce. Quantities of Cyclamen have been grown, but many of the growers are already oversold. Primulas are also extremely scarce.

Apparently there will be a considerable bulb shortage in January, as many growers received only part of the bulbs ordered, and at such a late date that it will be impossible to have them much earlier than February.

O. R. Eckhardt is spending the week end visiting the Chicago and Iowa growers. Out of town orders with this firm are heavy.

Gus Colberg, recently employed in war work at Stillwater, is now connected with L. L. May, florist. The greenhouses of this firm are closed for the Winter. E. C. T.

Fort Wayne, Ind.

The market last week showed little change from those of November. Business since Thanksgiving has been snappy, with a fine demand, and barely enough flowers to go around. Funeral work has moved the bulk of the stock. There has been an excellent counter trade, and miscellaneous demand including flowers for the sick, and entertainments for prenuptials, etc. The advance demand for Christmas artificial goods, such as wreaths of Immortelles, Ruscus and Heather, has been more than gratifying, and even orders for cut flowers are coming into the local flower shops weeks ahead of schedule. Florists thus have an idea of how the trade will go this year, so can get their orders placed with wholesalers without so much guess work. F. T. D. orders from out of town are numerous for Christmas delivery, and local florists are sending many orders for this holiday to different parts of the country.

Stock of all kinds is scarce. Carnations are at a premium, and the price has advanced over those of Thanksgiving from $1.25 to $1.50 per doz. Sunburst, Ophelia, Shawyer and Russell are the most obtainable Roses but are none too plentiful. Other varieties are short, especially those in red. A few Easter Lilies are to be had at $3.50 per doz. Other offerings are a few Snapdragons, Sweet Peas, Single Violets, Lily of the Valley and Stevia, the last helping out the scarcity of greens of all kinds. Orchids, in all seasonable varieties are plentiful, but these help out only in the higher class of trade. Blooming plants are meeting the demand better than cut stock. Some handsome Azaleas arrived last week. Cincinnati and Lorraine Begonias, extra fine Cyclamen, Primroses and a few Christmas Peppers and Poinsettias are being offered. There are a few Easter Lily plants also. It is generally believed there will be a satisfactory supply of blooming plants for Christmas. Reports are circulated that no Holly will be available and that Mistletoe, and other Christmas greens will be scarce.

The influenza epidemic has again put the closing ban in partial force. Schools are closed and persons visiting theatres, movies, churches and stores are obliged to wear masks. Persons employed in flower stores are also ordered to wear masks, but so far, this order has not injured business. Few deaths are reported thus far.

November Business

November receipts were larger than for any previous November. Through the whole month business was more than brisk. Prices advanced in keeping with the cost of production, so both retailer and wholesaler had a chance to make a fair profit. During the latter part of the month it was impossible to secure enough flowers with which to meet this demand. Had it not been for the scarcity of cut flowers receipts for the month would have been much greater. Especially was this tree of the Thanksgiving holiday. However, with conditions daily improving, war restrictions being removed and labor becoming more plentiful, it is hoped production will increase, and prices kept within the reach of everyone to the benefit of both the public, and the trade.

News Jottings

Window decorations in the various flower shops foretell the nearness of the Christmas holidays. The Flick Floral Co. has an attractive window of wreaths and basket novelties for which it reports an excellent demand.

The first Azaleas of the season were displayed in Lanternier and Co.'s window last week—full flowered and in excellent condition.

The New Haven Floral Co. will have an exceptionally good line of blooming plants for Christmas, judging by the quality of plants coming to their retail store. Fine Cincinnati Begonias attract attention and buyers.

The range of W. J. and M. S. Vesey suggests an impossibility for a scarcity of Christmas stock. The six houses of orchids are in prime condition. Most of the varieties are flowering now, so an excellent crop is expected for the holidays. Their Rose crop is in splendid condition. D. B.

St. Louis, Mo.

The amount of funeral work has been unprecedented, causing an extraordinary demand for flowers. It is simply a matter of paying the price demanded. "Do you want them" is asked by the wholesaler. If you do not then the flowers are laid on someone else's pile and that ends it.

Some of the growers have not grown the amount of stock they did last year, owing to the fuel shortage. Carnations at the time of writing are quoted at $15 per 100; short stemmed Roses $8 to $10; Russells from $2 to $6 per doz.; Violets at $2 per 100; and Sweet Peas $3 per 100. Ferns bring $4 per 1000, and will shortly go to $5; and greens of all kinds have advanced in price. Lycopodium is advertised at $12 per crate, and Holly at $6 per case, but it is impossible to get a date as to the certainty of delivery as congestion on the road is liable to take place any time. The plant men have virtually everything sold and have to refuse orders. The growers report that in about 10 days quite a little bulbous stock will arrive and somewhat relieve the situation.

The prospects for Christmas are not causing any worry to the wholesaler, but the retailer is naturally asking: "If Carnations are $15 a hundred on Dec. 5, what will they be by Dec. 23." As for the growers, they are happy; they don't care how long these prices keep up, but there will be a change; when, time only can tell.

About Town

Miss M. Marguerite Eggling, one of the pioneer women florists of St. Louis and as a designer having few equals, has been very busy, she and her five women being engaged in turning out considerable funeral work. She complained of the scarcity of flowers and the fact that high prices caused complaint from her customers.

C. C. May will build two houses in the Spring, 32ft. x 25ft. These will be planted in Carnations.

Werner Bros. have started cutting Carnations; also some really good Roses. This stock is handled by the Wm. C. Smith Wholesale Floral Co.

The Windler Wholesale Floral Co.'s counters are emptied shortly after the stock arrives. Frank Windler and A. Gurny, his assistant, are kept busy listening to complaints of high prices. They are now wearing ear muffs; these, of course, are only used at the telephone.

The St. Louis Seed Co. is now fully supplied with its Christmas novelties. This firm handles some of the finest Holly and Mistletoe brought to this city.

The F. C. Weber store, on Olive st. is always tastefully decorated, and the show windows are much admired by people traveling on the passing surface cars. F. C. Weber, Jr., is an active member of the St. Louis Florists' Club and the Retailers' Association.

The County Growers' Association met on Wednesday evening, Dec. 4, at the Ten Mile House. There was only a small attendance. Conditions at the market were discussed.

On Thursday, Dec. 12, the meeting of the St. Louis Florists' Club was to have been held, but was postponed because of the influenza ban, which has prohibited all gatherings. The schools are also to be closed until after the New Year.

L. Baumann, landscape architect, believes that now that the war is over, construction will soon begin, and business in his line will be greatly extended.

The Bourdet Floral Co., which has over 50,000ft. of glass devoted to the saving of decorative and blooming plants has almost entirely sold out for the holiday trade. Among other interesting things were noted entire benches devoted to Jerusalem Cherries, which were in full bloom.

A visit to the Blossom Shop found Mrs. W. C. McClure in full charge, with everything moving briskly. W.

Denver, Col.

Cut flowers of all kinds are still scarce on this market and the retail stores clean up everything in sight by noon each day. On Friday, Dec. 6, the retail men advanced the price of Carnations to $2 per doz. Some of the stores are selling Christmas wreaths and plant baskets ready for funerals.

The Central Floral Co. will be the name of a new flower store to open on 15th. Jacob Boxer, the manager, who has been with the New York Floral Co., for a number of years and has made a number of friends among the flower buyers of this city, is sure to make his new venture a success.

Mr. Page has sold his store and greenhouses, The Bright Spot, to Mr. Smith. This is a new line of business for the latter, but with the assistance of Mr. Damforth, who is in charge of the store, everything is expected to go along as usual.

Mrs. D. S. Grimes is getting along nicely after being sick for several weeks with the flu.

The trade was sorry to hear of the death of Mrs. Shilling, wife of R. Shilling, of the Park Floral Co. Sympathy is also extended to Mr. Bush of D. & C., the funeral of whose wife took place on Dec. 2.

Mr. Lengenfelder and Mr. Harlow went gunning at Orchard, Col., where they spend the week end. They returned with 10 rabbits.

Graul Bros. are cutting good stock of the new Rose Columbia. C. F. E.

Foreign Trade Opportunities

The Dept. of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C., reports as follows:

27734.—Supplementing foreign trade opportunity No. 26774, a Belgian, temporarily in the Netherlands, desires an agency for the sale of fertilizers in Belgium, Holland, and northern France.

Reliable Supplies for both Wholesale and Retail Florists

Manila Boxes

	Per 100		Per 100
18 x 5 x 3½	$3.60	24 x 8 x 5	$7.80
21 x 5 x 3½	4.80	28 x 8 x 5	8.80
24 x 5 x 3½	5.75	30 x 8 x 5	11.00
28 x 5 x 3½	7.00	36 x 8 x 5	13.00
21 x 8 x 5	7.10	30 x 12 x 6	15.00
30 x 5 x 3½	8.00	36 x 14 x 6	17.00
		36 x 12 x 6	16.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 16 x 7	$11.50
18 x 18 x 8	13.50
20 x 20 x 9	15.50
22 x 22 x 9	19.50

Bouquet Boxes

	Per 100
19 x 9 x 8	$11.50

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality, $2.50 per 1000
Green and Bronze Galax $2.00 per 1000
Sphagnum Moss ..... $4.00 per bale

BOXWOOD FINEST QUALITY
$25.00 per 100 lbs.

Assortments of Baskets, $5 to $10
We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

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MANUFACTURERS AND IMPORTERS OF FLORISTS' SUPPLIES
HARDY CUT EVERGREENS
Unknown customers please give reference, or cash with order

When ordering please mention The Exchange

Toronto, Ont., Canada

There have been a number of social functions and some of the florists have been exceedingly busy with decorations. It is evident that with the increase in social activities the florists will see the return of the decorating work, which has been a minus quantity since the beginning of the war. With the resumption of this business, however, comes the announcement from the Fuel Controller that the country clubs must close on Dec. 14, and this may act as a setback.

There will be a good stock of Roses for Christmas, as well as Cyclamen, Primulas, Poinsettias, etc. At present the Cyclamen look a little backward but it is expected that the next few days will make a big difference.

The sales of potted plants for Christmas are on the increase. One florist stated that this branch has grown to such an extent that it now made up 75 per cent. of his Christmas business.

Retail prices are as follows: Roses (except American Beauty) run from $3.50 to $10; the pink are $7 and $7.55; the red $5 to $10. Carnations run at $2, $3 and $4. Violets are $1.50 per bunch of 25. Orchids are $7, $9 and $12. American Beauty Roses bring $8 to $24. Potted plants are more reasonable and florists are going in strong for them this Winter. Cyclamen is in great demand. Put up in baskets, it sells at from $3 to $7.

Mr. and Mrs. J. A. Neal have closed up their Summer house at their farm and have moved back to the city. Before returning they spent a week in Buffalo, making the trip by motor car.

When THE EXCHANGE correspondent informed George Geraghty of Dunlop's that the restriction on basket importation had been removed, he immediately arranged to make a buying trip to Chicago. J. J. Higgins will accompany him and they will visit the important houses in that city. It is not expected that supplies of baskets will be delivered in time for Christmas trade; hence many of the florists are improvising baskets. A pail on a stand, or a toy tub, etc., mounted on a stand and covered with cretonne, make a satisfactory substitute.

Mrs. Hogg is in charge of the Fernery during the enforced absence of Miss Cotterill.

J. A. Hart, of the King Construction Co., greenhouse manufacturers, will succeed R. W. King as manager.

John Slichter & Sons, 162 Simpson ave., have built a front on their greenhouse to take care of the retail trade.

Toronto florists are looking into the question of cost of doing business, delivery of flowers, etc. J. A. Neal keeps an accurate record of his motor trucks and states that the cost of delivery per parcel is from 20c. to 25c.

H. G. Dillemuth is showing particularly fine Poinsettias grown in his own greenhouses.

Restrictions have been removed on the use of power for window lighting and the florists are taking advantage of the order to prepare attractive displays.

G. C. K.

GNATT'S
"Queen Quality"
Magnolia Leaves

They will not mold. Packed from selected leaves. Uniform size
BROWN—GREEN—PURPLE
$1.75 per carton, $22.00 per 100 lbs.
5% CASH WITH ORDER

THE OVE GNATT CO.
LA PORTE, INDIANA
Write for our latest catalogue and get the new and practical things

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FANCY HOLLY
2x2x4 ft. case, $4.00 per case
LAUREL BRANCHES. 2x2x4 ft. case $3.00 per case.
LAUREL STEMS. Large bag, $1.25.
GREEN SHEET MOSS. $1.40 bag.
GREEN CLUMP MOSS. $1.40 bag.
W. Z. PURNELL, SNOW HILL, MD.

Greenhouse Building

Edward Whitton of Utica, N. Y., has been granted a permit to erect a frame greenhouse at 1229 York st.; estimated cost $1000.

Crepe Paper Water Proof
VERY BEST QUALITY ALL COLORS PROMPT SHIPMENT
Our prices lowest. Write us before ordering elsewhere
Large Assortment of Cut Greens, Florists' Supplies and Ribbons
THE KERVAN CO., 119 West 28th St., New York
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JOS. G. NEIDINGER CO., Florists' Supplies
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Reliable Supplies for both Wholesale and Retail Florists

The Florists' Supply House of America

Place your orders now, for after Christmas delivery, on all **made-up wreaths** and **artificial flowers** and **designs**

H. BAYERSDORFER & CO., 1129-31 Arch Street, **Philadelphia, Pa.**

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JUST OUT NEW CATALOG

FLORISTS' SUPPLIES

REAL RED MAGNOLIA LEAVES (SUPERIORA BRAND)

$2.75 PER CARTON

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PRICES RIGHT—QUALITY RIGHT

Let us quote you on your next order. If it's made of wire we can make it.

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24-30 Stone Street, Rochester, N. Y.

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$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss

$3.50 per bag of 100 sq. ft.

E. A. BEAVEN, Evergreen, Ala.

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F E. Ads Give Good Results

For Your Xmas Baskets

HOLLY (Artificial) Berries. Bright Xmas color....$0.40 gross
POINSETTIA (Artificial). $1.50, $3.00, $4 00, $6.75, $12.00 gross
DIANA, or MINERVA GRASS. All colors.....$1.25 pound

For Your Wreaths

LYCOPODIUM, or PRINCESS PINE. Dyed and preserved
10-lb. carton $2.75

Dux's Magnolia Leaves

Green, Purple, Brown. Standard carton.....$1.75

PITTSBURGH CUT FLOWER CO.

116-118 Seventh Street PITTSBURGH, PA.

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DAGGER and FANCY FERNS. New Crop, Now Ready. $2.00 per 1000. All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

LAUREL FESTOONING, for Winter weddings; nothing better. Fresh stock supplied on short notice. Wire or phone your orders. We will do the rest. 6c. and 8c. per yard.

BRONZE GALAX. Fine quality $1.25 per 1000; 10,000 lots, $10.00.

SPHAGNUM MOSS, $4.50 per large bale.
BRANCH LAUREL, large bundles 50c.
GROUND PINE, 12c. per lb.; made up, 10c. and 12c. per yd.
The best BOXWOOD that grows, 50 lbs. for $10.00.
Extra good SOUTHERN SMILAX. 50 lbs. cases $6.00.
LAUREL WREATHS, 30c. up.
PINE WREATHS. 30c. up
We also make special sizes when wanted.
Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens

Telegraph Office, New Salem, Mass.

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WIRED TOOTHPICKS

10,000 $2.25; 50,000, $9.75

Manufactured by

W. J. COWEE, Berlin, N. Y.

Samples Free. For Sale by Dealers.

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Natural Log Moss $1.75 per bag of 100 sq. ft.

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$3.50 per bag of 100 sq. ft.

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IN CASES OR CARTONS

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INCORPORATED

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Southern Wild Smilax

$2.50 per case; $1.50 per half case

Wire or write

Southern Evergreen Co.

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Buy "Keystone Quality" Florists' Supplies

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122 West 25th Street NEW YORK

We Manufacture Our Own - - **FLORISTS' SUPPLIES** METALS WIRE WORK and BASKET WORK

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EDWARDS FOLDING BOX CO

MANUFACTURERS

PHILADELPHIA, PA.

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A MERRY CHRISTMAS

To you, Mr. Retail Florist, and to our Growers, whose flowers we offer you for your Holiday Trade. Here is our unsurpassed array of blooms:

My Purpose

is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.

IN ROSES

Columbia, Ophelia, Russell, Hoosier Beauty, Hadley, Sunburst, Ward, Double White Killarney

Lilies, Carnations, Callas, Stevia
Paperwhite Narcissus

VIOLETS FOR OUT OF TOWN SHIPMENT

Greens of All Kinds

Our Flowers Are of Shipping Quality. Good Results from Parcel Post Shipments

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CARNATIONS=The Best Varieties

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Telephones 3870-3871 Farragut NEW YORK CITY

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J. J. COAN, INC. *Wholesale Florist*
115 WEST 28th STREET, NEW YORK
Phones: Farragut 5413 and 5891 **Everything in Cut Flowers**

When ordering, please mention The Exchange

NEW YORK

Wholesale Market and News of the City

The Market

Dec. 10.—A short supply, a fair demand and continued high and firm prices are the pronounced features of the wholesale cut flower market this week up to this writing.

The arrivals of American Beauty Roses are a little larger and the demand fair. Special grade blooms are selling at from 25c. to 75c. each and the other grades at corresponding prices. Hybrid tea Roses are in short suply. The demand is sufficient to easily absorb these at from 8c. to 50c. each for top grade blooms, and 4c. to 6c. each for No. 2 grade blooms.

Carnations are in small supply, and they are moving well at from 6c. to 8c. each, with an occasional sale at 10c. for extra choice blooms.

The arrivals of Cattleya orchids are moderate and the demand not over active at from about 30c. to 75c. each. Lily of the Valley is in medium supply and moving fairly well at about $8 per 100 for the best blooms. White Lilies are in large supply but of the pink very few are seen; the former are selling rather slowly at from $15 to $20 per 100, and the latter at $4 to $10.

The supply both of large flowered and of bunch 'Mums is very meagre and is easily disposed of at quoted prices. The arrivals of Violets, both single and double, are comparatively trifling, and the demand absorbs all of those of good quality at quoted prices, the lower prices being mostly for those which are held over. Few Sweet Peas, Pansies, Mignonette, Calendulas or Antirrhinums are arriving, and what is of good quality is quickly absorbed. There is very little Wallflower.

Of the tender greens Smilax is in short supply, and the arrivals of the others are quite sufficient to go with the small supply of flowers.

Club Election

The December meeting of the Florists' Club was held at its rooms, Grand Opera House Building, 23d st. and Eighth ave., on Monday evening of this week. This was election night and the results as well as a full report of the meeting will be found in this issue.

Pres. Chas. H. Totty, of the S. A. F. and O. H., and Secretary John Young, are very enthusiastic over the recent meeting of the United States Chamber of Commerce at Atlantic City, N. J, which they attended in the interests of the florist trade.

Many florists, it is reported, are now beginning to wake up to the importance of the plant exclusion order, just signed by Secretary Houston, as they realize that among the long list of plants and bulbs which will be excluded by this regulation are orchid plants.

The Muller-Sealey Co., 47 W. 42d st., recently organized, announces the retaining of selling connections for the Julius Roehrs Co., of Rutherford, N. J., with whom both partners were formerly associated as representatives.

In "Our Florist Soldiers" column this week there will be found an interesting note about Sergt. John C. Latham of the Machine Gun Company of the 107th New York Infantry, to whom has been awarded the Distinguished Service Cross by Gen. Pershing. Sergt. Latham was formerly a traveling salesman, for many years, for Bobbink & Atkins of Rutherford, N. J.

(*Concluded on page* 968)

D. FEXY
Wholesale Commission Florist
116 West 28th Street
NEW YORK
CONSIGNMENTS SOLICITED

You make no mistake when you ship your flowers to us. We have a well established reputation among shippers for securing the highest market prices, disposing of shipments promptly and making prompt returns.

Consign your shipments to us and avoid delayed and unsatisfactory returns.

United Cut Flower Co. Inc.
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Telephones: Farragut 2110, 2111
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F. E. Ads Give Good Results

VICTORY, PEACE and CHRISTMAS

Many of your patrons, Mr. Retailer, will be eager to express their joy and merriment this Christmas through the use of flowers, which our Flower Growers will offer through us to you. You will find at our store a full line of seasonable blooms of excellent quality

Flower growers are always welcome to "Come in and grow with us"

THE HENSHAW FLORAL CO., Inc.

A. M. HENSHAW, President

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CHOICE CUT FLOWERS AT WHOLESALE

OPHELIA
SUNBURST
SHAWYERS
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WHITE KILLARNEY
PINK KILLARNEY
MARYLAND
KILLARNEY BRILLIANTS

ROSES

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PINK HOOSIERS
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VIOLETS · GREENS · ALL SEASONABLE FLOWERS

H. E. FROMENT

148 WEST 28th STREET, NEW YORK

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Christmas Flower Offerings *for* 1918

Again this Christmas Mr. Retailer, you will find at our store many of the desirable Smaller Flowers of which we make a specialty. Among these there will be **Antirrhinum, Bouvardia,** pink and white; **Calendulas, Myosotis, Orchids, Sweet Peas, Lily of the Valley** and **Single Violets.**

Of the Larger Flowers we will be able to offer you **Carnations, Lilies** and **Callas** of the highest quality; that most brilliant of all Christmas flowers, the **Beautiful Gay-colored Poinsettia,** of largest size on long stems. **Boughs** of **Flowering Shrubs** and **Seasonable Bulbous Stock.**

Splendid **Poinsettias** in 7 to 12 inch pans and 4 inch pots.

Adiantum Ferns, Asparagus and **Smilax.**

WILLIAM KESSLER, *Wholesale Florist* 113 West 28th Street, NEW YORK CITY

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C. Bonnet G. H. Blake

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Open Mornings at Six o'clock for the Sale of Cut Flowers

Wall Space for Advertising Purposes For Rent

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Traendly & Schenck

Wholesale Florists

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NEW YORK

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Established 1888

GUNTHER BROS.

Wholesale Commission Florists

110 West 28th Street, New York

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Consignments of Choice Flowers Solicited

William H. Kuebler

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CUT FLOWERS

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RIEDEL & MEYER, Inc.

Henry C. Riedel *Wholesale Florists* Meyer Othile

Seasonable Flowers of all kinds

The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignments solicited.

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HEADQUARTERS FOR NOVELTIES

ORCHIDS A SPECIALTY

THE HIGHEST GRADE OF VALLEY ALWAYS ON HAND

GARDENIAS, DAISIES, ROSES, CARNATIONS

JAMES McMANUS, TELEPHONE FARRAGUT 759 105 W. 28th St., New York

ROSES in all the leading varieties CARNATIONS of high quality

Longiflorum and Rubrum LILIES throughout the year

LILY OF THE VALLEY. All other Flowers in their season

P. J. SMITH, *Wholesale Florist*

TELEPHONES Farragut 2281, 3089 131 W. 28th St., NEW YORK CITY

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WHOLESALE FLORIST Tel. 300—301 Farragut *148 West 28th St., NEW YORK*

THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, COLUMBIA, RUSSELL and WARD ROSES

VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON

When ordering, please mention The Exchange

New York Cut Flower Market

Up to Tuesday, Dec. 10, 1918

Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	25.00 to 75.00	Adiantum Cuneatum	.20 to .25
" Fancy	20.00 to 50.00	Hybridum and Croweanum	.25 to .50
" Extra	15.00 to 25.00	Antirrhinum, per bunch	.50 to 2.00
" No. 1	10.00 to 15.00	Asparagus Plumosus, bunches	.10 to .25
" No. 2	4.00 to 6.00	Bouvardia, per bunch	.35 to .75
" No. 3	3.00 to 4.00	Carnations, Select	6.00 to 8.00
Killarney	4.00 to 8.00	" Ordinary	4.00 to 5.00
Killarney Brilliant	4.00 to 8.00	Calendula	2.00 to 4.00
White Killarney	4.00 to 10.00	Chrysanthemums, per doz	2.00 to 4.00
White Killarney, Double	4.00 to 12.00	Chrysanthemums, bunch	.25 to .50
My Maryland	4.00 to 8.00	Ferns, per 1000	1.75 to 2.00
Columbia	6.00 to 30.00	Galax, green and bronze, 1000	..... to 1.00
Hadley	6.00 to 30.00	Gardenias, per doz	1.00 to 4.00
Hoosier Beauty	4.00 to 12.00	Leucothoe, per 1000	4.50 to 7.00
Key	10.00 to 50.00	Lilies, Longiflorum	15.00 to 20.00
Cecile Brunner, Elgar, etc. bun	..... to	" Rubrum	4.00 to 10.00
Mme Pl. Euler (Prima Donna)	5.00 to 15.00	Lily of the Valley	3.00 to 8.00
Mrs. George Shawyer	5.00 to 15.00	Mignonette, per doz	.50 to 1.50
Sunburst	5.00 to 15.00	Pansies	1.50 to 2.00
Mrs. Aaron Ward	5.00 to 15.00	Poinsettias, per doz	4.00 to 5.00
Lady Alice Stanley	6.00 to 20.00	Orchids, Cattleyas	30.00 to 75.00
Ophelia	6.00 to 20.00	Orchids, Oncidiums	7.00 to 8.00
J. J. L. Mock	6.00 to 15.00	Smilax, per doz., strings	1.50 to 2.50
Mrs. Charles Russell	6.00 to 30.00	Stevia, per bunch	.15 to .25
.....	..... to	Sweet Peas, Spencers	1.00 to 2.00
.....	..... to	Violets, Double	.50 to 1.50
.....	..... to	" Single	.75 to 1.25
.....	..... to	Wallflowers, per bunch	.35 to .75

All the New and Standard ROSES

Fine Grade CARNATIONS

and all Seasonable CUT FLOWERS

WALTER F. SHERIDAN,

133 West 28th St., NEW YORK

TELEPHONE, FARRAGUT 3532

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WILLIAM KESSLER, *Wholesale Florist*

Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK

Carnations, Orchids, Lilies, Roses

Valley and a Complete Line of Autumn Flowers

When ordering, please mention The Exchange

GEO. J. POLYKRANAS

Wholesale Commission Florist & Consignments Solicited

104 West 28th Street Telephones Farragut 2264 NEW YORK

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Telephones: {2560 / 2561} Farragut Cut Flowers at Wholesale

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ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS

Personal Attention—Consignments Solicited

Satisfaction Guaranteed

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WHOLESALE FLORISTS

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AMERICAN BEAUTIES

A SPECIALTY

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Established 1887

J. K. ALLEN

Pioneer Commission Dealer in Cut Flowers

Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers

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Consignments of good stock solicited

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Consignments Solicited

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Let us be Part of Your Working Force

Orchids, Violets, Roses and Carnations

SOLE AGENTS

SIM'S VIOLETS AND CARNATIONS

AND

DOLANSKY'S ORCHIDS AND ROSES

We respectfully solicit a trial. Long distance shipping a specialty. Telephone and telegraph orders filled promptly for train you desire. When you buy from us you can be sure of satisfaction.

DOLANSKY-McDONALD CO.

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256 Devonshire St., BOSTON, MASS.

When ordering, please mention The Exchange

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Hardy Cut Evergreens, Cut Flowers and Florists' Supplies

21-25 Otis Street, BOSTON, MASS.

Telephone, Fort Hill 1083-1084-1085

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Buffalo Dec. 9, 1918	Cincinnati Dec. 9, 1918	NAMES AND VARIETIES	Boston Dec. 10, 1918	Denver Dec. 7, 1918	Pittsburgh Dec. 9, 1918
6.00 to 75.00	10 00 to 60 00	Roses—American Beauty	10.00 to 75.00	8.00 to 50.00	8.00 to 60.00
6.00 to 15.00	..... to	Hadley	8.00 to 25.00	..... to	..... to .....
6.00 to 15.00	10.00 to 20.00	Hoosier Beauty	6 00 to 20.00	8.00 to 12.00	6.00 to 15.00
6.00 to 15.00	10.00 to 20.00	Killarney	6.00 to 12.00	4.00 to 10.00	4.00 to 12.00
6.00 to 15.00	10.00 to 20.00	White Killarney	6.00 to 12.00	..... to	4.00 to 12.00
..... to	..... to	Killarney Queen	6 00 to 16.00	3.00 to 8.00	..... to .....
6.00 to 10.00	..... to	Mrs. Aaron Ward	..... to	..... to	4.00 to 10.00
8.00 to 20.00	15.00 to 30.00	Mrs. Chas. Russell	10.00 to 25.00	10.00 to 25.00	8.00 to 25.00
..... to	..... to	Francis Scott Key	..... to	10.00 to 25.00	..... to .....
6.00 to 15.00	15 00 to 30.00	Mrs. George Shawyer	..... to	4.00 to 12.00	4.00 to 12.00
12.00 to 20.00	15.00 to 25.00	Columbia	6.00 to 20.00	8.00 to 25.00	6.00 to 15.00
..... to	..... to	Rose Marie	..... to	8.00 to 15.00	..... to .....
6.00 to 12.00	..... to	My Maryland	..... to	..... to	4.00 to 10.00
8.00 to 15.00	..... to	Prima Donna	..... to	6.00 to 15.00	6.00 to 15.00
6.00 to 20.00	10.00 to 25.00	Ophelia	6.00 to 16.00	4.00 to 12.00	4.00 to 12.00
5.00 to 10.00	10.00 to 25.00	Richmond	6.00 to 12.00	2.00 to 8.00	4.00 to 12.00
6.00 to 15.00	..... to	Sunburst	..... to	..... to	4.00 to 10.00
6.00 to 12.00	..... to	Killarney Brilliant	6.00 to 16.00	2.00 to 8.00	..... to .....
..... to	..... to	J. J. L. Mock	..... to	2.00 to 10.00	..... to .....
3.00 to 4.00	..... to	Cecile Brunner	..... to	2.00 to 4.00	..... to 1.00
1.00 to 2.00	... to 1 00	Adiantum, ordinary	..... to 1 00	..... to 2.00	1.00 to 1.25
1.50 to 2.50	1.00 to 1.50	Antirrhinums, bunch	4.00 to 8.00	..... to	..... to .....
.35 to .50	.25 to .50	Asparagus Plumosus, bunch	.25 to .50	..... to .60	.35 to .50
.35 to .50	.25 to .50	" Sprengeri, bunch	.25 to .40	.25 to .60	.35 to .50
3 00 to 5 00	2.00 to 3.00	Calendula	2.00 to 3.00	..... to	..... to 1.50
12.00 to 15 00	..... to	Callas	..... to	..... to 15.00	..... to 15.00
6.00 to 8.00	..... to 10.00	Carnations, Select	8.00 to 10.00	10.00 to 12.00	4.00 to 6.00
4.00 to 6.00	..... to	Ordinary	6.00 to 7.00	6.00 to 8.00	..... to .....
10.00 to 40.00	25.00 to 50 00	Chrysanthemums	16.00 to 30.00	16.00 to 50.00	3.00to4.00doz
.50 to 1.00	..... to	Pompons, per bunch	.50 to 1.00	..... to	.75 to 1.00
..... to	..... to	Coreopsis	..... to	..... to	..... to .....
1.00 to 1.25	..... to	Daisies	.50 to 1.00	..... to	..... to 1.00
..... to	..... to	Delphinium, dos	..... to	..... to	..... to .....
..... to 3.00	..... to .40	Ferns, Hardy	..... to	..... to .50	..... to .40
..... to	..... to	Gaillardias	..... to	..... to	..... to .....
..... to .15	12½ to .15	Galax Leaves	..... to	..... to	..... to .15
..... to	..... to	Gladioli	..... to	..... to	..... to .....
1 00 to 1.25	.60 to .75	Leucothoe	..... to	..... to	..... to 1.00
15.00 to 20.00	..... to	Lilium Formosum	..... to	..... to	..... to .....
12.00 to 15.00	..... to 16.00	" Longiflorum	16.00 to 25.00	..... to 15.00	..... to 20.00
6.00 to 8.00	..... to	" Rubrum	10.00 to 12.00	..... to	..... to .....
8.00 to 10.00	6 00 to 8 00	Lily of the Valley	8 00 to 10.00	..... to	..... to 8.00
4.00 to 6.00	..... to	Mignonette, Per 100	..... to	..... to	..... to .....
60.00 to 75.00	..... to 75 00	Orchids—Cattleyas	50.00 to 75.00	100.00 to 150.	75.00to100.00
4.00 to 5.00	..... to	Paper White Narcissus	..... to	..... to	..... to 6.00
..... to	..... to	Phlox	..... to	..... to	..... to .....
1.80 to 2.40	..... to	Smilax, dos. strings	..... to	2.50 to 3.00	..... to 2.00
..... to	6 00 to 8.00	Snapdragon	3.00 to 4.00	6.00 to 8.00	..... to .....
..... to	..... to .50	Stevia, per bunch	..... to	..... to .50	..... to .50
1.50 to 2 50	1 00 to 2 00	Sweet Peas	1.00 to 1.25	2.00 to 3.00	1.00 to 15.00
1.50 to 2.00	1.00 to 2.00	Violets	.50 to 1.00	1.00 to 2.00	..... to .50
..... to	..... to	" Single, per dos. bunches	..... to	..... to 3.00	..... to .....

BUY IN BOSTON

Welch Bros. Co., WHOLESALE FLORISTS

CUT FLOWERS AND SUPPLIES

262 Devonshire St., Telephone {6267 / 5948} MAIN **Boston, Mass.**

When ordering, please mention The Exchange

New England Florist Supply Co.

276 Devonshire Street — **BOSTON, MASS.**

Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.

When ordering, please mention The Exchange

The Chicago Flower Growers Association

PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO

BEAUTIES, LILIES, ROSES, CARNATIONS

AND EVERYTHING SEASONABLE

When ordering, please mention The Exchange

Poehlmann Bros. Co., Wholesale Growers and Shippers of **Cut Flowers**

Importers and Jobbers of Florists' Supplies

Two Million Square Feet of Glass at MORTON GROVE, ILL., in Plants and Cut Flowers. Send all Plant Orders to Morton Grove

Cut Flower and Supply Department: **66-74 East Randolph St., Chicago**

When ordering, please mention The Exchange

New York—Continued from page 965

There arrived on Monday morning of this week, at the home of Mr. and Mrs. Matthew Sampson, of Woodcliffe, N. J., Matthew Richard Sampson, Jr., weighing 7½ lbs. Matthew Jr. was a welcome addition to the family, previously consisting of a 13 year old daughter and one of seven. Matthew Sampson, Sr., is a member of the well known firm of Noe & Sampson, 55-57 W. 26th st.

Some wonderfully beautiful blooms of the new 'Mum Golden Mistletoe and White Mistletoe were noted on Dec. 10, at the store of the Henshaw Floral Co., 127 W. 28th st.

There have been many callers in town recently, among whom were J. D. Eisele, Riverton, N. J.; John Watson, Princeton, N. J.; B. Hammond Tracy, Wenham, Mass.; Z. D. Blackistone, president of Florists' Club, Washington, D. C., and Mr. Marche, of the Marche Floral Co., Washington, D. C.; Frank J. Dolansky and G. Frank MacDonald, Boston, Mass.

Boston

On Dec. 4, Wilfred Wheeler, secretary of the State Board of Agriculture, invited representatives of the Gardeners and Florists' Club of Boston, Fruit Growers' Ass'n, Nurserymen's Ass'n, Dairymen's Ass'n, Corn Growers' Ass'n, Tobacco Growers' Ass'n, Market Gardeners' Ass'n, Onion Growers' Ass'n, Sheep Breeders' Ass'n, Poultrymen's Ass'n, to meet at the State house to arrange for a series of lectures and discussions to be held at Horticultural Hall, Boston, the week of Feb. 9, 1919. The representatives were made a working committee with Mr. Munson as chairman and Mr. Thompson as secretary. It is planned to hold exhibitions of the products of the various associations. Schedules and other information will be sent out later. Mr. Wheeler stated that his reason for calling the meeting is that there is such a shortage of labor and everyone busy that by meeting in the same building the various associations could accomplish more than by holding meetings in different parts of the State. The Gardeners and Florists' Club will hold an exhibition of florists' products, and will have lectures on interesting subjects pertaining to floriculture and horticulture, during the week of the meetings.

The best Poinsettias I have seen this season are those of John McFarland of North Boston, Mass.

The demand for plants this year is unusually large. Most of the large growers have orders enough now to exhaust all their supply. Thomas Roland has at Nahant more plants than usual but the Christmas plants are practically all sold now.

William E. Day, of Syracuse, N. Y., is spending a few days in town on business.

Welch Bros. Co. reports good business but flowers are exceedingly scarce and high in price. Shipping trade is good and Christmas orders are coming in well in advance of time.

The Budlong Rose Co. handles more varieties of Roses both new and old kinds than any other wholesale house in the city. Some of the varieties are being cut in quantity now—Maryland, Double White Killarney, Columbia, Scott Key, Stanley, Cleveland and Shawyer.

Edwin Welch, son of Patrick Welch, has returned to work after a successful operation for appendicitis. He does not look as stout as formerly, but with care he will soon be all right again.

With so many greenhouses closing for want of coal and the excessive price of fuel, there is a shortage of flowers already in the flower markets. This has caused an increase in the price and it was told at the retail stores today that the public already is protesting against the high prices asked. On account of th

Chicago, Dec. 10, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.		
Specials	per dos.	7.50 to 10.0
36-inch stems	"	5.00 to 7.5
30-inch stems	"	4.00 to 5.0
24-inch stems	"	3.00 to 4.0
Short stems	per 100	10.00 to 12.0
Columbia		8.00 to 20.0
White and Pink Killarney		5.00 to 12.0
Killarney Brilliant		6.00 to 15.0
Milady		6.00 to 15.0
Mrs. Aaron Ward		6.00 to 12.0
Mrs. Chas. Russell		8.00 to 35.0
Richmond		6.00 to 15.0
Sunburst		6.00 to 15.0
Ophelia		6.00 to 15.0
Carnations, Select		8.00 to 10.0
" Ordinary		6.00 to 8.0
Asparagus plumosus, per bunch		.35 to .4
" Sprengeri, per bunch		.25 to .3
Adiantum		1.00 to 1.5
Boxwood, per pound		..... to .2
Calendulas		4.00 to 5.0
Chrysanthemums, Ordinary.	Dos.	3.00 to 4.0
" Medium		4.00 to 6.0
Cornflowers		..... to 1.0
Daisies		2.00 to 2.5
Ferns, Hardy, per 1000		4.00 to 5.0
Galax Leaves, per 1000		..... to 1.2
Gardenias, per dos		3.00 to 4.0
Leucothoe Sprays		.75 to 1.0
Lilium Longiflorum		18.00 to 20.0
Lilium Rubrum		4.00 to 5.0
Lily of the Valley		..... to 6.0
Mexican Ivy, per 1000		..... to 6.0
Mignonette		4.00 to 6.0
Orchids—Cattleyas, per dos		9.00 to 10.0
Paperwhite Narcissi		4.00 to 6.0
Poinsettias, per doz		3.00 to 5.0
Smilax, per dos		2.50 to 3.0
Sweet Peas		.75 to 1.0
Violets		1.00 to 1.5
Wallflowers, per bunch		.35 to .4

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS

Peter Reinberg

Wholesale Cut Flowers

30 EAST RANDOLPH ST. CHICAGO, ILL.

Headquarters for Mrs. Russell Roses

When ordering, please mention The Exchange

E. G. HILL CO

Wholesale Florists

Richmond, Indiana

When ordering, please mention The Exchange

ZECH & MANN

We are Wholesale Florists Doing a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

When ordering, please mention The Exchange

Cut Flowers for Christmas

The volume of our business, compared with last year, makes a very satisfactory showing. Business conditions with us, and we feel sure with the trade in general, have been much better than during the same period of last year. If that is an indication of what we may expect for Christmas, we have every reason to look for a big business.

We are ready now to quote our prices on

BEAUTIES ROSES
CARNATIONS ORCHIDS CYPRIPEDIUM
and all other seasonable stock.

We will be very strong on

BEAUTIES

Plenty of the specials and medium grades. Order early. Our supply is large, but there will be no surplus.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses
Carnations
Snapdragons
and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full lin of all other Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.
Carnations, Callas and Sweet Peas

When ordering, please mention The Exchange

price of flowers there is a much heavier demand for plants.

The William W. Edgar Co. is operating every greenhouse on the place to its full extent. The variety of plants offered this year is much larger than in years past. It is true there are not so many Holland or Belgian plants but instead there are quantities of well grown home products. The Horticultural Club of Boston held its monthly meeting at the Parker House on December 4. Fred E. Wilson read an excellent paper on fertilizers.

C. S. Andem, of Putnam, Conn., is fortunate at this time in having a good cut of Carnations. The varieties Matchless, Pink Delight, Alice, Benora and Aviator are especially noteworthy.

For some time I haven't seen them as busy at Henry M. Robinson & Co.'s as they are now. The Christmas rush is on. There is a heavy call for Christmas greenery and all other supplies.

At the seed stores, although the Dutch bulbs came in late, they are practically all cleaned up. The call for them was larger than expected. R. C.

Chicago

Stock Continues Scarce

Dec. 10.—Immediately after the close of the Thanksgiving Day demand, which moved all available stock, the market assumed a more stringent condition than has ever been previously known here. The supply of all stock fell off to a minimum; the demand continued strong and still continues so at this writing. There was never a time, even during holiday periods, when the demand was as good as it is now and the supply so inadequate to meet it as it is at present. The passing of the 'Mum supply left the market with only a moderate supply of Roses and Carnations to fill the great number of orders. These soon advanced to as good prices as have ever been paid before on holiday occasions, and even at the high figures orders were only partially filled and some not at all. Business is being turned down daily for the want of more stock. Growers are hoping for bright weather to hasten along their crops to relieve the situation temporarily, but no one hopes that under the conditions that have confronted the growers during the Summer there will be any material change for some time to come. The outlook for a Christmas supply is not good and there will be no abatement in prices as long as these conditions last.

The supply of all Roses is far behind the demand and prices have reached the maximum of the season. Short stock that usually sold for $2 to $4 per 100 is bringing from $6 to $8 and will go as high as $10 per 100 unless some break should take place in conditions. Fancy Russells and Columbias are selling as high as $40 per 100. The supply of American Beauty is limited and all available stock moves at prices ranging from $7.50 to $10 per doz.

Carnations are extremely scarce; all stock coming in sells at from $6 to $8 and $10 per 100. Retailers are selling Carnations at from $2 to $2.50 per doz. Carnation growers say that they will have good crops for Christmas and while no one expects any large supply it is generally understood that the Carnation growers are relied on to save the market during the next few weeks. That prices will be lower than they are at present no one will admit. Whatever relief comes must be given by the Carnation growers; it is only in Carnations that any even moderate supply is anticipated.

There are still a few belated 'Mums on the market and those that have them are realizing prices far beyond normal figures. The writer was a customer pay $8 on Monday on the wholesale market for a dozen medium grade white blooms that under other conditions would not bring more than $2. It was a case of where the buyer had to have something at any price.

Easter Lilies are selling at from $18 to $20 per 100. Cattleyas are bringing from $8 to $10 per doz. A few Cypripediums are selling at from $2.50 to $3 per doz. Violets are moving at from $1 to $1.50 per 100. Poinsettias have made their appearance on the market but will not be in active demand until the holiday trade opens.

Just how many of the retailers will get through with their Christmas orders is a problem that is confronting them. They have been drawing recently on their plant stock reserved for holiday trade, but which cannot be replaced. Some of them say that the slogan, "Say It with Flowers," will be out of place this Christmas; that it would be easier to say it with something else.

Weather conditions are watched closely, growers knowing that a week of bright weather would help. The present week started badly; there was a continuous downpour all day Monday and on Tuesday it was so dark and cloudy that artificial light was necessary.

There were a number of visitors in the wholesale market the past week, having come here for the purpose of seeing if the market was as tight as it had been represented to them by communication. A visit to the various wholesale houses proved to them that the situation was not overestimated. Paul Palez of Little Rock, Ark., stated that he paid $75 for 500 Carnations in St. Louis the early part of the week. Mr. Palez says that the troops are leaving Little Rock at the rate of 5000 a day but that business is better than it has been, although they cannot get stock to supply it.

Greenhouse Construction Picking Up.

There is a good deal of activity in all the lines of greenhouse construction by the various firms here. Fred Lautenschlager of the Kroeschell Bros. Co. says that his firm's greenhouse heating department is answering many inquiries from florists regarding boilers, which would indicate that the coming season will be active in greenhouse construction.

The John C. Moninger Co., which was fortunate enough to have some Government work during the past year is putting its factories in shape to proceed with the manufacture of greenhouse material. Some cancellations of work caused by the war will be taken up immediately when the necessary preparations are made. The firm reports inquiries for new business and is fortunate enough to have retained its full working forces during the period that business was held down by war conditions.

The American Greenhouse Manufacturing Co. has re-established its office in the Masonic Temple with H. B. Nichols in charge. Mr. Nichols was connected with the company until conditions brought about by the war caused him to seek other employment. This company was also fortunate in securing Government work, which kept it busy at the factories at Pana, Ill.

Phil Foley of the Foley Greenhouse Mfg. Co., looks forward to a good year in greenhouse construction. He says the high prices which flowers have been bringing this Fall and Winter will be a great incentive to the greenhouse building trade. Mr. Foley says he is the only one in Chicago engaged in greenhouse construction work that did not secure some Government contracts. James P. Foley, who joined the colors, has secured his discharge and will again join his father in business.

The large factory of the Lord & Burnham Co., at Des Plaines, Ill., which has been running 90 per cent. on war work for the past year, is fast finishing up its Government contracts. When these are completed the manufacture of greenhouse material will be pushed with more vigor than ever. The company has a good stock of greenhouse material on hand so that it can handle any greenhouse work from now on and can ship promptly.

Killed in Action

The trade will regret to learn of the death of Corporal R. Vatow, as announced on a card sent out by Darling & Co., with which firm he was formerly employed, being connected with the fertilizer department. Further details will be found in the "Our Florist Soldiers" column.

Allan N. Humason, a former well known traveling representative in the florist supply lines, who has been in the Army Field Service in New Jersey, is in the city on a furlough.

Geo. Asmus has returned from a trip to several of the Eastern cities. He says that the executive board of the S. A. F. is doing all in its power to put the florists' business back on the same basis as it was before the war. Particular stress is being put on all matters relating to importations.

S. Kameyama, a Japanese florist from Boston, is in the city looking for a location at which to open a flower store.

(Concluded on next page)

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies
Business Hours: 7 A. M. to 5 P. M.

BEAUTIES

Burton Stock and Burton Quality

For Christmas the quality will be unusually choice, at prices within the reach of everyone, which will probably be

	Per doz.
Specials	$12.00
Fancy	10.00
Extra	9.00
First	6.00
Second	5.00

Splendid **HOLLY WREATHS** (five spots of berries on each wreath), **$35.00** per 100.

S. S. PENNOCK COMPANY
The Wholesale Florists of Philadelphia

PHILADELPHIA 1608-1620 LudlowStreet
NEW YORK 117 West 28th Street
BALTIMORE Franklin & St. Paul St.
WASHINGTON 1216 H St., N. W.

When ordering, please mention The Exchange

Philadelphia, Dec. 10, 1918
Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	12.00 to 50.00
Columbia	6.00 to 15.00
Killarney	6.00 to 18.00
White Killarney	6.00 to 18.00
Mme. P. Euler (Prima Donna)	6.00 to 20.00
My Maryland	6.00 to 15.00
Richmond	6.00 to 15.00
Sunburst	6.00 to 15.00
Killarney Brilliant	6.00 to 15.00
Mrs. Chas. Russell	6.00 to 35.00
Mrs. George Shawyer	6.00 to 15.00
Hadley	6.00 to 35.00
Ophelia	6.00 to 20.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Bouvardia	6.00 to 8.00
Calendulas	.... to 3.00
Callas	20.00 to 25.00
Carnations, Select	8.00 to 10.00
Chrysanthemums	10.00 to 40.00
Pompons, bunch	.25 to .50
Daisies	2.00 to 3.00
Gardenias	25.00 to 35.00
Lilac, per bunch	..... to 1.50
Lilium Longiflorum	20.00 to 25.00
Mignonette	4.00 to 6.00
Orchids—Cattleyas	50.00 to 75.00
Cypripedium	..... to 15.00
Snapdragon	6.00 to 12.00
Stevia, per bunch	.35 to .50
Sweet peas	1.00 to 3.00
Valley	6.00 to 8.00
Violets	.75 to 1.50

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

Nicotine Solution		Tobacco Paper	
8-lb. can..	$10.50	288-sheet can	$7.50
4-lb. can..	5.50	144-sheet can	4.00
1-lb. can..	1.50	24-sheet can	.85
¼-lb. can..	.50	Packed in Friction-Top Tins	
40% Actual Nicotine			

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

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USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

'The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

When ordering, please mention The Exchange

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale
Quart, $1.00 Gallon, $2.50

FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

ULTIMATELY You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House
Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, $4.00 100 lb. sack (For Fumigating and Sprinkling combined)
TOBACCO DUST, $2.50 100 lb. sack
FUMIGATING KIND, $3.00 100 lb. sack
TOBACCO STEMS, $1.50 100 lb bale
Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

Our Advertising Columns
▽ Read for Profits ▽
Use for Results

Chicago—Continued from page 969

Suggested for Mayor.

The executive committee of the Democratic party of Cook County, at a meeting last week, named eleven potential candidates from whom one is to be selected on that ticket for mayor of Chicago, at the next mayoralty election. Peter Reinberg is the fourth candidate on the list.

Thos. Conlon, until Dec. 1, plant grower for the Poehlmann Bros. Co. at Morton Grove, has retired from commercial life and has taken the position of superintendent of the greenhouses and grounds of J. E. Tilt at Addison ave. and Broadway. Mr. Tilt is a wealthy shoe manufacturer and has possibly the finest conservatory and range of plant and fruit houses within the city limits of Chicago.

Burglars, one night last week, entered the Atlas block in which there are about 25 wholesale florists located and visited several of the florist stores. They made only a light haul. They took from John Kruchten & Co. a shaving outfit, from Wieter Bros. Thrift Stamps and a small sum of money, from Arch Spencer a new grip and some change in the cash drawer, and from C. W. McKellar a small sum of money. The visitors were evidently familiar with the building.

J. M. Cochrane, in one of his greenhouses at West Pullman, has a large bench of pompon Golden Wedding Mums which came in right for Thanksgiving. Mr. Cochrane says this variety is a money maker, as it comes in just when the other varieties have gone.

Business Difficulty

Willis F. Eaton, florist, 666 Main st., Haverhill, Mass., has filed a petition in bankruptcy; liabilities $8076; assets $60.

Philadelphia

Tight Market

Dec. 10 The market continues tight, with prices carrying over from the previous week's quotations. The only long stock on the market comprises Cattleya orchids, American Beauty Roses and red Roses. Practically all other receipts are selling up close. Carnations have advanced over last week's figures, going to 10c. on selected sorts, and it is stated that a number of extra selected Wards touched 12c. Short Roses are in active demand, with not enough to fill all calls. The principal demand is on the 8c. and 10c. stock. Easter Lilies and Callas are taking eagerly at $2.50 and $3 per doz. The few late 'Mums are snapped up on arrival. Sweet Peas show a slight increase in receipts. Miscellaneous flowers, other than those mentioned, are now to be had only in limited quantities, and consequently sell up close.

Plants in Heavy Demand

The demand for Christmas plants has exceeded all expectations and practically all blooming plants are sold out by the growers. Buyers are falling back on foliage stock and this is also moving fast. Most of the plantsmen report being sold out of nearly everything salable. The demand for supplies also shows that this Christmas is expected to be an exceptional one. A number of items in this line are reported to be sold up.

Notes

The Robert Craig Co., which had the largest stock of flowering plants it ever had for Christmas, is completely sold out and has nothing left but foliage plants; these, too, are meeting with a heavy demand.

Sydney Bayersdorfer says that the demand for supplies this year is phenomenal. His firm has just added 40 girls to its factory department, working on January orders.

The following committees have been appointed by President E. A. Harvey, of the Florists' Club: Club room—Hugo Niesen, chairman, Fred J. Michell, Jr., A. T. Moore, E. P. Klinger; Essay—J. Otto Thilow, chairman, S. S. Skidelsky, Arthur A. Niessen, E. J. Fancourt, Robert Pyle; Novelties and Exhibits—Carl Corts, chairman, Hilborn Darlington, E. W. Gaehring; Membership—Clarence U. Liggit, chairman, James W. Heacock, John C. Gracey, Robert A. Craig.

Carl Corts, of the Joseph Heacock Co., states the warm weather is bringing in the company's Christmas crop of Richmond Roses two weeks ahead of time. James W. Heacock is enjoying the hunting up in Pike County.

George Burton has a wonderful crop of American Beauty Roses for Christmas. A new Stewart truck has been added to facilitate delivery.

The Henry F. Michell Co. has an unusually attractive window display, featuring wreaths and Christmas greens.

The trade regrets to learn of the death of Mrs. Dunlap, wife of Samuel Dunlap of Pennock Bros.

Joseph G. Neidinger is recuperating at Atlantic City, following a recent operation.

Raymond Brunswick, of the M. Rice Co., says: "We are practically cleaned out of everything, and it is with the florist like the bird and the worm, the early one got the goods."

Book of Water Gardening.
PRICE $2.65 POSTPAID
A. T. DeLaMare Co., Inc., 448 W. 37th St., N. Y.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS

A. H. HEWS & CO., INC.
Cambridge, Mass.

When ordering, please mention The Exchange

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.

When ordering, please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us
The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa

When ordering, please mention The Exchange

Peirce Paper Flower Pot
Made in standard size of 2-in. to 6-in. The best Paper Pot for shipping and growing purposes. Samples furnished free. Ask your dealer for them.
E. ALLAN PEIRCE
400 Oaks Road, Waltham, Mass.

When ordering, please mention The Exchange

RAMSBURG'S SQUARE PAPER POT

Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.

G. S. RAMSBURG, Somersworth, N. H.

When ordering, please mention The Exchange

PAPER POTS
AND
DIRT BANDS
Price List and Samples Free
F. W. ROCHELLE & SONS Chester, New Jersey

When ordering, please mention The Exchange

—PIPE—

Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.
Established 1902
Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

When ordering, please mention The Exchange

Floral Designs de Luxe PRICE $2.50
A. T. DE LA MARE COMPANY, Inc.,
438 to 448 West 37th Street, N. Y

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz	100
10	20 in.	$3 25	$37.50	$287.50
20	18 in.	2.75	30 00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	95	10.50	77 50
70	8 in.	75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed
When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.
When ordering, please mention The Exchange

JACOBS BUILT TO LAST GREENHOUSES
HOTBED SASH
MATERIAL AND GLASS
S. JACOBS & SONS
1365-1379 FLUSHING AVE., BROOKLYN, N. Y.

PLANS AND PRICES SUBMITTED

Heid Kerosene Heater

The "HEID KEROSENE HEATER" needs no electric motor, no air pressure. No ashes to remove, and can be used in any make of boiler.

By order of the United States Fuel Administrator, florists will get only 50% of their coal this season.

WHY NOT BURN KEROSENE OR CRUDE OIL AND SAVE COAL?

With a few pounds of coal you cannot heat water or make steam, but with five gallons of oil in my Heater you can. You can heat your greenhouses quicker; it is cleaner and, above all, a time saver. Equally adapted for heating private residences. Write for prices. When writing give width of feed door of boiler, size of grates and height of chimney.

You can see the heater working successfully any time by appointment. I will be pleased to explain it to you.

FRANK HEID, 287 South Broadway, Tarrytown, N. Y.

When ordering, please mention The Exchange

Greenhouse Material and Hot-Bed Sash
of Louisiana Cypress and Washington Red Cedar
Greenhouse Hardware and Posts--Patent V and U Gutters
Our Grade Invariably the best. Our Prices Right.
(Our new catalog should be in the hands of every grower. Write to Dept. C.)
A. DIETSCH CO., 2638 Sheffield Ave., Chicago, Ill.

When ordering, please mention The Exchange

1866-1917
Greenhouse Lumber
"ALL HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.
Lockland Lumber Co., Lockland, O.

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

When ordering, please mention The Exchange

Greenhouse Glass
Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24
Ten boxes or more at wholesale prices
Royal Glass Works
120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

GLASS
9 x 8 to 16 x 24. Single or Double, at lowest possible prices.
Get our prices before placing your order.
L. SOLOMON & SON
199-201 Wooster St., NEW YORK
WHOLESALE WINDOW GLASS
When ordering, please mention The Exchange

The Pacific Coast

San Francisco, Cal.

Thanksgiving Day trade is reported to have been satisfactory from all directions. Heavy rains a few days previously played havoc with the 'Mum crop, but there was enough stock to go around

Charles F. Shellgrain, for many years manager for J. B. Boland, florist, resigned last week; his future plans have not yet been announced. As Mr. Shellgrain is one of the best liked men in the trade, his many local friends hope that his new plans will not call him away from San Francisco.

The Pacific Coast Horticultural Society held its December meeting on Dec. 7 and, according to program, Prof. W. W. Mackie, of the University of California, lectured on "Principles involved in improving plants for increased food production."

The new catalog of the Richard Diener Co., Kentfield, is being printed.

J. R. W.

Portland, Ore.

To outline Thanksgiving Day business in general is rather difficult, as it varied any marked peculiarities, being excellent with everybody. The absence of pickled Carnations and 'Mums was appreciated by the retailers. The demand for funeral flowers previously took all ripe stock; in fact, stock was never given a chance to become mature.

All corsage flowers were much in demand and sold at good prices. 'Mums sold well in both large and pompon sorts with prices that allowed a profit to the grower and retailer. Carnations cleaned up with most stores, but some report that they were not bringing the high prices that they did in former years. Roses shared much the same fate, but in all instances few were left for the day after and at that were indispensable then.

The stores cleaned up generally, although in a few cases too much was expected and some stock remained unsold late Thursday afternoon. Some stores were forced to close at 2 p.m., owing to the stock running out.

Prevailing retail prices were: Carnations $1 and $1.25 to $1.50 per doz.; Roses $1.50 to $5; 'Mums, (bunch) 50c. to $1.50 per bunch, (large) from $3 to $10 per doz.; Violets 50c. per bunch.

Potted stock sold very well. Good Cyclamen, Heathers and Begonias were shown.

Just what result the excellent prices will have on the 'Mum situation another year it is hard to say. It is a safe bet that 'Mums have netted the growers in most cases twice the prices of a year or two ago, so it remains to be seen whether the growers will make the mistake so prevalent in former years of overdoing the 'Mum. This season was different than those that are to come, due to the exceptional demand for funeral work. If the year had been normal 'Mum prices would not have been quite so high.

The help situation is easing up considerably. There are men around looking for greenhouse work; this has not happened in the past two years.

H. NIKLAS.

MASTICA

FOR GREENHOUSE GLAZING
USE IT NOW
MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty Lasts longer than putty. Easy to apply.
F. O. PIERCE CO., 12 W Broadway, New York
When ordering, please mention The Exchange

Nurserymen report a much better fall season in Oregon than had been anticipated The demand for ornamental stock has been fair; for fruits, especially small fruits for home gardens, it has been exceedingly heavy. Labor is reported as scarce and the nurseries consequently rushed and working overtime.

Roaches Commit Suicide

Government entomologists, by study of the habits of roaches, have found that these insects frequently cleanse their legs and antennæ when any dirt or powder comes in contact with these appendages. These are at once drawn through the mouth parts of the insects and thus cleaned. As a result, a certain amount of any powdered substance applied directly to a roach or through which it may crawl, is taken into the mouth and presently finds its way into the stomach Therefore it is not necessary to mix a stomach poison in powdered form with an attractive bait.

Effectiveness of various exterminators for roaches are described in Bulletin 707, recently issued by the Department of Agriculture, copies of which may be procured from the Government Printing Office, Washington, D. C., at 5c. a copy.

THE SHORTEST WAY
CONSULT OUR STOCK and MATERIAL INDEX
Page 931

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situations Wanted, or other Wants; also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 12½ cts. per line (7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy must reach New York office, P. O. Box 100, Times Square Station, by Tuesday night.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

Address { New York: Box 100 Times Square Station.
either { Chicago: 66 East Randolph Street.

SITUATIONS WANTED

SITUATION WANTED—As assistant to grower of vegetables under glass. College graduate. Specialized in vegetable forcing. Some experience in landscape work. Mustered out of Service with honorable discharge Nov. 23d. High wages not object, but rather opportunity. Interested and willing to put whole self into work. Middle West preferred. H. V. Knight, Zanesville, Ind.

SITUATION WANTED—As manager or foreman on commercial or private place. A1 grower of high grade cut flowers, Orchids and general stock. Landscape gardener, can work from plans. Life experience. Age 40; married. Middle Atlantic or Southern States preferred. State particulars in first letter. Address U. F. care The Florists' Exchange.

SITUATION WANTED—By seedsman, with a progressive seed firm. 14 years' experience in all branches of garden, flower and field seeds, wholesale and retail; also knowledge of poultry supplies, insecticides and implements. Capable of doing the buying. Best references. Address U. A., care The Florists' Exchange.

SITUATION WANTED—By superintendent or head gardener, on country estate. Practical life experience in all branches: greenhouses, crops, dairy, poultry, lawns and roads. 15 years in last place. M. W., Box 168, Matawan, N. J.

SITUATION WANTED—By gardener and grower of plants and cut flowers. Competent to take charge of commercial or private place. Long experience. Address U. B., care The Florists' Exchange.

SITUATION WANTED—By first-class gardener. Private place, institution or municipal position preferred. Will consider commercial place that pays well. References. Married; 1 child; Frenchman. Lucien LeClere, Eagleville, Mo.

SITUATION WANTED—As foreman by grower of Roses, Carnations, 'Mums, Lilies, Cyclamen, etc. Address U. D. care The Florists' Exchange.

SITUATION WANTED—As head gardener in private place. 9 years' experience, inside and out. State salary and particulars. Address U. H. care The Florists' Exchange.

SITUATION WANTED—By single man; experienced grower of Carnations. Address Florist, 322 West 31st st., New York.

SITUATION WANTED—As general greenhouse assistant.
S. T. Laney, 95 Kent st., Brooklyn, N. Y.

HELP WANTED

MEN WANTED
FOR OUR FLORAL DEPARTMENT
Call in person; no mail answered.
Come ready to work
H. Bershad, care Fredk. Loeser & Co.
Brooklyn, New York

WANTED—LANDSCAPE ARCHITECT
Young, energetic, University graduate, who can consult with clients, advising as to treatment of properties, and be able to secure business. Must be a good draftsman and have a knowledge of the nursery business and plant life, also a man of good character and personal appearance. References required. Holm & Olson, Inc., Landscape Architects, St. Paul, Minn.

WANTED—Men and women to solicit orders for Fruit and Ornamental trees, Rose bushes, Shrubbery, Vines, Bulbs, etc. Our representatives make from $50 to $300 per week. Tremendous demand for our products right now for Spring delivery. We guarantee profitable, permanent employment. Good pay. All or part time. We equip you free of expense. No delivering, or collecting. You merely solicit orders. Hundreds of acres of nurseries. Write us at once forterms.
C. H. Weeks Nursery Company,
Newark, New York State

SEED SALESMAN WANTED
BY A WELL KNOWN WHOLESALE HOUSE
We would like, in January, a first-class Seed traveler; one who knows the Seed business and who has a following. State who traveled for. Years traveled, States covered, annual sales and salary wanted. Must be able to furnish first-class references.
All replies confidential.
Address T. A., care The Florists' Exchange.

WANTED—By a good seed house, a bright young man, abour 18 years old, to learn the flower seed business. Someone who has had the opportunity of surveying plants, etc., in a general way is preferred. Good opportunity. Position to be filled immediately. Send full particulars and state experence, if any; also salary expected. Address U. C. care The Florists' Exchange.

WANTED—At once, several good greenhouse men. A. L. Miller, Jamaica, N. Y.

Continued on Next Column

Notice to Growers Using Our Advertising Columns

It is vital, to ensure the good will of your customers, that you faithfully observe
THE FOLLOWING RULES

1. Stop your ad as soon as sold out.
2. Acknowlege orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these directions will make you friends and keep your business enlarging.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

NOTE:—Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

HELP WANTED

WANTED
A GOOD SALESMAN AND MAKER-UP
IN A FIRST-CLASS RETAIL FLOWER STORE
Address, with full particulars, salary expected, etc., T. B., care The Florists' Exchange.

LILY OF THE VALLEY GROWER WANTED—Near Providence, R. I., who understands the care of pips, planting, forcing and cutting for market. Good proposition is offered on percentage. State your experience and wages you have earned. Address U. G. care The Florists' Exchange.

SEEDSMAN—Wanted for large retail store. A young man with some experience and a knowledge of Seeds, Bulbs, Plants, etc., capable of handling counter trade. Apply giving references, also state age and wages in first letter. Address R. K. care The Florists' Exchange.

WANTED—A good all round young man of neat appearance for general greenhouse work and assist in store. Must know about firing a low pressure steam boiler. State wages expected. P. M. Olm, Bath, Me.

WANTED—Single man as helper in greenhouses in northern New Jersey. Wages, $45 per month, room and board. State nationality and experience. Address T. D., care The Florists' Exchange.

WANTED—Experienced greenhouse foreman; Single English or Scotch. $75.00, month with room and board. Private estate on Long Island. State full particulars and send copies of references. Address P., P. O. Box 541, New York City.

WANTED—Night fireman for hot water and low pressure steam. Must be sober, reliable and understands his business. Work all year round for right man. Willing to pay good wages. Bound Brook Greenhouses, Bound Brook, N. J.

WANTED—At once, good grower and all round florist experienced in Rose growing. $55, room and board. Steady position for right party. Please state age and experience. T. Malbrano, 406 Main st., Johnstown, Pa.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—Traveling salesman with following. Private trade only. Right pay for right man. Applications treated confidentially.
John Scheepers, Inc., 2 Stone st., New York.

WANTED—Florist for all general work in greenhouses; single man. $15.00 per week and board. Saxe-Floto, Florists, 29 East Main st., Waterbury, Conn.

WANTED—Good designer and salesman for 1st-class retail flower store in the West. $35.00 per week. State full experience in first letter. Address R. D. care The Florists' Exchange.

WANTED—Experienced plant grower to work under foreman; place near Boston; 15 men employed. State age and experience to Thomas Roland, Nahant, Mass.

WANTED—Married man as grower of Roses, Carnations, pot plants and general greenhouse stock. Idle Hour Nurseries, Macon, Ga.

WANTED—A working foreman on place of 35,000 sq. ft. of glass. For further particulars, address E. J. Byam, 406-14 Elm St., Rome, N. Y.

Continued on Next Column

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII
3-year, heavy tops and roots, selected.
$3.00 per 10 (mail), $25.00 per100.
They will please. Smaller grades sold.
Charles Black Hightstown, N. J.

AQUATICS

THE BOOK OF WATER GARDENING by Peter Bisset contains all the practical information necessary to the selection, grouping and sucessful cultivation of aquatic and other plants required in the making of a water garden and its surroundings. 200 pages, $2.65 postpaid. The Florists' Exchange, Dept. B, Box 100 Times Sq. Station, New York.

ARECAS

ARECA LUTES—Extra quality, from 6-in. pots 36 to 42-in. high, $10.00; extra select, $12.00 per doz.
The Wagner Park Nursery Co., Sidney, Ohio

ASPARAGUS

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

ASPARAGUS PLUMOSUS—Seedlings. Extra heavy, $1.00 per 100, $6.00 per 1000.
A. M. Campbell, Strafford, Pa.

ASPIDISTRA

ASPIDISTRA LURIDA—4 extra strong plants, in tubs, having over 300 leaves, in good condition. P. J. Burgevin, Port Chester, N. Y.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

BERBERIS

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in.	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra heavy	8.00	

Packed free of charge.
CHARLES BLACK, HIGHTSTOWN, N. J.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO.

BARBERRY—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

BULBS

GLADIOLUS BULBS, 1½ INCH UP

Home grown and fine quality	1000
America, pink	$20.00
Augusta, white	20.00
Baron Hulot, blue	25.00
Panama, pink, extra large	30.00
Mrs. F. King, large, light scarlet	19.00
Chicago, white, pure white	25.00
Brenchleyensis, red	10.00
Halley, early salmon	19.00

Also other varieties.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

BULBS

GLADIOLUS BULBS

I take the pleasure in offering the followin Massachusetts grown Gladiolus bulbs of A-No. quality for immediate or future shipment.

	1000		100
America	$18.00	May	$20.0
Augusta	15.00	Mrs. Francis King	15.0
Baron Joseph Hulot	20.00	Mrs. Frank Pendleton	45.0
Brenchleyensis	15.00	Mrs. Watt	35.0
Czar Peter	40.00	Niagara	40.0
Chicago White	20.00	Panama	25.0
Empress of India	25.00	Peace	30.0
Europa	60.00	Pink Beauty	20.0
Glory of Holland	25.00	Pink Perfection	40.0
Golden West	30.00	Prince of Wales	75.0
Goliath	75.00	Schwaben	25.0
Halley	15.00	Extra Choice Mixture	10.0
Ida Van	25.00	Exhibition Mixture	12.0
Independence	15.00	Primulinus Hybrids Mixture	20.0
L'Immaculee	60.00		
Loveliness	60.00		
Mary Fennell	75.00		

Correspondence solicited on other varieties smaller sizes or bulblets. Write for illustrate catalogue, which will give full description of 124 varieties.

My business increases steadily because m stock and service give satisfaction and I hold m customers year after year.
JELLE ROOS
Gladiolus Specialist Box B, Milton, Mas

GLADIOLUS—Order for shipment now when you want them. Size, 1½-in. and u Brenchleyensis, $10.00 per 1000; America, Augus Halley, Independence, Mrs. Francis King, $18. per 1000; Baron Hulot, Chicago White, Panam Schwaben, $25.00 per 1000; Peace, $30.00 p 1000; Niagara, $35.00 per 1000; Empress of Indi extra good, rich, dark maroon, almost blac $25.00 per 10000. Choice mixture, 1½-i and up, $15.00 per 1000. L. J. Reuter Co 329 Waverly Oaks Road, Waltham, Mass.

Send us your list of requirements. We ar ready to quote you on all leading varieties i large quantities. Samples will be sent on reques Those who placed their Gladioli orders last Sprin with J. J. Grullemans & Sons, of Lisse, Holland will receive their bulbs from this company, a shipping from Holland will be almost impossibl this Fall
The Grullemans Co., R. F. D., Avon on Lake, C

GLADIOLI—Planting stock and bulblets; ov 40 leading commercial varieties. Clea healthy, plump stock, ready for shipment. Wri for prices and special discount. T. H. Fulle Gladiolus Specialist, 649 Marshall st., Batt Creek, Mich.

GLADIOLI — Crystal White. For forcing plant the best variety that everybody ca grow, bringing the highest prices in the N. Y market. 1st size bulbs, $3.00 per 100, $25.0 per 1000.
Herman H. Baer, New Hyde Park, L. I., N. Y

GLADIOLUS—Selected Long Island grow America, for forcing. 2-in. and up, $20.00 pe 1000; 1½-2-in. $17.00; 1¼-1½-in. $14.00.
W. L. Homan, R.D. Box 46, Riverhead, L. I., N.Y

BULBS—Of all descriptions. Write for price C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

GLADIOLI — (Home grown). Very bes bulbs. See display, page 939.
Roman J. Irwin, 108 West 28th st., New York

CALENDULAS

CALENDULA—Orange King. "True" selecte strain, $4.00 per 100. See display for othe stock. Roman J. Irwin, 108 West 28th st., New Yor

CARNATIONS

CARNATIONS—If you are in search of a guid to modern methods of growing Carnations fo market purposes, send in your order for a copy of "Commercial Carnation Culture" by J. Harrison Dick, late editor of The Florists' Ex change. 262 pages with complete index, $1.5 postpaid. The Florists' Exchange, Dept. B Box 100 Times Sq. Station, New York.

CHRYSANTHEMUMS

'MUM STOCK PLANTS—White and Golde Chadwick, Glenview, White Turner, $8.00 pe 100. All standard varieties, Pompons and singles $6 per 100.
Roman J. Irwin, 108 West 28th st., New York

CHRYSANTHEMUM—Stock Plants. All var ieties, also Pompons. Send for list.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa

CHRYSANTHEMUM STOCK PLANTS—Chieftain, Chas. Rager, Marigold, Yellow Jones. $4.00 per 100.
Daniel Antinozzi, Derby, Conn.

'MUM STOCK PLANTS—Seidwitz, Harvard Brutus, Marigold, Western Beauty, Buck ingham. $5.00 per 100. Cash.
J. R. Baumann, Rahway, N. J.

Continued on Next Page

STOCK FOR SALE

CHRYSANTHEMUMS

We are now booking orders for young plants, for early delivery of the following early Pompons, all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-20
PRICE:
$1.00 per 10, $8.00 per 100, $75.00 per 1000.
There will be no change in the price before May 1st, 1919.
We can also supply the following early standard sorts:
Zora, Bright yellow, ready Oct. 15-20.
Nina, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 1000.
5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, and those desiring early kinds should resort to those mentioned above.
Elmer D. Smith & Co., Adrian, Mich.

CHRYSANTHEMUM STOCK PLANTS—Bonnaffon, yellow; Edwin Seidewitz and Harvard. Per 100, $5. P. J. Burgevin, Port Chester, N. Y.

CHRYSANTHEMUM PLANTS — Bonnaffon, Chas. Rager, Pacific Supreme, Mrs. Godfrey, 4c. Cash, please. B.A.Latham, Guilford, Conn.

CINERARIAS

CINERARIAS—2¼-in. See display, page 939. Roman J. Irwin, 108 West 28th st., New York

COLEUS

Coleus, R. C. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand and the best fancy varieties including the Pink and Yellow Trailing Queen. Clean, strong, well rooted cuttings, at $5.00 per 1000, 60c. per 100. Cash with order; satisfaction guaranteed. Send for list, prices advance with season.
A. Nahlik, 261-275 Lawrence St., Flushing, N. Y.

CYCLAMEN

CYCLAMEN—See display ad. page 939. Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

DAHLIA BULBS—Perle d Or, all white; Jack Rose, red, Sylvia, pink and white, Black Beauty red, Floradora, red cactus. $50.00 per 1000, $5.00 per 100. Cash with order.
Ralph Hornor, Mt. Holly, N. J.

DAHLIAS—The best cut flower and garden varieties. Get our prices for best quality stock. Lyndhurst Farm, Hammonton, N. J.

DAISIES

DAISIES—Bellis; Monstrosa, pink or white; also Longfellow and Snowball. Fine, strong plants, $2.50 per 1000, $6.75 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

DELPHINIUMS

DELPHINIUM—Belladonna. 2 yr. transplanted stock, extra nice strain, is a good investment. $5 per 100, $50 per 1000. Martin Kohankie, Painesville, Ohio.

FERNS

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0 10	$0.14
Roosevelt		.10	
Whitmani	$0.05		

Cash please, less 4%
B. C. Blake Co., Springfield, O.

BOSTON FERNS—Excellent stock; strong plants. 6-in. 75c. each; 5-in. 60c. each; 4-in. 25c. each; 2½-in. $5.00 per 100. Fine specimen plants, in 10-in. pots, $4.00. Runners, $3.50 per 100; larger size on application. Immediate shipment. Cash with order.
William Mears, Rumson, N. J.

BOSTON FERNS—From bench, ready for 5-in. pots, extra strong, $20.00 per 100, orders of 250 at 18c. each.
Table Ferns, 2¼-in. 5 best varieties, $3.50 per 100, $30.00 per 1000, 250 at the 1000 rate.
BRANT BROS., Inc., Utica, N. Y.

FERN SEEDLINGS AND OTHER FERNS—In any quantity; see advertisement on page 943.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

FEVERFEW

FEVERFEW—From 2¼-in. pots, $3.00 per 100. Cash. Geo. Milne, Winchester, Mass.

Continued on Next Column

A successful method which covers your own proposition is always a good lead to follow. The majority of the subscribers to this paper use the Classified Department of THE EXCHANGE for the selling of surplus stock with success.

STOCK FOR SALE

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early: stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

FUCHSIAS

FUCHSIAS—R. C., Little Beauty, Black Prince and all best dwarf varieties. $2.00 per 100, $18.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

GERANIUMS—Standard Varieties
We strongly advise ordering early, as the usual shortage of standard varieties will be greater this year than ever before.

	2-inch Rose Pots 100	1000
Maryland. Fiery red	$4.00	$32 50
Alphonse Ricard	4.00	32.50
Beaute Poitevine	4.00	32.50
Berthe de Presilly. Silver rose pink.	4.00	32.50
Jean Viaud. Bright shade of mauve rose	4.00	32.50
La Favorite. Finest pure white	4.00	32.50
Miss F. Perkins. Deep rose	4.00	32.50
Mme. Buchner. Snow white	4.00	32.50
S. A. Nutt. Deep crimson	4.00	32.50
Mrs. E. G. Hill	4.00	32.50
3-in. of the above varieties	5.00	45.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS 2½ in., for January and February delivery. Your money cannot buy better stock. Ricard, Poitevine, S. A. Nutt, $26 per 1000. Cash with order. No attention to C.O.D.
Rudolf Irsa, East Hampton, N. Y.

GLADIOLI

GLADIOLI—All leading commercial varieties at attractive prices. I am most extensive grower in Pacific Northwest. Price list promptly on application. Planting stock and bulblets also offered. W. L. Crissey, R. F..D. 1, Boring, Ore.

GYPSOPHILA!

GYPSOPHILA PANICULATA (Baby's Breath) Fine for forcing for Easter and Decoration Day. 1-yr. old roots, $1.50 per doz., $10.00 per 100, prepaid via Parcel Post: by Express, not prepaid, $75.00 per 1000; 25 at 100 and 250 at 1000 rate.
Mannetto Hill Nurseries, Hicksville, N. Y.

HOLLYHOCKS

Field grown, double, in five separate colors, $5.00 per 100. Allegheny and Single, mixed colors, $4.00 per 100. Other Hardy Plants also.
WAYSIDE GARDENS, MENTOR, OHIO.

HYDRANGEAS

HYDRANGEAS—Pot-grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibraye, Radiant, Bouuquet Rose Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere.

Flowering branches	Per 100
3 to 4	$20.00
4 to 5	25.00
5 to 6	30.00
7 to 8	35 00
8 to 10	40.00
10 to 12	50.00
13 to 15	75.00
15 to 18	100.00
Specimens	$1.50 to $2.00 each
Otaksa, extra large	$2.50 to $3 each

Terms: Cash with order. Packing charges of 5% of valueof order will be added.
Anton Schultheis
316 19th street, College Point, L. I., N. Y.

FRENCH HYDRANGEAS

Radiant, Bouquet Rose, Madame Mouilliere Vibraye and others.	Each
7-inch	$0.50
6-inch	.35
4-inch	.15
3-inch	.08
2¼-inch	.05

A. Colle, Doylestown, Pa.

LAUREL

XMAS LAUREL—Large bunches, 25c., extra fine. Cash. B. A. Latham, Guilford, Conn.

NURSERY STOCK

Over 200,000 strictly hardy Amoor River Privet North, our specialty. This hardy strain of Privet, grown in our nurseries in central Illinois for 18 years, has not Winter killed. Peonies and Iris in the choicest leading varieties; also a collection of the very choicest leading varieties of hardy Ornamentals, Spireas, Jap. barberry, Persian Lilac, etc. Write for our wholesale trade list.
La Salle Co. Nursery. La Salle, Ill.

Continued on Next Column

STOCK FOR SALE

PALMS

PALMS—Kentia Bel. Fine, heavy plants, from 5 inch pots, 30 to 36 inches high, $10.00 per dozen; from 6 inch, $12.00, from 7 inch, $15.00 per dozen. The Wagner Park Nursery Co., Sidney, Ohio.

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10 00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J.B.Braun,Parkside Greenhouses,Hightstown,N.J.

PANSIES—Extra select strain. Transplanted plants. $6.00 per 1000. C. U. Liggit, Wholesale Plantsman, 325 Bulletin Bldg., Philadelphia, Pa.

PELARGONIUMS

PELARGONIUMS—See page 939.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Quality guaranteed to please YOU.
Harmel Peony Co., Berlin, Md.

PRIMULAS

PRIMULA OBCONICA
You can cut flowers from these plants all Winter and still have a valuable plant for Easter sales.
Our "strain with a reputation" is of highest merit.
Strong, 2¼-in., for immediate shipment, in 6 leading varieties, $5.00 per 100, $45.00 per 1000
Henry Schmidt,673 Church Lane,No. Bergen,N.J.

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET

All 2-yr. old, strong, well furnished plants.	100	1000
15 to 20-in., branched, light	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3ft.(strong), 6 or more strong branches	3.50	27.50

All packed first-class, free
Charles Black, Hightstown, N. J.

Over 200,000 strictly hardy Amoor River Privet North, strong, bushy plants. This hardy strain of Privet, grown in our nurseries in central Illinois for 18 years, does not Winter kill. Special quotations on large lots; also a list of the choicest leading varieties in ornamentals. Write today for our wholesale trade list.
La Salle Co. Nursery, La Salle, Ill.

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala.

For the guidance of the commercial grower and for those wishing to grow Roses with their general stock, COMMERCIAL ROSE CULTURE by Eber Homes will be found an eminently practical and useful work. 165 pages, $1.50 postpaid. The Florists' Exchange, Dept. B, 100 Times Sq. Station, New York.

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528
Western Rose Co., Pasadena, California

New and standard Roses for all uses; get list.
Leedle Co., Expert Rose Growers, Springfield, O.

ROSES—Field-grown, etc. See display.
Roman J. Irwin, 108 West 28th st., New York.

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ASPARAGUS PLUMOSUS NANUS SEED
Northern greenhouse grown, guaranteed the genuine Nanus and true to type.
Per 1,000 seeds $3.50
Per 10,000 seeds 30.00
Special prices on larger quantities
ASPARAGUS SPRENGERI SEED
Per 1,000 seeds $1 50
Per 10,000 seeds 12.50
S. S. PENNOCK COMPANY
1608-20 Ludlow st., Philadelphia, Pa.

SWEET PEA SEED
We offer for immediate delivery Zvolanek's complete list of the best standard varieties. Also his latest tested novelties.
Send us a list of your wants.
S. S. PENNOCK CO.
1608-20 Ludlow st., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

SEEDS

CAMPHOR BERRY—Seed, $1.00 per lb.
T. K. Godbey, Waldo, Fla.

SNAPDRAGONS

SNAPDRAGONS—Silver Pink; giant white, pink, yellow and garnet, once pinched, mixed colors. $25.00 per 1000. Cash.
Geo. Milne, Winchester, Mass.

SNAPDRAGONS—Healthy, bushy, 3-in., Giant White and Yellow. $5.00 per 100.
Louis Feun & Co., Audubon, N. J.

SNAPDRAGONS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

SWEET PEAS

SWEET PEAS FOR PROFIT is the title of a practical book on the most up-to-date methods of growing Sweet Peas under glass in Winter and in the open air for a Summer crop. Compiled by the late editor of The Florists' Exchange, J. Harrison Dick. 147 pages, $1.50 postpaid. The Florists' Exchange, Dept. B, Box 100 Times Sq. Station, New York.

400 Sweet Peas, out of 3-in. pots, Yarrawa, white-pink and lavender-pink. $10 for the lot, if called for at the greenhouse.
L. Epple, 5th Ave. & 7th St., No. Pelham, N. Y.

VINCAS

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINES

CINNAMON VINES—Most popular, easy grown climber, delightfully fragrant. Every florist and dealer should specialize them. Easily handled; easily sold; sure to grow; always pleases. Headquarters stock, strong tubers (from largest grower in the world), $2 50 per 100, $25 00 per 1000. A. T. Cook, Hyde Park, N. Y

VINES, HONEYSUCKLES, ETC.—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

VIOLETS

VIOLET CULTURE by Prof. B. T. Galloway, a treatise on the growing and marketing of violets for profit, giving every detail necessary to success. 248 pages, $1.50 postpaid. The Florists' Exchange, Dep. B, Box 100 Times Sq. Station, New York.

MISCELLANEOUS STOCK

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

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LARGE ASPARAGUS ROOTS—For forcing. 6-yr. 90c. per doz., $4.00 per 100, $20.00 per 1000. 4-yr., $2.25 per 100, $10.00 per 1000. 3-yr., $1.25 per 100, $7.00 per 1000. Rhubarb Roots, forcing size, $1.25 per doz., $5.75 per 100. Witloof Chicory Roots, Parsley, Sage, Lettuce Plants. Catalog free.
Harry P. Squires, Good Ground, N. Y.

HYBRIDIZED POTATO SEEDS—From seed balls. Every seed will positively produce a different variety of Potato One of the best sellers on earth. Catalog them or offer over your counters and see money roll in. Only $5.00 per 100 packets. Trade list free.
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LETTUCE PLANTS—Grand Rapids, Big Boston, $1.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

STOCK WANTED

WANTED
One or two thousand, each, European White Birch, Lombardy Poplars and Ibota Privets State sizes and prices.
F. H. Horsford, Charlotte, Vt.

WANTED—500 Geranium S. A. Nutt, 1000 Bell Poitevine, 1000 A. Ricard, 500 Mme. Salleroi, 2000 Coleus Verschaffelti and 3000 Golden Bedder. All Rooted Cuttings. 500 Croton Robert Craig, 3-in. pots; 50 Cyperus alternifolia, 2-in. pots; 100 Pandanus Veitchii, 3-in. pots, 100 Dracaena Indivisa and 200 Terminalis, 3-in pots, 150 Fern Boston, 6-in. pots; 600 Asparagus Sprengeri double pots
Thomas B. Meehan Co., Dresher, Penn

Continued on Next Page

STOCK WANTED

WANTED—As soon as possible, 2000 rooted cuttings of Mrs. Ward and Benora. State lowest cash price.
M. Matheron, R. F. D. No. 3, Hempstead, N. Y.

WANTED—At once, Geranium rooted cuttings: 2000 S. A. Nutt, 2000 Poitevine, 4000 Ricard. Saxe-Floto, Florist, 29 East Main st., Waterbary, Conn.

FOR SALE OR RENT

FOR SALE—A good opportunity for a florist retail trade; 10 minutes to depot; State road; 50 miles from N. Y., on L. I. Greenhouse, 18x125, stocked. Ford car. Enough material to build small greenhouse. Coal on hand. Write or call.
Mrs. Jos. Becvar, Box 420, Sayville, L. I.

Florist's establishment, situated near Patterson consisting of 2 acres, dwelling, 1 large iron frame greenhouse and several small greenhouses: good soil and near city markets. Full information will be obtained by writing to M. Weingarten, 286 Fifth av., New York.

FOR RENT—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements. Or, a man to manage on moderate salary and share of the income. Address Box 452, Hummelstown, Pa.

FOR SALE—Retail florist business in town of 5000 population. Only florist in town or nearby. Will take partner or sell outright. Apply to Barney B. Jacobs, 114 West 28th st., New York.

SUNDRIES FOR SALE

FOR SALE—At a bargain, 2 Hitchings' greenhouses, 300x20 ft.; large quantity of glass in all sizes and 2 hot water, 6 section, Ideal heaters, in good conditions.
Benjamin Miller, Danville, Pa.

FOR SALE—16x24 double thick greenhouse glass as good as new, $5.50 per box. 14x18. $4.50 packed in specially made strong boxes, by experienced men. Second-hand black pipe, 1-in. 6¼c. ft.; 1¼-in. 8c., ft.; 1½-in. 9½c. ft.; 2-in., 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschell Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing av., Brooklyn, N. Y.

Standard hot bed sash, Cypress, made with cross bar, blind tenons, white leaded in joints, $1.50 each. Orders for 25 or more, $1.45 each. Glass, 6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft. Write for circular.
C. N. Robinson & Bro., Dept. 25, Baltimore, Md.

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SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

GLASS

GLASS—6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft.
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CHRISTMAS HOLLY—The most beautiful grows in Arkansas, its native climate. Green foliage, laden with red berries. Price, F. O. B., 15c. lb. in 50 lb. crates; lesser quantities, 20c.; wreaths, 10c. yd. Order early.
E. R. Anderson, Manning, Ark.

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LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

Continued on Next Column

SUNDRIES FOR SALE

LABELS

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

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SPHAGNUM MOSS—10 bbl. bale, $3.75; 5 bbl. bale, $2.25. Green Clump Moss, $1.50 bag. Live Sphagnum Moss, $1.25 bag. Dagger Ferns, $2.00 per 100. Burlap, 50c. extra; cash, 5c. less.
Jos. H. Paul, Box 156, Manahawkin, N. J.

PIPE

Second hand pipe from 1 inch to 12 inch, good as new. M. Reichman & Sons, 102 Parkhurst st., Newark, N. J.

MISCELLANEOUS WANTS

WANTED—To rent. Greenhouses, 20,000 or 30,000 ft. of glass, with a few acres of land, near a large wholesale market, suitable for growing of vegetables and 'Mums. Construction must be in good condition. Address Grower, care The Florists' Exchange.

WANTED—To rent, with privilege of buying small florists' place, near large village or small town, within 75 miles of N. Y. City. Address U. E. care The Florists' Exchange.

WANTED—Greenhouses, in good condition, from 15,000 to 30,000 sq. ft. of glass; near N. Y. City preferred. Write Max Reuter, 180 Atlantic ave., Brooklyn, N. Y.

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FOR SALE—4 new greenhouses, 20x100 ft., on 7 lots. Or, good opportunity for A1 grower to buy half interest. Market for all plants and cut flowers. Too much work at retail store the reason for selling.
Bargain Flower Store, 235 15th St., Denver, Colo.

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By PROF. ALFRED C. HOTTES

INCLUDES an intelligent survey of the various modes of propagating all the commercial indoor and outdoor plants, trees, shrubs and herbaceous perennials. Gives full description of sowing seeds, making soft and evergreen cuttings, methods of layering and grafting.

Serves the need of the Practical Florist, the Orchardist and Nurseryman; the Student and all men interested in propagating plants, either in the home garden or commercially.

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A. T. DE LA MARE CO. Inc. 448 West 37th Street NEW YORK

The Florists' Exchange

Brimful of Facts and other Valuable Information

Kansas City, Mo.

Miss Elizabeth Hayden of Murray's is in St. Luke's Hospital, a sufferer from influenza.

Rock's show window contains a service flag with 14 stars. One of silver is for Carl Hansen of the ambulance corps, who was wounded in action and is still in a hospital in France. Ten of the 14 employees are in France and have been in active service. The day the armistice was signed, when the city was wild with excitement and everybody was celebrating, M. E. Carter, manager of Rock's, took every vestige of display out of the window and put in this service flag, topped it with an American flag and the words "They're Coming Home." This bit of sentiment made such a hit that it has remained the central figure of the window displays ever since.

Business is so good and stock so scarce that florists in and all around Kansas City are still desperate. "If we had all the flowers we could sell we could make enough this season to retire," said one of the local growers jokingly. "We have never seen anything like the demand for flowers. Everything sells and there is hardly such a thing as putting a price on anything. We look at the person, guess how much money he has and ask whatever we think he will pay."

While this is, of course, exaggerated, it describes the local condition perfectly. There is not enough stock by half to take care of orders. Roses are scarce and are selling at wholesale from 18c. to 35c. a piece. What Carnations there are—and there are scarcely any—bring 8c. to 10c. wholesale. Wholesalers are buying anything they can get, anywhere they can get it, and are doling out orders to take care of customers to the best of their ability. It is hard for a retail dealer to turn down orders, but one stated only a few days ago that he was turning down $500 worth of business every day. Another dealer, who is also a grower, has nothing in Roses under $4 a doz., which is a big price at this time.

Unless conditions change greatly within the next week or two it appears that Christmas will see a shortage of flowers never known before. The shortage is due to the demand caused by the influenza epidemic raging in this city and nearby territory.

In addition to using the phrase "Say It With Flowers" on all of its stationery and everywhere possible, Rock's Flower Store now has it on all of the delivery trucks of the company. This makes an effective advertisement and has caused more attention to be paid to this admonition than any other way that the phrase has been used. On the body of each truck, in good sized letters are the words "Flowers by Wire Anywhere."

B. S. B.

Rules and Recipes

Perhaps the most valuable feature of the **GARDENERS and FLORISTS' ANNUAL for 1918**, furnishing a collection of information that could not be duplicated within the two covers of any one book. The ANNUAL to EXCHANGE subscribers for 35 cents.

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ELMER D. SMITH & CO. ADRIAN, MICH.
When ordering, please mention The Exchange

A Client Writes:

"We have found your collection service the best of any, and we have tried lots of them."

We will give you the same service if you give us the opportunity.

Write us for particulars.

NATIONAL FLORISTS' BOARD OF TRADE
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Mr. G. Swensen, of Elmhurst, Ill., writes:

"We considered ourselves getting a prize the first year when we discovered what good results the Skinner System of Irrigation gave us."

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The Skinner Irrigation Co.

225 Water St., Troy, Ohio

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A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?

More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass

Pecky Cypress for Bench Lumber Cypress Clapboards and Boarding

ASK FOR CIRCULAR E

The A. T. Stearns Lumber Co.

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GULF CYPRESS

Greenhouse Materials

Pecky Cypress Bench Lumber

GLASS

Gulf Cypress

HOTBED SASH

All kinds and Sizes

Unglazed, 85c. up
Glazed, $2.05 up

Metropolitan Material Co
PATENTED GREENHOUSES

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NEW — USED

LARGE STOCK

All sizes, threaded and coupled or cut to length

Your inquiries solicited

Peerless Iron Pipe Exchange, Inc.

396 Broadway, New York

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NO MORE SOOT TROUBLES

Z-I-N-C-O

WHAT IT IS

Soot destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.

WHAT IT DOES

Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft

WHAT IT DOES

Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

"Ain't it a Grand and Glorious Feeling?"

Note The makers of **Z-I-N-C-O** have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is $3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO. 468 W. Erie St., Chicago

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DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE

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For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given.

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FOR GREENHOUSES

Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices

PARSHELSKY BROS. Inc.

Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y

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THAT LET THE FLORIST SLEEP

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May we send you on a month's trial, prepaid, a Coggeshall Air Tube Cleaner to clean your boiler tubes? It creates its own air pressure with the use of low pressure steam.

Specially Adapted for Greenhouse Boilers

It cleans your boiler perfectly in four minutes, while running. It does away with the hand method. It saves its cost before the trial is ended. It can be returned, express collect, if you do not find it to your interest to purchase the cleaner. It lasts a lifetime. There are thousands in use. The price is $12.00.

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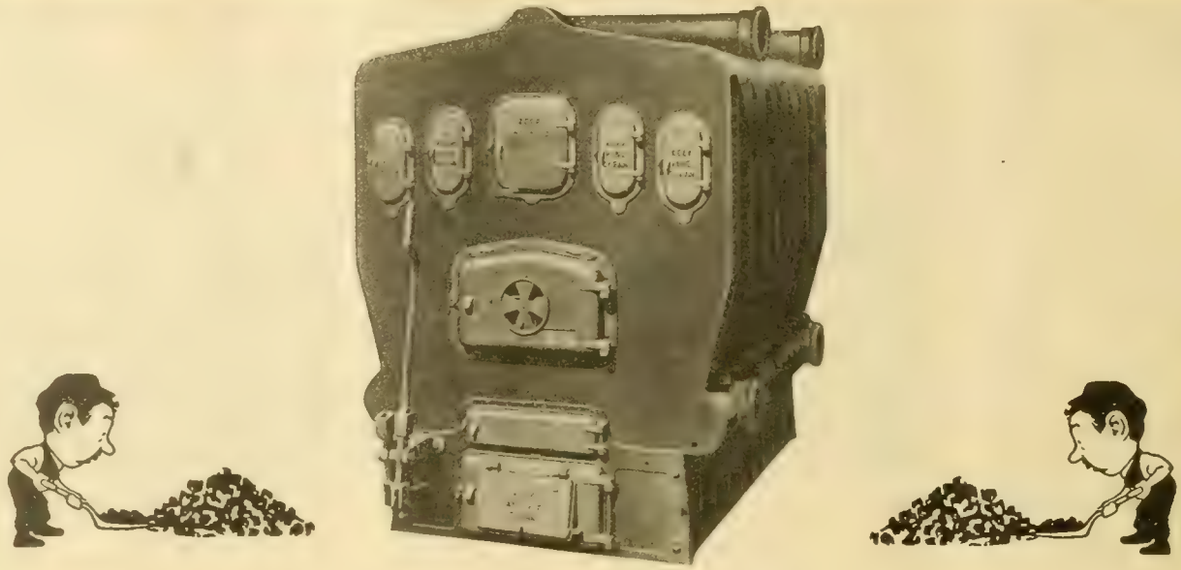

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How to Make Little Piles Look Big And Act Big

THE farmers have a lot to say about making two blades of grass grow where one used to. And it isn't all talk either. They do it.

Now, supposing you could make one ton of coal do what a ton and a half has done before. The coal shortage then, wouldn't hit you so hard.

"Perhaps" that very thing can be done.

Note we say *"perhaps!"*

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Vol. XLVI. No. 25 (Entered as second-class matter, Dec. 15, 1888, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.) DECEMBER 21, 1918 WEEKLY Per Annum $1.50 Publication Office 438 to 448 West 37th St. NEW YORK

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Extra strong, heavy plants, well finished for immediate delivery

	100	Each
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8-inch pots		1.50
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12-inch pots		5.00
NEPHROLEPIS Harrisii, 8-inch pots		1.50
Muscosa and Smithii, 5-inch pots		.75
Muscosa and Smithii, 6-inch pots		1.00
Bostoniensis nanus (Dwarf Boston), 8-inch pots		1.00

F. R. PIERSON CO.
Tarrytown, New York

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IN THIS ISSUE

A Garden of the Brave
Christmas Prices
Retail: Foliage and Berries for Christmas
Nursery: The Everblooming Hydrangea
Holiday Shipments will not be Delayed
Florists' Round Table

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Allen, J. K.....1009
Alpha Floral Co.....1002
American Bulb Co...982
Anderson, J. F.....991
Anderson, S. A.....1000
Aphine Mfg. Co....991
Aschmann Bros.....989
Aschmann, Godfrey. 991
Ashley, Ernest.....1000
Audubon Nurs.....992
Avenue Floral Co...1003
Baker Bros.....1002
Baker, Wm. J.....1011
Barclay Nursery....1007
Barr, B. F. & Co....992
Barrows, Henry H....991
Baumer, A. R.....1002
Baur & Steinkamp...991
Bayersdorfer & Co...1006
Bay State Nurs., The.992
Beaven, E. A.....1006
Beckers' Cons.....1000
Beckerts Seed Store..982
Begerow Floral Co...1002
Bemb Floral Co., L..1002
Bennet, C. A.....992
Bertermann Bros.Co.1002
Boddington Co., Inc. 982
Bolgiano & Son, J....986
Bonnet & Blake.....1009
Boston Floral Supply Co.....980
Bowe, M. A.....1003
Breitmeyer's Sons J..1002
Brown, Peter.....991
Brown Bag Filling Mach. Co., The....982
Brown Bulb Ranch..982
Bryan, Alonzo J.....986
Buckbee, H. W.....1004
Bunyard, A.T.....1003
Burnett Bros.....984
Burpee, W. A. & Co..984
Butler & Ullman....1003
Byer Bros.....986
Caldwell Co., W. E..1015
Caldwell the Woodsman Co.....1006
Campbell Bros.....991
Carbone, Florist.....1000
Cannata, J. P.....986
Champion & Co., John N.....1003
Chicago Feed & Fertilizer Co.....1014
Chicago Flower Growers' Ass'n, The....1010
Childs, John Lewis...984
Clarke's Sons, D....1003
Clay & Son.....991
Coan, J. J.....1008
Coggeshall Co., The.1016
Colonial Flower Shop. 1000
Conard & Jones Co..1014
Coombs, Florist.....1002
Cowee, W. J.....1006
Cowen's Sons, N....1016
Craig Co., Robt.....986
Crowl Fern Co.....1006
Cut Flower Exch....1009
Danker, Florist.....1000
Dards.....1003
Day Co., W. E.....1004
De Buck, John.....989
Dolansky-McDonald Co.....1010
Dorner & Sons Co....989
Dreer, H. A.....1015
Drumm Seed & Floral Co.....1002
Eble, Chas.....1003
Edlefsen-Leidiger Co.1002
Edwards' Folding Box Co.....1006
Emmans, G. M.....986
Eskesen, Frank N....991
Fallon, Florist.....1004
Fenrich, Joseph S...1008
Fetters, Florist.....1002
Fexy, D.....1008
Florists' Telegraph Delivery Association, The 998-99
Fletcher, F. W.....984
Foley Greenhouse Mfg. Co.....1015
Ford, M. C.....1008
Ford, Wm. P.....1009
Fottler, Fiske, Rawson Co.....980
Friedman, Florist....1000
Friedman, J.J.....991
Froment, H. E. 966-1009
Frost, Chas.....984
Galvin, Thos. F....1003
Gasser Co., J. M....1000
Giblin & Co.....1016
Girvin, Willis B.....986
Gnatt Co., The Ove.1007
Goldstein & Futterman.....1009
Gove, The Florist...1000
Graham & Son, A....1000
Grakelow, Florist....1003
Grandy, The Florist.1004
Green, Edward.....1004
Grootendorst, F. G. & Sons.....992
Gude Bros. Co.....1005
Gunther Bros.....1009
Habermehl's Sons...1004
Hahn, Florist.....1000
Hanford, R. G.....991
Hardeaty & Co.....1000
Hart, George B.....1006
Heid, Frank.....1015
Heid & Co.....986
Heiss Co.....1002
Henshaw Floral Co..1008
Hentz & Nash, Inc..1009
Herr, A. M.....991
Hess & Swoboda....1003
Hession.....1003
Hews & Co., A. H...1014
Highland Pk. Gnhs..1002
Hill Co., E. G.....1010
Hill Floral Co., E. G. 1000
Hill Nursery Co., The D.....992
Hitchings & Co.....976
Hollywood Gardens.1004-1015
Holm & Olsen.....1004
Horan, E. C.....1009
Horn & Bros. John F.1000
Howard Rose Co....992
Hunt & Co., Wm.989
Irwin, R. J.....987
Jackson & Perkins....992
Jacobs, Barney B....1008
Johnston Bros.....1004
Johnston & Co., T. J.1004
Joseph's Florist.....1004
Joy Floral Co.....1002
Kasting, Wm. F. Co..977
Keller, John A.....1002
Keller Pottery Co...1014
Keller Sons, J. B....1004
Kelway & Sons.....986
Kerr, The Florist....1002
Kervan Co., The....1006
Kessler, Wm.....1009
Knoble Bros.....1000
Kooyman Co., Inc.C..984
Kottmiller, Florist...1003
Kroeschell Bros. Co..1015
Kuebler, Wm. H....1009
Lang Floral & Nurs. Co.....1000
Lange, A.....1000
Lange, H. F. A.....1005
Langjahr, A. H.....1009
Leahy's.....1002
Leonard Seed Co.....984
Liggit, C. U.....989
Littlefield & Wyman .992
Locklan d Lumber Co.1016
London Floral Shp..1004
Lord & Burnham Co. 1016
Lovett, Lester C....992
Lovett, Inc., J. T....992
Ludwig Floral Co., E. C.....1004
Mackie, W.....1009
Macnair, Florist.....1004
Malandre Bros.....1003
Marshall & Co., W. E.984
McCallum Co.....1006
McCarron, Miss.....1002
McClunie, Geo. G...1002
McHutchison & Co. 982
McManus, James....1009
Meehan, C. E.....1011
Metarie Ridge Nursery Co., Ltd.....1003
Metropolitan Material Co.....1015-16
Meyer, Adolph.....1003
Michell Co., Henry F.986
Michigan Cut Flower Exchange.....1007
Michler Bros. Co....1002
Miller, A. L.....986
Miller Floral Co.....1004
Mills, the Florist....1002
Mountain View Floral Co.....992
Munk Floral Co.....1000
Murray, Samuel....1002
Murray, Florist.....1003
National Florists' Board of Trade...986
Neidinger Co., J. G..1007
New England Florist Supply Co., Inc.. 1010
New York Floral Co..1005
Nicotine Mfg. Co...1014
Niessen Co., Leo...1011
Noe & Sampson.....1009
Ouwerkerk, P.....992
Palmer, F. E.....1000
Palmer & Son, W. J.1000
Papworth, Harry ..1003
Park Floral Co., The1002
Parshalsky Bros., Inc. 1015
Peacock Dahlia Farms.....986
Penn, The Florist...1000
Pennock Co., S. S...1011
Peerless Iron Pipe Exchange, Inc....1015
Peters & Reed Pottery Co.....1014
Pfaff & Kendall.....1016
Philips Bros.....1003
Pierce Co., F. O.....1015
Pierson, Inc., A. N...977
Pierson Co., F. R....977
Pikes Peak Floral Co.1000
Pillsbury, I. L.....989
Pittsburgh Cut Flower Co.....1006
Poehlman Bros. Co. 1010
Polykranas, G. J....1009
Princeton Nurseries...992
Pulverized Manure Co., The.....991
Purdie & Co., D. S..1002
Purdue, Geo.....1002
Purnell, W. Z.....1006
Ramsburg, G. S.984-1014
Randall's Flower Shop 1005
Randolph & McClements.....1001
Rawlings, Elmer.....986
Reck, John & Son...1000
Reed & Keller.....1006
Reinberg, Peter.....1010
Reuter, L. J. Co.....991
Rice Co., M.....1007
Riedel & Meyer, Inc.1009
Ritchy, F. W.....991
Robinson Co., H. M 1009
Rock Flower Co., W.1002
Robinson & Co., Inc., H. M.....1007
Rodgers Floral Co..1000
Rochelle & Son. F.W.1014
Roehrs Co., Julius....989
Rosemount Gardens.1002
Rosary Flower Shop.1000
Rowehl & Granz.... 986
Royal Glass Works..1015
Rumbley Co., The..1006
Rupp, John F.....984
Sauter, A.....1009
Sceery, Ed.....1003
Schling, Inc., Max., Seeds.....984
Schling, Inc., Max., Flowers.....1003
Schmidt, J. C.....986
Scholtz, the Florist, Inc.....1000
Schramm Bros.....1004
Schulz Co., Jacob...1002
Schwacke & Co., C...980
Scollay, John A.....1015
Scott, Florist.....1000
Scottwood Gnhs.....1004
Serphos, Norman.....984
Sheridan, Walter F..1009
Siebrecht, Geo. C....1009
Skidelsky & Co., S. S.982
Skinner Irrigation Co.1015
Smith & Fetters Co.1000
Smith & Hemenway.1015
Smith, Henry.....1002
Smith, J.....1004
Smith, P. J.....1009
Smith Co., W. & T...992
Smith & Co., Elmer D.989
Smith, the Florist...1002
Snyder Co., B. A....1010
Solomon & Son, L...1016
Southern Evergreen Co.....1006
Spear & McManus..1002
Steele's Pansy Gardens.....980
Stumpp & Walter Co., 984
Storrs & Harrison Co.986
Stumpp, Geo. E M.1002
Syracuse Pottery Co.1014
Taepke Co., G. H...1002
Thompson & Co., C.B.1002
Thorburn & Co., J.M.982
Tomlinson Key Floral Co.....1002
Tracy, Inc., B. Hammond.....984
Traendly & Schenck.1009
United Cut Flower Co., Inc.....1008
Van Bourgondien, K. & Son.....982
Vanderschoot, R. A...982
Vaughan's Seed Store.984
Vick's Sons, James...986
Vincent, Jr., & Sons..977
Visser Bros.....992
Walker Co., The F...1002
Watkins & Simpson..984
Wax Bros.....1000
Weber, F. H.....1004
Weeber & Don.....982
Weir, Inc., James...1000
Welch Bros. Co.....1010
Welch, the Florist...1002
Westerbeek & Klyn..978
Westman & Getz.....1000
Whilldin Pottery Co.1014
Williams, Hetherington & Rathgeber...989
Wintzer, Leon N.....984
Wilk, John.....984
Wilson, H. E.....1004
Wilson, R. G.....1000
Wolfinger, Florist...1003
Wood Bros.....991
Woodruff & Sons, S.D.984
Yokohama Nursery Co., Inc.....980
Young & Co., A. L...1009
Young & Co., John..1009
Young & Nugent....1003
Young & Sons Co., C. 1004
Zech & Mann.....1010
Zvolanek, Ant. C....982

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Achyranthes.....986
Adiantum.....991
Ageratum...986-87-89-91
Alyssum.....984-89
Anemone.....982
Antirrhinum.....989
Aquilegia.....989
Arbor Vitae.....992
Areca.....989
Ash.....992
Asparagus...986-87-89-91
Asplenium.....989-91
Asters.....989
Azaleas.....992
Bedding Plants.....987
Begonias...977-82-86-87-989-91
Berberis.....992
Bleeding Heart.....992
Boxwood.....992
Bulbs..978-82-84-86-87-89
Buxus.....992
Calendula....984-86-87-89
Caladiums.....986
Callas.....982-87
Candytuft.....989
Cannas.....986
Carnations.....987-89-91
Centurea.....984-89
Celosia.....989
Christmas Plants.....986
Chrysanthemum....987-89
Clmatis.....991
Cinerarias...982-84-87-89
Clematis.....992
Cocos.....991
Coleus..977-84-86-87-989-91
Conifers.....992
Crotons.....991
Cryptomeria.....986
Cuphea.....987
Cyclamen...982-84-86-87
Daffodils.....982
Dahlias.....984-86-87
Daisies.....986-89
Decorative Plants...986
Euonymus.....992
Dracena...986-87-91
Dutchman's Pipe.....992
Elms.....992
Evergreens.....992
Farm Seeds.....986
Ferns....977-86-87-89-91
Feverfew.....991
Ficus.....989-91
Fraxinus.....992
Freesia.....982-84
Fruits.....992
Fruits Trees.....992
Fuchsia.....986-87-91-99
Genista.....986-87
Geraniums..977-86-87-91
Gladiolus 982-84-86-87-89
Gypsophila.....984-87-89
Heliotrope..986-87-89-91
Hyacinths.....982-84
Hydrangeas....987-91-92
Iris.....982-84-92
Ivy.....977-87-89-91
Japanese Maples.....992
Japonica.....992
Jerusalem Cherries...986
Juniperus.....992
Kentias.....977-86-91
Lantanas.....977-86-87
Latania.....991
Lilac.....992
Lilies..980-82-84-87-92
Lily of the Valley...980-84-87
Lindens.....992
Lobelias.....984-89
Lombardy Poplars....992
Mahonia.....992
Marguerites.....986-91
Mignonette.....989
Narcissus.....982-84-87
Norway Maple.....992
Norway Spruce.....992
Nursery Stock.....992
Oaks.....992
Onion Sets.....984
Orchids.....989
Palms.....986-91
Pansies 980-84-87-89
Pelargoniums...977-86-87-991
Peonies.....992
Perennials.....992
Petunias.....984-86-89
Phlox.....984-92
Poinsettias.....987-91
Populus.....992
Primulas.....984-86-87-89
Primroses.....984-89
Privet.....992
Ranunculus....982-84-87
Retinospora.....992
Rhododendrons.....992
Roses.....987-89-91-92
Rubbers.....989
Salvia.....984-86-87-89
Scilla.....984
Seeds.980-82-84-86-87-89-991
Shamrock.....987
Shrub.....992
Smilax.....986-87-91
Snapdragon..984-86-87-91
Spiræa.....984-87-92
Spruce.....992
Stocks.....982-84-87-89
Sweet Peas....982-87-89
Thuya.....992
Trees.....992
Tulips.....984-87
Ulmus.....992
Vegetable Plants.....986
Vegetable Seeds..982-84-986
Verbena.....989
Vinca.....977-86-87
Violets.....987

MISCELLANEOUS

Aphine.....987-91
Aphis Punk.....987-91
Artificial Flowers...1006-980
Auto Spray.....987
Bamboo.....982
Baskets.....980-1006-07
Boilers.....1016
Boxes.....1006-07
Boxwood....980-1006-07
Chiffon.....980
Christmas Supplies 980-1006-07
Cones.....980
Crepe Paper....980-1006
Cycas Leaves.....1007
Cypress.....1015-16
Dagger Ferns....1006-07
Directory of Reliable Retail Houses 998-99-1000-01-02-03-04-05
Dirt Bands.....1014
Evergreens.....1006
Fancy Ferns.....1006
Fertilizers.....991
Florists' Accounts Insured.....986
Florists' Supplies.....980
Frieze.....980
Fungine.....991
Galax Leaves 980-1006-07
Glass.....986-1015-16
Glass Cutters.....1015
Glazing Points.....1015
Grass.....1006
Greenhouse Construction.....1015-16
Greenhouse Material 1015-16
Ground Pine.....1006
Kerosene Heater....1015
Heating.....1016
Holly.....1006-07
Hose.....1015
Immortelles.....980
Insecticides.....991-1014
Irrigation.....1015
Laurel.....1006
Laurel Festooning. 1006
Lemon Oil 987
Lumber.....1015-16
Lycopodium 1006
Magnolia Leaves.....980-1006-07
Manure.....991
Mastica.....1015
Moss.....1006
Needle Pines.....1007
Nico-Fume.....987
Nikoteen.....987-91
Paper Pots.....1014
Pecky Cypress..1015-16
Pipe.....986-1015-16
Plant Food.....991
Posts.....1016
Pots.....1014
Princess Pine.....1006
Putty Bulbs.....1015
Roping.....980
Ruscus.....980
Sash.....1015-16
Seed Packets 982
Smilax 1006
Soot Destroyer.....1015
Sphagnum Moss. 1006-07
Sprays.....980
Stakes.....989
Staples.....989
Tanks.....1015
Tube Cleaners.....991
Tobacco Products....1016
Toothpicks.....1006
Vermine.....991
Wants.....1012-13-14
Wax Goods.....980
Wire Designs.....1006
Wreaths.....980-1006

Editorial Contents

Airplane Mail Service..... 996
American Dahlia Society 996
Ant and Aphis Problem..... 995
Anthracite Waste as Fuel..... 996
Business Difficulties 997
Calendar Received 997
Cartoon "Said it" with a Rose.. 996
Christmas Prices 995
Christmas Situation 994
Corn, Primitive, ... 985
Douglas Fir Tree Seed for France 996
Florists' Round Table..... 995
Garden of the Brave, A..... 996
Gardeners and Florists' Annual. 994
Holiday Shipments Will Not Be Delayed 995
Labor Surplus, No—No Decline in Prices 981
Lettuce, Greenhouse, Mildew of 985
Middle Atlantic States..... 988
Nassau Co. (N. Y.) Hort. Soc.. 990
Nephrolepis Ferns Become Yellow 983
New England States 990
New York Trade Meeting..... 994
Novelties, Re 994
Nursery Dept. (Illus.) 993
Plant Exclusion 996
Retail Dept. (Illus.): Foliage and Berries for Christmas; More War Publicity; F. T. D. Orders.....1001, 1003
Rose Premier, Hill's 983
Seed Trade, The 985
S. A. F. and O. H.: National Publicity Campaign 983
Southern States 985
Telephone Tolls Reduced?.....981
Trade Notes:
Baltimore.....988
Boston.....1008
Bridgeport.....990
Buffalo.....988
Chicago.....1011
Cincinnati.....1014
Cleveland.....997
Denver.....997
Indianapolis.....997
Kalamazoo.....997
Kansas City..1014
Lancaster.....988
Louisville.....985
New Bedford.....990
New Haven.....990
Newport.....990
New York.....1008
Philadelphia..1011
Pittsburgh...988
Portland.....1007
Rochester.....988
St. Louis.....997
San Francisco.1014
Toronto.....990
Washington.....985
Week's Work, The: The Flower Business; Cold Storage Lilies for Easter; New Salvia "America"; Cinerarias; Gladiolus for Profit; Cultural Notes..... 983
Western States 997
Wholesale Florists' Protective Ass'n (Illus.) 981

Christmas Specials

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Complete Basket, Including the Box

Size A - $5.40 per doz.
Size B - 7.80 per doz.

Order Now Save Yourself Worry
Display Early

These baskets are just as good in a year from now, as all the material is preserved, and *will not dry up or lose color.*

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Bright color and perfectly dry, 95c. per lb.

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A No. 1 quality, perfectly flexible and good color, 70c. per lb.

Red Roping

60 yards to the ball, very best color and quality, 85c. per ball

Red Immortelles

While they last, 50c. per bunch, $5.50 per dozen bunches

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Christmas Supplies

such as POINSETTIAS, CREPE PAPER, WAX PAPER, CHIFFONS, etc.

Don't forget that we are headquarters for ARTIFICIAL FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, FROSTED MAPLE, BROWN ARTIFICIAL GALAX, etc., etc.

We handle a full line of CUT FLOWER BASKETS, and everything in FLORISTS' MANILA BOXES.

We are direct manufacturers of CYCAS LEAVES.

Boston Floral Supply Company

Manufacturers of Florists' Supplies

347-49-51-53-55-57 Cambridge St. BOSTON, MASS.

P. S.—Unknown customers please give satisfactory reference or cash with order

When ordering, please mention The Exchange

Lilium Giganteum
for Easter Forcing

7-9 in., 300 to case

Bulbs, in perfect condition, from storage

New York - Chicago - Seattle - Detroit

Order today from your dealer

Stock is limited

If he cannot supply, write us direct

Yokohama Nursery Co., Ltd.

Woolworth Building, New York City

Lily of the Valley for Christmas

Original cases containing 1750 pips, $22.50 per 1000
Small quantities, $2.50 per 100

FOTTLER, FISKE, RAWSON CO.

The Seed Store 12 and 13 Faneuil Hall Square, BOSTON, MASS.

SEEDLINGS

Mastodon Greenhouse Special Mixed: Per 250, $2.25; per 500, $3.50; per 1000, $6.00
Mastodon Private Stock Mixed: Per 250, $2.00; per 500, $3.00; per 1000, $5.50.
CATALOG READY.

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ½ oz. $1.00, oz. $7.00.
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00

STEELE'S PANSY GARDENS :: Portland, Oregon

FROM NEW YORK COLD STORAGE

LILY OF THE VALLEY

BEST QUALITY HOLLAND-GROWN

In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

Wholesale Florists' Protective Association

At Hotel Breslin, New York, on Saturday evening, Dec. 14, the Wholesale Florists' Protective Association celebrated its tenth anniversary, fittingly entitling the occasion Forefather's Day. The guests sat at one long table which was handsomely decorated and the credit for which goes to A. H. Langjahr, who also had full charge of the supper arrangements, and acquitted himself so handsomely that he was awarded a unanimous vote of thanks. The supper in quality was far above the average, well cooked and well served, and this helped cement the spirit of brotherly friendliness which was well in evidence throughout the evening.

Naturally, an occasion of this kind was not allowed to pass without some speechmaking. Frank H. Traendly acted as toastmaster, introducing the speakers, among whom were, in addition to that gentleman himself—who in the nature of his duties had to make quite a number of introductory speeches—W. F. Sheridan (charter member); George B. Hart, Rochester, N. Y.; Wallace R. Pierson, Cromwell, Conn.; Percy B. Rigby of S. S. Pennock Co., New York; Philip F. Keesler, Wm. Badgley, Ward W. Smith, manager for the association, and others.

The keynote of the evening was service and credits, and epitomizing the various talks, among the points brought out were these: Outsiders who had visited New York in recent years gave credit to the W. F. P. A. for improved collections. Many outside wholesalers had gotten down to the spirit of the New York organization, and these were getting their money once a month. Those who pursued the old course of unlimited credit were still subjecting themselves to business embarrassment. "With these men, when a fellow goes up the creditor heads the Roll of Honor." The terms of credit started by the present organization are to be found in operation in many cities throughout the land.

W. F. Sheridan extended the welcome to the guests. Looking back to the date of the organization of the association, conditions at that time, he said, were chaotic, due not so much to those who could not pay, but simply to those who would not pay. Many of the retailers would not settle with the wholesalers inside of six months. The organization had standardized the business and has had a lasting and an influential effect upon it. It has been a success from the start and has set the pace, which others have followed, making the work done by the W. F. P. A. not only good for itself, but for others.

Wallace R. Pierson felt that he was among friends who had done much for the florists' business. As comparing present conditions he cited the time when some had looked upon a note as a payment and others,a promise, as money. With some, unfortunately, this idea still prevails. Mr. Pierson concluded with an apt quotation from Kipling:

"I have eaten your bread and salt,
I have drunk your water and wine;
And the deaths ye died
I have watched beside,
And the lives ye led were mine."

Mr. Traendly brought out the fact that the St. Louis wholesale florists had formed an association on the New York plan, going it one better, however, to the extent that they got their money twice a month.

George B. Hart of Rochester expressed his thorough belief in the system practiced by the W. F. P. A. As the only commission house in Rochester he had to create a rule for himself. He instanced that on the 15th of last October, without waiting until the end of the month, and on account of the big business being transacted about that time, which called for heavy cash outlays, he rendered his statements which were nearly all met. He intended to adopt the rules of the present organization.

Percy B. Rigby of the S. S. Pennock Co. of New York and Philadelphia, narrated some of the experiences of the wholesalers in the city of Philadelphia. At one time Philadelphia had but slight competition, but now there were wholesale florists in Cleveland, Pittsburgh, Rochester, Buffalo and Boston who shared in the market.

Philip Kessler was introduced by Mr. Traendly as another wholesale florist who had been honored by the New York Florists' Club, jokingly referring to the fact that the W. F. P. A. had furnished it several presidents. Mr. Kessler is evidently taking his new honors seriously. He said that instead of his usual monthly vacation this next season he intends to make use of that period to visit every florist open to membership in the endeavor to bring him into the New York Florists' Club. He felt highly honored at his election and would endeavor to do the very best he could for his fellow members. "If the growers would come more freely to the meetings of the N. Y. F. C. they would not be growing, for instance, pompon 'Mums which sold for a song, when they could grow other varieties for which they could get 75c. to $1 a dozen."

Wm. Badgley made the point that the more thoroughly an association was organized, the better work it could do; an organization not effectively organized or officered cannot accomplish much.

E. C. Horan, another charter member, and one who remembers the old days when the retailer had to go and camp on the threshold of the grower's doorway to make sure that he would be enabled to get some flowers for the day's sales, especially if there were festive days, called attention to the great difference existing in the methods of doing business today, when a retailer could get down to his shop at 8 or 9 o'clock in the morning, suitably dressed for the day, and conduct his purchases over the 'phone, or at least at a minimum loss of time. Reviewing the organization of the W. F. P. A., Mr. Horan said that while it met with considerable opposition at the start it took buyers but six months to understand that they had to pay their bills promptly in order to obtain supplies.

Ward W. Smith, the manager for the association, said that he foresaw the time when all lines of business in all cities and all communities would be along cooperative lines. The Allies had perhaps seen it before we did, even Germany, although she aimed at the wrong lines. He felt that proof had been given that cooperation can be carried out better through democracies than through autocracies. He disparaged any credit due himself for the success of the association, saying the success was due to all together, that it was the spirit of cooperation which had made for success. Reconstruction is making for it, he said, organizations cooperate within organizations, the object being the greatest good for the greatest number.

Through the progress of the dinner and the talks which followed, good music was rendered by Muller, and songs by Miss Lea Lealand and Wm. Logan were heartily joined in by the entertainees. A flashlight picture was taken of the assemblage. Among those present were: Frank Traendly, Chas. Schenck, Alfred H. Langjahr, H. E. Froment, Walter F. Sheridan, Joseph S. Fenrich, Wm. Kessler, E. C. Horan, Wm. P. Ford, Philip F. Kessler, Paul Meconi, Clarence Slinn, Wm. Badgley of Badgley & Bishop, Paul Rigo and F. R. Martin of Henshaw Floral Co., Maurice Glass of Henry M. Robinson & Co., William and John Gunther of Gunther Bros., Percy B. Rigby and Joseph Morichard of S. S. Pennock Co., Meyer Othile of Riedel & Meyer, all of New York; George B. Hart, Rochester, N. Y.; Wallace R. Pierson, Cromwell, Conn.; A. F. Faulkner, representing the American Florist; A. T. De La Mare, representing The Florists' Exchange.

Forefathers' Day Banquet of the N. Y. Wholesale Florists' Association
Photo by Hughes & Estabrook, N. Y.

Phone Tolls Reduced

Postmaster General Burleson has announced sweeping reductions in long distance and toll 'phone rates on the basis of 6¼ miles air line mileage, half the day rate for night service up to midnight and one quarter this rate between that hour and 4:30 a.m. These will take effect January 21. According to the report, the intention is to equalize charges over the country, to remove "disparities and preferences" and provide a scientific basis for future reductions contemplated as unification of telephone and telegraph wires proceeds." The following paragraphs are condensed from Mr. Burleson's announcement:

A station to station service such as exists in the balance of the world is established; that is when a connection is made with a man's house or office the basic rate applies and is payable whether or not the individual desired responds. The rate up to 24 miles is 5c. for six miles; for greater distances 5c. for each eight miles. This arrangement is far simpler than the existing ones of which more than 60 have been in force. The effect of the unification will be to reduce or to make no change in about 70 per cent. of the rates, but slightly raise the other 30 per cent. Another effect will be the elimination of fraud in the "particular person" service, the rate for which has been so modified as to compensate for this extra expense. A charge of 25 per cent. of the station to station service is made whether or not the "particular person" is secured, this amount being added to the station to station rate when the person sought is actually given the connection.

In many large sections of the country the minimum toll rate has been not less than 15c. Under the new scheme for short distances the rates are reduced to 10c. or even 5c. For the cheapest form of service the talks may last five minutes as compared with three, two, or even only one minute as at the present. Free toll areas, where the exchange rate is designed to cover free service or a low charge are not affected by the new plan.

No Labor Surplus—No Decline in Prices

The views of Frank A. Vanderlip on the industrial situation were given in a recent talk before the Academy of Political Science, and certain of his statements will be found interesting to our own readers, his summary of the situation being that we are not likely to have any overplus of labor for some time to come and that he cannot foresee any immediate wholesale decline in prices for the near future. The citations follow:

"One picture is that there are billions of dollars of contracts canceled, and there must be millions of men thrown out of work, and it must be impossible to find works of peace to employ these hands immediately. In some measure that is right, but I think a good many of these contracts, perhaps some millions of dollars of them, were really contracts which were industrially impossible to perform in the time laid out to perform them, and their cancellation does not mean the discharge of men, but the cancellation of paper contracts. Of course, there will be vast contracts canceled and numbers of men thrown out of employment, a period of readjustment that cannot help being harsh in its effects. Still we have been growing, we have been making normal progress during the last four years and might remember that we should ordinarily had 5,000,000 immigrants in that period. We have had practically none, and have lost upward of a million of Europeans who have returned. There is a prospect of a considerable outward movement after freedom of travel is again established. We will have from 1,000,000 to 2,000,000 men in uniform for some time to come. So we are not likely to have that overplus of labor which some expect. There has been a great damming up of production of many kinds, and there is a vast amount of work of a peace nature to do, so I don't consider that there is going to be an excess of labor anything like as serious as some anticipate.

"Wages are high and the price of everything is high, and there is a very substantial economic reason for the currency inflation of the whole world that has been going on for more than four years. European countries have shipped to us $1,300,000,000 in gold, and every bank in the allied countries has more gold than before the war, forming a great increase in the basis of circulating money. We are on a level of prices where we are likely to remain for some time. While the war is over, war financing is not. There will have to be more loans. Very substantial borrowings are going on. Extension is going on, and I don't foresee a wholesale decline in prices, such as some people have anticipated. Prices are naturally influenced by the volume of money, and I don't think there is a prospect of any very extreme changes."

Sweet William was being measured for a suit of clothes. It was his first made to order suit, and he was very proud of the fact. After the shopman had made all the necessary weird passes with the tape, his mother walked over to another counter to inspect some goods. "This will be a nice suit, my little fellow," smiled the man to little William. "Would you like the shoulders padded?" "Don't matter about the shoulders," was the significant reply, "but you can pad the trousers."—*N. Y. Globe.*

DUTCH BULBS

Daffodils

There is a great shortage of Daffodils. We offer to Florists a bargain for forcing, as we wish to clean up:

	100	1000
MRS. LANGTRY. White Leedsii	$1.25	$10.00

Ranunculus

	100	1000
Agatha, New. The only pink French Ranunculus, long stem	$2.50	
Asbeck. Cream yellow	1.00	$8.00
Emperor of China. Yellow	1.00	8.00
Grootvorst. Cherry red	1.00	8.00
L'Americaine. Orange carmine	1.00	8.00
Mathilda Christina. White	1.00	8.00
Primrose Beauty. Primrose yellow	1.00	8.00
Thalia. Scarlet	1.00	8.00
Veronica. Dark red	1.00	8.00
Mixed. All colors	.75	6.00

Gladioli (Winter Flowering)

	100	1000
Ackermanni. Salmon red	$1.75	$15.00

Freesia Purity

	100	1000
First size	$0.75	$6.00

English Iris

	100	1000
Fine Mixed	$1.00	$9.00

Spanish Iris

	1000
Alex. Van Humboldt. Fine blue	$7.50
Belle Chinoise. Deep yellow, large forcing size	10.00
British Queen. Fine white, large forcing size	10.00
Cajanus. Yellow, large forcing size	13.00
Darling. Deep blue, very early	7.50
Hercules. Bronze, large forcing size	12.00
King of the Yellows. Fine yellow, large forcing size	10.00
L'Innocence. Extra fine white	7.50
L'Innocence. Extra large forcing size	10.00
Lilaceus. Blue with bronze falls	7.50
La Tendresse. Large canary yellow	7.50
La Tendresse. Large forcing size	10.00
Princess May. Blue with bronze falls	7.50
Prince of Orange. Fine orange	7.50
Queen Wilhelmina. White, large forcing size	10.00
Raphael. White with blue tint	7.50
Extra Mixed. All colors	5.00

Terms of Sale **60 days net, 3% discount for cash with order. Unknown correspondents please give references. All prices F.O.B. Arlington, N. J. All goods are offered as far as unsold. One-half per cent. per month will be added to any overdue bill. We will not be in any way responsible for the crop.**

K. VAN BOURGONDIEN & SONS

Wholesale Bulb and Plant Growers

ARLINGTON, NEW JERSEY

When ordering, please mention The Exchange

New Crop Flower Seeds

VERBENAS	Tr. Pkt.	Oz.
Mammoth Fancy Blue	$0.30	$1.25
" " Pink	.30	1.25
" " Scarlet	.30	1.25
" " Striped	.30	1.25
" " White	.30	1.25
" " Mixed	.30	1.00
SHAMROCK True Irish	.20	.75
VINCA Alba	.15	.60
Alba Pura	.15	.60
Rosea	.15	.60
Mixed	.15	.50

SALVIA	Tr. Pkt.	Oz.
Bonfire	$0.40	$2.50
Zurich	50	4.00
Splendens	.25	1.50

ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)

1000 seeds.....$3.00 10,000 seeds..$25.00
5000 seeds.....13.75 25,000 seeds.. 56.25

ASPARAGUS Sprengeri

1000 seeds.....$0.75 10,000 seeds...$5.50
5000 seeds..... 3.00 25,000 seeds.....12.50

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 CHAMBERS STREET NEW YORK CITY

When ordering, please mention The Exchange

Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case).....$22.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

When ordering, please mention The Exchange

Roman Hyacinths

13 to 15 ctm.

SWEET PEAS. Winter-Flowering Spencer, best varieties.
LILIUM Giganteum. From cold storage, in cases of 350.
CYCLAMEN SEED. Finest American-grown, new varieties.
CINERARIA. BEGONIA.
STOCKS, Beauty of Nice, etc.

Send us a card, stating kind and quantities wanted, and we will give you special prices.

J. M. THORBURN & CO.
53 Barclay Street, NEW YORK

When ordering, please mention The Exchange

Our New Price List of
WINTER ORCHID
Sweet Pea Seed
has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son
LOMPOC, CAL.

When ordering, please mention The Exchange

BAMBOO Cane Stakes

	Per bale	Per bale
Natural, 6-9 ft...	600....	$7.00
" 9-12 ft...	400....	8.50

Prices ex warehouse New York
Terms—Net cash, 30 days

McHUTCHISON & CO.
95 Chambers St., NEW YORK

When ordering, please mention The Exchange

Calla Elliottiana *Golden Yellow*

(NOT LEMON YELLOW)

1 to 1½-in. $9.00 per 100; 1 ½ up, $11.00; 1¾ up $13.00; 2-in. up, $15.00; 2¼ up, $18.00; 2½ up $20.00; 2¾ up $23.00; 3-in. up $25.00; 3¼ to 4-in. up $30.00.

CALLA Æthiopica. White. Dormant bulbs. 3 to 4-in. cir., $4.50 per 100; 4 to 5-in. $6.00.

GLADIOLUS BULBS. Send for full list. Panama, $3.00; $2.25; $1.50. America, $2.00; $1.50; $1.00. Brenchleyensis and Mixed. Same as America. Lehmann and Alice Carey (together), $3.50, 2.75; $1.75. Pendleton, $5.00; $4.00; $3.00. Chi. White, $3.00; $2.50; $1.70. Gl. of Holland, $4.00; $3.00, $2.00. Mixed, (20 highest priced sorts), $2.50; $2.00; $1.50. Above for 1st size, 1½ to 2 up. Also 2nd and 3rd sizes. 1000 order deduct 10 per cent.

BROWN BULB RANCH, Capitola, Cal.

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

Weeber & Don

Vegetable and Flower SEEDS

Trade Catalog ready January 1st

114 Chambers Street, New York

When ordering, please mention The Exchange

Holland Bulbs

	1000
MIXED BEDDING HYACINTHS to color, pure and blush white, light and dark blue, red, rose, and mixed, all colors	$29.00
NARCISSUS, Princeps Maximus (Mother's)	21.00
Princeps Maximus (1st size)	16.00
Barri Conspicuus	12.50
Poetaz Elvira	19.00
Poetaz Aspasia	19.00
Poetaz Jaune a Meveille	35.00
Incomp. Leonie	14.00
Incomp. Cynosure	12.00
Double Von Sion (1st size)	26.00
Golden Spur (1st size)	28.00
SINGLE SNOWDROPS	6.00
SCILLA Siberica	9.00
Nutans Blue Bell	4.50

R. A. VANDERSCHOOT

HILLEGOM, HOLLAND

35 READE STREET
NEW YORK

When ordering, please mention The Exchange

Pedigreed Strains VEGETABLE SEEDS

For forty years we have served the most exacting gardeners and florists with such strains of Crosby Beet, Grand Rapids Lettuce, and other forcing varieties, as they could get *only from us*. We invite those, who demand the best, to write us.

Are You on Our Mailing List?

If not, by all means drop us a post card, and you will receive, from time to time, such business literature as may prove helpful.

BECKERT'S SEED STORE

101-103 Federal St. (N. S.) PITTSBURGH, PA.

It's *GOOD* if it comes from *BECKERT'S*.

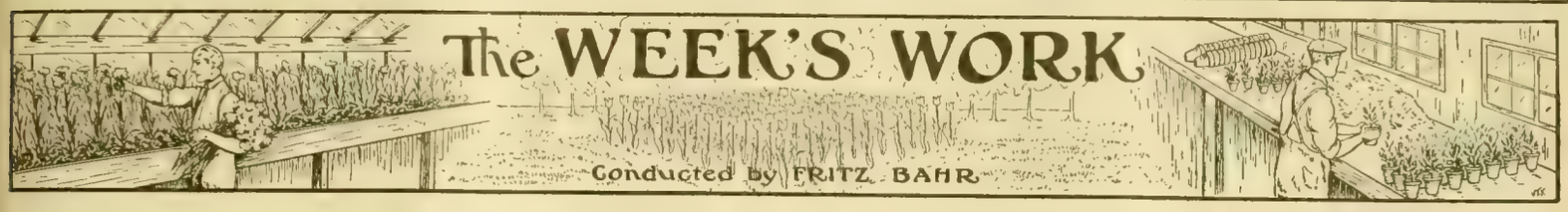
When ordering, please mention The Exchange

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange



The Flower Business

It Never was Better

Don't worry about what is going to happen, according to your way of thinking, and judging by conditions in Europe right now or what effect the high prices paid for flowers will have on the public. All of that really does not matter much. The fact is that everything half way decent brought to the market is being cleaned up at prices never heard of before. This will keep up, so you might as well get used to it—not only cheerfully pay the market price and charge accordingly and thereby make a larger margin of profit than ever, but also do a little more growing yourself to meet these conditions. The pessimist will keep on living in misery the happier others are, and the optimist will not only make the best of things but do his share to make things run smoothly. The man stocked up with good stuff will make money next year. It isn't too late to stock up in order to do a great Spring business. Don't hesitate because bulbs are high. They won't come down. Don't hesitate planting Sweet Peas because most likely everybody will plant them. Don't wait for what might happen, for there never was a better chance to accomplish things than right now. There never was a time when flowers were in greater demand than right now, and in time to come, and never a better time to get busy than the present. Things will boom in our business as they never have boomed before and we all can help, stock up, keep pushing and produce the goods. The market is here so full steam ahead

Cold Storage Lilies for Easter

If it is intended to get cold storage Lilies in for Easter the bulbs should be planted now. I don't hold it impossible to get a good percentage of the plants to flower for Easter, but taking into consideration how late Easter comes in 1919 and uncertain weather conditions, as well as the condition of the bulbs themselves, which will not improve, having been kept in cold storage so long, there is a risk. However, if the bulbs are planted at once, kept at about 50 deg. until well established and growth begins, if after this they be kept moving along in a 60 deg. house, there should be no trouble in getting a good percentage into flower with fair stems. Whether they can be held until Easter or not, I am sure they will bring good returns. I believe higher prices were never paid for Lilies than now or will be for all offered for the next three months. Lilies bring as much as last Easter; in fact, in many localities they can't be had at all, so no retail grower can make a mistake by planting a few cases and let them come along. Avoid a low temperature when the plants are once under way. More failure is due to it than perhaps anything else. Dust stems and blasted buds come from it. The man who can't give his plants 60 deg. or over has no business trying to force them. It just means waste of money and labor.

New Salvia "America"

With us no other Salvia made a better showing the past season than "America." The plants were a mass of flowers all Summer. With an exceptional Fall they kept on sending up flowering spikes away into November. It wasn't that these flowers brought a lot of money, but they were excellent for decoration purposes. As a bedder this sort bids fair to take the place of all other dwarf sorts. If you have use for Salvias at all by all means grow on a good stock for next Spring's sales. The best way to grow this Salvia is to select a few extra fine specimens in Fall, pot them up and take one crop of cuttings after another during the Winter. In that way you keep on improving. If you are short or haven't tried this sort, with a good lot of 2½in. plants kept shifted, a lot of cuttings can be taken, all of which, even those rooted as late as next April, will grow into salable stock by bedding out time. Another way to increase the stock is through seed, which is being offered of this novelty for the first time. If you grow from seed it will be well to remember next Summer to watch your own stock and if there should be any difference at all in the plants as to habit and size select the best, either for seed or to take cuttings from another year.

Cinerarias

For years we have looked upon the Cinerarias as plants of but little value. As to making money out of them, our attention was taken up with other stock. While the true gardener enjoys as much as ever growing Cinerarias to perfection and feasts his eyes on the wonderful color display, when the plants are in flower, a good many of us thought we could hardly afford to allow their taking up valuable space in the greenhouse. Under existing conditions we gradually change our minds. Well grown specimens in bloom for Christmas are going to pay as much as other stock will. With a scarcity of flowers most likely all through the Winter Cinerarias will mean more than ever they have if for no other reason than to help make a show in the florist establishments. If you should happen to have small stock on hand it will pay to shift it into larger pots and let the plants come along in a cool house; even if small buds appear now the plants will make considerable growth for the next six weeks if the roots can get hold of more soil. Plan now for next year to grow a nice lot of Cinerarias. Some of the rose shades, white and light blue are especially desirable ones to get. Seed is now offered in separate colors. While they don't always come true, they come pretty near it.

Gladiolus for Profit

Growing Them Under Glass

There isn't a retail grower who can't make money on Gladioli if he handles them right, and this is not so much in the way they are grown as to time their flowering period. One can successfully force a Gladiolus in almost any house with sufficient head room which isn't over 5ft., but the main thing is to arrange it so you have a succession of flowers from late April on up to the time the first ones are being cut out of doors. Avoid getting a big crop in at a certain time and dumping on a glutted market what you can't make use of yourself. I don't know whether there will be a glutted market on anything in the next seven months, but the man who grows a part of the stock he retails will make the most money out of it if he can so time his crops as to have a steady supply coming along on which he can depend, regardless of conditions in the wholesale market. Where is there the florist who can't find good use for well grown spikes of Gladioli such as America, Chicago White, Augusta, Halley or Mrs. Frank Pendleton during the Spring and Summer months? You will get as much for one spike grown from a 2c. bulb as a 4in. Geranium with less work and bench room; but don't plant a thousand bulbs at one time, rather keep on planting a few every two weeks, starting right now with the first lot and keeping it up until next April.

Cultural Notes

On Gladioli Under Glass

For the first batch of bulbs to be planted it is well to make use of 4in. pots; place under some bench in the Carnation house until active growth is under way, especially if the grower is short on room for the present. From 12 to 15 weeks are required for the bulbs planted now to come into flower, but the later you plant the shorter the period required. The only time it is good policy to plant Gladioli between the Carnations is when the Carnations are no good. In that case it is economy to throw the Carnations out and plant the bulbs in rows across the bench. Wherever there is a low growing crop on a bench, such as Pansies, Violets, Freesias or Forget-menots, and enough space between the plants, Gladioli may be planted between, as for weeks they will not interfere with each other. In a bench with 5in. of soil get the bulbs at least 3in. below the surface and allow about 3in. of space between them. Every bit as good results can be obtained by planting three to five bulbs, according to the size, in a 6in. pot. A Carnation house will suit the plants nicely. Keep away from steam or hot water pipes, and never permit the soil in the benches to dry out too much. Blind buds will be the result. When buds appear a good dose of liquid manure makes for extra large flowers.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

There is no doubt that florists generally have faced a rather poor condition of business this year.

Our publicity committee realizes that this is the main reason for the shortage, small though it be, in the amount of $50,000 which it was expected could be raised for the first year of our campaign.

We are over $4000 short of our planned requirements. The florist industry has gone "over the top" in practically all other drives but its own. It would be unpatriotic to criticize, and yet it may be pointed out that the florists who *did* contribute to the funds were unanimously of the opinion that the florist business would have been sadly the worse this year had it not been for the campaign. Being financially interested in our movement, they have made it their business, through inquiry and comparisons to determine for themselves the value of our work. And they are satisfied to continue their subscriptions for another year, and the year after, and then still another year.

There's faith for you! We are now in the closing days of 1918. Florists are anticipating an unusually good Christmas trade, and prospects for a prosperous year are exceedingly bright. It is a good time for all who have allowed the present year to pass without making a subscription to the fund to sit down and write a check for a 1919 contribution. Better still, fill out our form, sent on request, covering an annual contribution for three years.

A prominent retail florist said the other day: "Why make three or four years the term of the campaign? You may have my support as long as I am in business. The movement is the best ever instituted in the florist industry, and should never stop. Why halt at an expenditure of $50,000, when $100,000 would double the benefit and put flowers where they ought to be—on every home table, every day in the year?"

There's the rub! With a little less than our planned amount we have barely scratched the surface of possibility. But the scratching was deep, as we have discovered. With more money we could brand instead of scratch our slogan, "Say It with Flowers," on the public mind, and it would stay as long as we renewed the branding.

It's up to the trade to make this possible. The committees have a fine working organization, but it is money only that will keep the machinery going. Our promotion bureau has been quite busy in the last two weeks, despatching the various aids for direct publicity provided through our service. We have a descriptive pamphlet ready to mail to anyone who makes request.

Nephrolepis Ferns Become Yellow

We have a lot of Teddy, Jr., and Schulzi ferns in 5in. pots, and one of our customers complained about the foliage looking so yellow. Can you enlighten as to what to do to make them greener and what causes the trouble? Is it caused by the ferns being grown too cold or through lack of food?—T. N. Y., Pa.

—Too low a temperature, insufficient fertilizer, irregular watering and too little light will all tend to make your ferns yellow. The inquirer will be able, as he is on the spot, to determine just which of the above conditions are present in his greenhouse, and cause his ferns to become yellow. J. H. S.

Hill's Rose Premier

The committee appointed to examine closely and to report on the exhibition of a hundred blooms of the Rose Premier, at the meeting of the Detroit Florists' Club, Wednesday night, Dec. 11, submit the following:

We regard this novelty in all its features and constitutional qualities to be far superior to any Rose now in commerce. It is so far in advance of all other varieties that mere comparison does not alone disclose its merits, which in the total seem to entitle it to the designation of perfection in a Rose.

We highly commend this wonderful variety and predict for it a great future as supplying a long felt want for a Rose of its magnificent color: Rose pink, with stiff, thornless stems and luxuriant and really beautiful foliage, which augments the striking appearance of the Rose on exhibition. Its pronounced, delicious fragrance is a distinct mark of this truly remarkable Rose.

M. Bloy,
A. J. Stahelin,
Thos. Browne,
Wm. Dilger.
Committee.

Fruit and Vegetable Growers Meet

The twenty-first annual meeting of the Maryland State Horticultural Society was held at the Emerson Hotel, Dec. 10 and 11. There was a good attendance of members from all over the State, and much interest was displayed in the discussion of various topics, particularly the "Dust *versus* Spray" paper, by Dr. A. L. Quaintance of the U. S. Bureau of Entomology, and the discussion pertaining to Summer and Winter pruning, the oriental Peach moth and the fertilizer situation, etc. The following officers were elected: A. P. Snader, New Windsor, president; E. A. Knock, Pocomoke City, vice-president; S. B. Shaw, College Park, secretary-treasurer. Dr. Symons resigned from the secretaryship after a tenure of ten years.

The society, in cooperation with the Maryland Agricultural Society made a small exhibit covering 1500 sq. ft. in the Interallied War Exposition conducted by the Southern Commercial Congress. This exhibit represented the State's agri-resources, including fruit, vegetables, etc.

The first annual meeting of the Maryland State Vegetable Growers was held Dec. 11 at the Hotel Emerson. A splendid paper on the Cabbage aroused considerable discussion, also wilt and blight of Tomatoes and the work done in the State, discussed by Prof. C. E. Temple. There was a general round table discussion on the Outlook for Trucking in Maryland, which brought out many helpful suggestions concerning the progress of the industry. The following officers were elected for the ensuing year: Jas. S. Smith, president; Fred Hurst, vice-president, and A. C. Auchter, secretary. Meeting of these societies will be held in Hagerstown, Md., in Dec., 1919.

1918 CROP

BEANS — Per lb.

Early Red Valentine	$0.18
Black Valentine	.18
Burpee's Stringless Gr. Pod	.18
Refugee 1000 to one	.18
Davis White Wax	.20
Henderson's Bush Limas	.20
Stringless Refugee Wax	.20
Kentucky Wonder	.18

BEET

Detroit Dark Red	.50
Crosby's Egyptian	.50
Swiss Chard Lucullus	.65

CABBAGE

Early Jersey Wakefield	4.50
Charleston Wakefield	4.50
Drumhead Savoy	3.75

SWEET CORN — Per lb.

Stowell's Evergreen	.18
Country Gentleman	.18

CHICKORY

Whitloof	2.50

KOHLRABI

Early White Vienna	2.00
Purple Vienna	2.00

LETTUCE

Big Boston	.65

TURNIP

Purple Top Strap Leaf	.90
Purple Top White Globe	1.00
American Purple Top	1.00

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS *Write for Prices*

LEONARD SEED CO.

226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

have mailed their new illustrated catalogue of Garden and Flower Seeds to all their customers in the United States. Should any of them not receive a copy, they are requested to kindly notify the fact to

27, 28 and 29 Drury Lane, Covent Garden, LONDON, W. C. 2

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Mixed, 500 seeds, $1 00; ½ pkt., 50c.
PRIMULA KEWENSIS, new dwarf yellow, 25c.
PRIMULA MALACOIDES, Giant Baby, 25c.
ALYSSUM Snowball. The only true dwarf, 20c.
CYCLAMEN, Giants, trade pkt., $1.00; ½ 50c.
COLEUS. New fancy hybrids, 20c.
CINERARIA, large dwf., pkt., 50c., ½ pkt. 25c.
LOBELIA. Crystal Palace. Finest dwf. blue, 20c
PANSY, Giants, 5000 seeds, $1.00; ½ pkt. 50c.
PETUNIA. Cal. giant & Bluejacket. Each 20c.
PHLOX Drum. Giant flow. dwf., fine, 20c.
SALVIA Bonfire. Finest grown, 20c.
VERBENA. Cal. giant, mixed or sep., 20c.

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

Burnett Bros.

SEEDSMEN

Catalogue on application

92 Chambers Street, NEW YORK CITY

GIANT PANSY SEED

Kenilworth Mixture

Princess—the new upright Pansy

1000 seeds, 25c; ¼ oz. $1.25, oz. $5.00

Early Flowering or Winter-Blooming Giant Pansies

1000 seeds, 40c; ½ oz. $1.10, ¼ oz. $2.00, oz. $7.50

CHAS. FROST Kenilworth No. 1

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

Lilium Auratum

Cold Storage Bulbs

Sizes, 9 to 11 and 11 to 13

Prices on application

W. E. MARSHALL & CO., Inc.

Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

Gladioli and Dahlias

Send for list

B. HAMMOND TRACY, Inc.

Cedar Acres, WENHAM, MASS.

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White LENOX, Pink
LENOX, Purple LENOX, Mauve

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

When ordering, please mention The Exchange

GLADIOLI

New Trade List Ready

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

PLANT MORE NOW BULBS FOR A LATE EASTER

For Prompt Shipment from New York

	Per 1000
SINGLE EARLY TULIPS. Named. Our selection, four colors	$25.00
Choice Mixed, splendid assortment	22.00
DOUBLE EARLY TULIPS. Mixed	23.00
DARWIN TULIPS. Finest mixed	21.00
PARROT TULIPS. Five kinds	17.00
DUTCH HYACINTHS. Named, white, pink or blue, our selection, 1st size, per 100, $8.00; 2d size, per 100, $6.50; Forcing size, per 100, $5.00.	
NARCISSUS, Golden Spur. Double nose	40.00
Von Sion. Double nose	40.00
Barri Conspicuus	20.00
Double White Poeticus	20.00
SPANISH IRIS. White, blue, yellow	9.00
GLADIOLUS. (Early flowering) The Bride, Blushing Bride, Ackermani	15.00
RANUNCULUS. Turban mixed	7.00
SCILLA SIBERICA. Still good for open ground, or fancy bowls, pans, etc.	7.00

FROM COLD STORAGE

	Per case
LILIUM GIGANTEUM. 7 to 9-inch, 300 to the case	24.00
6 to 8-inch, 400 to the case	22.00
LILY OF THE VALLEY. For quick forcing, 1000, $25.00.	
SPIRÆA. Pink or white, sound clumps, per 100 $25.00; case of 200	48.00

New York **Vaughan's Seed Store** Chicago

When ordering, please mention The Exchange

GLADIOLI

Home-grown stock, clean, healthy and true to name. Young, 2-year old bulbs, 1¼ inch and up (mostly up.)

	Per 1000
America	$15.00
Augusta	15.00
Baron Hulot	20.00
Brenchleyensis	10.00
Crackerjack	15.00
Empress of India	20.00
Halley	15.00
Mrs. Francis King	15.00
Mrs. Frank Pendleton	35.00
Niagara	30.00
Panama	25.00
Pink Perfection	40.00
Princeps	20.00
Schwaben	40.00
Wintzer's General Mixture	10.00

N. Leon Wintzer

West Grove, Pa.

When ordering, please mention The Exchange

NEW CROP FLOWER SEEDS

CALENDULA Orange King, oz. 30c.
GYPSOPHILA Elegans Alba, oz. 35c.
CENTAUREA Candidissima, ⅛ oz. 50c.
CENTAUREA Gymnocarpa, oz. $1.00.
SALVIA Bonfire, oz. $2.25.
SALVIA Splendens, oz. $1.50.
VERBENAS, white, pink, scarlet and blue, each, oz. $1.00.

Max Schling, Inc. Seed Merchants and Growers 245 West 59th St., N. Y. City

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS

Dey St., NEW YORK, and ORANGE, CONN

When ordering, please mention The Exchange

Our Advertising Man's Corner

Not Enough To Go Around

True, the Retailer will have nothing left over at Christmas and New Year, owing to the short supply.

It is going to be a clean plate, if you will; but unless there has been enough on the plate to sustain there is a little satisfaction at having wiped it clean.

And yet, there is one big bright spot in the condition of affairs for the coming holiday trade—in this, that we venture to say there is no finer advertisement for any commodity than "SOLD OUT."

The disappointments there are going to be for the flower loving public are going to whet their appetites for flowers, such as an abundance of stock could never have done.

It is the unattainable that attracts, is it not? And does not abundance lower value?

So, without any desire to extract undue comfort out of the present situation, we see the benefit of a wonderfully fine advertisement for the trade.

And, by the way, Mr. Retailer, don't go out of your way to tell your customers that the Government took 50% of the fuel away from the grower and so deprived you of flowers.

Tell them, rather, something which is equally true and a far better ad., namely, that there are not enough flowers to go around to meet the demand.

"Please discontinue our ad., as we are cleaned out of plants.—T. E. Palmer, Mendenhall, Pa."

"We wrote you to give one more insertion to our advertisement of Delphiniums, but we have quite a number of orders this morning, and would like to have you discontinue it.—Jackson & Perkins Co., Newark, N. Y."

"My sales have been wonderful and can trace many to The Florist's Exchange.—T. H. Fuller, Battle Creek, Mich."

SNAPDRAGON

Florists who know are stocking up on Snapdragon. This is a year when space must count SNAPDRAGON will do the trick.

We have added some new ones. Note the following list: Seed of our famous Silver Pink $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new Hybrid Pink, and of our new Golden Pink Queen, same price. Seed of Keyston Nelrose, Garnet, White, Yellow, Light Pink Buxton and Fancy Mixed. 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cas

G. S. RAMSBURG

SOMERSWORTH, N. H.

When ordering, please mention The Exchan

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)

Offers Fresh Seed of the Famous SNAPDRAGON of his origination: Nelrose, Phelps' White Enchantress, Bronze Beauty, 50c. per trade packet; 6 for $2.50.

New Address:

Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchan

Seeds

Stumpp & Walter Co

30-32 Barclay St., New York City

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

European Notes

The thermometer registered 14 deg. of frost (Fahr.) last night; earlier in the week seven and eight degrees were experienced, mainly in low lying districts. As, however, the atmosphere has been dry for the greater part of November, we do not anticipate any very serious injury to our growing plants, and as we are sure that the cold weather will check the ravages of vermin, we rest content. While there is a tendency to slackness apparent in the trade just now the demand for Radish seed is simply abnormal and growers can obtain almost any price they choose to ask for thoroughly reliable stocks. It is much to be regretted that we are not able to expedite the delivery of our 1918 crops of this article. The causes of this delay have been explained in previous notes. For the present we can only say that there is no improvement in the situation and as stocks of all varieties are very low indeed we have nothing to fall back upon. Will our friends kindly bear these facts in mind, and act accordingly?

That highly speculative article Onion seed is causing us considerable perturbation just now. There is without doubt quite a surplus of some varieties, notably the white Lisbon; the so called Bermuda varieties are also offered very freely, owing to lack of permission to convey it to your side. Judging from the reports of your Government there appears to be a somewhat heavy surplus in California, for which efforts are being made to find a market in Europe, so that while the crops of the varieties that have been proved to be reliable during the four strenuous years through which we have passed are without doubt very meagre, it is difficult to induce market growers to pay a remunerative price for the same. As the food controllers have fixed a satisfactory price for the 1918 crop of Onion bulbs, no doubt the gardeners will be a little easier to deal with when sowing time arrives.

Parsley is another article of which the crop is disappointing; this is in part due to the extraordinary demand for the green leaves for market work. The plants that might have produced seed were stripped so bare at the end of June that the July and August drought simply destroyed them. As the demand for green Parsley is still exceptionally brisk, the young plants are subjected to the same treatment; in many cases the entire plant, including the root, is sent to market, and this is sure to affect the 1919 seed crop.

Nov. 22. European Seeds.

The frosts referred to in last week's notes have made our flower gardens look shabby, but so far as we can judge vegetables for the table are practically uninjured. The wish is father to the thought, for if any serious damage befell our Cabbage plants for next year's harvest the consequences would be grave; for it is doubtful if there has been such a limited acreage planted at any time during the past six years.

With the happy cessation of hostilities a large acreage of derelict land will come into cultivation again and seeds will consequently be in increased demand.

It is safe to say that all the Brassicas will be cleaned up within the next three months, with the possible exceptions of Brussels Sprouts and Cauliflower. The fact that growers are taking advantage of the needs of their fellows and demanding shamefully exhorbitant prices for this very necessary article does not appear to curtail the demand at all. A few fortunate growers are able to reap a rich harvest. The pendulum is bound to swing back as Carrot, Parsnip and Spinach testify. Then in the words of an American philosopher, "somebody will get it in the neck."

Fortunately for the poor repatriated peasants in Northern France to whom the Choux in their pot-a-feu is an absolute nevessity, specially organized efforts are being made by many charitable societies to see that their needs are supplied free of charge. European Seeds.

Nov. 27.

New York Seed Trade

Inquiries of several of the leading plant importers of this city elicited the opinion that it is entirely too late and that the risk would be altogether too great to attempt now to import from Europe, Azaleas, Rhododendrons and other plants for the purpose of forcing them into flower for Easter which, next year, comes on April 20, even if such plants were available for immediate shipment, and cargo space could be obtained on steamships which would sail at once, neither of which is at all certain. There is, however, we are informed by the plant importers an abnormally large number of orders being placed with Europeen plant growers for importation next Spring, for such plants as after June 1, 1919, will be shut out of this county by the Plant Exclusion ordinance, unless some modification of this order can be obtained.

John Scheepers & Co., Inc., 2 Stone st., received this week a letter from Samuel Redstone, a gentleman well known in this city who, two years ago, when in England as the European representative of that company, entered the service of the Allies. Mr. Redstone writes that he received an honorable discharge Nov. 22, and will return to the United States. Before so doing he will visit in the interests of John Scheepers & Co., Inc., many of the important horticultural specialists, among these. Wallace, Blackmore, Langdon, Campbell, Holford, Kelway, Barr, Englehart, Dicksons, etc., in England, and thence will go to Scotland seeking out novelties, and also selling to these estates American products such as his company produces.

Seedsmen and others dealing in Christmas greens and boughs of berried shrubs report that the demand is unprecedented and high prices rule. There is a normal supply of Mistletoe, Southern Smilax, Pine Needles, Asparagus, Green Ruscus Laurel (Kalmia) and ferns, and a moderate supply of Holly, Standing Pine (Lycopodium dendroideum) Red Berries (Ilex verticillata). Pine Cones, Red Ruscus and Boxwood are practically out of the market, the small supply having been exhausted. Christmas trees are in short supply. Holly is now selling at $10 and upward per case. Sphagnum Moss also is in short supply. An article, in which this class of goods is treated more fully will be found elsewhere in this issue.

Burnett Bros., 92 Chambers st., report that the printers are now delivering their 1919 catalogs, which will be mailed directly after the Christmas holidays.

Chicago Seed Trade

Seedsmen report an unusually large demand for Gladioli bulbs for delivery in the Spring of 1919. American growers have been active in producing large crops so that the absence of imported stock will not affect the market.

The making of Holly wreaths and the winding of bouquet green wreathing is well under way at the warehouses of Vaughan's Seed Store, at Halsted and Randolph sts. Geo. Mohn has charge of the large force of women doing this work.

Joe Marks, of A. Henderson & Co., has been confined to his home the past week with a severe cold. This firm reports a good demand for cold storage Lilium giganteum. The high price that cut Lilies are bringing in the wholesale cut flower market has stimulated the demand.

The W. W. Barnard Co. is putting its store in shape for Christmas sales. A stock of palms and decorative plants is being put in. W. K. Partridge is at work on the Spring catalog and expects to have it ready for the printer immediately after the first of the new year.

Manager Degnan, of Wintersons Seed Store, has a happy way of adjusting things to meet conditions. Over a year ago he renamed the old, well known Keiserskroon Tulip, Grand Duc, a name by which it was originally known. Now that the Kaiser's crown and the Grand Duc's also have met the fate they so justly deserved, Mr. Degnan has renamed this popular variety "Spring Delight," a name which he asserts no future change can ever displace. The bulbs on exhibition are unusually fine. Ten average sized bulbs often weigh one pound.

There is no change in the Onion set market in the Chicago District. The crops in the warehouses are reported to be going through the Winter without much loss. Whites are being sold at from $2.75 to $3 and the colored varieties at $2 for January delivery.

Harry's Seed Store

H. Paré, 249 Le Pailleur st., Montreal, Que., announces the opening of "Harry's Seed Store." He would like to receive copies of wholesale and retail catalogs and circulars, with terms and conditions, and also asks to have his name placed on mailing lists for future offerings.

Primitive Corn

An ear of "primitive" Corn with the following letter was received at this office recently from J. F. Rupp, Shiremanstown, Pa.

By this mail I send you an ear of primitive Corn, which may prove interesting to you and your readers from a botanical or biological standpoint.

This is by no means near the original Indian Corn but an improvement on it, and may well be described as a primitive form of our Indian Corn; and we can easily trace the steps taken by the American Indian in developing by selection in order to eliminate the individual grain husk; with the result that our present day Indian Corn has become very highly developed. We grow some of this primitive Corn and find it very interesting to many people. Some of the ears turn out entirely huskless kernels.

This ear of Corn was 9in. long and 2½in. in diameter, and was enclosed in a rather thin outer husk. There were 14 rows of kernels, not placed on the cob in exactly straight lines but with a slight twist. The ear was sparsely supplied with silk. Each kernel was entirely enveloped in a husk of its own, was very hard, heavily glazed, of yellow color, and indented on the end, somewhat like the modern "Dent" Corn.

Mildew of Greenhouse Lettuce

Downy mildew, a fungous disease attacking Lettuce particularly, has been found in greenhouses during Fall and Winter by botanists from the Ohio Experiment Station while making pathological studies in Northern Ohio forcing houses. The cause is now attributed to excess heat and humidity which favor development of the fungus.

The mildew is identified by yellow spots above and a white downy growth on the underside of the leaves. It often appears on the seedbeds and if diseased seedlings are reset it spreads rapidly unless control measures are carried out. Sometimes it appears when the Lettuce crop is almost matured. Even a light attack decreases the value of the crop.

Gathering and burning diseased plants is recommended as one of the first control methods. Care must also be taken in the heating of the greenhouse as a high temperature aids disease development. Surface watering also aids in spreading the disease. The fungus is not noticed so much where sub-irrigation is practiced.

Steam sterilization of greenhouse beds and seed beds will destroy downy mildew but when an excess of heat and humidity are maintained, the disease may reappear.

The seed trade will be sorry to hear of the death of Lieut. R. B. Hutchcraft, son of R. B. Hutchcraft, seedsman of Paris, Ky. Further details will be found in "Our Florist Soldiers" column.

Some remarks on plant breeding, being in connection with a lecture delivered by Prof. W. W. Mackie, will be found in the San Franciso newsletter.

There are many noted slogans among seedsmen. One of the latest noted, and a very good one, too, is "Seed You Can't Keep Down," adopted by the Daniel Bachelor Seed Store, Utica, N. Y.

Southern States

Louisville, Ky.

From the number of orders which are being booked in advance by Louisville florists, indications are that holiday business will be extremely gratifying to the trade. The big retailers report heavy telegraphic orders as well as local business, much of this demand coming from the soldiers. There has been an increase in the number of influenza cases, but the second attack is much milder than the first, and the deaths have been fewer.

George Schulz, of the Jacob Schulz Co., stated that business was excellent, but that stock has been very scarce in Louisville, and little is to be obtained in even the larger markets.

The December meeting of the Kentucky Society of Florists was again postponed, because of the florists being busy and the next meeting will not take place till after the first of the year.

The possibility of a flower show being held during the Winter, probably in February, is again being discussed, but unless stock is more plentiful, no attempt will be made to hold one.

The difference in weather conditions between last year and this is shown by the fact that Roses have recently been in bloom here outdoors, whereas on the same date last year there were 17in. of snow on the ground, accompanied by the coldest weather of years.

Sues Gas Company

Herbert G. Walker, head of the F. Walker Co., on Chestnut st., is suing the Louisville Gas and Electric Co. for $3750, representing the loss of stock due to lack of gas pressure last Winter. For more than two weeks the pressure was far below normal and the gas furnace proved a failure. He also suffered damage in December, 1916, from the same cause, but did not attempt to collect.

Mrs. John A. Stratton, who has done a great deal for the school garden movement and other civic activities, is seriously ill and is not expected to recover.

The Louisville Flower Mission will continue to operate independently, and receive assistance from the Associated Charities, although all other charities have been organized under one parent body.

The New Albany (Ind.) Water Co. has asked for a five per cent. surcharge in rates, which would make a 15 per cent. increase in all for the past two years. Louisville florists have been fortunate in that the water company is municipally operated and has always been a money maker. O. V. N. S.

Washington, D. C.

Gude Bros. Co. is hitting the market just right and is reaping a harvest as the result of taking a chance on open weather before Christmas. Despite the pessimistic talk in the trade some months ago, that the florist business was about to be wiped out of existence and that it would be impossible to get coal, etc., this firm went ahead and planted more heavily than ever, with the idea of having the stock come through early.

"With a shortage of stock greater than ever in the history of the local market," said Mr. Gude, "and a demand several times as great as we have ever had before, and with Christmas prices prevailing all through the month, our foresight in going ahead with our plans is now standing us in good stead. The extremely cold Winter last season and the other difficulties deterred many growers from taking a chance this year. We figured, however, that we could push our stock along, take our profit while the business was obtainable and then stand a freeze-out after Christmas if that should happen.

"We have the flowers now, and the worst difficulties have disappeared. Unfortunately, the relief came so late that many of the florists will be without stock. In anticipation of a Lily shortage, we put in several thousand more Callas and we expect to do better with these than with the Japanese Lilies. The usual run of potted plants, including Marguerites in 8in. pots, Glory of Cincinnati Begonias and other desirable stock will be offered in time to take care of the rush."

E. A. D.

(Other Southern Notes on page 988)

MICHELL'S SEASONABLE BULBS

MICHELL'S CANNAS

CANNA ROOTS

Choice stock grown in our own Nurseries.	Doz.	100	1000
ALPHONSE BOUVIER. Crimson	$0.60	$3.25	$30.00
AUSTRIA. Deep yellow	.60	3.25	27.50
CHAS. HENDERSON. Crimson	.60	3.25	30.00
DR. E. ACKERNECHT. Carmine	.60	3.25	27.50
EGANDALE. Cherry rea	.60	3.25	30.00
ELIZABETH HOSS. Yellow, spotted red	.85	5.00	45.00
EXPRESS. Crimson	.65	3.50	32.50
FIREBIRD. Scarlet	1.25	8.00	75.00
FLORENCE VAUGHAN. Yellow, spotted red	.60	3.25	30.00
GEN'L UPERKEL. Scarlet, edged orange, splashed yellow	.60	3.25	27.50
GUSTAV GUMPPER. Yellow	.65	3.25	30.00
HARRY LAING. Scarlet, suffused orange	1.00	6.00	50.00
ITALIA. Scarlet, edged yellow	.65	3.25	27.50
KAROS. Orange scarlet dotted carmine	.60	3.00	27.50
KATE F. DEEMER. Oriole yellow, shaded red	.75	4.00	35.00
KING HUMBERT. Orange scarlet	.85	5.00	42.50
KING HUMBERT YELLOW. Dotted red	1.25	8.00	75.00
L. REVESCHON. Cochineal	.85	5.00	40.00
MAD. CROZY. Scarlet, edged yellow	.60	3.00	27.50
MAROS. Creamy white	.75	4.00	30.00
METEOR. Bright red	1.00	6.00	50.00
MRS. A. F. CONARD. Salmon pink	1.25	7.50	60.00
PANAMA. Red, edged yellow	.75	4.00	32.50
PINK BEAUTY OF HUNGARIA. Salmon pink	.85	5.00	40.00
QUEEN CHARLOTTE. Crimson, gold border	.60	3.00	27.50
RICHARD WALLACE. Bright yellow	.60	3.00	27.50
ROSEA GIGANTEA. Rose pink	1.00	6.00	50.00
SECT. CHABANNE. Salmon	.65	3.25	30.00
WEST VIRGINIA. Crimson scarlet, yellow border.	.65	3.25	30.00
WYOMING. Orange	.65	3.00	27.50

GLADIOLUS BULBS

Choice home-grown stock.	100	1000
AMERICA. Delicate pink	$2.75	$22.50
AUGUSTA. White, flaked pink	2.75	22.50
BARON HULOT. Rich blue	3.75	32.50
BRENCHLEYENSIS. Brilliant scarlet	2.00	17.50
HALLEY. Salmon pink blotched yellow	2.75	22.50
HOLLANDIA. Light orange	3.00	25.00
KLONDYKE. Orange yellow	3.00	25.00
MAY. White, pencilled crimson	2.75	25.00
MRS. FRANCIS KING. Light scarlet	2.75	22.50
NIAGARA. Lemon yellow, red throat	6.00	55.00
PANAMA. Brilliant pink	4.75	42.50
PEACE. White feathered lavender	5.00	40.00
PINK PERFECTION. Rose pink	6.00	55.00
PRINCEPS. Scarlet, white throat	3.25	27.50
SHAKESPEARE. White, flaked carmine, striped pink	5.50	50.00
WAR. Rich blood red	6.00	55.00
WHITE and LIGHT SHADES. Special for forcing	2.00	17.50

We can also supply all other varieties.

Fancy Leaved Caladiums

NAMED SORTS. Per doz., $2.00 ..... 15.00

Asparagus Plumosus Nanus Seed

1000 seeds ..... $3.00 — 10,000 seeds $25.00
5000 seeds ..... 13.75 — 25,000 seeds 56.25

SEND FOR OUR HANDY FLOWER SEED ORDER SHEET

Henry F. Michell Co., 518 Market Street, Philadelphia, Pa.

Seasonable Stock

ACHYRANTHES Herbsti. 2½-in. $4.00 per 100.
AGERATUM. Little Blue Star. 2¼-in. $3.50 per 100.
ASPARAGUS Sprengeri. 2½-in. $3.50 per 100; heavy, field-grown, in 5-in. pots, $18.00 per 100.
COLEUS. 10 market varieties, 2¼-in., ready after Jan. 1st., $3.50 per 100.
FERN DISH FERNS. 2¼-in. $3.50 per 100.
FERNS, Boston. 2½-in. $4.50 per 100; 3-in. $10.00 per 1000.
GENISTA Racemosus. Well trimmed, 5-in. pot plants, $30.00 per 100.
GERANIUMS. Variegated foliage, 2½-in. Mrs. Pollock, variegated S. A. Nutt, Mt. of Snow, Wm. Langguth, and Happy Thought at $6.00 per 100.
HELIOTROPE. 2¼-in., purple, 4 varieties, $3.50 per 100.
LANTANAS. 2½-in., dwarf, in 6 distinct varieties, $4.50 per 100, Weeping, $4.00 per 100.
PALMS. KENTIA Belmoreana. 2¼-in., short, bushy stock, $10.00; 3-in., short, bushy stock, $16.00.
PELARGONIUMS. 2¼-in., a splendid collection, in 8 distinct varieties, $8.00 per 100.

THE STORRS & HARRISON CO., Painesville, Ohio

When ordering, please mention The Exchange

Rooted Cuttings

	100	1000
AGERATUM Stella Gurney	$0.80	$7.50
FUCHSIAS. Fine double, dwarf habit, early, free blooming	1.25	12.00
HELIOTROPE. Dark, fragrant	1.00	9.50
PETUNIAS. Dreer's Double. Large-flowering, fringed, mixed colors	1.25	12.00

Rooted cuttings prepaid by mail

Plants

	100
ROSE GERANIUMS. Strong, 2-in.	$2.50
SALVIAS. Bonfire and Zurich. Strong, 2-in., in bloom	2.50

Cash with order, please.

J. P. CANNATA, Mt. Freedom, N. J.

A FEW GOOD THINGS YOU WANT

REX BEGONIAS. 2¼-in., $8.00 per 100.
VINCA Variegata, 2-in. $3.00 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.

GEO. M. EMMANS - - - Newton, N. J.

Some Excellent Stock

LIBERAL EXTRAS FOR EARLY ORDERS

Inch	100	1000
2½-in. ASPARAGUS Plumosus and Sprengeri	$2.75	$25.00
4-in. ASPARAGUS Plumosus and Sprengeri	7.00	65.00
3-in. CYCLAMEN. 8 varieties	8.00	75.00
4-in. CYCLAMEN. Fine stock	20.00	
4-in. FERNS. Assorted	15.00	
5-in. FERNS. Assorted	20.00	
3½-in. FUCHSIAS. Little Beauty	7.50	70.00
3½-in. FUCHSIAS. Assorted	6.00	50.00
4-in. DRACÆNA Indivisa	15.00	
5-in. DRACÆNA Indivisa	25.00	
4-in. MARGUERITES. White and Yellow	7.50	70.00
2½-in. LANTANAS. Dwarf, in Bloom	5.00	50.00
3½-in. LANTANAS in bloom	7.50	70.00
3½-in. LANTANAS. Assorted varieties	5.00	45.00
2½-in. SMILAX. Large plants	2.75	25.00
2¼-in. SNAPDRAGON. White, Pink and Yellow	5.00	45.00

Abundance of other stock. Correspondence solicited

ALONZO J. BRYAN, Wholesale Florist
WASHINGTON, NEW JERSEY

DRACAENA Indivisa

Extra strong, 2-in., $2.00 per 100, $20.00 per 1000.

CRYPTOMERIA Japonica

(JAPAN CEDAR.) The novelty decorative pine. 2-in., $7.00 per 100.

GERANIUMS

We can book your order for early shipment but are all booked for immediate shipment. 2-in., $20.00 per 1000.

BOSTON YELLOW DAISIES

2-in., $3.00 per 100.

ELMER RAWLINGS
ALLEGANY - - NEW YORK

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Christmas Plants

We have a very fine stock of plants and will give you good value for your money.

ASPARAGUS Plumosus, 3½-in., doz.		$1.50
Sprengeri, 3-in.	doz.	1.40
BEGONIA Erfordii, 5-in.	doz.	3.50
CALENDULA Orange King, 4-in.	doz.	3.00
5-in.	doz.	4.00
CHRISTMAS FUCHSIA. 3 inch pots	100	15.00
DAISIES Marguerites, 5½-in.	each	.35
6-in.	each	.50
DRACÆNA Indivisa, 5-in.	each	.30
FERNS Boston, 5-in.	each	.50
6-in.	each	.75
7-in.	each	1.00
PRIMULA Obconica. Giant mixed, 5-in.	doz.	3.50
Malacoides, 5-in.	doz.	5.00
JERUSALEM CHERRIES, bushy, full of berries, 5½-in. pots, $5.00 doz.; 6-in. pots, $6.00 doz.		

Cash with order.
All goods travel at purchaser's risk.

HEID & CO. 26th St. and Sandford Ave. FLUSHING, L. I.

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Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

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GARDEN, FLOWER and FARM
Special quotations for the present season and from Harvest 1917 now ready.

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Vegetable Plants

TOMATO PLANTS. Comet and Fillbasket. Best for forcing, out of 2½-in. pots, $2.00 per 100.

PARSLEY PLANTS. Fine, double curled, $2.50 per 1000.

LETTUCE PLANTS, Big Boston and Grand Rapids. Strong, $1.00 per 1000, $8.50 per 10,000.

J. C. SCHMIDT
Bristol, Pa.

DAHLIAS

Best new and standard varieties. Write for prices before ordering elsewhere

PEACOCK DAHLIA FARMS
BERLIN, N. J.

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Moss Curled Parsley Roots

$3.50 per 1000. Cash.
Good, strong roots

W. B. GIRVIN
LEOLA, PA.

GLADIOLUS

ALL SOLD OUT

ROWEHL & GRANZ
Hicksville L. I., N. Y.

DAISIES

Snowball and Longfellow. $2.50 per 1000. Single White, R. C., $1.25 per 100; 2-in. $2.50 per 100.

SMILAX. 2-in. $2.00 per 100.
ROSE GERANIUMS. 2¼-in., $2.50 per 100.
SALLEROI GERANIUMS. 2-in. $2.50 per 100.
FUCHSIA. 6 kinds, 2-in. $2.50 per 100.
WEEPING LANTANA, R. C., $1.25 per 100.

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Byer Brothers
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SPECIALTY:
CHRISTMAS AND EASTER PLANTS
JAMAICA, NEW YORK

YOURS FOR A BRIGHT CHRISTMAS

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Decorative Plants

Robt. Craig Co.
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Careful Seed Growers and Seed Distributors
For One Hundred Years
Write for Our 1918 Special Catalogue to Market Gardeners and Florists

Pratt and Light Sts. BALTIMORE, MD.

ALL PRICES ARE SUBJECT TO CHANGE

Seasonable Seeds, Bulbs, Plants and Cuttings

Satisfaction Guaranteed—Send for New Complete Price List

Sweet Pea Seeds and Choice Florists' and Flower Seeds

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	
BICOLOR, or PINK & WHITE COLORS			
Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00
PURE WHITE OR BLUSH			
Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00
LAVENDER AND LIGHT BLUE COLORS			
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00
SCARLET AND RED COLORS			
Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00
DARK BLUE AND MAROON COLORS			
Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. ROSE QUEEN, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

	Tr. Pkt.	½ oz.
BEGONIA Erfodia	$0.50	$1.50
Luminosa	.50	1.50
Vernon	.50	1.00
Prima Donna	.50	1.50
Semperflorens, white	.50	1.50

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CYCLAMEN, Giant English Strain. Very finest grown. Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye, $1.25 per 100, $10.00 per 1000. Giant Salmon King, best salmon, $2.00 per 100, $18.00 per 1000. Glory of Wandsbeck. Salmon. $2.00 per 100, $15.00 per 1000. Wandsbeck Strain. Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ¼ oz., $3.50; 1 oz., $6.00.

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SALVIA, Bonfire (Clara Bedman). ⅛ oz. 50c.; ¼ oz. 75c.; 1 oz $2.50.

SALVIA Splendens. ⅛ oz. 35c., 1 oz. $1.75.

SALVIA Zurich, ⅛ oz. 75c.; ¼ oz. $1.25; 1 oz $4.00.

SHAMROCK SEED (True Irish). Tr. pkt. 25c.; ¼ oz. 50c., 1 oz. $1.50; ¼ lb. $5.00.

SNAPDRAGON. Greenhouse forcing varieties

	Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White	$0.50
Buxton, Silver Pink	1.00	Garnet	.50
Ramsburg's	1.00	New Enchantress Pink	.50
Nelrose Deep Pink	.50	New Peachblow	.50
Giant Yellow	.50	New Bronze Beauty	.50

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. Beauty of Nice White, Beauty of Nice Purple, Beauty of Nice Flesh Pink. Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

"THE BUGS ARE BUSY NOW"

EXPRESS PREPAID

LEMON OIL. ½ gal., $1.75, 1 gal., $2.75

APHIS PUNK. 1 box (12 sheets) 75c. 1 case; (12 boxes,) $7.50.

APHINE. 1 gal., $2.75.

NICOTINE. ½ pint $1.15; 1 pint $1.75; 1 case (10 pints) $14 00.

NICO-FUME. Liquid and Paper. Liquid. 1 gal., $10.75; ½ gal., $5.75; ½ pint, (1 lb.) $1.65. Paper, 144 sheets, $4.25, 288 sheets, $7.75; 24 sheets, 90c.

GLADIOLUS BULBS Now Ready

Best Long Island Grown—1½ in. and up

	100	1000
America and Augusta	$2.00	$18.00
America Mammoth Selected, 1¼ in. and up	2.75	25.00
Halley	2.50	20.00
Baron Huiot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and White Florists' Mix.	2.00	15.00
Primulinus Hybrids	2.00	18.00
Panama	3.50	30.00

Prices on all other varieties on application

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1½-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

NARCISSUS

Emperor. Single Mammoth Bulbs (American-Grown), $3.50 per 100, $3.50 per 1000, F. O. B. Virginia.

DUTCH BULBS

DARWIN TULIPS. In best named varieties, also mixed. Write for prices.

RANUNCULUS. For forcing. $14.00 per 1000.

ANEMONE de Caen. For forcing. $14.00 per 1000.

COLD STORAGE

LILY OF THE VALLEY PIPS. 1 case (500 pips) $14.50 per case, 1 case (1750 pips) $45.00 per case.

LILIUM Giganteum, 7-9, (300 in a case) $22.00 per case.

SPIRÆA Gladstone, (250 in a case) $40.00 per case.

PLANTS, CUTTINGS, Etc.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Hatcherii. 2½-in.. extra heavy, $6.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse-grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. Sprengeri, 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEDDING PLANTS. Strong, 2½-in., fine stock: HELIOTROPE, LANTANAS, mixed; CUPHEA, FUCHSIA, mixed; and SALVIA Bonfire, SALVIA America. $4.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100. Chatelaine, 2¼-in., $6.00 per 100. Ready Jan 1st.

CALENDULA. Orange King. very fine 2¼-in., $4.00 per 100;

CARNATIONS. Rooted cuttings, A1 stock, ready Jan and later. Enchantress Supreme, Enchantress, White Enchantress, White Wonder, Matchless, White Perfection, Mrs. C. W. Ward, Rosalia, Alice, Nancy, Doris, (best crimson), Harlowarden, Beacon, Belle Washburn, Aviator, Benora. Prices on above, $4.00 per 100, $35.00 per 1000 Pink Delight, $5.00 per 100, $45.00 per 1000; Crystal White, $6.00 per 100, $50.00 per 1000; Laddie, $6.00 per 100, $50.00 per 1000.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100.

COLEUS Brilliancy. 2-in $4.00 per 100; 3-in. $5.00 per 100. Rooted Cuttings in all standard varieties, $1.25 per 100, $9.50 1000, postpaid.

CYCLAMEN. 4-in., extra fine plants, best Wandsbek strain, in all best colors, $25.00 per 100, 3 inch $12.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. Mrs. Sanders. Rooted cuttings, $2.25 per 100, postpaid. Single White Margaret Daisy, 2¼-in., $5.00 per 100. Rooted cuttings, $2.00 per 100.

FUCHSIAS. R.C. Little Beauty, Black Prince, White Beauty, Tenner, Marinte $2.00 per 100; $18.00 per 1000.

GENISTA. 3½-in., $20.00 per 100. Strong, 5-in., $4.00 per doz., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. Nutt, Ricard, Poitevine, Buchner, Ivy Leaf, pink, rose scented, etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid. 2¼-in., $4.00 per 100.

HYDRANGEAS. French varieties and Otaksa. Field-grown and pot-grown. Price on application.

IVY. English. Rooted Cuttings, $1.25 per 100, $10.00 per 1000. 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000.

'MUMS. Stock plants in all varieties, Pompons, etc. See classified list.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per doz., 2-in., pots $8.00 per 100

POINSETTIA. Stock plants. True Xmas Red, $12.00 per 100.

ROSES.

Baby Rambler, 2-year old forcing grade, ready Jan. 10th to 15th. Mrs. Cutbush, Jessie, E. Teuschendorf, Phyllis, Ellen, Poulsen, Baby Tausendschoen, Orleans.

READY NOW. Hybrid Teas, Hybrid Perpetual, Ramblers, in best forcing grade, 2-year old. Prices on all above: 25 plants, $8.75; 50 plants, $16.00; 100 plants, $30.00.

In all varieties, 4-in. and 2½-in., now ready, also later. Ask for prices. (Order now.)

ROSES.

	100	250	500	1000
Premier (new) 2¼-in.	$30.00	$70.00	$125.00	$250.00
Columbia, 2¼-in.	17.50	37.50	75.00	150.00

Prices on standard varieties on application.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100

SNAPDRAGON. Giant Yellow, Phelp's White, 2¼-in., $5.00 per 100, $45.00 per 100

STOCKS. Beauty of Nice. 2¼-in., ready Jan 10th. Flesh pink, white; Queen Alexandra, lavender, $3.50 per 100, $32.50 per 1000.

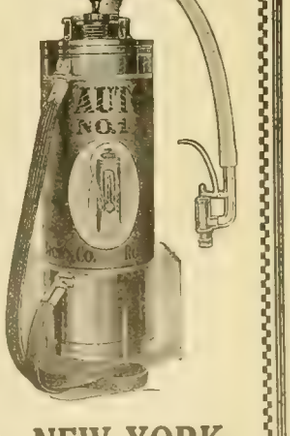
PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best Rousdorfer strain, Rosea, Apple Blossom, red and mixed, ready now, $5.00 per 100, $45.00 per 1000. 3-in., $10.00 per 100; 4-in., $15.00 per 100. MALACOIDES Rosea, 2¼-in., $4.00 per 100, $35.00 per 1000; 3-in., $6.00 per 100.

FERNS FOR FERN DISHES: well established in all varieties, 2¼-in., $5.00 per 100. Elegantissima Compacta, 2¼-in., $8.00 per 100; Elegantissima Improved, 2¼-in., $8.00 per 100; Smithii, 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above 50c. each. Boston, 2¼-in., $6.00 per 100, $50.00 per 1000. Roosevelt, $6.00 per 100, $50.00 per 1000; Teddy Jr., $6.00 per 100, $50.00 per 1000; Verona, strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; Whitmani, 2¼-in., $6.00 per 100, $50.00 per 1000

VINCAS. Field grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VINCA Variegated. R.C. $2.00 per 100, $17.50 per 1000; 2¼-inch $3.50; per 100 $30.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.



AUTO-SPRAY, Galvanised, with Auto-Pop, $7.00.

AUTO-SPRAY, Brass, with Auto-Pop, $10.00.

ROMAN J. IRWIN

108 West 28th Street, NEW YORK

Phones, 3738-2326 Farragut

SOUTHERN STATES

Continued from page 985

Baltimore, Md.

Stock Extremely Scarce

There is an extreme scarcity of all varieties of cut flowers and the few which find their way to the market are eagerly bought up at good prices. There is a fair cut of Roses but not nearly enough for the demand and the same may be said of Carnations. There is little for the retailer to choose from aside from Roses and Carnations.

'Mums are over and little bulbous stock is in yet. Some Stevia is to be had but few Easter Lilies, although both these and Callas are coming in; the recent cloudy weather has been against production. However, there is prospect of a little larger supply for the holiday season.

About Town

Wm. C. Price and his son have made good progress toward getting the Towson Nurseries established, and the place is now in good shape. A tract of 45 acres adjoining the present nursery has recently been acquired, so that they have plenty of room to expand, which Mr. Price plans to do.

The first bulbous stock of the season, consisting of a few Paperwhites and Soleil d'Or Narcissi made its appearance this week in John Cook's window. Mr. Cook is enjoying his annual Winter stay in Florida.

Isaac H. Moss has a lot of Poinsettias to use for cut flowers for Christmas. These will be in good shape at the right time.

Some madeup baskets of Begonias, Poinsettia plants, well fruited Orange trees and other plants which are intended for holiday sales, all show by their handiwork and arrangement the creative talent of our friend Robert Halliday, whose method of arranging plants is beautifully individual and distinctive.

Geo. Cook has recently added a Ford truck to his establishment. He has quite a bit of material already on hand to build more greenhouses, as soon as labor conditions will permit his doing so.

Erdman & Ulrich are growing an enormous lot of ferns in all sizes and their madeup baskets and boxes of Crotons, Begonias and Poinsettias and seasonable plants for holiday trade are well worthy of mention. Mr. Ulrich also announced that after this season the firm would confine itself to wholesale business exclusively and discontinue the retail end of the business.

The Seidewitz Flower Shop is showing a fine lot of well flowered Cyclamen plants in all sizes. The business, which was that of the late Edwin A. Seidewitz, is being continued by his sons, William E. being in charge of the store and Edwin acting as manager of the greenhouses at Arlington.

Mrs. Mary J. Thomas, a relative of the late Robert Halliday, and who was very well known to the older generation of the trade, died recently at her home in Rowland Park, at the ripe age of 82 years.

The labor situation is gradually improving here, due to the completion of many of the war construction projects and the gradual closing down of the munition works adjacent to the city. This has resulted in the release of many men, who are now available for employment in other lines of industry, which have heretofore been suffering from want of sufficient labor to carry them on properly.

Holiday Prospects

There is every prospect for a satisfactory holiday trade and while the supply of cut flowers will not be as large as usual there will no doubt be more than there have been during the past few weeks. Blooming plants of all kinds are in excellent demand, but the available supply is light and many ferns and palms will no doubt be used in their stead.

The writer is pleased to announce that he is again with the Leo Niessen Co., and now that we are returning once more to normal conditions he will endeavor to keep EXCHANGE readers informed through its columns of the happenings among the trade in and around that metropolis of the South, Baltimore.

WILLIAM F. EKAS.

Middle Atlantic States

Buffalo, N. Y.

Stock was scarce last week and prices high. The outlook for Christmas is promising. Indications point to good prices, though not an oversupply of anything. Design work has taken up practically all the stock in the market.

Arthur Kowalski, of the Colonial Flower Shop, exhibited well executed paintings at this week's exhibition of the Buffalo Arts Club.

Scott, the florist, is featuring Begonias and Cyclamens for the Christmas trade. These are grown in the firm's own greenhouses. George Schlicht, who was greenhouse man for Scott's, fought valiantly in the thickest of the fight in France. He was a machine gunner. His friends are rejoicing because he writes that he has escaped without a scar. Frank McGee, former store man at Scott's, has been mustered out at Camp Dix, where he was mess sergeant for the past year. He recently passed through Buffalo for Detroit, where his wife is living. He may take up civilian employment in that city.

Fort Porter, Buffalo, now a hospital for wounded soldiers, will be used as a demobilization base for wounded soldiers, it is believed.

A civic center for Buffalo, with park and floral features, is urged by George H. Norton, chairman of the City Planning Commission. Niagara Square, where the McKinley monument is located, may be the site chosen. The plan would include a testimonial to the boys who took part in the war.

Supt. J. H. Jackson of Queen Victoria Park, at Niagara Falls, Ont., said that the park would be opened to the public immediately.

The graduate course in landscape design and that in forestry may be taken up as part of the regular college course at the State College of Agriculture at Cornell, beginning Dec. 30. Students, including those discharged from military duty, taking this course may complete a full year of university work by the end of August.

S. A. Anderson, local florist and treasurer-elect of Erie County, recently gave a luncheon at the Iroquois Hotel to outgoing members of the staff of County Treasurer Bard, and their successors.

Supt. John J. Roesch of the Department of Public Markets, of Buffalo, has laid down a rule for regulation of prices of Christmas trees. The rule requires marketmen to tag their trees so that customers may see the prices. To insure compliance with the regulation, dealers on public markets are required to put up a deposit, ranging as high as $75.

JOSEPH A. MCGUIRE.

Lancaster, Pa.

The war has had nothing on the weather. I doubt if ever in the history of cut flower production business has fallen to the low percentage it has right now. With prospects of help from Sweet Peas along comes a 96 hours stretch of cloudy, rainy, warm, murky weather, and starts the buds dropping, and growers' hopes for a good Christmas crop.

The retailer is up against a reasonable demand with scarcely any flowers to fill it, and is naturally sore over the high prices he has to pay for cut flowers, yet has he any real cause? The grower (excepting in a few cases) is not making as much as he would with a normal crop and normal prices. He has many troubles of which the retailer knows nought. Many is the time he has had to take a price 500 per cent. below the cost of production with the retailer perfectly satisfied to make the abnormal profit it netted. Why deny the poor grower his occasional day of reckoning.

But don't forget the customer. There is reason in all things and we must not let the demand and supply end of present conditions make us ignore the fact that the good will of the customer is to be maintained but will not be if value is not given. W. C. d'Arcy defines "good will" as "an option on opportunity, a preemption of the markets of tomorrow, a discoverer of new fields, the surest means of tiding over a period of readjustment, and the only reliable insurance which a business can buy." For the sake of our business let us be wise and look a little beyond the dollar. I would like to make this stronger, but THE FLORISTS' EXCHANGE would not be allowed to print it.

The Rosery has joined the F. T. D. Ass'n and is prepared to handle any business that it may bring. It had a shortage of flowers but what it had were good and the plants and Christmas reds make the store attractive. Mrs. Moore, proprietor, spent several days in Philadelphia looking up stock.

Walter Hammond is buying only enough to keep his regular customers supplied and does not expect trouble over the holidays as he will push the plant end of the business.

Mrs. Goldbach is working along the same lines and has had a run on flowers for a local opera given here.

H. A. Schroyer is getting flowers from local growers. He sent Miss Carrie Steckman to Philadelphia the past week to look up stock personally.

The weather has put several growers out of commission for a few days, among them Harry K. Rohrer, Willis B. Girvin. Even the writer had to miss his first day for five years on account of sickness by staying home one day the past week with a rheumatic arm, superinduced by the weather and a grouchy disposition.

Charles H. Hamilton, Jr., of Corrugated Fiber Products, was in Lancaster the past week with the market going down in his line and little business on this account.

W. O. Smith, of Carlisle, and family, motored to Lancaster to look up the Geranium situation.

Lancaster County Florists' Ass'n

On account of the close proximity to the holidays the date of our regular meeting was changed to Tuesday, Dec 10, and the place the Brenneman Building. The meeting was called to order by President Elmer Weaver with a little routine business and the nomination of officers for the ensuing year. The club's precedent of holding all officers over for a second term was not broken at this meeting with the result of the following nominations: President, Elmer Weaver, of Ronks; vice-president, Lemon Landis, of Lancaster; secretary, Albert M. Herr, of Lancaster; treasurer, Harry K. Rohrer, of Lancaster.

The next meeting to be held in our regular rooms at the Chamber of Commerce will be a joint meeting with the Ladies' Auxiliary which will assist in arranging a program. The president appointed Messrs. David Rose, Rudolph Nagle and Lemon Landis to take charge of the sports for the evening. An adjournment was then made to the table and a buffet lunch, after which bowling, cards, billards and pool followed. J. Wade Galey, of Strasburg, carried first prize for high score in bowling, and Chas. B. Herr, of Strasburg, honors in cards. H. A. Schroyer was champion story teller, and Albert M. Herr and B. F. Barr "dusters," as they went to a venison dinner at the Elks' Club about 10 p.m.

A. F. Strickler and Lemon Landis were voted delightful hosts. The remaining member of the committee, Harry K. Rohrer, sick in bed, was extended a vote of sympathy. President Weaver's hot coffee and sweet cider was enjoyed by all. About 11:30 the affair was a thing of the past, but the remembrance of it will linger for many a day with those fortunate enough to be there.

"Twilight and Evening Bell"

Miss Mary Wilson, sister of Geo B. Wilson, president of the Wheatland Greenhouse Co., died on Sunday night, Dec. 9, and was buried Thursday Dec. 14. She was hostess for her brother at the home of ex-President Buchanan, purchased by Mr. Wilson a number of years back. Aside from her numerous friends in this city she had many loving acquaintances among the visitors to this historic spot. The funeral was largely attended and the floral offerings numerous. Mr. Wilson has the sympathy of the trade in his bereavment.

ALBERT M. HERR.

Pittsburgh, Pa.

Should the weather of the past two weeks continue, there will be few flowers for the Christmas trade. Last week there were about six hours of sunshine. Flowers are still scarce and high prices prevail. Carnations sold at $10 and $12 per 100, the highest price known for this time of year. The few Roses seen each day are sold at high prices as soon as they reach the market, $8 to $20 per 100 seems to be the usual price. Good Russell sell at 35c.; Am. Beauty are more plentiful than any other Rose and move slowly. Specials sell at 75c. each with shorter grades in proportion. All other flowers sell well at high prices. Valley, Peas, Calendulas, Primroses, orchids and Paperwhites are being received daily. Lilies are scarce and clean up well each day at $3 per doz. Some few Callas are coming also. Prices for Christmas will be the highest ever known and may have a tendency to discourage flower buyers as the retailer will sell his customers something else rather than ask such high prices. It is the opinion of some dealers that the price will hurt the flower business as artificial flowers and plants will soon take their place. Almost everyone is preparing for a heavy business, and the shops have an attractive appearance due to wreaths, baskets, attractive plants and beautiful arrangements of Boxwood and Christmas greens. This week some good Holly sold well at $6 to $7.50 per case.

Trade Brevities

Thos. Silverblatt, discharged from the U. S. Army, returned home last Saturday. Before entering the service he was manager of the floral department at the Wm. Penn Hotel.

Geo. McCallum has been transferred from Municipal Pier, Chicago, to a training vessel at New York to complete his course in the U. S. Navy.

McCallum received two carloads of fancy Holly last week. It was disposed of in two days.

Rochester, N. Y.

Stock of all kinds is extremely scarce here and difficulty is experienced in getting enough to supply the increasing demands, which though prices are higher than at any previous time, keeps up. All available stock is cleaning up almost as soon as it comes in. Roses, Carnations, Lilies, 'Mums and Violets are about all the flowers that can be had in any quantity. Late 'Mums are moving in fine shape at good prices and are filling a gap which the shortage of other flowers would have made. The outlook for Christmas flowers is not encouraging. Unless something unforseen happens there will be an acute shortage. Demands for Christmas greens show decided increase over those of last year. This undoubtedly shows that more decorating is being done. Plants for Christmas will no doubt be on the short side, there being only a fair amount on hand. This will no doubt be cleaned up quickly.

Interior fixtures have been installed in the new seed store of Hart & Vick Inc. The store presents a handsome appearance and is up to date in every particular.

At the last regular meeting of the Rochester Florist Ass'n, invitations were sent to the ladies and the last and most successful meeting of the year was the consequence. Charles Zoller generously offered to show his latest series of color plates depicting scenes from his recent travels in California and some of the famous Busch gardens. These were shown for the first time to the Rochester florists. About 60 members and their friends were in attendance. Light refreshments were served.

H. B. S.

Why Subscribe if You Don't Read?

When the editor makes every effort to produce an up to date paper and places on record the news of the week and all matters of information which concern the trade, it is discouraging to have subscribers write letters of inquiry a week or two later asking for replies to questions concerning such and such a matter, whereas if they had read their paper with any attention whatsoever they would have found their questions had already been fully covered.

MERCHANTVILLE, N. J.—The business of the late Benjamin Connell will be closed out. His widow, Mrs. Elizabeth F. Connell, states that circumstances do not permit of her continuing same, although she may take a few odd orders, her association with her husband in the business having taught her a number of things of interest which may be of some future benefit.

Plants for the Holidays

Prepare now for Christmas. There is going to be a big demand for plants this year. The war is over and there is joy in every home; your customers will want fine plants to decorate their festive boards and to make presents. There has been a scarcity of help the past year and many growers had to close some of their houses; a great many places closed up for good which, no doubt, will make good stock scarce. We have a very fine stock of plants and will give you good value for your money. We recommend the placing and shipping of orders early, as there is no telling what the weather or railroad conditions will be later on.

FERNS. Our ferns are very fine this year, and we will give you good stock.

NEPH. Scottii and Teddy Jr. 4-in. pots, $3.00 per doz.; 6-in. pots, $7.20 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.50 each; 12-in. tub fern, $3.00 each.

NEPH. Bostonensis. 6-in. pots, $6.00 per doz.

NEPH. Norwood. 6-in. pots, $7.20 per doz.

NEPH. Smithi. 4-in. pots, $3.00 per doz.

PTERIS Wilsoni. 3 plants in 6-in. pan, very fine, $4.20 per doz. 4-in. pots, $2.00 per doz.

HOLLY FERNS. 4-in. pots, $2.00 per doz.

ASPLENIUM Nidus Avis (Bird's Nest Fern). 5-in. pots, fine stock, $9.00, $12.00, $15.00 per doz.

FICUS Elastica (Rubber Plant). 6-in. pots, $7.20 and $9.00 per doz.; 7-in. pots, $12.00 and $15.00 per doz., extra fine.

ASPARAGA Plumosa. 3-in. pots, $8.00 per 100.

DISH FERNS. 2½-in. pots, the best varieties, $6.00 per 100.

HARDY IVIES. Fine plants, staked, 5-in. pots, $3.60 per doz., 6-in. pots, $6.00 doz.

To save express charges, please mention if pots are wanted.

Cash with order. No plants shipped C. O. D. All shipments travel at purchaser's risk and we are not responsible for any delay in transit, as our responsibility ceases when delivery is made to Express Company.

ASCHMANN BROS.

SECOND AND BRISTOL STS. AND RISING SUN AVENUE

PHILADELPHIA, PA.

Plants for Growing On

ARE SCARCE

But here is a possibility of every grower getting at least a fair proportion of the stock he needs, if orders are placed at once

ROSES

NEW ROSE PREMIER

A cross between Ophelia and Russell. Growth and habits of Ophelia, with flowers of the Russell type. Almost as large as Beauty. Color; deep rose pink.

Prices, Own Root Plants

100	250	500	1000
$30.00	$70.00	$125.00	$250.00

$5.00 per 100 additional for grafts. You can get it if you order early.

COLUMBIA

Disseminated last season, tried out and has made good.

Cross between Ophelia and Shawyer; clear, true pink, about the shade of Shawyer. One of the big Roses.

	100	1000
Own Root Plants	$17.00	$150.00

Standard Varieties—Own Root

Hadley	White Killarney
Hoosier Beauty	Killarney Brilliant
Mrs. Charles Russell	Sunburst
Ophelia	Radiance
Double White Killarney	Maryland
	Mrs. Aaron Ward
Mrs. Geo. Shawyer	Richmond
Pink Killarney	Kaiserin
	Lady Alice Stanley

Prices Later

CARNATION CUTTINGS

For Early Delivery

PINK	100	1000
Laddie	$7.00	$60.00
Cottage Maid	4.00	35.00
Miss Theo. True rose pink	4.00	35.00
Mrs. C. W. Ward. True rose pink	4.00	35.00
Enchantress Supreme	4.50	37.50
Pink Delight	5.00	45.00
Alice	4.00	35.00
Enchantress	4.00	35.00
Rose Pink Enchantress	4.00	35.00
RED		
Merry Christmas	5.00	40.00
Doris	6.00	50.00
Rosalia	5.00	40.00
Belle Washburn	5.00	40.00
Aviator	4.00	35.00
Nebraska	4.00	35.00
Beacon	4.00	35.00
WHITE		
Crystal White	6.00	50.00
Matchless	4.00	32 50
White Wonder	4.00	35.00
White Perfection	4.00	35.00
White Enchantress	4.50	37.50
VARIEGATED		
Benora	5.00	40.00
YELLOW		
Yellow Prince	5.00	40.00
Old Gold	5.00	40.00

COLEUS CUTTINGS

Verschaffeltii, Beckwith Gem, Golden Bedder, Queen Victoria, Trailing Queen, Fire Brand and others.

	100	1000
Rooted Cuttings		$9 00
2-in. pots	$4 00	35 00

Brilliancy and other fancy varieties, Rooted Cuttings, $12.00 per 1000.

FUCHSIAS, Rooted Cuttings

Little Beauty and Black Prince, $18.00 per 1000.

2-in., $4 00 per 100.

VERBENAS. The best assortment in the country.

2¼-in., $5.00 per 100, $45.00 per 1000.

HELIOTROPE, Bruant, Centefleur, and Dennison, 2-in., $4.00 per 100. **Rooted Cuttings,** $18.00 per 1000.

DOUBLE PETUNIAS

Rooted Cuttings, $18.00 per 1000. 2-in., $4.00 per 100, $35.00 per 1000.

DAISIES	100	1000
Boston Yellow, 2¼-in	$7 00	$60.00
White Marguerites, 2¼-in	6.00	50.00
Giant White, 2¼-in	6 00	50.00
White Marguerites, 5-in	35.00	

CHRYSANTHEMUM STOCK PLANTS

Yellow Bonnaffon, White Bonnaffon, Chas. Razer, Roman Gold, Seidewitz, Enguehard, Mistletoe, Patty, Maud Dean, White Ivory, Golden Glow, Smith's Advance, White Chieftain, Pink Chieftain, Chrysolora, Oconto, Polly Rose and many others. $5.00 per 100.

White Chadwick, Golden Chadwick, $8 00 per 100.

Pompons, all varieties.

FERNS FOR JANUARY DELIVERY

Good, heavy stock that will please.

2½-inch	100	1000
Teddy Jr.	$7.00	$60.00
Scotti	7.00	60 00
Boston	7.00	60 00
Whitmani	7 00	60 00
Verona	8.00	70.00
4-in. of above, except Verona	25.00	

This stock will make excellent plants for Easter and Sprng sales.

ASPARAGUS Plumosus

2½-in., extra heavy	$4.00 $35.00
2½-in., lighter grade	3.50 30.00
3 -in., heavy	7.00 60.00
4 -in., heavy	12.00
Sprengeri, same as Plumosus	

GLADIOLUS BULBS, 1½-INCH UP

Home-grown and fine quality.	1000
America, pink	$20.00
Augusta, white	20.00
Baron Hulot, blue	25.00
Panama, pink, extra large	30.00
Mrs. F. King, large, light scarlet	19.00
Chicago, white, pure white	25.00
Brenchleyensis, red	19.00
Haley, early salmon	19.00

SEEDS

ASPARAGUS Plumosus

Northern Greenhouse Grown

1000 Seeds	$3.25
5000 Seeds	14.00
10000 Seeds	25.00
25000 Seeds	56.25

ASPARAGUS Sprengeri

10000 Seeds	$10.00
5000 Seeds	6.00
1000 Seeds	1.25

SWEET PEA SEED

All the best Orchid and Grandiflora varieties

MISCELLANEOUS SEEDS

GYPSOPHILA, Elegans Grandiflora Alba 1 oz., $2.00; ¼ lb., $6.00.

AQUILEGIA Chrysantha, long spurred, yellow. Tr. pkt., 40c.

CANDYTUFT, Perennial white. Tr. pkt. 50c.; oz. $3.00.

CHINESE PRIMROSE, Improved. Finest grown. Mixed, pkt. $1.00

PRIMULA Kewensis, new dwarf yellow 25c. 50c.

PRIMULA Malacoides, Giant Baby, 50c.

ALYSSUM, Snowball. The only true dwarf, 50c.

COLEUS. New fancy hybrids, 50c.

CINERARIA, large dwarf., pkt. 75c.

LOBELIA. Crystal Palace. Finest dwarf, blue, 75c.

PANSY, Giants, 5000 seeds, $2.50.

PETUNIA. Cal. Giant and Bluejacket. Each 50c.

SALVIA Bonfire. Finest grown, 50c.

VERBENA, Cal. Giant, mixed or sep., 50c.

PACKING AND BOXES WILL BE CHARGED FOR AT COST

C. U. LIGGIT Office: 325 Bulletin Bldg. **Philadelphia, Pa.**

When ordering, please mention The Exchange

FLORISTS' Choice Flower Seeds

FOR PRESENT SOWING

	Tr. pkt.	Oz.
ASTER. Queen of the Market. Pink, Blue and White	$0.25	$1.00
Early Wonder. Pink, White.	.25	3.00
Crego Giant. Lavender, Shell Pink and White	.25	2.50
AGERATUM. Blue Perfection.	.20	.75
ALYSSUM. Lilac Queen	.25	2.00
ALYSSUM Little Gem. ¼ lb. $1.75	.15	.75
ANTIRRHINUM. Giant Silver Pink	.25	3.00
ANTIRRHINUM Nelrose	.25	3.00
Giant White and Giant Yellow	.25	1.00
BEGONIA. Erfordi. Pink	.50	
Vernon. Deep Red	.25	
CALENDULA. Orange King	.25	.75
CANDYTUFT. Giant Hyacinth Flowered White	.25	.50
CELOSIA Plumosa Thompsonii. Mixed and separate colors	.25	1.50
CENTAUREA. Candidissima.	.25	
Cyanus. Double Blue	.15	.75
COLEUS. Large Leaved Mixture	.50	
DAISY. Giant English. Pink and white	.50	
LOBELIA. Crystal Palace Compacta	.50	
MIGNONETTE. N. Y. Giant.	.50	1.00
PETUNIA. Ruffled Giants. Mixed	.50	
Rosy Morn	.25	3.00
Double Fringed. Mixed	1.00	
SALVIA. Clara Bedman	.25	3.00
Splendens	.25	.75
Zurich	.25	5.00
STOCK. Winter Flowering. Beauty of Nice	.50	3.50
Princess Alice. White	.25	3.50
Queen Alexandra	.25	3.50
VERBENA. Mammoth Blue, Pink, Scarlet and White	.25	1.50

5% discount for cash with order

William M. Hunt & Co.

37 WARREN ST., NEW YORK

Foreclosure Sale

On January 8th, 1919, at 10 A.M., on the steps of the Queens County Court House, Long Island City, N. Y.

An exceptional greenhouse property and dwelling, situated at Whitestone Ave. and Higgins Lane, Flushing, Long Island, New York, 7 miles from Manhattan, via Queensboro Bridge.

Three acres of land. 12 greenhouses (about 25,000 ft. of glass), Hitchings, Lord & Burnham and Wm. Lutton builders, in 1st-class condition; side walls and all benches built of concrete in most practical manner; 15 frames, 100x6 ft., built of concrete; 10 frames, 100x6 ft., built of wood; all heated by hot water. "Ideal" and Hitchings' boilers, practically new, heat the place. Concrete cellars for coal, stables, pot sheds and other buildings make it an unusually well planned place for growing pot plants. For years Ericas, Acacias, etc., were made a specialty of by H. D. Darlington, later by Knight & Struck.

A conservative valuation of the entire plant, including land, is $50,000.

Premises will be sold subject to a first mortgage of $15,000, interest at 6%.

Further particulars can be obtained from

Williams, Hetherington & Rathgeber

Attorneys

Queens Plaza, Court Building, LONG ISLAND CITY

When ordering, please mention The Exchange

SPLIT CARNATIONS

Easily Mended with

Pillsbury's Carnation Staples

No Tools Required

"I have tried different kinds, but like yours best"

Llewellyn, Florist.

1000, 35c., 3000 for $1.00, postpaid

I. L. Pillsbury, Galesburg, Ill.

When ordering, please mention The Exchange

Julius Roehrs Co.

RUTHERFORD, N. J.

ORCHIDS PALMS

and Plants of Every Variety

When ordering, please mention The Exchange

ORCHIDS

Best commercial varieties collected, imported and grown by JOHN DE BUCK,

719 Chestnut Street, - SECAUCUS, N. J.

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Chrysanthemum Specialists

ELMER D. SMITH & CO. ADRIAN, MICH.

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Carnations

F. Dorner & Sons Co

LA FAYETTE, IND.

Our Advertising Columns READ FOR PROFIT! USE FOR RESULTS

New England States

New Haven, Conn.

Horticultural Society Meeting

In recognition of the good work done by the New Haven Horticultural Society, during the past year, in war garden work and other activities, the city of New Haven has placed at the disposal of the society a fine room in the City Hall for future meetings. This is gratifying and will put new life and vigor into the society.

At the meeting on Dec. 10 a committee was appointed by President Geo. W. Cromie to draft a plan for a big membership drive. It includes E. F. Coe, president Elm City Nursery Co., B. G. Leeper, and John Weigand, who will probably develop a practical and systematic campaign plan. Other business transacted was the re-election of all the old officers. E. F. Coe and Walter Shaw were added to the board of managers.

The silver cup offered again this year by John N. Champion & Co., florists, was awarded to Frank C. Sheldon, of the Connecticut Experiment Station, for receiving the highest number of points for flowers exhibited at our meetings throughout the year. Number of points was 4230.

The committee on trial grounds at Storrs College submitted a set of rules for testing flowers, but for lack of some necessary information the matter was tabled until next meeting.

The meeting for Dec. 24, falling on Christmas eve, will be postponed until Jan. 14.

A letter from Miss Emma Slocombe was read saying that her father, John H. Slocombe, the veteran Dahlia grower, was not improved in health. His long illness has left him very weak. We miss his cheerful presence at our meetings as he has been a regular attendant for years, and has brought in many interesting seedlings for discussion.

WM. J RATHGEBER.

Bridgeport, Conn.

During the past few weeks there has been an unusual scarcity of cut flowers for this season of the year. Although the weather has been warm, it has been cloudy, which has had much to do with curtailing the supply. This is especially true of Carnations. Several of the trade who depend entirely on the wholesalers for their supply, report that the wholesale price is so high that they are obliged to raise the retail price to $1.50 per doz. However, in spite of the top notch prices, people have bought everything up eagerly. November business showed a decided increase over any previous year.

Several florists report that Chadwick 'Mums are still making a fine showing. Violets are of good quality, but the supply is short. Easter Lilies are bringing good prices. Stevia helps out wonderfully in funeral work. Calendulas and Bouvardia are in good supply.

Cyclamens, Jerusalem Cherries, Poinsettias, ferns, Begonias, Primroses, Crotons, etc., are much in evidence. Effective combinations of some of these plants displayed in novelty baskets have been noticed in the windows.

Holly, Laurel and all Christmas greens are so high and scarce that the market is poorly supplied this year. The local florists expect to charge much higher prices for wreaths and roping, etc., on this account.

Various Observations

George Pflomm reports that he is well fixed for a large Christmas trade. This firm has an excellent display of Christmas novelties in baskets filled with foliage, Orange trees, Crotons, etc., which make the window exceptionally attractive. Funeral work has kept all hands so busy that they are getting tired out.

Robert Hawkins says business is splendid; the bulk of trade, however, runs to funeral work. He is preparing for a large Christmas trade, and has a splendid assortment of potted plants, etc., on hand. This firm reports that cut flowers are [illegible] and high.

John Reck and Son have opened a branch store at the corner of Main and [illegible] Hill sts. They made several large pieces recently for the Bullard funeral, which called for a number of American Beauty Roses.

James Horan & Son have so many orders booked for roping, wreaths, decorative greens, etc., that they do not know where they will get enough to supply the demand. Their 'Mums are gone, but their large greenhouses have a splendid crop of Carnations, Stevia, etc., on hand. They are also cutting fine Narcissus. Mr. Horan is having hard work to get enough Violets to fill his orders. Funeral work keeps all hands busy, and is bringing good prices.

The Park Garden and Flower Shop has received a shipment of Holly, which is exceptionally good. It has already started delivering Christmas orders. Most of these are baskets filled with plants sent to the sick. Chadwick 'Mums and pompons are still being cut at their greenhouses, also a good crop of Callas. Carnations are not flowering rapidly on account of the cloudy weather. George Skinner, a former chauffeur for this firm, is still on the other side, but hopes soon to return.

Julius Reck reports that the demand for floral designs continues heavy. He is cutting good Easter Lilies and Sweet Peas.

Frank Foehrenbeck's Carnations are a little backward at present, but he has a nice crop coming along for Christmas. He is still cutting nice 'Mums and cold storage Easter Lilies. In coldframes he has planted 35,000 Pansies, many of which are in blossom.

James E. Beach has promising Poinsettas for Christmas trade. Judging from the appearance of his greenhouses, he will be plentifully supplied with cut flowers and potted plants. A fine crop of Callas was noted here. Funeral orders have kept all hands going day and night to keep up with the rush.

Gus. F. Herthal, of the West End Florist, is making greater preparations than ever before for the Christmas trade.

The New York Florist has had a busy week. Its window is decorated effectively with Christmas novelties.

Fred Kolb has his houses filled with his usual number of splendid Carnations.

F. E. B.

New Bedford, Mass.

All report business as rather quiet, but everyone is busy preparing for Christmas. Wreaths and baskets will be as predominant as in other years if not more so this year on account of blooming plants being scarce. Flowers are high at present and few are carrying any large amount of stock. Funeral work is plentiful.

Trade Personals

Davenport is making a nice showing of green plants and has some elegant Christmas wreaths prepared for the rush. He has installed a new heater in his shop and made more or less improvement throughout.

Ed. Peirce, who is preparing to close nearly all his houses until Spring, reports business as good.

We regret to say Ed. Shaw's daughter is sick again at the hospital; however, she is improving nicely and hopes to be well again soon.

Wm. P. Peirce, Jr., has arrived from overseas and is looking fine. He has been in several battles, has been gassed and wounded, and is glad to be back to good old U. S. A. He speaks highly of the Red Cross and the Salvation Army. Kate Peirce is now well again and back to business.

FRED REYNOLDS.

Newport, R. I..

Society Holds Annual Meeting

The Newport Hort. Society held its annual meeting on Tuesday evening, Dec. 10, when the following officers and standing committees were elected:

Pres., Frederick Carter; first vice-pres., Arthur W. Potter, Jr.; second vice-pres., James Hooper; Rec. Secy., Fred P. Webber; Finan. Sec'y, William Quay; Treas., Richard Gardner; Sergt. at Arms, William F. Smith. Executive Committee: The officers named and Andrew S. Meikle, Esau Kampanaar, Bruce Britterton, Charles Philpot, Alexander MacLellan, James Robertson, John B. Urquhart and James Watt. Auditing Committee: Herbert Blin, Bruce Butterton and Andrew S. Meikle.

The year just closed has been an unusual one. There has been a falling off in attendance at the meetings. The regular exhibitions were given up to make way for one-day monthly shows, which developed considerable interest among amateurs and children, but resulted in a decided falling off in professional interest. To remedy the lack of interest in the society's regular meetings a proposition was made to hold only one meeting each month the coming year, which, however, was voted down, it being felt that with the war over prosperity and normal conditions will soon again prevail.

"Plant Exclusion an Accomplished Fact" from THE EXCHANGE was read and came as a surprise to some who do not seem to wake up until too late.

Business over, the entertainment committee served refreshments and a pleasant hour spent together.

ALEXANDER MACLELLAN.

Nassau Co. (N. Y.) Hort. Society

Annual Meeting

The annual meeting of the society was held in Pembroke Hall, Glen Cove, N. Y., on Wed. Dec. 11 at 6.45 p.m. In spite of the inclement weather there was a large attendance, with Pres. Robt. Jones in the chair. The Judges appointed for the monthly exhibits were: Thos. Twigg, Wm. Noonan and Geo. Platt. They awarded the president's special prize for the best table decoration, for assistant gardeners only, to Hennig Michaelson, assist. to Geo. Ferguson, second, John Gailens, assist. to Wm. Churchill.

Treasurer Ernest J. Brown presented a creditable annual report, showing that the society has completed a successful season, both in point of membership and financially.

The election of officers resulted as follows: Joseph Adler, Pres.; Frank Watson, Vice-pres.; Ernest J. Brown, re-elected Treas.; Ernest Westlake re-elected, Sec'y; Harry Goodband, re-elected Cor. Sec'y; Robt. Jones, Trustee for three years. Executive Committee: William Noonan, Thos. Henderson, Ben. Sutherland, Wm. Milstead, Wm. Churchill, W. G. Carter and Thos. Meech.

There was a short discussion on "How to Grow Amaryllis and when to test them." A letter of condolence was ordered sent the family of the late A. Hans, a member who died recently. Exhibits for the next meeting, to be held on Wed. Jan. 8, at 2 p.m., are: three Poinsettias, cut, 25 spikes of Freesias and six ears of field Corn.

After the meeting a very enjoyable social entertainment and smoker was held.

HARRY GOODBAND, Cor. Sec'y

Toronto, Ont., Canada

Club Meeting

The regular meeting of the Toronto Retail Florists' Club was held in Dunlop's Hall on Dec. 9. As Mr. Geraghty was absent in Chicago, the chair was occupied by Vice-President H. G. Dillemuth.

It was decided to hold a banquet in conjunction with others interested in the flower business in March, at which the executive of the Canadian Horticultural Society will be entertained. The committee appointed to take charge of this for the club are as follows: J. A. Neal, chairman; J. J. Higgins and H. James.

Literature for Christmas advertising was distributed. The attractive blotters and stickers contain baskets of Poinsettias.

The greater part of the evening was taken up with the discussion of Mr. Dillemuth's paper on costs given at the November meeting. It was pointed out that where the florist occupies quarters over the store the house and store accounts should be kept separate. Florists should charge their salaries against the business. In fixing the price of a bunch of flowers they should remember that the flowers must be wrapped in paper, perhaps boxed, asparagus or fern thrown in, tags attached and the flowers delivered. All this means expense as well as salaries, rent, heat and taxes and must be considered in making the charge.

It is a common practice in some lines of business to add one per cent. to the selling price to cover the cost of advertising. More florists are now using newspaper space and in addition collective advertising should be done by the club such as using some of the bill boards for holidays, New Years, Easter, Mother's Day, Thanksgiving, Christmas and for the 'Mum show.

THE FLORISTS' EXCHANGE was quoted to show the advantage of the Florists' Telegraph Delivery. In one city the size of Toronto the shipments amounted to $100 a day for a month and the incoming business amounted to $83 a day for the same period. This was quoted to show the power of organized advertising. Some other examples were also given. The rising cost of flowers was also discussed. Florists are asked to pay $8 a case for Holly and $5 a hundred for ground Pine wreathing wholesale.

Mr. Dillemuth was in receipt of a request from the President of the Chicago Club asking for information regarding the operation of the Toronto Club.

The next regular meeting will be held on Jan. 6.

Business Brevities

George Geraghty, who has returned from a buying trip to Chicago, hopes to be in a better position than in the past two or three years to take care of the Christmas trade. Every evidence indicates that business will be bigger than ever if the stock of flowers is sufficient to take care of the demand.

At present a great deal of stock is being used for decorative purposes. Many of the florists have big jobs on hand such as decorating the big stores for Christmas. J. J. Higgins and H. G. Dillemuth have been busy during the past week making the big piano houses and other places assume a Christmas air. Large stocks of decorating material have been ordered and there is a good demand for it though it looks as if the supply of ferns would not be sufficient.

Retailers are discussing the question of licensing stores which open for a month or two at the busy seasons and are not to be seen when the tax collector makes his rounds. This will have its effect in the floral business and will protect legitimate retail businesses.

Wreaths are used in the cemeteries during the Winter. Trade in these has been especially heavy this year.

Mr. Neal reports that the stores are going in more for potted plants this year than formerly owing to the shortage of cut flowers. He thinks, however, that now the war is over, this situation will be remedied next year. The many restrictions on the various lines of business are being rapidly removed and the florist trade will, no doubt, soon return to old proportions.

Discussing the question of costs, Mr. Neal said that it is important that each department pay its own way. Nothing is to be gained in pooling the expenses. Greater profits might be made by sacrificing a department. The cost sheet ought to show where the profits are being made.

Flower prices are on the upward trend and will be still higher next week. Present ones are as follows: Orchids, $1 each; Roses $5, $6 and $7. Violets $1.50 per bunch. No American Beauty Roses are obtainable.

Carl Grobba will have an abundance of potted plants. Adams has a supply of Cyclamen, more than any previous year. The Toronto Floral Co. has a good looking lot of ferns and Cyclamen.

Trade Personals

J. J. Higgins has returned from Chicago where he secured a large amount of material for the Christmas trade. He is looking after a large number of decorating jobs.

Harrison of Roncesvalles ave., has stocked up with a large amount of Christmas trees. Because the war is over he expects the sales this year will be as large as previous to 1914.

Mrs. Moore of the Peoples' Florist has been visiting in Buffalo.

G. H. & Emma Emery, florists, Windsor, have sold out to Lucritia J. Bamford.

Mr. Yavner of the Arcade Florist, was in Chicago recently.

W. McClure of the Dale Estate, Brampton, has taken a position in the store of H. G. Dillemuth.

D. J. Cooke, who spent two years and a half in France, returned to his old job in Dillemuth's store. The confinement brought on his old trouble which developed in France and he has been admitted to the hospital.

At the Guelph Winter Fair, R. R Moore, Norwich, Ont., was first in seeds of Mangel, Turnip, Beet, Onion, Parsnip Cucumber, Tomato and Garden Pea. R. H Crosby was first on Carrot and Mr Letch on garden Bean seed.

G. C. K.

Ferns, Palms and Other Stock

FERNS. Scottii, Teddy Jr., Whitmani and Boston. 4-in., 25c.; 5½-in. 50c.; 6-in. 60c., and 75c.; 7-in. $1.00; 8-in. $1.50.

PALMS. KENTIA Belmoreana. 4-in., 50c.; 4-in., extra heavy, 60c.; 5-in. 75c., and $1.00; 5½-in. $1.25.

BIRDS NEST FERNS. 4-in. 50c. each.

FERN PANS. Assorted, 3 large plants, in a 6-in. pan, Wilsonii, Alla Leaneata, Victoria and Holly, 35c. each.

HOLLY and WILSONII FERNS. In 4-in. pots, 20c.

ASSORTED DISH FERNS. In 2½-in. pots, $6.00 per 100; 3-in. $8.00 per 100.

FISCUS Elastica or Rubber Plant. 5-in. pots, 50c., 6-in. 75c.–$1.00 each.

ASPARAGUS Plumosus. 2-in. pots, $4.00 per 100; 3-in. $8.00 per 100.

ENGLISH IVIES. 2½-in. pots, $6.00 per 100; 5½-in. pots, staked, 40c. and 50c.

HYDRANGEAS

Both French and Otaksa varieties. After Christmas you will want something to grow for Easter, and, as there are no Azaleas and Lilies, you will have to grow more Hydrangeas. We have a fine stock of 6-in. pot-grown plants, 50c. and 60c.; 7-in. 75c. each; for immediate shipment or to be shipped after the holidays.

Cash with order. All goods travel at purchaser's risk. No goods shipped C. O. D.
All plants will be shipped out of pots, unless otherwise stated.

GODFREY ASCHMANN 1012 W. Ontario St., PHILADELPHIA, PA.

When ordering, please mention The Exchange

TEDDY, JR. FERNS SCOTTII

8-in. $1.25 and $1.50; 6-in. 50c. each

8-in. $1.25 and $1.50; 7-in. $1.00; 6-in. 50c. each

Campbell Bros., Penllyn, Pa.

FERNS
MY SPECIALTY

FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100; 7-in., $2.75; 8-in., $3.75; 9-in., $5.00 each.

ASPLENIUM Nidus Avis (Bird's Nest Fern.) Strong 4-in., ready for a shift, $6.00 per doz., $45.00 per 100.

ASPARAGUS P. N. Seedlings. From best greenhouse-grown seeds, ready for potting, $1.00 per 100, $8.00 per 1000.

J. F. ANDERSON, Short Hills, N. J.
FERN SPECIALIST

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FERNS

ASSORTED VARIETIES FOR DISHES Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000; 3-in., $10.00 per 100. $90.00 per1000; 250 at 1000 rate.
BOSTON FERNS Harrisii and Teddy Jr., 4-in., $3.00 per doz., $25.00 per 100.
KENTIA Belmoreana. 4-in. 40c.; 3-in.20c.; 2¼-in. $12.00 per 100.
COCOS Weddelliana. 3-in. 25c.; 2¼-in. $12.00 per 100.
ASPARAGUS Plumosus Nanus. 2¼-in. $3.50 per 100, $30.00 per 1000.
ASPARAGUS Sprengeri. 2¼-in. $3.50 per 100, $30.00 per 1000.
SMILAX. 2¼-in. $3.00 per 100, $25.00 per 1000.

Frank N. Eskesen, Madison, N. J.
When ordering, please mention The Exchange

FERNS

	100	1000
Bostons, 2¼-in.	$5.00	$45.00
Roosevelts, 2¼-in.	5.00	45.00
Whitmanii, 2¼-in.	6.00	50.00
Teddy, Jr., 2¼-in.	6.00	50.00
Verona, 2¼-in.	6.00	50.00

Order either direct or through S. S. Skidelsky & Co., Philadelphia, Pa. (sole agents.)

Henry H. Barrows, Whitman, Mass.
When ordering, please mention The Exchange

Table Ferns

Nice, bushy plants, from 2-in., pots, $5.00 per 100.

R. G. Hanford, Norwalk, Conn.

ROSES

Sunburst, Maryland, Kaiserin, Richmond, Sunrise, White Killarney, Pink Killarney, Brides, Bridesmaid. Own root, 3-in. pots $10.00 per 100. Grafted plants, 3-in. pots, $18.00 per 100. **Ophelia and Mrs. Russell,** own root, 3-in. pots $12.00 per 100. Grafted plants, 3-in. pots $20.00 per 100.

POINSETTIAS

From 2¼-in. pots, $7.00 per 100

Wood Brothers

Fishkill, N. Y.

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Carnation Cuttings

We have commenced propagating. Our stock is fine and we have large quantities of the following varieties:

White Wonder	White Enchantress
Matchless	Enchantress Supreme
Mrs. C.W.Ward	Rose Pink Ench.
Rosalia	Benora
Pocahontas	Merry Christmas

$4.00 per 100, $35.00 per 1000

BAUR & STEINKAMP
CARNATION BREEDERS
INDIANAPOLIS - - INDIANA

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GERANIUMS

ROOTED CUTTINGS

All sold until March. Everything shipped via Parcel Post (special delivery) with bill for actual postage and a small charge for packing, unless otherwise ordered.

S. A. NUTT and BUCHNER...$15.00 per 1000
POITEVINE and RICARD.....$17.50 per 1000

PLUMOSUS. Orders booked for June delivery at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, Lancaster, Pa.
When ordering, please mention The Exchange

GERANIUMS

ROOTED CUTTINGS

All booked for November and December

PETER BROWN
LANCASTER, - - - - PA.

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F. E. Ads Give Good Results

BEGONIAS

Place your order now for early delivery. We have contracted for entire output of one of the best plant growers in the vicinity of Boston.

CINCINNATI, MRS. PETERSON, MELIOR, 2¼-in., $22.50 per 100. **LORRAINE,** 2¼ in., $18.00 per 100.

Palms, Ferns, Etc.

	100	1000
FERN SEEDLINGS ready for potting, 12 best varieties	$1.50	$12.00
2¼-in.	5.00	45.00
3-in.	10.00	90.00
ADIANTUM Farleyense Gloriosa, 2¼-in. $1.75 per doz.	12.00	
Boston Compacta, runners	4.00	35.00
NEPHROLEPIS Verona, Bostoniensis, dwarf, 2¼-in.	9.00	85.00
Scholzelii, Scotti, Elegantissima Compacta, Teddy, Jr.	8.00	75.00
Our 2¼-in. ferns are heavy and worth the price.		
Boston, Harrisii and Teddy, Jr., 4-in., $3.00 per doz.	25.00	
Boston, 2¼-in.	6.00	50.00
Bird's Nest Ferns (heavy 3-in.) good value	22.50	
KENTIA Belmoreana. 2¼-in.	12.00	
3-in., 20c. each; 4-in., 40c. each.		
COCOS Weddelliana. 2¼-in.	12.00	
3-in., 25c. each.		
LATANIA BORBONICA. 5-in., 15-in., to 18-in. high, 75c. each.		
DRACÆNA Sandersoni, 2½-in., pots, 8-in. high	20.00	
CROTONS. In assortment of best varieties and types. 2¼-in.	27.50	
4-in., $7.00 per doz.		

Miscellaneous Stock

	100	1000
ASPARAGUS Plumosus, seedlings		$9.00
2¼-in.	$3.50	30.00
4-in.	10.00	
Sprengeri, 2¼-in.	3.50	30.00
4-in.	10.00	
FUCHSIA. Assortment of five varieties, 2-in.	3.00	25.00
Little Beauty. 3½-in.	8.00	75.00
Assorted. 3½-in.	7.00	65.00
MARGUERITES, Boston Yellow. 2¼-in.	7.00	60.00
White. 2¼-in.	6.00	50.00
DRACÆNA Indivisa. 4-in.	16.00	
SNAPDRAGON. 2¼-in.		
Phelps' White and Yellow, low, Nelrose, Silver Pink	5.00	45.00
SMILAX. 2¼-in.	3.50	30.00
ROSE GERANIUM. 2¼-in.	3.50	30.00
Saleroi. 2-in.	3.00	25.00
HELIOTROPE Bruant. 2-in.	3.50	30.00
FEVERVIEW Gem. 2¼-in.	3.00	25.00
AGERATUM (dwarf blue), 2¼-in.	4.00	35.00
COLEUS. Ten commercial varieties, 2¼-in.	4.00	35.00
PELARGONIUMS. 2¼-in.	8.00	
ASPARAGUS SEED		3.00

Snapdragon seed: Keystone, Nelrose, Garnet, Phelps' White, Phelps' Yellow, Buxton's Silver Pink, per trade packet, 50c.; Ramsburg's Silver Pink, Hybrid Pink (new), Golden Pink Queen, $1.00 per packet.

Cash or satisfactory references from unknown customers.

L. J. Reuter Co., *Plant Brokers*
329 Waverley Oaks Road WALTHAM, MASS.

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Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

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The Insecticide that Kills plant Lice of many species.

The Recognized Standard Insecticide

A spray remedy for green, black white fly, thrips and soft scale.

Quart, $1.00 Gallon, $2.50

FUNGINE

For mildew, rust and other blights affecting flowers, fruits, and vegetables.

Quart, $1.00 Gallon, $3.50

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For eel worms, angle worms and other worms working in the soil.

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FRED. W. RITCHY
LANCASTER, PA.

USE WIZARD BRAND

TRADE MARK

CONCENTRATED PULVERIZED

MANURE

Pulverized or Shredded
Cattle Manure
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Sheep Manure

The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.

THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

FRIEDMAN'S BEST

TOBACCO POWDER, $4.00 100 lb. sack
(For Fumigating and Sprinkling combined)
TOBACCO DUST, $2.50 100 lb. sack
FUMIGATING KIND, $3.00 100 lb. sack
TOBACCO STEMS, $1.50 100 lb. bale
Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

To the Middle of January

Our home office in Boskoop tells us that we must be careful about accepting orders after that time. We had a big stock at the beginning of the season and still have a reasonable supply of

Rhododendrons, Buxus, Japanese Maples, Retinosporas, Juniperus, Thuya, Spruces, Clematis, Dutchman's Pipe, and other Holland Specialties

American nurserymen are planning for a big trade in ornamentals. This demand, with the announced import restrictions, is likely to create a shortage in many lines. We *suggest* that you take time by the forelock and send us your want list for quotations.

Our Wholesale Catalogue is ready and will be mailed on request

F. J. Grootendorst & Sons
(OF BOSKOOP, HOLLAND)
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When ordering, please mention The Exchange

ORDER NOW

Boxwood, Rhododendrons
Azalea Mollis, Conifers
Tree Roses, Peonies, Etc.

Shipments direct from Holland

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Stock Now Ready

FORCING ROSES

	Per 100
TAUSENDSCHON, XXX forcing grade	$28.00
EXCELSA (Red Dorothy Perkins), XXX forcing grade	22.00
LADY GAY, XXX forcing grade	22.00
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HYBRID PERPETUAL, assorted varieties, XXX forcing grade	22.00
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TREES
Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

The Bay State Nurseries
North Abington Mass.

SHRUBS
Finest of shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists. Let us estimate.

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HOWARD ROSES — Own Root — Desert Climate Grown — HEMET, CAL.

OWN ROOT FIELD-GROWN
EXPRESS
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Barr's Choicest Trees

AMERICAN LINDEN	1½-3-in. Cal., 12-15-ft.
NORWAY MAPLE	1½-3-in. Cal., 12-15-ft.
AMERICAN ELM	1½-3-in. Cal., 12-15-ft.
PIN OAK	1½-2-in. Cal., 10-14-ft.

EVERGREENS — SHRUBBERY — PEONIES — PHLOX — IRIS — Etc.

Car load shipments a specialty. Let us quote prices on your requirements.

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KEYSTONE NURSERIES LANCASTER, PA.

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Evergreen Plants for Winter Window Boxes

Small, Medium and Large Plants; Upright, Drooping and Globe-shaped:

70 varieties of CONIFEROUS EVERGREENS, like SPRUCE, JUNIPERS, RETINOSPORAS, ARBOR VITÆ, etc.

30 varieties of BROAD-LEAVED EVERGREENS, like EUONYMUS Japonicus, ENGLISH IVY, EVERGREEN BARBERRY and MAHONIA, etc.

BOXWOOD, too. All our stock is of our own-growing, hardy, acclimated and can be shipped till the ground freezes—and shipped *quick*. Send for Complete Trade List.

PRINCETON NURSERIES, Princeton, N. J. (Half-way between New York and Philadelphia)

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California Privet

The Largest Stock in the World

BERBERIS Thunbergii
in large supply also

Both Privet and Berberis of superior quality

I am now booking orders for Fall shipment in car lots, at most attractive prices.

Lester C. Lovett
MILFORD DELAWARE

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Clematis Paniculata

	Per 100
3-years, fine	$15.00
2-years, heavy	9.00
2-years, medium	7.00

LITTLEFIELD-WYMAN NURSERIES
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Privet and Berberis

LARGE STOCK FOR FALL

C. A. BENNETT
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HEADQUARTERS
for **California Privet** *and*
Berberis Thunbergii
Nearly 2,000,000 plants of highest grade
We are now booking orders for Fall delivery
J. T. LOVETT, Inc., Little Silver, N. J.

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BEST FOR OVER HALF A CENTURY
Complete assortment in large and smal sizes. Price list now ready
The D. Hill Nursery Co., Inc., Box 407 Dundee, Ill.
Evergreen Specialists
Largest Growers in America

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NURSERY STOCK

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

W. & T. SMITH CO.
Geneva, N. Y.
70 Years 1000 Acres

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P. Ouwerkerk

216 Jane Street
WEEHAWKEN HEIGHTS, N. J.

JUST RECEIVED FROM OUR HOLLAND NURSERIES
Rhododendrons, Azaleas, Lilium Speciosum, Spiraeas, Japonica, Peonies, Bleeding Heart, Pot-Grown Lilacs, Hydrangea in sorts, Clematis, and H. P. Roses in the best sorts
PRICES MODERATE

When ordering, please mention The Exchange

We are the Largest Growers of

Roses—Portland—Roses

Superior Quality—Choice Varieties—Sell better—Grow better
Ask for price lists. ORDER NOW

MOUNTAIN VIEW FLORAL CO.
PORTLAND, OREGON

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PIN OAK, (QUERCUS PALUSTRIS)

IN ALL SIZES

FRAXINUS Americana (White Ash), in all sizes.
ULMUS Monumentalis (Cornish Elm.)
POPULUS nigra fastigiata (Lombardy Poplar.)
Ask for our prices before ordering.

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F. E.—ALIVE AND UP-TO-DATE

NURSERY DEPARTMENT

AMERICAN ASSOCIATION OF NURSERYMEN—President, J. R. MAYHEW, Waxahachie, Texas; Vice-President, J. EDWARD MOON, Morrisville, Pa.; Treasurer, J. W. HILL, Des Moines, Iowa; Secretary, CURTIS NYE SMITH, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

The American Everblooming Hydrangea

An interesting history of one of our native American shrubs—Hydrangea arborescens grandiflora—which has also become one of the most popular.

By E. Y. Teas, of Eaton, Ohio, vetetan nurseryman

Nearly 20 years ago an employee of the Pennsylvania Railroad at Pittsburgh was given a job in Piqua, O. When moving to the latter city the wife of this man took with her a plant of this Hydrangea and slips from it were distributed about the city, so that in 1906 and 1907 I was able to collect 50 plants, paying from 50c. to $5 each, according to size. The plant was universally known there as "Everblooming" because it bloomed nearly all the Summer, while the better known H. paniculata grandiflora bloomed only in August and September.

The only authoritative history of the discovery of this plant is given by William Falconer, superintendent of Schenley Park, in THE FLORISTS' EXCHANGE of Aug. 14, 1904, wherein he says: "James Semple is a retired Pittsburgh florist now living at Avalon, a suburb of Allegheny. He is the Semple of China Aster fame, a canny old Scotchman and as wealthy as Crœsus. But retired as he is he cannot give up his love for flowers and pottering among plants. He and Wm. A. Shafer, former secretary of our botanical society, were out in the woods one Summer day a year or two ago, and there discovered growing wild a plant of our everyday native Hydrangea, H. arborescens, with large heads of sterile blossoms (in common talk we say "double flowers") as big and full and perfect as our ordinary Otaksa and pure white. His keen, practical eye at once saw its merit as a garden plant and his business sagacity told him that there was money in it.

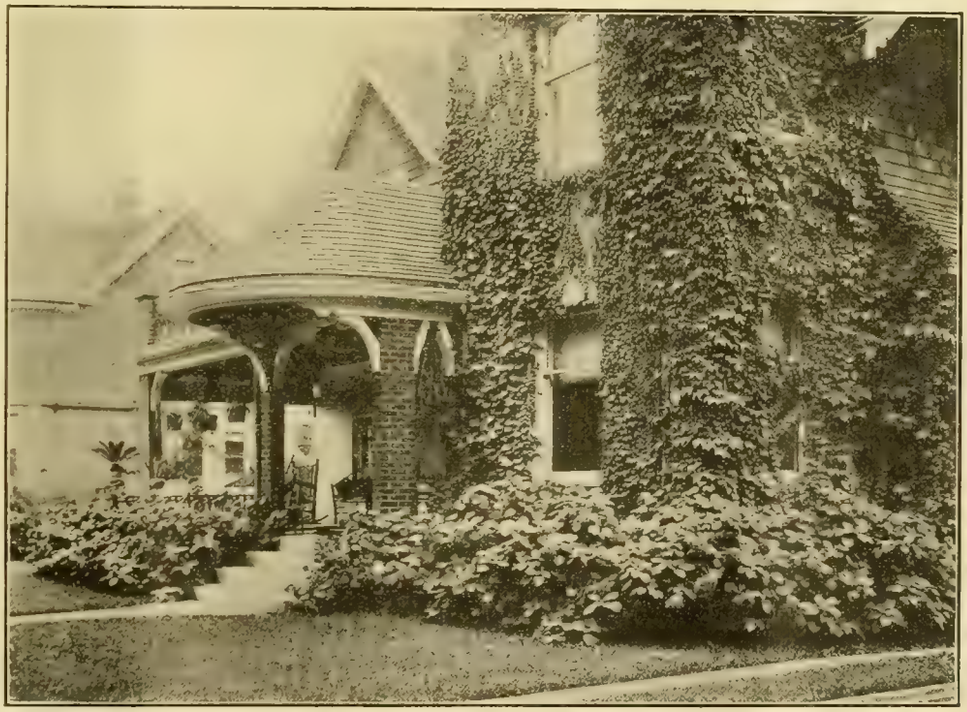
"So he secured every morsel of it, brought it home to his garden, planted it and is now propagating it. In a year he expects to have a thousand plants and to sell them at $5 per plant. I advised him to sell it in a lump to a novelty man for $1000, but he treated my proposition with disdain. I forgot that he didn't need the money, but were the stock mine I would have readily taken $1000 for it; but then you see that's where I am short in business and lean in pocket, while he is long headed in trade and full in pocket.

"But this Hydrangea is a mighty fine thing. It comes in bloom the first week in June, and lasts in full bloom well into July and is as hardy as a Dandelion."

This plant must have been in cultivation in Pittsburgh many years before it was discovered by Mr. Semple. It must have been fifteen years or more prior to 1904 that the lady brought it to Piqua. This lady died several years ago and the origin, as far as she was concerned, cannot be learned. I have been acquainted with the native type about 80 years. I have seen acres of the clumps but never an indication of any break from the normal. Why it is called "arborescens" is a mystery to me, as there is never noted any tendency to assume a woody, tree fern character.

As to its continuous blooming: There are hundreds of blooming clumps in this village (Eaton, O.) in all kinds of positions, on the north, south, east and west sides of buildings, and there are fresh blooms to be seen every day from early June until sharp frost, about the last of October. There is one peculiarity about the ripened bloom I have not noticed in any other flower. After the whiteness of the flower begins to fade, the bloom assumes a green color, and finally attains about the color of the foliage and remains so until the foliage begins to ripen while the Japan form ripens early and by the end of October is dry enough to burn.

As to its everblooming habit: There is a clump of a dozen plants set next to the cement foundation of the residence (See illus.) about 2ft. apart, five years planted, in ordinary loam soil that has never been fertilized; plants stand 3½ft. high and are as much across; these were not without some bloom every day from early June until October 1, and yet we had severe droughts during August and September.



Hydrangea arborescens grandiflora, five years' growth, cut down about 6-in. each February. Furnishes a harmonious base setting to the Ampelopsis Veitchii vines which frame the house

Hardy Bulbs, Their Rightful Place in the Garden

While there are a good many people who still associate bulbs in their minds with mere transients and annuals, the knowledge of their true worth in permanent plantings is fast growing.

The importance of bulbs for outside planting was never more clearly illustrated than this Fall when by reason of the war, the transportation of them from Holland was so precarious that a very great shortage was announced by headquarters disseminators.

More disappointment was experienced perhaps because of the scarcity in what we might rightly call the permanent kinds such as Narcissus (Daffodils) in all the standard varieties and the May-flowering Tulips (Darwin and Cottage). It was nothing short of a clamoring for kinds and colors for certain preconceived effects and finally a hasty compromise to take any color or kind that one could lay their hands on.

The war coming to an issue, too, at this stage, many people who had hitherto vetoed planting of any description because it was not essential, suddenly bethought themselves of that Spring display obtained at little cost, and so the clamoring increased tenfold.

Those who "did their shopping early" fared best, of course, while many latecomers were not served at all.

Perhaps it may seem paradoxical but it nevertheless was quite encouraging to note the many disappointed inquirers for bulbs as it was surely a true indication of the good times coming for the seedsman, the florist and the nurseryman.

We have said nothing specific regarding the better and wider use of bulbs but rather in a general way tried to bring out the thought of their value when planted in some permanent position. Here undisturbed they, every year, without any effort on our part, make a cheerful appearance and because they are beautiful and among the first flowers of Spring, are hailed with appreciation by one and all. EDWIN MATTHEWS.

Blooming of the Century Plant

Although the blooming of the Century Plant, Agave americana, is not uncommon in the older cities of our country and in many country towns, it is safe to say but few persons have ever seen one in flower. There seems no set time for them to bloom. They are not inappropriately called Century Plants, for it is an age almost before one blooms. While there are but few records of the exact age of plants that have flowered it is known that within a period of no more than half a century plants have flowered. In climates similar to that of California, where plants of this kind are hardy, the growth is more rapid, and perfection leading to flowering is reached at a comparatively early age. In Bermuda this Aloe is in a half wild state, it is reported, and the plants grow so strongly that prodigious flower spikes result. There is no frost or but little where the American Aloe thrives. It will stand a degree or two, I know, but just how many I do not know. As it has passed through a few when without any protection, it would not surprise me if it would undergo 10 degrees if standing in a sheltered place.

J. M.

Lysimachia clethroides

There is a Japanese species of the Loose Strife family and when seen at its best, is a most graceful and showy plant. It thrives best in a damp soil and grows to a height of about three feet. The flowers are full white and are borne on long nodding dense spikes. It is an excellent plant for the hardy border or better still by the margin of the lake or Lily pond, also useful as a cut flower, standing well when cut. In the Fall months the leaves take on bright tints which makes it a showy plant even after the flowers have gone. It is perfectly hardy and deserves to be more widely planted.

W. H. W.

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FOUNDED IN 1888

THE FLORISTS' EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc., Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touzeau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

BOSTON—Robert Cameron, Harvard Botanic Gardens, Cambridge, Mass.

PHILADELPHIA—Wm. H. Engler, 4651 Lancaster Ave.

A correspondent advises us of conditions with which the majority of the retailers may well sympathize. He says the situation this Christmas for the retailer is without precedent, for "he has his back against the wall. I don't believe we will ever wish to recall this Christmas as a satisfactory one."

City residents are just now like Macbeth, who fell when "the forest" attacked him in his stronghold; for though no *warrior* is visible behind the Christmas trees that have come from the wilds, nevertheless it's a case of "fall" for the parent who has kiddies. This remark is called forth by the thousands of trees, constituting great forts which were lying this past week on West st., near Warren, awaiting purchasers and transformation into Christmas trees. The major portion of this business is said to be in the hands of one hard-headed Yankee, who runs a grocery store other times. The trees come from Vermont this year and will be dear, from $1.50 up. No trees are in from Maine on account of the quarantine.

Gardeners and Florist's Annual

There will be no Annual published for 1919 due to the disturbed trade conditions of the past months. That the Annual is an appreciated publication has been evidenced by the large sales it has had in the past and which it still continues to enjoy.

The publishers venture to express the hope that with the situation again becoming normal it will be possible for them to put forth a greatly improved book for 1920.

Christmas Transmittals

Secretary Albert Pochelon of the F. T. D. suggests to its members that never before at any holiday was it so necessary for them to use their own good judgment in transmitting telegraph delivery orders to outsiders; they should eliminate as far as possible the small orders of $2 to $3, as same would be hard to fill in most sections of the country on account of the scarcity of flowers and plants.

Re. Novelties

A respected subscriber submits the following:

To what purpose is the advertising campaign and the Florists' Telegraph Delivery service to the wholesale trade if it sits sadly by and waits for business to adjust itself?

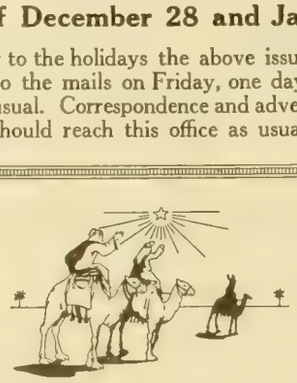
Question is brought up because this grower of flower novelties recently had his novelty turned back on his hands, being advised to lay it on the shelf until business was good again, by the wholesale house which had previously bought it liberally, they claiming that at the time they wrote there was no market in their city for such material. The grower fortunately had other markets wherein he found no difficulty in disposing of the stock.

And what is the grower of novelties to do while waiting? And have not the retailer and wholesaler alike, for years, demanded from the grower novelties? And when he gets them, are they not the last thing that gets a push? And when the grower ceases to make a fair living, what will become of the entire trade? And if we all grow the same kind of stock for funeral work only, where does our vaunted progressiveness come in?

LATE

Issues of December 28 and January 4

Owing to the holidays the above issues will go into the mails on Friday, one day later than usual. Correspondence and advertising should reach this office as usual.



"On Earth Peace, Good Will Toward Men"

For the great majority of us it is easier to rejoice this Christmas than last. Then, the world was immersed in the greatest war of all history. The nations were attempting to solve the same problem which in a smaller way the United States had faced and solved half a century before. To use Lincoln's phrase they were testing whether any nation "conceived in liberty and dedicated to the proposition that all men are created equal could long endure." Hate and fury, the powers of Hell, were engulfing our sons—the world's best manhood. Thousands were making the supreme sacrifice and thousands more, it was felt, were doomed to follow.

Now the war has ended, our participation has been justified. Right again has triumphed over might. The world by means of the International Peace Congress, is to be made more safe for democracy. Our soldier sons, their services and sacrifices no longer needed, are returning jubilant by thousands weekly from the battlefields of Europe. We greet them with individual and national rejoicing, and if we fail to find the familiar faces of husbands or sons, brothers or sweethearts but see in their stead golden stars on our service flags, our regret is transfused with pride that these had their share in advancing the day prophesied by Isaiah when "nation shall not rise up against nation, neither shall they learn war any more."

But if we look no deeper than this we are remiss—traitors to the cause which they "so nobly advanced." Again to quote Lincoln, "it is rather for us to be dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion," so that through our individual rectitude and enlightened self sacrifice our example may so shine before our family, our community, our state, and our nation that the world may see our good works and glorify Our Father which is in Heaven.

Those of our readers who are familiar with "King Robert of Sicily", may apply Longfellow's quotation of the words of the Magnificat, "*deposuit potentes de sede, et exaltavit humiles*" to the present Christmas festival; for, to use the poet's translation, "He hath put down the mighty from their seat and hath exalted them of low degree." In a limited and personal sense we may see only the deposition of the kaiser and the celebration of the birth of Jesus of Nazareth. But a broader view will show that in the closing of the war there is a victory of right over might, and bright hopes for tolerance over tyranny, an advance in the brotherhood of man. Just as the birth of Jesus of Nazareth occurred while the world was full of hate and turmoil and without pomp ushered in the reign of the Prince of Peace, so may the Christmas which we celebrate this year bring to us all the blessings foretold by the Heavenly Host

"On Earth Peace, Good Will Toward Men"

The Christmas Situation

Due to the coal restriction order of last May on the one side, which had the effect of sending hundreds out of business, obliging others to close down a part of their ranges and discouraging the trade generally, and the unexampled prosperity of the general public on the other side, the prices for flowers for the Christmas holidays are receiving comment in this week's issue, far more so than ever before to our knowledge at this season.

Letters from correspondents are printed in this issue which the trade must understand are published because THE EXCHANGE holds that it has no right to ignore its readers' opinions, if such opinions are expressed without animus and in the endeavor to bring about a reasonable discussion which might lead to betterment of existing conditions.

Because we give publication to these letters it does not follow that these are editorial views. It can readily be understood, however, that there is a tremendous shortage of stock for the holidays and that when such shortages occur prices are bound to rule higher. This rule holds good in all lines of trade. Our caution to all concerned if a caution is necessary, would be to the effect that prices should be held down as low as is consistent with a reasonable profit. Attemps to explain the cause of advances cannot be gone into too minutely for obvious reasons Beyond the statement of the coal restriction and the discouragement of growers, little more need be said to account for the shortage. The retail trade is confronted with a condition, not a theory, and it is up to it to exert its best efforts to overcome or mitigate the situation through the exercise of tact and diplomacy.

The best customers should naturally be taken care of before the outsider or the casual buyer; this latter class of customer will come back, but the reliable patron must not be offended.

To elucidate our argument: When THE FLORSTS' EXCHANGE felt compelled, two years ago, to raise its subscription price, the publishers were astounded when it was ascertained that some few of its oldest subscribers failed to renew. These men were written to and the circumstances explained, but without effect, save in one or two instances. The point was that these men were really offended. They felt as though it was an attempt on the part of the publishers to take advantage of them, for a reason which did not exist, and seemingly, no argument could persuade them to the contrary. These men were not reachable in person; had they been it is quite probable that many of them would have been reclaimed, because a personal explanation would have carried weight, but the results serve to point out the fact that, in many instances understanding their customers, it would be even better for a retail florist to make a sacrifice at this one exceptional time rather than to encourage the disfavor of people who had been dealing with him regularly for years.

Selling cut flowers for this approaching holiday season is going to prove a problem to every retail salesman and will call for the exercise of every ounce of tact and diplomacy he possesses.

One method of dealing with old and respected customers people whose trade is valued, would be to tell them that on account of coal restriction, growers had been discouraged, many going out of business; that flowers on this account were scarce and extremely high. If the customer had been in the habit of buying $25 worth of flowers, and the price this Christmas for the same lot of flowers approximates $50, give the customer these facts, but tell him likewise: "Mr. Smith, you have been accustomed to paying $25 for these flowers; now the selling price this year for the same quality and quantity is more than double, and we feel we cannot ask you to pay the full price. We want you to have the flowers and we want to retain your patronage, so will make a sacrifice and will fill your order for $35 or $40 (as the case may be." In this way the customer is likely to be retained, and in many instances he will even go to the length of expressing his intention to pay the ruling price.

The New York Trade Meeting

An experienced observer at the meeting on Monday night in New York City, of growers, retailers and wholesalers, expressed the opinion that considerable has been accomplished in that progress was made in unexpected directions. A spirit of good fellowship had been engendered and those who came with a more or less antagonistic feeling had gone away with a more friendly one and with the realization of the possibilities of future cooperation, as well as that of standardizing many avenues of the business hitherto in more or less conflict the year around.

It was agreed that it was too late to establish prices for this Christmas; in fact it does not seem possible to establish prices in advance for any holiday of the year. It does not seem a practicable scheme to get at it that way, nor is it in accordance with law.

A number of speakers gave voice to the fact that prices at the present time were not high in proportion to what they had been at other Christmas seasons, and that they were only believed to be high by the retailers

through their ability in former years better to control the situation. The present condition has been brought about through the scarcity of supply and the attractive markets presented elsewhere.

A good idea was brought forth when one attendant urged that the various branches of the industry appoint representative committees, the joint committee so composed to convene and outline a policy of cooperation that would be beneficial to all subsidiary branches of the industry the year around; this would give opportunity to discuss and solve the various phases of the particular problem of prices.

Christmas Prices

A Discussion as to their Cause and Effect, participated in by the Growers, Wholesale Florists and Retailers

The condition of the New York market for Christmas was such as to make advisable action by those interested. Accordingly on Monday evening, Dec. 16, there was held a joint meeting of retailers, wholesalers and growers, at 56 West 30th st., New York, the object of the meeting being to discuss Christmas, 1918, prices, in the endeavor to stabilize them, if possible, so that the retailers could gain some definite idea as to what prices to charge on advance orders. More than 100 of those interested were present from the New York district, including many well known in the trade.

John Nicholas was elected chairman of the meeting and Ward W. Smith, secretary.

There ensued a general discussion of the subject in which men from the various branches of the trade were each individually permitted to give their views. The retailers pointed out that prices of flowers had become so high that people, in many cases, refused to buy, leaving the store in disgust, and bought other things instead of flowers; thus regular customers were lost and the whole trade suffered. The retailers agreed that growers were entitled to higher prices, but that when goods were sold through what was designated as "illegitimate wholesalers," men who bought out the entire stock of the grower for cash and then boosted the price to the retailer, the latter was compelled to charge so high for the stock that customers would not buy.

Several growers spoke, giving examples of how the cost of coal and all other materials had gone up, so that greatly increased prices were necessary; also that greenhouse forces had been depleted, all of which very notably shortened the supply of stock; that prices were not really high, but only relatively so, since in the last few years they had been much too low and that even now prices were barely covering the cost of production. The remedy suggested was that prices be raised by the retailers to the ultimate consumer, who should be educated to the realization that flowers, like all other commodities, must be increased in price to meet the greatly increased cost of production.

In regard to fixing a price in advance for a holiday, one of the growers suggested that if the retailers would guarantee to pay this fixed price and not expect to take advantage of a drop in the market, the growers might be willing to set such a maximum price before a holiday. Several instances were given of retailers who had agreed to accept stock at a certain price before a holiday and then, because prices had dropped, had refused to accept the goods.

Another point that was brought out was that when stock was plentiful outside growers used the New York market as a "dumping ground," and that many of the retailers encouraged the practice by buying this "dumped" stock. On the other hand some of the retailers complained that many growers sold stock direct to automobile parties and other private people at less than the retailer could sell it for; thus prices were affected and customers taken away from the retailer; this and similar practices tended to give the impression that the retailer was charging too much.

As to price fixing it was pointed out that there would probably be legal and other obstacles in the way of doing this.

Although the discussion lasted about three hours, no definite action was taken. Two suggestions were made which, although too late to be of use this year, would undoubtedly help the situation in the future if adopted by all concerned. They were:

(1) That the retailers keep prices more nearly uniform, by charging higher prices during the season when stock was plentiful; thus there would not be so great a jump in prices at holiday times and retailers could afford, if necessary, even to sell stock at a loss at holiday seasons.

(2) That retailers show themselves loyal to the legitimate commission men, supporting them in times when stock was plentiful, so that the wholesaler and grower would not have to charge excessively high prices when stock was scarce in order to compensate themselves for low prices obtained during glut periods.

Although the discussion became lively at times, the tact of Chairman Nicholas prevented the speakers from indulging in personalities, and the meeting was marked by good humor and a genuine effort to get at the real facts, so that some common understanding might be arrived at for the benefit of all. The meeting undoubtedly did much good in showing each group the difficulties and problems of those in the other groups.

A few among those well known in the trade whose presence was noted and who spoke were the following: Pres. Chas. H. Totty of the S. A. F. and O. H.; Preselect Philip F. Kessler of the New York Florists' Club; also former Presidents Geo. E. M. Stumpp and Chas. Schenck; F. R. Pierson, Aubrey Nash, Max Schling and Frank H. Traendly.

Holiday Shipments Will Not Be Delayed

In our issue of Dec. 7 (p. 900) is printed a letter written by the officers of the Lancaster County (Pa.) Florists' Club to Hon. W. G. McAdoo concerning shipments of cut flowers and plants. Below we quote the reply sent to the club, Dec. 14, by F. G. Holbrook, manager, Express and Mail section of the United States Railroad Administration.

Lancaster County Florists' Ass'n,
661 West Chestnut street,
Lancaster, Penn.

Gentlemen:—

I beg to acknowledge receipt of your letter of December 4th to the Director General, requesting that the American Railway Express Company be instructed to give priority to shipments of cut flowers and plants. The present instructions of the Express Company provide that such shipments must be given preferred attention and any embargoes on express matter that may be placed will not include shipments of cut flowers and plants. In order that these shipments may be properly handled during the holiday rush, I am requesting the Express Company to direct the attention of all employees to the necessity for handling shipments of cut flowers and plants promptly.

Yours very truly,
F. S. Holbrook,
Manager Express & Mail Section.

The Florists' Round Table

In this column readers are cordially invited to present their personal views on topics of interest to the trade. They must not conclude, however, that the editor necessarily agrees with them. THE FLORISTS' EXCHANGE reserves the right to disagree even though it publishes the letters which follow. Its idea is to encourage discussion among readers themselves.

Unusual Conditions in Florist Business

Editor The Florists' Exchange:

Unless something unexpected develops during the coming week the anticipated "big business" for Christmas will not materialize to the extent hoped for. The abnormal prices asked by growers for stock have reached a point where the retailers absolutely refuse to handle it. Fortunate is the retailer who grows some of his own stock for he will reap a rich harvest.

There is not the slightest doubt that the demand for flowers this year will be greater than ever before if normal prices obtain, but as a prominent florist said: "When it comes to paying $12.50 per 100 for Carnations at wholesale, the price we would have to charge would be prohibitory. It works an injury to the entire trade by creating an impression in the public mind that flowers are a pretty expensive luxury." For this reason the florists have reached a tentative understanding to have a quiet Christmas.

Of course, florists blame the growers; but as a matter of fact on investigating the amount of stock we found the houses nearly bare of flowers. Just why this should be so we have not fully determined. There seems to be plants enough, but no flowers. With the unusually favorable weather conditions there ought to be plenty. The solution of the problem seems to be that with the advertising flowers have been getting, the normal demand has doubled. The growers have hedged considerably this Fall owing to coal and labor conditions, so there are no extra stocks to meet the increased holiday demand.

The only ray of hope is that with Boston and New York wholesalers refusing to handle the stock at prices asked a considerable quantity will be thrown on the market in the smaller towns in time for Christmas trade.

It was a mistake, Mr. Grower, not to have the courage of your convictions and run your plants to the limit after the money you spent for National advertising. You simply did not realize what advertising can do.

Wm. J. Rathgeber,
New Haven, Conn.

Which Shall it Be?

Editor The Florists' Exchange:

Under existing conditions of business I am sure great damage must result to our trade as a whole by advancing prices regardless of values. The ability to get a high price for any article of itself does not create value, but is more often taking advantage of another's necessity. I believe that large business can not be built on such foundations. "Fair values for money expended" in the end is a principle more likely to prove successful than that of taxing all the traffic will stand.

The price list as sent out for the holiday trade is certainly a notable production. Imagine that when it has simmered down it will cause Mr. Ultimate Consumer profound thought, for figuring the Carnation proposition at $12 to $20 per 100 it is hardly possible for the retailer to charge less than $3 per doz. So when Mr. U. Consumer takes his wife and family down town to do his Christmas trading in a town with a general price list like ours he stacks up against a situation something like this. With the same amount of money he can buy:

12 Carnations or a 7 lb. Turkey
12 Carnations or 3 bushels of Potatoes
12 Carnations or 50 lbs. best flour
12 Carnations or 1½ bushels of Apples
12 Carnations or 5 doz. of Oranges
12 Carnations or 4 doz. fresh eggs
12 Carnations or 1000 lbs. of soft coal
12 Carnations or 2 chickens
12 Carnations or a box of better cigars than the average florist smokes
12 Carnations or a 3 lb. box of candy
12 Carnations or a $2. shirt with collar and necktie thrown in
12 Carnations or $3. waist for a poor relation
12 Carnations or a pair of slippers for grandma.
12 Carnations or 6 pair of socks for those who like useful presents
12 Carnations or a pair of warm gloves
12 Carnations or a hat for another poor relation
12 Carnations or any one of a very numerous line of aluminum and similar goods both useful and ornamental, and so on ad lib.

I am personally of the opinion that when Mr. Ultimate Consumer thinks over all these things he will probably arrive at the conclusion that florists are profiteers.

Samuel Batson,
Kalmazoo, Mich.

Ant and Aphis Problem

One of the best ways of getting rid of ants is to fill small saucers about ½in.. to the edge with molasses and place these in the trails of the ant. Put a man on the job to watch them and as soon as the ants crowd around the edges of the saucers simply push them into the molasses. Keep this up for a day and not many will be left.

J. Hugo Pladeck.
Elmhurst, N. Y.

(The preceding is in reply to a letter from an Exchange subscriber which appeared on p. 825, issue of Nov. 23. Incidentally, we may say that, through a typographical error, this letter was signed W. B. McDonough. The letter really came from W. B. Burleigh, Troy, N. Y., to whom credit is hereby given for suggesting the discussion of the problem. The subject was further treated in our issue of Nov. 30 and we should be glad to hear from others interested.—Ed.)

"They don't Cross the Bridge—Until they Come to it"

A foreigner was talking over the phone one day last week and that was what he said of Americans.

So far as plant exclusion is concerned his statement carries truth.

When coal restriction was put into effect but a few short months ago there was little agitation on the surface until the time came that the coal was needed. When it was realized it wasn't obtainable there was universal consternation.

Coal Restriction at its worst would have been—was—but a temporary evil. Plant Exclusion is with us for good, to all appearances. Every florist in the land is vitally concerned—or, we have always had reason to believe such to be the fact—and yet the great mass of florists, if it is allowed to judge by their atmosphere of silence, are positively apathetic and indifferent to the far reaching results of this startling edict, the reason for which, so far as the interdiction of florists' field plants is concerned, remains unknown.

Plant Exclusion

A meeting was held last Thursday, Nov. 12, in regard to the plant restriction and exclusion ordinance recently drawn up by the Federal Horticultural Board, and signed by Secretary F. D. Houston, but of which particulars have not been as yet officially promulgated.

At this meeting quite a number of gentlemen prominent in the trade were present, each one of whom gave free expression to the conclusions formed in his own mind as to the effect this ordinance would have on the future of the horticultural business.

Commenting upon a recent utterance by Secretary Daniels to the effect that "everything that hinders world understanding and world commerce must be put aside," it was agreed, in answer to the question "What do we want?" that the trade asked only what the Government claimed was wanted; namely, permission to do business on a common sense understanding and commerce with the world at large.

After much discussion further action was left in abeyance, awaiting receipt of the published ruling, which it was understood would be ready shortly, before coming to a decision as to future collective action.

The New Rose Columbia

The striking characteristics of the new Rose Columbia are its great freedom of growth, the very quick production of numerous strong breaks to the plant, each running up a long stiff stem without pinching, producing "extras" and "specials" with less coaxing and attention than any other rose. Another point thoroughly appreciated by the grower is its freedom from thorns; the stem is nearly thornless for 10 to 12in. below the flower.

It is a nice, kindly grower, not troubled with either mildew or black spot. Being "double," it makes a good Summer rose, but it never shows a trace of "sticking" in the Winter time, opening its buds freely and holding its bright, clear color in the short, dark days of Winter.

A quality frequently commented upon is the fact of its clear peach pink color, deepening as the Rose matures, making a handsome, open flower of fine size.

Cut blooms from this Spring's planting were reaching the market in commercial quantity by June in most of the big cities, and these have received favorable comments by the press, showing the quick action of the new comer.

From the "set" of E. G. Hill's seedlings which were first shown in true character in early 1917, this variety was really selected and named by the representative body of florists, who, after attending the Carnation meeting at Indianapolis during that memorable zero spell of February, stopped off at Richmond to inspect the very interesting lot of seedlings then in full show of bloom, and selected Columbia as the leader.

It has met the warmest reception of any Rose ever offered to the trade, and the most critical growers feel sure that it will justify the welcome extended to it.—S. A. H.

E. G. Hill Co.'s new Rose Columbia. A seedling from Ophelia crossed by Mrs. Shawyer

At first reading it would seem that the new 'phone rates announced in our news columns should help F. T. D. business; but a more careful perusal leaves this in doubt. For, if we interpret the rulings aright, it would seem that the change from personal service to mere "station" service might mean an actual increase and the apparent reductions on short distances might be more than offset by incidental extras. Surely this is not the intention of the Postmaster General.

The American Dahlia Society

President Richard Vincent, Jr., has made a personal appeal to the members of the Dahlia Society, asking that all members retain their membership for the coming year and do some missionary work in the endeavor to obtain new adherents. The Society has been wonderfully successful, all things considered. Under changes of by-laws, made at the annual meeting, the business year now runs from Jan. 1 to Dec. 31. All members will have the benefit of the bulletins for the balance of the year.

Talking of the interest in the Society he says that many of the Canadian members are renewing, which speaks well for them after four years in the war. Finally, in conclusion, he says of Dahlias: "Read of them, tell of them, grow them, show them, and so help keep alive the fine work we have done in the past."

A Garden of the Brave

In a speech at the luncheon of the Pilgrims of the United States on Britain's Day, Sir John Foster Fraser, after touching upon the parts the various nations have played in the great war, and making for the League of Nations, concluded by delineating a "Garden of the Brave" as follows:

Sometimes people to me say, "Is it true that in France and Flanders the Poppies grow over the dead?" It is true. Those of us who have been up the valley of the Somme, have been along the great stretches of the fighting line, know indeed, how there are little mounds there with the Poppies waving above them; know how you will find the stretches or groups of graves; how in front of the torn and broken lines the brave men have been laid to sleep, and over them the Poppies grow.

Since the armistice has been signed my mind travels across the Atlantic to that great stretch of land where for years guns used to reverberate, but now all is silent. People are wondering what to do in that region. Many courteous, generous Americans think it would be a gracious act on their part if they found the means whereby those torn towns and those disrupted villages could be brought into their own again.

Many French people believe it would be better if instead of that a great forest were allowed to grow over the mightiest cemetery in the world. But, casting my mind back to the scenes of the fighting, which are very real in my vision, I sometimes picture that it would be well that that great land where lie so many of our brave dead were made into a Garden of the Brave. I would like to see, and I do see sometimes, in my vision, the flowers of America growing where lie so many of your gallant sons.

I know there will be mighty stretches of Fleurs de Lis marking the sleeping place of 1,500,000 brave Frenchmen. I would like to see the blooms of Belgium nodding over the graves where brave Belgians sleep, and a mighty avenue of Maple trees, all glorious with their crimson and their gold, telling the place where the Canadians rest, and mighty masses of the wonderful Australian Wattle showing where the Australians are sleeping. Yes, and I know that out there, too, will be great sheaves of green, the Shamrock coverlet for the brave Irish; and Roses everywhere, the White Rose and Red Rose, the Roses of Old England, of Lancaster and of York, telling where 500,000 brave Englishmen lie.

Perhaps out in that Garden of the Brave, I would come across stretches of Heather, beautiful gold-purple Heather. I know a Scotchman is buried there. There would be playing—I would hear the sound of the pipes for the pipes always play where dead Scotch soldiers lie. That is the vision that comes to me.

The Christmas number of the Houston (Texas) *Post* has a 24in. closely printed article by our esteemed friend, S. J. Mitchell, president of the Houston Horticultural Society, on Christmas celebration and decoration. It is packed full of timely ideas as to florists' materials and their uses for window and store dressing, and in the home. This is the sort of article that should appear in newspapers and magazines to help the public decide upon what materials to choose and how to use them.

Cartoon "Said it" With a Rose

The idea of "Say it with Fowers" was effectively brought out in a recent Congressional inquiry as to certain enemy activities when the significance of a cartoon was questioned. The picture shows an American Beauty Rose in which money bags are seen. Above hover bees on whose wings are the names of France, England, Russia and Italy. The idea sought to be conveyed was the warning that these bees were seeking to take away the money out of this country.

Anthracite Waste as Fuel

It has recently been discovered that the "culm" or waste from anthracite coal mines may be used for fuel in furnaces after being treated by a simple process, or in some cases without such treatment. At the mouth of the mines in Pennsylvania and elsewhere huge piles—really hills or almost mountains—of this material have been accumulating for forty or fifty years. Since this material has cost the companies nothing, having been thrown out, and the miners "docked" in proportion, it should be a cheap form of fuel. However, only time and experience can tell how useful it may be as a heat producer, whether or not it may be more economical than coal and whether it is a safe and sure source of heat for commercial heating, especially florists' establishments.

Airplane Mail Service

The initial flight of the service between New York and Chicago via Cleveland was inaugurated Dec. 18. It carries first-class and registered mail only, including sealed parcels, not larger than 30in. combined length and girth; postage is 6c. per oz. or fraction thereof. To expedite delivery special delivery stamps can also be used. That this mail is going to prove of great advantage to business men is adduced through the fact that the service will cost but 3c. more than the ordinary mail, while delivery at destination will be made many hours in advance of the fastest train; mails are scheduled to reach Cleveland at 11:30 a.m., Chicago at 3 p.m. Mails for points beyond Chicago will be carried as far as that city by airplane and then forwarded in the regular way.

Douglas Fir Tree Seed for France

Percival S. Ridsdale, secretary of the American Forestry Association, sailed this week carrying a sack of Douglas Fir tree seed for the French Government. While the sack is so small that it fitted in his traveling bag it is expected to grow 50,000 trees whose value at maturity should be approximately a million dollars. Mr. Ridsdale said that due to the war France has lost 1,500,000 acres of woodland, partly because the trees have been used for trench, road and barracks building and partly because of being blasted to pieces by shells. In pre-war times almost a million people in this area were dependent for half the year upon these forests. In collecting seeds needed by France members of the American Forestry Ass'n, the forestry departments of the various States, the Boy Scouts and other organizations will be called upon to help.

Economic law of smoking.—Two old Scotsmen sat by the roadside, talking and puffing at their pipes. "There's no muckle pleasure in smokin', Sandy," said Donald. "Hoo dae ye mak' that oot?" questioned Sandy. "Weel," said Donald, "ye see, if ye're smokin' yer ain bacca ye're thinkin' o' the awfu' expense, an' if ye're smokin' some aither body's yer pipe's ramm't sae tight it winna draw."—*Tit-Bits.*

Western States

Kalamazoo, Mich.

There still continues a very brisk demand for all kinds of flowers, and many orders have to be cut, or turned away entirely. Under these conditions retail prices are higher than ever before, $1.50 per doz. being the standard price for Carnations, while Roses are quoted at $2 for the low mark, going up as high as $5 per doz. There are still some Lilies on the market and these fetch 30c. each. Violets and Peas are worth 50c. per bunch. 'Mums are nearly all off the market, but those which do come in bring from $4 to $6 per doz.

Bulb stock is not yet in and the foregoing will therefore constitute the bulk of flowers for the Christmas trade. Undoubtedly there will be great difficulty in filling orders for Christmas, and high prices will prevail all through the holidays and early in the new year.

In potted plants the chief reliance will be placed in Primula obconica and sinensis and Cyclamen, and a fairly good supply of these may be expected to come in, as the weather is and has been favorable for bringing along stock. There has been considerable funeral work; indeed, this probably is the chief reason of the great demand for flowers. I am sorry to say that the number of cases of influenza has increased and that all schools, theaters, churches, etc., are again ordered closed till further notice.

The supplies and fixtures of "Smith the Florist" were bought by Van der Salm Bros., who have removed them to their greenhouses on Wall st. The latter firm has in the past few years built up a good suburban trade, being well located in a desirable residential district. They are also large growers of Pansy plants.

S. B.

St. Louis, Mo.

With the end of the Mum season, the market is down to Roses and Carnations. A few bulbous flowers are coming in, with a light supply of Violets and Sweet Peas. These, at the time of writing do not cover the demand. Artificial flowers are being extensively used in sprays and set pieces, together with natural sprays of A. plumosus, Stevia, Calendulas and whatever blooms are obtainable. A similar scarcity has never been experienced before, but of course later there will be a reaction and having got the public used to high prices it is to be hoped that we will not cut prices in the future, but will find some systematic method of handling an oversupply when it does come. The prices now demanded are apparently too high and are causing the greater use of artificial flowers.

Prospects for holiday trade are good. The returning of the soldiers will cause many family reunions and other gatherings. The retailers' windows are full of decorated plants and other holiday stocks. Prices of flowers for Christmas can hardly be much higher, as the limit appears to have been reached. The wholesalers as well as the growers have a big smile, while the poor retailers seem to be reconciled and are making the best of the situation.

Notes

The trade is sorry to learn of the death, at the age of 32, of Mrs. Anna Picha, sister of Mrs. Julia Pelletier, of the Pelletier Floral Co. Death was due to pneumonia. Mrs. Picha leaves four children.

At Mrs. Fred Bruenigs store the making of sprays and design work kept the force busy.

F. C. Weber is busy with both city and shipping business.

A meeting of the publicity committee was held on Dec. 10, at the Wm. C. Smith Wholesale Floral Co.'s establishment.

The George H. Angermueller Co. has put on additional saleswomen to take care of the increased local and shipping business. The firm is featuring novelties and artificial flower specialties.

Otto Bruenig is cutting choice Roses from his range at Olivette, Mo.

John Steidle, of Olivette, Mo., is cutting Carnations, which bring high prices.

Mrs. Diener, proprietor of the Diener Floral Co., has been rushed with funeral work.

The writer regrets to announce the death of the wife and the infant son of Alex. Lurie, horticulturist at the Missouri Botannical Garden.

The sympathy of the trade is extended to H. G. Berning and family in the death, after a prolonged illness, of his mother, Mina Berning, the wife of John Berning. The funeral took place on Dec. 17, at St. Marcus Cemetery. The floral offerings were numerous.

W.

Cleveland, O.

Wholesalers and retailers alike dread the coming of Christmas this year, because of the unprecedentedly low supply of stock. If it were a local matter, the introduction of stock from distant markets would obviate the condition, but that is impossible as acute shortage prevails in the entire country. Prices will be higher than at any previous time in the history of the business. Because of this the smaller florists in particular will experience difficulty in transacting the customary volume of business.

Only about 50 per cent. of the usual Christmas supply of Carnations will be available. Millions of flowers are ready to pop open in the ranges but as the unseasonably warm weather prevents the application of higher temperature with safety, nothing can be done to hasten their maturity. In consequence, great quantities will reach the market in January. During the week ending December 14, the prevailing price was 8c., but 12c. and possibly 15c. will be ruling figures for Christmas.

The uncertainty of the fuel situation in the early Fall, compelling many growers to hasten production with a view of closing down a portion of their ranges immediately after the first crop, has seriously curtailed the Christmas supply of Roses. To compensate for this diminution of output, however, cuts will be abnormally heavy in January and early February. The effect is the enforced rise of prices from 12c. to 40c., according to quality and grade.

An abundance of excellent Stevia will assist much in making the supply of the popular flowers go as far as possible. Some fine Buddleia will also be available. Poinsettias, both in pans and as cut flowers will be in reduced supply, as the crop is below par in practically all the local sources of production. No Valley at all is being offered. A few Paperwhite Narcissi and Freesias will make it in time for Christmas, but not enough to be of material assistance. Easter Lilies and Callas will occupy an important place because of their great value for funeral purposes. Double Violets are of good quality and orders are being booked at $3 per 100. Adiantum will be scarce and string Smilax and Asparagus will just about take care of the increased requirements.

There is a heavy demand for Southern Smilax, Holly, Laurel, and other Christmas greens. The call for such prepared stock as Oak, Magnolias and Lycopodium has practically exhausted the local supply. If the holiday business is to be advanced beyond the volume of last year, the necessity for pushing stock of this kind is more vitally imperative than ever.

Christmas Publicity

The efforts of the Publicity Committee are being put forth along unusual lines. Instead of endeavoring to increase the popularity of flowers, the design throughout has been to acquaint the public with the reasons for their desperate scarcity and consequent higher prices. Cleverly written special stories in the Sunday supplements have been employed in the promulgation of this most important purpose. The campaign is brief, though well defined, and doubtless much benefit—both present and future—will result from it.

Fate's Heavy Hand

Death visited the homes of two of our florists last week. Mrs. Mabel Bramley, wife of F. A. Bramley, of Bramley & Sons, died of hemorrhage following the birth of twin children, December 13, at Carnegie Hospital. The twins, a boy and girl, survive. Funeral services were held at the residence and interment was made in Lake View Cemetery.

Mrs. W. E. Copeland, wife of W. E. Copeland, former member of the firm of Copeland Bros., Vermilion, O., died of pneumonia December 11. She is survived by her husband and two children. Interment was made at Vermilion, December 15th.

Both of the bereaved are well known in local circles and to them is extended the sincere sympathy of thir fellow-tradesmen.

Notes of Interest

Regular monthly meeting of the Wholesale Florists Credit Association was held Dec. 17.

C. Betscher of Canal Dover, O., called upon friends in the trade December 13.

L. G. Boyle of Farrell, Pa., transacted business upon the wholesale market December 14.

J. Snyder of the B. A. Snyder Co., Boston, Mass., stopped in Cleveland December 14, while on his way to Chicago.

Claude Tyler, Carnation specialist par excellence, of Salem, O., spent December 14 and 15 calling upon his former friends in the trade of Cleveland and vicinity.

A meeting of the publicity committee of the Florists' Club was held at the Hollenden December 13, for the consideration of currency business problems.

W. T. McFarland, Akron, O., visited the wholesale market December 12 for the purpose of placing his holiday orders.

J. McL.

Indianapolis, Ind.

Trade Report

Market conditions still continue without a precedent in the way of prices and scarcity of material. In fact the large city prices have become so high that it is not well for relatively smaller towns to have many transactions with them. It seems the large centers have such a preponderance of wealthy trade with whom prices are no object that the store men are always safe in looking to smaller cities for their supply if that is at all possible. Order after order has been refused in this city because of the inability to obtain supplies. Funeral work maintains itself at a lively rate so there is no surplus from day to day. It is therefore difficult to see how there will be many flowers left for the normal Christmas trade. Foliage and blooming plants will be a welcome addition and will no doubt serve in a measure to brighten the situation.

Material such as ribbon, evergreens, Boxwood, Ruscus, Pine Cones and other extras will find a lively sale as these will do much as fillers to obtain volume where flowers are lacking.

Wholesale prices at this time are much as follows: Lilium giganteum and Callas $3 per doz. wholesale, double that at retail; Carnations $8 to $12 per 100; Roses $6 to $30 per 100; Violets $1 to $1.50 per 100; Cattleyas 50c. to $1 each; Poinsettias $3 to $6 per doz. from the grower, and Stevia $5 to $10 per 100 sprays.

Late Chrysanthemums have been a huge success this season. Indianapolis has been fortunate in having several crops of Mistletoe and other late varieties on hand.

There are rumors of a new commission house in this city of which Mr. Hitz, the well known Brightwood florist, is to be the proprietor. According to present plans it is to be located in E. Ohio st.

Messrs. Arno Nehrling and Wm. Pett were visitors from Crawfordsville last week. They both report large funerals and much improvement at their home city.

Messrs. Julius Dilhoff and S. S. Skidelsky, both of Philadelphia; Wm. Hitz of Madison, and B. F. Hensley of Knightstown, were recent visitors.

It is generally reported that several of the New Castle establishments are sprucing up their places with a view of enlarging their flower trade during the coming year. In fact, many plans are being made to get in line once more for the flower business.

Harry Rieman's family which has been ill with influenza is reported much better.

Walter Bertermann is in Chicago looking over flower conditions.

Tomlinson Hall Market reports a lively trade both wholesale and retail. The limit is the amount of material obtainable.

Robert Ellis is down with influenza, but at this writing is much improved.

The customary exhibit of plants and flowers has been arranged for the annual meeting of the State Florists' Ass'n of Indiana. A special committee has been named to take care of them. Any florist with meritorious stock will do well to display at this meeting as the decisions reached will be far reaching.

There seems to be a shortage of material in nearly everything essential to the flower business. Christmas trees, Holly, Laurel, wild Smilax, green Moss as well as flowers are reported short. If there is any trade at all during the holidays, there will be some lively scrambling to get aboard.

Thomas Hepler has returned from visiting Northern Indiana florists.

Several of the soldier boys have written that they are on the way home and will be on the job again ere long. Nearly all will find their old places waiting and at their pleasure.

I. B.

Denver, Col.

Cut flowers of all kinds remain scarce, but there seem to be more Carnations on display in the stores, owing to the fact that the retailers got together and raised the price to $2 a doz. Florists supplies of all kinds are extremely scarce; the byword here today is: "Who has any Boxwood, Moss, wired picks or Magnolias?" as these articles are all essential to the florist who is going after Christmas business. However, there will be enough of this stock on the market as the various firms are just waiting for their shipments to arrive.

Carl Espelin, of Fort Collins, was in town buying his Christmas stock. He reports business excellent in his section.

Frank Fraiser has not sold any cut flowers by the dozen since Thanksgiving Day, as he has had a steady run of funeral work, which takes everything that he can get to fill his orders.

The Park Floral Co. has a window display of Poinsettias, planted with Boston ferns in baskets, which helps put some "pep" into Christmas shopping..

Ben Boldt has a fine lot of Jerusalem Cherries, Cyclamen and a few Spiræas. He also has a fine collection of Heathers, which he had shipped in from the Coast in due time to get them in the best of shape for his Christmas trade.

The America Flower Shop has a good cut flower window of Sweet Peas, Violets, Snapdragon and Carnations displayed in fancy pottery on velvet. Mr. Clawson has everything mapped out for a big Christmas business.

Boldt-Lundy's House of Flowers has an attractive window, the principal feature being gazing globes, with a fine selection of specimen plants of all kinds for the holidays.

The Alpha Floral Co. had a window display of Christmas wreaths for graves, the display being accompanied by a sign reading, "Remember the loved ones departed, by placing a wreath on their graves." This brought some extra business for the firm.

The Colorado Seed Co. has been rushed with orders for greens and florists' supplies, which have kept the regular force on the go, and required the addition of extra help.

The Barteldes Seed Co. has been supplying the trade with wire designs and Sphagnum Moss.

The Central Floral Co. has opened its establishment, taking half the store for the Christmas business. The proprietors are Jacob Boxer and Max Schradsky. They will have their big opening day in January.

The writer wishes the trade a Merry Christmas and a Prosperous New Year.

C. F. E.

Business Difficulties

In the matter of the bankruptcy of the Los Angeles Flower Market, Inc., Los Angeles, Cal., the trustee, W. W. Eakins, as receiver, has filed his report. A petition for discharge and a final meeting of creditors was held on Dec. 18.

The establishment of the British Columbia Pottery Co., Ltd., of Victoria, B. C., was sold at auction on Dec. 18 and 19.

J. R. W.

Calendar Received

We have to acknowledge with thanks receipt of calendar from Hammonds Paint and Slug-Shot Works, Beacon, N. Y. This is not only an ornate production, but valuable on account of its copious reference contents.

Members of the FLORISTS' TELEGRAPH

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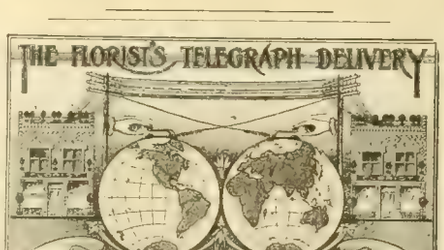

Payment into Trustee Fund

500,000	and over		shall pay	$50.00
250,000	and less than	500,000	shall pay	30.00
100,000	and less than	250,000	shall pay	20.00
50,000	and less than	100,000	shall pay	15.00
25,000	and less than	50,000	shall pay	10.00
25,000	and less		shall pay	5.00

ANNUAL DUES

				Per Year
100,000	and less than	150,000	shall be	$20.00
50,000	and less than	100,000	shall be	15.00
25,000	and less than	50,000	shall be	10.00
10,000	and less than	25,000	shall be	8.00
10,000	and less		shall be	5.00

Mutual Discount 20 Per Cent.
Accounts Guaranteed by the Association.
Membership open to all Retail Florists who are members of the S. A. F. and O. H.

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HELP to develop this field of the Retail Florists' business still more, as you will gain by it

Always at Your Service for Out of Town Telegraph Orders

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The Heepe Co.,
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The Rosery Flower Shop
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Lake Shore Greenhouses
ALBUQUERQUE, N. M.
Ives, Byron Henry
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Dunbar Floral Co.,
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Ashley, Ernest,
ALTON, ILL.
Alton Floral Co.
AMES, IOWA
Kemble-Smith Co.
AMSTERDAM, N. Y.
Hatcher
ANDOVER, MASS.
Playdon, J. H.
ANN ARBOR, MICH.
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ARDMORE, PA.
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Arkansas City Floral Co.
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Brownhurst Greenhouses,
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Tong & Weeks Floral Co.,
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ATCHISON, KANS.
Groves Floral Co.
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The Atchison Seed & Flower Store
ATLANTA, GA.
C. A. Dahl Co.
ATLANTIC, IA.
Atlantic Greenhouses
ATLANTIC CITY, N. J.
Berke, Geo. H.,
Edwards' Floral Hall Co.
ATTICA, IND.
Attica Floral Co.
N. Perry St.
AUBURN, N. Y.
Dobbs & Son,
AUGUSTA, GA.
Stulb's Nursery
AUGUSTA, ME.
Augusta Flower Shop
AURORA, ILL.
Aurora Greenhouse Co.
Smely, Joseph M.
AUSTIN, MINN.
Kinsman, A. N.
AUSTIN, TEXAS
Hillyer's For Flowers
BALTIMORE, MD.
Feast, Samuel & Sons
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Johnston, Mary
231 W. Madison Ave.
Smith, Charles E.,
207 N. Liberty St.
BAR HARBOR, MAINE
Stalford, John H.
Main St.
BATAVIA, N. Y.
Stroh & Sons, L. C.
BATON ROUGE, LA.
The Roseland Florist, Sam Scheinuk
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B. W. Kribs
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BEATRICE, NEB.
Dole Floral Co.
BETHLEHEM, PA.
Foulsham, The Florist
Vorkeller, Charles
BIDDEFORD, ME.
Strout's
BILLINGS, MONT.
Partingtons Greenhouses
BINGHAMTON, N. Y.
Fancher, A. E.
BIRMINGHAM, ALA.
Empire Flower Shop
Fraser Nursery Co.
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Morris The Florist
BOONE, IOWA
Kemble & Smith Co.
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Caplan, Florist
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Carbone, Inc.
342 Boylston St.
Cassidy, John J.,
6 Beacon St.
Penn, Henry,
124 Tremont St.
Wax Bros.,
143 Tremont St.
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North Boulder Greenhouse
2648 Twelfth St.
BRADFORD, PA.
Gunton, C. E.
BRIDGEPORT, CONN.
Reck & Son, John,
985 Main St.
BRISTOL, CONN.
Andrew Bros.,
Paul M. Hubbard & Co.
BROCKTON, MASS.
Belmont Flower Shop
25 Belmont St.
Hathaway, Wm. W.
BROOKLINE, MASS.
Palmer, F. E.,
BROOKLYN, N. Y.
Phillips, John V.,
272 Fulton St. and 7 Clinton St.
Trepel, Joseph
Lewis Ave. & Hancock St.
Weir & Co., Inc., J. Ebb.,
Cor 6th Ave & 20th St.
Wilson, Robert G.
8-5 Greene Ave.
BRYN MAWR, PA.
Connolly, Est. J. J.,
BUFFALO, N. Y.
Anderson, S. A.,
440 Main St.
Grever, Wm. H.
77 Allen St.
Neubeck, L. H.
Main and High sts.
Palmer, W. J. & Son,
304 Main St.
Stroh's
379 Main St.
William Scott Co., The
Main & Balcom Sts.
BURLINGTON, VT.
Gove, Mrs. Cora E.,
Peters, W. E.,
BUTTE, MONT.
Butte Floral Co.
Columbia Floral Co.
CAIRO, ILL.
Cade The Florist
228 Eighth St.
CALGARY, ALBERTA CANADA
Emery Floral Co., Ltd.
Terrill, Ltd., A. M.
CAMBRIDGE, MASS.
Becker's Conservatories,
1730 Cambridge St.
CAMDEN, N. J.
Thoirs, J. M.
524 Market St.
CANAJOHARIE, N. Y.
Traudt, Joseph
CANTON, ILL.
Jacobs, Geo. W.
CANTON, OHIO
Cowgill, J. Rollin
806 Tuscarawas St., W.
Geltz, Fred C.
CASPER, WYO.
The Casper Floral Co.
CEDAR FALLS, IA.
Bancroft, Joseph, & Sons.
CEDAR RAPIDS, IA.
Kramer, L N. & Son
CHAMPAIGN, ILL.
Franks & Son, Thomas
112 N. Neil St.
CHARLESTON, S. C.
Bolger, T. T.
88 Society St.
Rodgers Floral Co.
174 Tradd St.
CHARLESTON, W. VA.
Charleston Cut Flower & Plant Co.
19 Capitol Ave.
Winter Floral Co.,
811 Quarrier St.
CHARLOTTE, N. C.
Scholtz, The Florist, Inc.,
306 N. Tyron St.
CHATTANOOGA, TENN.
Haeger, W. F.
Joy's
700 Market St.
CHEYENNE, WYO.
The Underwood Flower Shop 122 W. 17th St.
CHICAGO, ILL.
Alpha Floral Co.
146 S. Wabash Ave.
Bohannon Floral Co.,
57 E. Monroe St.
Bruns, H. N.
3040 W. Madison Ave.
Friedman, Oscar B.,
516 S. Michigan Ave.
Lange, A.,
25 E. Madison Ave.
Neiglick, Chas. T.,
834 N. State St.
Samuelson,
2132-2134 Michigan Ave.
Schiller, The Florist,
2221 W. Madison Ave.
and 4569 Broadway
Smyth, W. J.,
3102 Michigan Ave.
Weinhoeber Co., Ernst,
22 E. Elm St.
CINCINNATI, O.
Baer, Julius,
138 E. 4th St.
Forter, Edward A.
128 W. 4th St.
Hardesty, T. W., & Co.,
150 E. 4th St.
Hill Floral Co., E. G.,
532 Race St.
CLARKSBURG, W. VA.
Hayman Greenhouse Co.
411 W. Main St.
CLEVELAND, O.
Gasser Co., J. M.,
1006 Euclid Ave.
Graham, A., & Son,
5523 Euclid Ave.
Hahn, Paul C.
10,515 Superior St.
The Jones-Russell Co.,
1284 Euclid Ave.
Kirchner, John T.
67th & Quincy Sts.
Knoble Bros.,
1836 W. 25th St.
Westman & Getz
5923 Euclid Ave.
CLINTON, IA.
Andrew Bather Co.
CLYDE, OHIO
Doebel & Sons, Arthur
Hall's Greenhouse
COHOES, N. Y.
Carpenter, Ansel D.
59 Remsen St.
COLDWATER, MICH.
D. Vogt's Greenhouses
COLORADO SPRINGS, COLO.
Crump, Frank F.
Pikes Peak Floral Co.
COLUMBUS, O.
Franklin Park Floral Co.,
1335 Fair Ave.
Ludwig, T. J,
82 N. High St.
CORSICANA, TEX.
Holm, Alfred
COUNCIL BLUFFS, IA.
Wilcox, J. F., & Sons,
COVINGTON, KY.
Ruttle, Robt. D.
CRAWFORDSVILLE, IND.
McDonald & Co.
126 W. Main St.
DALLAS, TEX.
Dallas Floral Co.'
Lange Floral & Nursery Co.
DANVILLE, ILL.
Smith, F. B., & Sons
DANVILLE, VA.
Eldridge Stores, Inc.
DAVENPORT, IA.
Bills Floral Co
Forber & Bird
DAYTON, O.
Heiss Company,
Rodgers, J. W.
DAYTONA, FLA.
Royal Art Floral Co.
10 S. Beach St.
DECATUR, ILL.
Daut Bros.
DEFIANCE, O.
Winterich, Christ
DE KALB, ILL.
Johnson, J. L.
DEMING, N. MEX.
Miss L. Ironmonger
111 N. Gold Ave.
DENVER, COLO.
Cooper, Geo. H.
833 15th St.
Park Floral Co., The
1643 Broadway
The Mauff Floral Co.
1225 Logan St.
DES MOINES, IA.
Alpha Floral Co.
Lozier Rosery, Alfred
317 6th St.
Lozier, H. E.
521 E. Locust St.
Wilson Floral Co., J. S.
DETROIT, MICH.
Bemb Floral Co., The L.,
153 Bates St.
Breitmeyer's Sons, John,
26 Broadway
Brown, W. B.
13 W. Elizabeth St.
Central Floral Co.
35-37 Broadway
Fetters, Edward A.,
17 E. Adams Ave.
Plumb, Chas. H.,
1430 Burns Ave.
Scribner Floral Co.,
604 E. Fort St.
Sullivan, J. F.
361 Woodward Ave.
Taepke, Gust. H., Co.,
450 Elmwood Ave.
DOVER, N. J.
Herrick, Alonzo D.
11 W. Blackwell St.
DUBUQUE, IA.
Harkett's Floral Co.
DULUTH, MINN.
Duluth Floral Co.
DURHAM, N. CAR.
Durham Floral Co.
118 E. Main St.
Fallon, J. J.
EASTON, PA.
Buenning, Chas. H.
EAST ORANGE, N. J.
Hornecker, H.
Reichey & Lake
George Smith & Sons
EAST CLEVELAND, OHIO
Friedley Co.
EAU CLAIRE, WIS.
Lauriten, A. F. T.
EDMONTON, ALTA., CAN.
The Emery Floral Co.
EDWARDSVILLE, ILL.
Ammann Co., J .F.
1308 St. Louis St.
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Leahy, Henry,
ELKHART, IND.
West View Floral Co.
525 S. Main St.
ELLSWORTH, ME.
Clark, Mrs. M. A.
EL PASO, TEX.
Potter Floral Co.,
Mills Bldg.
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Elyria Flower Store
224 Middle Ave.
Hecock Floral Co., The,
333 E. Broad St.
ENGLEWOOD, N. J.
Burrows, Edw. G.
57 Dean St.
ERIE, PA.
Laver, John V.,
704 State St.
Miller, Miles E.,
924 Peach St.
ESCANABA, MICH.
Peterson & Son, Christ.
EVANSTON, ILL.
Fisher Bros.,
614 Dempster St.
Weiland, M.
602 Davis St.
EVANSVILLE, IND.
Blackman Floral Co.,
The Wm.
522 Main St.
EXETER, N. H.
Perkins, John E.
23 Lincoln St.
FAIRBURY, NEB.
Hurlburt, C.
FARGO, N. D.
Shotwell Floral Co.
Smedley & Co.
FAYETTEVILLE, ARK.
The Southwestern Seed Co.
18 W. Center St.
FLINT, MICH.
Smith Floral Co., D. P.
201 E. Kersley St.
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De Witt House,
FLUSHING, N. Y.
Williams, G. P.
2 Jamaica Ave.
FOND DU LAC, WIS.
Haentze Co.,
414 Linden St.
FORT COLLINS, COLO.
Espelin & Warren
FORT DODGE, IA.
Atwell Florist
FORT MADISON, IA.
Auge, J. M.
Eighth and Broadway.
FORT MORGAN, COLO.
Morgan Floral Co.
FORT SMITH, ARK.
Rye, Geo.
The Plaza
FORT WAYNE, IND.
Flick Floral Co.
207 W. Berry St.
The Veseys
2602 Thompson St.
FORT WORTH, TEX.
Baker Bros. Co., Inc.
1013 Houston St.
Drumm Seed & Floral Co.
507 Houston St.
McAdam, J. E.
FRAMINGHAM, MASS.
Goddard, S. J.
37 Main St.
FREEPORT, ILL.
Bauscher, John,
104 Chicago St.
GALESBURG, ILL.
Pillsbury, I. L.
65 Locust St.
GOSHEN, IND.
Colonial Flower Shop
302 S. Main St.
GRAND RAPIDS, MICH.
Cross, Eli,
60 Monroe Ave.
Freyling & Mendles
1057 Wealthy St.
Harnett Flower Shop
19 Park St., N. E.
Smith, Henry,
Monroe & Division Sts.
GREAT FALLS, MONT.
Electric City Cons.
GREEN BAY, WIS.
Meier-Schroeder Co.
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Van Lindley Co.,
GREENSBURG, PA.
Thomas, Joseph,
GUTHRIE, OKLA.
Furrow & Co.,
HACKETTSTOWN, N. J.
Herrick, Alonzo D.
404 Center St.
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Bester & Sons, Henry A.
40 East Baltimore Ave.
HAMILTON, ONT., CAN.
Connon Co., Ltd., John,
69 E. King St.
HARRISBURG, PA.
Keeney's Flower Shop
814 N. 3d St.
Ridenour, F. E.,
1221 N. Third St.
Schmidt, Charles,
313 Market St.
HARTFORD, CONN.
Brodrib, J. Alfred
689 Main St.
Coombs, John F.
741 Main St. & 364 Asylum St.
McClunie, Geo. G.
165 Main St.
Spear & McManus,
242 Asylum St.
Welch, The Florist,
180 Asylum St.
HAVANA, CUBA
Carballo & Martin
HELENA, ARK.
The Ball Floral Co.
HELENA, MONT.
State Nursery & Seed Co.
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Highland Park Greenhouses
HIGH POINT, N. C.
Ford, Frank H.
HILLSDALE, MICH.
Stoll, Otto A.
HOBOKEN, N. J.
Grulich, J. & Sons,
616 Washington St.
HORNELL, N. Y.
Wettlin Floral Co.
HOULTON, ME.
Chadwick, H. L.
16 High St.
HOUSTON, TEX.
Boyle & Pendervis
721 Main St.
Carroll, Paul M.
Kerr, E. C.,
Main and McKinney Sts.
HUDSON, N. Y.
Forest Flower Shop, The
437 Warren St.
The Allen Greenhouses
36 Green St.
HUTCHINSON, KAN.
Smith's Floral Co.
INDEPENDENCE, KANS.
Hasselman, Wm.
Tenth and Railroad Sts.
INDIANAPOLIS, IND.
Bertermann Bros. Co.,
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Weigand's Sons Co., A.
1610-1620 N. Illinois St.
IONIA, MICH.
Smith, Byron L.
ITHACA, N. Y.
Bool Floral Co.
JACKSON, MICH.
Blessing, J. B.
JACKSONVILLE, FLA.
Mills the Florist, Inc.,
36 W. Forsyth Ave.
JANESVILLE, WIS.
Janesville Floral Co.
JERSEY CITY, N. J.
Weidemann, H. G.
222 Monticello Ave.
JOHNSTOWN, PA.
Malbranc, T.
JOLIET, ILL.
Labo, Florist
Hobb's Bldg.
KALAMAZOO, MICH.
Van Bochove & Bro.,
KANKAKEE, ILL.
Faber, George
KANSAS CITY, KANS.
Fields, L. C.
KANSAS CITY, MO.
Barnes, W. J.
Murray, Samuel,
Rock Flower Co., W. L.
Newell, Arthur F.
KENOSHA, WIS.
Turner & Sons, L.
KINGSTON, N. Y.
Valentin Burgevin Sons, Inc.
KNOXVILLE, TENN.
Baum, Chas. L.,
Crouch, Charles W.
KOKOMO, IND.
Coles Flower Shop
LA CROSSE, WIS.
La Crosse Floral Co.
Salzer Seed Co., John A.
LA FAYETTE, IND.
Dorner, F., & Sons Co.
LA GRANGE, ILL.
La Grange Floral & Seed Co. 9 So. Fifth Ave.
LAKE FOREST, ILL.
Calvert Flower Co.
LANCASTER, PA.
Barr Co., B. F.
116 N. Queen St.
LANCASTER, WIS.
Stratton's Greenhouses
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Alpha Floral Co.
105 W. Mich. Ave.
Bissinger, John A.,
Saier, Harry E.
LAWRENCE, MASS.
Campbell, W. C.
LEAVENWORTH, KANS.
Sunnyside Floral Co.
5th and Delanse Sts.
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Vavrous' Sons, J. F.
LEBANON, TENN.
Anderson Floral Co.
LEXINGTON, KY.
Honaker, The Florist,
Keiler Co., John A.,
LEXINGTON, VA.
McCrum's
LIMA, O.
Zetlitz, Eggert N.
LINCOLN, NEB.
Chapin Bros.,
127 S. 13th St.
Eiche Floral Co.
1333 O St.
Frey & Frey
1338 O. St.
LITTLE FALLS, N. Y.
Graham, J. O.
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LITTLE ROCK, ARK.
Tipton & Hurst,
521 Main St.

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The West Floral Co.

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Lowe's Flower Shop
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Eisele, W. G.

LORAIN, OHIO
Hecock Floral Co.

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Bahuls, Jacob Co.
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McCarron, Miss Julia,
1015 Main St.

LYNN, MASS.
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MALDEN, MASS.
Walsh & Son, J.
73 Summer St.

MALONE, N. Y.
Rennie, Miss L. G.
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Windmiller Co., The

MANSFIELD, O.
Mansfield Floral Co.

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Denmead, James L.

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Howard, W. D.

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Currie Bros. Co.,
109 Wisconsin St.
Edlefsen-Leidiger Co.
419 Milwaukee St.
Fox, J. M. & Son,
437-41 Milwaukee St.
Gimbel Bros.
Grand Ave. and West
Water St.

MINERAL POINT, WIS.
The Greenhouse

MINNEAPOLIS, MINN.
Donaldson, L. C. Co.
Cor. 6th & Nicollet Sts.
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Swanson's, Inc.
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MITCHELL, S. DAK.
Davison Co. Greenhouse
731 S. Montana St.

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Massmann, F. W.,
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MONTICELLO, IA.
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Guy Sts.
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484 St. Catherine St. W.

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Von Boeselager, August,

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Wassermann, L.
W. Western Ave.

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Muskogee Carnation Co.
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NASHUA, N. H.
Buxton, Geo. E.

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Bettman, John G. & Son

NEWARK, O.
Duerr, Chas. A.

NEWARK, N. J.
Bergerow's
946 Broad St.
McDonough, Jos. F.,
376 Bellevue Ave.
Philips Bros.
938 Broad St.

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Butz Bros.,

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Moore Co., S. H.
1054 Chapel St.

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Reuter's.

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121 Baronne St.
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Bassi, Freres
202 Main St.
Chapman's
270 Main St.

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Newton Rose
Conservatories
329 Newtonville Ave.

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2188 Broadway
Boulevard Floral Co.
3391 Broadway
Brown, Charles H.
2366 Broadway.
Bunyard, Alfred T.,
413 Madison Ave.
Campbell, Frank E.
1966 Broadway
Darda, Chas. A.,
44th St. & Madison Ave.
Drakus & Co.
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Heaton, Fred R.,
Hotel Biltmore.
Hession, E. J.
984 Madison Ave.
Klausner, J. P.
275 Columbus Ave.
Leikens, J. G.,
Madison Ave. at 55th St.
Malandre Bros.
2077 Broadway
Myer, The Florist,
611 Madison Ave., cor.
58th St.
Siebrecht Bros., Inc.,
922 Madison Ave.
Schling, Max,
785 Fifth Ave.
Small, J. H. & Sons,
506 Madison Ave.
Stumpp, Geo. E. M.,
761 Fifth Ave.
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Young & Nugent,
42 W. 28th St.

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Old Bldg., Granby St.
George, Inc., Florist
319 Granby St.
Grandy, The Florist,
269 Granby St.
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303 Granby St.

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Selkregg, F. E.,

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Butler & Ullman.

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Barton, Charles E.
12 Whittlesley Ave.

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Cook, H. A.

OGDENSBURG, N. Y.
Lawrence, John,

OKLAHOMA CITY, OKLA.
Furrow & Co., Lon Foster,
Mgr.
Stiles Co., The

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Bell, Mrs. W. S.
721 N. Grand Ave.

OMAHA, NEB.
Bath, John H.
1804 Farnam St.
Henderson, Lewis,
1519 Farnam St.
Hess & Swoboda,
Rogers, Louis M.
319 S. 16th St.

OSHKOSH, WIS.
Miles Co., The
76 Frankford St.

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Floral Art Studio
Workman, W. H.,

OWOSSO, MICH.
Owosso Floral Co.

PADUCAH, KY.
Schmaus Bros.
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PALM BEACH, FLA.
Foster & Foster,
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Helfrich, John A.

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The Orchid,
13 East Colorado Ave.

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Sceery, Ed.
Main & Bloomfield Aves.

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85 Broadway.
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Stiles, Mrs. Robert B.

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Fox Flower Shop
1307 N. Broad St.
Gracey, John C.
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Gaehring, E. W.
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North Side
710 E. Diamond St.
Randolph & McClements,
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Smith Co., A. W.,
Keenan Bldg.
Williams, Mrs. E. A.
621 Penn Ave.

PITTSFIELD, MASS.
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40 Fenn St.

PLEASANTVILLE, N. J.
Thoms, Walter R.
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Worel, W. A. & Son
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Talbot, Philip H.,
673 Congress St.

PORTLAND, ORE.
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354 Washington St.
Tonseth Floral Co.,
287 Washington St.

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PRAIRIE DU CHIEN, WIS.
Dial Greenhouse

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Heeremans, John

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Fleischer, G.

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Gentemann Floral Co.

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Flower Shop, Rehl & Benz
617 Main St.

RALEIGH, N. C.
O'Quinn, J. L.

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Bauder, J. C.
Giles, J. H.,

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Kennedy, W. W., & Sons
5 E. Front St.

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Lemon, Fred H., & Co.,
1015 Main St.

RICHMOND VA.
Hammond Co., Inc.,
109 E. Broad St.
Mann & Brown
5 Broad St. W.
Mossmiller, Florist
115 E. Main St.
Ratcliff & Tanner
207 N. 6th St.

ROANOKE, VA.
Fallon, Florist
210 Jefferson St.

ROCHESTER, MINN.
Parkin & McQuillan,
114 S. Main St.
Queen City Greenhouses
111 W. Zumbro St.
Rochester Floral Co., The
119 Main St.

ROCHESTER, N. Y.
Boucher, Geo. T.
345 E. Main St.
Keller & Sons, J. B.
25 N. Clinton Ave.
Wilson, H. E.,
88 Main St.

ROCKFORD, ILL.
Buckbee, H. W.

ROCK ISLAND, ILL.
The Flower Shop

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Ankers, Clarence R.

ROCKY FORD, COLO.
Ustick, C. M.

RUGBY, N. D.
Rugby Greenhouse

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Grohman, The Florist,
Roethke, Wm. Floral Co.
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West Side Store
Michigan and Adams

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Leighton Floral Co.
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Huddart Floral Co.,
62 S. Main St.
Miller Floral Co.
10 E. Broadway

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The Nussbaumer Floral Co.

SAN ANTONIO, TEX.
Green, Edward
Avenue C and 8th St.
Hauser Floral Co.
109 Ave. D
Suchy, Frank C.
412 E. Ramona St.

SAN DIEGO, CAL.
Boyle & Darnaud
412 East C St.

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The Matern Flower Shop
Wagner Greenhouses, Leo.
Wagner, Prop

SAN FRANCISCO, CAL.
Art Floral Co.,
255 Powell St.
Darbee, Mrs. R. E.
1036 Hyde St.
Eppstein, Julius
Hotel St. Francis
Joseph, B. M.,
233-235 Grant Ave.
MacRorie & McLaren
141 Powell St.
Pelicano, Rossi & Co.,
123-125 Kearny St.

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Gleaves Flower Shop

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Ralph's Greenhouses, John.

SAVANNAH, GA.
Oelerschig, A. C. & Sons

SCHENECTADY, N. Y.
Hatcher
N. Y. C. Arcade, State

SCOTTSBLUFF, NEB.
The Flower Shop
217 Main St.

SCRANTON, PA.
Baldwin, The Florist,
Clark, G. R.,
New York Floral Co.
Schultheis, Florist

SEATTLE, WASH.
Hollywood Gardens,
Rosaia Bros.
1001 Third Ave.

SEDALIA, MO.
Archias Floral Co.
State Fair Floral Co.

SEYMOUR, IND.
Barick, M. A.
645 Ewing St.

SHEBOYGAN, WIS.
Matthewson, J. E.,

SHERMAN, TEXAS
Texas Nursery Co., The

SHREVEPORT, LA.
Begbie, James W.

SIOUX CITY, IA.
Rannison, J. C., Company.
Rocklin & Lehman,

SIOUX FALLS, S. D.
Strong, M. M.

SOMERVILLE, MASS.
Davis Square Florist
3 Hobbs Bldg.

SOUTH BEND, IND.
Williams & Co.,

SOUTH BETHLEHEM, PA.
Vorkeller, Chas.

SOUTHAMPTON, L. I., N.Y.
Stumpp, G. E. M.

SPARTANSBURG, S. C.
Moss, Charles A.

SPOKANE, WASH.
Hoyt Bros. Co., 11 Post St.
Spokane Florist Co., Inc.,
513 Riverside Ave.

SPRINGFIELD, ILL.
Brinkerhoff, Geo. M.
Brown, A. C.
Hembreiker & Cole

SPRINGFIELD, MASS.
Aitken, Mark,
372 Main St.

SPRINGFIELD, MO.
Springfield Seed Co.
Cor. Campbell & Walnut
Sts.

STATESVILLE, N. C.
Barringer's Greenhouse

STEELTON, PA.
Keeney's Flower Shops

STERLING, COL.
Sterling Greenhouses
& Gardens

STEUBENVILLE, OHIO
Huscroft's Flower Shop
McDowell, Miss Jane

STURGIS, MICH.
John Vogt's Greenhouses
506 S. Nottawa St.

ST. CATHERINES, ONT.
Dunn, Robert L.
104 Queenston St.

ST. JOSEPH, MO.
Stuppy Floral Co.

ST. LOUIS, MO.
Grimm & Gorly,
7th & Washington St.
Meinhardt, F. A.,
4942 Florissant Ave.
Mullanphy
8th and Locust Sts.
Scruggs-Vandervoort &
Barney Co.
Weber, Fred C.,
4326 Olive St.
Weber, F. H.,
Taylor and Olive Aves.
Windler's Flowers
2300 S. Grand Ave.

ST. PAUL, MINN.
Holm & Olson,

ST. THOMAS, ONT.
Crockers, Ralph
41 St. Anne's Place

SUMMIT, N. J.
MacDonad, M.
5 Sayre St.
The Rose Shop
383 Springfield Ave.

SWAMPSCOTT, MASS.
Blaney, H. C.

SYCAMORE, ILL.
Swinback, Wm.

SYRACUSE, N. Y.
Bard, Robt. H. C.
Bultmann, Wermer F.
151 James St.
Day Co., W. E.

TAMPA, FLA.
Knull Floral Co.
408 Tampa St.

TARRYTOWN, N. Y.
McCord, Wm. F. Co.
Pierson Co., F. R.

TERRE HAUTE, IND.
Heinl, John G. & Son

TOLEDO, O.
Freeman, Mrs. J. B.,
336 Superior St.
Helmer Flower Shop
615 Madison Ave.
Metz & Bateman
414 Madison Ave.
Schramm Bros.,
1307-1315 Cherry St.
Suder, Mrs. E.,
2941-3001 Cherry St.

TOPEKA, KAN.
Hayes, James
Mrs. Lord's Flower Room.

TORONTO, ONT.
Dillemuth, The Florist,
123 King St., W.
Dunlop, J. H.
8-10 W. Adelaide St.
Higgins, Ltd., J. J.
256 Younge St.
Simmons & Son.
348 Younge St.

TRENTON, N. J.
Clark, Frank J.
Ribsam, Martin C.

TUCSON, ARIZONA.
Howe, John

TULSA, OKLA.
Boston's Flower Store

URBANA, OHIO
Carey & Koehle

UTICA, N. Y.
Baker, C. F., & Son
59 Cornelia St.
Utica Floral Co.
212 Genesee St.

VANCOUVER, B. C.
Brand & Co., James
723 Robson St.
Brown Bros. & Co. Ltd.
48 E. Hastings St.

VINCENNES, IND.
Schultz, Paul C.,

WACO, TEXAS.
Schroeder, The Florist
Raleigh Hotel
Wolfe, The Florist.

WAKEFIELD, MASS.
Parker, A. S.

WALKERVILLE, ONT.
Walkerville Flower Shop
20 Wyandotte St.

WALLA WALLA, WASH.
Young & Lester

WALLACE, IDAHO
Lowe, Robert G.

WALTHAM, MASS.
Ruane, M. F.
121 Moody St.

WASHINGTON, D. C.
Gude Bros. Co.
1214 F. St., N. W.
Louise Flower Shop
1301 Conn. Ave, N. W.
Small, J. H., & Sons
15 & 8th Sts.

WATERLOO, IOWA
Kemble Flower Shop
187 Bridge St.

WATKINS, N. Y.
Grant, W. H.
127 S. Monroe St.

WAUKESHA, WIS.
Waukesha Floral Co.

WAVERLY, MASS.
Edgar, Wm. W. Co.
541 Trapelo Road

WELLESLEY, MASS.
Fraser, Jno. A.
Tailby, J., & Son
The Wellesley Florist

WESTFIELD, N. J.
Doerrer, Chas. L. & Son

WEST PALM BEACH, FLA
Foster & Foster

WHEELING, W. VA.
Langhans, Arthur.

WICHITA, KAN.
Mueller, Chas. P.,

WILKES-BARRE, PA.
Marvin, Ira G.

WILKINSBURG, PA.
Turner, Wm. M.

WILLIAMSPORT, PA.
Evenden Bros.

WILMINGTON, DEL.
Cartledge, A. B., Jr.

WILMINGTON, N. C.
Rehder, Will

WILSON, N. C.
Starr The Florist
Maplewood Ave.

WINNIPEG, MANITOBA
The King Florist
270 Hargrave St.
The Rosary
289 Donald St.

WORCESTER, MASS.
Lange, H. F. A.,
Randall's Flower Shop,

YONKERS, N. Y.
Broderick, R. T.
3 Manor House Sq.

YOUNGSTOWN, O.
Ray-Dimond Co.
Walthers, Harry C.

YORK, PA.
Smith, Chas. E.

YPSILANTI, MICH.
Davis & Kishler
102 Michigan Ave.

ZANESVILLE, O.
The Imlay Company.

Members receiving such orders may not be able to fill same for amount stated to the Public as well as from Florist to Florist

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

Danker
FLORIST
Albany, N. Y.

The Rosery FLOWER SHOP
ALBANY, N. Y.
23 Steuben Street
The best flowers and prompt service to out-of-town orders.

Allentown, Pa. *Ernest Ashley*
FflorIST
Store, 1012 Hamilton St.
Both Telephones
Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

Allentown, Pa. John F. Horn & Bro.
STORE:
20 North Sixth Street
Greenhouses: RITTERSVILLE, PA.

Boston-Becker's
Send us your telegrams. Prompt service in and roundabout Boston. Our conservatories are in Cambridge, only 8 minutes from the heart of Boston.
BECKER'S CONSERVATORIES
CAMBRIDGE MASSACHUSETTS

Carbone BOSTON
Massachusetts,
342 Boylston Street

Wax Brothers BOSTON
MASSACHUSETTS
143 Tremont St.
The centrally located Florist Shop. Yours for reciprocity.

BRIDGEPORT, CONN.
JOHN RECK & SON,
985 MAIN STREET

BROOKLINE, MASS. Also CHESTNUT HILL and NEWTON
LARGEST FLORIST IN THIS DISTRICT
F. E. Palmer, Inc. 220 Washington St. BROOKLINE, MASS.
Established 1886

BROOKLYN, N. Y. *ESTABLISHED 1869*
James Weir, INC.
324 Fulton Street, Our only store

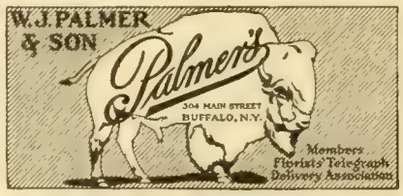
Wilson FLORIST **Brooklyn, N. Y.**
Main Store:
3 and 5 Greene Ave.
Corner Fulton St.
Phone: Prospect 6800-6801-6802
DELIVERIES IN NEW YORK, BROOKLYN and LONG ISLAND

I should like to write a little essay on
"The Sweet Perfume of Courteous Service"
but actions speak louder than words. Flowers are my hobby and my business. If you have orders for delivery in N. E., wire us.

BOSTON, MASS.
Penn The Florist
"PENN, THE TELEGRAPH FLORIST"
Member of Florists' Telegraph Delivery Association
124 TREMONT STREET

S. A. ANDERSON
440 MAIN ST., BUFFALO, N. Y.
Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

Colonial Flower Shop
219 DELAWARE AVENUE, BUFFALO, N. Y.
Flower Arrangements That Are Different

W. J. PALMER & SON


Scott the Florist
Buffalo, New York

Gove The Florist Burlington, Vt.
Orders for Vermont and Northern N. Y. filled to your entire satisfaction.

Efficient and Satisfactory Service on all Orders for
Charleston or lower South Carolina
National Florist
Rodgers Floral Co.
219 KING STREET
CHARLESTON, S. C.

Schultz, the Florist, Inc.
CHARLOTTE, N. C.
Charlotte and Vicinity

Friedman Flowers CHICAGO, ILL.
522 So. Michigan Ave.
Congress Hotel
Courtesies Extended to all Florists

A. Lange CHICAGO, ILL.
25 E. Madison St.

THE FLORISTS' EXCHANGE
A Business Paper For Business Men

CINCINNATI, OHIO
150 EAST FOURTH STREET
HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

---

CINCINNATI, OHIO
E. G. Hill Floral Co.
532-34 RACE STREET
Also Motor Delivery to Newport, Covington and Dayton, Ky.

THE J. M. GASSER COMPANY
CLEVELAND
EUCLID AVENUE

A. Graham & Son. CLEVELAND, OHIO
5523 Euclid Avenue

HAHN, The Florist
For CLEVELAND, OHIO and Suburbs
Artistic Work Furnished
SUPERIOR AVENUE AT EAST 105th STREET

KNOBLE BROS.
1836 W. 25th Street
CLEVELAND, OHIO

The Smith & Fetters Co. Florists CLEVELAND, OHIO
735 Euclid Avenue

Westman & Getz Flowers and Service
5923 Euclid Ave.
CLEVELAND, OHIO

ORDERS FOR **Colorado Springs** AND VICINITY
promptly and carefully executed by
The Pikes Peak Floral Co.
104 North Tejon Street

COLUMBUS, OHIO, AND VICINITY
THE MUNK FLORAL COMPANY
GROWERS
Can fill all retail orders
19 South High Street

DALLAS, TEXAS
LANG FLORAL AND NURSERY CO.
FINE FLOWERS—PROMPT SERVICE

If you have an order for flowers to be delivered in another city, glance through this directory first; if you find an advertiser, properly located, you can rely on him.

FOLIAGE AND BERRIES FOR CHRISTMAS

Foliage and Berries are always seasonable at Christmas ; this year especially so because of the shortage of cut flowers—Various attractive and available kinds are here suggested

It is quite likely, judging from reports from different parts of the country, that cut flowers will be scarce this Christmas and consequently high in price. It is also probable that there will be an increased demand for flowering and berried plants to take the place of cut flowers. But the possibilities of plants for decorative purposes are limited, so that it might be worth while for the florist to push the sale of berries and hardy foliage material as a substitute for the shortened supply of cut blooms. The cherry red of the Christmas berries contrasted with the glossy green which is characteristic of many kinds of foliage used at Christmas, adds a bright touch to the Yuletide decorations, suggesting the warmth of the traditional roaring fire in the great open fireplace, with its associated laughter and good cheer. This year, in many homes, the Christmas decorations will help to speak a welcome to the men in khaki or blue who have come back from across the sea, after successfully completing the greatest task in all history.

Incidentally, it is also probable that the supply of berries and foliage material may likewise be curtailed, because of the shortage of labor for picking.

Most, if not all, the following material may be had from the wholesalers or from the florist supply houses. It should be handled with care and not allowed to dry out. It is quite likely to be high in price this season and whatever is spoiled means that much less profit.

Decorative Foliage

One of the favorite foliage materials is Magnolia grandiflora. This has become popular within late years. Even when dry the large green leaves retain their form and color. Some are considerably broader than others and the broadest ones are excellent for heavy effects in backgrounds. The Magnolia grows abundantly in the South, from where its foliage can always be had. Another merit which it possesses is that its normal green color is not affected by the cold weather, as is that of Galax and Leucothœ.

Leucothœ Catesbaei is another well known shrub useful to the florist for its foliage. The thick leaves, although green in Summer, assume a bronze hue as Winter comes on. Incidentally it may be mentioned that its flowers, which come in the Spring, are extremely attractive. L. Axillaris is also a desirable Leucothœ for the florist. Although its leaves are smaller than those of L. Catesbæi these two are very much alike. These Leucothœ were long classed as Andromeda and in some catalogs may still be lsited under that name. Smilax is an old standby. There are many species of it, but the most desirable for the florists' use is laurifolia. The appropriateness of Smilax for festooning lies in the fact that it has long climbing shoots; in fact it ascends trees of great height. The leaves are thick and very numerous, about 2in. to 4 in. long and evergreen.

A foliage material that has come into use by florists during recent years is what is commonly called Mexican Ivy. The foliage of this plant—which is, by the way, not an Ivy at all, nor has it any connection with Mexico, that the writer knows of—is very pretty, in shape resembling a widened arrow head. Sometimes leaves of the English Ivy will be noted of this shape. The botanical name of Mexican Ivy is Vancouveria hexandra and it grows wild from northern California to British Columbia. The shoots of the plant, which grow to a foot or more, are slender and delicate, thus making them especially useful for fine work.

Of the Pine foliages one of the most attractive for Christmas use is that of Pinus palustris, the long leaved or Broom Pine. The young plants or "brooms" as they are called, from their resemblance to that useful household implement—the effect being produced by the cluster of long needles of the latest growth—are sought for because of their novelty. The ends of the older branches are also available. The foliage has a delightful, resinous "Christmasy" smell.

The so-called running Pine and the standing Pine—the latter also called tree Pine and bouquet green—are not Pines at all, but Lycopodiums. They are very useful for wreaths, the standing Pine being preferable for that purpose, wreaths made from it being superior to those made from the running Pine. The latter, whose botanical name is Lycopodium camplantum, is a vine; the tree Pine, L. obscurum, has a tree like growth, from 6in. to 12in. high.

In this list, of course, we must not fail to include the old reliable but desirable Boxwood, which needs no description.

Basket filled with Cyclamen, Redberries and Asparagus plumosus

Dracæna, Erica, Pteris, Poinsettias and Redberries in low basket, with ribbon bow

Berries

Inseperably linked with associations of Christmas are of course Holly and Mistletoe. Holly, Ilex opaca, gives us not only useful foliage but its bright red berries; Mistletoe of long tradition, Pharadendron flavescens, is a parasitic plant, which is found growing wild on Oaks and on many other trees, all through the South. The English Mistletoe, botanically known as Viscum album much resembles ours.

From a list of Christmas berries the Sweet Pepper Tree, Schinus molle must not be omitted. Its berries, when ripe, assume a pleasing rose color, and this unusual hue makes them available for decorations out of the ordinary. The fact that the foliage is rather thin and therefore, soon begins to look withered, is perhaps a detriment, which could be overcome by stripping it from the branch, leaving the attractive berries.

Myrica cerifera, or M. carolinensis, the Bayberry, Wax or Candleberry is noted for its handsome gray white berries. Its name Wax or Candle, refers to the waxy covering of the berries. In the olden days, and perhaps within the memory of some of our grandfathers, that is before the days of gas, electricity, and John D. Rockefeller, a fine greenish white wax was obtained from these berries, from which excellent candles were made. The plant, in the North at least, does not retain its foliage. In the South it is called the Wax Myrtle.

The Red berry or Winterberry, Ilex ferticillata, has bright red berries and is found over a wide range of territory, extending from Canada to Florida. Like the Waxberry, it drops its foliage.

Another very attractive red berry is Mitchella repens, the Partridge berry. This is a delicate trailer, lying very close to the surface of the soil; the berries, which are found in pairs, are used commercially for making the well known (Partridge) berry bowls. These bowls are especially pleasing when used as a low table decoration.

A berry which has become popular in the last few years is the common Bittersweet, Celastrum scandens. At the coming of frost the orange red pods split open, showing the scarlet covering of the seeds. The plant is a twining shrub and the leaves drop very early.

Where the material is available something of a novelty may be produced by combining red, white and blue berries to produce a patriotic effect. We have reds to choose from, but unfortunately our blues are not of best quality for the purpose. The berries of the Viburnums range from lead blue to blue black; among the Privets berries ranging from bluish to bluish black may be found; Boston Ivy furnishes a lighter blue. For white, Snowberry, Mistletoe or perhaps Waxberry might be used. The idea could be further elaborated by the use of red, white and blue ribbon.

No retail florist can well do without a copy of the Manual of Floral Designing by W. Cleaver Harry. See particulars on page 1005.

Directory of Reliable Retail Houses

Heiss Company
FLORISTS
DAYTON, OHIO
112 South Main St.

The Park Floral Co.
DENVER, COLO.
B. E. Gillis, Prest. E. P. Nelman, Sec.
1043 Broadway
Colorado, Utah, Western Nebraska and Wyoming
points reached by express. Orders promptly filled. Usual discounts

DETROIT
MICH.
Orders given best care by these four F. T. D. Members

John Breitmeyer's Sons
BROADWAY

Fetters Flowers
17 Adams Avenue E

Gust. H. Taepke Co.
Walter E. Taepke — 93 Gratiot Ave.

The L. Bemb Floral Co.
Albert Pochelon — 153 Bates Street

Yours For More Co-operation

ESTABLISHED IN 1862
EAST ORANGE, N.J.
GEORGE PURDUE, 574 Main Street
WE DELIVER IN ALL THE ORANGES, BLOOMFIELD, GLEN RIDGE AND MONTCLAIR

SMITH, THE FLORIST
EAST ORANGE, N. J.
We deliver in all Stations in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York

Leahy's—Telegraph Florist
of Elizabeth, N. J.
We give the best of service — 1169 E. Jersey Street

Baker Bros.
Ft. Worth Texas
FLOWERS - PLANTS - TREES

Send Your Orders for Texas and Oklahoma to
Drumm Seed and Floral Co.
Fort Worth Texas

HENRY SMITH, THE FLORIST
GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

Coomb's
LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 354 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, Florists
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE P. LANE
180 ASYLUM STREET
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co.
INDIANAPOLIS, IND.
241 Massachusetts Ave
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel.

MILLS The Florist, Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

"WE STRIVE TO PLEASE"
ALPHA FLORAL Co.
1506 WALNUT - PHONES 1506
KANSAS CITY, MO.
ALPHA FLORAL COMPANY

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED
550 FOURTH AVENUE - LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
FLORISTS
532 Fourth Ave. — Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's
Nashville, Tennessee
200,000 Feet of Glass

Begerow's
NEWARK, N. J.
946 Broad Street
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York
Fresh Flowers and Best Service

F.E.-Best Advertising Medium

· Directory of Reliable Retail Houses ·

NEWARK, N. J.

PHILIPS BROS.
938 BROAD STREET

Wolfinger 883 Broad St. NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass. And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.

John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS — New Orleans, La. — Members F.T.D. — The Avenue Floral Co. 3442 ST. CHARLES AVENUE

Chas. Eble Florist NEW ORLEANS, LA. 121 Baronne Street

WIRE YOUR ORDERS TO HARRY PAPWORTH The Melrose Rose Nursery Co. Ltd. FLORISTS 135 Carondelet St NEW ORLEANS ROSES ORCHIDS VIOLETS F.T.D.

M. A. Bowe IN HEART OF NEW YORK CITY 332 Fifth Avenue 'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

A. J. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK 413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
'Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
THE GREAT WORLD WAR WON but we must still back up THE GOVERNMENT to our uttermost.
BUY and SELL WAR SAVING STAMPS.

New York

MAX SCHLING Phone, 7241 Plaza 785 FIFTH AVENUE

More War Publicity

Lieut Edward Streeter, in his "Love Letters of a Rookie," entitled "Dere Mable," one of the most laughable contributions coming out of the war, has this to say regarding the telegraphic idea in one of his letters:

"Theres a fello in town what says he'll send flowers anywhere you want by telegraph. I was going to send you some for Christmas morning. Then I figgered it was a silly idea. In the first place they'd get all smashed on the way. An then you can't get enough flowers in one of them little envelopes to make one good smell. Nothing if not right. That's me all over, Mable."

In all seriousness, though, one of the essential matters in connection with making the telegraphic idea better known is the demonstrating of the method used in the relaying of orders from florist to florist.

Undoubtedly, there is much speculation on the part of the public still unacquainted with the idea (and the great majority still are) as to just how the flowers are sent.

An explanation of the methods used should find its way into every piece of advertising put out by the retailer.

Dracæna and Adiantum and Pteris ferns, in pot with decorated cover

We are all interested to learn that in President Wilson's progress from station to the Murat palace, on his arrival in France, "a young woman dressed in Alsatian costume got through the lines and carried a bunch of Roses to President Wilson's carriage" and that "a group of school boys did the same thing, and loaded Mrs. Wilson's carriage with Violets." Also that "Violets were the flowers of the day. The Champs Elysée was covered with bunches which, thrown at the Wilson carriage, fell on the pavement."

Wide Range of F. T. D. Orders

Grandy the Florist of Norfolk, Va., reports that during October his F. T. D. business consisted of 146 orders, which totaled $1,322. The 27 states and the number of orders are as follows: New York, 13, including five from New York City; Virginia and Maryland, 10 each; Pennsylvania, North Carolina and District of Columbia, eight each; Tennessee, seven; W. Virginia, 5; New Jersey, Massachusetts and Connecticut, four each; South Carolina, Ohio and Louisiana, three each; Kentucky, Florida, Texas, Michigan, Indiana and California, two each; and one each for Minnesota, Colorado, Missouri, Washington, Georgia, Arkansas and Ontario.—27 states in all parts of the country coverd in one month's business!

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916
Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK

Young Armstrong 42 West 28th St. NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

BUTLER & ULLMAN
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· Directory of Reliable Retail Houses ·

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Grandy THE FLORIST 269 GRANBY ST NORFOLK VA

"Say it With Flowers"

NORFOLK, VA. — **FORT MONROE, VA.** Special Messenger to Above City, $1.00

Price List, Christmas and New Years, 1918-1919

Effective December 20th—January 10th

	Per doz.
American Beauties	$25.00
Mrs. Charles Russell, (similar to Beauty)	$10.00 & 15.00
Hadley Roses	10.00 & 15.00
Maryland Roses, (pink)	$5.00, 7.50 & 10.00
Shawyer Roses, (pink)	5.00, 7.50 & 10.00
Sunburst Roses, (yellow)	5.00, 7.50 & 10.00
Ophelia Roses	7.50 & 10.00
Double White Killarney	5.00, 7.50 & 10.00
Carnations, (white and pink)	3.00
Carnations, (red)	None
Narcissus	None
Lilies of the Valley	Not offered
Double Violets	Per hundred 5.00
Gardenias	12.00 & 15.00
Bouvardia	2.00
Orchids	30.00
Easter Lilies	7.50
Calla Lilies	5.00
Rubrum Lilies	4.00
Snapdragon	4.00
Mignonette	3.00

CORSAGES

Violets	$3.50, $5.00, $7.50, $10.00, $12.50 & $15.00
Yellow Roses	3.50, 5.00 & 7.50
Pink Roses	3.50, 5.00 & 7.50
Peas, with Yellow or Pink Roses	5.00, 7.50 & 10.00
Peas, with Orchids	7.50, 10.00, 12.50, 15.00 & 20.00
Peas, with Gardenias	5.00, 7.50, 10.00, 12.50 & 15.00
Yellow Roses, with Orchids	5.00, 7.50 & 10.00
French (millefleur)	8.00, 10.00, 12.50, 15.00 & 20.00
Sweetheart Roses (small pink)	3.50, 5.00, 7.50 & 10.00
Sweet Peas, or Sweet Peas with Roses	3.50, 5.00, 7.50 & 10.00

Shipments forwarded at buyers' risk. All orders accepted subject to this condition.
In ordering, specify price.
Orders should be placed at all times as far in advance as possible.
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Flowers delivered by wire to any city in the U. S. or Canada on shortest notice.

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We reach all Western N.Y. Points

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F.E.-The National Trade Paper

The Manual of Floral Designing

By W. Cleaver Harry — *Ready for Delivery January 1st, 1918*

TO those who have been looking for a practical textbook on the art of floral designing we offer the first one ever published on this subject. As trained help is scarce, every retailer who is now passing through difficulties in instructing new help can transfer this burden of instruction by providing his beginners with a copy of ***The Manual of Floral Designing.***

This textbook has been compiled by an authority --one who has spent many years at the retailers' make-up table and who understands thoroughly the principles which underlie the art of arrangement.

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Chapter II. Pillows.—The Pillow—The Right Beginning—How to Stem Hardy Ferns; to Cover Frames; Prepare Stock—Stemming Flowers for Design—Outlining; the Steps from the Beginning to the Finished Design Explained—The Garland Pillow.

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Chapter IV. Emblems.—Emblems—Choice of Methods—Amusing Designs Wanted by Customers—Keep your Poise—Don't Take the Fault-finder Too Seriously.

Chapter V. Baskets.—Baskets as Funeral Designs—Only Three Representative Designs in Making Up—Advantages of Baskets—Filling Various Receptacles.

Chapter VI. Funeral Sprays.—The Funeral Spray—The Secret of Artistic Results—Faults to be Avoided—Getting the Material Ready—Constructing the Spray—The Final Touches—A Correct Ribbon Bow.

Chapter VII. Casket Covers and Palls.—Casket Cover—Pall.

Chapter VIII. Table Decorations.—Table Decorations—The Influence of the Prevailing Mode is Shown in Milady's Selection of Flowers for the Dinner Table. A forecast of Catchy Combinations that Conform with the Season.

Chapter IX. Wedding Bouquets.—Wedding Bouquets—Characteristics of a Good Wedding Bouquet—Learning How to Produce it—The Forearm Shower—Always Deliver Ahead of Time—Taking the Order.

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Our Best Wishes for a Prosperous Christmas to all the Trade

And we wish to extend our sincere thanks to our friends and customers for their patronage and for its further pleasant continuance

"All Florists' Supplies All the Time"

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Natural Log Moss $1.75 per bag of 100 sq. ft.

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HOLLY (Artificial) Berries. Bright Xmas color....$0.40 gross
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LYCOPODIUM, or PRINCESS PINE. Dyed and preserved
10-lb. carton $2.75

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Green, Purple, Brown. Standard carton.....$1.75

PITTSBURGH CUT FLOWER CO.

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VERY BEST QUALITY ALL COLORS PROMPT SHIPMENT

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$2.50 per case; $1.50 per half case
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PRICES RIGHT—QUALITY RIGHT
Let us quote you on your next order. If it' made of wire we can make it.

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DAGGER and FANCY FERNS.
New Crop, Now Ready. $2.00 per 1000
All selected stock and extra long. Just the kind you are all looking for. Extra fine stock.

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LAUREL WREATHS, 30c. up.
PINE WREATHS. 30c. up
We also make special sizes when wanted.
Samples sent if desired.
Order in advance and have fresh stock.
All Kinds of Evergreens

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Magnolia Leaves
IN CASES OR CARTONS
Pass us your orders

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FANCY HOLLY
2x2x4 ft. case, $4.00 per case

LAUREL BRANCHES. 2x2x4 ft. case $3.00 per case.
LAUREL STEMS. Large bag, $1.25.
GREEN SHEET MOSS. $1.40 bag.
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$3.00 per case

Natural Log Moss $1.75 per bag of 100 sq. ft.

Perpetuated Sheet Moss
$3.50 per bag of 100 sq. ft.

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EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

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18 x 5 x 3½	$3.60	24 x 8 x 5	$7.80
21 x 5 x 3½	4.80	28 x 8 x 5	8.80
24 x 5 x 3½	5.75	30 x 8 x 5	11.00
28 x 5 x 3½	7.00	36 x 8 x 5	13.00
21 x 8 x 5	7.10	30 x 12 x 6	15.00
30 x 5 x 3½	8.00	36 x 14 x 6	17.00
		36 x 12 x 6	16.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

Wreath Boxes

	Per 100
16 x 16 x 7	$11.50
18 x 18 x 8	13.50
20 x 20 x 9	15.50
22 x 22 x 9	19.50

Bouquet Boxes

	Per 100
19 x 9 x 8	$11.50

Cycas Leaves

Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
20 to 24	7.00
24 to 28	8.50
28 to 32	10.00
32 to 36	11.00
36 to 40	12.50
40 to 44	13.00
44 to 48	14.75

New Crop Dagger Ferns

Best quality

Green and Bronze Galax $2.00 per 1000

Sphagnum Moss ..... $4.00 per bale

BOXWOOD FINEST QUALITY

Assortments of Baskets, $5 to $10

We carry a full line of Pot Covers, Plant, Tumbler, Princess and Vase Baskets

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HARDY CUT EVERGREENS

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When ordering, please mention The Exchange

Michigan Cut Flower Exchange
INCORPORATED
Wholesale Commission Florists
Dealers in Fancy Ferns
264-66 Randolph St., Detroit, Mich.

When ordering, please mention The Exchange

Portland, Ore.

Christmas is fast approaching and all are busy between funerals getting things into shape so as to be somewhat prepared. Daily business continues strong and flowers are cleaned up to the last flower. The cut flower market for the holidays will be shorter than in years. Even potted stock will not be as plentiful as formerly. Prices will be firm to the advantage of everyone in the trade. This is better than many sales of small calibre when one works his head off, but when bills are paid wonders where all the money went. Properly and profitably to conduct a retail establishment during a Christmas rush requires management. A given percentage must be added to all sales for the extra cost of doing business during one of these mad rushes. Records will show that percentages differ and that it is a matter for the retailer to work out his own salvation.

Pompons are about to leave us for another year, even though we hang on to them as to straws, for with them pass our so called cheap flowers. Large 'Mums are still to be had but their numbers with the exception of Maude Dean are also getting less and the end is in sight. Carnations continue to be scarce. They sell up so clean that the growers are getting cold feet as to being able to deliver the usual amount for Christmas sales. All potted stock we will have to offer for Christmas is selling well, so outside of potted Freesias, Arecas and Azaleas we will have little that's new to offer.

Trade Gossip

Chappell's Flower Shop will move to a new location, in the Northwest Bank Building, the first of the year. Floor space will also be occupied on the mezzanine floor. As the floor space is small, good use of the mirrors will be made and the main floor used for display only.

Clarke Bros. are showing their usual Christmas window. Some of their Orange plants carry as many as 24 fruits. They will add a Ford delivery to their service.

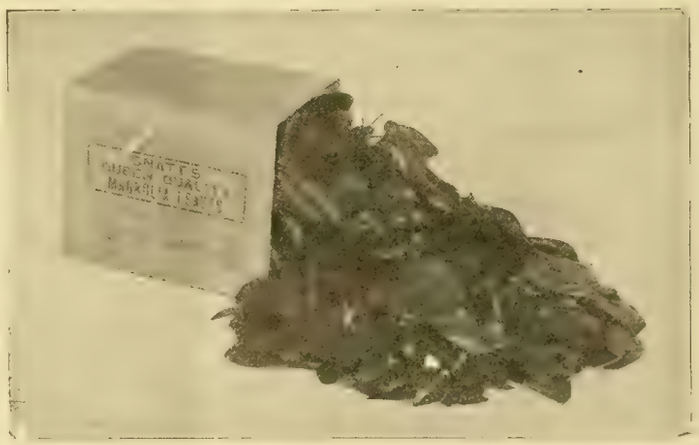
W. T. Jackson, of Stevenson, and Geo. Haslinger, of Hood River, made a hurried visit to the city in quest of stock.

The Holden Floral Co. as usual has an excellent stock of potted stuff. The only trouble they experience is—not enough. The firm is hitting it just right with its Begonias, as they will be prime for the holiday.

GNATT'S

"Queen Quality"

Magnolia Leaves



They will not mold. Packed from selected leaves. Uniform size

BROWN—GREEN—PURPLE

$1.75 per carton, $22.00 per 100 lbs.

5% CASH WITH ORDER

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LA PORTE, INDIANA

Write for our latest catalogue and get the new and practical things

When ordering, please mention The Exchange

Fancy Holly

$8.50 per case

Fancy Needle Pines

$3.00 per dozen Cash with order

Barclay Nursery, 14 WEST BROADWAY NEW YORK CITY

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The wife of Wallace Garside with Clarke Bros. was recently laid to rest. Beside her husband she is survived by two children. Many floral offerings bedecked the casket. H. NIKLAS.

M. RICE CO. Buy "Keystone Quality" Florists' Supplies PHILADELPHIA, PA.

When ordering, please mention The Exchange

REED & KELLER 122 West 25th Street NEW YORK

We Manufacture Our Own - - **FLORISTS' SUPPLIES** METALS WIRE WORK and BASKET WORK

On Sale Every Morning at 7 o'clock
ROSES
COLUMBIA RUSSELL HADLEY SUNBURST WARD
OPHELIA HOOSIER BEAUTY DOUBLE WHITE KILLARNEY
Including the entire cut from the Duckham-Pierson Range

LILIES, CARNATIONS, CALLAS, STEVIA
PAPER WHITE NARCISSUS
VIOLETS for out-of-town shipment
GREENS of all kinds
GOOD RESULTS FROM PARCEL POST SHIPMENTS
MY PURPOSE is to treat any business entrusted to me in such a fair and liberal manner as to make the customer's relations with me satisfactory and profitable.
JOSEPH S. FENRICH, *Telephones, 420-421-422 Farragut* 51 West 28th St., NEW YORK

When ordering, please mention The Exchange

CHOICE AMERICAN BEAUTIES
CARNATIONS=The Best Varieties
M. C. FORD, *Wholesale Florist*
121 West 28th Street
Telephones 3870-3871 Farragut NEW YORK CITY

When ordering, please mention The Exchange

New York City

Short Supply: Corresponding Prices

Dec. 17.—The supply of flowers in general is small. Prices are higher and firm.

American Beauty Roses are meeting with a good demand. Special grade blooms are selling at from 25c. to 75c. each, and other grades at corresponding prices. Hybrid tea Roses are moving well. Top grade blooms are selling at from 10c. to 50c. each, and No. 2 grade at from 4c. to 8c., according to variety.

The arrivals of Carnations are reported to be a trifle heavier; they are meeting with an active demand at from 8c. to 10c. each for select blooms and 4c. to 6c. for those of inferior quality.

Cattleya orchids are in fair supply and are selling at from 50c. to 75c. each for selected blooms. Gardenias are in larger receipts and are realizing from $1 to $6 per doz. White Lilies are in medium supply and are selling only moderately well at $15 to $20 per 100 for the best blooms.

There is a small supply of Callas at $2 to $4 per doz., of Calendulas at $4 to $6 per 100, of Sweet Peas at $2 to $5, of Yellow Daisies at $3 to $4, and of Bouvardia at 50c. to 75c. per bunch. Also of Mignonette at 50c. to $2 per doz., of Pansies at $2 to $2.50 per 100, of Poinsettias at $2 to $6 per doz., of Stevia at 25c. to 35c. per bunch, of double Violets at $1 to $2 per 100, of single Violets at 75c. to $1.50 per 100, and of Wallflowers at 50c. to 75c. per bunch. The supply of these miscellaneous flowers, it should be noted, is unusually small and they are meeting with an active demand.

J. J. COAN, INC. *Wholesale Florist*
115 WEST 28th STREET, NEW YORK
Phones: Farragut 5413 and 5891 **Everything in Cut Flowers**

Barney B. Jacobs
Wholesale Commission Florist
Consignments Solicited
114 West 28th Street, NEW YORK
Telephones: Farragut 2110, 2111

Hardy and indoor growing greens, except Asparagus, are in short supply and are having a very brisk call.

Christmas Prices

The approach of the Christmas holidays, combined with a supply of plants shorter than usual, as well as an abnormally small supply of cut flowers, all resulting in unusually high prices, have produced a spirit of unrest among the retail florists, and of inquiry as to how best to meet prevailing conditions, in their bearing on the sales of cut flowers to their customers. These perplexing conditions caused the Association of Retail Florists of New York City and the Greek-American Association of Retail Florists to hold a joint meeting on Thursday night, Dec. 12, at the store of Young & Nugent, 42 W. 28th st., to consider the present shortage and prices of flowers at wholesale. About 80 members of the two associations were present. After a free discussion of the subject, it was decided to call another meeting and to invite both the growers and wholesalers of cut flowers to attend, so that there might be a general discussion of the situation by the three branches of the craft. This meeting was held at 56 W. 30th st., on Monday night of this week. A report is given in this issue.

The annual banquet of the Wholesale Cut Flower Protective Ass'n of this city was held on Saturday night of last week. Details appear elsewhere in this issue.

The National League for Women's Service is sending a letter under date of Dec. 16 to the flower growers, asking them in their shipment of flowers on Christmas Eve to the wholesale florists, to make a donation of flowers for the sick and wounded soldiers in the base hospitals. The letter states that the commission men will see that the flowers are properly forwarded. The letter reads in part:

"Was there ever a Christmas when hearts were merrier or the glad tidings of Peace on Earth rang truer than this? And to think, it has all been brought about by the boys for whom we appeal to you today, for the one thing that seems to bring a sweeter cheer than all else."

Clean Cut Facts

It's about time that you consigned some of your shipments of flowers to the New York market, if you have not already done so.

No market offers more ready sale for flowers of the right quality or pays better prices.

Write for our market letter on local conditions—you will find it interesting.

United Cut Flower Co. Inc.
111 WEST 28th STREET, NEW YORK CITY

D. FEXY
Wholesale Commission Florist
116 West 28th Street
NEW YORK
CONSIGNMENTS SOLICITED

The attention of the trade is called to the foreclosure sale on Jan. 8 next at Queens County Court House, Long Island City, N. Y., of the greenhouse property and dwelling formerly under the management of the Heatherhome Seed and Nursery Co.

Boston

Supply Still Short

Dec. 17.—The supply of cut flowers at the wholesale flower market is no larger than it was last week. We have had a week of dull, sunless weather, and this in itself helps to make the supply more meagre. The outlook is not encouraging for a larger supply for the holidays. The market is good. There

(*Concluded on page 1001*)

VICTORY, PEACE and CHRISTMAS

Many of your patrons, Mr. Retailer, will be eager to express their joy and merriment this Christmas through the use of flowers, which our Flower Growers will offer through us to you. You will find at our store a full line of seasonable blooms of excellent quality

Flower growers are always welcome to "Come in and grow with us"

THE HENSHAW FLORAL CO., Inc.
A. M. HENSHAW, President
'Phones: 3310-3311-3312 Farragut 127 WEST 28th STREET, NEW YORK

When ordering, please mention The Exchange

C. Bonnet G. H. Blake
Bonnet & Blake
Wholesale Florists
130 Livingston St., BROOKLYN, N. Y.
Telephones, Main 1293-4
OUT-OF-TOWN ORDERS CAREFULLY ATTENDED TO
Give us a trial

Cut Flower Exchange
Sixth Avenue and 26th Street
COOGAN BUILDING, NEW YORK
Open Mornings at Six o'clock for the Sale of Cut Flowers
Wall Space for Advertising Purposes For Rent
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New York City
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NEW YORK
Telephone, FARRAGUT 4559
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Established 1888
GUNTHER BROS.
Wholesale Commission Florists
110 West 28th Street, New York
Telephone, Farragut 551
Consignments of Choice Flowers Solicited

WILLIAM H. KUEBLER
Wholesale Commission Dealer in
CUT FLOWERS
28 Willoughby St., BROOKLYN, N. Y.
Telephone, Main 4591

RIEDEL & MEYER, Inc.
Henry C. Riedel *Wholesale Florists* Meyer Othile
Seasonable Flowers of all kinds
The best of service to Growers and Retail Florists. Twenty-five years' experience in the Flower Business. Consignments solicited.
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TELEPHONE, FARRAGUT 4024-4025

A. Sauter
Wholesale Florist
55 West 26th Street, NEW YORK
Telephone, Farragut 3296

HENTZ & NASH INC. WHOLESALE COMMISSION FLORISTS GROWER AGENT. 55 and 57 West 26th St. N.Y.

HEADQUARTERS FOR NOVELTIES
ORCHIDS A SPECIALTY
THE HIGHEST GRADE OF VALLEY ALWAYS ON HAND
GARDENIAS, DAISIES, ROSES, CARNATIONS
JAMES McMANUS, TELEPHONE FARRAGUT 759 105 W. 28th St., New York

ROSES in all the leading varieties CARNATIONS of high quality
Longiflorum and Rubrum LILIES throughout the year
LILY OF THE VALLEY. All other Flowers in their season
P. J. SMITH, *Wholesale Florist*
TELEPHONES Farragut 2281, 3089 131 W. 28th St., NEW YORK CITY
When ordering, please mention The Exchange

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WHOLESALE FLORIST Tel. 300—301 Farragut *148 West 28th St., NEW YORK*
THE KILLARNEYS, HADLEYS, HOOSIER BEAUTIES, OPHELIA, SUNBURST, SHAWYER, PRIMA DONNA, MOCK, STANLEY, COLUMBIA, RUSSELL and WARD ROSES
VIOLETS, CARNATIONS AND ALL CUT FLOWERS IN SEASON
When ordering, please mention The Exchange

New York Cut Flower Market
Up to Tuesday, Dec. 17, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	25.00 to 75.00	Adiantum Cuneatum	.20 to .25
" Fancy	20.00 to 60.00	" Hybridum and Croweanum	.25 to .50
" Extra	15.00 to 30.00	Antirrhinum, per bunch	.50 to 2.50
" No. 1	10.00 to 20.00	Asparagus Plumosus, bunches	.15 to .25
" No. 2	8.00 to 10.00	Bouvardia, per bunch	.50 to .75
" No. 3	4.00 to 6.00	Carnations, Select	8.00 to 10.00
Killarney	4.00 to 10.00	" Ordinary	4.00 to 6.00
Killarney Brilliant	4.00 to 10.00	Calendula	4.00 to 6.00
White Killarney	5.00 to 12.00	Chrysanthemums, per doz	..... to .....
White Killarney, Double	6.00 to 15.00	Chrysanthemums, bunch	..... to .....
My Maryland	5.00 to 20.00	Ferns, per 1000	1.75 to 2.50
Columbia	10.00 to 30.00	Galax, green and bronze, 1000	..... to 1.00
Hadley	6.00 to 35.00	Gardenias, per doz	1.00 to 6.00
Hoosier Beauty	6.00 to 25.00	Leucothoe, per 1000	4.50 to 7.00
Key	15.00 to 50.00	Lilies, Longiflorum	15.00 to 20.00
Cecile Brunner, Elgar, etc. bun	.50 to 1.00	" Rubrum	4.00 to 10.00
Mme. Pl. Euler (Prima Donna)	6.00 to 20.00	Lily of the Valley	3.00 to 8.00
Mrs. George Shawyer	6.00 to 15.00	Mignonette, per doz	.50 to 2.00
Sunburst	8.00 to 25.00	Pansies	2.00 to 2.50
Mrs. Aaron Ward	8.00 to 20.00	Poinsettias, per doz	2.00 to 6.00
Lady Alice Stanley	8.00 to 25.00	Orchids, Cattleyas	30.00 to 75.00
Ophelia	6.00 to 25.00	Orchids, Oncidiums	7.00 to 8.00
J. J. L. Mock	6.00 to 25.00	Smilax, per doz., strings	1.50 to 3.00
Mrs. Charles Russell	10.00 to 50.00	Stevia, per bunch	.25 to .35
Calas per doz	2.00 to 4.00	Sweet Peas, Spencers	1.00 to 4.00
Daisies	3.00 to 4.00	Violets, Double	1.00 to 2.00
.....	..... to	" Single	.75 to 1.50
.....	..... to	Wallflowers,, per bunch	.50 to .75

All the New and Standard ROSES
Fine Grade CARNATIONS
and all Seasonable CUT FLOWERS
WALTER F. SHERIDAN, 133 West 28th St., NEW YORK
TELEPHONE, FARRAGUT 3532
When ordering, please mention The Exchange

WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses
Valley and a Complete Line of Autumn Flowers
When ordering, please mention The Exchange

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Telephones: {2560 / 2561} Farragut Cut Flowers at Wholesale
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George C. Siebrecht
Wholesale Florist
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The best source of supply in the city
ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS
Personal Attention—Consignments Solicited
Satisfaction Guaranteed
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53 West 28th St., NEW YORK
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A SPECIALTY
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J. K. ALLEN
Pioneer Commission Dealer in Cut Flowers
Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
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Consignments of good stock solicited
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CONSIGNMENTS SOLICITED
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WHOLESALE FLORIST
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Best Advertising Medium

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Orchids, Violets, Roses and Carnations

SOLE AGENTS

SIM'S VIOLETS AND CARNATIONS

AND

DOLANSKY'S ORCHIDS AND ROSES

We respectfully solicit a trial. Long distance shipping a specialty. Telephone and telegraph orders filled promptly for train you desire. When you buy from us you can be sure of satisfaction.

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Wholesale Florists

PHONES: Fort Hill, 3630-3631-3632

256 Devonshire St., BOSTON, MASS.

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B. A. SNYDER CO. *Wholesale Florists..*

Hardy Cut Evergreens, Cut Flowers and Florists' Supplies

21-25 Otis Street, BOSTON, MASS.

Telephone, Fort Hill 1083-1084-1085

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

Baltimore Dec. 17, 1918	NAMES AND VARIETIES	Boston Dec. 17, 1918	Pittsburgh Dec. 16, 1918
..... to .... to 75 00	Roses—American Beauty	10.00 to 75.00	10.00 to 75.00 ..... to .....
..... to .... to	Hadley	12.00 to 50 00	..... to .... to .....
..... to ..... 10.00 to 20.00	Hoosier Beauty	10 00 to 20 00	8.00 to 35.00 ..... to .....
..... to ..... 8.00 to 18.00	Killarney	10.00 to 16 00	6.00 to 25.00 ..... to .....
..... to ..... 10.00 to 20.00	White Killarney	10.00 to 16 00	6.00 to 25.00 ..... to .....
..... to .... to	Killarney Queen	10 00 to 20.00	..... to .... to .....
..... to ..... 12 00 to 15.00	Mrs. Aaron Ward	..... to	6.00 to 20.00 ..... to .....
..... to ..... 12.00 to 25.00	Mrs. Chas. Russell	10.00 to 40.00	8.00 to 35.00 ..... to .....
..... to .... to	Francis Scott Key	..... to	..... to .... to .....
..... to ..... 12 00 to 20.00	Mrs. George Shawyer	..... to	8.00 to 35.00 ..... to .....
..... to ..... 12.00 to 25.00	Columbia	10.00 to 20.00	..... to .... to .....
..... to .... to	Rose Marie	..... to	..... to .... to .....
..... to ..... 10.00 to 18.00	My Maryland	..... to	6.00 to 20.00 ..... to .....
..... to ..... 12.00 to 25.00	Prima Donna	..... to	8.00 to 35.00 ..... to .....
..... to ..... 10.00 to 25.00	Ophelia	10.00 to 25.00	8.00 to 25.00 ..... to .....
..... to ..... 12.00 to 25.00	Richmond	10.00 to 20.00	8.00 to 35.00 ..... to .....
..... to ..... 12.00 to 20.00	Sunburst	..... to	6.00 to 20.00 ..... to .....
..... to .... to	Killarney Brilliant	10.00 to 20.00	..... to .... to .....
..... to .... to	J. J. L. Mock	..... to	..... to .... to .....
..... to .... to 3.00	Cecile Brunner	..... to	..... to 4.00 ..... to .....
..... to .... to 2.00	Adiantum, ordinary	..... to 1.00	1.00 to 1.25 ..... to .....
..... to .... to ...	Antirrhinums, bunch	4.00 to 8.00	..... to .... to .....
..... to ..... .20 to .50	Asparagus Plumosus, bunch	.25 to .50	.35 to .50 ..... to .....
..... to .... to ...	" Sprengeri, bunch	.25 to .40	.35 to .50 ..... to .....
..... to ..... 2.00 to 3.00	Calendula	2.00 to 3.00	..... to 4.00 ..... to .....
..... to ..... 2.00 to 2.50	Callas, per doz	..... to	..... to .... to .....
..... to ..... 10.00 to 12.00	Carnations, Select	8.00 to 10.00	..... to 12.00 ..... to .....
..... to ..... 6.00 to 10.00	Ordinary	6.00 to 7.00	..... to .... to .....
..... to .... to	Chrysanthemums	16.00 to 30.00	..... to .... to .....
..... to .... to	Pompons, per bunch	.50 to 1.00	..... to .... to .....
..... to .... to	Daisies	1.00 to 2.00	..... to 3.00 ..... to .....
..... to .... to .25	Ferns, Hardy	..... to	..... to .40 ..... to .....
..... to .... to .15	Galax Leaves	..... to	..... to .15 ..... to .....
..... to .... to	Gladioli	..... to	..... to .... to .....
..... to ..... .50 to .75	Leucothoe	..... to	..... to 1.00 ..... to .....
..... to .... to	Lilium Formosum	..... to	..... to .... to .....
..... to .... to 20.00	" Longiflorum	16.00 to 25.00	..... to 25.00 ..... to .....
..... to .... to	" Rubrum	10.00 to 12.00	..... to .... to .....
..... to .... to	Lily of the Valley	8.00 to 10.00	8.00 to 10.00 ..... to .....
..... to .... to	Mignonette, Per 100	..... to	..... to .... to .....
..... to .... to	Mistletoe, lb	..... to	..... to .40 ..... to .....
..... to .... to 75 00	Orchids—Cattleyas	50.00 to 75.00	75.00to100.00 ..... to .....
..... to .... to	" Cypripediums, doz	..... to	..... to 3.00 ..... to .....
..... to .... to	Paper White Narcissus	..... to	..... to 6.00 ..... to .....
..... to .... to	Phlox	..... to	..... to .... to .....
..... to .... to	Primroses	..... to	..... to 1.00 ..... to .....
..... to .... to	Smilax, dos. strings	..... to	..... to 2.00 ..... to .....
..... to .... to	Snapdragon	..... to	..... to .... to .....
..... to ..... .25 to .50	Stevia, per bunch	.25 to .35	..... to .75 ..... to .....
..... to ..... 1.00 to 2.00	Sweet Peas	1 00 to 2 00	..... to 1.50 ..... to .....
..... to .... to	Violets	1.00 to 2.00	..... to .... to .....
..... to ..... 1.00 to 1.50	" Single, per 100	..... to	..... to .... to .....

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Welch Bros. Co., WHOLESALE FLORISTS

CUT FLOWERS AND SUPPLIES

262 Devonshire St., Telephone {6267 / 5948} MAIN **Boston, Mass.**

When ordering, please mention The Exchange

New England Florist Supply Co.

276 Devonshire Street **BOSTON, MASS.**

Telephones: Fort Hill, 3469 and 3135. Open 6 a. m. to 7 p. m.

When ordering, please mention The Exchange

The Chicago Flower Growers Association

PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO

BEAUTIES, LILIES, ROSES, CARNATIONS

AND EVERYTHING SEASONABLE

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Poehlmann Bros. Co., Wholesale Growers and Shippers of **Cut Flowers**

Importers and Jobbers of Florists' Supplies

Two Million Square Feet of Glass at MORTON GROVE, ILL., in Plants and Cut Flowers. Send all Plant Orders to Morton Grove

Cut Flower and Supply Department: **66-74 East Randolph St., Chicago**

When ordering, please mention The Exchange

Boston—Concluded from page 1008

is considerable funeral work and although the retailers hesitate about buying flowers at the increased prices, they have to buy them and pay what is asked for this essential work. The market at this moment is a growers' market, and both wholesaler and retailer say there is no money in it for them. Be that as it may, the grower has to get money to meet his greatly increased expenses.

Probably at this time there are more Roses than any other flowers, but even the supply of those is not very large. American Beauty Roses are only in medium supply and prices for special blooms are from 50c. to 75c. each, with shorter grades at correspondingly lower rates. There is a moderate supply of hybrid tea Roses but no Roses, even those with the very shortest stems sell for less than 10c., and other grades are from 16c. up to 50c. each. Even at these prices the supply is cleaned up practically as soon as the stock arrives.

The Carnation supply is no larger than it was a week ago and prices are on the increase. Today the price is 8c. to 10c. but it looks now as if by the end of the week the figures would be much higher. Splits and other inferior flowers fetch 6c. apiece.

There is a moderate supply of Cattleya orchids, with a good demand, at 50c. to 75c. each. A good supply of Cypripedium insigne is also available at 25c. to 35c. each.

Lilies are in fair supply and prices are the same as last week, 20c. to 25c. each.

Sweet Peas in small supply are arriving and they are quickly cleaned up at $1.50 to $2 per 100. There is little Lily of the Valley; it sells at $8 to $10 per 100. Calendulas are in medium supply at $2 to $3 per 100. Stevia is one of the standbys and is plentiful at 25c. to 35c. per 100. A moderate number of short stemmed Snapdragons, Pansies and Wallflowers are available. The meagre supply of Violets brings $1.50 to $2 per 100. Paperwhite Narcissi are seen in small lots. Small lots of excellent Bouvardia are also offered and find a ready market.

The increased price of flowers has made the plant market exceptionally good. There are few plants that were grown for the holidays that are not sold now at prices in advance of those of a year ago. Asparagus and Adiantum is scarce.

The supply of Christmas greens is not as large and it is with difficulty that enough is obtained to fill orders. There is an unusually heavy call for all kinds of Christmas goods.

Spokes in the Hub

Dolansky & MacDonald, the wholesalers on Devonshire st., are handling William Sim's flowers. Mr. Sim's greenhouses this season are largely given over to Carnations.

Penn is featuring luxuriantly berried plants of Ardisia with pans of large Poinsettias.

Though no Azaleas came from Belgium this Fall, the William W. Edgar Co., of Waverley, has a batch of well flowered plants which are selling well at handsome prices.

The New England Florist Supply Co. reports an unusually heavy demand for Christmas goods. With the shortage of greenhouse flowers there is a much heavier call for greenery, red Ruscus and Holly berries. Shortage of labor has brought a lack of greenery, and orders have been turned down.

Henry M. Robinson Co. is rushed with orders. Several of its men have returned from the Navy. The demand for all kinds of Christmas goods far exceeds that of last year. Shipping trade is heavy and there is a heavy call for flowers.

At the last meeting of the Horticultural Club of Boston Fred E. Wilson of Nahant read an excellent paper on chemical fertilizers. A copy was sent to each member of the club. The next meeting will be on Jan. 1. R. C.

Chicago, Dec. 17, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials.....per dos.	10.00 to 15.00
36-inch stems..... "	7.50 to 10.00
30-inch stems..... "	5.00 to 7.50
Short stems.....per 100	12.00 to 15.00
Columbia	10.00 to 35.00
White and Pink Killarney	10.00 to 25.00
Killarney Brilliant	10.00 to 25.00
Milady	10.00 to 35.00
Mrs. Aaron Ward	10.00 to 18.00
Mrs. Chas. Russell	10.00 to 40.00
Richmond	10.00 to 18.00
Sunburst	10.00 to 18.00
Ophelia	10.00 to 18.00
Carnations, Select	15.00 to 20.00
" Ordinary	8.00 to 12.00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .40
Adiantum	1.00 to 1.50
Boxwood, per pound	..... to .30
Calendulas	5.00 to 6.00
Cornflowers	1.00 to 2.00
Daisies	2.50 to 3.00
Ferns, Hardy, per 1000	..... to 5.00
Galax Leaves, per 1000	1.50 to 2.00
Gardenias, per dos	5.00 to 6.00
Leucothoe Sprays	.75 to 1.00
Lilium Longiflorum	20.00 to 25.00
Lilium Rubrum	5.00 to 8.00
Lily of the Valley	6.00 to 8.00
Mexican Ivy, per 1000	..... to 6.00
Mignonette	6.00 to 8.00
Orchids—Cattleyas, per dos	10.00 to 12.00
Paperwhite Narcissi	6.00 to 8.00
Poinsettias, per dos	4.00 to 6.00
Smilax, per dos	3.00 to 4.00
Sweet Peas	1.50 to 2.50
Violets	2.00 to 2.50
Wallflowers, per bunch	.50 to .75

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS

Peter Reinberg

Wholesale Cut Flowers

30 EAST RANDOLPH ST. CHICAGO, ILL.

Headquarters for Mrs. Russell Roses

When ordering, please mention The Exchange

E. G. HILL CO.

Wholesale Florists

Richmond, Indiana

When ordering, please mention The Exchange

ZECH & MANN

☛We are Wholesale Florists Doing a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

When ordering, please mention The Exchange

For Christmas and New Year's we offer you in quantity

Philadelphia's Best Beauties

The entire cut of one of the largest Beauty growers in this section. Large flowers of a good color, mostly specials, also a good supply of the medium grades.

We also offer you: A large supply of ORCHIDS—ROSES, in all varieties—CARNATIONS—LILACS—and all other stock in season.

THE LEO NIESSEN CO.
Wholesale Florists
BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

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Roses
Carnations
Snapdragons
and a full line of all other Season-able Cut Flowers.

CHARLES L. MEEHAN
5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all othr Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.
Carnations, Callas and Sweet Peas

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Florists' Baskets

Our line of Florists' Fancy Baskets are not only "Made in America," but made better and more artistically than the foreign. We have scores of different designs and sizes—all created and colored specially to our order. Drop us a line and our representative will call on you with full particulars. We also carry a full line of

Exclusive Florists' Ribbons and Supplies

Everything in Cut Flowers, Plants and Greens

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117 W. 28th St.	1608-1620 Ludlow St.	Franklin & St. Paul Sts.

WASHINGTON, 1216 H St., N. W.

When ordering, please mention The Exchange

Chicago

Tight Market

Dec. 16.—There is no relief to the stringent market conditions reported last week. If anything it is still more stringent. There never was a time when the demand for stock so far overbalanced the supply as it does now. The wholesale growers who sell their own stock and the commission houses handle a good amount of stock each day. It is probable that if there was not such a widespread demand as there is at present conditions would pass with but little comment. It is certain that those who are cutting even fair crops are reaping golden returns. On the other hand, growers who early in the season determined to close down, are reproaching themselves for their hasty decision. They took a chance and lost. Since the passing of the Thanksgiving Day trade all cut flower stock has brought better prices than it has ever done during the most stringent holiday markets in past years. Wholesalers are taking the best care of their good and steady customers; such stock as is available is carefully reserved for them, but even at that, few if any of their orders are filled for more than 50 per cent. of their requirements. Occasional buyers and those who buy wherever they can get stock cheapest get no consideration on the present market. This applies to out of the city trade, which come here, cash in hand, ready to pay the highest market price, as well as to local dealers, who belong to this class.

The outlook for Christmas is not encouraging for a large supply of cut flowers. It is almost certain that there will not be anywhere nearly enough to go around. Dealers are accepting orders for Christmas delivery only on condition that they will handle them to the best of their ability. It would be impossible, under the existing conditions, to promise otherwise. A week ago it was said that favorable weather would relieve the situation, but with less than a week before holiday shipping commences, it is too late to expect relief from any source. It has been said on former holiday occasions that growers held their stock back to be thrown on the market immediately before the great rush was on, so as to secure holiday prices. With prices far in advance of those of former holiday seasons, existing for the past three weeks, it would be unreasonable to believe that any grower is holding out stock for better prices. This will be one of the first holiday seasons on the market when the so called "pickled stock" will be noticeable by its absence.

In Roses the supply of Am. Beauty is limited; all available stock is bringing the highest figure of the season. Fancy stock is bringing $10 per doz., but how prices will run for the next week no one will venture to say. Orders are booked conditionally on the prevailing price at time of shipment. In all other varieties the supply is far short of the demand, with Russell and Columbia bringing top prices. Buyers are wondering why Columbia should bring the same price as Russell, inasmuch as it is reputed to be a more productive variety. Special stock for Christmas sales is offered at from $60 to $75 per 100; short stock from $20 to $25. In other varieties short stock is selling at from $10 per 100 with the maximum price for fancy stock as high as $18 to $20 and up to $35 per 100.

The supply of Carnations is far behind the demand and regardless of the high prices that they are bringing, more could be sold. Splits are bringing $10 per 100 and prices for the better and fancy grades range as high as from $12 to $20 per 100.

Easter Lilies are bringing record prices, from $20 to $25 per 100; Sweet Peas $2.50 to $3; Violets, double and single, $2.50 to $3. Valley frequently goes as high as $8 per 100. The old time Calendula, which for some time kept around the $2 and $3 mark has risen to a $4 to $6 standard price. Paperwhites are bringing from $4 to $6, and Poinsettias from $4 to $6 per doz.; a limited supply of the pink variety is selling as high as $8 per doz. There is quite a bit of Stevia on the market that as a filler in is in ready demand.

All greens are high; fancy ferns coming from far Eastern points cannot be handled for less than $5 per 1000. Box wood is bringing 30c. per lb., double the price in former years. Winterberries are practically off the market and the usual line of miscellaneous stock that helps out in the Christmas trade is noticeably absent. There has been in the past a day set well in advance of the holiday shipping when holiday prices went into effect. There is nothing like that this year; holiday prices have been in force for some time and have reached the limit where it is well nigh impossible to make further advancements. The supply houses are stocking up on artificial flowers believing that much of this stock will be used during the rush of the next two weeks.

General News

The displays of red frieze, Ruscus and artificial Poinsettias in the retail store windows is more elaborate this season than ever before.

Plant growers report a complete clean up on all flowering stock. The supply of palms, ferns, Pandanus, Crotons, etc., is still good, but these are not usually classed as holiday stock.

E. C. Pruner, traveling representative for the Poehlmann Bros. Co., is in the city and will remain here until after the holidays, when he will again resume his position on the road.

Allen Humason, who is with the Army in New Jersey, left Monday for Hoboken, after spending a week in the city.

The demand for made up Magnolia wreaths is so great that Mr. Waters of the supply department of the Poehlmann Bros. Co. has had a force of women workers busy nights and Sundays for the past three weeks turning them out.

Frank Oechslin has been confined to his home for the past ten days with pneumonia but was able to be up for a short time Monday. A large number of florists from the surrounding cities visit his place daily in search of Christmas blooming plants.

A. Lange has on exhibition three of the largest Ericas ever brought to the city. They are in tubs and are about 4ft. high, and 3ft. in diameter and well bloomed. They came from California.

Frank Gorley, of Grimm & Gorley, St. Louis, was in the city Monday looking for plant stock for holiday trade. He says the St. Louis market is just as tight on both plants and cut flowers as Chicago is.

A. F. Longren, representative of the Burlington Willow Ware Shops, Burlington, Ia., is in the city and will remain here until after the holidays.

The McRorie-McLaren Co., San Francisco, is sending to this market fine sprays of cut Ericas. They are a striking feature in the retail stores in the loop. The stock is shipped direct to the retailers.

Ove Gnatt and family came up from La Porte, Ind., Monday, to do some Christmas shopping. Mr. Gnatt reports the demand for decorative material to be unusually strong so much so that they have to work overtime to keep it turned out.

C. V. Abeele, Terre Haute, Ind., was in town the past week. He is not only a good florist but a shrewd speculator in real estate. Some few years ago he sold his greenhouse property on 61st st. to the National Plant Co., and then bought a handsome range of modern houses in Mt. Pleasant, Mich. Later he traded the greenhouses for a farm close to that town. About a year ago he traded the Michigan farm for the Terre Haute Rose & Carnation Co. property at Terre Haute, one of the finest ranges of glass in that city. He states that he is cutting good crops of Carnations right along for which he finds a ready trade in his own town, at $3 per doz. retail.

Philadelphia, Dec. 17, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	12.00 to 50.00
Columbia	8.00 to 38.00
Killarney	8.00 to 18.00
White Killarney	8.00 to 18.00
Mme. P. Euler (Prima Donna)	8.00 to 20.00
My Maryland	8.00 to 15.00
Richmond	8.00 to 38.00
Sunburst	8.00 to 20.00
Killarney Brilliant	8.00 to 20.00
Mrs. Chas. Russell	8.00 to 35.00
Mrs. George Shawyer	8.00 to 20.00
Hadley	8.00 to 35.00
Ophelia	8.00 to 20.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Bouvardia	6.00 to 8.00
Calendulas	..... to 3.00
Callas	20.00 to 25.00
Carnations, Select	10.00 to 12.00
Chrysanthemums	10.00 to 40.00
Pompons, bunch	.25 to .50
Daisies	2.00 to 3.00
Gardenias	25.00 to 35.00
Lilac, per bunch	..... to 1.50
Lilium Longiflorum	20.00 to 25.00
Mignonette	5.00 to 8.00
Orchids—Cattleyas	50.00 to 75.00
Cypripedium	..... to 15.00
Snapdragon	10.00 to 18.00
Stevia, per bunch	.35 to .50
Sweet peas	2.00 to 3.00
Valley	6.00 to 8.00
Violets	..... to 1.50

Philadelphia

Little Change

Dec. 17.—There is little if any change since last week in the cut flower market. The changes are in firmer prices with Carnations advancing to 10c. and 12c. Conditions show no improvement as the receipts have been cut down by a week of rain and cloudy weather that at this writing (December 16) still continues. Not enough short and medium grade Roses are received to meet half the requirements. Specials and extra grades are not as active. American Beauty Roses are in free supply with advancing prices. Cattleya orchids in large supply are clearing rather slowly. Cut Poinsettias are quoted at 40c.

(*Concluded on page* 1014)

CLASSIFIED ADVERTISEMENTS

TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situation Wanted, or other Wants: also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 15 cts. per line (average of 7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy for Classified Department must reach P. O. Box 100 Times Square Station, N. Y., by Tuesday night for following Saturday issue.

☞When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

NEW YORK—Box 100 Times Square Station **CHICAGO—66 East Randolph Street**

SITUATIONS WANTED

SITUATION WANTED—As manager or foreman on commercial or private place. A1 grower of high grade cut flowers, Orchids and general stock. Landscape gardener, can work from plans. Life experience. Age 40; married. Middle Atlantic or Southern States preferred. State particulars in first letter. Address U. F. care The Florists' Exchange.

SITUATION WANTED—About Jan. 1st., with up-to-date shop where honesty and reliability are considered, by gentleman; 32 years; 12 year's experience in the retail and wholesale Best references. Address Brooklyn, care The Florists' Exchange.

SITUATION WANTED—By young man; single; 26; sober and steady. Experience in growing Roses, Carnations, Chrysanthemums, pot and bedding plants. Address W. G. care The Florists' Exchange.

SITUATION WANTED—By superintendent or head gardener, on country estate. Practical life experience in all branches: greenhouses, crops, dairy, poultry, lawns and roads. 15 years in last place. M. W., Box 168, Matawan, N. J.

SITUATION WANTED—By gardener and grower of plants and cut flowers. Competent to take charge of commercial or private place. Long experience. Address U. B., care The Florists' Exchange.

SITUATION WANTED—By first-class gardener. Private place, institution or municipal position preferred. Will consider commercial place that pays well. References. Married; 1 child; Frenchman. Lucien LeClere, Eagleville, Mo.

SITUATION WANTED—As head gardener in private place. 9 years' experience, inside and out. State salary and particulars. Address U. H. care The Florists' Exchange.

SITUATION WANTED—By foreman grower of Chrysanthemums, Carnations and a general line of stock; 15 years' experience. Single; age 33. Address W. A. care The Florists' Exchange.

SITUATION WANTED—In general greenhouse work by specialist in Dahlias and Gladiolus. Brooklyn or vicinity preferred Single; 42. J. S. Griffing, Cutchogue, L. I.

SITUATION WANTED—By experienced Rose and general grower. State wages in first letter. Ira Chamberlin, Hyde Park, N. Y.

SITUATION WANTED—By single man; good grower of Carnations. Address Florist, 322 West 31st., New York.

HELP WANTED

MEN WANTED
FOR OUR FLORAL DEPARTMENT
Call in person; no mail answered.
Come ready to work
H. Bershad, care Fredk. Loeser & Co.
Brooklyn, New York

WANTED—LANDSCAPE ARCHITECT

Young, energetic, University graduate, who can consult with clients, advising as to treatment of properties, and be able to secure business. Must be a good draftsman and have a knowledge of the nursery business and plant life, also a man of good character and personal appearance. References required. Holm & Olson, Inc., Landscape Architects, St. Paul, Minn.

WANTED—Men and women to solicit orders for Fruit and Ornamental trees, Rose bushes, Shrubbery, Vines, Bulbs, etc. Our representatives make from $50 to $300 per week. Tremendous demand for our products right now for Spring delivery. We guarantee profitable, permanent employment. Good pay. All or part time. We equip you free of expense. No delivering, or collecting. You merely solicit orders. Hundreds of acres of nurseries. Write us at once forterms.
C. H. Weeks Nursery Company,
Newark, New York State

Continued on Next Column

HELP WANTED

SEED SALESMAN WANTED
BY A WELL KNOWN WHOLESALE HOUSE
We would like, in January, a first-class Seed traveler; one who knows the Seed business and who has a following. State who traveled for. Years traveled, States covered, annual sales and salary wanted. Must be able to furnish first-class references.
All replies confidential.
Address T. A., care The Florists' Exchange.

WANTED
A GOOD SALESMAN AND MAKER-UP
IN A FIRST-CLASS RETAIL FLOWER STORE
Address, with full particulars, salary expected, etc., T. B., care The Florists' Exchange.

WANTED—A working foreman for commercial place near New York. Must be a good grower and know how to direct men to advantage. Wages, $25.00 to $30.00. None but good, live men need apply. Address W. C. care The Florists Exchange.

SEEDSMEN WANTED—Young men capable of handling counter trade, selling Seeds, Plants, Bulbs, Sundries. Good opportunity for capable men. Apply giving experience and wages desired in first letter, to Henry A. Dreer, Inc., 714-716 Chestnut st., Philadelphia Pa.

WANTED—Woman, middle aged, for store work in flower seed department of seed store, permanent position for right party. Give full particulars regarding previous experience, salary, etc. Address W. B. care The Florists' Exchange.

WANTED—Experienced greenhouse foreman; Single English or Scotch. $75.00, month with room and board. Private estate on Long Island. State full particulars and send copies of references. Address P., P. O. Box 541, New York City.

WANTED—Night fireman for hot water and low pressure steam. Must be sober, reliable and understands his business. Work all year round for right man. Willing to pay good wages. Bound Brook Greenhouses, Bound Brook, N. J.

WANTED—At once, good grower and all round florist experienced in Rose growing. $55, room and board. Steady position for right party. Please state age and experience. T. Malbrano, 406 Main st., Johnstown, Pa.

WANTED—A grower, one who is a live wire, Must be conversant with growing Carnations. Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses, Port Allegany, Pa.

WANTED—An experienced grower for all round greenhouse work in retail place. Give references and wages desired.
Sunnyside Greenhouses, Croton, N. Y.

WANTED—Night fireman; sober and honest Good wages to right man. References exchanged. Address W. D. care The Florists' Exchange.

WANTED—Helper in commercial greenhouse; one with experience in growing Roses. State Wages and references. Address W. E. care The Florists' Exchange.

WANTED—One or two landscape men with knowledge of nursery stock and good taste to carry out planting plans.
Isaac Hicks & Son, Westbury, L. I.

WANTED—Florist for all general work in greenhouses; single man. $15.00 per week and board. Saxe-Floto, Florists, 29 East Main st., Waterbury, Conn.

WANTED—Good designer and salesman for 1st-class retail flower store in the West. $35.00 per week. State full experience in first letter. Address R. D. care The Florists' Exchange.

WANTED—Experienced plant grower to work under foreman; place near Boston; 15 men employed. State age and experience to Thomas Roland, Nahant, Mass.

WANTED—Married man as grower of Roses, Carnations, pot plants and general greenhouse stock. Idle Hour Nurseries, Macon, Ga.

Continued on Next Column

The use of these columns will obtain for you a desirable position at any time.

HELP WANTED

WANTED—Good grower of Cyclamen, 'Mums and Ferns. A. D. Mellis, 3421 Snyder av., Brooklyn, N. Y.

WANTED—A temperature man, who is reliable. A good position for the right man.
L. B. Coddington, Murray Hill, N. J.

BUSINESS OPPORTUNITIES

FOR SALE—My share in a good established florist business; fine opportunity. Arnold Janiten, 139 Beaver st., Waltham, Mass., Telephone, Waltham 800.

STOCK FOR SALE

AMPELOPSIS

AMPELOPSIS VEITCHII
3-year, heavy tops and roots, selected.
$3.00 per 10 (mail), $25.00 per100.
They will please. Smaller grades sold.
Charles Black Hightstown, N. J.

ASPARAGUS

ASPARAGUS PLUMOSUS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

BEGONIAS

BEGONIAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

BERBERIS

BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in.	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra heavy	8.00	

Packed free of charge.
CHARLES BLACK, HIGHTSTOWN, N. J.

BERBERIS THUNBERGII — 2-yr. seedlings. Special quotation on quantity order.
WAYSIDE GARDENS, MENTOR, OHIO.

BARBERRY—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

BULBS

IMMEDIATE DELIVERY
LONG ISLAND GROWN GLADIOLUS BULBS
FOR FORCING

We have on hand an exceptional fine quantity of Long Island grown Gladiolus bulbs. Clean, healthy stock. First size bulbs.

	100	1000
America	$2.50	$22.00
Anny Wigman	2.30	20.00
Augusta	2.10	18.00
Baron J. Hulot	3.10	28.00
Brenchleyensis	2.30	20.00
Faust	4.30	40.00
Empress of India	2.50	22.00
Glory of Holland	2.30	20.00
Golden West	2.80	25.00
Halley	2.20	19.00
Hollandia	2.10	18.00
Loveliness	6.00	57.00
Master Wietze	3.30	30.00
Mrs. Francis King	2.30	20.00
Niagara	3.30	30.00
Panama	2.70	24.00
Peace	3.10	28.00
Pink Beauty	2.10	18.00
Pink Perfection	3.30	30.0
Princeps	2.10	18.00
Queen of Whites	5.30	50.00
Schwaben	3.80	35.00
War	6.30	60 00
Yellow Hammer	2.70	24 00
Willy Wigman	3.30	30.00

HOGEWONING & SONS, INC.
32 Broadway, New York City

Continued on Next Column

SERVICE

Our classification of stock and index thereto were created solely for the benefit of the buyer, whose welfare is our constant study. As this is the man you are after, Mr. Grower, our advertising columns make a direct appeal to you. Try our next issue. Forms close Tuesday night.

STOCK FOR SALE

BULBS

GLADIOLUS BULBS

I take pleasure in offering the following Massachusetts-grown Gladiolus Bulbs, of A No. 1 quality, for immediate or future shipment:

Prices are quoted per 1000. Minimum shipment 250 bulbs.

	Size 1 1½-in. up	Size 2 1¼-in. up	Size 3 1-in. up	Size 4 ¾-in. to 1-in.	Size 5 ½-in. to ¾-in.	Size 6 ⅜-in. to ½-in.
Halley	$15.00	$12.00	$9.00	$7.00	$4.00	$2.50
America	20.00	15.00	12.00	7.00	4.00	2.50
Augusta	20.00	15.00	12.00	7.00	4.00	2.50
Brenchleyensis	15.00	12.00	9.00	7.00	4.00	2.50
Empress of India	25.00	20.00	15.00	12.00	9.00	6.00
Glory of Holland	25.00	20.00	15.00	12.00	9.00	6.00
Golden West	30.00	24.00	18.00	15.00	10.00	7.50
Ida Van	25.00	20.00	15.00	12.00	9.00	6.00
Independence	15.00	12.00	9.00	7.00	4.00	2.50
L'Immaculee	60.00	48.00	36.00	30.00	20.00	15.00
Mary Fennell	75.00	60.00	50.00	40.00	30.00	20.00
Meadowvale	25.00	20.00	15.00	12.00	9.00	6.00
Mrs. Francis King	20.00	15.00	12.00	7.00	4.00	2.50
Peace	30.00	24.00	18.00	15.00	12.00	9.00
Extra Choice, Mixed	10.00	8.00	6.00	5.00	3.00	1.75
Exhibition Mixed	12.00	10.00	8.00	6.00	4.00	2.00

Bulblets of America, Augusta, Brenchleyensis, Halley, Indepedence and Mrs. Francis King at $14.00 per bushel; Empress of India, Glory of Holland, Ida Van and Meadowvale at $25.00 per bushel; Peace, $30.00 per bushel.

Write for illustrated catalogue, which will give full description of 124 varieties.

My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.

JELLE ROOS, Gladiolus Specialist
Box B., Milton, Mass.

GLADIOLUS BULBS

	1000
1½-in. and up.	
Niagara	$40.00
Peace	30.00
Baron Hulot	25.00
Chicago White	25.00
Empress of India	25.00
Panama	25 00
Schwaben	25.00
America	20.00
Augusta	20.00
Brenchleyensis	18.00
Halley	18.00
Independence	18.00
Mrs. Francis King	18.00
Selected Pink and White Florists' Mixture	25.00
Selected, light and dark pink	18.00
White and light special mixture	16.00
Scarlet and red special mixture	16.00
Primulinus Hybrids	18.00
Choice Mixture, 1st size	15.00

Cash or satisfactory references from unknown customers.
L. J. REUTER CO., Plant Brokers
329 Waverley Oaks Road, Waltham, Mass

GLADIOLUS BULBS, 1½ INCH UP

Home grown and fine quality	1000
America, pink	$20.00
Augusta, white	20.00
Baron Hulot, blue	25.00
Panama, pink, extra large	30.00
Mrs. F. King, large, light scarlet	19.00
Chicago, white, pure white	25.00
Brenchleyensis, red	10.00
Halley, early salmon	19.00

Also other varieties.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

Send us your list of requirements. We are ready to quote you on all leading varieties in large quantities. Samples will be sent on request. Those who placed their Gladioli orders last Spring with J. J Grullemans & Sons, of Lisse, Holland, will receive their bulbs from this company, as shipping from Holland will be almost impossible this Fall
The Grullemans Co., R. F. D.. Avon on Lake, O

Continued on Next Page

STOCK FOR SALE

BULBS

GLADIOLI—Planting stock and bulblets; over 40 leading commercial varieties. Clean, healthy, plump stock, ready for shipment. Write for prices and special discount. T. H. Fuller, Gladiolus Specialist, 649 Marshall st., Battle Creek, Mich.

GLADIOLI — Crystal White. For forcing, plant the best variety that everybody can grow, bringing the highest prices in the N. Y. market. 1st size bulbs, $3.00 per 100, $25.00 per 1000.
Herman H. Baer, New Hyde Park, L. I., N. Y

GLADIOLUS—Selected Long Island grown America, for forcing. 2-in. and up, $20.00 per 1000; 1¼-2-in. $17.00; 1¼-1½-in. $14.00.
W. L. Homan, R.D.Box 46, Riverhead, L. I., N.Y.

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

GLADIOLI — (Home grown). Very best bulbs. See display, page 987.
Roman J. Irwin, 108 West 28th st., New York.

CALENDULAS

CALENDULA—Orange King. "True" selected strain, $4.00 per 100. See display for other stock. Roman J.Irwin,108West 28th st.,NewYork

CARNATIONS

CARNATION CUTTINGS

We can make early delivery, if you place your order now

	100	1000
C. W. Ward	$4.00	$35.00
R. P. Ench	4.00	35.00
L. P. Ench	4.00	35.00
Alice	4.00	35.00
Miss Theo	4.00	35.00
Ench. Supreme	5.00	40.00
Siegwart	5.00	40.00
Matchless	4.00	32.50
White Ench	4.00	35.00
White Perfection	4.00	35.00
Beacon	4.00	35.00

We recommend to you C. W. Ward and Matchless. They are rooted cool and it takes about six weeks to make good roots.
Let us book your order now.
The Leo Niessen Co., Philadelphia, Pa.

CARNATIONS—Rooted Cuttings. See display.
Roman J. Irwin, 108 West 28th st., New York

CHRYSANTHEMUMS

We are now booking orders for young plants, for early delivery of the following early Pompons, all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-20
PRICE:
$1.00 per 10, $8.00 per 100, $75.00 per 1000.
There will be no change in the price before May 1st, 1919.
We can also supply the following early standard sorts:
Zora, Bright yellow, ready Oct. 15-20.
Nisa, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 1000.
5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, and those desiring early kinds should resort to those mentioned above.
Elmer D. Smith & Co., Adrian, Mich.

'MUM STOCK PLANTS—White and Golden Chadwick, Glenview, White Turner, $8.00 per 100. All standard varieties, Pompons and singles, $6 per 100.
Roman J. Irwin, 108 West 28th st., New York.

CHRYSANTHEMUM—Stock Plants. All varieties, also Pompons. Send for list.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CHRYSANTHEMUM STOCK PLANTS—Chieftain, Chas. Rager, Marigold, Yellow Jones. $4.00 per 100.
Daniel Antinozzi, Derby, Conn.

'MUM STOCK PLANTS—Seidwitz, Harvard, Brutus, Marigold, Western Beauty, Buckingham. $5.00 per 100. Cash.
J. R. Baumann, Rahway, N. J.

CHRYSANTHEMUMS—Kenilworth, R. C., $10.00 per 1000. Cash.
Geo. Milne, Winchester, Mass.

CINERARIAS

CINERARIAS—2¼-in. See display, page 987.
Roman J. Irwin, 108 West 28th st., New York

COLEUS

Coleus, R. C. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand and the best fancy varieties including the Pink and Yellow Trailing Queen. Clean, strong, well rooted cuttings, at $5.00 per 1000, 60c. per 100. Cash with order; satisfaction guaranteed. Send for list, prices advance with season.
A. Nahlik, 261-275 Lawrence St., Flushing, N. Y.

CYCLAMEN

CYCLAMEN—See display ad. page 939.
Roman J. Irwin, 108 W. 28th st., New York.

Continued on Next Column

STOCK FOR SALE

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

Send your want list of Dahlias to THE DAHLIA KING, who is listing 400 of the best varieties for cut flowers for retail catalog trade. The largest Dahlia grower in the world.
J. K. ALEXANDER
EAST BRIDGEWATER, MASSACHUSETTS

DAHLIA BULBS—Perle d'Or; all white Jack Rose, red; Sylvia, pink and white; Black Beauty red; Catherine Duer, red. $50.00 per 1000, $5.00 per 100. Cash with order.
Ralph Hornor, Mt. Holly, N. J.

DAISIES

DAISIES—Bellis; Monstrosa, pink or white; also Longfellow and Snowball. Fine, strong plants, $2.50 per 1000, $6.75 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

DELPHINIUMS

DELPHINIUM—Belladonna. 2 yr. transplanted stock, extra nice strain, is a good investment. $5 per 100, $50 per 1000. Martin Kohankie, Painesville, Ohio.

FERNS

Pot-grown Ferns

	2-in.	3-in.	4-in.
Boston		$0 10	$0.14
Roosevelt		.10	
Whitmani	$0.05		

Cash please, less 4%
B. C. Blake Co., Springfield, O.

BOSTON FERNS—Excellent stock; strong plants. 6-in. 75c. each; 5-in. 60c. each; 4-in. 25c. each; 2½-in. $5.00 per 100. Fine specimen plants, in 10-in. pots, $4.00. Runners, $3.50 per 100; larger size on application. Immediate shipment. Cash with order.
William Mears, Rumson, N. J.

FERN SEEDLINGS AND OTHER FERNS—In any quantity; see advertisement on page 991.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early; stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th at., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

FUCHSIAS

FUCHSIAS—R. C., Little Beauty, Black Prince and all best dwarf varieties. $2.00 per 100, $18.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York.

GERANIUMS

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GERANIUMS—2¼-in., for January and February delivery. Your money cannot buy better stock. Ricard, Poitevine, S. A. Nutt, $26 per 1000. Cash with order. No attention to C.O.D.
Rudolf Irsa, East Hampton, N. Y.

GYPSOPHILA

GYPSOPHILA PANICULATA (Baby's Breath) Fine for forcing for Easter and Decoration Day. 1-yr. old roots, $1.50 per doz., $10.00 per 100, prepaid via Parcel Post! by Express, not prepaid, $75.00 per 1000; 25 at 100 and 250 at 1000 rate.
Mannetto Hill Nurseries, Hicksville, N. Y.

HYDRANGEAS

FRENCH HYDRANGEAS

Radiant, Bouquet Rose, Madame Mouilliere Vibraye and others.	Each
7-inch	$0.50
6-inch	.35
4-inch	.15
3-inch	.08
2¼-inch	.05

A. Colle, Doylestown, Pa.

NURSERY STOCK

Over 200,000 strictly hardy Amoor River Privet North, our specialty. This hardy strain of Privet, grown in our nurseries in central Illinois for 18 years, has not Winter killed. Peonies and Iris in the choicest leading varieties; also a collection of the very choicest leading varieties of hardy Ornamentals, Spireas, Jap. barberry, Persian Lilac, etc. Write for our wholesale trade list.
La Salle Co. Nursery, La Salle, Ill.

Continued on Next Column

STOCK FOR SALE

PANDANUS

	100
Pandanus Veitchii, from open, for 3-in. pots	$6.00
Pandanus Veitchii, from open, for 4-in pots	8.00
Pandanus Veitchii, form open, for 6-in. pots	12.00

Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J.B.Braun,Parkside Greenhouses,Hightstown,N.J.

PELARGONIUMS

PELARGONIUMS—See page 987.
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Quality guaranteed to please YOU.
Harmel Peony Co., Berlin, Md.

PRIMULAS

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET

All 2-yr. old, strong, well furnished plants.	100	1000
15 to 20-in., branched, light	$1.50	$10.00
18 to 24-in., 3 or more strong branches	2.00	15.00
2 to 3 ft. (fine), 4 or more strong branches	2.50	20.00
2½ to 3ft.(strong), 6 or more strong branches	3.50	27.50

All packed first-class, free
Charles Black, Hightstown, N. J.

Over 200,000 strictly hardy Amoor River Privet North, strong, bushy plants. This hardy strain of Privet, grown in our nurseries in central Illinois for 18 years, does not Winter kill. Special quotations on large lots; also a list of the choicest leading varieties in ornamentals. Write today for our wholesale trade list.
La Salle Co. Nursery, La Salle, Ill.

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochetа, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala

ROSES—Field-grown, 2-yr.old. Tausendschon, Excelsa, Lady Gay and Hiawatha at $30.00 per 100. Excellent quality for Easter forcing.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528
Western Rose Co., Pasadena, California

New and standard Roses for all uses; get list.
Leedle Co., Expert Rose Growers, Springfield, O.

ROSES—Field-grown, etc. See display.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

BERBERIS THUNBERGII—Fresh seeds, $1.00 per lb., $7.50 per 10 lbs.
J. Dvorak, Nurseryman, Flushing, N. Y.

SNAPDRAGONS

SNAPDRAGONS—Silver Pink; giant white, pink, yellow and garnet, once pinched, mixed colors. $25 00 per 1000. Cash.
Geo. Milne, Winchester, Mass.

SNAPDRAGONS—All varieties. See display.
Roman J. Irwin, 108 West 28th st, New York.

SWEET PEAS

400 Sweet Peas, out of 3-in. pots, Yarraw, white-pink and lavender-pink. $10 for the lot, if called for at the greenhouse.
L. Epple, 5th Ave. & 7th St., No. Pelham, N. Y.

TRADESCANTIA

TRADESCANTIA—R. C., green, $10.00 per 1000. Cash. Geo Milne, Winchester, Mass

VINCAS

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINCA VARIEGATA—Strong, field-grown tips, $12.00 per 1000. Cash.
H. P. Smith, Piqua, Ohio

VINES

VINES, HONEYSUCKLES, ETC.—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

Continued on Next Column

Advertisers Should Observe Following Rules

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these principles will make you friends and keep your business enlarging.

STOCK FOR SALE

MISCELLANEOUS STOCK

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

VEGETABLE PLANTS AND SEEDS

LARGE ASPARAGUS ROOTS—For forcing. 6-yr. 90c. per doz., $1.00 per 100, $20 00 per 1000. 4-yr., $2.25 per 100, $10.00 per 1000. 3-yr, $1 25 per 100, $7.00 per 1000. Rhubarb Roots, forcing size, $1.25 per doz., $5.75 per 100. Witloof Chicory Roots, Parsley, Sage, Lettuce Plants. Catalog free.
Harry P. Squires, Good Ground, N. Y.

5000 Witloof or French Endive Roots. $3.00 per 100, $25.00 per 1000. Cash please.
G. Sohier, Cedar Crest, N. J.

LETTUCE PLANTS—Grand Rapids, Big Boston, $1.50 per 1000.
Harry P. Squires, Good Ground, N. Y.

STOCK WANTED

WANTED—At once, Geranium rooted cuttings; 2000 S. A. Nutt, 2000 Poitevine, 4000 Ricard. Saxe-Floto, Florist, 29 East Main st., Waterbury, Conn.

FOR SALE OR RENT

FOR SALE—About 18 miles from New York, 2½ acres of land, 2 greenhouses stocked with Roses, 9000 sq. ft. of glass, Lord & Burnham boilers. 7 room dwelling house heated with hot water, and outer buildings.
H. C. Riedel, 49 West 28th st., N. Y.

Florist's establishment, situated near Patterson consisting of 2 acres, dwelling, 1 large iron frame greenhouse and several small greenhouses: good soil and near city markets. Full information will be obtained by writing to M. Weingarten, 286 Fifth av., New York.

FOR SALE—50,000 ft. glass, stocked with Carnations, etc., 6 houses in fine condition; 150 tons of coal in stock. 20 miles from Boston. Easy terms to right party. Address 406 Main st., Concord Junction, Mass.

FOR SALE OR RENT—Greenhouse plant at Park av., Harrison, N. Y., 20 miles from N. Y. City. 6000 ft. of glass, 2¼ acres. Rent free to May 1st., if leased to right party. Address W. F. care The Florists' Exchange.

FOR SALE—Retail florist business in town of 5000 population. Only florist in town or nearby. Will take partner or sell outright. Apply to Barney B. Jacobs, 114 West 28th st., New York.

SUNDRIES FOR SALE

FOR SALE—16x24 double thick greenhouse glass as good as new, $5.50 per box. 14x18. $4.50 packed in specially made strong boxes, by experienced men. Second-hand black pipe, 1-in. 6¾c. ft.;1¼-in. 8c., ft.; 1½-in. 9½c. ft.; 2-in., 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschell Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing av., Brooklyn, N. Y.

Standard hot bed sash, Cypress, made with cross bar, blind tenons, white leaded in joints, $1.50 each. Orders for 25 or more, $1.45 each. Glass, 6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft. Write for circular.
C. N. Robinson & Bro., Dept. 25, Baltimore, Md.

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

GLASS

GLASS—6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft.
C. N. Robinson & Bro., Dept. 25, Baltimore, Md

GLASS—15 boxes 8x10, double thick B., second-hand, $3.50 per box. Box 472, Brattleboro, Vt.

Continued on Next Page

SUNDRIES FOR SALE

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10 bbl. bale, $4.00; 5 bbl bale, $3.00. Green Clump Moss, $1.50 bag. Live Sphagnum Moss, $1.25 bag. Dagger Ferns $2.00 per 100. Burlap, 50% extra, cash, 5% less.
Jos. H. Paul, Box 156, Manahawkin, N. J.

PIPE

Second hand pipe from 1 inch to 12 inch, good as new. M. Reichman & Sons, 102 Parkhurst st., Newark, N. J.

MISCELLANEOUS WANTS

WANTED—To rent, with privilege of buying small florists' place, near large village or small town, within 75 miles of N. Y. City. Address U. E. care The Florists' Exchange.

WANTED—Greenhouses, in good condition, from 15,000 to 30,000 sq. ft. of glass; near N. Y. City preferred. Write Max Reuter, 180 Atlantic ave., Brooklyn, N. Y.

PHILADELPHIA

Continued from page 1011

to 50c., with a limited supply. Sweet Peas show a steady increase with the prospects for a good Christmas crop. Violets are moving fairly well. Lilies are coming in freely with an increasing supply of Callas.

Miscellaneous flowers are running short. Christmas greens supply is inadequate. Holly has jumped from $7 per case to $10 per case and the prospects are that it will still go higher. Holly wreaths are bringing at wholesale what they retailed for last year. All other greens have advanced in proportion.

Topics in Brief

It appears that every retail florist of any consequence in Washington has been in Philadelphia the past week seeking plants for Christmas. But everything in bloom in this city was sold or placed three weeeks ago. There is nothing left but some foliage stock.

Henry I. Faust shipped a special express car of Cyclamen to Washington one day this week. An attendant accompanied it to insure immediate delivery.

John Andre of Doylestown was in town this week looking over the green goods market it being his first Christmas in the retail end. He is well pleased with his first month's business as a retailer.

The Henry F. Michell Co. reports turning down double the amount of orders on Christmas greens they are able to fill.

The J. J. Habermehl's Sons are renovating their window at the Bellevue-Stratford. Walter Van den Hengel has a new color scheme in view.

Kansas City, Mo.

Artificial flowers are being used to help out the shortage of natural stock, which long ago reached the acute stage in this territory. What natural flowers there are are high and scarce. The Christmas outlook is that prices will be far in excess of anything ever known here. Growers who have flowers are not holding back for the holidays, however, because they can get such good prices every day.

What Roses are in this market are selling at wholesale from 8c. to 50c. apiece. The few Carnations bring 10c. apiece wholesale. California Violets bring $2 to $3 a dozen bunches wholesale. Christmas greens will be scarce. There has not been enough cold weather to bring Holly to perfection. What has come thus far has few berries.

Trade News

Rock's have added two new Studebakers and one new Vim to their delivery service, making six trucks in all. Each bears in large letters the slogan, "Say It With Flowers."

The Kellogg Flower & Plant Co. has a large crop of Roses coming in fine condition for Christmas.

Miss Elizabeth Hayden of Murray's, has recovered from an attack of influenza. She was in the hospital about two weeks, but is now at her home.

Saturday, Dec. 7, not a Rose or Carnation was sold in Rock's. Every one of these flowers that was cut in the greenhouse—and they have been cutting several thousand daily—was sold on orders, nearly all for funeral work. Three days of the same week the shop was cleaned up on flowers and only one night was it possible for the entire force to leave for home before 11 o'clock.

Atkins Floral Shop, 1203 Baltimore Ave., has more than paid expenses since the opening Sept. 15. This is considered a good record for any business from the start. The shop is owned by A. W. Atkins, who is also owner of an auto delivery system. Delivery is made by means of motor cars. E. H. Harvey, who was formerly with A. Newell, is manager of the business.

Cincinnati, O.

The Market

Roses clean up each day on sight. The supply is short of actual demands. The same is true of Carnations. Easter Lilies and Callas prove good property. Poinsettias are becoming more plentiful from day to day and are selling well. Stevia has a good market. The few Snapdragons that come are snapped up quickly. Both orchids and Lily of the Valley meet with a good market. Violets sell well. Calendula, Wallflower, Forgetmenot and Baby Primrose all sell readily. Galax and Magnolia leaves are meeting with a tremendous demand.

George Berner, of C. E. Critchell's force has returned to work. He has been at his home for the past two weeks nursing his wife and family who were down with influenza. Mr. Critchell, himself, has recovered from the influenza and is back at the store.

The William Murphy Co. is handling many blooming plants for Christmas, largely Begonias and Poinsettias.

Otto H. Hoffmeister is confined to his home by an attack of influenza.

Frank Winans, Petoskey, Michigan, and Miss Fannie D. White, Lexington, Ky., were each in this city on purchasing expeditions last week. TEDDY.

San Francisco, Cal.

Pacific Coast Hort. Society

Prof. W. W. Mackie, of the University of California, lectured at the December meeting of the society, on Dec. 7, on "Principles involved in improving plants for increased food production." The underlying principles of plant breeding apply to all plant life," he said. "It was formerly the custom to select the best plants year after year, from which to obtain seed, in an effort to produce an improved strain, but it was a slow method, and often ineffective, for the reason that the exceptional plants many times were nothing more than the result of favorable growing conditions. Nowadays cross-breeding is looked to for improvement, and the varieties that meet the hybridizer's ideals are selected to work from." As a sample of what could be obtained from cross-breeding, Prof. Mackie exhibited ten varieties of Wheat produced at one crossing, all sharply distinct and none resembling the parent plants. "Practical plant breeding as a science is only beginning. Many experiments have been made to produce an absolutely smut resisting Wheat, but without commensurate results. What is called a 'smut resisting' Wheat is only resistant to a degree. Smut makes only slow progress against it, but in the long run it succumbs. Many non-resistant varieties fare better, for at the point where smut makes its attack so many plant cells are killed that the smut is starved out and dies; so we have the anomaly of a non-resistant Wheat surviving the attack of smut more effectively than the so called resistant variety, its very weakness turning out to be a defense."

The business meeting of the society included the nomination of officers for the ensuing year. The term of one of the society's three trustees, John McLaren, will expire on Dec. 31; he was re-nominated. Nominations are still open until the January meeting, at which time the election takes place.

John Gill, J. Timcio and C. Abraham were appointed to judge the evening's exhibits, and their awards follow. Brasso Cattleya, Queen of California, by J. A. Carbone, 95 per cent.; Begonia Recinifolia,, by H. Plath, 85 per cent.

It was voted to entertain the Ladies' Auxiliary of the society, at the Feb., 1919, meeting, and H. Plath and D. Raymond were appointed a committee to make all necessary arrangements.

The project of holding a Spring flower show for the public, met with favorable comment. "It is an opportune time for the show," said President Poss, "three years have elapsed since the last show."

The suggestion was made that the society's membership could be increased and its sphere of usefulness enlarged by admitting amateurs as members. Sentiment was divided on the point. The by-laws of the society would have to be amended to make it possible. No vote was taken, but the matter is to be discussed again at the next meeting.

J. R. W.

DETROIT, MICH. Robert W. Essig, president of the Pontiac Nursery Co., who recently went to Europe on a mission for the Red Cross, has arrived safely, a cablegram to that effect having been received here. Mr. Essig's ship the Orduna, on its way over, struck a British tank steamer and several lives were lost.

THE PETERS & REED POTTERY CO.
SOUTH ZANESVILLE, OHIO
RED POTS, SPECIALTIES
Wm. M. Warrin, 16 West 23d St., New York
Made of Washed Clays—Uniformly Burned—Carefully Packed
When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY
FLOWER POTS
MADE IN PHILADELPHIA
WAREHOUSE IN LONG ISLAND CITY, N. Y.
When ordering, please mention The Exchange

ULTIMATELY You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House *Why Not Do It Now?*
Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.
When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.
When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., INC.
Cambridge, Mass.
When ordering, please mention The Exchange

SYRACUSE
Standard Red Pots
STRONG—LIGHT—POROUS
Write for Catalogue and Prices
Syracuse Pottery
L. BREITSCHWERTH, Prop.
SYRACUSE, N. Y.
When ordering please mention The Exchange

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.
Think of us—write us—try us
The Keller Pottery Co.
213-223 Pearl St., Norristown, Pa
When ordering, please mention The Exchange

PAPER POTS AND DIRT BANDS
Price List and Samples Free
F. W. ROCHELLE & SONS Chester, New Jersey
When ordering, please mention The Exchange

RAMSBURG'S SQUARE PAPER POT
Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.
G. S. RAMSBURG, Somersworth, N. H.
When ordering, please mention The Exchange

ROSES • CANNAS AND SHRUBBERY
Write for Price List
THE CONARD & JONES CO.
WEST GROVE, PA.
When ordering, please mention The Exchange

Our Advertising Columns
READ FOR PROFIT
USE FOR RESULTS

This Tool Cuts Greenhouse Glass

Clear, Clean & Sharp

The standard glaziers' tool, used by all alert florists the world over. Superior to a diamond.

"Red Devil" REG. U.S. PAT. OFF. TRADE MARK.

Glass Cutters

Made in 40 styles with steel cutting wheels—handhoned and tested, tried and true. Send 15c. for a sample tool, style 024. *Glaziers' handy tool booklet free.*

Smith & Hemenway Co.
INC.
90 COIT STREET
IRVINGTON, N. J.

When ordering, please mention The Exchange

NO MORE SOOT TROUBLES

Z-I-N-C-O **WHAT IT IS**

Soot destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.

WHAT IT DOES
Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft

WHAT IT DOES
Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras

"Ain't it a Grand and Glorious Feeling?"

Note The makers of **Z-I-N-C-O** have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is $3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO. 468 W. Erie St., Chicago

When ordering, please mention The Exchange

GLASS

FOR GREENHOUSES

Our prices can be had by mail, and it will pay you to get them. We carry the largest stock of specially selected glass in Greater New York and can supply any quantity from a box to a car load on a one day notice, and at Rock Bottom Prices

PARSHELSKY BROS. Inc.
Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,
BROOKLYN, N. Y.

Heid Kerosene Heater

The **"HEID KEROSENE HEATER"** needs no electric motor, no air pressure. No ashes to remove, and can be used in any make of boiler.

By order of the United States Fuel Administrator, florists will get only 50% of their coal this season.

WHY NOT BURN KEROSENE OR CRUDE OIL AND SAVE COAL?

With a few pounds of coal you cannot heat water or make steam, but with five gallons of oil in my Heater you can. You can heat your greenhouses quicker; it is cleaner and, above all, a time saver. Equally adapted for heating private residences. Write for prices. When writing give width of feed door of boiler, size of grates and height of chimney.

You can see the heater working successfully any time by appointment. I will be pleased to explain it to you.

FRANK HEID, 287 South Broadway, Tarrytown, N. Y.

When ordering, please mention The Exchange

Putty Bulb

(Scollay's)
for **Liquid Putty**

The best tool for glazing and repairing greenhouse roofs.

Note the Improved Spout

For sale by your supply house or sent postpaid for $1.50

John A. Scollay,
INCORPORATED
74-76 Myrtle Ave.,
BROOKLYN, N. Y.

MASTICA

FOR GREENHOUSE GLAZING
USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

F. O. PIERCE CO., 12 W Broadway, New York

Valuable Aid In Transplanting

FOLLOWING is an extract from a letter from Hull Brothers of Waymart, Pa.:

"Perhaps we feel the value of the system of Irrigation most while setting the plants as we can get the soil in the very best shape for quick, thorough setting, then water them gently afterwards, and they start off nicely."

SKINNER SYSTEM OF IRRIGATION

The Skinner Irrigation Co.
225 Water St., Troy, Ohio

When ordering, please mention The Exchange

GULF CYPRESS

Greenhouse Materials
Pecky Cypress Bench Lumber
GLASS

Gulf Cypress
HOTBED SASH

All kinds and Sizes

Unglazed, 85c. up
Glazed, $2.05 up

Metropolitan Material Co
PATENTED GREENHOUSES
1335-1339 Flushing Ave., Brooklyn, N. Y.

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE

THE FOLEY GREENHOUSE MFG. CO.
3075 S. SPAULDING AVE.
CHICAGO

When it comes to Greenhouses come to Hitchings & Co.

Send for Supply Book
New York: 1170 Broadway Boston: 49 Federal St.

DREER'S
FLORISTS' SPECIALTIES
New Brand New Style "RIVERTON" HOSE

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST
¾-inch, per ft..... 19c.
Reel of 500 ft... 18½c.
2 reels, 1000 ft.... 18c.
½-inch, per ft..... 16c.
Reel of 500 ft.... 15½c.
Couplings furnished without charge

HENRY A. DREER
714-716 Chesnut St.
Philadelphia, Pa.

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—a regular, dependable supply of it, all year 'round and always under good pressure, can be obtained most economically by installing a Caldwell Tubular Tower. Simple, strong, safe. You can erect it yourself.

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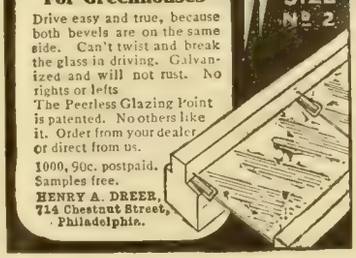

Display Advertising Classified
Our stock and Material Index
Page 979

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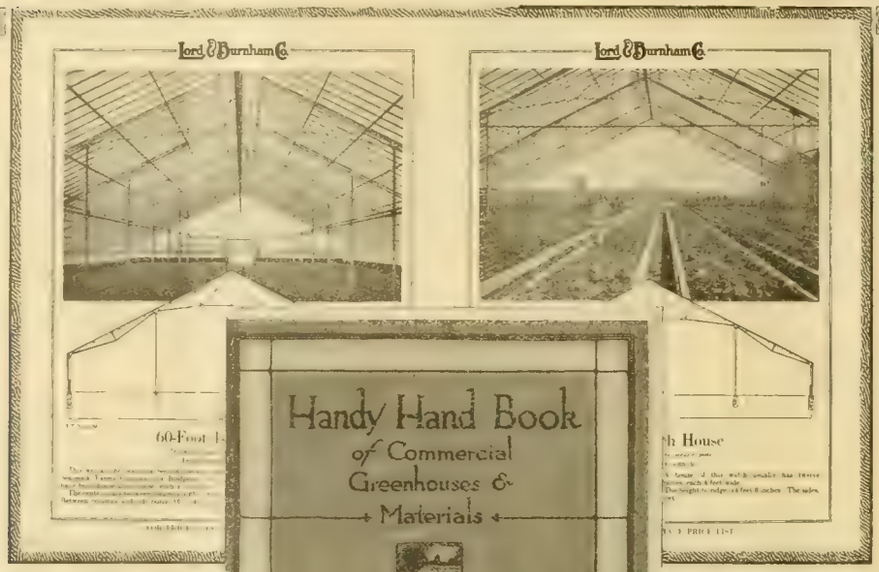

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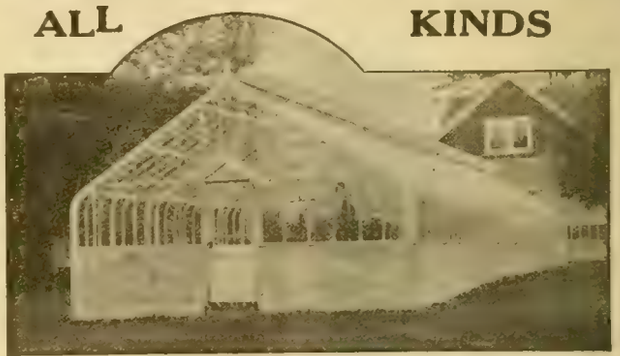

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Nineteen-Eighteen
News of the Belgian Nursery Industry
Plant Exclusion and Restriction
Eupatorium ageratoides
Plenty Soda Nitrate for 1919
Floral Bedding at Camp Upton
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Baker, Wm. J.....1048
Barclay Nursery....1026
Barr, B. F. & Co....1032
Barrows, Henry H...1031
Baumer, A. R.....1040
Baur & Steinkamp...1030
Bayersdorfer & Co...1044
Bay State Nurs.,The1032
Beaven, E. A.....1044
Beckers' Cons.....1038
Beckerts Seed Store..1022
Begerow Floral Co...1040
Bemb Floral Co., L..1039
Bennet, C. A.....1032
BertermannBros.Co.1039
Boddington Co., Inc.1018
Bolgiano & Son,J....1030
Bonnet & Blake.....1047
Bowe, M. A.....1041
Breitmeyer's Sons J..1039
Brown, Peter.....1030
Brown Bag Filling Mach. Co., The...1026
Brown BulbRanch..1026
Bryan, Alonzo J.....1031
Buckbee, H. W.....1042
Bunyard, A.T.....1041
Burnett Bros.....1030
Burpee, W. A. & Co.1026
Butler & Ullman....1041
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Caldwell the Woodsman Co.....1045
Campbell Bros.....1031
Carbone, Florist.....1038
Cannata, J. P.....1031
Champion & Co.,John N.....1040
Chicago Feed & Fertilizer Co.....1050
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Childs, John Lewis..1026
Clarke's Sons, D....1041
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Coan, J. J.....1046
Coggeshall Co., The.1051
Colonial Flower Shop.....1038
Conard & Jones Co..1032
Coombs, Florist.....1039
Cowee, W. J.....1045
Cowen's Sons, N....1055
Craig Co., Robt.....1032
Crowl Fern Co.....1044
Cut Flower Exch....1047
Danker, Florist.....1038
Dards.....1041
Day Co., W. E.....1042
De Buck, John.....1032
Dietsch Co., A.....1055
Dolansky-McDonald Co.....1048
Dorner & Sons Co...1030
Dreer, H. A.....1051
Drumm Seed & Floral Co.....1039
Eble, Chas.....1040
Edlefsen-LeidigerCo.1040
Edwards' Folding Box Co.....1045
Elm City Nursery Co The.....1049
Emmans, G. M.....1030
Eskesen, Frank N....1031
Fallon, Florist.....1042
Fenrich, Joseph S...1046
Fetters, Florist.....1039
Fexy, D.....1046
Fletcher, F. W.....1026
Foley Greenhouse Mfg. Co.....1051
Ford, M. C.....1046
Ford, Wm. P.....1047
Fottler, Fiske, Rawson Co.....1020
Friedman, Florist....1038
Friedman, J.J.....1050
Froment, H. E.....1047
Frost, Chas.....1026
Galvin, Thos. F.....1041
Gasser Co., J. M. ...1038
Giblin & Co.....1055
Girvin, Willis B.....1030
Gnatt Co., The Ove..1045
Goldstein & Futterman.....1047
Gove, The Florist...1038
Graham & Son, A....1038
Grakelow, Florist....1041
Grandy, The Florist.1041
Green, Edward.....1042
Grootendorst, F. G. & Sons.....1032
Gude Bros. Co.....1042
Gunther Bros.....1047
Habermehl's Sons...1041
Hahn, Florist.....1038
Hanford, R. G.....1031
Hardesty & Co.....1038
Hart, George B.....1045
Heid, Frank.....1051
Heiss Co.....1039
Henshaw Floral Co..1046
Hentz & Nash, Inc..1047
Herr, A. M.....1030
Hess & Swoboda....1041
Hession.....1041
Hews & Co., A. H...1051
Highland Pk. Gnhs..1039
Hill Co., E. G.....1038
Hill Floral Co., E. G.1038
Hill Nursery Co., The D.....1032
Hitchings & Co....1056
Hollywood Gardens..1042
Holm & Olsen.....1042
Horan, E. C.....1047
Horn & Bros. John F.1038
Howard Rose Co...1032
Hunt & Co., Wm.1024
Irwin, R. J.....1027
Jackson & Perkins...1032
Jacobs, Barney B...1046
Johnston Bros.....1042
Johnston & Co., T. J.1041
Kuhns & Sons.....1055
Joseph's Florist....1042
Joy Floral Co.....1040
Kasting, Wm. F. Co.1017
Keller, John A.....1040
Keller Pottery Co...1051
Keller Sons, J. B....1042
Kelway & Sons.....1031
Kentucky Tobacco Product Co., The.1050
Kerr, The Florist....1039
Kervan Co., The....1044
Kessler, Wm.....1047
Knoble Bros.....1038
Kohankie, Martin..1024
Kooyman Co.,Inc.C.1024
Kottmiller, Florist...1041
Kroeschell Bros. Co..1055
Kuebler, Wm. H....1047
Lang Floral & Nurs. Co.....1038
Lange, A.....1038
Lange, H. F. A.....1042
Langjahr, A. H.....1047
Leahy's.....1039
Leonard Seed Co....1024
Liggit, C. U.....1031
Littlefield & Wyman.1032
LocklandLumberCo..1055
London Floral Shp..1041
Lovett, Lester C....1032
Lovett, Inc., J. T..1032
Ludwig Floral Co., E. C.....1041
Mackie, W.....1047
Mader, Paul.....1030
Macnair, Florist.....1042
Malandre Bros.....1041
Marshall & Co., W. E.....1026
McCallum Co.....1044
McCarron, Miss.....1040
McClunie, Geo. G...1039
McHutchison & Co.1032
McManus, James....1047
Meehan, C. E.....1048
Metarie Ridge Nursery Co., Ltd.....1040
Metropolitan Material Co.....1055
Meyer, Adolph.....1041
Michell Co., Henry F.....1022
Michigan Cut Flower Exchange.....1045
Michler Bros. Co....1040
Miller, A. L.....1030
Miller Floral Co....1042
Mills, the Florist....1039
Mountain View Floral Co.....1032
Munk Floral Co.....1038
Murray, Samuel....1039
Murray, Florist.....1040
National Florists' Board of Trade...1030
Neidinger Co., J. G.1044
New England Florist Supply Co., Inc..1048
New York Floral Co..1042
Nicotine Mfg. Co....1050
Niessen Co., Leo...1048
Noe & Sampson.....1047
Ouwerkerk, P. 1032
Palmer, F. E.....1038
Palmer & Son, W. J.1038
Papworth, Harry ..1040
Park Floral Co., The1039
Parshelsky Bros ,Inc. 1051
Peacock Dahlia Farms.....1032
Penn, The Florist...1038
Pennock Co., S. S...1048
Peerless Iron Pipe Exchange, Inc....1051
Peters & Reed Pottery Co.....1051
Pfaff & Kendall.....1051
Philips Bros.....1040
Pierce Co., F. O.....1051
Pierson, Inc., A. N..1017
Pierson Co., F. R..1017
Pikes Peak Floral Co.1038
Pillsbury, I. L.....1030
Pittsburgh Cut Flower Co.....1045
Poehlman Bros. Co. 1048
Polykranas, G. J....1047
Pulverized Manure Co., The.....1050
Purdie & Co., D. S.1040
Purdue, Geo.....1039
Ramsburg, G. S. 1024-51
Randall's Flower Shop.....1042
Randolph & McClements.....1041
Rawlings, Elmer....1030
Reck, John & Son..1038
Reed & Keller.....1045
Reinberg, Peter....1018
Reuter, L. J. Co....1026
Rice Co., M.....1044
Riedel & Meyer, Inc 1047
Ritchy, F. W.....1030
Robinson Co., H. M 1045
Rock Flower Co., W.1040
Robinson & Co., Inc., H. M.....1045-47
Rodgers Floral Co..1038
Rochelle & Son,F.W.1051
Roehrs Co., Julius...1032
Rosemount Gardens.1040
Rosary Flower Shop.1038
Rowehl & Granz 1024
Royal Glass Works..1051
Rumbley Co., The..1045
Rupp, John F.....1026
Sauter, A.....1047
Sceery, Ed.....1041
Schling, Inc., Max., Seeds.....1026
Schling, Inc., Max., Flowers.....1041
Schmidt, J. C.....1031
Scholtz, the Florist, Inc.....1038
Schramm Bros.....1017
Schulz Co., Jacob...1040
Schwacke & Co., C..1024
Scott, Florist.....1038
Scottwood Gnhs.....1042
Serphos, Norman....1024
Sheridan, Walter F..1047
Siebrecht, Geo. C....1047
Skidelsky & Co., S. S.....1022
Skinner IrrigationCo.1055
Smith & Fetters Co.1038
Smith, Henry.....1039
Smith, J.....1041
Smith, P. J.....1047
Smith Co., W. & T..1032
Smith & Co., Elmer D.....1030
Smith, the Florist...1039
Snyder Co., B. A....1048
Solomon & Son, L..1051
Southern Evergreen Co.....1045
Spear & McManus..1039
Spokane Cut Flower Co.....1022
Stearns Lumber Co., The.....1055
Steele's Pansy Gardens.....1022
Stumpp & Walter Co.,.....1020
Storrs & Harrison Co.926
Stumpp, Geo. E M.1041
Sutton & Sons, S....1020
Syracuse Pottery Co.1051
Taepke Co., G. H...1039
Thompson &Co.,C.B.1040
Thorburn & Co.,J.M.....1024
Tomlinson Key Floral Co.....1037
Tracy, Inc., B. Hammond.....1026
Traendly & Schenck.1047
United Cut Flower Co., Inc.....1046
Van Bourgondien, K. & Son.....1022
Vaughan's SeedStore.1024
Vick's Sons, James..1024
Vincent, Jr., & Sons.1017
Visser Bros.....1032
Walker Co., The F...1040
Watkins & Simpson..1024
Wax Bros.....1038
Weber, F. H.....1042
Weeber & Don.....1026
Weir, Inc., James...1038
Welch Bros. Co....1048
Welch, the Florist..1039
Westman & Getz....1038
Whilldin Pottery Co..1051
Williams, Hetherington & Rathgeber...1026
Wintzer, Leon N 1024
Wilk, John.....1026
Wilson, H. E.....1042
Wilson, R. G.....1038
Wolfinger, Florist...1040
Wood Bros.....1030
Woodruff &Sons,S.D.1024
Young & Co., A. L...1047
Young & Co., John..1047
Young & Nugent....1041
Young & Sons Co., C. 1042
Zech & Mann.....1048
Zvolanek, Ant. C....1022

Handy direct Index to everything advertised in this week's display columns

Index to Stock Advertised

The Exchange is the only paper with this special feature—invaluable to advertiser and buyer

Achyranthes 1026
Adiantum.....1031
Ageratum .1018-24-26-27-1031
Alyssum.....1018-24-26
Anemone 1027
Antirrhinum.....1018-24
Ash 1042
Asparagus .1018-22-26-27-1031
Asplenium.....1031
Asters 1018-24
Asteromums 1018
Azaleas 1032
Bedding Plants 1027
Begonias...1017-18-24-26-1027-30
Berberis 1042
Bleeding Heart 1032
Boxwood 1032
Bulbs 1017-20-22-24-26-27
Buxus 1032
Calendula..1018-24-26-27
Callas 1026-27
Candytuft.....1018-24
Cannas 1032
Carnations..1026-27-30-31
Centurea.....1018-24-26
Celosia.....1024
Chrysanthemum 1026-27-1030
Cibotium.....1031
Cinerarias..1018-24-26-27
Clematis.....1032
Coleus 1026-31
Coleus...1017-18-24-26-27
Conifers 1032
Cosmos 1018
Cryptomeria 1030
Cuphea 1027
Cyclamen 1024-26-27-31
Crocus.....1020
Daffodils.....1022
Dahlias..... 1026-32
Daisies 1024-27-30-31
Decorative Plants...1032
Delphinium.....1024
Dracaena. .1018-27-30-31
Dutchman's Pipe....1032
Ferns 1032
Evergreens 1032
Farm Seeds 1031
Ferns...1017-26-27-30-31
Feverfew 1018
Ficus.....1031
Fraxinus.....1032
Freesia.....1018-24
Fruits.....1032
Fruit Trees.....1032
Fuchsia. 1027-31
Genista.....1027
Geraniums 1017-26-27-30-1031
Gladiolus .1017-22-24-26-1027
Grevillea.....1018
Gypsophila 1018-26-27-31
Heliotrope.....1026-27
Hyacinths.....1020-24
Hydrangeas.. 1027-31-32
Iris.....1018-20-32
Ivy. 1017-27-31
Japanese Maples....1032
Japonicas.....1032
Jonquils.....1020
Junipers. 1032
Kentias.....1017-26-31
Lantanas...1017-26-27-31
Lilac.....1032
Lilies....1022-24-26-27-32
Lily of the Valley..1020-1024-27
Lycopods 1032
Lobelias.....1018-24-26
Lombardy Poplars 1032
Mignonette.....1018-24
Moonflower..... 1018
Myosotis.....1018
Narcissus.....1020-27
Norway Maple.....1032
Nursery Stock.....1032
Oaks.....1032
Onion Sets.....1024
Orchids 1032
Palms.....1026-31-32
Pansies.....1018-22-26-27
Pelargoniums..1017-26-27
Pentstemon.....1018
Peonies.....1032
Peppers.....1018
Perennials.....1032
Petunias...1018-24-26-31
Phlox 1026-32
Poinsettias 1027-30
Populus.....1032
Primulas.....1018-26-27
Primroses.....1026
Privet.....1032
Ranunculus.....1022-27
Retinospora.....1032
Rhododendrons.....1032
Roses 1018
Roses...1017-27-30-31-32
Salvia...1018-22-24-26-27-1031
Schizanthus.....1018
Scilla.....1020
Seeds...1018-20-22-24-26-1027-30-31
Shamrock.....1018-27
Shrubs 1032
Smilax.....1026-27-31
Snapdragon 1027-24-26-31
Spiræa.....1027-32
Spruce.....1032
Stevia.....1018
Stocks.....1018-24-26-27
Sweet Peas 1018-22-24-27
Thunbergia 1018
Thuya 1032
Torenia.....1018
Trees.....1032
Tulips.....1020-27
Ulmus.....1032
Vegetable Plants..1030-31
Vegetable Seeds. 1020-22-1024-26-30-31
Verbena....1018-22-24-26
Vinca...1017-18-22-27-30
Violets.....1027
Wallflower 1018

Editorial Contents

Anglaise Mail Service Suspended 1054
Asparagus Plumosus Nanus (Illus.) 1036
Carnation House at Chas. F. Mather's (Illus.) 1050
Catalogs Received 1025
Christmas Trees, Permanent Community 1034
Chrysanthemum Novelties, Exhibit of 1028
Chrysanthemum Society of America 1050
Clubs and Societies 1028
Cradled Hands 1023
Egret in Aigrette Index (Illus.) 1021
Exhibitions and Meetings, Coming 1030
Floral Bedding at Camp Upton (Illus.) 1037
Florist Soldiers, Our 1037
Florists' Round Table, The 1021
Flowers for Sick and Wounded Soldiers 1021
Foreign Trade Opportunities....1044
Fruits and Flowers 1023
General Trade Notes 1030
Headheart Lieut. R. B. 1037
Johnson Two for Florists.....1044
McClellan, Geo. (Portrait)....1037
Meetings and Exhibitions, Coming 1030
Metric System, The 1024
Middle Atlantic States.....1028
Mums, Insects Attacking 1030
New England States 1028
Nineteen-eighteen (Editorial) ..1034
Nursery Dept. (Illus.) 1033
Nursery Trade Policies 1035
Obliterating the Lister.....1034
Obituary:
Crotty, Mr. and Mrs. Jos. A.; Harry, Winfield S.; Mendels, D. 1035
Peach Moth Ruling Against....1035
Plant Exclusion and Restriction 1034
Plants, Live Semaphores to Health 1033
Potash, Discovery in Use of....1050
Publications Received 1050
Retail Dept. (Illus.):
Practical Cooperation Possible; Must Flowers Have a Restricted Sale; Gifts of Flowers Handled by Committees 1039-1043
Rosenthal, Private Jos. (Portrait) 1037
Seed Trade, The 1025
S. A. F. and O. H. Publicity Campaign 1023
Soda Nitrate for 1919, Plenty..1034
Soil Gravity Method of Handling (Illus.) 1036
Trade Notes:
Albany.....1028
Boston.....1046
Chicago 1049
Cincinnati.....1051
Cleveland.....1050
Denver.....1050
Hartford.....1028
Kalamazoo.....1044
Lancaster.....1028
New York.....1046
Philadelphia.....1054
Pittsburgh 1028
Pittsfield.....1028
St. Louis.....1044
Scranton 1028
Syracuse.....1028
Toronto 1051
Utica.....1028
Worcester.....1028
Trees, Shade, to Honor Soldiers 1039
Tulip, Single, Pres McKinley, Five-flowered, Specimen of (Illus.) 1035
Witthuhn, Private Karl K. (Portrait) 1037
Week's Work, The:
Christmas Rush; Left Overs; Pentstemon; Chrysanthemum Maximum; Late Chrysanthemums; Schizanthus; Stock; Vinca alba and Roses; Late Pansies 1023
Wildflowers, Fragrant 1051
Willows, The 1035

Directory of Reliable Retail Houses.1038-39-1040-41-42-43
Dirt Bands.....1051
Evergreens.....1044
Fancy Ferns 1044-45
Fertilizers.....1050
Florists' Accounts Insured 1030
Florists' Supplies.1044-45
Fungine.....1050
Galax Leaves.....1044-45
Glass.....1030-51-55
Glazing Points.....1051
Greenhouse Construction.....1051-55-56
Greenhouse Material 1055
Ground Pine.....1044
Gutters.....1055
Kerosene Heater....1051
Heating. 1055
Insecticides.....1050
Irrigation. 1055
Laurel.....1044
Laurel Festooning...1044
Lemon Oil.....1027
Lumber.....1055
Magnolia Leaves 1044-45
Manure.....1050
Mastica.....1051
Moss.....1045
Nico-Fume.....1027-50
Nikoteen.....1027-50
Paper Pots.....1051
Pecky Cypress.....1055
Pipe 1030-51
Plant Food.....1050
Posts.....1055
Pots.....1051
Ribbons 1044
Sash 1055
Seed Packets. 1026
Smilax 1044-45
Soot Destroyer. .1055
Sphagnum Moss.....1044
Staples 1030
Tube Cleaners.....1051
Tobacco Products...1050
Toothpicks.....1045
Vermine.....1050
Wants 1052-53-54
Wire Designs 1045
Wreaths 1044

MISCELLANEOUS

Special Dutch Bulb Offer

Several Dutch Bulb Import Firms have asked us to dispose of the following list of Bulbs. These Bulbs were intended for outdoor planting in Northern Sections and arrived too late for this purpose, owing to the ground being frozen. The Bulbs are of good quality. They are offered subject to being unsold upon receipt of orders.

SINGLE EARLY TULIPS

50 Cottage Maid
100 DucVan Thol, Orange
100 Eleanora
300 Flamingo
200 Jenny
100 Jaune Aplatie
100 Pink Beauty
100 Pioneer
300 Prosperity
200 Proserpine
100 Rose Aplatie
100 Rose La Reine
100 Vermilion Brilliant
100 Wouverman

Any of the above $2.50 per 100, $20.00 per 1000

DOUBLE EARLY TULIPS

100 Arabelle
200 Harlequin
100 Lord Roseberry
200 Murillo
100 Rose d'Amour
100 Rubra Maxima
100 Salvator Rosa
200 Schoonvord

Any of the above $2.50 per 100, $20.00 per 1000

DARWIN TULIPS

100 Anthony Roozen
50 Bartigon
200 Baronne de la Tonnaye
100 Black Knight
1200 Clara Butt
50 Cordelia
100 Dream
150 Edmee
100 Faust
100 Flamingo
300 Glow
100 Harry Veitch
100 Heuner
100 J. G. Baker
100 King Harold
100 La Tulipe Noire
100 Laurentia
100 Margaret
100 Mme. Krelage
100 Mrs. Stanley
50 Marcella
100 Medusa
100 Mr. Farncombe Sanders
100 Mrs. Potter Palmer
200 Nora Ware
100 Orion
100 Palissa
50 Paul Baudry
100 Phillipe des Commines
300 Pride of Haarlem
300 Princess Juliana
500 Prof. Rawenhoff
100 Prof. Suringen
100 Salmon Queen
50 Saint Simon
150 Sir Trevor Lawrence
50 Suzon
100 Tak von Poortvliet
100 Scarlet Perfection
100 Theo. Jorrison
50 Valentine
50 Viking
100 Whistler
50 White Queen
100 Zanzibar

Any of the above $2.75 per 100, $25.00 per 1000

5000 DARWIN TULIPS MIXED $2.50 per 100, $20.00 per 1000

COTTAGE TULIPS

100 Avis Kennicot
300 Caledonia
200 Ellen Wilmot
1000 Gesneriana Spathulata
100 Inglescombe Pink
100 Inglescombe Yellow
500 La Merveille
1200 Bouton d'Or
200 Elegans Alba
200 Gesneriana Lutea
200 Glare of the Garden
100 Inglescombe Scarlet
300 Incomparable
200 Macropilla
100 Mrs. Kneightly
300 Orange Globe
1000 Picotee
100 Vitillina
200 Mrs. Moon
300 Orange King
100 Pride of Inglescombe
100 York of Lancaster

Any of the above $2.75 per 100, $25.00 per 1000

BREEDER AND PARROT TULIPS

500 **Breeder Tulips** in 5 named varieties, $2.75 per 100, $25.00 per 1000
1000 **Parrot Tulips** in 5 named varieties, $2.00 per 100, $15.00 per 1000

NARCISSUS

	100	1000
3000 Barri Conspicuus	$2.50	$22.00
100 Barri Firebrand	4.00	
50 Barri Sea Gull	3.00	
50 Barri Siddington	3.00	
100 Incomparabilis Lucifer	6.00	
800 Incomparabilis Cynosure	3.00	
250 Incomparabilis Queen Bess	$4.00	
1000 Incomparabilis Sir Watkins	3.50	$30.00
2500 Leidsii Stella	2.00	15.00
6000 Poeticus	2.00	18.00
6000 Sulphur Phoenix	3.00	25.00

JONQUILS

	100	1000
5000 Campernelli	$2.00	$15.00
1000 Campernelli Double	2.50	22.00
4000 Campernelli Rugulosus	$2.00	$18.00

HYACINTHS (Select First Size)

100 Schotel
100 Albertine
100 Anna
100 King of Yellows
100 Gen. Schlissier
25 Roi des Belges
100 Kohinoor
200 Jacques
100 Moreno
100 Rose a Merveille
50 Lord Nelson
100 Margo
50 Miss Nightingale
50 Edison
50 Isabella

Any of the above $8.00 per 100

MISCELLANEOUS

SPANISH IRIS

	100	1000
6000 in 12 Best Named Varieties	$1.25	$11.00
3000 in Fine Mixed	.90	8.00

ENGLISH IRIS

2000 in 4 Named Varieties	$2.00	$18.00

CROCUS

35000 Selected Named Sorts	$0.60 $5.00

SCILLAS

1000 Campanulata Blue King	$7.00
1000 Campanulata Blue Queen	7.00
250 Campanulata Sky Blue	7.00
2000 Siberica Blue	7.00

Stumpp & Walter Co. 30-32 Barclay Street NEW YORK

A Reminder About Our Novelties

WITH the war over, people are ready and eager for new things.

The man who has good novelties will find a ready sale.

Always after great upheavals, people turn with renewed interest to the things of beauty. Flowers, therefore, are bound to come in for a most liberal share of appreciation.

As usual our catalog contains many novelties, produced by our English hybridizers.

Send 35c. for the catalog. With $5. purchase of seeds, the 35c. will be promptly refunded.

Sutton & Sons

Royal Seed Establishment
Reading, England

WINTER, SONS & CO.
64-F Wall Street,
New York.
Sole Agents East of the Rocky Mountains

THE SHERMAN T. BLAKE CO.
429-F Sacramento St.,
San Francisco, Cal.
Sole Agents West of the Rocky Mountains.

When ordering, please mention The Exchange

HIGHEST GRADE SEEDS FOTTLER FISKE RAWSON CO. BOSTON

Lily of the Valley for Christmas

Original cases containing 1750 pips, $22.50 per 1000
Small quantities, $2.50 per 100

FOTTLER, FISKE, RAWSON CO.

The Seed Store — 12 and 13 Faneuil Hall Square, BOSTON, MASS.

Our Advertising Columns READ FOR PROFIT ! USE FOR RESULTS

Eupatorium ageratoides

How often it is we overlook the merits of our common native plants and extol something exotic that does not possess any striking quality not found in the native one? Perhaps it is because of the freeness with which the former grows while we have to coddle with the one that comes from another clime.

With the subject of our illustration we have often heard the remark, "It grows like a weed," and it surely does, but what of it—"A weed is any plant that grows where it is not wanted," and it is an easy matter to remove this "weed" from any position it has commandeered and so keep it in proper bounds.

That it has merits as a florist flower no one will dispute and I am much inclined to believe that its usefulness was much appreciated by the florist in his funeral work for the month of October. During this dreadful epidemic, which is just passing, white flowers of any description were welcomed and in the charming flowers of Eupatorium ageratoides there was found just what was needed to put the finishing touches to some floral design.

As a background plant for the hardy garden it is well placed, also for brightening up shrubbery borders where its tenacity of purpose helps it to compete with the strong growing shrubs. It is not often we see it as a porch bed plant, however, as shown in our illustration and the probability is that it "just happened" to find a footing and was allowed to remain. Like Topsy, it "just growed" and in such a dry situation as this is it proved an attractive feature indeed. EDWIN MATTHEWS.

Two Useful Suggestions

Here are two suggestions for nurserymen. When you cut off your one year old Privet (hedge plant) in your nursery rows use a mowing machine, not a pair of shears. Have one man drive the team, another to hold the knife guard steady and you can cut two rows at one time just as well as you can by hand with the shears. Another thing: When you dig Strawberry plants out solid, that is whole rows at a time, and Asparagus roots, use a Potato digger of the Hoover type. This does the work effectively and shakes out all the dirt, etc. CHAS. A. BLACK, JR.

Flowers for Sick and Wounded Soldiers

The National League for Women's Service, an organization with whose work the florists throughout the country and especially in New York city, have been identified in connection with its delivery of flowers to the hospitals through gifts from the trade, gave a tea to which all members of the N. Y. Florists' Club were invited, at 4 o'clock on Saturday, December 21, at its headquarters, 257 Madison ave., in token of its appreciation for these loving tokens on behalf of sick and wounded soldiers. Unfortunately, the trade attendance was slim, as florists at that hour were at their busiest with holiday trade.

This National League for Women's Service carries on its wonderful work in 29 states in the Union. At 261 Madison ave., corner East 39th st., it maintains the largest canteen in the country, having at its disposal a large old-fashioned brownstone mansion; this is equipped most completely looking to the comforts of enlisted men, including a small hospital. All engaged are voluntary workers, the only paid employees being the cook and dishwashers. Those who are volunteering their services are among the best of New York's young women. Miss Maud Wetmore is local president; Mrs. Edward McVickar, N. Y. City chairman, and Mrs. J. Clark Curtin is the good lady who has been making daily deliveries of flowers to the hospitals. Members of the N. Y. Florists' Club had the pleasure of meeting the two last mentioned ladies at a recent meeting of that club.

Members of the League have been occupied recently in raising funds wherewith to purchase flowers for the soldiers and sailors in the various nearby hospitals on Christmas morning, and had collected some $700 by Tuesday, at which time they were being overwhelmed with donations of Carnations, Roses, Stevia, small flowering plants and other flowers from members of the trade.

The Metric System

Compulsory adoption of the metric system by the United States is being urged as an Administration measure under the leadership of the Treasury Department; and Senator Shaffroth of Colorado has already introduced a bill to this effect.

The National Association of Manufacturers of the United States of America is decidedly opposed to it, as is also the American Institute of Weights and Measures, this latter society having investigated the subject most thoroughly.

In Great Britain, where the system has been under advisement for years, many feeling assured that to adopt a metric system would promote trade relations with the countries using same, it being in use in the majority of the countries of Europe and South America, every proposition to adopt it has been overwhelmingly defeated.

The "British Committee on Commercial and Industrial Policy after the War" has recently made an exhaustive analysis of this question, and we give its conclusions:

"We are not convinced that the metric system is upon the whole even theoretically superior to the British system, and we are satisfied that the practical objections to the proposed change are such as to decisively outweigh any advantages which are claimed for it. We regard the agitation for the establishment of the metric system as particularly untimely because of war taxation on manufacture, and because under present conditions the overwhelming activity of manufacturers in war work makes proper consideration of such a subject impossible."

The Florists' Round Table

In this column readers are cordially invited to present their personal views on topics of interest to the trade. They must not conclude, however, that the editor necessarily agrees with them. THE FLORISTS' EXCHANGE reserves the right to disagree even though it publishes the letters which follow. Its idea is to encourage discussion among readers themselves.

Plant Exclusion

Editor The Florists' Exchange:

For some six thousand years or longer, as we are informed, the world has basked in the sunshine since the first recorded garden produced its fair flowers and tempting fruit. Will some one kindly inform us why it is now necessary, with all our enlightenment and our armies of expert entomologists and pathologists to exclude from America the world's choicest products of the gardener's art? European nurseries for centuries past have supplied the known world with useful and beautiful trees, shrubs, flowers and plants, including the choicest fruits, grown and developed to the greatest perfection in the congenial climate and atmosphere of those countries where gardening is indeed a science and an art, where trained gardeners pride themselves on the fact that their forefathers were trained in the profession for many generations. I know of men who are of the sixth generation on the same estates in England and I recently learned of one who claims to trace his lineage in this way back to the year 800.

When we think of Europe as the cradle of the horticultural world, where those grand old estates have for centuries vied with each other to produce the rarest and best in fruits and flowers, and where treasure laden ships have brought home from foreign ports the rich gleanings from all the world, and where by hybridization and the creation of new and improved varieties, as in the establishment of James Veitch & Son, whose good work finds expression in almost every garden and dooryard, can we sit calmly by while the doors to the world's great storehouse of supply of all these good things is banged shut and locked by a handful of men? One member of the Horticultural Board stated in the writer's presence while examining an importation of nursery stock, that it afforded him a valuable experience as it was the first time he had had such an opportunity.

America needs the assistance of the mother countries in building up our horticultural interests to that high state of perfection which this country is capable of developing. Comparatively speaking, this is a new country and we are in that stage of development to which Lord Bacon referred when he wrote: "When ages grow to civility and elegancy men come to build stately sooner than to garden finely as though gardening were the greater perfection."

In Europe many of the horticultural establishments have been conducted for generations and their catalogs are often like horticultural cyclopedias with their long lists of species and varieties (many of which are rarely known in this country) secured from all parts of the world or created through the cumulative efforts of centuries of skill and experience directed along these lines of work, while in America, with its many opportunities for enterprising young men, few follow the traditions of their predecessors. As one reads the horticultural notes, how many of our gardeners are the "transplanted product," or those whose habits and experiences have been formed in the environment of those whose training was European, and whose lifelong devotion to the work they loved has been in some manner imparted to the younger generation.

Conditions in America are not such as to make it practicable to produce the stock which the trade has been accustomed to importing. The nurseries in this country which supply the average community are woefully lacking in the varieties and assortments of the things that contribute to home adornment, fruitful orchards and bountiful gardens, while these European specialists have not only produced the best products in marvelous variety, but they have produced them in vast quantities and sold to American nurseries at prices so reasonable we could not afford not to buy their goods and grow them on into well developed stock. "Born in France," but grown in U. S.

While efforts are being made in various parts of this country to produce some of the special lines of stock that we have been accustomed to importing, these undertakings are still in the experimental stages, and there are many of us who feel that we have a greater work to do in building up the horticultural structure of the Western world, so that every home may be provided with the products essential to homelike surroundings and that the best trees, fruits and flowers may be readily accessible to every man, woman and child in America. EDWARD TEAS.

Houston, Texas, Dec. 14, 1918.

Eupatorium ageratoides

As a background plant for the hardy garden it is well placed; also for brightening up shrubbery borders, where its tenacity of purpose helps it to compete with the strong growing shrubs

DUTCH BULBS

Gladioli (Winter Flowering)

	100	1000
Ackermanni. Salmon red	$1.75	$15.00

Ranunculus

	100	1000
Agatha, New. The only pink French Ranunculus, long stem	$2.50	
Asbeck. Cream yellow	1.00	$8.00
Emperor of China. Yellow	1.00	8.00
Grootvorst. Cherry red	1.00	8.00
L'Americaine. Orange carmine	1.00	8.00
Mathilda Christina. White	1.00	8.00
Primrose Beauty. Primrose yellow	1.00	8.00
Thalia. Scarlet	1.00	8.00
Veronica. Dark red	1.00	8.00
Mixed. All colors	.75	6.00

Daffodils

There is a great shortage of Daffodils. We offer to Florists a bargain for forcing, as we wish to clean up:

	100	1000
MRS. LANGTRY. White Leedsii	$1.25	$10.00

Freesia Purity

	100	1000
First size	$0.75	$6.00

Terms of Sale **60 days net, 3% discount for cash with order. Unknown correspondents please give references. All prices F.O.B. Arlington, N. J. All goods are offered as far as unsold. One-half per cent. per month will be added to any overdue bill. We will not be in any way responsible for the crop.**

Spanish Iris

	1000
Belle Chinoise. Deep yellow, large forcing size	10.00
British Queen. Fine white, large forcing size	10.00
Darling. Deep blue, very early	7.50
Hercules. Bronze, large forcing size	12.00
L'Innocence. Extra fine white	7.50
L'Innocence. Extra large forcing size	10.00
Lilaceus. Blue with bronze falls	7.50
La Tendresse. Large canary yellow	7.50
La Tendresse. Large forcing size	10.00
Princess May. Blue with bronze falls	7.50
Prince of Orange. Fine orange	7.50
Queen Wilhelmina. White, large forcing size	10.00
Raphael. White with blue tint	7.50
Extra Mixed. All colors	5.00

K. VAN BOURGONDIEN & SONS *Wholesale Bulb and Plant Growers* **Arlington, New Jersey**

When ordering, please mention The Exchange

GLADIOLUS

For Spring Delivery, or state time When Wanted

	Per 1000 All 1½ in. up
AMERICA, soft pink	$20.00
AUGUSTA, white with blush throat	19.00
BARON HULOT, blush purple	25.00
BRENCHLEYENSIS, scarlet	18.00
CHICAGO WHITE, early white	24.00
EMPRESS OF INDIA, deep red	22.00
FRANCIS KING, light red	20.00
GLORY OF HOLLAND, white	25.00
HALLEY, salmon orange	20.00
NIAGARA, yellow extra	35.00
PANAMA, beautiful rose	25.00
PINK BEAUTY, early pink	25.00
PINK PERFECTION, large pink	35.00
PEACE, white	26.00
PRINCEPS, scarlet with white blotch	22.50
SCHWABEN, early yellow, good forcer	30.00
WAR, blood red	40.00
WILLY WIGMAN, early white with pink	25.00
FLORIST MIXTURE, light colors	15.00
MIXED, all colors	12.00

F. o. b. New York. Terms: 2% Cash; 10 days or 90 days net. Packing at cost. Write for quotations on planting size.

C. J. Speelman & Sons

P. O. Box 124

HOBOKEN NEW JERSEY

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Michell's New Crop Flower Seeds

ASPARAGUS Plumosus Nanus (Northern Greenhouse Grown.)

1000 seeds	$3.00	10,000 seeds	$25.00
5000 seeds	13.75	25,000 seeds	56.25

ASPARAGUS Sprengeri

1000 seeds	$0.75	10,000 seeds	$5.50
5000 seeds	3.00	25,000 seeds	12.50

	Tr. Pkt.	Oz.
VERBENAS		
Mammoth Fancy Blue	$0.30	$1.25
" " Pink	.30	1.25
" " Scarlet	.30	1.25
" " Striped	.30	1.25
" " White	.30	1.25
" " Mixed	.30	1.00
VINCA		
Alba	.15	.60
Alba Pura	.15	.60
Rosea	.15	.60
Mixed	.15	.50
SALVIA		
America, or Globe of Fire	.50	5.00
Scarlet Glow (Michell's)	.50	3.00
Bonfire	.40	2.50
Zurich	.50	4.00
Splendens	.25	1.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Our Handy Flower Seed Order Sheet

HENRY F. MICHELL CO., 518 Market Street **Philadelphia, Pa.**

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Cold Storage Giganteum

SOUND AND DORMANT

7-9 (300 per case) ..... $22.50 per case

ORDER NOW, WHILE THEY LAST

Ask us for prices on GLADIOLI and CANNAS for this season; we will have the stock, and good

S. S. SKIDELSKY & CO., 1004 LINCOLN BUILDING PHILADELPHIA, PA.

SEEDLINGS

Mastodon Greenhouse Special Mixed: Per 250, $2.25; per 500, $3.50; per 1000, $6.00.
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CATALOG READY.

SEED

Steele's Mastodon Greenhouse, Special Mixed, O. K. outside, ¼ oz. $1.00, oz. $7.00.
Steele's Mastodon Private Stock, Mixed, ⅛ oz. $1.00, oz. $6.00.
Steele's Mastodon, Mixed, ¼ oz. $1.50, oz. $5.00

STEELE'S PANSY GARDENS :: Portland, Oregon

When ordering, please mention The Exchange

Pedigreed Strains VEGETABLE SEEDS

For forty years we have served the most exacting gardeners and florists with such strains of **Crosby Beet, Grand Rapids Lettuce,** and other forcing varieties, as they could get *only from us.* We invite those, who demand the best, to write us.

Are You on Our Mailing List?

If not, by all means drop us a post card, and you will receive, from time to time, such business literature as may prove helpful.

BECKERT'S SEED STORE

101-103 Federal St. (N. S.) PITTSBURGH, PA.

It's *GOOD* if it comes from *BECKERT'S.*

When ordering, please mention The Exchange

Our New Price List of

WINTER ORCHID

Sweet Pea Seed

has been mailed

If you have not received one, let us know

Ant. C. Zvolanek & Son

LOMPOC, CAL.

When ordering, please mention The Exchange

The Christmas Rush

A Few Pointers for Next Year

Were you among the many who not only sold out clean of everything but found themselves short of many items before the real rush started? In many localities it was a hard matter to pick up flowering stock, baskets, Holly, ribbons and other accessories shortly before Christmas. This made it uncomfortable for the man in need of these things. A lot of all that could have been avoided if orders had been in good time. Now while fresh in your mind as to the amount of stock and material used for the past Christmas, what better could be done than to make a note of all as a guide for next year? Without a proper record on hand it is impossible to work intelligently; it isn't enough to be able to say: "We sold all of our Begonias, got rid of all of our Holly, all of the Cyclamen went and didn't have nearly enough plant baskets!" You should know how many of each were sold, how many wreaths were made up and how many cases of Holly disposed of. In that way proper and timely preparations may be made for another year, and a lot of inconvenience and disappointment, both to you and your patrons, avoided. The farther away from the large markets a man lives and does business the more necessary is it to adopt a system of this kind. It will surely pay.

Left Overs

Growing Cyclamen the Second Year

Go over the stock of Cyclamen left over from Christmas. Plants well set with buds are well worthy of being taken care of. They will come in to good advantage later. Sometimes plants which have been on show for several days in the store suffer to an extent that they are not fit to be sent out, yet good enough to be placed in a cool house where with a little care they will soon get back into shape again. In years gone by we didn't think it worth while to bother much with leftovers. A lot of stock was fired out just because we got into the habit of doing it; but times have changed and if we know what is good for us we will take better care of things. It doesn't take much to make a Begonia, Cyclamen, Primrose or anything else in the flowering plant line unfit for sale when on show in a store a few days, but such plants in many cases can be revived. Have you ever tried to grow Cyclamen for the second year? It can be done nicely, and plants through flowering now, or such as have lost their buds or part of the foliage on account of rough treatment can be had in flower again by next Christmas. Take the plants out of the pots, shake off the soil, cut away a few roots so as to make it possible to repot a 6in. plant into a 5in., or a 5in. into a 4in., remove a few of the older leaves and place the plants alongside of the young stock. They will stand still for some weeks, after which new roots will appear as well as growth above. With proper treatment some grand specimens can be had by next Fall. It's worth trying.

Pentstemon

While the plants should be up by this time and ready for transplanting a sowing may still be made and nice plants be had for planting out and flowering next Summer. You will make no mistake in growing a fair sized batch of plants either to be used for cut flowers on your own grounds or for stock to be sold during the spring months along with other perennials. Southgate Gem will be found a splendid sort and very desirable for cuttings. Pentstemons are deserving of far more attention and should be grown more by the florist.

Chrysanthemum Maximum

If you wish to increase your stock of Chrysanthemum Maximum, this is a good time to sow seed. King Edward VII is one of the finest for cutting. The plants will give you a nice lot of flowers during the first Summer. One can also divide the old plants, but for those who grow only a few hundred plants making use of seed is better. The plants will flower more freely. The old plants in the field can never be depended on. While they are hardy, every once in a while they go. Sometimes too much covering during a mild Winter, not enough during a cold one finishes them. The older the plants the more likely they are to go; therefore, it is always well to sow out a little seed each Winter and let some young, "full-of-life" stock come along.

Late Chrysanthemums

While the past season has with most growers been one of the best ever for Chrysanthemums—no matter just what particular sorts a man had to offer—we have been through many years where we didn't find things quite so easy; but the fact remains that the retail grower, in order to get the most out of his 'Mums, should try to extend the flowering period over as many weeks as possible. In other words he should grow some of the earliest and some of the latest sorts. This year while the flowers brought especially good prices for Thanksgiving the price didn't drop after that day; in fact in many instances kept going up. Chrysanthemums are a crop almost every small grower can handle and do well with. No Rose house temperature is required; in fact, the late sorts when held toward the last in a dry, cool, well ventilated house can be kept for many days after they are ready to cut. There is no better time than the present to decide as to what sorts to grow for another year The number of good sorts is almost endless and yet each market has its own favorites consisting usually of such sorts as will do well in a certain locality or which the growers there prefer. It shouldn't be much trouble in stocking up with the favorites in your neighborhood. Get away from insisting on growing too many of one sort just because you have planty of stock on hand. That isn't the way to make 'Mums pay for the retail grower. To cut at least a part of requirements from September up to Christmas will pay.

Schizanthus

The Schizanthus as a cut flower is being more and more appreciated, especially during the Winter. Late Summer sown ones are now in flower. Those who had them in for Christmas made good money on them. One couldn't ask for a better cold house crop. Seed sown now will give plants for 2½ in. pots by early February. These later on planted out on a sunny bench will start to flower by the end of March and be at their best just about Easter. They don't require the latest style house in order to have them good. It will pay every florist with a little bench room to grow at least a few.

Stocks

Stocks always pay to have in flower during the Spring months. Seed sown now will do it; transplant the little seedlings into 2½ in. and plant them out later on, allowing a good foot of space between the plants. Don't worry about the single ones or how to avoid getting them. Sometimes they sell as well as the double ones. A good strain of Beauty of Nice for pink and Victoria for white always sell whether single or double. The man who conducts a retail business will find a way to use the flowers, if he could only have a lot to cut from when needed.

Vinca alba and rosea

We see more of these old timers grown of late than used to be the case. While the little single flowers in themselves cannot be called showy, a bed in bloom all through the Summer is hard to beat. When formal beds are considered out of date a dozen or so plants of Vinca planted along the edge of a perennial or shrub border in clumps will be a bright spot until frost. Sow at once in gentle heat. The seedlings wont make much headway until Spring, but in order to obtain fair sized plants seed should be sown at once.

Late Pansies

After you get through counting the Christmas money and have looked over the wholesale house bills, take enough time to order Pansy seed to be sown the first week in January. Never mind how many you have out in a frame for early flowering next Spring. They will all be sold and the ones sown in January will come into flower when you are all cleaned out of the first batch. Don't bother with cheap seed. If you sell direct to those who just want a few dozen plants and are willing to pay a fair price, a cheap mixture or small flowers won't do you credit. The best is none too good in Pansies for the average florist. Sow in flats, transplant and carry along in a 48 deg. house with glass protection for a while.

Society of American Florists and Ornamental Horticulturists

Information supplied by John Young, Secretary, 1170 Broadway, New York

National Publicity Campaign

During the months of January and February, our committees have arranged to run a series of six advertisements through 28 magazines of national circulation, some being given three insertions, and others two. One insertion through the whole list will give us an aggregate circulation of 10,000,000 without taking into consideration the fact that the number of readers, as generally computed, will provide a circulation at least four times as great. The other insertions will be in the same proportion.

To get the full benefit of this widespread publicity, florists who are wise, will connect their establishments with the magazine advertising by running replicas of these advertisements in their local newspapers, over their own names. To make this possible, our Promotion Bureau is preparing electrotype reproductions of the magazine advertisements, to fit a two column space in any newspaper. Each carries our slogan, "Say it with Flowers" as a display headline, and a suitable illustration, with one of the following subheads to appropriate reading matter: "For Weddings;" "On St. Valentine's Day;" "For the Sick Room;" "On Her Birthday;" "On His Birthday," and "For Gifts."

The plates occupy less space than those previously put out by the Bureau, and may be used as auxiliaries to the other series. Proofs of the plates and other information regarding this publicity may be had upon request made to the Secretary.

Start the New Year well by connecting personal effort with the efforts of the Committees, and the demand for flowers is sure to increase. In the year just closing, the beneficial results of the campaign publicity have been surprisingly noticeable, and with all dark clouds behind us and a clear business horizon before us, he would indeed be a pessimist who could doubt the efficacy of a strong, vigorous and lasting campaign for publicity for flowers.

Contributions toward the expense of the 1919 campaign are now most welcome. Make one of your New Year's resolutions a decision to help.

JOHN YOUNG, Secretary.
1170 Broadway, New York City, N. Y.
Dec. 21, 1918.

France and Flowers

If we may judge by what is written about the experience with flowers of our soldier boys in France, our boys on their return home will be ready converts to floriculture. One soldier boy, whose letter we read, stated that the gardens of France were three-quarters flowers and one-quarter vegetables. We suppose that he did not mean this literally, but the flowers looked so good to him that the vegetables seemed to be small in proportion.

France has taught the world a lesson in fortitude which will not soon be forgotten. France has also taught the world a lesson in floriculture in war-time which the world should not be slow to heed. All who have visited France during war time speak of flowers, flowers everywhere. Possibly the flowers may have had much to do with the courage and splendid fortitude displayed by the French nation during the four years of terrible warfare which they have experienced.

Anyway, those of our boys who have seen service in France will return to America fully imbued with the idea that flowers have a distinct purpose in life not at all related to mere display. Floriculture is surely due for a big boom.

MADISON COOPER, in the *Flower Grower*.

Cracked Hands

One of the vivid recollections of childhood recalls the discomfort experienced 50 years ago from raw cracks in the hands, brought on by working, barehanded, at wood covered with wet snow. The reason for the tendency of the skin of certain individuals to crack easily upon exposure is said to be physiological and not easily controlled. But there are some things one can do to overcome the trouble.

The protection of gloves of some sort is, of course, to be desired when the work permits. In my own experience I find that any sort of glove is well worth while during the Winter season, even the cheap cotton ones (or those that were cheap in pre-war days).

But the main reliance must be placed on helping nature to keep the skin in a normal condition. After exposure to cold and dirt and wet, as when one is working in dirt at this time of year, take two or three minutes at night to soak the hands in hot water—not lukewarm, but hot. Then, while the skin is soft and the pores well opened, rub in some sort of oil or grease. You would not think of trying to soften an old harness by oiling it while dry. There is a wonderful difference in the effect of applying an unguent after the skin has been softened with hot water.

When the skin has broken, so that there is a raw crack, use a strong antiseptic on the raw place before anointing. Otherwise you are covering in the germs that cause the inflammation and soreness and making a good breeding place for them. After a thorough cleansing touch the raw spots with iodine, or some other antiseptic; then apply oil in some form. The antiseptic will stop pain and throbbing at once, and with the help of moisture, heat and an unguent, nature will restore conditions pretty well overnight. Wearing a light, loose glove overnight will help nature in the healing process.

The following recipe, which has been in use in our household for years, gives a cold cream equal to the best at the druggist's: Melt slowly in an earthen dish, one-half ounce each, white wax and spermaceti and one ounce mutton tallow. Pour into a bowl, slowly adding two ounces each almond oil and glycerine (mixed), beating slowly with fork until smooth. While still warm put into covered dish. If perfume is used it should be added before the cream sets.

GEO. ARNOLD in *Rural New-Yorker*.

The Compliments of the Season to all our Florist Friends

JUST NOW

We are quoting close prices on

All Leading Gladiolus

Clean, carefully graded, up-to-size, American-grown

FLOWER SEEDS

Our New Year's List ready, as usual, January 1st.; write for your copy today

COLD STORAGE VALLEY, FOR QUICK RETURNS, PER 1000, $25.00

CHICAGO **Vaughan's Seed Store** NEW YORK

When ordering, please mention The Exchange

FROM NEW YORK COLD STORAGE

LILY OF THE VALLEY

BEST QUALITY HOLLAND-GROWN

In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY :: NEW YORK

When ordering, please mention The Exchange

BEANS, PEAS, RADISH and all GARDEN SEEDS — *Write for Prices*

LEONARD SEED CO.
226-230 West Kinzie St., CHICAGO

ONION SETS GROWERS FOR THE TRADE

When ordering, please mention The Exchange

Freesia Purity

C. KOOYMAN COMPANY, Inc., 451 BUSH STREET, SAN FRANCISCO

When ordering, please mention The Exchange

WATKINS & SIMPSON, LTD.

have mailed their new illustrated catalogue of Garden and Flower Seeds to all their customers in the United States. Should any of them not receive a copy, they are requested to kindly notify the fact to

27, 28 and 29 Drury Lane, Covent Garden, LONDON, W. C. 2

When ordering, please mention The Exchange

A. B. C.

We have on hand in quantity, in storage ready for immediate delivery, GIGANTEUM, RUBRUM, MAGNIFICUM and AURATUM.

Write for our special prices.

AMERICAN BULB CO.
172 North Wabash Avenue
CHICAGO, ILL.

When ordering, please mention The Exchange

Roman Hyacinths

13 to 15 ctm.

SWEET PEAS. Winter-Flowering Spencer, best varieties.
LILIUM Giganteum. From cold storage, in cases of 350.
CYCLAMEN SEED. Finest American-grown, new varieties.
CINERARIA. BEGONIA.
STOCKS, Beauty of Nice, etc.

Send us a card, stating kind and quantities wanted, and we will give you special prices.

J. M. THORBURN & CO.
53 Barclay Street, NEW YORK

When ordering, please mention The Exchange

1918 CROP

BEANS	Per lb.
Early Red Valentine	$0.18
Black Valentine	.18
Burpee's Stringless Gr. Pod	.18
Refugee 1000 to one	.18
Davis White Wax	.20
Henderson's Bush Limas	.20
Stringless Refugee Wax	.20
Kentucky Wonder	.18

BEET	
Detroit Dark Red	.50
Crosby's Egyptian	.50
Swiss Chard Lucullus	.65

CABBAGE	
Early Jersey Wakefield	4.50
Charleston Wakefield	4.50
Drumhead Savoy	3.75

SWEET CORN	Per lb.
Stowell's Evergreen	.18
Country Gentleman	.18

CHICKORY	
Whitloof	2.50

KOHLRABI	
Early White Vienna	2.00
Purple Vienna	2.00

LETTUCE	
Big Boston	.65

TURNIP	
Purple Top Strap Leaf	.90
Purple Top White Globe	1.00
American Purple Top	1.00

Terms: F. O. B. New York, 2% 10 days, net 30 days. Bags extra.

NORMAN SERPHOS *Seed Growers and Dealers* 25 West Broadway NEW YORK, N. Y.

United States Food Administration License Number G38089

When ordering, please mention The Exchange

GLADIOLI

Home-grown stock, clean, healthy and true to name. Young, 2-year old bulbs, 1¼ inch and up (mostly up.)

	Per 1000
America	$15.00
Augusta	15.00
Baron Hulot	20.00
Brenchleyensis	10.00
Crackerjack	15.00
Empress of India	20.00
Halley	15.00
Mrs. Francis King	15.00
Mrs. Frank Pendleton	35.00
Niagara	30.00
Panama	25.00
Pink Perfection	40.00
Princeps	20.00
Schwaben	40.00
Wintzer's General Mixture	10.00

N. Leon Wintzer
West Grove, Pa.

When ordering, please mention The Exchange

SNAPDRAGON

Florists who know are stocking up on Snapdragon. This is a year when space must count. SNAPDRAGON will do the trick.

We have added some new ones. Note the following list: Seed of our famous Silver Pink: $1.00 per pkt.; 3 for $2.50; 7 for $5.00. Seed of our new Hybrid Pink, and of our new Golden Pink Queen, same price. Seed of Keystone, Nelrose, Garnet, White, Yellow, Light Pink, Buxton and Fancy Mixed. 35c. per pkt.; 3 for $1.00. Free cultural directions. All orders cash.

G. S. RAMSBURG
SOMERSWORTH, N. H.

When ordering, please mention The Exchange

GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS
Dey St., NEW YORK, and ORANGE, CONN

James Vick's Sons

Growers of Flower and Vegetable Seeds
Get the benefit of our 69 years' experience
All seasonable varieties
Our stocks are very complete

Rochester, N.Y. The Flower City

When ordering, please mention The Exchange

FLORISTS' Choice Flower Seeds

FOR PRESENT SOWING

	Tr. pkt.	Oz.
ASTER. Queen of the Market. Pink, Blue and White	$0.25	$1.0
Early Wonder. Pink, White.	.25	3.0
Crego Giant. Lavender, Shell Pink and White	.25	2.5
AGERATUM. Blue Perfection.	.20	.7
ALYSSUM. Lilac Queen	.25	2.0
ALYSSUM Little Gem. ¼ lb. $1.75	.15	.7
ANTIRRHINUM. Giant Silver Pink	.25	3.0
ANTIRRHINUM Nelrose	.25	3.0
Giant White and Giant Yellow	.25	1.0
BEGONIA. Erfordi. Pink	.50	
Vernon. Deep Red	.25	
CALENDULA. Orange King	.25	.7
CANDYTUFT. Giant Hyacinth Flowered White	.25	.5
CELOSIA Plumosa Thompsonii. Mixed and separate colors	.25	1.5
CENTAUREA. Candidissima.	.25	
Cyanus. Double Blue	.15	.7
COLEUS. Large Leaved Mixture	.50	
DAISY. Giant English. Pink and white	.50	
LOBELIA. Crystal Palace Compacta	.50	
MIGNONETTE. N. Y. Giant	.50	1.0
PETUNIA. Ruffled Giants. Mixed	.50	
Rosy Morn	.25	3.0
Double Fringed. Mixed	1.00	
SALVIA. Clara Bedman	.25	3.0
Splendens	.25	1.5
Zurich	.25	5.0
STOCK. Winter Flowering. Beauty of Nice	.50	3.5
Princess Alice. White	.25	3.5
Queen Alexandra	.25	3.5
VERBENA. Mammoth Blue, Pink, Scarlet and White	.25	1.5

5% discount for cash with order

William M. Hunt & Co.
37 WARREN ST., NEW YORK

When ordering, please mention The Exchange

GLADIOLUS

ALL SOLD OUT

ROWEHL & GRANZ
Hicksville L. I., N. Y.

When ordering, please mention The Exchange

THE FAVORITE BLUE

Delphinium Belladonna Seed

Do you want quality seed saved from selected stock plants, planted far enough apart to produce the best seed, cultivated and hoed with great care, hand-picked as matured from clean, healthy plants? Order now. $35.00 per lb.; $17.50 per ½ lb.; $8.75 per ¼ lb.; $2.25 per oz.

MARTIN KOHANKIE, Painesville, O.

When ordering, please mention The Exchange

The SEED TRADE

AMERICAN SEED TRADE ASSOCIATION

President: F. W. Bolgiano, Washington, D. C.; First Vice-President: W. G. Scarlett, Baltimore, Md.; Second Vice-President: David Burpee, Philadelphia, Pa.; Secretary-Treasurer: C. E. Kendel, 2010 Ontario St., Cleveland, O.; Assistant Secretary: Kirby B. White, Detroit, Mich

European Notes

The weather minions are so eager to save up an abundant supply of fine weather for the historical visit of your highly esteemed President that they have put off all supplies for home consumption in the meantime. The result is that we are floundering about in the mud during the shortest days of the year, and open air work is practically at a standstill. We have been using the time sorting over our fruits of Peppers and Tomatoes hoping to be able to use the time in cleaning out the seed, but hitherto with little success; for although all the fruits have been gathered and are under cover they ripen slowly owing to lack of warm, dry air. The crop of all varieties will be small for the reasons previously reported in these notes. The seed merchant must be thankful for small mercies these days, but as a small compensation he is permitted to pay an unreasonably high figure (prompt cash, of course) for such articles as our masters, the growers, couchsafe to deliver. Seeds of the principal pot herbs are in great demand just now but supplies are not forthcoming in the same proportion. Thyme, Sage, Savory, Marjoram and Rosemary are practically unobtainable except at fabulous figures, and as, since the signing of the armistice, there has been a feeling abroad that a great slump in prices was inevitable not much business can be done.

EUROPEAN SEEDS.

Dec. 3.

Flower Seed Outlook

As the short days and the weather conditions keep us indoors most of the time just now, we are able thoroughly to investigate the extent of our stocks, and we trust the happier social and political conditions now prevailing will enable us in the near future to indulge the love of the beautiful as well as that of the essential and useful, flower seeds claim a share of our attention.

The acreage of land available for this culture in all the Allied countries in Europe has been so limited that with the average pre-war demand our supplies would have been exhausted long before this, for the neutral countries have been so restricted in the area devoted to the purpose and in the matter of permission to export, that the quantities actually received as from these sources have been practically negligible. The cheaper lines in all countries have been practically discarded, and our stocks are exhausted in consequence, but a few of the leading articles, such as Aster, Balsam, Convolvulus, Mignonette, Nasturtiums, Phlox and Pinks can still be supplied in moderate quantities, if our friends are willing to pay a remunerative price. The advance in cost price in some cases as high as 300 per cent over pre war figures, leaves only a very small margin for the merchant, who is being fairly crushed by the inevitable incidental expenses, while the grower has to pay so much more for manure and labor that his gain is almost infinitesimal. The public must open its heart and loosen its purse strings to help us keep the home fires burning.

Although our brave boys who have not had to make the supreme sacrifice are coming back to us very slowly at present, there is so much necessary work that must be done first that we cannot look forward to anything like a normal supply of flower seeds next season, so far as the Allied and neutral countries are concerned, but given a year of old time weather, and we trust to produce sufficient to supply all reasonable demands.

Mention of Sweet Peas has been purposely omitted because the key to the situation is in your hands, but now that the embargo on export from your side has been lifted the threatened shortage for home consumption no longer exists.

Once again the time of good will is upon us and the writer craves from our genial editor permission to express the good old wish of a righteously happy Christmas to all his friends, old and new.

Dec. 11. EUROPEAN SEEDS.

New York Seed Trade

The preparation of 1918 catalogs is going on briskly in all the seed stores; in many cases the completed proofs are in the hands of the printer; in a few the catalogs are actually ready for distribution. Soon after the holidays millions of copies of this useful and interesting literature will be mailed out from the several seed stores of this city, each offering many kinds of seeds, the products resulting from which are really necessary to feed either the bodies or the souls of the people. We challenge the publishers of this country to show any yearly publication more useful than the seedsmen's annual catalogs.

The following letter sent us by F. J. Grootendorst & Sons, Boskoop, Holland, from their New York City office, will no doubt interest plant importers. The letter is a copy of one received by the firm from the New York office of the Holland-American Line (freight dept.) under date of Dec. 20:

"With reference to your favor of the 22d ult., we now beg to inform you that according to cable received from our home office, the S. S. Nieuw Amsterdam, which steamer is supposed to be sailing from Rotterdam one of these days, will bring various shipments of nursery stock from Holland, which indicates that this commodity can again be brought over and which we hope will make it possible for you to import considerable shipments in the near future."

As a seasonable display, and for variety and good taste in arrangement the window exhibit at J. M. Thorburn & Co., 53 Barclay st., is one of the best in the city. This firm's export business is now quite active.

Vaughan's Seed Store, 41-43 Barclay st., reports that all bulbs are cleaned up to the last one and that there is still a cry for more.

Roman J. Irwin, 108 West 28th st., and also Mrs. Irwin are sick with influenza at their home in Larchmount, N. Y. Mr. Irwin has been unable to visit his New York office since Tuesday of last week.

It is reported that sound cold storage Lilium giganteum bulbs are meeting with an active demand. There are numerous inquiries for Paperwhite Narcissi also. One seedsman reports that he had to refuse orders for ten cases of those in one day. It would appear that any one having these bulbs now could dispose of them at almost his own price.

Large recent arrivals of Holly, it is reported, has caused a big tumble in prices.

Chicago Seed Trade

Wm. Reid, a former well known representative of the seed trade in this city, who joined the Canadian Army last Spring, has been granted his discharge and is visiting in this city. He has not yet decided on any future business connection. He was with the W. W. Barnard Co., as well as the A. L. Randall Co., before he joined the army.

Up to Saturday, Dec. 21, the sale of Christmas decorative material at the seed stores is reported to be slow. The scarcity of stock prevents any elaborate display, which, coupled with the prevailing high prices, is said to be the cause of a falling off in this class of trade.

John Fuhlbrugge, a former salesman of Vaughan's Seed Store, who until recently was manager of the Miami Floral Co., Dayton, O., is in the city and expects to connect himself with some of the seed houses by the first of the New Year.

W. H. Huffmann, former manager of the seed department at Vaughan's Seed Store, who joined the army last Spring, and has been in the officers' training school at Camp Zachary Taylor, Louisville, Ky., has been released from military service.

Winterson's Seed Store is having a good sale on first grade Gladioli bulbs, specially prepared for forcing, in all the leading varieties. Growers are now planting these in their houses, which have been closed for several months, some of them to come on naturally under glass and others in houses that will be slightly heated after the turn of the year.

The W. W. Barnard Co. has placed a lot of handsome decorative plants in the store for holiday trade. Bulb stock is all gone for the season.. Preparations are under way for a large poultry exhibit in the store soon after the first of the New Year.

Canadian Seed Notes

Saskatchewan's Provincial seed fair will be held this year at Saskatoon, from Jan. 14 to 17. The seed fair is held under the auspices of the College of Agriculture. Entries close on Jan. 2 and exhibits must be in place by Jan. 9. Judging will take place on Jan. 9, 10 and 11. All entries must be forwarded, charges prepaid to S. E. Greenway, Saskatoon, Sask. The Mooney Seed Co., Ltd., Regina, have donated a challenge shield for annual competition.

The Seed Commissioner at Ottawa is advocating a standard seed packet and it is understood that the Canadian seed trade will adopt same. This packet will contain more seed than formerly but will retail at 10c. instead of 5c. Prices of seeds will remain high for the coming season but there will be sufficient for all. England and France have been able to send us a fair amount of garden seeds. Shipments from Denmark have been prohibited during the past two years. The finer sorts came from this source and it looks as if there would be a limited quantity imported from this source for next season's needs but the price will be high.

G. C. K.

Catalogs Received

J. Bolgiano & Son, Pratt, Light and Ellicott sts., Baltimore, Md., 1919 catalog of vegetable, flower and field seeds, also horticultural tools and sundries; 88 pages, freely illustrated, and with patriotic colored covers.

H. G. Hastings Co., Atlanta, Ga., Spring, 1919 catalog, No. 57, of vegetable, field and flower seeds; also Roses and other flowering plants, and insecticides; 98 pages, with attractive colored covers.

The Holmes-Letherman Seed Co., Canton, O., 1919 seed book, listing vegetable, flower and field seeds in considerable variety; also bulbs, plants and horticultural sundries; 98 pages, freely illustrated, with colored covers.

Richard Diener Co., Kentfield, Martin County, Cal., 1919 catalog, listing Gladioli of Mr. Diener's production; also vegetables and flowering plants originated by Mr. Diener; a twenty-page catalog, attractively illustrated, with a handsome cover in colors.

Carnation Support Co, Connersville, Ind., circular of self-tying flower supports for Roses, Carnations and 'Mums.

Everette R. Peacock Co., seedsmen, 4013 Milwaukee av., Chicago, Ill., circular of vegetable and flower seeds and Onion sets.

Priorities Restrictions Off

All remaining restrictions and directions imposed by the Priorities Division of the War Industries Board, and which are still in effect, will be lifted on Jan. 1, 1919. Announcement to this effect is contained in an official order issued by Edwin B. Parker, Priorities Commissioner.

E. A. D.

Restrictions on Stock

Plants, trees, shrubs and vines, including bulbs, have been removed from the list of Restricted Imports No. 1, according to an announcement of the War Trade Board. Licenses will now be freely issued providing the application for such licenses are otherwise in order. (This carries to June 1 next, it is understood.—Ed.)

E. A. D.

Holiday Card

Robert Nicholson, seedsman, Dallas, Texas, is sending out an attractive holiday card showing the Statue of Liberty in the foreground and in the background a relief map, in perspective, of the U. S.; in the distance the rising sun. Near the statue is a Holly spray. The card is worded as follows: Greetings—May the glories of Liberty shine each day on our friends and homes in the U. S. A.

Toronto, Ont., Canada

Heavy Demand for Greens

Christmas this year is accompanied by a great deal more mirth and joyousness than has been the case for the past few years. The demand for Holly, Mistletoe and greens is unprecedented and sales are heavy. S. A. Frost alone handled a carload of Christmas trees, or nearly 2000. This did not include the small potted trees made white by dipping in water and sprinkling with plaster of Paris. Others, in addition, were touched with starch and sprinkled with mica and Epsom salts, making a good imitation of snow.

There have been many big jobs decorating stores, churches and houses with greenery of some sort.

The Steele Briggs Seed Co., Ltd., report an enormous sale of Holly and Mistletoe, wreaths and evergreen wreathing, Immortelles and Magnolia wreaths with Maple leaves or Poinsettia flowers. The firm also sold a great quantity of Christmas bells and trees, and Hinoki Christmas roping, the latter a Japanese novelty, and Magnolia wreaths decorated with Flanders' scarlet Poppies.

Delivery Costs

J. A. Neal, in further reference to the cost of delivery, states that his costs run from 14c. to 40c. per parcel and average about 21c. Even the small store has the wages of the messenger to pay and 10c. carfare on each delivery. As soon as the Christmas rush is over Mr. Neal will prepare a complete statement on costs for The Florists' Exchange, taking them month by month with an accurate statement of what it costs him for chauffeur, upkeep of trucks, gas, oil, etc.

Christmas stock is scarce and prices are very high. Mr. Simmons states that there will be no difficulty in disposing of all the stock available.

All the stores are beautifully decorated for Christmas. There appeared to be a greater demand for potted plants.

Prices of flowers are "away up" for Christmas and they are very scarce.

G. A. B. Krook, horticulturist for the C. P. R., reports that 284 acres were cultivated last year in Western Canada alone. The beautiful flower and war gardens along the Canadian Pacific Railway add greatly to the interest when traveling on this line.

Fred H. Miller is again running for the office of Deputy Reeve of York County. He is a member of the firm of Miller Bros.

The John Connon Co., Hamilton, made use of white bowls in different designs to replace the temporary scarcity of baskets, the importation of which was stopped for a short time.

Clarence Price, Hamilton, has had his store re-decorated.

Dunlop & Son, St. Catharines, have dropped the flower trade and are devoting all their attention to gardening.

McK. Ross & Sons, Chatham, have moved into a large new store on King st. West.

Club Meeetings

The following officers of the Montreal Gardeners and Florists' Association were elected at the annual meeting, held this month: President, J. J. Trevis; first vice-president, R. Miller; second vice-president, W. J. Smith; secretary-treasurer, W. Horobin; associate secretary, J. McDonald; executive committee, G. Pascoe, H. J. Eddy, E. Haywood, C. H. Smith, Mr. Gibbs and Mr. Schoening.

The regular meeting of the Toronto Florists and Gardeners' Association was held on Dec. 17, with President H. G. Dillemuth in the chair. The first part of the evening was taken up with a debate between F. D. Clark and R. G. Thompson on the advisability of holding conventions.

George Mills was appointed to a vacancy on the executive committee, due to the fact that the past president had been appointed secretary.

It was decided to have a member give a synopsis of the articles in the various American and Canadian papers at each meeting. R. G. Thompson will give a synopsis at the next meeting on Jan. 21, 1919.

Prizes were awarded to exhibitors for the monthly exhibition.

Florists' baskets, which had been on the embargo list in the Dominion of Canada, have been restored to their former status, and can now be brought in.

CARNATIONS

WHITE BENORA (Patten)

Is a valuable sport of Benora, more desirable and stronger in every respect.

$7.50 per 100 $65.00 per 1000

	100	1000
PINK		
LADDIE	$7.00	$65.00
PINK DELIGHT	5.00	45.00
ALICE	4.00	35.00
RED		
BELLE WASHBURN	5.00	40.00
AVIATOR	4.00	35.00
BEACON	4.00	35.00
WHITE		
CRYSTAL WHITE	6.00	50.00
MATCHLESS	4.00	35.00
CRIMSON		
DORIS	6.00	50.00
VARIEGATED		
BENORA	5.00	40.00

DARK PINK SPORT OF BEGONIA Gloire de Chatelaine

This sport of the well known **Chatelaine** is a beautiful shade of dark pink, bordering on a brilliant scarlet, which is even more intense when planted out in the summer. As easy to grow as Chatelaine, identical in every respect except color. Strong, vigorous grower.

2 in. pots, $15.00 per 100. Delivery May 1919.

NEW ROSE Premier

The novelty of great promise for 1919. Order now to get early delivery. Own Root, $30 per 100; $70 for 250; $125 for 500; $250. per 1000. Add $5 per 100 for grafts.

Columbia

A rose which has made friends rapidly and is in strong demand for planting the coming season. $17 per 100; $150 per 1000. Add $5 per 100 for grafts.

BEGONIAS

Cincinnati, Mrs. Peterson, Melior, 2¼ in. $22.50 per 100.

Lorraine, 2¼ in., $18.00 per 100.

We have contracted for entire stock of one of the best plant growers in the vicinity of Boston.

ORDER EARLY

CHRYSANTHEMUMS

We are booking orders for **Chrysanthemum Cuttings and Plants.** All of the standard varieties. Will have a good supply of the **Chadwicks** from strong stock. An exceptionally healthy strain.

Prices on application.

Sim's Hybrid Yellow Polyanthus. $8.00 per 100, $75.00 per 1000.

	100	1000
BOSTON Compacta Runners	$4.00	$35.00
BOSTON FERNS, 2¼ in	6.00	50.00
BOSTON FERNS, 3 in	12.00	
FERNS for fern dishes. Seedlings, ready for potting	1.50	12.00
FERNS for fern dishes. Assortment of best sorts, 2¼ in	5.00	45.00
3 in	10.00	90.00
KENTIA Belmoreana. Strong 2¼-in	12.00	
3-in	18.00	
Extra heavy 3-in	20.00	
4-in	40.00	
Bird's Nest Ferns. Heavy 3-in., $2.50 per doz	20.00	
COCOS PALMS, 2¼-in	12.00	
Strong 2½-in	15.00	
3-in	25.00	
ASPARAGUS Plumosus, seedlings		8.00
2¼-in	3.50	30.00
4-in	10.00	90.00
Sprengeri, 2¼-in	3.50	30.00
AGERATUM (dwarf blue) 2¼-in.	4.00	35.00
COLEUS (Best commercial sorts) 2¼-in	4.00	35.00
COLEUS Brilliancy (ready Jan 15) 2¼ in	4.50	
SMILAX. 2¼-in	3.50	30.00
SNAPDRAGON, Phelp's White and Yellow, Nelrose, Silver Pink. 2¼-in	5.00	45.00
PELARGONIUMS Lucy Becker, Wurtembergia Swabian Maid, Easter Greeting, 2-in	9.00	
PELARGONIUMS (as above) strong 2½-in	10.00	

SNAPDRAGON SEED: Keystone, Nelrose, Garnet, Phelps' White, Phelps' Yellow, Buxton's Silver Pink, 50c. per trade pkt.; **Ramsburg's Silver Pink, Hybrid Pink** (new), **Golden Pink Queen** (new) $1.00 per trade pkt.

Cash or satisfactory trade references from unknown customers.

L. J. Reuter Co., *Plant Brokers*

329 Waverley Oaks Road **WALTHAM, MASS.**

Seasonable Stock

ACHYRANTHES Herbsti. 2½-in. $4.00 per 100.

AGERATUM. Little Blue Star. 2¼-in. $3.50 per 100.

ASPARAGUS Sprengeri. 2½-in. $3.50 per 100; heavy, field-grown, in 5-in. pots, $18.00 per 100.

COLEUS. 10 market varieties, 2¼-in., ready after Jan. 1st., $3.50 per 100.

FERN DISH FERNS. 2¼-in. $3.50 per 100.

FERNS, Boston. 2½-in. $4.50 per 100; 3-in. $10.00 per 1000.

GERANIUMS. Variegated foliage, 2½-in. **Mrs. Pollock,** variegated **S. A. Nutt, Mt. of Snow** and **Wm. Langguth,** at $6.00 per 100.

HELIOTROPE. 2¼-in., purple, 4 varieties, $3.50 per 100.

LANTANAS. 2½-in., dwarf, in 6 distinct varieties, $4.50 per 100, **Weeping,** $4.00 per 100.

PALMS. KENTIA Belmoreana. 2¼-in., short, bushy stock, $10.00; 3-in., short, bushy stock, $16.00.

PELARGONIUMS. 2¼-in., a splendid collection, in 8 distinct varieties, $8.00 per 100.

THE STORRS & HARRISON CO., Painesville, Ohio

Weeber & Don

Vegetable and Flower SEEDS

Trade Catalog ready January 1st

114 Chambers Street, New York

Sweet Peas for Profit

J. HARRISON DICK

$1.50

A. T. DE LA MARE CO., Inc.

438 to 448 West 37th Street, New York, N. Y.

SEEDS, BULBS and PLANTS

Barclay Nursery

14 West Broadway

NEW YORK CITY

Gladioli and Dahlias

Send for list

B. HAMMOND TRACY, Inc.

Cedar Acres, WENHAM, MASS.

When ordering, please mention The Exchange

Foreclosure Sale

On January 8th, 1919, at 10 A.M., on the steps of the Queens County Court House, Long Island City, N. Y.

An exceptional greenhouse property and dwelling, situated at Whitestone Ave. and Higgins Lane, Flushing, Long Island, New York, 7 miles from Manhattan, via Queensboro Bridge.

Three acres of land. 12 greenhouses (about 25,000 ft. of glass), Hitchings, Lord & Burnham and Wm. Lutton builders, in 1st-class condition; side walls and all benches built of concrete in most practical manner; 15 frames, 100x6 ft., built of concrete; 10 frames, 100x6 ft., built of wood; all heated by hot water. "Ideal" and Hitchings' boilers, practically new, heat the place. Concrete cellars for coal, stables, pot sheds and other buildings make it an unusually well planned place for growing pot plants. For years Ericas, Acacias, etc., were made a specialty of by H. D. Darlington, later by Knight & Struck.

A conservative valuation of the entire plant, including land, is $50,000.

Premises will be sold subject to a first mortgage of $15,000, interest at 6%.

Further particulars can be obtained from

Williams, Hetherington & Rathgeber

Attorneys

Queens Plaza, Court Building, LONG ISLAND CITY

When ordering, please mention The Exchange

F. W. FLETCHER

(For 25 years at Auburndale, Mass.)

Offers Fresh Seed of the Famous **SNAPDRAGONS** of his origination: **Nelrose, Phelps' White, Enchantress, Bronze Beauty,** 50c. per trade packet; 6 for $2.50.

New Address:

Rosalind Gardens, Orlando, Florida

When ordering, please mention The Exchange

Burpee's Seeds

PHILADELPHIA

Blue list of Wholesale Prices mailed only to those who plant for profit

When ordering, please mention The Exchange

Lilium Auratum

Cold Storage Bulbs

Sizes, 9 to 11 and 11 to 13

Prices on application

W. E. MARSHALL & CO., Inc.

Seedsmen 166 West 23d St., NEW YORK

When ordering, please mention The Exchange

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

When ordering, please mention The Exchange

NEW CROP FLOWER SEEDS

CALENDULA Orange King, oz. 30c.
GYPSOPHILA Elegans Alba, oz. 35c.
CENTAUREA Candidissima, ½ oz. 50c.
CENTAUREA Gymnocarpa, oz. $1.00.
SALVIA Bonfire, oz. $2.25.
SALVIA Splendens, oz. $1.50.
VERBENAS, white, pink, scarlet and blue, each, oz. $1.00.

Max Schling, Inc. Seed Merchants and Growers 245 West 59th St., N. Y. City

When ordering, please mention The Exchange

GIANT PANSY SEED

Kenilworth Mixture

Princess—the new upright Pansy

1000 seeds, 25c; ¼ oz $1.25, oz. $5.00

Early Flowering or Winter-Blooming Giant Pansies 1000 seeds, 40c; ½ oz. $1.10 ¼ oz. $2.00, oz. $7.50

CHAS. FROST Kenilworth N.Y.

When ordering, please mention The Exchange

We Have It

A Money Making Booklet

"Your Vegetable Garden"

With your own advertising on all four cover pages, and your named varieties listed in planting table.

Containing 16 pages of just the information your customers want, freely illustrated. Handsome colored cover.

A Time Saver—Sales Maker

Use them to supplement your catalog or instead of a catalog. Distribute them to garden owners.

Give them out over the counter.

This Booklet Brings Back The Orders

Price: 500 booklets, one kind, $37.50, including the printing of your own advertising on four cover pages. In larger lots much cheaper.

Special prices and exclusive rights on quantity lots.

Write at once if you are interested, as options going fast.

Send for sample booklet

THE FLORISTS' EXCHANGE

Box 100 Times Square Station, N. Y. City

Calla Elliottiana *Golden Yellow*

(NOT LEMON YELLOW)

1 to 1½-in. $9.00 per 100; 1 ½ up, $11.00; 1¾ up $13.00; 2-in. up, $15.00; 2¼ up, $18.00; 2½ up $20.00; 2¾ up $23.00; 3-in. up $25.00; 3¼ to 4-in. up $30.00.

CALLA Æthiopica. White. Dormant bulbs 3 to 4-in. cir., $4.50 per 100; 4 to 5-in. $6.00.

GLADIOLUS BULBS. Send for full list.

Panama. $3.00; $2.25; $1.50. **America** $2.00; $1.50; $1.00. **Brenchleyensis** and **Mixed** Same as America. **Lehmann** and **Alice Carey** (together). $3.50, 2.75; $1.75. **Pendleton** $5.00; $4.00; $3.00. **Chi. White,** $3.00; $2.50 $1.70. **Gl. of Holland,** $4.00; $3.00, $2.00 **Mixed,** (20 highest priced sorts), $2.50; $2.00; $1.50. Above for 1st size, 1½ to 2 up. Also 2nd and 3rd sizes. 1000 order deduct 10 per cent.

BROWN BULB RANCH, Capitola, Cal.

When ordering, please mention The Exchange

XXX SEEDS

CHINESE PRIMROSE, IMPROVED. Finest grown. Mixed, 500 seeds, $1 00; ½ pkt., 50c
PRIMULA KEWENSIS, new dwarf yellow, 25c
PRIMULA MALACOIDES, Giant Baby, 25c
ALYSSUM Snowball. The only true dwarf, 20c
CYCLAMEN, Giants, trade pkt., $1.00; ½ 50c
COLEUS. New fancy hybrids, 20c.
CINERARIA, large dwf., pkt., 50c., ½ pkt. 25c
LOBELIA. Crystal Palace. Finest dwf. blue, 20c
PANSY, Giants, 5000 seeds, $1.00; ½ pkt. 50c
PETUNIA. Cal. giant & Bluejacket. Each 20c
PHLOX Drum. Giant flow. dwf., fine, 20c.
SALVIA Bonfire. Finest grown, 20c.
VERBENA. Cal. giant, mixed or sep., 20c.

JOHN F. RUPP, Shiremanstown, Pa.

When ordering, please mention The Exchange

GLADIOLI

New Trade List Ready

JOHN LEWIS CHILDS, Inc.

FLOWERFIELD :: :: L. I., N. Y.

When ordering, please mention The Exchange

STOCKS-STOCKS

GREENHOUSE-SAVED SEED

LENOX, White **LENOX, Pink**
LENOX, Purple **LENOX, Mauve**

Trade packet, 50c.; ⅛ oz., $1.00

JOHN WILK, 155 WEST 33d STREET NEW YORK

When ordering, please mention The Exchange

ALL PRICES ARE SUBJECT TO CHANGE

Seasonable Seeds, Bulbs, Plants and Cuttings

Satisfaction Guaranteed—Send for New Complete Price List

Sweet Pea Seeds and Choice Florists' and Flower Seeds

Zvolanek's Orchid Winter-Flowering SWEET PEAS

I have Zvolanek's exclusive New York Agency

Plant Sweet Peas now and after your 'Mums in your cool houses for Early Spring Flowering.

SHELL PINK, PINK AND ROSE SHADES	1 oz.	4 ozs.	1 lb.
Zvolanek's Rose, ¼ oz., $5.00	$18.00		
Miss Louise Gude	3.00	$10.00	$35.00
Bohemian Girl	.75	10.00	
Mrs. Jos. Manda	.75	10.00	
The Beauty	1.00	3.00	10.00
Mrs. A. A. Skach	.50	1.75	5.00
Orchid Beauty	.50	1.75	5.00
Miss Flora Fabing	.50	1.75	5.00
Yarrawa	.50	1.75	5.00
Rose Queen	1.00	3.50	
BICOLOR, or PINK & WHITE COLORS			
Xmas Pink Orchid	1.25	4.00	15.00
The Czar	1.25	4.00	15.00
Pink and White Orchid	.50	1.75	5.00
PURE WHITE OR BLUSH			
Watchung Orchid, Best pure white	4.00	15.00	50.00
Mrs. M. Spanolin	.75	10.00	
Bridal Veil	.75	10.00	
Venus	.75	10.00	
Early Snowflake	.75	10.00	

SALMON, APRICOT & FANCY COLORS	1 oz.	4 ozs.	1 lb.
Orange Orchid	$1.00	$3.00	$10.00
Mrs. Sim Orchid	.75	2.50	8.00
Apricot Orchid	.75	2.50	8.00
Salmon Orchid	.75	2.50	8.00
LAVENDER AND LIGHT BLUE COLORS			
Zvolanek's Pale Blue	4.00	15.00	50.00
Zvolanek's Blue	4.00	15.00	35.00
Mrs. Chas. Zvolanek, Lavender	3.00	10.00	35.00
Lavender Nora	.50	1.75	5.00
Lavender Queen	.50	1.75	5.00
Lavender Orchid	.50	1.75	5.00
SCARLET AND RED COLORS			
Zvolanek's Red, best and brightest scarlet Red	3.00	10.00	35.00
Britannia	1.00	3.00	10.00
DARK BLUE AND MAROON COLORS			
Zvolanek's Marquis	4.00	15.00	50.00
Xmas Captain Orchid	1.00	3.50	12.00
Black Lady	1.00	3.50	12.00
Nubian Orchid	1.00	3.50	12.00
Mrs. M. Anderson	1.00	3.50	12.00

All other varieties, Zvolanek's Seed, prices on application. Write for complete catalog.

SWEET PEA. ROSE QUEEN, selected greenhouse grown; 1 oz., $3; ¼ lb. $10; 1 lb., $35

ASPARAGUS Plumosus. Seeds (Greenhouse grown) ready now. 1000 seeds, $2.50; 5000 seeds for $12.00; 10,000 seeds for $22.50; 25,000 seeds or more at $2.00 per 1000.

ASPARAGUS Sprengeri. 1000 seeds, 75c.; 5000 seeds, $3.00.

	Tr. Pkt.	¼ oz.
BEGONIA Erfodia	$0.50	$1.50
Luminosa	.50	1.50
Vernon	.50	1.00
Prima Donna	.50	1.50
Semperflorens, white	.50	1.50

CALENDULA, Orange King. (True). Selected, hand-picked, ¼ oz. 75c., 1 oz. $2.00.

CYCLAMEN, Giant English Strain. Very finest grown. **Giant White, Giant Rose, Giant Crimson, Giant Red, Giant Pink with Dark Eye, Giant White with Dark Eye, $1.25 per 100, $10.00 per 1000. Giant Salmon King,** best salmon, $2.00 per 100, $18.00 per 1000. **Glory of Wandsbeck.** Salmon. $2.00 per 100, $15.00 per 1000. **Wandsbeck Strain.** Pink, Rose, Dark Glowing Christmas Red, Bright Red, White with Eye, Pure White. $1.50 per 100, $12.00 per 1000.

DRACÆNA Indivisa. ¼ oz. 15c.; 1oz. 50c.

GYPSOPHILA, Elegans Grandiflora Alba. (Annual.) Extra selected strain, ¼ oz. 50c., 1 oz. $1.50, 4 oz. $5.00.

PANSY SEED. Irwin's Giant Florist Mixture. None better. Trade pkt., 50c.; ⅛ oz., $1.00; ¼ oz., $3.50; 1 oz., $6 00.

Greenhouse Forcing Giant Exhibition Mixture

(Best in the country.) This strain took the Gold Medal for the past two years in

Boston. Trade pkt., $1.00; ⅛ oz., $2.00; ¼ oz., $3.50; 1 oz., $12.00.

SALVIA, Bonfire (Clara Bedman). ⅛ oz. 50c.; ¼ oz. 75c.; 1 oz. $2.50.

SALVIA Splendens. ⅛ oz. 35c., 1 oz. $1.75.

SALVIA Zurich, ⅛ oz. 75c.; ¼ oz. $1.25; 1 oz $4.00.

SHAMROCK SEED (True Irish). Tr. pkt. 25c.; ¼ oz. 50c., 1 oz. $1.50; ¼ lb. $5.00.

SNAPDRAGON.

Tr. pkt.		Tr. pkt.
Keystone	$1.00	Phelp's White $0.50
Buxton, Silver Pink	1.00	Garnet .50
Ramsburg's	1.00	New Enchantress Pink .50
Nelrose Deep Pink	.50	New Peachblow .50
Giant Yellow	.50	New Bronze Beauty .50

Greenhouse forcing varieties

STOCKS. Winter Flowering Selected Strain. 75% Double Flowers. **Beauty of Nice White, Beauty of Nice Purple, Beauty of Nice Flesh Pink.** Trade pkt. 50c., ⅛ oz. $1.00, ¼ oz. $2.00, 1 oz. $5.00.

"THE BUGS ARE BUSY NOW"

EXPRESS PREPAID

LEMON OIL. ½ gal., $1.75, 1 gal., $2.75

APHIS PUNK. 1 box (12 sheets) 75c. 1 case; (12 boxes,) $7.50.

APHINE. 1 gal., $2.75.

NICOTINE. ½ pint $1.15; 1 pint $1.75; 1 case (10 pints) $14.00.

NICO-FUME. Liquid and Paper. **Liquid.** 1 gal., $10.75; ½ gal., $5.75; ½ pint, (1 lb.) $1.65. **Paper.** 144 sheets, $4.25, 288 sheets, $7.75; 24 sheets, 90c.

GLADIOLUS BULBS

Now Ready

Best Long Island Grown—1½ in. and up

	100	1000
America and Augusta	$2.00	$18.00
America Mammoth Selected, 1¾ in. and up	2.75	25.00
Halley	2.50	20.00
Baron Hulot	2.75	25.00
Chicago White	2.75	25.00
Mrs. Francis King	2.50	20.00
Light and White Florists' Mix.	2.00	15.00
Primulinus Hybrids	2.00	18.00
Panama	3.50	30.00

Prices on all other varieties on application

Grow Yellow Callas for Easter

Fine Bulbs

Calla Elliotiana. 1½-in. bulbs, $15.00 per 100; $125.00 per 1000. 1½ to 2 in., $20.00 per 100; $175.00 per 1000.

NARCISSUS

Emperor. Single Mammoth Bulbs (American-Grown), $3.50 per 100, $32.50 per 1000, F. O. B. Virginia.

DUTCH BULBS

DARWIN TULIPS. In best named varieties, also mixed. Write for prices.

RANUNCULUS. For forcing. $14.00 per 1000.

ANEMONE de Caen. For forcing. $14.00 per 1000.

COLD STORAGE

LILY OF THE VALLEY PIPS. 1 case (500 pips) $14.50 per case, 1 case (1750 pips) $45.00 per case.

LILIUM Giganteum, 7-9, (300 in a case) $22.00 per case.

SPIRÆA Gladstone. (250 in a case) $40.00 per case.

PLANTS, CUTTINGS, Etc.

AGERATUM. R. C. Large flowering dwarf blue. $1.50 per 100.

ASPARAGUS Hatcherii. 2½-in.. extra heavy, $6.00 per 100.

ASPARAGUS Plumosus. Seedlings, from greenhouse-grown seed, $9.00 per 1000, now ready; 2¼-in. $3.50 per 100; strong 3-in. $8.00 per 100; 4-in. $12.00 per 100. **Sprengeri,** 2¼-in. $6.00 per 100; 4-in. $10.00 per 100.

BEDDING PLANTS. Strong, 2½-in., fine stock: **HELIOTROPE, LANTANAS,** mixed; **CUPHEA, FUCHSIA,** mixed; and **SALVIA Bonfire, SALVIA America.** $4.00 per 100.

BEGONIA Rex, 10 varieties, 2¼-in., $7.00 per 100. **Chatelaine,** 2¼-in., $6.00 per 100. Ready Jan 1st.

CALENDULA. Orange King. very fine 2¼-in., $4.00 per 100;

CARNATIONS. Rooted cuttings, A1 stock, ready Jan and later. **Enchantress Supreme, Enchantress, White Enchantress, White Wonder, Matchless, White Perfection, Mrs. C. W. Ward, Rosalia, Alice, Nancy, Doris,** (best crimson), **Harlowarden, Beacon, Belle Washburn, Aviator, Benora.** Prices on above, $4.00 per 100, $35.00 per 1000 **Pink Delight,** $5.00 per 100, $45.00 per 1000; **Crystal White,** $6.00 per 100, $50.00 per 1000; **Laddie,** $6.00 per 100, $50.00 per 1000.

CINERARIA Hybrida Grandiflora. Half Dwarf, a brilliant mixture, 2¼-in., $5.00 per 100.

COLEUS Brilliancy. 2-in. $4.00 per 100; 3-in. $5.00 per 100. Rooted Cuttings in all standard varieties, $1.25 per 100, $9.50 1000, postpaid.

CYCLAMEN. 4-in., extra fine plants, best Wandsbek strain, in all best colors, $25.00 per 100, 3 inch $12.00 per 100.

DAISIES. Boston Yellow. 2¼-in., $7.00 per 100. **Mrs. Sanders.** Rooted cuttings, $2.25 per 100, postpaid. **Single White Margaret Daisy,** 2¼-in., $5.00 per 100. Rooted cuttings, $2.00 per 100.

FUCHSIAS. R.C. Little Beauty, Black Prince, White Beauty, Tenner, Marinte $2.00 per 100; $18.00 per 1000.

GENISTA. 3½-in., $20.00 per 100. Strong, 5-in., $4.00 per dos., $30.00 per 100; 2-in., $3.00 per 100.

GERANIUMS. 2¼-in., $3.50 per 100, $32.50 per 1000. **Nutt, Ricard, Poitevine, Buchner,** Ivy Leaf, pink, rose scented, etc.

HELIOTROPE. R. C., large flowering. Blue, sweet scented. $1.50 per 100, postpaid. 2¼-in., $4.00 per 100.

HYDRANGEAS. French varieties and Otaksa. Field-grown and pot-grown. Price on application.

IVY. English. Rooted Cuttings, $1.25 per 100, $10.00 per 1000. 2-in., $3.00 per 100, $27.50 per 1000; 3-in., $4.50 per 100, $40.00 per 1000.

'MUMS. Stock plants in all varieties, **Pompons,** etc. See classified list.

PELARGONIUMS. Lucy Becker, Wurtembergia, Swabian Maid, Easter Greeting. Fine, $1.00 per dos., 2-in., pots $8.00 per 100.

POINSETTIA. Stock plants. True Xmas Red, $12.00 per 100.

ROSES.

Baby Rambler, 2-year old forcing grade, ready Jan. 10th to 15th. **Mrs. Cutbush, Jessie, E. Teuschendorf, Phyllis, Ellen, Poulsen, Baby Tausendschoen, Orleans.**

READY NOW. Hybrid Teas, Hybrid Perpetual, Ramblers, in best forcing grade, 2-year old. Prices on all above: 25 plants, $8.75; 50 plants, $16.00; 100 plants, $30.00.

In all varieties, 4-in. and 2½-in., now ready, also later. Ask for prices. (Order now.)

ROSES.

Premier (new)	100	250	500	1000
2¼-in.	$30.00	$70.00	$125.00	$250.00
Columbia, 2¼-in.	17.50	37.50	75.00	150.00

Prices on standard varieties on application.

SMILAX. 2¼-in., $3.00 per 100. Strong, 2½-in., $4.00 per 100

SNAPDRAGON. Giant Yellow, Phelp's White, 2¼-in., $5.00 per 100, $45.00 per 100

STOCKS. Beauty of Nice. 2¼-in., ready Jan 10th. Flesh pink, white; **Queen Alexandra,** lavender, $3.50 per 100, $32.50 per 1000.

PRIMULA. Obconica gigantea, mixed, 3-in., $7.00 per 100. 2¼-in., best **Rousdorfer strain, Rosea, Apple Blossom,** red and mixed, ready now, $5.00 per 100, $45.00 per 1000. 3-in., $10.00 per 100; 4-in., $15.00 per 100. **MALACOIDES Rosea,** 2¼-in., $4.00 per 100, $35.00 per 1000; 3-in., $6.00 per 100.

FERNS FOR FERN DISHES: well established in all varieties, 2¼-in., $5.00 per 100. **Elegantissima Compacta,** 2¼-in., $8.00 per 100; **Elegantissima Improved,** 2¼-in., $8.00 per 100; **Smithii,** 2¼-in., $8.00 per 100, 3½-in., of above $25.00 per 100, 5-in. of above 50c. each. **Boston,** 2¼-in., $6.00 per 100, $50.00 per 1000. **Roosevelt,** $6.00 per 100, $50.00 per 1000; **Teddy Jr.,** $6.00 per 100, $50.00 per 1000; **Verona,** strong, 2-in., ready now, $6.00 per 100, $50.00 per 1000; **Whitmani,** 2¼-in., $6.00 per 100, $50.00 per 1000

VINCAS. Field grown, extra fine, strong plants, $8.00 per 100, $75.00 per 1000.

VINCA Variegated. R.C. $2.00 per 100, $17.50 per 1000; 2¼-inch $3.50; per 100 $30.00 per 1000.

VIOLETS. Princess of Wales. Strong, field-grown, ready to flower, $10.00 per 100.

AUTO-SPRAY, Galvanized, with Auto-Pop, $7.00.

AUTO-SPRAY, Brass, with Auto-Pop, $10.00.

ROMAN J. IRWIN

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Middle Atlantic States

Utica, N. Y.

Theodore Hillenbrand, fourteen years old, son of John Hillenbrand, florist at the Utica State Hospital, was instantly killed on Dec. 14, being struck by a street car while taking [illegible] on Genesee st. He was born at Bethlehem, Pa., where his father was employed with the late John E. Haines; later the family moved to London, Canada, where Mr. Hillenbrand was foreman for Gammage & Sons.

Albany, N. Y.

At the regular monthly meeting of the Albany Florists' Club held the first Thursday in December the followmg officers were elected: President, William Newport, Albany; vice-president, Robert Billson, Troy; secretary and treasurer, Robert Davison, Albany; trustees for three years, Howard Menand, Menands; Joseph Troudt, Canajoharie and George Nagangast, Albany. Plans were made for a banquet and installation of officers to be held the first Thursday evening in January at Keeler's hotel but the first Thursday coming the day after New Years, it has been decided to postpone it to the second Thursday, January 9. It was also decided to have a flower show and ladies' night the first Thursday in March. W. N.

Syracuse, N. Y.

In general the florists of this city were optimistic over the prospects of a successful Christmas trade. The retail stores reported a larger volume of business up to this writing than last year, and good prices were obtained. So far the mild weather has greatly reduced the necessity of heavy packing against frost, thus saving much work and expense.

While the wholesale prices of cut flowers are high, there seems little complaint from the flower buying public, who are becoming educated to the fact that the florist has increased expenses. Comparatively speaking $3 a doz. for Carnations still seems high to a few, but the retail prices of flowers has increased in the same ratio that the purchasing power of the dollar has decreased.

Good cut Roses are scarce. Potted plants are extremely few; in fact the scarcity in potted plants seems more acute this season than at any previous time. All the wholesalers were sold out many days ago. However, there are some extra fine Cyclamen Poinsettias Begonias, and other seasonable plants, but practically no Azaleas are to be found.

Club Elects Officers

At the December meeting of the Syracuse Florists' Club new officers were elected, and at the January meeting, which will take place on Jan. 6, they will be installed. The new officers are: Pres. W. F. Bultman (re-elected); Vice-Pres., S. C. Baker; Secy.-Treas., L. J. Mulhauser (re-elected).

It is proposed at the next meeting to plan both a pleasant and instructive program for the coming year. As far as possible it will be endeavored to cover topics of interest to the trade, not only from the growing end, but also in connection with cost data, economical business methods, etc. These will be discussed, not only by members of the club but by other business men as well, who will be invited to speak. M.

Pittsburgh, Pa.

There has been no great excitement in the flower business due, perhaps, to the high price of all stock. Prices held up almost to Christmas prices except in Am. Beauty Roses. There were plenty of them on the market, but they did not move at all. Prices held firm until the end of the week but so many long grade Am. Beauty Roses were shipped to the market that the wholesaler was glad to get rid of them at greatly reduced prices. The Roses were extremely scarce, as many of the growers are holding them in order to have enough for the Christmas trade.

Stock is going to be high in price and scarce. Carnations will be very short in supply. Paperwhites are not plentiful and as there is little variety to select from the buyers are satisfied to take what they can get. Stevia, Lilies, Peas, Calendulas, Primroses and Valley are about the only stock obtainable. The supply houses are almost cleaned out of all the novelty goods they had in stock. All kinds of wreaths and baskets are seen in the shop windows and market stands. There seem to be many street men and other venders who are not going to dispose of all their goods, for up to this writing, Saturday, Dec. 21, they have moved very little. Good Holly and wreaths are scarce. Wreaths are selling from $3 to $3.50 per doz., wholesale. Boxwood cleaned up well and there was not enough for all orders.

Good blooming plants are all sold up and seem to be much in demand. Many stores are pushing plants and artificial flowers in place of cut flowers. Some dealers predict that flowers will drop in price before Christmas Day and fancy Roses will be a glut on the market.

Back from the Army

Wm. Piggotts was discharged from the Army in time to help Randolph & McClements with their Christmas rush.

Oliver Langhans, Geo. McCallum, Harry Langhans and John McCallum, have received their honorable discharge from the Army and are expected home to help out with the holiday rush.

G. Wessenauer of Sewickley held the lucky ticket for a Buick automobile that was raffled off at the Liberty fair last Saturday.

Visitors last week were Jos. Haube, Charleroi, Pa.; Harry Irwin, Monessen, Pa.; John Hellstern, Wheeling, W. Va.; S. McCausland, Steubenville, O.; Mrs Carey, New Brighton, Pa.; Pete Hofman, New Galilee, Pa., and Mrs Leith, Butler, Pa. N. McC.

Lancaster, Pa.

Saturday, Dec. 20, Lancaster's big shopping day, gave a promise, not of a record breaking Christmas, but one that will prove satisfactory to any one in the retail business.

The cut flower situation has not improved greatly, although a few bright days during the past week helped somewhat. Fortunately for the trade, plants were never much better than they are this season, some wonderful stock coming from the Craig's in Philadelphia and some just as good, but not in so large variety, from our local grower, H. D. Rohrer, who has developed a good shipping trade in Primula.

Madeup baskets are popular this season and find a ready market, especially the medium priced ones; when they get beyond the $10 mark Lancaster's buyers are few and far between.

Our local lodge of Elks distribute about 500 baskets each Christmas to the poor, and it seems to me that a few flowers with each basket would bring an added Christmas cheer. I am making this suggestion to fellow Elks all over the country, to keep in mind and follow next Christmas.

Stocks Still Short

A trip through the country to a point about 30 miles east of Lancaster on Saturday, Dec. 20, took me past a number of greenhouse establishments. In none of them did I see any surplus flowers or even of buds, so that it looks as if the shortage would continue. At Elmer Weaver's there is a fair crop of Sweet Peas, but also many bare stems where the buds have dropped off.

A short stop was made at M. J. Brinton's of Christiana, where several thousand Carnation flowers of good quality were being graded for shipment. The houses were fairly well filled with buds. One bed of Mrs. C. W. Ward was a surprise as it was planted in October with the idea of using it for cuttings and today it is not only a mass of buds but the flowers are especially fine; just the opposite to what one would expect. Mr. Brinton, whose specialty is Lilies, has house after house planted and will have a fine lot for the holidays. The foliage of some of his Magnificum turns yellow, which he attributes to the lack of a sufficiently high temperature, but they are making wonderful breaks and this house will make its record later in the season. About 12,000 Paperwhites are under way but no Tulips nor Hyacinths, their place being taken by Freesias and two immense beds of Spanish Iris.

Ira Landis of Paradise is getting fine Mushrooms from his Carnation beds as well as a crop of flowers from the plants. The one does not interfere with the other in his particular soil.

The writer is sending out the following card to the members of the Florists' Club:

HAPPY NEW YEAR FROM YOUR SECRETARY. May every day be a prosperous one and every week's issue of THE FLORISTS' EXCHANGE add to your pleasure and prosperity, and be a reminder that I would like to have your renewals, copy for any advertising you have and be glad to receive any news items you can give me. ALBERT M. HERR.

Scranton, Pa.

Trade in general was excellent, regardless of the high prices and in spite of the poor weather conditions. There was a shortage of evergreen roping, and Christmas trees could not be bought at any price; the same can be said of Holly and Mistletoe. Our stock was composed mainly of Cyclamens, ferns and Poinsettias, with a good stock of cut flowers, and had the weather been favorable on the 24th we would have made a cleanup.

Trade opened up briskly on Christmas Day and at the close of business we were practically cleaned up. The cut flowers stock was very good, but the plants were not up to the usual standard. Prices, however, did not seem to make any difference. NEW YORK FLORAL CO.

Clubs and Societies

Sewickley (Pa.) Hort. Society

Annual Meeting

The annual meeting of the society was held on Tuesday evening Dec. 10, when the following officers were elected: S. W. Black, Pres.; Wm. Thomson, Jr., Vice-Pres.; John Carman, Sec'y; W. W. Scott, Treas. Executive Committee: A. E. Boncey, M. Curran, J. Barnet, A. Etherington and Wm. Thomson, Sr., The financial statement showed a good balance on the right side.

It was resolved to hold monthly competitions at each regular meeting of the coming year, and the executive committee was instructed to draw up a schedule.

Thos. Tyler was awarded a cultural certificate for a vase of Cypripediums of more than 20 distinct varieties and Wm. Thomson, Jr. a vote of thanks for seasonable flowers.

JOHN CARMAN, Secy.

Westchester (N. Y.) and Fairfield (Conn.) Horticultural Society

Annual Meeting

The annual meeting was held in Hubbard's Hall, Greenwich, Conn. Dec. 23, Pres. P. W. Popp, presiding. The judges for the evening were W. Whitton, James Linane and Tom Atchison. Awards were made to W. Graham, James Stuart, W. Smith, Robert Williamson, W. Morrow, Alex. Geddes and Thomas Ryan. Mr Graham explained his method of growing Bouvardia. A silver medal was presented to him for obtaining the highest number of points, during the past year.

Treasurer Williamson read his annual report, which showed that the society is advancing; he received a hearty vote of thanks for his creditable report.

The following officers were elected: Pres., William Graham, Greenwich; Vice-pres., Thomas Atchison, Mamaroneck, N. Y.; Fin. Sec'y, John D. Wilson, Greenwich. Robert Williamson and John Conroy were unanimously chosen to succeed themselves in the offices of treasurer and corresponding secretary respectively. The Executive Committee chosen was: William Whitton, John Orr, James Tough, Alex. Smith and John Forbes.

The next meeting will be held on Friday, Jan. 10. As some highly important business will be brought up for discussion it is hoped that all the members will be present.

JACK CONROY, Corr. Sec'y.

Exhibit of Chrysanthemum Novelties

The committee appointed to view the exhibit of Elmer D. Smith, at the Detroit Florists' Club meeting of Dec. 11 to 18, reports the Chrysanthemum novelties valuable additions to the list of fine varieties already in commerce, and highly commends them to growers. The variety Victory is especially distinct. Its long range of blooming period from early November till a corresponding date in December adds materially to its value. Loyalty is distinct and beautiful and from the appearance of the bloom is a free grower. December Queen may be properly termed a bronze of extraordinary beauty. It will find by its merits a coveted place in the list of bronze varieties.

New England States

Hartford, Conn.

Club Elects Officers

At the meeting of the Hartford Florists' Club, held on Friday night, Dec. 6, at the Chamber of Commerce rooms, the following officers were elected: Pres., Joseph McManus; Vice-Pres., J. Albert Brodrib; Sec'y, Geo. Marchant; Treas., Wallace W. Thompson. Executive Committee, Geo. G. McClunie, Joseph F. Coombs and Vincent Umstead.

Pittsfield, Mass.

The new Drake flower shop in the Hull-Morton block opened on Dec. 14.

The Flower Shop at 40 Fenn st. will in the future be conducted by The Flower Shop, Inc. At a meeting held recently officers were chosen. Stanley G. Barnes of this city and Robert L. Smith of Schenectady, N. Y., who successfully conducted the business for the past nine years, will retain a large interest in the concern. Mr. Barnes will retire from the active management of the store, having received an excellent offer from the F. W. Woolworth Co., and will move to Atlanta, Ga. He will be succeeded by Chas. D. Mackie, who has been plant manager at the Cromwell Gardens of A. N. Pierson, Inc., Cromwell, Conn. Mr. Mackie was connected with the retail trade before going with A. N. Pierson, Inc.

Worcester, Mass.

Christmas trade is on with a rush and the florists expect to be cleaned out. Owing to the high prices that florists must demand this year in order to come out on top, the public were slower in placing orders, devoting most of their time asking prices, but as uniform prices prevailed at all shops the public was finally obliged to place its orders.

F. B. Madans, Main st. florist, is confined at his home threatened with double pneumonia, and although he is reported to be out of danger he will be unable to be at the store for Christmas trade.

The sudden death of Joseph Crotty, for nearly 25 years connected with Mr. Madans, has hit the business rather hard. Obituary notes concerning Mr. Crotty will be found elsewhere. Fred Madans, Jr., has taken charge of the store.

Wallace Sargent, one of the oldest florists in Worcester, who closed his greenhouses on Holden st. this Fall, is taking charge of the funeral work at the Madans store for the present.

Honorably Discharged

Vetor Dorey, for nearly a year in the Service, has been honorably discharged and is now back on the job at Lange's flower shop.

Chester Bernard, formerly with Littlefield's, and more recently of Aiken the Florist, Springfield, has been honorably discharged from the Army and is visiting friends in this city.

Owing to the scarcity of cut flowers the potted plants and basket novelties are being pushed more by the florists. There is also a brisk demand for cemetery wreaths this year, of Boxwood and Cones, etc.

Prevailing market prices of cut flowers were as follows: Carnations $6 to $10, with the exception of red and scarlet, which are bringing $12 and $14; Roses $10 to $30; Sweet Peas $1 to $2.50; Violets (very scarce) $2 to $3.50 per 100; Stevia $1 per bunch. A few Christmas White 'Mums bring from $2 to $4 per doz. Asparagus plumosus and Sprengeri are quoted at 50c. for a small bunch. Red Ruscus and Immortelles are extremely scarce and supply houses refuse to take any more orders. F. L. M.

WENHAM, MASS.—We regret to learn that Austin F. Tracy, father of B. Hammond Tracy of Cedar Acres, Mass., died on Dec. 4, aged 82. He was born in Michigan and resided there till about 20 years ago when he came to Massachusetts to live with his sons. While living in Massachusetts he was greatly interested in vegetable growing and in his sons' Gladiolus fields.

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Discovery in Use of Potash

The German potash propaganda, so successful among American farmers in the ten years before the great war, overleaped itself as did other German propaganda. It is pretty certain, writes O. S. Morgan, professor of agriculture at Columbia University that many farmers in the Eastern States, especially those growing Potatoes on loam soils, were persuaded to buy much more potash in their fertilizers than was warranted from the standpoints of potash shortage in the soil or immediate profits in increased crop yields.

Soils being no respecters of persons or sources of potash, absorbed and held back from immediate crop utilization or leaching in the drainage water a large fraction of the superfluous potash. Hence soils rarely showed by loss of vigor and in decreased yields a potash hunger until this year, when, after three seasons of reduced potash rations, many of our fields showed clearly that potash had become a chief crop limiter.

In a free lecture by Mr. Evans of Long Island at Columbia a report was made of a fertilizer test on sandy soil in Nassau County, N. Y. In 1917 a fair yield of Potatoes on normal vines had been gathered But in 1918 a yield of fifty bushels of low quality and small size Potatoes per acre on diseased vines were dug where no potash salts were applied. A yield of 150 bushels per acre of marketable grade from healthy vines were dug where a small amount of potash fertilizer had been applied at planting time. The fields were side by side on uniform sandy soil.

If unwittingly the Eastern farmers of sandy soils had not yielded to the German potash "penetration" scheme, it seems to me, writes Prof. Morgan, we should have felt potash shortage keenly, and so feeling would have given large measure of "comfort to the enemy." If, on the other hand, German trade grabbers had been satisfied with a plain measure of business they would have had the satisfaction of realizing that in 1914-1918 they did have a monopoly of potash. Now this monopoly is doubly broken by armistice and by our discovery of ourselves.

Shade Trees to Honor Soldiers

The following is from the Philadelphia Record of Dec. 9. Mr. Wohlert is a nurseryman of Narberth, Pa. Nurserymen ought to be deeply interested in the plan for memorial trees for soldiers and sailors and should show their interest at every opportunity.

Among the many movements afoot in honor of the defenders of liberty possibly the most popular will be that which has been started in many of our small communities for the purpose of planting a tree for each and every one of our men in uniform that entered the service willing to risk all for the great cause. The following extract from a letter addressed to the wife of one of our men in France shows the sentiment of the soldiers toward this movement:

American
Y. M. C. A.
On Active Service
With the
American Expeditionary Forces
Nov. 4, 1918.

From Alfred L. Cutts,
Co. A., 314th Infantry.
A. E. F.

Narberth must be getting to be some place when London newspapers mention it. Was looking over a *Daily Mail* the other day, and up near the head of the paper was a piece about Narberth and Narbrook Park. It almost took my breath away. It went on to say that Narberth had started planting trees for the men who had left town to defend their country in France and that three trees had been planted as a starter with a big celebration attended by hundreds of people, Narberth being the third place to adopt that idea. Do I have a tree, too, or are they just for those that have been laid to rest here in France?

The artistic value of our monuments, dating from the war between the States, is not high, many of them being anything but a credit to those that planned them (note one on Belmont ave. in the Park). We can all agree that the artistic value and the benefit from a good shade tree are unquestioned.

Let all the shaded avenues in our suburban communities date from this great war and consecrate them to the memory of our heroes. A. E. WOHLERT.

Insects Attacking 'Mums

The Midge Again Plays Havoc

Enclosed you will find a few 'Mum leaves affected by some insect. Kindly inform me what is the best insecticide to use to get rid of this pest? I have tried Aphine, Fungine and Tobacco and gas for smoking (Hydrocyanic acid gas?).

I was given a few young 'Mum plants in the Spring and this pest is all over my 'Mums now. I have grown tens of thousands of 'Mums, but have never had anything like this before. How can I treat stock plants for my next year's cuttings?—C. A. D., Conn.

The specimens submitted with this query show a severe attack of the Chrysanthemum midge or gall fly, both leaves and stems having an abundance of the characteristic galls caused by this insect. From the reports of the past season it would appear that this insect has spread over practically the whole United States now, probably owing to the fact that many growers did not notice the insect until it had become very numerous.

Fumigating with hydrocyanic acid every three days for a period of 30 days is recommended, or with nicotine paper every two days for a similar period, but in any case the fumigating should be done after midnight, as the insect has a habit of emerging from the gall between midnight and morning. If all the stock is affected as badly as the specimens noted, it would pay best to burn it up, and to secure some clean stock. W.

Coming Meetings and Exhibitions

Cleveland, O.—American Carnation Society, annual meeting, Jan. 29 and 30, 1919. A. F. J. Baur, Rockwood ave. and 38th st., Indiana polis, Ind.

Ithaca, N. Y.—Farmer's week, Cornell College of Agriculture, Feb. 10 to 15 inclusive.

Publications Received

Seed Trade Buyer's Guide for 1919, published by the *Seed World*, Postal Telegraph Bldg., Chicago, Ill., containing classified listings of seed growers, wholesalers and others connected with the trade; also list of seed trade marks, seed statistics and reference tables, running to 162 pages.

General Trade Notes

SAN FRANCISCO.—The new seed store of the Chas. C. Navelet Co. at Market near First st. was formally opened to the public on Dec. 16th. J. R. W.

ROCHESTER, N. Y.—E. C. Colgrove, at present located at 511 Child st., will open a new store at 356 Lyell ave., in addition to his present location. He plans the erection of additional greenhouses this Spring.

NEWARK, N. J.—A recent fire in the store of Dominick Orgo & Son, florists, at 171 Ferry st., caused $1000 damage to stock and premises. The fire was caused by an overheated stove.

WHITE MARSH, MD.—Richard Vincent, Jr., ex-president of the Society of American Florists, who persists in calling himself Junior (and who has a better right for where will you find a younger man at his age?), celebrated the 78th anniversary of his birth on Dec. 16 last.

GREEN BAY, WIS.—Chas. DeClere opened what is known as the American Flower Shop, at 213 N. Washington st., on Dec. 12. The interior is attractively finished in white enamel, with fixtures to correspond. Mr. DeClerc began business as a small florist 11 years ago, in a small place on Adams st., and has built up a prosperous business.

GORHAM, ME. Fred H. Smith, florist, died at his home on South st. on Dec. 11. Mr. Smith's birthplace was Dayton where he was born on Oct. 29, 1860. He moved to Gorham 12 years ago, opening a greenhouse on South st., where he conducted a successful business. He was a member of Gorham Grange and an associate member of John R. Adams Post. He is survived by his wife and one son, Lieut. Royal H. G. Smith, now stationed in France; also a sister, Mrs. Addie E. Smith of Dayton.

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Llewellyn, Florist.

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Moss Curled Parsley Roots

$3.50 per 1000. Cash.
Good, strong roots

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REX BEGONIAS. 2¼-in., $8.00 per 100.
VINCA Variegata, 2-in. $3.00 per 100.
BOSTON Whitmani Ferns. 5-in., 50c. each.

Second Hand 16x16 and 16x18 Double B. Glass, $4.50 per box.
Used Iron Pipe. A1 condition. 1-in., 10c. per foot.
Cash with order.

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We will give you the same service if you give us the opportunity.

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FERNS

FERNS. Our ferns are very fine this year, and we will give you good stock.

NEPH. Scottii and Teddy Jr. 4-in. pots, $3.00 per doz.; 6-in. pots, $7.20 per doz.; 7-in. pots, $12.00 per doz.; 8-in. pots, $1.50 each; 12-in. tub fern, $3.00 each.

NEPH. Bostoniensis. 6-in. pots, $6.00 per doz.

NEPH. Norwood. 6-in. pots, $7.20 per doz.

NEPH. Smithi. 4-in. pots, $3.00 per doz.

PTERIS Wilsoni. 4-in. pots, $2.00 per doz.

HOLLY FERNS. 4-in. pots, $2.00 per doz.

ASPLENIUM Nidus Avis (Bird's Nest Fern). 5-in. pots, fine stock, $9.00, $12.00, $15.00 per doz.

FICUS Elastica (Rubber Plant). 6-in. pots, $7.20 and $9.00 per doz.; 7-in. pots, $12.00 and $15.00 per doz., extra fine.

ASPARAGA Plumosa. 3-in. pots, $8.00 per 100.

DISH FERNS. 2½-in. pots, the best varieties, $6.00 per 100.

HARDY IVIES. Fine plants, staked, 5-in. pots, $3.60 per doz., 6-in. pots, $6.00 doz.

To save express charges, please mention if pots are wanted.
Cash with order. No plants shipped C. O. D. All shipments travel at purchaser's risk and we are not responsible for any delay in transit, as our responsibility ceases when delivery is made to Express Company.

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FERN SEEDLINGS. Excellent stock, ready for potting, in assortment of best 10 Fern Dish varieties, undivided clumps, guaranteed to please or money back. $1.35 per 100, $11.50 per 1000. In 30,000 lots or more, $11.00 per 1000.

FERNS FOR FERN DISHES. Splendid 2¼-in. stock in largest and best assortment. $5.00 per 100, $40.00 per 1000; 250 at 1000 rate.

BOSTON Compacta, Strong, clean runners, $3.00 per 100, $25.00 per 1000.

KENTIA Belmoreana. Clean, thrifty, 2¼-in. stock, right size for center plants. $1.30 per doz., $10.00 per 100.

ADIANTUM Cuneatum. Strong Seedlings, $1.35 per 100, $11.50 per 1000.

CIBOTIUM Schiedei (King of Ferns). Strong, thrifty, 3-in. stock, $5.00 per doz., $40.00 per 100; 4-in., $9.00 per doz., $70.00 per 100; 6-in., $23.00 per doz., $175.00 per 100; 7-in., $2.75; 8-in., $3.75; 9-in., $5.00 each.

ASPLENIUM Nidus Avis (Bird's Nest Fern.) Strong 4-in., ready for a shift, $6.00 per doz., $45 00 per 100.

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ASSORTED VARIETIES FOR DISHES Strong, healthy plants, from 2¼-in. pots, $5.00 per 100, $40.00 per 1000; 3-in., $10.00 per 100, $90.00 per1000; 250 at 1000 rate.
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KENTIA Belmoreana. 4-in. 40c.; 3-in.20c.; 2¼-in. $12.00 per 100.
COCOS Weddelliana. 3-in. 25c.; 2¼-in. $12.00 per 100.
ASPARAGUS Plumosus Nanus. 2¼-in. $3.50 per 100, $30.00 per 1000.
ASPARAGUS Sprengeri. 2¼-in. $3.50 per 100, $30.00 per 1000.
SMILAX. 2¼-in. $3.00 per 100, $25.00 per 1000.

Frank N. Eskesen, Madison, N. J.

FERNS

	100	1000
Bostons, 2¼-in.	$5.00	$45.00
Roosevelts, 2¼-in.	5.00	45.00
Whitmanii, 2¼-in.	6.00	50.00
Teddy, Jr., 2¼-in.	6.00	50.00
Verona, 2¼-in.	6.00	50.00

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Nice, bushy plants, from 2-in., pots, $5.00 per 100.

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PALMS. KENTIA Belmoreana. 4-in., 50c.; 4-in., extra heavy, 60c.; 5-in. 75c., and $1 00; 5½-in. $1.25.
FISCUS Elastica or Rubber Plant. 5-in. pots, 50c., 6-in. 75c.–$1.00 each.
ASPARAGUS Plumosus. 2-in. pots, $4.00 per 100; 3-in. $8.00 per 100.
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4-in. DRACÆNA Indivisa	15 00	
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Prices, Own Root Plants

100	250	500	1000
$30.00	$70.00	$125.00	$250.00

$5.00 per 100 additional for grafts. You can get it if you order early.

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Cross between Ophelia and Shawyer; clear, true pink, about the shade of Shawyer. One of the big Roses.

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Crystal White	4.00	32 50
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Good, heavy stock that will please.

2½-inch	100	1000
Teddy Jr.	$7.00	$60.00
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4-in. of above, except Verona	25.00	

This stock will make excellent plants for Easter and Spring sales.

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1000 Seeds	$3.25
5000 Seeds	14.00
10000 Seeds	25.00
25000 Seeds	56.25

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10000 Seeds	$10 00
5000 Seeds	6 00
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2-YEAR FIELD-GROWN, BEST GRADE	100
Tausendschon	$30.00
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Baby Tausendschon	$30.00
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Snowball and Longfellow. $2.50 per 1000. **Single White, R. C., $1.25 per 100; 2-in. $2.50 per 100.**

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AGERATUM Stella Gurney	$0.80	$7.50
FUCHSIAS. Fine double, dwarf habit, early, free blooming	1.25	12.00
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Rooted cuttings prepaid by mail

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NURSERY DEPARTMENT

American Association of Nurserymen—President, J. R. Mayhew, Waxahachie, Texas; Vice-President, J. Edward Moon, Morrisville, Pa.; Treasurer, J. W. Hill, Des Moines, Iowa; Secretary, Curtis Nye Smith, 19 Congress St., Boston, Mass. Next Annual Convention to be held in Chicago

News from the Center of the Belgian Nursery Industry

The publisher of the *Horticultural Trade Journal* posted letters of inquiry to Belgian firms on Armistice Day, Nov. 11. These were among the first letters to enter Belgium from England since the opening of the war, August, 1914. We publish herewith reply of Jules de Puysseleyr of Loochristy, Ghent, a center of the Belgian nursery trade, which appeared in the *Horticultural Trade Journal* of Nov. 27, 1918, and a copy of which has just reached our office. The letter will be found intensely interesting, as it gives a brief account of conditions during the war and as they were at the time of writing.

Many thanks for your kind letter. What a surprise, what a joy for us to receive a letter—a letter from England, England, the hope and salvation of Belgium, England, the dread and doom of Germany. Yes, we are once more free from the enemy, free from four long years of cruel oppression, free from unceasing threat and unbearable arrogance, free from continual and incessant robbery. From free people that we were we had become slaves, and since then we only have learned the real meaning of the word "Liberty."

If you could only come to Belgium and if you could see again your old friends and acquaintances, I dare say you would hardly know them, for we have suffered so much under the German yoke. It is not so much from lack of food, thanks to the kind Americans, people had not too much but just sufficient nourishment, but we all have suffered morally and this most cruel pain has left its visible marks on every one of us. The Germans tried everything to shake and break our spirits, they left nothing untouched to demoralize us. But I am proud to say that the Belgians baffled all their mean projects, they disdainfully rejected every hypocritical approach of reconcilement and they steadily believed in the victory of our dear allies and in the final delivery of our beloved country. This steady hope, this sweet dream has come to a happy reality, our delight and our joy are so much the greater now that we look back to our long and painful slavery.

What has meanwhile become of the nurseries and nursery trade? You know the prosperity of our place before the war, you have seen year after year the rapid development of the nursery trade and you are a true witness how the houses and grounds were kept clean and held in good state. What a painful impression it would make on you if you came and saw our nurseries now. What a decay—what a ruin! The houses not being painted these four years, and no putty being at hand, have suffered very much from sun, rain and wind and hardly keep together. Especially the old houses are totally dismantled and are not fit to shelter plants during Winter.

The stock of plants has become very small and many a nursery has no plants at all. At the beginning every one thought the war would not last long, it would soon come to an end and so everybody kept his nursery and stock of plants in good order.

In 1915, however, people seeing that the war still lasted, that there was no selling of plants, no fuel to be got and that the leaf soil and other necessary materials became scarce and expensive, threw their plants away and started to grow vegetables. In 1916 and following years the selling of plants became worse and worse, the prices lower and lower, fuel very scarce and exceedingly expensive and so one after another, especially the small nurserymen, gave up growing plants and went in for vegetables. I dare say that at this time the half of the nurserymen in our place have no plants at all. Palms have nearly disappeared, the old stock is almost sold out and there is no young stock at hand. Araucarias are very scarce, thousands of stock plants have been thrown away and very few young plants were raised. Rhododendrons look rather poor, for year after year these remained untouched, were not transplanted and were not taken care of. As to Azaleas, the great specialty of our place, some stock is left in a few nurseries, but the selection of varieties has totally disappeared. Some of the best English selling varieties such as John Llewelyn, President Osw. de Kerhove and J. B. Varonne, are hardly to be found. The chief varieties in culture and in stock are Madame Petrick, Madame Van der Cruyssen, Vervaeneana. Besides, these plants are not in shape, form, growth and strength similar to what they were before the war. All the plants are about one year backward in growth, for instance an Azalea that was salable at three years of cultivation before the war, looks now as a plant of two years old and is not salable at all. The young stock of Azaleas fails totally and it will be a long time before the growth of this valuable plant is at the height of its normal cultivation.

And why did the cultivation of plants so speedily go backward?

Both in point of landscape beauty and in economic value Willows have played an important part. See text on page 1035

First of all, and perhaps the chief cause was lack of coal. In 1914 everybody could buy coal as well in the first half of 1915, thereafter coal mines and coal trade falling under German control coal was not to be got any more. Now and then, however, a small distribution was made to the nurserymen, but not half sufficient and of very inferior quality. Therefore, we had to put our plants in as few houses as possible, cover them with old and never renewed mats, and heat the houses with wood, ashes and a few coals. You can imagine the effect this had on the plants, no light, no air, and not heating enough made the plants diseased and at last they died away. After each Winter thousands of Azaleas perished to be thrown away.

A second cause was the failure of new leaf soil. At the beginning of the war we had free passage all over the country, but soon after a passport being required to move about (which was seldom given, notwithstanding good payment), we were compelled to stop at our place, and could not bring the leaf soil from the places where it was to be found.

At the same time the horses were taken away for the German army, the vehicles were required for the same purpose, the result of this was that the various necessary materials could not be transported except at exorbitant prices which only a few could afford to pay. So it came that the plants always being transplanted in old and used soil could not set forth new roots, did not grow, remained stunted plants and at last perished.

We might have helped the plants with some good appropriate manure, but there was none to speak of. The best manure we used for Azaleas before the war was malt-radicles, but these were not to be got with money, not even with gold (so dear to the Germans). The German army wanted these for food for the horses and the malteries being under their control nothing of this precious manure could be obtained.

Another serious obstacle was lack of hands. Many people were engaged in our army, as to the remaining, the tender hearted Germans acquired by force young Belgian people and compelled them to work for the German army against our own country. So we had to help ourselves with boys and women and the work was not half done; we could not give the necessary care to the plants and the nurseries were more and more neglected.

At last I must say a word about the exportation of plants during the war. In 1914, the exportation being normal, plants were sent to all countries except Germany. In 1915 Germans prohibited us to send plants to their enemies, especially to England and France. However, I am pleased to say that a good many plants travelled to England via Holland and the Germans were not clever enough to prevent this. Meanwhile an avalanche of German nurserymen invaded our nurseries and with ridiculous prices tried to buy our plants and make a good price out of them in Germany. The German government, however, limited the import of plants into Germany; every German nurseryman was only allowed to import one-third of the plants he used to buy before the war. America imported as usual but plants generally travelled in very bad condition. In 1916 the trade was very bad. Germans bought some plants but at the lowest possible prices; England very likely got no plants at all, and the exportations to America that year were disastrous, not half the plants reaching their destination in good condition and not half the amounts of invoices were paid. Sweden, Norway and Denmark have been all this time good customers, and plants travelled well to these countries. 1917 and 1918 were the worst years of the war. The Germans made specially favorable conditions for their friends the Belgians, these were as follows:

Plants can be sent to neutral lands under the following conditions: A caution of ten thousand marks must be deposited in the hands of the Germans, half the amount of the invoice must be paid in the same hands, and one per hundred of the amount of invoice must be paid in gold. The caution and the half amount of invoice are returned when the goods are paid for within three or four months from date of invoice, and when several other conditions (too many to tell) are fulfilled. The gold tax is evidently not returned.

From all this you will learn how the Germans facilitated our trade and the commerce in general, for in their papers they always vaunted the efficacious aid granted to the Belgian trade and they always blamed England for being the only and real obstacle to the development of Belgian commerce!

I am pleased to let you know that the nurseries in Ghent and in our place have not been damaged by actions of war, the armistice being signed when our troops stood before Ghent and on our place no fighting took place. On Nov. 12 the Germans left Loochristy and we feasted our delivery for the rest of the week.

I cannot end my letter without addressing my most sincere thanks to the great and loyal nation of England which took so great an interest in the unhappy fortune of the Belgian people.

The Germans used to say "God punish England," but our constant prayer will be "God bless and save England."

Jules de Puysseleyr.

Loochristy, Ghent.

"The Willows"—See page 1035

FOUNDED IN 1888

THE FLORISTS EXCHANGE

A Weekly Medium of Interchange for Florists, Nurserymen, Seedsmen and the Trade in General

Exclusively a Trade Paper

Published every Saturday by the A. T. De La Mare Company, Inc. Printers and Publishers, 438 to 448 West 37th St., New York. A. T. De La Mare, president and managing editor; A. L. L. Dorey, secretary; David Touseau, treasurer. The address of the officers is the address of this paper. Short Address—P. O. Box 100 Times Square Station, New York. Telephone, Greeley 80, 81, 82.

Registered Cable Address: Florex Newyork

CHICAGO: Our office here is in the charge of James Morton. Letters should be addressed: The Florists' Exchange, 66 East Randolph St. (Second Floor). Telephone, Randolph 35.

BOSTON—Robert Cameron, Harvard Botanic Gardens, Cambridge, Mass.

PHILADELPHIA—Wm. H. Engler, 4651 Lancaster Ave.

The War Trade Board announces that war restrictions covering the importation of plants, shrubs, vines and bulbs have been removed. See Seed Trade notes p. 1025.

If, Mr. Employer, you are in urgent need of the services of skilled former employees now in camp anywhere in the United States, it is within your rights to communicate with them advising them to request their discharge through their camp authorities. This discharge will be given in all cases where the act will not disrupt or cripple existing organization, but no man who voluntarily enlisted prior to April 1, 1917, can obtain a discharge under this ruling.

Above by order of the Secretary of War, through Peyton C. March, General Chief of Staff.

Permanent Community Christmas Trees

The American Forestry Association has issued the following call to every community in the United States to take steps to make its Community Christmas Tree Permanent.

At this Christmas season let us consider plans for making the Community Christmas tree permanent. In such a tree we would have a reminder of the year around Christmas spirit and a daily lesson before us all of what the Christmas spirit means to say nothing of the elimination of the great waste every year caused by cutting another tree. In nearly every community there will be found an ideal spot for public gathering. There should be the living growing tree that would come to be the gathering point not only at Christmas, but at other times. Such a tree might become, in many places, the center of a scheme for planting memorial trees in honor of our sailors and soldiers. Look ahead to next year by having your committee consult the City or State Forester in regard to planting a permanent Community Christmas Tree.

Plenty Nitrate of Soda for 1919

The reason why the farmers of this country received only 66,778 tons of nitrate, instead of 109,000 tons, through the $10,000,000 appropriation made by Congress has been revealed today by C. H. McDowell, Director of the Chemical Division of the War Industries Board. The remaining 42,000 tons of nitrate were commandeered by the War Department when the German drive became a menace last Spring. Military necessity heretofore kept the details a secret. In reviewing the situation Mr. McDowell stated in part that "The nitrate of soda situation in the United States up until about Aug. 1 was a serious one, and although every explosive and chemical plant was kept supplied with sufficient nitrate to maintain full operations at all times, this was done by drawing from Government arsenal reserves and transferring stocks from fertilizer manufacturers and other holders to plants where stocks were about exhausted.

"Owing to the shortage of nitrate, it was deemed wise to ask the importers to discontinue sales of nitrate to fertilizer manufacturers other than for the making of sulphuric acid, and after July 1 all consignments of nitrate arriving in the country sold to such manufacturers were commandeered by the Ordnance Department and turned over to munitions and chemical manufacturers. These contracts thus handled were made between the importers and the fertilizer people in the Fall of 1917.

"Immediately on the signing of the armistice all restrictions were taken off the importers as far as sales of nitrate to fertilizer manufacturers and agricultural users was concerned, so that there will be no difficulty in supplying the entire needs of the United States for agricultural use for Spring planting.

LATE

Issue of January 4 One Day Late

Owing to the New Year holiday the above issue will go into the mails on Friday, one day later than usual. Correspondence and advertising should reach this office as usual.

A Happy New Year to each and every one of our readers

May it restore to them that full measure of prosperity to which they are so well entitled after the many hardships patriotically endured for weary months

Nineteen-eighteen

To the world at large the year to which we are bidding goodbye has been the most prolific of startling events throughout all the centuries in that, added to the events of the previous years of fighting, it has witnessed the overthrowing of kings and potentates, the collapse of proud countries and, greatest of all, the return of peace, at least to those lands through whose union militarism and the will to conquer has received its crushing defeat.

To those industries which, from their nature were incapable of assisting in any way to the equipping or maintenance of our armies, and among these the florists and nurserymen, the period of the war has been a trying one. While the war industries boomed, wages increased and millions made or earned money as never before, out of these self same conditions came the excessive prices for every necessary of life—and which still remain with us.

From the very beginning our trade had its difficulties; it was not in a position to raise prices of material which the public could as well do without—in fact, was advised all too often to do without. The flower gardens of the rich were turned into vegetable plots, contemplated improvements of estates abandoned, gardeners in private places sent to the right about. Flowers and ornamental planting alike shared in the general taboo.

Men in our industries, employer and employee alike, joined the Colors, men to do the work grew scarcer with every month. Those remaining did their best, contributing freely, generally from husbanded resources, to war loans and the organized war relief societies, meanwhile "carrying on" to the best of their ability.

The Winter of 1917-18 will long be remembered for its severity and the scarcity and often inability to obtain coal; many a struggler was crowded to the wall, a tragical ending to a long period of endeavor. Then came the crowning blow, the Fuel Restriction order of May last—cruel it was, but patriotic men submitted to it without a murmur. Its effect is well in evidence to this day, leaving to a scarcity of stock unknown in our annals.

Along in the very beginning of this year loyal women had done much to raise the ban existing in 1917. Flowers were in demand, all that could be had, for the sick and wounded in our hospitals. But as more flowers were contributed by the trade than purchased, this demand did not ameliorate financial conditions.

It was not really until October last that the trade was on the way to good business, and this in great part through a demand brought about by causes which we feel well assured were not hailed with pleasure.

As the year closes it is matter of rejoicing that with all restrictions off, with every industry booming, with work for everybody, and no impediments in sight, the trade, restored to its own, should view the incoming of the year of 1919 with unfeigned satisfaction.

The war has left us with many problems to solve—the principal one the return to prewar conditions. In their solution, however, we shall not be isolated but in the same boat with everybody engaged in business.

Pursuing a sane business course through the coming years is all that is requisite in order to enjoy the prosperity that is now promised us.

Obfuscating the Issue

A contemporary last week printed a brief synopsis of Quarantine Bulletin No. 37, concluding same with the following enigmatical observation: "That surely is nothing to alarm anybody; not a word about the palms, Azaleas, and general nursery stock the American public are not going to be allowed to have from abroad any more!"

If through placing their trust in this language the readers of our contemporary should June 1, 1919, wake up to the realization that field grown florists' stock, trees, shrubs, etc., classed by the authorities as nursery stock, which previously had been obtainable in any quantity desired and at moderate prices, were only to be had in extremely limited quantities and at prices away in excess of any previous record, they will then have cause for wonder why so generally well informed a publication should have slighted so serious a proposition as they are today confronted with.

What the authorities call "Notice of Quarantine No. 37, with Regulations," but which for better understanding we have heretofore styled Plant Exclusion and Restriction, is now a law, having been signed by Secretary Houston, to take effect June 1, 1919, and cannot be overthrown except through the will of the Secretary of Agriculture or through the action of Congress.

By those who fully realize the situation protests against this sweeping edict should therefore be addressed to your Congressman or Senator now sitting, and as well to his successor, if such there is to be in the new Congress.

There is little doubt but that the principal countries affected, Belgium, Holland, England and France, will make a vigorous protest against what must be looked upon by many as an altogether unnecessary restriction on certain stocks, and use every endeavor at Washington through their representatives there and as well through their own government to bring about amelioration. It is within the possibilities that among the minor matters brought up at the Peace Conference this will be one of them. Belgium being afflicted on every side, it is going to take time for that country to get her nurseries back into working condition, but Holland, France and England's nurseries are in condition to export and their stocks are in just as healthy condition as they were before the outbreak of the war, we understand.

The Dominion of Canada has no restrictions, so far as we can learn, in force or in contemplation for excluding florists' stock from that country coming in from either the United States or Europe. Imports are subject to license, etc., but that is as far as the matter goes in Canada.

A Bermuda grower has received a letter from an employee of the Federal Horticultural Board in which the latter gives expression to the fact that in addition to having visited the Island, he has been more or less in personal touch with imports of nursery stock from Bermuda, and that so far as his personal observation goes commercial importations from Bermuda which have been inspected and certified by its own Department of Agriculture, have been clean. The Bermuda Director of Agriculture, F. J. Wortley, is a vigorous worker and has been accomplishing great things in ridding Bermuda of many of the troublesome insect pests and diseases which a few years ago constituted a grave menace to the fruits and decorative plants grown there.

And yet with this testimony to the present state of freedom from disease and insect life, Bermuda must suffer with the balance of the world, from Quarantine No 37.

Plant Exclusion and Restriction

By degrees some of our contemporaries are awakening to the fact that plant exclusion has assumed definite form and will take effect June 1 next, although it is remarkable to notice that one of our confreres still seemingly hugs the delusion that "there is nothing in the wind."

Hints and suggestions as to why this, that and the other has been brought about, are out of order at this late date. Quarantine No. 37, with regulations, is now in legal working form, and to seek ameliorating interpretations of some of the restrictions appears to be all

that is left open, with no likelihood of the possibility of overthrowing these regulations until the Congress has more time to spare to look into domestic matters than is given to it just now.

We have given freely of space in these columns to point out to the trade just what was in store for it, but no one seemed to care a two cent piece as to what was threatening. Between two stools one is apt to fall to the ground and this is very much the reason why Quarantine ruling No. 37 has gone through, every interest appearing to pull for its own particular needs (to the deuce with the others). One wanted orchids to come in, another bulbs, another florists' field stock, and so on down the line. The cooperation necessary to prove effective has been lacking as against the strong concerted action of those in favor of restriction and exclusion. One contemporary puts the situation in a nutshell when it says, "the general attitude of a large proportion of the plant growing fraternity has been to let 'George' do it." Never has so stringent a measure gone through with such a show of indifference on the part of the trade.

True it is that the officials of the Society of American Florists were faithful to their trust and attended the hearings, giving valuable information against the proposed exclusion edict. Evidently their testimony received scant consideration for the reason that not only did the embargo go through in the very language in which it had originally been drawn, but its severity was added to because whereas last May it was proposed to give four years for the importation of certain of the now restricted plants to the end that nurserymen in this country could stock up and go on, these future dates were cancelled, and all imports have to be made by June 1 next, at which time they stop.

The Department of Agriculture offers to import and grow on new plants from abroad for such of the nurserymen and florists here as may desire them; after a due period of examination to see that they are not disease bringers or insect harborers, they will be turned over to the purchaser. In this way it is presumed that it will be possible for this country to keep in touch with all the new plants which are brought into being in other countries. Just how many hundreds of orders the Department of Agriculture could take care of in this way we are not informed, but we imagine that if importations should come forward as they have in the past the Department would be kept busily engaged in the importing business, and would need a staff of several hundred employees for this one particular purpose, and almost from the beginning, in evidence of which we submit the following:

In the report of importations for the fiscal year ending June 30, 1918, just received, France furnished the United States with 3,444,697 fruit trees; 165,014 Roses, 858,829 forest and ornamental deciduous trees, and 1,560,221 ornamental deciduous shrubs. England furnished 4117 fruit trees and Holland 6482. England furnished 88,626 Roses; Holland 736,185. Of forest and ornamental deciduous trees, England supplied 8685; Holland 49,873; of ornamental deciduous shrubs, England 23,325 and Holland 357,290. And these importations, be it noted, were the smallest since the year 1914. All the above mentioned material it is understood is in future to be tabooed, except that which as above noted may be brought in by the Department of Agriculture.

Of fruit tree stocks and Rose stocks which are still open for import, France supplied during the year ending June 30, 1918, nearly 8,000,000, while England supplied of Rose stocks 1,637,900. These are allowed to come in, we are officially informed, because it has been represented by experts that they are necessary to the floriculture and horticulture of this country under existing conditions. Presumably, under the same train of reasoning, Rhododendrons, Azaleas and all the other "shut out" plants are unnecessary!

Certain of the provisions of this ordinance or edict are peculiar; for instance, one might ask why a Crocus bulb is admitted but a Snowdrop bulb is excluded? That is just one of the many ambiguities to be met with. So far as we know it has never been made clear why the exclusion ban has been placed on florists' field stock. It is known and admitted that many dangerous insects and pests have been brought into the United States from abroad, but of all of these very few have been attached to importations of the stock our dealers and florist growers are principally interested in. In the bulletin under review, Quarantine No. 37, dated Sept. 30, there is one quoted case of the finding of infestation on Azaleas from Belgium; also, quantity unnamed, of larvæ of the gold tail moth on Rhododendron, Viburnum, Roses and Japanese Maples from Holland; also the lesser bulb fly (however dangerous that may be) in bulbs from Holland.

A Man and a Brother.—Nathaniel Hawthorne tells the following story in his English Note-Books: A donkey, the other day, stubbornly refused to come out of a boat which had brought him across the Mersey; at last, after many kicks had been applied, and other persecutions of that kind, a man stepped forward, addressing him affectionately, "Come along, brother;" (and the donkey obeyed at once!—P.

Nursery Department

(*Concluded from page 1033*)

H. Weber & Sons Nursery Co. of Nursery, Mo., has been awarded a contract by the U. S. Government for 5000 ornamental trees, 22,000 shrubs, 1000 vines and a lot of Roses to be delivered the latter part of March to the U. S. Housing Corporation at Davenport, Ia., and Rock Island, Ill.

Ruling Against Peach Moth

The New York State Department of Agriculture has issued an order prohibiting the shipment of Peach and sweet Cherry trees from Dutchess, Westchester, Nassau and Richmond counties to points outside because "a dangerously injurious insect known as the oriental Peach moth has been located and presumably distributed" in those counties.

Nursery Trade Policies

The Princeton Nurseries, Princeton, N. J., sets an example not only in its published trade list, but in its public advertising as well, in that it gives strong expression to the fact that as wholesalers they will not undertake any retail trade. In its trade list it enunciates this policy:

"When soliciting the orders and support and encouragement of those in the Trade—our only potential customers—we hold that Nurserymen are entitled to know our plan and methods: We Sell to Nurserymen Only; we have no retail trade; we do not accept orders from private parties; we sell nothing to or through Landscape Architects; we do not sell any of our stock at Auction; nor to Department Stores, nor the 5 and 10 Cent Stores, directly or indirectly, under our own name or any other name. We offer no criticism of those outlets nor of those who use them. We do not use them."

In their public (newspaper) advertising they call attention to the fact that they have no dealings with retailers in any way. They offer no criticism but simply state that they do not use these avenues of trade, but express the fact that it would be a pleasure to them to recommend intending purchasers of trees and plants to reliable nearby nurserymen who could supply them. This policy might well be termed "emphatic cooperation" with one's customers.

The Willows

(*See illustration on page 1033*)

Both in point of landscape beauty and economic value, Willows have played an important part. Dating back from early times to the present day the use of the Willow in wicker work has formed quite an industry in many parts of the world. The ones chiefly used in basket making are Salix viminalis and Salix purpurea, both of which produce in one season the long willowy shoots most desirable for the work. In the manufacture of gunpowder, the wood of the strong growing kinds like Salix alba and Salix vitellina have been brought into use. Some parts of Delaware still show traces of these Willow groves which provided the bulk of the wood for the production of charcoal, one of the ingredients of gunpowder.

Another important use for Willows is in the draining of swampy lands. Planted in such soils that contain stagnant water, the several kinds that delight in wet soils as Salix alba, Salix vitellina, Salix babylonica and others, take up by absorption much of this superfluous moisture and in this way are a source of value from a sanitary point of view.

For holding the soil of stream banks, Willows are indispensable. Having such a rapid, extended and tenacious root system, the soil is held in position even under flooded conditions which occur at some seasons of the year. In this case not only are they a physical aid to the situation but are also of ornamental value, as all must agree, who have seen large or small water courses fringed with these graceful trees and shrubs.

Willows and water effects seem inseparable, especially is this so in the use of the Weeping Willow, Salix babylonica, and its golden counterpart, Salix babylonica aurea. These trees, planted near water, are invariably most vigorous and healthy for the reason that the roots are able to obtain the full amount of moisture, which condition the tree seems to revel in. Here, too, because the position eliminates the presence of other competitive growth (at least on the water side) the development of the long pendulent growth is unchecked and is shown off to the best advantage. Because of this very habit of growth, weeping trees (of whatever kind they may be) should be used singly and not grouped with other plants, which would detract from the peculiar beauty they possess.

Except in some specific plantings where they are made use of in quantity for draining superfluous moisture from low lands or some other physical reason, one can easily err in a too free use of Weeping Willows in the landscape. One or two is usually sufficient. A grove of them would become tiresome.

Some few kinds, like Salix vitellina aurea, Golden bark Willow and Salix britzensis, "Flame-bark Willow," assume rich bark colors in Winter and on that account alone are highly valued by planters.

Two species that are popular with the public and hence handled by the florist for Midwinter use, are Salix Caprea, Goat Willow and Salix discolor, Pussy Willow. The silvery white flower beds that push out from the scalelike covering by the slightest pressure of a warm temperature are so distinct from other more regal flowers that for this very reason people desire them. Placed in a vase of water with a little charcoal as a sweetening agency, they will keep in a room for weeks,—as a matter of fact, in addition to having a vase of flowers, we will find (by the time they have lost their decorative value) we have a bundle of rooted trees which will readily transplant to the open ground in the Spring.

So easy a subject are all the Willows to propagate by cuttings that this is invariably the only method used in the production of new stock. EDWIN MATTHEWS.

A Comforting Revelation.—An unusually fat Mephistopheles in a Faust extravaganza was on his way "home" when he stuck fast in the stage trapdoor. The pulling of the demons below and the shoving of the mortals above were all of no avail. In the midst of the ludicrous scene a gallery wag delightedly vociferated: "Well friends, that's a comfort, anyhow; the regions below are full!"—P.

Obituary

D. Mendels

D. Mendels of Freyling & Mendels, Grand Rapids, Michigan, died at his home on Wealthy st., Dec. 18, after a brief illness. Although the immediate cause has been operative for four years he was at his work until the Monday before his death having made all preparations for the day's business. Being born in the Netherlands in 1850, he was 68 years old on Aug. 20. He came to this country in 1870 and has been engaged in floriculture since 1875. In 1880 he started his present business as partner with Nicholas Freyling, who passed away 14 years ago and was succeeded by his son, Edward N. Freyling. Mr. Mendels is survived by his wife and one married daughter. Besides being a successful business man he was a man of exemplary habits and staunch principles, and a prominent member of the Reformed Church in whose interests and philanthropies he was zealous.

Mr. & Mrs. Joseph A. Crotty

Joseph A. Crotty, for 24 years employed as a clerk in the store of F. B. Madaus, florist at 370 Main st., Worcester, Mass., died Dec. 17 in his home, 12 Wabash ave., of pneumonia, which developed from influenza. As a boy of ten years he commenced work after school hours and later when his school studies were completed, he devoted his entire time to the business. He was one of the most popular clerks employed in any store in the business section of the city.

Being born in Worcester, the son of James T. and the late Nellie M. (Day) Crotty, at his death he was aged 34 years, 9 months and 28 days. His wife, Mrs. Isabelle V. (Toomey) Crotty, who was also sick with influenza, survived him only four days, leaving one son, Joseph M. Crotty, aged 2 years and 10 months. His father; three brothers, John J. Crotty, James E. Crotty and Frank R. Crotty survive him.

Winfield S. Harry

The many friends in the trade, of Winfield S. Harry, Conshohocken, Pa. will regret to learn of his death on Tues., Dec. 17, at the age of seventy. Death was due to a lingering illness, although Mr. Harry had been in failing health for some time.

Mr. Harry's ancestors were among the first settlers in Pennsylvania and his father was among the first nurserymen in the State. It was on land owned by the elder Mr. Harry that his son Winfield S. started in business with a few hotbed sash. Mr. Harry was a member of the Society of Friends and one of the early members of the Philadelphia Florists' Club, resigning from the latter organization on his retirement from business, four years ago. At the time of his retirement he had been in the seed and florist business for nearly fifty years and was known for his sterling integrity, his strict attention to his trade obligations and his loyalty to his home town, where he was highly respected.

He is survived by his widow and two sons: the Rev. Ernest J. Harry of Cleveland, O. and William Cleaver Harry, manager for Chas. H. Fox, "The Sign of the Rose," Philadelphia. W. Cleaver Harry is well known to readers through his retail articles in THE EXCHANGE.

Five Flowered Specimen of Single Tulip—President McKinley

We recently received at this office from Fred J. Michell, Jr., of the Henry F. Michell Co., 518 Market st., Philadelphia, Pa., a Tulip plant of the variety President McKinley, having on it five large and perfect blooms. This was grown, Mr. Michell says, by his neighbor Mr. Hetzel and that he has quite a number of this variety, and several single bulbs average five blooms from a bulb, while the majority from two to three flowers. Tulips, it is hardly necessary to say, usually produce one flower each on a scape or scape-like peduncle which arises directly from the bulb, but sometimes this scape or scape-like peduncle branches into two to five stems, each bearing a flower. There is no statement made in the several catalogs before us that the variety McKinley has this branching peduncle, multi-blooming habit to a greater extent than other varieties, but from Mr. Hetzel's statement this would appear to be true. Among the original species the following and perhaps others are more than one-flowered: Præstans, one to several; Sylvestris, when in cultivation sometimes two-flowered; Saxatilis, two-flowered; Biflora, two to three flowers.

Possibly the variety McKinley has in it the blood of one of these several-flowered, original species.

The five-flowered specimen of McKinley which Mr. Michell kindly sent us is a large, strong, well-shaped plant with large, showy blooms, orange red, shading to carmine, about equal in size. We are presenting an illustration of it herewith.

Handsome five-flowered specimen of single Tulip President McKinley

Live Plants Semaphores to Health

Back to nature for us humans in danger of the Flue! Strange as it may seem, but nevertheless true, is the fact that under modern ways of living in closed and heated rooms, the most valuable friends to warn us of danger to our health in our living quarters, offices or workrooms, are *Live Potted Plants,* such as ferns, palms or flowering plants of various kinds. In a healthy atmosphere these plants prosper and indicate their wellbeing visibly to any observing eye, but as soon as the air becomes charged with unhealthy gases, or too dry and hot, or foul from lack of ventilation, the plants soon lose their thrifty appearance and become sickly if improvement in their surroundings is not being made. Even the novice can see these changes and, as human life and wellbeing is influenced by these same conditions, it is reasonable to conclude that when plant life suffers, human life under these same conditions cannot be at its best, and to resist disease or attacks of influenza a person ought to be in the prime of health and free himself of all conditions undermining his wellbeing.

As the average person does spend most of his time indoors, which is altogether contrary to nature for the physical wellbeing of man, it is certainly sensible to see that living conditions indoors are made as favorable to life as possible. The human organism is much more robust than that of plants in general, but constant living under adverse conditions weakens the strongest and weak constitutions succumb before their time.

Where the usefulness of growing plants comes in is in their role of signaling by the loss of their health that living conditions are injurious to their tender organs and, consequently, not beneficial to human life. To regulate conditions that plants may thrive is at the same time maintaining a healthy atmosphere to live in.

The essentials to the maintenance of life are fresh air, light, food and proper temperature. Outside of food these apply to plants equally well and when furnished so that temperate climate plants do their best, human life will also take its normal, healthy course.

A temperature of as near 65 degrees as possible does suit most plants of the temperate zone, and it is well to accustom oneself to this heat instead of ten degrees higher as is habitually found indoors.

Atmospheric moisture is usually deficient in our homes due to heating methods that parch the air without supplying additional moisture. Ventilation will overcome this to some extent, but water containers placed on or near radiators will help appreciably.

J. G. Bacher, Portland, Ore.

Asparagus Fletcheri densifolius

A variation (seedling) of A. Sprengeri, originating with F. W. Fletcher of Auburndale, Mass. and Orlando, Fla., differs from Sprengeri in the shorter, more compact and much heavier foliage. Four sprays of Fletcheri will make a larger bunch than a dozen of Sprengeri. The variety is of quick, strong growth. As a foundation for sprays of flowers it is far superior to Sprengeri, but is too heavy for vase use with most cut flowers. It has, apparently, better shipping qualities than Sprengeri, makes a very handsome basket plant and will prove especially valuable for that purpose. For five years it has been tested and found to came true from seed.

"Oh, mamma, I'm frightened!" came from little Tommie in bed. "What are you frightened about, my son?" "I hear somebody on the roof." "Oh, well, go to sleep, my boy; it's only your father taking off his shoes before he sneaks through the scuttle. He's just got home from the club in his airship."—*Yonkers Statesman.*

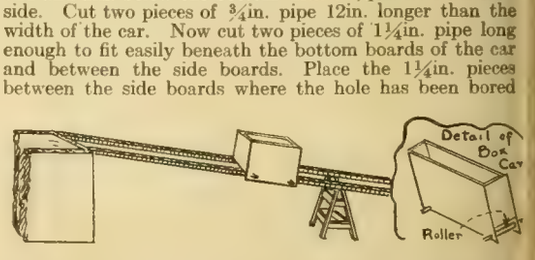
Asparagus Fletcheri (densifolius)
A variation of A. Sprengeri, originating with W. F. Fletcher, of Auburndale, Mass.

The Senate this week, by a good majority vote, overturned the excessive zone postage rates adopted in the War Revenue bill of 1917 which, carried out to their full extent, would have exacted 10c. a pound for newspapers in the eighth zone. The new Senate rate is 1c. a pound for the first 150 miles and 1½c. a pound for all distances beyond. But this measure has still to pass through Congress and whether that body will acquiesce in the reduction remains to be learned. The papers, the past year, have been under much heavier mailing expense than since 1879, due to the operation of the present law which, if maintained will curtail the value of all and ruin many.

Gravity Method of Soil Handling

In some of the old style houses that are blocked together, there is no way of getting the soil in or out except through a doorway and it is usually carried by hand. The accompanying illustration shows a simple gravity method of handling soil. Use 2in. x 3in. lumber for the track. The sections can be joined together by easily detachable iron or wooden plates, using graduated supports at intervals to support the track.

Make several wooden box cars that hold about a bushel or a quantity that two men can handle readily. These cars should be little wider than the track. In making them, allow the side boards at the bottom to extend about 6in. below the bottom of the car. Within 4in. of each end and 2in. below the bottom drill a ¾in. hole on each side. Cut two pieces of ¾in. pipe 12in. longer than the width of the car. Now cut two pieces of 1¼in. pipe long enough to fit easily beneath the bottom boards of the car and between the side boards. Place the 1¼in. pieces between the side boards where the hole has been bored



and run the ¾in. through it to form a roller; the latter extending equally beyond each side to serve as handles.

By using a roller at each end of the car it will run readily down a track without much grade. A large box at the doorway can be used as a platform for the cars to rest on while they are being filled. By using several cars and running back the empties by hand or rolling them on the edge of the bench considerable soil can be handled by a few men quickly and easily. Of course the track can be extended as far as desired, grade being downward when filling and the reverse when taking soil out of houses to the doorway. This apparatus is inexpensive and is much simpler than having a track of rollers such as was put on the market some time ago Chas. A. Black Jr.

Why Say More.—An Irish interpreter in a Waterford court recommended a prisoner who was making a rather long defence to be quiet. I asked him why the man might not have his say. "Sure," said he, "he's said all he has to say, and there's no use in any more."—Thackeray—P.

Our Florist Soldiers

The Editor would be glad to receive and publish items of information concerning the lads who have joined our country's naval and military forces

George McCallum, of Pittsburgh, Pa., has been transferred from the Municipal field at Chicago to a training vessel at New York to complete his course in the Navy.

Wm. J. Peirce, Jr., who has arrived from overseas and is looking fine, has been in several battles, been gassed and

Geo. McCallum. See text

wounded. He speaks highly of the Salvation Army and the Red Cross.

Thomas Silverblatt, discharged from the Army, has returned home. Before entering the service he was manager of the floral department of the William Penn Hotel of Pittsburgh, Pa.

Geo. Schlicht, greenhouse man for Scott the florist, of Buffalo, N. Y., was in the fighting in France, as a machine gunner, but escaped without injury. Frank McGee, former store man of the same firm, has been mustered out at Camp Dix, where he was mess sergeant for the past year.

The friends and relatives of Private Karl K. Whitthuhn, of Cleveland, O., who was recently reported missing in action, rejoice to learn that this report is not correct. He is recovering from illness in the base hospital in Angers, France. Private Witthuhn is a member of the 18th Infantry, A. E. F., and has been overseas since last July. He is the second son of Fred C. Witthuhn, the West 25th st. florist, of Cleveland, and one of the most popular of the younger members of the trade in that city. J. M. L.

Victor H. Ries, formerly with the F. & F. Nursery of Springfield, N. J., is corporal in the 302d Ammunition Train, and has seen over three months steady service at the front. He is a graduate of Cornell University, where he also received the degree of Master in floriculture. During his service abroad he has seen not a little of French horticulture, and writes that while in the Marne salient his companions at one time were quartered in the grounds of a magnificent chateau, where the Huns prior to departure had mined all the buildings including the magnificent greenhouses and walled garden. The wires were discovered, but not before the chateau had been accidentally blown up, although the greenhouses were saved.

From one of THE FLORISTS' EXCHANGE soldiers "Over There," V. A. Di Clemente, comes this poetic effusion, prefaced with the statement, "I have seen it quite plentiful, where once great battles raged."

THE MISTLETOE

Mute harbinger of Christmas Day
'Midst desolate ruins, in sweet repose
Brought thoughts of dawning happiness,
Of country, home and loved ones,
So dear, so near, yet far away.

A. N. Pierson, Inc., Cromwell, Conn., had 60 men who joined under the Colors, several among them becoming officers. The first man of the lot reported back for work the past week. Three men who went from one section were all wounded. Of three others from another section two were killed and one wounded.

Dewey Kruckeberg, son of Henry W. Kruckeberg of Los Angeles, Cal., our correspondent in that city, returning from "over there," passed through the East last week on his way to Camp Kearney, San Diego, where his squadron, the 217th Aero, was to be disbanded. This was the first fully drilled and equipped squadron ready for immediate action, to go abroad.

Paul Kaffke, one of the florists when there were only a few in Philadelphia, Pa., formerly with J. J. Habermehl's Sons, and Pennock Bros., has an 18 year old son, Caspar P. T. Kaffke, who enlisted in the Army when war was declared. This son first saw service overseas with the 30th Engineers, organized at the University, Washington, D. C., then the 1st Gas Regiment. He was wounded and gassed in October, and is now in a hospital in France.

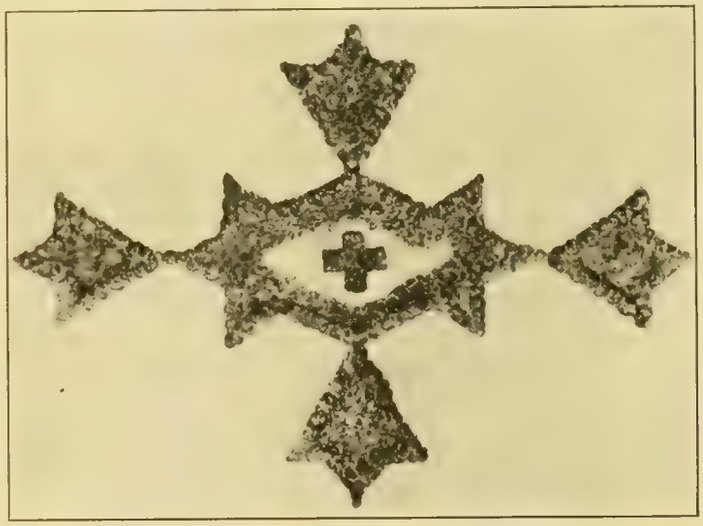
Paul F. Viguier, formerly linotype operator on THE EXCHANGE and now attached to Headquarters, 6th Ammunition Train, A. E. F., France, writes under date of Nov. 17 that he has covered some of the battle ground; also that the building in which he is quartered resembles a Swiss cheese, the floor being littered with brick and plaster. Herbert Byitte, also formerly on THE EXCHANGE composing room staff, sends a Christmas card from France dated Nov. 23. He is at Base Hospital No. 15. He adds that he hopes to be home soon.

Lieut. R. B. Hutchcraft

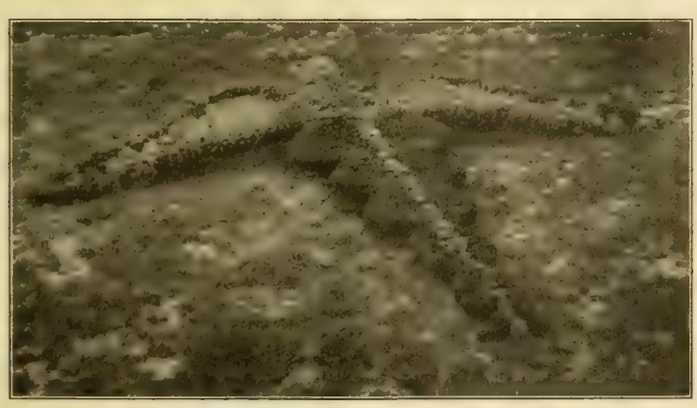
We regret to learn of the death of Lieut. R. B. Hutchcraft, of Paris, Ky., son of R. B. Hutchcraft, well known dealer in Bluegrass and other field seeds. Lieut. Hutchcraft was killed in France on Nov. 6, but news of his death was not received in Paris until the past week.

Lieut. Hutchcraft entered the officers' training school at Fort Benjamin Harrison, Indianapolis, shortly after the war started. He received a commission as second lieutenant, and was later promoted for bravery on the field of battle, with the Junior Infantry of the Rainbow Division. He was a member of the Paris, Ky., bar, a graduate of Harvard law school, and of Transylvania University, and served two terms as representative of the State Legislature, from Bourbon County. He was also a member of the State Tax Commission. He was prominent in the Masonic order.

O. V. N. S.



Medal of Honor bedding design at Camp Upton. See text



Bedding design at Camp Upton. See text

Floral Bedding at Camp Upton

The accompanying illustrations show bedding designs worked out by Private Joseph Rosenthal, at the Base Hospital at Camp Upton, N. Y. The designs called forth much favorable comment in the newspapers and have been much admired by the thousands of visitors to the camp. Some of the medical officers and officials from Washington told Private Rosenthal that the medical insignia and medal of honor are the first attempts at planting of this kind.

In the medical insignia or caduceus the principal plants used are: Santolina incana, for the wings at the end of the staff, the outer edge of the wings being composed of Golden Bedder Coleus and orange and green colored Alternanthera for the serpents. Two low, compact growing Celosias are utilized to represent the serpents heads; the central space between the serpents and the staff is filled out with Achyranthes.

The medal of honor is composed of Achyranthes, Abutilon Santolina, Coleus Sunshine, Echeveria secunda and dwarf Lobelia.

The excellent work done is particularly surprising in view of the difficulties that had to be overcome. The soil was acid and was filled with stumps and old roots. No plough was available, so that it was necessary to break the soil with pickaxes. Private Rosenthal writes: "I used the spoon of my mess kit instead of a trowel; only a small sprinkling can was available for watering large areas of ground." Soldier-gardener Rosenthal is a graduate of the Cornell Agricultural College, and assisted in the work of designing the "Million dollar garden" of the Samuel Untermyer estate. It may be mentioned incidentally that Mr. Untermyer furnished most of the plants used in the bedding designs illustrated herewith.

Private Joseph Rosenthal
Whose bedding designs at Camp Upton have attracted much attention. See text

Private Karl K. Witthuhn. See text

· Directory of Reliable Retail Houses ·

Florists in good standing throughout the country can avail themselves of the advertisers' offers in this Department and accept, without hesitation, orders from their local customers, transmit them to an advertiser in these columns, and thus avail themselves of the opportunities for extension of trade which are open to all. Let your customers know you fill orders by telegraph to any part of the country. When the design is placed in the advertiser's card it indicates membership in the Florists' Telegraph Delivery.

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Store, 1012 Hamilton St.
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Can fill your Telegraph Order. Greenhouses, Bethlehem Pike

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Yours for reciprocity.

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Anderson service means fresh, sturdy stock and prompt deliveries in BUFFALO, NIAGARA FALLS, LOCKPORT and WESTERN NEW YORK.

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219 DELAWARE AVENUE, BUFFALO, N. Y.
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A Business Paper For Business Men

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HARDESTY & CO. The Best Flowers That Grow and Experts to Arrange Them

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For CLEVELAND, OHIO and Suburbs
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THE MUNK FLORAL COMPANY
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Can fill all retail orders
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WE DELIVER IN ALL THE ORANGES, BLOOMFIELD, GLEN RIDGE AND MONTCLAIR

SMITH, THE FLORIST
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We deliver by automobiles in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York

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GRAND RAPIDS, MICH.
MICHIGAN BUSINESS SOLICITED

If you have an order for flowers to be delivered in another city, glance through this directory first; if you find an advertiser, properly located, you can rely on him.

The meeting of growers, retailers and wholesalers in New York one night last week, could well be made the starting point for consideration of a greatly needed system of cooperation among these three bodies (each one with its own problems to solve, and perhaps it is not too much to say that the problems of today and the future will prove greater than any created through the war or existent preceding the war) which are absolutely interdependent one on the other, for that which affects one must necessarily affect the others.

There can be no dispute but that all three participants in this great industry are entitled to make a living, with some over, for the proverbial rainy day which rarely fails

Bridal bouquet of Double White Killarney Roses and Adiantum Croweanum, tied with white ribbon and showered with white baby ribbon

to pay one a visit, oftentimes one of severity, some time during his career.

In the premises then it can be safely laid down as a foundation base for a strong cooperative movement that an injury to one is an injury to all, and that, per contra, whatever happens of good for one must have its reflex for good on the others. All three are entitled to live, move and have their being on much closer lines of cooperation than is now visible on the surface.

Not so very many years ago competition was hailed

Coombs LEADING FLORIST
HARTFORD, CONN.
Stores: 741 Main Street, 364 Asylum Street
Greenhouses: Benton Street

GEORGE G. McCLUNIE
HARTFORD, CONN.
165 MAIN STREET, SOUTH
FLOWERS

Spear & McManus, *Florists*
242 ASYLUM STREET
HARTFORD, CONN.

Welch THE FLORIST
ANDREW W. WELCH
GEORGE F. LANE
180 ASYLUM STREET
MAJESTIC THEATER BUILDING
Hartford Connecticut

Highland Park Greenhouses
Telephones 75 and 85
HIGHLAND PARK, ILLINOIS
Deliveries in any of the North Shore towns of Chicago, as far as Milwaukee

Kerr The Florist
ORDERS FOR TEXAS
HOUSTON, TEXAS

Bertermann Bros. Co
INDIANAPOLIS, IND.
241 Massachusetts Ave.
Prompt and efficient service rendered points in Illinois, Ohio and Indiana. Bertermann's flowers excel

MILLS The Florist, Inc.
36 West Forsyth Street
Jacksonville, Fla.
We reach all Florida and South Georgia points

Jacksonville, Florida
Telegraph orders for Florida promptly and carefully executed. Usual discount
TOMLINSON-KEY FLORAL CO.

KANSAS CITY, MO.
SAMUEL MURRAY
1017 GRAND AVENUE

Manual of Floral Designing
By W. CLEAVER HARRY
No retail florist can well do without a copy of this Manual. Ready January 1. Cloth, $1.25. Order now. Published by
THE FLORISTS' EXCHANGE

· Directory of Reliable Retail Houses ·

WE STRIVE TO PLEASE
ALPHA FLORAL Co.
1105 WALNUT - PHONES HOME MAIN BELL MAIN 1806
KANSAS CITY, MO.
ALPHA FLORAL COMPANY

ROCK'S FLOWERS
Kansas City, MO.

LEXINGTON, KY.
JOHN A. KELLER
EAST SIXTH STREET

LEXINGTON, KY.
MICHLER BROS. CO.
Will take care of all orders for Central Kentucky

PROMPT DELIVERY TO ALL
SO. CAL. POINTS
D. S. PURDIE & CO.
Successors to L. H. FREEMAN
FLORISTS
212 WEST FOURTH STREET
LOS ANGELES, CAL.

Louisville, Ky.
MASONIC TEMPLE
AUGUST R. BAUMER

Louisville and Surrounding Towns
Jacob Schulz Co.
INCORPORATED EST. 1875
550 FOURTH AVENUE - LOUISVILLE
Member Florists' Telegraph Delivery Association

C. B. Thompson & Co.
INCORPORATED
532 Fourth Ave. FLORISTS Louisville, Ky.

THE F. WALKER CO.
312 W. Chestnut Street
LOUISVILLE, KY.

LYNCHBURG, VA.
Auto and Express Service to All Points in Virginia
MISS McCARRON

Send for Synopsis of This Book

Commercial Carnation Culture
The only up-to-date book on Carnations on the market.
Reliable Thorough Price, $1.50
Office of THE EXCHANGE

as "the life of trade," and a humble suggestion that co-operation might be the better scheme was apt to be laughed to scorn.

After the life, vitality and resources of our railroad companies had been squeezed out of them through ill-considered interference on the part of the state and federal legislators, brought about through the muck raking crusade of ten or fifteen years ago—and at a time when it will be conceded that these same railroad companies were in most active competition one with another—the greatest evidence of cooperation on a gigantic scale was brought about by the very government which previously had been a contributing cause of the roads' gradually lessening earnings, through its taking control of all the systems, and substituting the most approved method of cooperation the country has ever witnessed, whereby, at one stroke, competition was eliminated, uniformity introduced, and the most drastic changes brought about, all with a view to a singleness of purpose and procedure which solved the problem of transportation and distribution, bringing about an immediate efficiency which never could have been attained under competitive bases.

The taking over of the railroads for the purposes required was perfectly proper under the circumstances of pressure of war. We are not in politics, nor are we arguing for Government control of any public utilities. We simply cite this case as the most startling transition on record from competition to cooperation to point out the moral that if, instead of pulling three or thirty different ways to accomplish that which is the common end of all, namely to make a success of their business, the grower, retailer and wholesaler would seek those common grounds of cooperation whereby they could all three pull together and in one direction, results would be shortly accomplished so superior to present day tactics that the business life of all three parties at interest would be ameliorated in the highest degree—unnecessary friction, that bugbear of business men, would be reduced to a minimum; the grower's life would be less strenuous for he would have a far clearer idea of trade wants; the retailer would know where he stood, and the wholesaler would escape much of the undeserved censure which now all too often is heaped on him.

As a first step toward the merging of the interests of all three branches of the industry, it was suggested that each of these appoint representative committees, that from these a joint committee would be appointed to convene, discuss and outline a policy of cooperation that would be beneficial to all subsidiary branches of the business the year around. Each representative committee having first secured all the information possible from its own division would then be in position to take up with the other divisions similarly equipped, the problems before them.

The New York meeting was called ostensibly to establish prices for the Christmas just passed, but at that meeting it did not seem possible to formulate prices in advance for this or any holiday of the year; it did not look like a practical scheme to get at it that way, nor would it be in accordance with the Sherman law. Further, although this meeting was characterized in the beginning by an apparent development of considerable antagonism, the opinion was ultimately expressed that quite some good had been accomplished and that while the principal object of the meeting did not materialize, considerable benefit had been accomplished and progress made in unexpected directions.

It was shown that there were possibilities of future cooperation as well as of standardization of many lines of the business hitherto in more or less conflict the year around. The following two suggestions were made, which are well enough so far as they go, but would have to be considerably threshed out before they could become operative:

(1) That the retailers keep prices more nearly uniform, by charging higher prices during the season when stock was plentiful; thus there would not be so great a jump in prices at holiday times and retailers could afford, if necessary, even to sell stock at a loss at holiday seasons.

(2) That retailers show themselves loyal to the legitimate commission men, supporting them in times when stock was plentiful, so that the wholesaler and grower would not have to charge excessively high prices when stock was scarce in order to compensate themselves for low prices obtained during glut periods.

We have in the past had many brilliant essays and papers on the advisability of the component branches of the business getting closer together, to date without much success.

The cause is not far to seek; we are all busy with our own affairs every minute of the day, necessarily so. To ask any one man or several men to make a study of the situation, as it should be studied, is to request that man or those men to make sacrifices they can ill afford.

EDLEFSEN-LEIDIGER CO.
Milwaukee, Wis.
419 Milwaukee Street

Rosemont Gardens Florist
MONTGOMERY, ALABAMA
W. B. PATERSON, Proprietor
Correspondence Solicited

Joy's
Nashville, Tennessee
200,000 Feet of Glass

NEWARK, N. J.
Begerow's
946 Broad Street
Fresh Flowers and Best Service
Deliveries throughout the State and to all steamship docks in Hoboken, N. J. and New York

NEWARK, N. J.
PHILIPS BROS.
938 BROAD STREET

Wolfinger
883 Broad St.
NEWARK, N. J.
Choicest of Flowers Best of Service
We deliver anywhere in New Jersey and to steamers at Hoboken and New York

New Bedford, Mass.
And all parts of CAPE COD, MASS.
MURRAY, FLORIST
232 Union Street
NATIONAL FLORIST
Greenhouses Fairhaven, Mass.

NEW HAVEN, CONN.
John N. Champion & Co.
1026 Chapel Street

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Chas. Eble Florist
NEW ORLEANS, LA.
121 Baronne Street

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
FLORISTS
135 Carondelet St
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F. T. D.

"MESSAGES OF FLOWERS," tells "How to Say it with Flowers." The book is sold in pairs: One copy at 25c. for the man, and another copy at $1 for the best girl. Can be purchased from THE EXCHANGE office.

· Directory of Reliable Retail Houses ·

M. A. Bowe
IN HEART OF NEW YORK CITY
332 Fifth Avenue
'Phones {358 / 359} MADISON SQUARE
Our Motto: THE GOLDEN RULE

A. T. Bunyard FLORIST
We Guarantee Satisfaction
NEW YORK
413 Madison Avenue at 48th Street

DAVID CLARKE'S SONS
2139-2141 Broadway
NEW YORK CITY
Phones {1552 / 1553} Columbus ESTABLISHED 1849

DARDS 341 Madison Avenue New York
ESTABLISHED 1874
THE GREAT WORLD WAR WON but we must still back up THE GOVERNMENT to our uttermost.
BUY and SELL WAR SAVING STAMPS.

Thos. F. Galvin Inc.
New York 561 Fifth Avenue Boston 1 Park Street 799 Boylston Street
Deliveries to Steamers and all Eastern Points

Hession MADISON Ave. at 76th St. NEW YORK
QUALITY FLOWERS
PLANT SPECIALISTS :-: Two Greenhouses on Premises
Established 1875 Phones, 107-775-420 LENOX

KOTTMILLER, Florist
426 Madison Avenue and 49th Street, NEW YORK
Also Ritz Carlton and Vanderbilt Hotels
Telephone: Murray Hill 783
Highest Award at the International Flower Show, April 11th, 1916 Grand Central Palace
Out-of-town Orders Solicited. Location Central Personal Attention.

MALANDRE BROS.
Main Store: 2077 BROADWAY
Branches: 2703 Broadway and 1664 2d Ave.
NEW YORK CITY

GET ACQUAINTED
NEW YORK CITY ADOLPH MEYER
1062 MADISON AVENUE 'Phone, Lenox 2352
Flowers Delivered Promptly in Greater New York City and Neighboring States

GEO. E. M. STUMPP
761 Fifth Avenue NEW YORK

Youngstown 42 West 28th St. NEW YORK
Telephone Madison Square 2065-2066
We give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

Our Album of Floral Designs
Through the use of his copy a Baltimore florist secured an order amounting to $65.00
Published by The Florists' Exchange

New York MAX SCHLING
Phone, 7241 Plaza 785 FIFTH AVENUE

VIRGINIA
NORFOLK Grandy THE FLORIST 269 GRANBY ST NORFOLK VA FORTRESS MONROE
Special Messenger Service to above City $1.00
NORFOLK'S TELEGRAPH FLORIST

Quite obviously then it is up to the clubs and the National Society to provide the ways and means. It requires that one competent efficiency expert spend a year of his time in consultation with the bright men of the business and that the necessary funds be provided to carry him along—say $5000, perhaps $10,000. As this expert formulates his ideas these could be debated in club meetings—the debates ensuing would certainly furnish a topic for many a lively night, as well as supply the investigator with viewpoints which otherwise might escape him, and add to the cumulative value of his finished report. Expressing it another way, the discussions would tend to establish the practicability or otherwise of the expert's recommendations, and if he was a real scientist he would be quick to separate the wheat from the chaff.

Who, in club life, will give expression to this idea? We have spent $50,000 in the year 1918 for publicity, for flowers; one-fifth of that amount could well be subscribed for the purpose of putting our trade on a sure, financial footing, bettering the condition of every man in it and raising our industry to the plane to which by reason of its importance it is most assuredly entitled.

Must Flowers Have a Restricted Sale

During last Thanksgiving it was noted that in one of our largest cities practically no effort at all had been made by the retailers in the direction of making special sales for that occasion. In a paragraph in the retail department of THE EXCHANGE the following question was asked: "Is it that it was feared such advertising would offend the esthetic eyes of wealthy patrons?" This might have been followed up with a further question as to whether the cost of advertising in metropolitan dailies was a contributing factor, a problem which, by the way, has been met by retailers in some of the large centres through the adoption of a cooperative plan, whereby several combine in one ad; a method, apparently, which does not find favor everywhere.

An answer to the former question which, undoubtedly, would have been as true as any other, would have set forth that a large number of those retailers who were in a position to spread themselves for such an occasion as Thanksgiving Day, and from whom some such action was to be expected, were more concerned in making the most of the trade they already had, preferring to enlarge this by quieter methods, most of which are bound up in service to the customer whose recommendation is relied upon to bring more patrons to the store, than through any other source.

There are flower shops doing a class of trade which might suffer if too large a number of patrons were attracted by other means; their owners are among those who are in a logical position to advertise largely because they are the best equipped to back up the advertising in every way.

Then, from the standpoint of the particular retail stores we have in mind, the question arises as to whether this restricted class of trade is sufficient to make for a proper development of such stores to the advantage of the trade as a whole.

That some such effort for a larger volume of business seems advisable is best evidenced when we take into account the tremendous overhead expense of most of our great retail stores, for the more the sales are restricted the greater the necessity for selling at high prices.

The foregoing seems to lead up to the question as to whether our product, by virtue of its high appeal, is one which must necessarily confine itself in a large measure to a restricted sale.

In other words, is the selling of flowers to the masses, as enjoyed by other lines, a dream?

The national publicity campaign of the S. A. F. & O. H., although not inaugurated for the purpose of deciding

BUTLER & ULLMAN
Successors to H. W. FIELD SMITH COLLEGE FLORISTS
NORTHAMPTON, MASS.

Omaha, Neb.
HESS & SWOBODA
FLORISTS
1415 Farnum Street Phones—1501 and L1582

EDWARD SCEERY
PATERSON, N. J. PASSAIC, N. J.

PHILADELPHIA
CHAS. H. GRAKELOW
Everything in Flowers. Broad St. at Cumberland

J. J. Habermehl's Sons PHILADELPHIA, PA.
The Bellevue-Stratford and Diamond & 22d Sts.
Do you want flowers in Philadelphia? We furnish the best, artistically arranged

PHILADELPHIA: 1800 Chestnut St.
The London Flower Shop

Trade Mark "We Serve You Better"
Pittsburgh, Pa.
"E. C." LUDWIG FLORAL CO.
710 East Diamond Street (North Side)
OUR ONLY STORE
Store open Day and Night

PITTSBURGH, PA.
Randolph & McClements
5936 Penn Avenue

Port Chester - New York
J. SMITH, THE LEADING FLORIST
132 North Main Street
Also Harrison, Mamaroneck, Rye, Greenwich and vicinity

PROVIDENCE, R. I.
AND NEW ENGLAND POINTS
T. J. JOHNSTON & CO.
107 WASHINGTON ST., PROVIDENCE

THE VERY SMALL COST OF AN ANNUAL *ADVERTISEMENT IN THESE COLUMNS IS* MORE THAN LIKELY TO BE MANY TIMES REPAID YOU.

Directory of Reliable Retail Houses

PROVIDENCE RHODE ISLAND
Johnston Brothers
LEADING FLORISTS
38 Dorrance Street

Providence, R. I.
2 Broad Street
Macnair, Florist

Roanoke, Va.
Fallon, Florist

J. B. Keller Sons
ROCHESTER, N. Y.
25 Clinton Ave., North
Flowers delivered promptly in Rochester and surrounding country. Complete line always ready.

ROCHESTER, N. Y.
H. E. Wilson
FLORIST
88 Main Street, East
We reach all Western N.Y. Points

ROCKFORD
H. W. Buckbee
FOREST CITY GREENHOUSES
ROCKFORD, ILL.
Quick service to Illinois, Wisconsin, Indiana and Iowa Points.

St. Louis, Mo.
Flowers delivered in city or State on short notice
F. H. Weber
TAYLOR AVENUE AND OLIVE STREET
Both Long Distance Phones

ST. LOUIS, MO.
Flowers delivered in City or State on short notice
C. YOUNG & SONS CO.
1406 OLIVE STREET

Holm & Olson
St. Paul. Minn.
20-22-24 West Fifth Street
National Florist
We fill orders for the Twin Cities and for all points in the Northwest. The largest store in America. Large stock, great variety. Write, wire or phone. Open night and day

Salt Lake City
FORT DOUGLAS and Vicinity
MILLER FLORAL CO.
Ten E. Broadway
250,000 SQUARE FEET OF MODERN GLASS

San Antonio, Texas
EDWARD GREEN, Florist
Avenue C, at 8th Street

San Francisco, Cal.
Joseph's, Florists

F.E.-Best Advertising Medium

that question, nevertheless will sound out the public for us as no other method would.

That we have millions of flower lovers we know, but whether a large part of these millions can be made flower buyers is "something else again," as someone has said.

Most of us realize that wonderfully bright prospects would be in store for the trade if we could change the buying of flowers from what is generally regarded by the public as a luxury, into a habit. But are we setting the example? Most of us are not!

At a recent meeting of nearly two hundred florists, among whom were numbered some of our largest growers, wholesalers and retailers, there were two, possibly three, but not more, wearing flowers.

Now, these men, in their journey to the meeting place, traveled many miles, using steam trains, elevated roads, trolleys and subways, coming into contact with thousands of people, so it does not need any undue stretch of imagination to realize that these men, to whom the welfare of the trade means much, had the opportunity of supporting the present national advertising campaign in no small way, by wearing a boutonnière that evening.

In connection with the S. A. F. & O. H. advertising campaign, it would seem that after a florist has subscribed to the same, as a good business man, he should be determined to turn his contribution into a profitable investment, for he must realize that the page ads in the national magazines are particularly planned to put the public into a receptive flower buying mood; the creating of a national demand being the big purpose behind the aforesaid advertising campaign. To what extent that national demand is going to be converted into local sales is a matter that will be governed entirely by the individual effort of each and every florist. And, mark you, on that same effort also largely depends the success of the present countrywide flower publicity.

Then, that other big business builder for the retailer—the telegraphic idea. Have it in mind all the time. Its growth has been wonderful, but the future holds much more, for unless all signs fail it is going to be one of the greatest outlets for sales. Even at this early stage some of our largest retailers report the volume of telegraph, telephone and mail orders as exceeding their local business. Think of it! Was there ever a greater asset given any industry? What are you, Mr. Retailer, doing to spread the gospel of the telegraphic idea? Every retailer should be a disciple, for his contact with the public stamps him as the man to do the preaching.

Gifts of Flowers Handled by Committees

Editor Florists' Exchange:

Your editorial on page 948 issue of Dec. 14 concerning Flowers vs. Diamonds, or Merchandise Gifts, is one which I think should be discussed at every florist club meeting in the country.

The giving away of flowers to church fairs by retailers should be stopped and put on a business basis. Why should a retail florist be picked out exclusively as a dispenser of his products for charity any more than the jeweler, butcher, or grocer? Does he not have to pay for his goods also?

The trouble is, as you say, that flowers in the past have been held too cheaply and people are under the impression that they cost the retailer but little. The scarcity in flowers which the St. Louis florists have experienced the last month should prove a valuable lesson to them.

As the general public have now become used to paying high prices for flowers, they surely in future will be willing to pay a reasonable price, and it is now up to the grower and wholesaler to see that some method of handling the over-supply to prevent demoralization of the business is put into effect.

In the past flowers have been wholesaled either too cheap or too high in price. The growers themselves should take a hand. They have an organization. Let them discuss the cost of production and figure as nearly as possible what their flowers cost to produce; under no circumstances let them ever be sold under the cost of production. They could discuss the best means to get their flowers to market in the best of condition, and instruct their wholesalers the best way to take care of stock that is left over after the sales for the day are over. And if a grower thinks he can spare some of his flowers for the sick in the city charitable institutions let him so instruct the wholesaler and a receipt be given him showing the disposition of his stock.

Or, let the general public be informed, when they make a request for flower donations, that they must apply to the committee appointed by the growers themselves. This would relieve the retailer from having to give away gratuitously flowers which he pays for.

Seattle, Wash.
Hollywood Gardens
Seattle's Leading Flower Shop
1534 Second Ave.

National Florist
Syracuse, N. Y.
ONONDAGA HOTEL
W. E. DAY CO.
We will carefully execute orders for Syracuse and vicinity

Toledo, Ohio, AND ALL POINTS
SCOTTWOOD GREENHOUSES
The largest, oldest and most up-to-date CUT FLOWER RANGE IN THE CITY

TOLEDO, OHIO, AND VICINITY
SCHRAMM BROS.
1315 Cherry Street

YONKERS, N. Y.
New York Floral Co.
Corner Manor House Square and North Broadway

WASHINGTON, D. C.
Gude Bros. Co.
Florists
1214 F. ST. N.W.

H. F. A. Lange
WORCESTER, MASS.
Deliveries to all points in New England
125,000 Square feet of Glass

Worcester, Mass.
Randall's Flower Shop

Messages of Flowers
By GEORGE H. O'NEILL
Lovers of flowers and their lore will find a treasure house in this interesting and comprehensive little manual. Of invaluable assistance to florists as a ready reference guide and as an instructive manual to amateur gardeners. Send for a copy.
Paper cover 25c. Cloth cover $1.00.
A. T. DE LA MARE CO. Inc.
438 to 448 West 37th Street, NEW YORK

Prices published in The Florists' Exchange are for the Trade only

. Directory of Reliable Retail Houses .

Albany, N. Y. WILLIAM C. GLOECKNER Leading Florist Member F. T. D.

Auburn, N. Y. DOBBS & SON, The Florists F. T. D., Rotary Central New York orders efficiently filled. Wells College.

Auburn, N. Y. MILLER'S FLORAL SHOPPE Delivery to any part of Cayuga Co. or Central N. Y.

Battle Creek, Mich. COGGAN F. T. D. and Sanitarium Orders

Binghamton, N. Y. BINGHAMTON FLORISTS, 66 Court St. The leading florist in the City

Brattleboro, Vt. HOPKINS, THE FLORIST Excellent shipping facilities for Vt., N. H. & Mass

Canajoharie, N. Y. JOSEPH TRAUDT F. T. D. Florist

Charleston, W. Va. CHARLESTON CUT FLOWER & PLANT CO. 40,000 ft. of glass Members F T D We reach all Southern and Western West Va.

Charleston, W. Va. WINTER FLORAL CO. We give the best of service. Nat'l Florist & F T. D.

Dayton, O. MATTHEWS, The Florists 16 and 18 W. 3d St. Est. in 1883. Greenhouse and Nurseries in Riverdale.

Dayton, Ohio J. W. RODGERS, Florist Third and Jefferson Sts. Member F. T. D.

Denver, Colo. ALPHA FLORAL COMPANY Efficient Service

Dover, Del. J. J. VON REIDER Your orders solicited

Dover, N. J. HERRICK Member Florists' Telegraph Delivery

Elmira, N. Y. RAWSON, The Florist Deliveries to Ithaca, Binghamton, Hornell Corning and other points.

Ft. Smith, Ark. GEO. RYE, The Plaza Member F. T. D. "Some Florist"

Greensboro, N. C. and Vicinity. VAN LINDLEY COMPANY, Florists. Members F. T. D.

Hackettstown, N. J. HERRICK Member Florists' Telegraph Delivery

Johnstown, N. Y. WOLLAGER BROS. Est. 1897. Orders promptly delivered for Johnstown and vicinity

Kalamazoo, Mich. G. VAN BOCHOVE & BRO. F. T. D. Orders satisfactorily filled

Kansas City, Kans. L. C. FIELDS. Quick Service Member Florists' Telegraph Delivery

Kansas City, Mo. W. J. Barnes FLORIST & CO. Kansas and Western Missouri Up-to-date Service F. T. D. Est. 1890

Lancaster, Pa. B. F. BARR & CO. Prompt, efficient service Member F. T. D. (Est. 1893) National Florist

Lebanon, Pa. J. F. VAVROUS' SONS Orders for Central Pennsylvania handled with promptness. Members F. T. D.

In any event flowers given to charity should be donated only to those who are not able to pay for them.

I hope this matter will be discussed by those more competent than myself to do so. C. W. Wors.

St. Louis, Mo.

Preparedness

In times of peace prepare for war has now been changed to in times of war prepare for peace. The man who is putting his shoulder to the wheel a little more strenuously now than ever before will show wonderful results for his added energy. In all lines of industry, particularly our line, there are going to be wonderful readjustments after peace has been declared, and when the boys come marching home and everybody is in a receptive mood to cheer and entertain.

Flowers will play a great part in the program of events from now on.

Picture if you will the celebrations to follow. Who is to get this business? I don't know; but it's a safe bet that the fellow who has kept up his stock and let the public know at all times that he has flowers to sell will come in for his share of the business.

There is no better way to create the good will spirit that will stay put for all time than to talk flowers through the printed word, backed up by fresh flowers and punctual delivery. These three form a combination that will merit the business to which you will be justly entitled.

We are now in great days and florists will have their share. Just keep up the good work started and tie up to the national campaign. Follow its work and use it in your locality as far as you are able and then,—well, results will tell. Henry Penn,

Chairman National Publicity Campaign.

Liberty and Loomis Deliveries to Loomis Sanitorium and all points in Sullivan County. LIBERTY FLORAL GARDENS, LIBERTY, N. Y.

Montclair, N. J. F. W. MASSMANN Telephone L. D. 438 Member of Florists' Telegraph Delivery and National Florist

Montreal, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D

Nashville, Tenn. GENY BROS. 150,000 square feet of glass

Newport, R. I. OSCAR SCHULTZ, Florist Gives prompt service

Newport, R. I. Established 1864 SMITH—FLORIST Floral Designs for All Occasions Greenhouses, Jamestown, R. I.

Newton, Mass. NEWTON ROSE CONSERVATORIES R. C. Bridgham, Prop. Member F. T D.

Omaha, Neb. JOHN H. BATH, 1804 Farnam Street F. T. D.

Peoria, Ill. C. LOVERIDGE. Orders filled promptly for Central Illinois. Member F T. D.

Philadelphia, Pa. FOX FLORAL SHOP, 1307 N. Broad St. Member F. T. D. Prompt, efficient service

Quebec, Can. McKENNA Limited Largest Retailers in Canada. Members F. T. D.

Quincy, Mass. JOHNSON'S CITY FLOWER STORE 1361 Hancock Street

Richmond, Ind. FRED H. LEMON & CO. Members F. T. D Florists and Decorators. Send us your orders

Roanoke, Va. WERTZ, FLORIST, Inc. Leading Florist of Southwest Va. All orders given special attention

Saginaw, Mich. WM. ROETHKE FLORAL CO. Most complete florist establishment in Michigan. 160,000 feet of glass. Two stores. F. T. D.

Scranton, Pa. A. S. BESANCON & CO. Scranton Life Bldg. Members F. T. D. Flowers delivered to all nearby towns

Scranton, Pa. CLARK, Florist (Est. 38 years) Member F. T. D. 7 Railroads. Reach all pts. Wires rec'd any hour

Scranton, Pa. NEW YORK FLORAL COMPANY Leading Florists of Scranton

Springfield, Ill. HEMBREIKER & COLE Flowers for central Illinois Members F. T. D.

Stroudsburg, Pa. HERRICK Member Florists' Telegraph Delivery

Summit, N. J. HARRY O. MAY, Prop. The Rose Shop

Terre Haute, Ind. HEINL'S Members F. T. D.

Toledo, Ohio METZ & BATEMAN Members F. T. D.

Trenton, N. J. CLARK, THE FLORIST Member of F. T. D. and National Florist

Trenton, N. J. AND VICINITY Daily delivery to Camp Dix, Wrightstown, N. J., Princeton Aviation Fields, Freehold and N. J. Shore towns. Carry and grow large stock of Cut Flowers. MARTIN C. RIBSAM F. T. D.

Troy, N. Y. THE ROSERY FLOWER SHOP The Leading Florist

Westfield, N. J. CHARLES DOERRER & SON, (F. T. D.) Deliveries to Plainfield, Cranford, Rahway and Elizabeth

Winnipeg, Canada THE "KING" FLORIST 270 Hargrave Street F. T. D. Florist

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By W. Cleaver Harry — *Ready for Delivery January 1st, 1918*

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CONTENTS

Chapter I. Wire Frames and Mossing.—Text Book and Practical Experience both Necessary—Wire Frames—Mossing Pillow Frame.

Chapter II. Pillows.—The Pillow—The Right Beginning—How to Stem Hardy Ferns; to Cover Frames; Prepare Stock—Stemming Flowers for Design—Outlining; the Steps from the Beginning to the Finished Design Explained—The Garland Pillow.

Chapter III. Wreaths.—Several Kinds Available—The Decorated Wreath—The Solid Wreath—The Shower Wreath—Use the Album of Designs to make a Better Sale.

Chapter IV. Emblems.—Emblems—Choice of Methods—Amusing Designs Wanted by Customers—Keep your Poise—Don't Take the Fault-finder Too Seriously.

Chapter V. Baskets.—Baskets as Funeral Designs—Only Three Representative Designs in Making Up—Advantages of Baskets—Filling Various Receptacles.

Chapter VI. Funeral Sprays.—The Funeral Spray—The Secret of Artistic Results—Faults to be Avoided—Getting the Material Ready—Constructing the Spray—The Final Touches—A Correct Ribbon Bow.

Chapter VII. Casket Covers and Palls.—Casket Cover—Pall.

Chapter VIII. Table Decorations.—Table Decorations—The Influence of the Prevailing Mode is Shown in Milady's Selection of Flowers for the Dinner Table. A forecast of Catchy Combinations that Conform with the Season.

Chapter IX. Wedding Bouquets.—Wedding Bouquets—Characteristics of a Good Wedding Bouquet —Learning How to Produce it—The Forearm Shower—Always Deliver Ahead of Time—Taking the Order.

Chapter X. Corsage Bouquets and Boutonnieres.—Corsage Bouquets—A Review of Best, Easiest and Quickest Methods Used by the Store Artist. Showing the Importance of Every Detail—How to Make a Correct Boutonniere.

Chapter XI. Wedding Decorations.—Materials in General Use and How to Use Them—Decorative Properties—The Prie-dieu, the Gates and Canopy—Objective Points to Cover in Both Church and Home.

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Kalamazoo, Mich.

Not in many years has the weather been so fine and mild and never so far as I know has the price list been so high; so, therefore, the prospects for the grower these holidays look very fine indeed. Roses are quoted from $2.50 upward per doz., and Carnations at the same price; Paperwhites $1 up; Lilies $5 per doz; Violets $1; Peas $1 per bunch, and any other stock that happens to come in sells at a corresponding scale. Even at the prices mentioned no orders are booked far in advance, for there are possibilities that even higher prices may prevail before Christmas; one of the only things we are sure of is a shortage of stock.

Funeral work is still brisk. Health conditions have improved and the ban on public gatherings has been lifted. Shipping trade is a problem; the question is how to make the available stock cover demands, price being apparently no longer a matter of interest to retailers in the larger cities. No doubt the present high prices will re-act to the disadvantage of the trade later on, but that is a chance we will have to take as at present there is no balance wheel to adjust the situation to conditions, and one cannot blame the grower for taking the opportunity to make up partly for the losses of last season.

Potted blooming plants are in medium supply and such plants as Cyclamen, Primroses, Poinsettias, etc., seem to offer sufficient attraction to buyers and divert somewhat criticism of the high price of cut flowers. These plants show a good fair value for the money, so the belief of customers in the good faith of the storekeeper is helped to a considerable degree. Holly and greens are too high in price to induce most florists here to bother with them, although baskets of Boxwood and Ruscus trimmed with red ribbon are quite abundant. Jackson's have a lot of artificial wreaths on display from $1.50 to $10, and Van Bochove a large collection of baskets prettily made up. Both lines seem to take well with the public. S. B.

St. Louis, Mo.

The Christmas market opened strong. Orders for Carnations and Roses are being daily received by wholesalers. Paperwhite Narcissus is wholesaling at $10 per 100. Stevia is running short which stiffens up the price of Asparagus plumosus and Sprengeri. Artificial flowers are greatly in evidence and the counters of the wholesalers are filled with Ruscus red roping, Holly sprays, Poinsettias, Boxwood, prepared greens and ferns. Business in the artificial line will surely make a record for the season. The retailers have their windows filled with wreaths, baskets and numerous set pieces in artificial work. Carnations are $4 a doz. For Roses $3 to $10 is now demanded. There will be but little change for the holidays. The supply in Holly and Mistletoe will be limited. If bright weather continues the growers will market everything they can. Blooming plants will be pushed extensively by the retailers who will endeavor in this way to relieve the cut flower shortage. There will certainly be a limited supply in Violets and Sweet Peas, but it is hoped an increased one in bulbous stock. If the mild weather continues wholesalers and retailers will not have such a hard time making deliveries. The biggest Christmas business in years is expected.

Violets owing to the bright sunshine have increased in supply and are quoted at $1 to $2 per 100; Sweet Peas $3.

Trade Topics

Francis Gorly went to Chicago to look over the market and see what extra supplies he could get for his Christmas trade.

Mullanphy, florists, both stores, were taxed to the limit with local shipping and funeral orders.

Martin Seeger was buying in the wholesale district all week getting everything he could lay his hands on.

Alex. Laurie, horticulturist at Shaw Gardens, has gone on a vacation East to be absent till after the New Year.

Oscar Ruff is again at his post recovered from the influenza. W.

Foreign Trade Opportunities

The Dept. of Commerce, Bureau of Foreign and Domes. Comm. reports as follows:

27829.—A firm in France desires to secure an agency for the sale of agricultural machines and implements. Correspondence should be in French. Reference.

27846.—An agency is desired by a man in France for the sale of agricultural machines and implements. Correspondence should be in French. Reference.

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18 x 5 x 3½	$3.60	24 x 8 x 5	$7.80
21 x 5 x 3½	4.80	28 x 8 x 5	8.80
24 x 5 x 3½	5.75	30 x 8 x 5	11.00
28 x 5 x 3½	7.00	36 x 8 x 5	13.00
21 x 8 x 5	7.10	30 x 12 x 6	15.00
30 x 5 x 3½	8.00	36 x 14 x 6	17.00
		36 x 12 x 6	16.90

Printing in green or black ink, $1.25 per 1000; in gold or bronze, $3.00 per 1000

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	Per 100
16 x 16 x 7	$11.50
18 x 18 x 8	13.50
20 x 20 x 9	15.50
22 x 22 x 9	19.50

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	Per 100
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Size	Per 100
8 to 12	$3.75
12 to 16	4.25
16 to 20	6.00
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28 to 32	10.00
32 to 36	11.00
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40 to 44	13.00
44 to 48	14.75

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The Market

Dec. 24.—On Tuesday, the day before Christmas, up to 6 o'clock in the evening the characteristic features of the wholesale cut flower market were an above medium supply of some kinds of stock, and a medium to small supply of the rest. In no case, perhaps, was the supply as large as in previous years at Christmas time. The demand for most flowers was medium to large, but in several cases small. The prices in general were higher than they have ever been at Christmas in previous years. In our Christmas letter next week we hope to cover, as regards sales and prices, the time from 6 p.m. Tuesday until the close of business Christmas Day and also the sales of plants and flowers at the retail florists' stores.

Am. Beauty Roses were in medium supply. The demand was active. Special grade blooms sold at from 50c. to $1.50 each, and the other grades at corresponding prices. Hybrid tea Roses were in medium supply; the demand was large. No. 3 grade blooms sold at 4c. to 6c. each. No. 2 grade blooms went at from 10c. to 15c. each, and special grade at 20c. to $1 each according to variety.

Carnations were in medium or a little larger than medium supply. The demand from morning till six in the evening was small. The price of select reds and Wards was 15c. to 20c. each; for select pinks, other than Wards, 12c. to 15c.; for select whites 8c. to 12c., and for culls and splits 5c. to 8c., according to color. At 6 p. m. many thousands of Carnations were unsold and the outlook for sales was not at all cheerful, for the demand seemed to have stopped. Buyers were complaining much of the high prices, and a decline in prices seemed inevitable, and it looked as if even with lower prices coming so late the unsold surplus would be large.

Cattleya orchids were in above medium supply and moved slowly at about 25c. to 40c. for inferior to medium grade and 60c. to 75c. for select grade blooms. At 6 p.m. appearances indicated that the unsold surplus might be large. Gardenias were in moderate supply and moved rather slowly at $1 to $10 per doz. Lily of the Valley was in short supply. The demand was medium at $8 to $10 per 100 for the best grade blooms. White Lilies were in medium and pink in rather short supply; the demand was moderate at from 15c. to 20 each for white, and 8c. for pink on short stems, and 12c. on long stems.

Sweet Peas were in medium supply and sold freely at from $3 to $6 per 100 for medium to select grade blooms. Antirrhinum was in small supply and sold well at from $1 to $3 per bunch. There was a moderate supply of Calendulas, which met with a fair demand at from 75c. to $1.50 per doz. Poinsettias were in perhaps a little more than medium supply; blooms of really high quality sold well at from $4 to $6 and in a very few cases $9 per doz., but those of inferior quality had no call.

Mignonette was in small supply, and met with fair demand at from 75c. to $2.50 per doz. sprays. There was a small supply of Wallflowers, which realized from 50c. to $1 per bunch. Stevia was perhaps the only flower really in abundance; the demand for it was moderately large, at from three to five bunches for $1. Bouvardia was in short supply and sold well at from 50c. to $1.50 per bunch. There were only a few yellow Daisies, which met with little call, at $3 to $5 per 100. There were few Callas and they had a fair demand, at from $2 to $3 per doz. Of Paperwhite and Soleil d'Or Narcissi there were also a few in the market; the former sold for 75c. to $1.25 per doz. sprays, the latter at $1.50 to $2. Violets were in medium to short supply. The quality of many was quite inferior. The demand for really good Violets was fair, doubles selling at from $2 to $3 per 100, Gov. Herrick at $1 to $2 and the Princess of Wales and La France at $2.50 to $3. Buyers complained of the prices and at 6 p.m. it looked as if the surplus would be considerable. There were moderate arrivals of Pansies, which met with a small demand at $2 to $3 per 100.

The demand for hardy greens was abnormally large; the general supply however, was medium to short and prices were higher than in previous years at Christmas. Further details as to the supply and prices for these and berried shrubs may be given in our Christmas letter next week. Indoor greens were in moderate supply and moved well at quoted prices.

The rain which began Tuesday just before noon, and continued until Christmas morning, undoubtedly curtailed to a considerable extent the sale of cut flowers.

Secretary Young's Birthday

On Tuesday afternoon, Dec. 17, a little party of gentlemen made their way to Rooms 902 and 903 of the building at 1170 Broadway, bearing an immense cake, which, after they had lighted the 50 candles on it, they presented to Secretary John Young, of the S. A. F. and O. H., and the New York Florists' Club, congratulating him on having lived a half century, for this was Mr. Young's fiftieth birthday anniversary. The genial secretary appreciated this kind remembrance of himself, shown both by the presence of his welcome visitors and the cake; so much so that he gave them a few bars of "Hail, hail, the gang's all here." In this party of visitors were Charles H. Totty, Philip F. Kessler, Frank H. Traendly, J. K. Allen, Frederick R. Newbold, J. H. Pepper and A. F. Faulkner.

The first Freesia blooms of the season arriving in the cut flower market were seen at E. C. Horan's, 55 W. 28th st., on Christmas Day. These were from the growing establishment of Joseph Riede of Middle Village, L. I.

At the coming of the Christmas holidays this year cut flower and plant growers, and wholesale and retail florists were obliged to face unusual conditions. Some remarks on these conditions will appear in our Christmas letter next week.

John H. Pepper has accepted the secretaryship of the American Dahlia Society, to take effect on Jan. 1, 1919, J. R. Lewis having resigned.

Alex. Lurie, horticulturist, Missouri Botanical Garden, St. Louis, was a visitor in New York this week.

Boston

Christmas Market

Dec. 24.—Since Dec. 17 there has been a continual rise in prices each day until yesterday, Monday, Dec. 23, when prices dropped somewhat. During the early part of the week there was a marked scarcity of all kinds of flowers, which continued up to Saturday night. On Monday there was a liberal supply, with fewer buyers; consequently there was plenty of flowers left in the ice chests. The day before Christmas brought a decided drop in the market.

At no Christmas to be remembered were such high prices paid for flowers, which caused considerable dissatisfaction among wholesalers and retailers. This may curtail the buying of flowers somewhat but the writer cannot see why there should be so much talk about high prices. Is there any other commodity that one can buy at prices the same as before the war? The grower ought to get something for his work and worry.

The supply of American Beauty Roses is not large but there are some attractive blooms reaching the markets. Special blooms in small lots have sold as high as $2 apiece and the price asked per 100 was $200. This is possibly the highest price for Roses recorded in this market. Other grades of this variety have been selling from 20c. to $1 each. There is a fairly liberal supply of hybrid tea Roses. Prices were higher last week than they are now. Hadley sold, for special blooms, as high as $65 per 100. Other Roses brought from 10c. to 25c. each. Prices were slightly lower on Tuesday, Dec. 24.

Carnations, on Friday and Saturday, sold for from 12c. to 15c., with special fancy blooms at higher prices. On Monday there was a plentiful supply and prices dropped to 10c. to 12c. On Tuesday prices went down to 6c. to 10c.

There is a good supply of Cattleya orchids at 50c. to $1 each; also a fairly

(Concluded on page 1048)

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New York Cut Flower Market
Tuesday, Dec. 24, 1918
Prices quoted are by the hundred unless otherwise noted

Roses—A. Beauty, Special	40.00 to 150.00	Adiantum Cuneatum	.20 to .25
" Fancy	30.00 to 100.00	Hybridum and Croweanum	.25 to .50
" Extra	20.00 to 60.00	Antirrhinum, per bunch	.75 to 3.00
" No. 1	15.00 to 30.00	Asparagus Plumosus, bunch	.15 to .25
" No. 2	10.00 to 12.00	Bouvardia, per bunch	.50 to 1.50
" No. 3	5.00 to 6.00	Buddleia, per bunch	.75 to 1.00
Killarney	10.00 to 25.00	Callas	2.00 to 3.00
Killarney Brilliant	10.00 to 25.00	Carnations, Select	12.00 to 20.00
White Killarney	10.00 to 20.00	Ordinary	5.00 to 10.00
White Killarney, Double	10.00 to 25.00	Calendula	4.00 to 12.00
My Maryland	10.00 to 25.00	Daisies	3.00 to 5.00
Columbia	15.00 to 100.00	Ferns, per 1000	1.75 to 2.50
Hadley	15.00 to 100.00	Freesia, per bunch	.75 to 1.00
Hoosier Beauty	12.00 to 40.00	Galax, green and bronze, 1000	..... to 1.00
Key	25.00 to 75.00	Gardenias, per doz	1.00 to 10.00
Cecile Brunner, Elgar, etc. bun	.50 to 1.50	Leucothoe, per 1000	4.50 to 7.00
Mme Pl. Euler (Prima Donna)	12.00 to 40.00	Lilies, Longiflorum	15.00 to 20.00
Mrs. George Shawyer	12.00 to 40.00	" Rubrum	8.00 to 12.00
Sunburst	12.00 to 50.00	Lily of the Valley	3.00 to 10.00
Mrs. Aaron Ward	10.00 to 35.00	Mignonette, per doz	.75 to 2.50
Lady Alice Stanley	12.00 to 50.00	Narcissus, P. W. per bunch	.75 to 1.25
Ophelia	12.00 to 40.00	" Soleil d'Or, per bun	1.50 to 2.00
J. J. L. Mock	15.00 to 50.00	Pansies	2.00 to 3.00
Mrs. Charles Russell	15.00 to 100.00	Poinsettias, per doz	2.00 to 6.00
.....	..... to	Orchids, Cattleyas	25.00 to 75.00
.....	..... to	" Cypripediums, per doz	2.00 to 3.00
.....	..... to	" Oncidiums	8.00 to 10.00
.....	..... to	Primula, per bunch	.35 to .50
.....	..... to	Smilax, per doz., strings	1.50 to 3.00
.....	..... to	Stevia, per bunch	.20 to .35
.....	..... to	Sweet Peas, Spencers	3.00 to 6.00
.....	..... to	Violets, Double	2.00 to 3.00
.....	..... to	" Single	1.00 to 2.50
.....	..... to	Wallflowers, per bunch	.50 to 1.00

All the New and Standard ROSES
Fine Grade CARNATIONS
and all Seasonable CUT FLOWERS
WALTER F. SHERIDAN, 133 West 28th St., NEW YORK
TELEPHONE, FARRAGUT 3532
When ordering, please mention The Exchange

WILLIAM KESSLER, *Wholesale Florist*
Telephone 2335 and 2336 Farragut 113 West 28th Street, NEW YORK
Carnations, Orchids, Lilies, Roses
Valley and a Complete Line of Autumn Flowers
When ordering, please mention The Exchange

GEO. J. POLYKRANAS
Wholesale Commission Florist Consignments Solicited
104 West 28th Street Telephones Farragut 2264 NEW YORK
When ordering, please mention The Exchange

EDW. C. HORAN
55 West 28th St., NEW YORK
Telephones: 2560, 2561 Farragut Cut Flowers at Wholesale
When ordering, please mention The Exchange

George C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Telephone, Farragut 608-609
The best source of supply in the city
ORCHIDS, VALLEY, ROSES, VIOLETS AND CARNATIONS
Personal Attention—Consignments Solicited
Satisfaction Guaranteed
When ordering, please mention The Exchange

All Seasonable Flowers
WILLIAM P. FORD, *Wholesale Florist*
107 West 28th Street, New York
Telephone, Farragut 5335
When ordering, please mention The Exchange

John Young George Hildenbrand
John Young & Co.
WHOLESALE FLORISTS
53 West 28th St., NEW YORK
Telephone, FARRAGUT 4336
When ordering, please mention The Exchange

NOE & SAMPSON
Wholesale Commission Florists
Telephone, Madison Square 756
AMERICAN BEAUTIES
A SPECIALTY
55-57 West 26th Street, NEW YORK
When ordering, please mention The Exchange

Established 1887
J. K. ALLEN
Pioneer Commission Dealer in Cut Flowers
Choice Carnations, Roses, Orchids, Lilies, Bulbous Stock, and other Seasonable Flowers
118 West 28th Street, NEW YORK
Consignments of good stock solicited
Phones, Farragut 167 and 3058
When ordering, please mention The Exchange

Goldstein & Futterman
Wholesale Florists
CONSIGNMENTS SOLICITED
102 West 28th Street, New York City
Telephone, Farragut 9761
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William Mackie
WHOLESALE FLORIST
105 West 28th Street, NEW YORK
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TELEPHONE, FARRAGUT 759
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SHIP TO
THE WHOLESALE FLORISTS
A. L. Young & Co.
54 W. 28th ST. NEW YORK
CONSIGNMENTS SOLICITED
When ordering, please mention The Exchange

CONFIDENCE

Let us be Part of Your Working Force

Orchids, Violets, Roses and Carnations

SOLE AGENTS

SIM'S VIOLETS AND CARNATIONS

AND

DOLANSKY'S ORCHIDS AND ROSES

We respectfully solicit a trial. Long distance shipping a specialty. Telephone and telegraph orders filled promptly for train you desire. When you buy from us you can be sure of satisfaction.

DOLANSKY-McDONALD CO.

Wholesale Florists

PHONES: Fort Hill, 3630-3631-3632

256 Devonshire St., BOSTON, MASS.

When ordering, please mention The Exchange

B. A. SNYDER CO. *Wholesale Florists..*

Hardy Cut Evergreens, Cut Flowers and Florists' Supplies

21-25 Otis Street, BOSTON, MASS.

Telephone, Fort Hill 1083-1084-1085

When ordering, please mention The Exchange

Wholesale Prices of Cut Flowers

Prices quoted are by the hundred unless otherwise noted

NAMES AND VARIETIES	Boston Dec. 24, 1918	Pittsburgh Dec 23, 1918
Roses—American Beauty	25 00to200 00	15.00to100.00
Hadley	2.000 to 65 00	... to ...
Hoosier Beauty	10 00 to 20 00	20.00 to 60.00
Killarney	10 00 to 16 00	10.00 to 30.00
White Killarney	10 00 to 16 00	10.00 to 30.00
Killarney Queen	10 00 to 20.00	... to ...
Mrs. Aaron Ward	... to ...	10.00 to 30.00
Mrs. Chas. Russell	10 00 to 40.00	20.00 to 60.00
Francis Scott Key	... to ...	... to ...
Mrs. George Shawyer	... to ...	12.00 to 35.00
Columbia	10 00 to 20.00	20.00 to 60.00
Rose Marie	..... to	... to .....
My Maryland	..... to ...	10.00 to 25.00
Prima Donna	... to ...	20.00 to 60 00
Ophelia	10 00 to 25.00	12.00 to 35.00
Richmond	10.00 to 20 00	20 00 to 50.00
Sunburst	... to ...	10.00 to 30.00
Killarney Brilliant	10.00 to 20.00	.... to ....
J. J. L. Mock	..... to ...	..... to ...
Cecile Brunner	..... to	.... to 4.00
Adiantum, ordinary	..... to 1 00	1.00 to 1.25
Antirrhinums, bunch	4 00 to 8.00	... to ...
Asparagus Plumosus, bunch	.25 to .50	.35 to .50
" Sprengeri, bunch	.25 to .40	.35 to .50
Calendula	2.00 to 3 00	... to 4 00
Callas, per doz	..... to	... to 25.00
Carnations, Select	8.00 to 10.00	10 00 to 15.00
Ordinary	6 00 to 7.00	... to ....
Chrysanthemums	16.00 to 30 00	... to .....
Pompons, per bunch	.50 to 1.00	... to .....
Daisies	3.00 to 4 00	... to 4 00
Ferns, Hardy	.... to	... to .40
Galax Leaves	..... to	... to .15
Gladioli	..... to	... to ....
Leucothoe	..... to	.... to 1.00
Lilium Formosum	..... to	.... to ....
" Longiflorum	16.00 to 25.00	.... to 25.00
" Rubrum	10.00 to 12.00	.... to ....
Lily of the Valley	8.00 to 10.00	.... to 10.00
Mignonette, Per 100	..... to	.... to ....
Mistletoe, lb	..... to	.... to .....
Orchids—Cattleyas	75.00to100.00	75.00to100.00
Cypripediums, doz	..... to	.... to .....
Paper White Narcissus	..... to	.... to 6.00
Phlox	..... to	..... to .....
Primroses	..... to	.... to .....
Smilax, doz strings	..... to	... to 2.00
Stevia, per bunch	.25 to .35	.... to .75
Sweet Peas	3 00 to 4 00	.... to 3.00
Violets	2.00 to 3.00	.... to ....
" Single, per 100	..... to	..... to 3.00

BUY IN BOSTON

Welch Bros. Co., WHOLESALE FLORISTS

CUT FLOWERS AND SUPPLIES

262 Devonshire St., Telephone {6267 / 5948} MAIN **Boston, Mass.**

When ordering please mention The Exchange

New England Florist Supply Co.

276 Devonshire Street — **BOSTON, MASS.**

Telephones: Fort Hill, 3469 and 3135. — Open 6 a. m. to 7 p. m.

When ordering, please mention The Exchange

The Chicago Flower Growers Association

PAUL R. KLINGSPORN, Manager — *Wholesale Growers of Cut Flowers and Plants* — 182 N. WABASH AVE. CHICAGO

BEAUTIES, LILIES, ROSES, CARNATIONS

AND EVERYTHING SEASONABLE

When ordering please mention The Exchange

Poehlmann Bros. Co., Wholesale Growers and Shippers of **Cut Flowers**

Importers and Jobbers of Florists' Supplies

Two Million Square Feet of Glass at MORTON GROVE, ILL., in Plants and Cut Flowers. Send all Plant Orders to Morton Grove

Cut Flower and Supply Department: **66-74 East Randolph St., Chicago**

When ordering, please mention The Exchange

Boston—Concluded from page 1046

good supply of Cypripediums. Lilies are plentiful and are going rather slowly at 16c. to 20c.

The supply of cut Poinsettias is not as large as usual and prices are from $5 to $7 per doz. A moderate supply of Sweet Peas with short stems is bringing $3 per 100. A few 'Mums are offered at $4 per doz. Lily of the Valley is $10 to $12 per 100. Pansies of a good strain are fetching $3 per 100. There is very little Snapdragon. Callas are in medium supply at $3 per doz. Some small lots of Calendulas are also offered. Stevia is abundant.

The demand for plants has been exceptionally large this season and all kinds of Christmas goods sold unusually well.

Club Election

The monthly meeting of the club was held at Horticultural Hall, on Tuesday evening, Dec. 17. The attendance was good, election of officers for 1919 being scheduled. The secretary read most interesting letters from members in the A. E. F. in France. He also reported the death of Andrew Morrison, a member of the club, and W. N. Craig, D. Finlayson and Fred Coles were appointed to prepare suitable resolutions at the next meeting. It was voted to have a ladies night in January and a victory dinner in Horticultural Hall early in February.

The following officers were elected: President, A. K. Rogers; vice-president, C. H. Sweetzer; secretary, W. N. Craig; treasurer, S. J. Goddard. Executive committee: James Methven, James Wheeler, H. H. Bartsch, Wm. H. Judd and Walter H. Colby.

Christmas Plants

Herman H. Bartsch, manager of the William W. Edgar Co., Waverley, gave a highly interesting and instructive talk on Christmas plants. He placed Azaleas at the head of the list, and Mme. Petrich he considered one of the best. He thought the Cyclamen was easily second and one of the best house plants and said that there were never enough of them grown. Begonias came third and more money was made out of these than from any other plant. He considered B. Melior the best variety, followed by B. Cincinnati. Poinsettia was the next in order but was rather difficult to handle. The Ardisia was in his opinion by far the best berried plant. He stated that it took four years to grow a large plant. Oranges, when well done, always found a ready sale. Heaths were excellent as plants and gave satisfaction. For a cheap plant Chinese Primroses, when of good color, filled the bill. Peppers and Jerusalem Cherries were desirable as cheap berried plants. Camelias, he said, would never be popular; they were not satisfactory to the grower nor to the buyer, as they dropped their buds too easily. Crotons, ferns, palms and Dracænas were the most popular foliage plants. He regretted that there was no good yellow flowered plant for Christmas.

Henry Penn spoke on "Plants for the retail stores at Christmas." He urged every florist to practice optimism, saying that the florists had gone through one of the most difficult periods in the history of the business and that they had come out with credit. He emphasized the fact that it was much better to sell a large number of plants at a moderate price

Chicago, Dec. 23, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauty.	
Specials, per doz.	12.00 to 15.00
36-inch stems "	10.00 to 12.00
30-inch stems "	6.00 to 7.50
Short stems, per 100	15.00 to 25.00
Columbia	15.00 to 45.00
White and Pink Killarney	10.00 to 35.00
Killarney Brilliant	10.00 to 35.00
Milady	15.00 to 40.00
Mrs. Aaron Ward	10.00 to 25.00
Mrs. Chas. Russell	20.00 to 75.00
Richmond	15.00 to 20.00
Sunburst	12.00 to 25.00
Ophelia	12.00 to 25.00
Carnations, Select	15 00 to 20.00
" Ordinary	10.00 to 12.00
Asparagus plumosus, per bunch	.35 to .50
" Sprengeri, per bunch	.25 to .50
Adiantum	1.00 to 1.50
Boxwood, per pound	..... to .30
Calendulas	5.00 to 6.00
Cornflowers	1.00 to 2.00
Daisies	2.50 to 3.00
Ferns, Hardy, per 1000	..... to 5.00
Galax Leaves, per 1000	..... to 2.00
Gardenias, per doz	5.00 to 6.00
Leucothoe Sprays	..... to 1.00
Lilium Longiflorum	20.00 to 25.00
Lilium Rubrum	5.00 to 8.00
Lily of the Valley	8.00 to 10.00
Mexican Ivy, per 1000	... to 6.00
Mignonette	6.00 to 8.00
Orchids—Cattleyas, per doz	10.00 to 12.00
Paperwhite Narcissi	6.00 to 8.00
Poinsettias, per doz	4.00 to 6.00
Smilax, per doz	3 00 to 4.00
Stevia	2.00 to 3.00
Sweet Peas	2.50 to 3.00
Violets	2.50 to 3.00
Wallflowers, per bunch	.50 to .75

ALL THE LEADING VARIETIES OF ROSES *and* CARNATIONS

Peter Reinberg

Wholesale Cut Flowers

30 EAST RANDOLPH ST. CHICAGO, ILL.

Headquarters for Mrs. Russell Roses

When ordering, please mention The Exchange

E. G. HILL CO.

Wholesale Florists

Richmond, Indiana

When ordering, please mention The Exchange

ZECH & MANN

We are Wholesale Florists Doing a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

When ordering, please mention The Exchange

BOOK of WATER GARDENING $2.65 PREPAID

A. T. De La Mare Co. Inc., - 438 to 448 West 37th St., New York

ORCHIDS

CATTLEYAS CATTLEYAS

We expect to have plenty of **Cattleyas** during the month of January. The varieties in bloom are good ones, which insures a good grade of flowers. If you want something special, where quality is the first consideration, suggest **Cattleyas** to your customers. We expect prices to be very moderate.

GARDENIAS

The quality of our **Gardenias** is the best, perfect flowers with long stems. They can be bought now at more moderate prices.

LILAC

You can always depend on us for **Lilac.** We have some on hand at all times, and orders for a large quantity can be filled on short notice.

THE LEO NIESSEN CO.

Wholesale Florists

BALTIMORE, MD., :: PHILADELPHIA :: WASHINGTON, D.C.

When ordering, please mention The Exchange

Roses
Carnations
Snapdragons
and a full line of all other Seasonable Cut Flowers.

CHARLES L. MEEHAN

5 S. Mole St. WHOLESALE FLORIST Philadelphia, Pa.

Plumosa
Smilax
Adiantum
and a full line of all othr Greens

When ordering, please mention The Exchange

WM. J. BAKER, *WHOLESALE FLORIST* 12 South Mole St., PHILADELPHIA, PA.

Carnations, Callas and Sweet Peas

When ordering, please mention The Exchange

than a few plants at a big figure. He emphasized the desirability of catering to all classes of customers. He said that last year in three days they had sold, at their store, at Christmas 2368 plants, requiring 68 boys and 24 automobiles to deliver. The average cost for delivery and handling each plant was 28¾c. The average selling price for all the plants handled was $4. He considered Cyclamen one of the best plants for the retailer. Poinsettias were good but tender and hard to handle. The Begonias now being grown were exceptionally good plants and were giving more satisfaction now than formerly.

The awards for exhibits were as follows: L. D. Towle of Newton, W. H. Colby, H. A. Stevens, Dedham, Janten & Wollrath and the W. W. Edgar Co.

General News

The Mann Co. has at its stall in the Boston Flower Exchange long sprays of Buddleia Asiatica, which is something of a novelty and sells well.

The pot business at A. H. Hews & Co., Inc., North Cambridge, is improving, there having been noticeable increase in the sales of pots in the last two months. The labor question with this firm has been a serious one during the last year, but help is much more plentiful again and the outlook for business is much brighter.

Mr. Manter, at the Boston Flower Exchange, has been handling Norway Spruce branches loaded with long cones. One could hardly wish for a more decorative evergreen than this and it has sold well.

S. J. Goddard of Framingham had a heavy Christmas demand as usual, for Laddie and Seedling No. 119 has proved a favorite pink.

Practically all the seed stores are handling Christmas plants. At R. & J. Farquhar & Co., they have a large display and numerous customers. The Fottler, Fiske, Rawson Co. also has a fine display.

H. W. Vose, Hyde Park, is offering excellent Godfrey 'Mums.

The next meeting of the Horticultural Club of Boston is to be held on Wednesday evening, Jan. 8, instead of Wednesday, Jan. 1.

The Dolansky-McDonald Co., at 256 Devonshire st., are headquarters for orchids; they handle the whole product from the greenhouses of Frank J. Dolansky of Lynn. His orchid houses are said to be the largest in New England.

The wholesale stores have been so busy with shipping business that they had to work all Sunday. The sales for artificial flowers and all kinds of Christmas supplies have been extremely large this season.

Thomas J. Galvin has had attractive ads. in the Sunday newspapers. His store windows have been made especially pleasing with immense pans of Poinsettias and other Christmas plants.

Penn's store never was brighter. Plants by the thousands, of all kinds, are shown.

R. C.

Chicago

Christmas Market

Dec. 23.—At this writing the Christmas rush in the wholesale market is well on. The demand is considerably in advance of the supply and prices remain about the same as last report. Some of the wholesalers have not accepted any new business for several days believing that it would be all they could do to fill orders booked in advance.

Orders that have been booked recently were taken on conditions only that they would be handled as best they could under existing conditions. Out of the city buyers have been here in force for the past week personally to inspect conditions and many of them have conformed their requirements to prevailing circumstances by considerably reducing their orders. This has enabled the wholesalers to make a better distribution of all available stock among preferred buyers. Occasional buyers, those who are slow payers and bargain hunters get no consideration whatever.

It was said a week ago that, owing to the high prices that prevailed all through December, Christmas trade this season would be free from stock cut in advance and held by the growers for several days, to be thrown on the market at a time when maximum prices would be in force. This is the so called "pickled stock." It is unfortunate that these predictions failed to come true, although it has been said that the grower who held stock back should be examined for sanity. Prominent growers have held their stock for several days when it was marketable at prices never attained before and consigned it to the commission men as early as Saturday, Dec. 21, in such a condition as to be practically unfit for shipping purposes, when these same commission men were relying on this stock for Saturday's shipment to their long distance trade.

This is inexcusable, more so this season that ever; it is a disappointment to the wholesaler and must eventually be a loss to the grower. The Chicago market is called on daily to furnish stock from as far distant as Winnipeg on the North, to San Antonio on the South, within a lesser radius East and West, where a time limit of 48 hours is frequently involved. Only very tight stock in Roses will reach these points in a salable condition. Local buyers know these conditions well and when open stock is seen on display they will not pay over 50 per cent. of the price of shipping stock. Growers who held their stock this year will be losers for so doing. Conditions have altered since the pickling habit was profitable.

The supply of Roses, while inadequate is the largest item of stock on the market. Short and medium grades are in strong demand. Retailers who can use fancy and special stock can be more easily supplied than buyers of short stock. Prices up to this writing remain high; short stock bringing not less than $10 per 100 and then up to $35 for ordinary commercial varieties. In the case of fancy Russells and Columbia the price ranges as high as $75 per 100. Hoosier Beauty and Milady in fancy stock runs as high as $50 per 100. It is highly probable that there will be a break in prices before the Christmas market is closed, since that much pickled stock will have to be moved at considerably reduced prices.

Carnations so far are not in large supply; shipping orders that went out Saturday and Monday were only partially filled. Splits have been bringing $10 per 100, with about $15 an average price for all medium stock. Some fancy grades in red have sold as high as from $18 to $25 per 100.

Pussy Willow

Wonderfully choice sprays, well tufted. Per bunch of 12 sprays each:

Short ..... $0.25 Long. $0.75
Medium. ..... .50 Extra long 1.00

In any quantity

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

S. S. PENNOCK CO.

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. PHILADELPHIA 1608-1620 Ludlow St.
BALTIMORE Franklin & St. Paul Sts. WASHINGTON 1216 H St., N. W.

When ordering, please mention The Exchange

Philadelphia, Dec. 24, 1918

Wholesale Cut Flower Prices

Prices quoted are by the hundred unless otherwise noted

Roses—American Beauties	25.00 to 125.00
Columbia	12.00 to 50.00
Killarney	10.00 to 25.00
White Killarney	10.00 to 25.00
Mme. P. Euler (Prima Donna)	12.00 to 40.00
My Maryland	12.00 to 20.00
Richmond	20.00 to 40.00
Sunburst	10.00 to 25.00
Killarney Brilliant	12.00 to 35.00
Mrs. Chas. Russell	15.00 to 75.00
Mrs. George Shawyer	12.00 to 25.00
Hadley	15.00 to 75.00
Ophelia	12.00 to 35.00
Adiantum, Ordinary	.75 to 1.00
Asparagus Plumosus, per bunch	.25 to .50
" Sprengeri, per bunch	.25 to .50
Bouvardia	6.00 to 8.00
Calendulas	5.00 to 10.00
Callas	20.00 to 25.00
Carnations, Select	10.00 to 15.00
Red Carnations	15.00 to 20.00
Chrysanthemums	10.00 to 40.00
Pompons, bunch	.25 to .50
Daisies	2.00 to 3.00
Gardenias	50.00 to 75.00
Lilac, per bunch	1.50 to 2.00
Lilium Longiflorum	20.00 to 25.00
Mignonette	5.00 to 8.00
Orchids—Cattleyas	60.00 to 100.00
Cypripedium	.... to 15.00
Poinsettias	40.00 to 50.00
Snapdragon	10.00 to 18.00
Stevia, per bunch	.35 to .50
Sweet peas	2.00 to 3.00
Valley	6.00 to 8.00
Violets	.... to 1.50

Orchids and Lilies are scarce; in fact there is nothing in large supply. Poinsettias next to Carnations and Roses rank third in point of supply and are selling at from $3 to $6 per doz. Paperwhites and yellow Narcissi are bringing the highest prices ever reached on the market. Valley has advanced to $8 and $10 per 100. All green stock has slightly advanced. Fancy ferns are selling at a standard price of $5 per 1000.

All blooming plants for Christmas trade were sold by the growers or reserved for steady customers more than a month ago, so that late buyers found it impossible to secure any of this stock whatever. Holly was never so scarce; houses that bought it in 50 case lots and made it into wreaths are not handling it this year, knowing it would be unprofit-

(*Concluded on page* 1054)

PHILADELPHIA Newsletter on page 1054

Prepare for February and March Weddings

GOLDEN BELL (FORSYTHIA)

Have a Box or more in the cellar. Force it out to meet your requirements

We are now cutting Forsythia Branches in the Nursery.

They are well laden with bloom-buds this season.

The certain shortage of flowers for this Winter makes this offer attractive and timely

Price includes boxing in paper-lined cases. Order now, stating desired shipping date

VARIETIES:—**INTERMEDIA** (light yellow). **VIRIDISSIMA** (deep yellow)

Forsythia branches will come into full bloom 10 days after bringing into a 70 degree tenperature. Will remain dormant for months if kept cool.

Price per box containing **250** sprays, 3 to 4 ft. long, branched and covered with bloom-buds **$25.00**

THE ELM CITY NURSERY CO., Woodmont Nurseries, Inc.

EDGEWOOD, Near New Yale Bowl, NEW HAVEN, CONN.

Introducers of the new Dwarf Hedge and Edging Shrub, BOX BARBERRY

When ordering, please mention The Exchange

Nearly Every Successful Grower in the U. S. Relies Upon

NICO-FUME

for SPRAYING and FUMIGATING
To Kill APHIS and THRIPS

Nicotine Solution
8-lb. can..$10.50
4-lb. can.. 5.50
1-lb. can.. 1.50
¼-lb. can.. .50
40% Actual Nicotine

Tobacco Paper
288-sheet can $7.50
144-sheet can 4.00
24-sheet can .85
Packed in Friction-Top Tins

Sold by Dealers. Mfd. by THE KENTUCKY TOBACCO PRODUCT CO., Inc., LOUISVILLE, KY.

When ordering, please mention The Exchange

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER
TRADE-MARK
EVERY GENUINE TIN BAG & SEAL BEARS THIS TRADE MARK

The Renowned Food For Plants
MANUFACTURED BY
CLAY & SON STRATFORD, LONDON, ENGLAND

When ordering, please mention The Exchange

FRIEDMAN'S BEST

TOBACCO POWDER, $4.00 100 lb. sack
(For Fumigating and Sprinkling combined)
TOBACCO DUST, $2.50 100 lb. sack
FUMIGATING KIND, $3.00 100 lb. sack
TOBACCO STEMS, $1.50 100 lb. bale
Special prices in Tons and Carload Lots

J. J. Friedman, 285-289 Metropolitan Ave. BROOKLYN, N. Y.

When ordering, please mention The Exchange

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide
A spray remedy for green, black white fly, thrips and soft scale
Quart, $1.00 Gallon, $2.50

FUNGINE
For mildew, rust and other blights affecting flowers, fruits, and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

SOLD BY DEALERS
Aphine Manufacturing Co., MADISON N. J.

When ordering, please mention The Exchange

ULTIMATELY
You'll Demand Magic Brand

When Ordering Fertilizer of Your Supply House
Why Not Do It Now?

Chicago Feed and Fertilizer Company
U. S. YARDS, CHICAGO
Eastern Office:
G. G. GREEN, REAL ESTATE TRUST BLDG.
PHILADELPHIA, PA.

When ordering, please mention The Exchange

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
Cattle Manure
Pulverized
Sheep Manure

(The Florists' standard of uniform high quality for over ten years. Specify *WIZARD BRAND* in your Supply House order or write us direct for prices and freight rates.)

THE PULVERIZED MANURE CO.
4 Union Stock Yards, CHICAGO

When ordering, please mention The Exchange

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying
APHIS PUNK
For Fumigating
Ask your dealer for it
Nicotine Mfg. Co.
ST. LOUIS, MO.

When ordering, please mention The Exchange

Denver, Col.

Every flower shop in town is head over heels (Dec. 20) in work preparing for a better than ever Christmas. Owing to the scarcity of cut flowers the retail men are making up Christmas baskets of evergreens, cones, Boxwood and Ruscus that will retail for $1 to $5 each. For such articles there should be no trouble in finding ready sale. Carnations are $2 and $3 per doz.. Roses $4 to $12, American Beauty Roses $12 to $24. Every store has a grand window display sure to catch the Christmas shoppers. Supply men have done a good business as many of the retail men have run short of one thing or other and have called on the supply houses to get the goods at once. Boxwood was one of the scarce greens. The man who waited until the last minute to order had to pay more for it. Boxwood at first was offered for $18 a 100 lbs, but went up to $20, $25, $30 and $37.50 at the end, f. o. b. Eastern points.

Ben Boldt is supplying the trade with cut Heather from the coast. The McCallum Co. of Pittsburgh, Pa., introduced their new Red Magnolia leaf which was a ready seller when made up in wreaths.

Timely Hints on Gardening

At the regular meeting of the Denver Society of Ornamental Horticulture in December, a paper on "Timely Hints on Gardening" included the following items:

Trees: Pruning of soft Maple and Boxelder trees is better postponed until Spring on account of sapflow. Pruning out of dead wood and broken branches can be done at any time, but trees which are subject to Winter damage are better pruned in the Spring than now.

Shrubs: Shearing of shrubs to a globe form usually is not attractive, besides a great many flowerbuds are cut off in the process.

Perennials: In dry weather without frost, perennials may need a light watering during the middle of the day. Do not water late in the afternoon or evening.

Tritomas need a heavy cover.

Hybrid Roses are best covered with four to six inches of soil around the crown of the plant and a light cover of straw or leaves on top of this. Remove part of the long shoots. The plants are easier covered. Spring pruning will take them off anyway. This is a good time to fertilize perennial beds. During the winter manure will act as a protecting mulch for the plants. It may be spaded in early Spring. Evergreens need irrigation in open dry Winters. On account of the character of the leaves, the trees keep up some circulation of sap, even in Winter. A great deal of frost damage on all plants is caused by drouth.

House of late Carnations at Chas. F. Mater's, Denver, Col.

Bulbs: Beds of Dutch bulbs must be well covered now and kept covered until Spring. Keep Dahlia bulbs away from frost as well as from hot furnaces. The sand in which they are placed should be neither moist nor powder dry.

Walnuts: Remember that the Government is urging the planting of Black Walnuts. They are hardy in Denver. Plant some nuts now while the ground is still open and watch them grow next Summer:

Oaks: Denver needs a larger variety of trees; why not plant some trees next Spring that are worth while. Red Oak, Pin Oak, Burr Oak, all do well after they are established. They are hard to transplant, but are not as slow growing as one may think, once the roots are established.

Lindens, Hackberries, Alders, Birches, etc., are hardy in our climate.

Cuttings of many trees and shrubs may be made now. Make them 6in. to 12in. long, according to the distance, the buds are apart. Bury in moist sand, cool but frost free, and plant early in Spring. Cuttings may be taken of Willows, Poplars, Spiræas, Elders, Honeysuckles, Dogwood, Currants, etc.

Nursery stock: Now is the time to study your order for next Spring. Place your order early and you will be protected against late delivery. Stock that has to be shipped in should be ordered in January.

Secretary S. R. DeBoer is eager for suggestions toward the well being of our society. Now that the war is over and the flu disappearing we may do many things to encourage the reconstruction work of the nation, specially the West.

As soon as conditions improve G. Klaiber, city forester, will give a field demonstration in pruning trees. C. F. E.

Cleveland, O.

The chief topic of conversation in trade circles is the unprecedented mildness of the weather. Business is being done with open doors and shipments are being made without wrapping. A year ago at this time there was snow on the ground and the thermometer stood at zero. The warm, murky atmosphere is having a deleterious effect on Christmas stock. Roses, Carnations and Violets will lack that desired crispness which is the product of a much lower temperature.

The writer believes that holiday trade will be heavy. The supply of cut flowers, which is almost up to normal, will be inadequate; indeed some wholesalers are already booked for everything available. Prices are firm and will doubtless continue so for some time. Plantsmen report their stocks completely exhausted. Express service is reasonably good for this time of the year.

Business for the week ending Dec. 21 was unusually heavy, the increased demand for accessories and supplies serving substantially to offset the scarcity of cut stock. Carnations brought 10c., Roses 10c. to 40c.; Poinsettias, $2 to $6 per doz.; Stevia $3 per 100; Violets $2 per 100. Christmas greens were in weaker supply than ever before and fell far below the demand, at advanced prices.

The extreme scarcity of trained help is being noticeably alleviated by the arrival home from the army of occasional trade members. Many florists who discontinued business within the past year are also helping out during the holiday rush and their valuable services are much appreciated.

Club Meeting

The next meeting of the Florists' club will be held at the rooms in the Hollenden Jan. 6, 1919, at 8 p.m.

S. N. Pentecost, retired florist, has departed for Florida, going in his automobile. Mrs. Pentecost accompanied him.

J. Salmon & Son, of Akron, O., have discontinued business after 30 years of signal prosperity.

Robert Greenland, representing the S. S. Pennock Co., Philadelphia and New York, called on the wholesale trade Dec. 20, showing an excellent grade of golden tipped Retinispora.

Adam Graham and wife have taken up their residence at their Winter home in the Isle of Pines.

Practically every florist in this vicinity has his ground Fall plowed, which not only shows how mild the weather is, but will produce better crops next year.

J. M. L.

San Francisco, Cal.

Shellgrain & Ritter is the name of the new flower shop opened in the Hotel Sutter by C. F. Shellgrain and C. Ritter, both formerly connected with the J. B. Boland Co. These gentlemen know their business, are well liked and the best wishes of the trade attend them.

William E. Dart has opened a new flower shop and seed store at Santa Rosa, Cal. Mr. Dart was formerly located at Moscow, Idaho. J. R. W.

Chrysanthemum Society of America

Var. Agnes Mazey, exhibited by E. H. Mazey, Minneapolis, Minn.; color bronze; scored as follows: Color 37; form 18; stem and foliage 19; fullness 17; total 91.

Correction

In the report of the examining committee in The Exchange of Nov. 9, p. 755, covering large-flowered single Chrysanthemum exhibited by Wm. Whitton, Flagler Estate, Greenwich, Conn. the name of the variety was incorrectly given as Alex. Clarke. The correct name is **Alexander Clarkson.** CHAS. W. JOHNSON, Sec'y.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Each	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

The RIVERTON TUB is sold exclusively by us, and is the best ever introduced

The neatest, lightest and cheapest. Painted green, and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, SEEDS, PLANTS, BULBS, and SUPPLIES 714-716 Chestnut St., Philadelphia, Pa.

When ordering, please mention The Exchange

The WHILLDIN POTTERY COMPANY

FLOWER POTS

MADE IN PHILADELPHIA — WAREHOUSE IN LONG ISLAND CITY, N. Y.

When ordering, please mention The Exchange

THE PETERS & REED POTTERY CO.

SOUTH ZANESVILLE, OHIO

RED POTS, SPECIALTIES

Wm. M. Warrin, 16 West 23d St., New York

Made of Washed Clays—Uniformly Burned—Carefully Packed

When ordering, please mention The Exchange

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

Red Standard Pots

Look ahead and see where you can get THE BEST POT for your money you are going to spend this Fall to stock your greenhouses.

Think of us—write us—try us

The Keller Pottery Co.

213-223 Pearl St., Norristown, Pa.

When ordering, please mention The Exchange

SYRACUSE

Standard Red Pots

STRONG—LIGHT—POROUS

Write for Catalogue and Prices

Syracuse Pottery

L. BREITSCHWERTH, Prop.

SYRACUSE, N. Y.

When ordering please mention The Exchange

RAMSBURG'S SQUARE PAPER POT

Conserve time and increase profits by using our new Locking Square Paper Pots and Bands. Send postal for samples and and prices.

G. S. RAMSBURG, Somersworth, N. H.

When ordering, please mention The Exchange

Greenhouse Glass

Double and single thick selected Glass all sizes, from 6 x 8 to 16 x 24

Ten boxes or more at wholesale prices

Royal Glass Works

120 Wooster St., NEW YORK, N. Y.

When ordering, please mention The Exchange

PAPER POTS AND DIRT BANDS

Price List and Samples Free

F. W. ROCHELLE & SONS Chester, New Jersey

When ordering, please mention The Exchange

Cincinnati, O.

The supply of Roses for Christmas is very short. Those that are coming into the market are bringing stiff prices. Carnations have become more plentiful than for several weeks, but still there is not enough of them to go around. Poinsettias are in good supply and have an excellent market. Easter Lilies and Callas clean up readily. Stevia is fairly plentiful and meets with a demand that takes up all the receipts as fast as they come into the market. Paperwhite Narcissi in limited supply are available. They clean up quickly. Violets, Lily of the Valley and orchids are meeting with a big demand. Snapdragon sells up as fast as it comes. Other offerings include Calendula, Sweet Peas, Forgetmenots and Baby Primrose. Plants of all kinds, both blooming and decorative are meeting with a good demand. Artificial stock and supplies are selling well.

Trade Jottings

J. A. Peterson & Sons have disposed of every plant in Begonia and Cyclamen that they had grown for Christmas. All the stock was of the highest quality.

Will Stein has returned from the Army and is back with the William Murphy Company.

C. E. Critchell had an excellent lot of Carnations for Christmas.

Recent visitors were J. T. Hudegan, Amora, Ind.; Karl Heiser, Dayton, O.; Geo. Moores, Wilmington, O.; Jos. R. Goldman, Middletown, O.; and G. A. Beckman, Middletown, O.

TEDDY.

WAUWATOSA, WIS. — Alex. Klokner has discontinued his seed trade business and the landscape gardening in connection therewith. His two sons, at last account, were still in France.

Save Coal on Greenhouse Boilers

May we send you on a month's trial, prepaid, a Coggeshall Air Tube Cleaner to clean your boiler tubes? It creates its own air pressure with the use of low pressure steam.

Specially Adapted for Greenhouse Boilers

It cleans your boiler perfectly in four minutes, while running. It does away with the hand method. It saves its cost before the trial is ended. It can be returned, express collect, if you do not find it to your interest to purchase the cleaner. It lasts a lifetime. There are thousands in use. The price is $12.00.

WRITE FOR ILLUSTRATED CIRCULAR

The Coggeshall Co., 123 Liberty St., New York

Heid Kerosene Heater

The "HEID KEROSENE HEATER" needs no electric motor, no air pressure. No ashes to remove, and can be used in any make of boiler.

By order of the United States Fuel Administrator, florists will get only 50% of their coal this season.

WHY NOT BURN KEROSENE OR CRUDE OIL AND SAVE COAL?

With a few pounds of coal you cannot heat water or make steam, but with five gallons of oil in my Heater you can. You can heat your greenhouses quicker; it is cleaner and, above all, a time saver. Equally adapted for heating private residences. Write for prices. When writing give width of feed door of boiler, size of grates and height of chimney.

You can see the heater working successfully any time by appointment. I will be pleased to explain it to you.

FRANK HEID, 287 South Broadway, Tarrytown, N. Y.

When ordering, please mention The Exchange

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION DURABLE AND INEXPENSIVE WRITE FOR ESTIMATE

THE FOLEY GREENHOUSE MFG. CO.

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MASTICA

FOR GREENHOUSE GLAZING

USE IT NOW

MASTICA is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass, as occurs with hard putty. Lasts longer than putty. Easy to apply.

F. O. PIERCE CO., 12 W Broadway, New York

NEW — USED

LARGE STOCK

All sizes, threaded and coupled or cut to length

Your inquiries solicited

Peerless Iron Pipe Exchange, Inc.

396 Broadway, New York

When ordering, please mention The Exchange

Dreer's Peerless Glazing Points

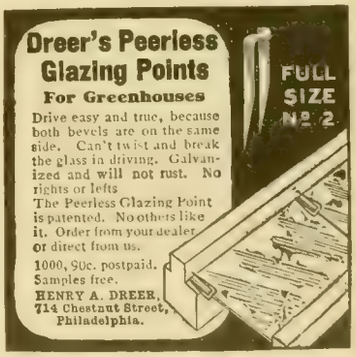
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.



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PARSHELSKY BROS. Inc.

Johnson, Stewart and Varick Avenues and L. I. R. R. Tracks,

BROOKLYN, N. Y.

GLASS

9 x 8 to 16 x 24. Single or Double, at lowest possible prices.

Get our prices before placing your order.

L. SOLOMON & SON

199-201 Wooster St., NEW YORK

WHOLESALE WINDOW GLASS

—PIPE—

Wrought Iron of sound second-hand quality with new threads and couplings. 16-foot lengths and up. Also pipe cut to sketch. We guarantee entire satisfaction or return money.

Established 1902

Pfaff & Kendall, Ferry and Foundry Sts. NEWARK, N. J.

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TERMS: CASH WITH ORDER

The columns under this heading are reserved for advertisements of Stock for Sale, Stock Wanted, Help Wanted, Situation Wanted, or other Wants: also of Greenhouses, Land, Second-hand Materials, etc., for Sale or Rent.

Our charge is 15 cts. per line (average of 7 words to the line), set solid in ordinary reading type like this, without display.

Positively no display advertisements are accepted for these columns.

If replies to Help Wanted, Situations Wanted or other advertisements are to be addressed care of this office, please add 10 cts. to cover expense of forwarding.

Copy for Classified Department must reach P. O. Box 100 Times Square Station, N. Y., by Tuesday night for following Saturday issue.

☞ When convincing proof reaches us that an advertiser is not doing squarely by his customers, these columns will be absolutely closed against him for good.

Advertisers will do well to ask for a business reference before shipping when order from unknown party is not accompanied by cash.

Advertisers in Western States desiring to advertise under initials, may save time by having answers directed care our Chicago office.

NEW YORK—Box 100 Times Square Station

CHICAGO—66 East Randolph Street

SITUATIONS WANTED

SITUATION WANTED—As foreman, by grower of Roses, Carnations, 'Mums, Lilies, etc. Knows how to bring in holiday plants on time. 10 years as foreman on large retail place. Only first-class position wanted. Nels O. Soderholm, care C. Petterson, 1271 41st St., Brooklyn, N. Y.

SITUATION WANTED—By superintendent or head gardener, on country estate. Practical life experience in all branches' greenhouses, crops, dairy, poultry, lawns and roads. 15 years in last place. M. W., Box 168, Matawan, N. J.

SITUATION WANTED—By first-class gardener. Private place, institution or municipal position preferred. Will consider commercial place that pays well. References. Married; 1 child; Frenchman. Lucien LeClere, Eagleville, Mo.

SITUATION WANTED—By professional gardener and grower of flowers and plants, as assistant on private or commercial place. References. German, citizen, middle age. Address X. A., care The Florist Exchange.

SITUATION WANTED—As head gardener in private place. 9 years' experience, inside and out. State salary and particulars. Address U. H care The Florists' Exchange

SITUATION WANTED—By experienced Rose and general grower. State wages in first letter. Ira Chamberlin, Hyde Park, N. Y.

SITUATION WANTED—By single man; experienced grower of Carnations. Address Florist, 322 West 31st St., New York.

SITUATION WANTED—By greenhouse helper, with some experience. Single; Japanese, good references. Kishi, 463 East 57th St., New York.

HELP WANTED

WANTED—LANDSCAPE ARCHITECT

Young, energetic, University graduate, who can consult with clients, advising as to treatment of properties, and be able to secure business. Must be a good draftsman and have a knowledge of the nursery business and plant life, also a man of good character and personal appearance. References required. Holm & Olson, Inc., Landscape Architects, St. Paul, Minn.

SEED SALESMAN WANTED
BY A WELL KNOWN WHOLESALE HOUSE

We would like, in January, a first-class Seed traveler; one who knows the Seed business and who has a following. State who traveled for. Years traveled, States covered, annual sales and salary wanted. Must be able to furnish first-class references.

All replies confidential.

Address T. A., care The Florists' Exchange.

WANTED—Two young men that have 2 or 3 years' experience in Roses and Carnations, to work under experienced foreman. A good opportunity for advancement. State full particulars and wages wanted in first letter. Johnson's Greenhouses, 153 Madison Ave., Memphis, Tenn.

SEEDSMEN WANTED—Young men capable of handling counter trade, selling Seeds, Plants, Bulbs, Sundries. Good opportunity for capable men. Apply giving experience and wages desired in first letter, to Henry A. Dreer, Inc., 714-716 Chestnut st., Philadelphia Pa.

WANTED—A grower, one who is a live wire. Must be conversant with growing Carnations, Sweet Peas and bedding stock. Such a man can have full control. State age and wages wanted. Arnold Avenue Greenhouses. Port Allegany, Pa.

WANTED—At once, good grower and all round florist experienced in Rose growing. $55, room and board. Steady position for right party. Please state age and experience. T. Malbrane, 406 Main st., Johnstown, Pa.

WANTED—Representatives who are trained or experienced in landscape gardening, to meet and advise our customers about lawn plantings of every kind. Opportunities for advancement. The Wm H Moon Co., Morrisville, Pa.

WANTED—Good floor man and designer for first-class retail flower store. $35.00 a week. Give references and state full xeperience in first letter. MILLER FLORAL CO., 10 East Broadway, Salt Lake City, Utah

Continued on Next Column

HELP WANTED

WANTED—Foreman, experienced, for greenhouse construction work. Good position for live wire. Apply by letter only, giving full particulars, to M. Weingarten, 286 Fifth Ave., New York.

WANTED—An experienced grower for all round greenhouse work in retail place. Give references and wages desired.
Sunnyside Greenhouses, Croton, N. Y.

WANTED—Man, must be young and energetic, as assistant in Flower Seed Dept. State salary wanted and experience. Michell's Seed House, 518 Market St., Philadelphia, Pa

WANTED—Plantsman to carry out plans and to plant trees and shrubbery properly, tastefully and intelligently.
The Wm. H. Moon Co., Morrisville, Pa.

WANTED—Night fireman; sober and honest Good wages to right man. References exchanged. Address W. D. care The Florists' Exchange.

WANTED—Helper in commercial greenhouse; one with experience in growing Roses. State Wages and references. Address W. E. care The Florists' Exchange.

WANTED—Married man as grower of Roses, Carnations, pot plants and general greenhouse stock. Idle Hour Nurseries, Macon, Ga.

WANTED—A Rose grower to take charge of a small place. L. B. Coddington. Murray Hill, N. J.

WANTED—Good grower of Cyclamen, 'Mums and Ferns. A. D. Mellis, 3421 Snyder av., Brooklyn, N. Y.

WANTED—A temperature man, who is reliable. A good position for the right man.
L. B. Coddington, Murray Hill, N. J.

STOCK FOR SALE

AGERATUM

NEW AND VERY MUCH IMPROVED AGERATUM
Exceptionally free flowering.
Color, dark blue; very dwarf.
Rooted Cuttings, $14.00 per 1000.
Ready now.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

AMPELOPSIS

AMPELOPSIS VEITCHII
3-year, heavy tops and roots, selected.
$3.00 per 10 (mail), $25.00 per 100.
They will please. Smaller grades sold.
Charles Black Hightstown, N. J.

ASPARAGUS

ASPARAGUS PLUMOSUS—All varieties. See display
Roman J. Irwin, 108 West 28th st., New York.

ASPARAGUS PLUMOSUS—Extra fine 3-in., $5.00 per 100. Cash.
J. W. Miller, Shiremanstown, Pa.

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BEGONIAS—All varieties. See display.
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BARBERRY THUNBERGII

Strong, 2 and 3-year, stock.	100	1000
12 to 18-in.	$3.00	$25.00
18 to 24-in. (fine)	5.00	45.00
24 to 30-in., extra heavy	8.00	

Packed free of charge.
CHARLES BLACK, HIGHTSTOWN, N. J.

BARBERRY—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

Continued on Next Column

The use of these columns will obtain for you a desirable position at any time.

STOCK FOR SALE

BULBS

GLADIOLUS BULBS

I take pleasure in offering the following Massachusetts-grown Gladiolus Bulbs, of A No. 1 quality, for immediate or future shipment:

Prices are quoted per 1000. Minimum shipment 250 bulbs.

	Size 1 1½-in. up	Size 2 1¼-in. up	Size 3 1-in. up	Size 4 ¾-in. to 1-in.	Size 5 ½-in to ¾-in.	Size 6 ⅜-in. to ½-in.
America	$20.00	$15.00	$12.00	$7.00	$4.00	$2.50
Augusta	20.00	15 00	12.00	7.00	4.00	2.50
Brenchleyensis	20.00	15.00	12.00	7.00	4.00	2 50
Empress of India	25.00	20.00	15.00	12.00	9.00	6.00
Glory of Holland	25.00	20.00	15.00	12.00	9.00	6.00
Golden West	30.00	24.00	18.00	15.00	10.00	7.50
Halley	20.00	15.00	12.00	7.00	4.00	2.50
Ida Van	25.00	20.00	15.00	12.00	9.00	6.00
Independence	15.00	12.00	9.00	7.00	4.00	2.50
L'Immaculee	60.00	48.00	36.00	30.00	20.00	15.00
Mary Fennell	75.00	60.00	50.00	40.00	30.00	20.00
Meadowvale	25.00	20.00	15.00	12.00	9.00	6.00
Mrs. Francis King	20.00	15.00	12.00	7.00	4.00	2.50
Peace	30.00	24.00	18.00	15.00	12.00	9.00
Pink Perfection	40.00	32.00	24.00	20.00	15.00	12.00
Extra Choice, Mixed	10.00	8.00	6.00	5.00	3.00	1.75
Exhibition Mixed	12.00	10.00	8.00	6.00	4.00	2.00

Bulblets of Brenchleyensis, Halley, Indepedence and Mrs. Francis King at $14.00 per bushel; Empress of India, Glory of Holland, Ida Van and Meadowvale at $25.00 per bushel; Peace, $30.00 per bushel.

Write for illustrated catalogue, which will give full description of 124 varieties.

My business increases steadily because my stock and service give satisfaction and I hold my customers year after year.

JELLE ROOS, Gladiolus Specialist
Box B., Milton, Mass.

IMMEDIATE DELIVERY
LONG ISLAND GROWN GLADIOLUS BULBS FOR FORCING

We have on hand an exceptional fine quantity of Long Island Grown Gladiolus Bulbs. Clean, healthy stock. First size bulbs.

	Per 100	Per 1000
America	$2.50	$22.00
Augusta	2.30	20.00
Baron J. Hulot	3.10	28.00
Faust	4.30	40.00
Empress of India	2.80	25.00
Glory of Holland	2.80	25.00
Golden West	2.80	25.00
Halley	2.20	19.00
Loveliness	6.00	57.00
Master Wietze	3.30	30.00
Niagara	3.30	30.00
Panama	2.70	24.00
Peace	3.10	28.00
Pink Beauty	2.30	20.00
Pink Perfection	3.30	30.00
Princeps	2.30	20.00
Queen of Whites	5.30	50.00
Schwaben	3.80	35.00
War	6.30	60.00
Yellow Hammer	2.70	24.00
Willy Wigman	3.30	30.00
Lily Lehmann	3.30	30.00

HOGEWONING & SONS, INC.,
32 Broadway New York City

Crackerjack, No. 1, $1.50 per 100; per 1000, No. 2, $8.00; No. 3, $6.00; No. 4, $4.50; No. 5, $3.50.

The genuine PRIMULINUS, No. 1, $5.00 per 100; No. 2, $4.00 per 100.

My complete trade list on application. Also descriptions of my new Iris seedlings.
Willis E. Fryer, Mantorville, Minn.

GLADIOLUS BULBS—Finest quality; prices per 1000; 100 of a variety at this rate; no lower prices on large quantities; size, 1 to 1¼-in.: King, $9; Pendleton, $20; Monmouth, $20; Niagara, $15; Peace, $15; Pink Perfection, $20, Schwaben, $17; War, $25. Niagara and Schwaben, less than ½-in., $4.00 per 1000.
Geo. Hall. Adelphia, N. J.

Continued on Next Column

STOCK FOR SALE

BULBS

GLADIOLUS BULBS, 1½-INCH UP

Home-grown and fine quality.	1000
America, pink	$20 00
Augusta, white	20.00
Baron Hulot, blue	25.00
Panama, pink, extra large	30 00
Mrs. F. King, large, light scarlet	19.00
Chicago, white, pure white	25.00
Brenchleyensis, red	19.00
Halley, early salmon	19.00

C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

GLADIOLI—Planting stock and bulblets; over 40 leading commercial varieties. Clean, healthy, plump stock, ready for shipment. Write for prices and special discount. T. H. Fuller, Gladiolus Specialist, 649 Marshall st., Battle Creek, Mich.

GLADIOLI — Crystal White. For forcing, plant the best variety that everybody can grow, bringing the highest prices in the N. Y. market. 1st size bulbs, $3.00 per 100, $25.00 per 1000.
Herman H. Baer, New Hyde Park, L. I., N. Y

GLADIOLUS—Selected Long Island grown America, for forcing. 2-in. and up, $20.00 per 1000; 1¼-2-in. $17.00; 1¼-1½-in. $14.00.
W. L. Homan, R.D.Box 46, Riverhead, L. I., N.Y.

BULBS—Of all descriptions. Write for prices.
C. Keur & Sons, (Hillegom, Holland,)
New York Branch: 8 to 10 Bridge st.

GLADIOLI — (Home grown). Very best bulbs. See display, page 1027.
Roman J. Irwin, 108 West 28th st., New York.

CALENDULAS

CALENDULA—Orange King. "True" selected strain, $4.00 per 100. See display for other stock. Roman J. Irwin, 108 West 28th st., New York

CARNATIONS

CARNATION CUTTINGS

We can make early delivery, if you place your order now.

	100	1000
C. W. Ward	$4.00	$35.00
R. P. Ench	4.00	35.00
L. P. Ench	4.00	35.00
Alice	4.00	35.00
Miss Theo	4.00	35.00
Ench. Supreme	5.00	40.00
Siegwart	5.00	40.00
Matchless	4.00	32.50
White Ench	4.00	35.00
White Perfection	4.00	35.00
Beacon	4.00	35.00

We recommend to you C. W. Ward and Matchless. They are rooted cool and it takes about six weeks to make good roots.

Let us book your order now.
The Leo Niessen Co., Philadelphia, Pa.

CARNATIONS—Rooted Cuttings. See display.
Roman J. Irwin, 108 West 28th st., New York

CHRYSANTHEMUMS

We are now booking orders for young plants, for early delivery of the following early Pompons, all new of 1918:
Idolf, Salmon pink, ready to cut Oct. 10-15.
Edina, Rose pink, ready to cut Oct. 15-20.
Laneta, Rosy cerise, ready to cut Oct. 15-20.
Adironda, Golden bronze, ready to cut Oct. 15-20
PRICE:
$1 00 per 10, $8.00 per 100, $75.00 per 1000.
There will be no change in the price before May 1st, 1919.
We can also supply the following early standard sorts:
Zora, Bright yellow, ready Oct. 15-20.
Niss, Light pink, ready Oct. 10-15.
Skibo, Golden chamois, ready Oct. 15-20.
PRICE:
50c. per 10, $4.00 per 100, $35.00 per 1000.
5 of a variety at 10, 25 at 100, 250 at 1000 rate.
These are the best early Pompons to date, and those desiring early kinds should resort to those mentioned above.
Elmer D. Smith & Co., Adrian, Mich.

CHRYSANTHEMUMS—Kenilworth, R. C., $10.00 per 1000. Cash.
Geo. Milne, Winchester, Mass.

Continued on Next Page

STOCK FOR SALE

CHRYSANTHEMUMS

'MUM STOCK PLANTS—White and Golden Chadwick, Glenview, White Turner, $8.00 per 100. All standard varieties, Pompons and singles, $6 per 100.
Roman J. Irwin, 108 West 28th st., New York.

'MUM STOCK PLANTS—Seidwitz, Harvard, Brutus, Marigold, Western Beauty, Buckingham. $5.00 per 100. Cash.
J. R. Baumann, Rahway, N. J.

CHRYSANTHEMUM—Stock Plants. All varieties, also Pompons. Send for list.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

CINERARIAS

CINERARIAS—2¼-in. See display, page 1027.
Roman J Irwin, 108 West 28th st., New York

COLEUS

COLEUS CUTTINGS
Verschaffelti, Beckwith Gem, Golden Bedder, Queen Victoria, Trailing Queen, Fire Brand and others. 100 1000
Rooted Cuttings $10.00
2-in. pots.. $4.00 35.00
Brilliancy and other fancy varieties, Rooted Cuttings, $12.00 per 1000.
C U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

Coleus, R. C. Golden Bedder, Verschaffeltii, Queen Victoria, Firebrand and the best fancy varieties including the Pink and Yellow Trailing Queen. Clean, strong, well rooted cuttings, at $5.00 per 1000, 60c. per 100. Cash with order; satisfaction guaranteed. Send for list, prices advance with season.
A. Nahlik, 261-275 Lawrence St., Flushing, N. Y.

CYCLAMEN

CYCLAMEN—See display ad. page 1027.
Roman J. Irwin, 108 W. 28th st., New York.

DAHLIAS

DAHLIAS—We are really sold out for 1918 Spring delivery. We grew Dahlias and Gladiolus under contract. Can fill immediately orders for hardy Phlox, hardy Chrysanthemums and Iris. Write for quotations.
Hatboro Flower & Fruit Farms, Hatboro, Pa.

Send your want list of Dahlias to THE DAHLIA KING, who is listing 400 of the best varieties for cut flowers for retail catalog trade. The largest Dahlia grower in the world.
J. K. ALEXANDER
EAST BRIDGEWATER, MASSACHUSETTS

DAISIES

DAISIES—Bellis; Monstrosa, pink or white; also Longfellow and Snowball. Fine, strong plants, $2.50 per 1000, $6.75 per 3000. Cash.
Brill Celery Gardens, Kalamazoo, Mich.

DELPHINIUMS

DELPHINIUM—Belladonna. 2 yr. transplanted stock, extra nice strain, is a good investment. $5 per 100, $50 per 1000. Martin Kohankie, Painesville, Ohio.

FERNS

Pot-grown Ferns
2-in. 3-in. 4-in.
Boston $0 10 $0.14
Roosevelt ..... .10
Whitmani $0.05
Cash please, less 4%
B. C. Blake Co., Springfield, O.

BOSTON FERNS—Excellent stock; strong plants. 6-in. 75c. each; 5-in. 60c. each; 4-in. 25c. each; 2¼-in. $5.00 per 100. Fine specimen plants, in 10-in. pots, $4.00. Runners, $3.50 per 100; larger size on application. Immediate shipment. Cash with order.
William Mears, Rumson, N. J.

FERN SEEDLINGS AND OTHER FERNS—In any quantity; see advertisement on page 1031.
J. F. Anderson, Fern Specialist, Short Hills, N. J.

FERNS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

FORGET-ME-NOTS

FORGETMENOTS—True Winter-flowering. I claim this variety the best obtainable; flowering early; stems of good substance, measuring 12 to 18-in. long. Bunches, of 12 sprays each, bringing 75c. per bunch in the New York wholesale market, beginning Nov. 14, 1917. This price is considered the highest ever paid for Myosotis on 28th st., N. Y. Strong plants, out of 2¼-in. pots, $6.00 per 100, $55.00 per 1000. Cash with order. References on request.
John M. Barker, P. O. Box 225, Morristown, N. J.

FUCHSIAS

FUCHSIAS—R. C., Little Beauty, Black Prince and all best dwarf varieties. $2.00 per 100, $18.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York.

FUCHSIAS—Rooted Cuttings. Little Beauty and Black Prince, $18.00 per 1000. 2-in., $4.00. per 100. C. U. Liggit, Wholesale Plantsman. 325 Bulletin Bldg. Philadelphia, Pa

Continued on Next Column

STOCK FOR SALE

GERANIUMS

GERANIUMS—Ricard, La Favorite, Mme. Salleroi, 2¼-in., $2.50 per 100. Mme. Salleroi, 1¾-in., $1.75 per 100. Auto delivery to Buffalo parties. Strictly first class stock.
Geo. W. Mount, Silver Creek, N. Y.

GLADIOLI

GLADIOLI—All kinds, all sizes, best quality, clay-grown, for forcing. The Grullemans Co., R. D., Avon on Lake, Ohio.

GYPSOPHILA

GYPSOPHILA PANICULATA (Baby's Breath) Fine for forcing for Easter and Decoration Day. 1-yr. old roots, $1.50 per doz., $10.00 per 100, prepaid via Parcel Post; by Express, not prepaid, $75.00 per 1000; 25 at 100 and 250 at 1000 rate.
Mannetto Hill Nurseries, Hicksville, N. Y.

HYDRANGEAS

Hydrangeas—French: Radiant, Bouquet Rose, Madame Mouilliere, Vibraye and others. 2¼-in., 5c. each. A. Colle, Doylestown, Pa.

PANDANUS

100
Pandanus Veitchii, from open, for 3-in. pots $6.00
Pandanus Veitchii, from open, for 4-in pots.. 8.00
Pandanus Veitchii, form open, for 6-in. pots 12.00
Booking orders now for 3-in. pot-grown for Springs delivery at $10.00 per 100.
J. J. SOAR, LITTLE RIVER, FLA.

PANSIES

PANSIES—Only stocky seedlings, $4.00 per 1000. Transplanted, for cut flowers, in bud and bloom, $10.00 per 1000. Seedlings delivered to your address at above price.
J.B.Braun,Parkside Greenhouses,Hightstown,N.J.

PELARGONIUMS

PELARGONIUMS—See page 1027
Roman J. Irwin, 108 W. 28th st., New York.

PEONIES

PEONIES—Quality guaranteed to please YOU.
Harmel Peony Co., Berlin, Md.

PETUNIAS

DOUBLE PETUNIAS—Rooted Cuttings, $18.00 per 1000. 2-in., $4.00 per 100, $35.00 per 1000.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa.

PRIMULAS

PRIMULAS—All varieties. See display.
Roman J. Irwin, 108 West 28th st., New York.

PRIVET

CALIFORNIA PRIVET
All 2-yr. old, strong, well furnished plants.
100 1000
15 to 20-in., branched, light $1.50 $10.00
18 to 24-in., 3 or more strong branches 2.00 15.00
2 to 3 ft. (fine), 4 or more strong branches 2.50 20.00
2½ to 3ft.(strong), 6 or more strong branches 3.50 27.50
All packed first-class, free
Charles Black, Hightstown, N. J.

ROSES

POT ROSES—2½ and 3-in. own root. Strong stock: White Killarney, Killarney, Killarney Queen, Shawyer, Hoosier Beauty, Richmond, Ophelia, American Beauty, Aaron Ward, Cochets, Helen Gould and twenty-five other varieties. Prices and varieties on application. Rosemont Gardens, 116 Dexter av., Montgomery, Ala

ROSES—Field-grown, 2-yr.old. Tausendschon, Excelsa, Lady Gay and Hiawatha at $30.00 per 100. Excellent quality for Easter forcing.
C. U. Liggit, Wholesale Plantsman
325 Bulletin Bldg., Philadelphia, Pa

Field-grown, two year old, hardy own roots stock. See Oct. 5 issue, page 528
Western Rose Co., Pasadena, California

New and standard Roses for all uses; get list.
Leedle Co., Expert Rose Growers, Springfield, O.

ROSES—Field-grown, etc. See display.
Roman J. Irwin, 108 West 28th st., New York.

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED, Greenhouse grown
Per 1,000 ..... $3.00
Per 10,000 ..... 27 50
ASPARAGUS SPRENGERI SEED
Greenhouse grown
Per 1,000 ..... 1 25
Per 10,000 ..... 10 00
Write for special price on large quantities.
Chas. E. Meehan,
5 So. Mole St., Philadelphia, Pa.

Continued on Next Column

STOCK FOR SALE

SEEDS

ASPARAGUS PLUMOSUS NANUS SEED
Northern greenhouse grown, guaranteed the genuine Nanus and true to type.
Per 1,000 seeds $3.50
Per 10,000 seeds 30.00
Special prices on larger quantities.
ASPARAGUS SPRENGERI SEED
Per 1,000 seeds $1.50
Per 10,000 seeds 12.50
S. S. PENNOCK COMPANY
1608-20 Ludlow St., Philadelphia, Pa.

BERBERIS THUNBERGII—Fresh seeds, $1.00 per lb., $7.50 per 10 lbs.
J. Dvorak, Nurseryman, Flushing, N. Y.

SNAPDRAGONS

SNAPDRAGONS—All varieties. See display.
Roman J. Irwin, 108 West 28th st, New York.

TRADESCANTIA

TRADESCANTIA—R. C., green, $10.00 per 1000. Cash. Geo Milne, Winchester, Mass

VINCAS

VINCAS—Field-grown, heavy, $8.00 per 100, $75.00 per 1000.
Roman J. Irwin, 108 West 28th st., New York

VINCA VARIEGATA—Strong, field-grown tips, $12.00 per 1000. Cash.
H. P. Smith, Piqua, Ohio

VINES

VINES, HONEYSUCKLES, ETC.—Write for right prices.
The Conard & Jones Co., West Grove, Pa.

MISCELLANEOUS STOCK

Pot and tub Vines, Climbing Roses, Specimen Ivies, in 12 varieties. J. H. Troy, New Rochelle, N. Y.

VEGETABLE PLANTS

LARGE ASPARAGUS ROOTS FOR FORCING—6-yr., 90c. per 12, $4.00 per 100, $20.00 per 1000: 4-yr., $2.25 per 100, $10.00 per 1000. RHUBARB ROOTS, forcing size, $1.25 per 12, $5.75 per 100. WITLOOF CHICORY ROOTS, LETTUCE, TOMATO, PARSLEY PLANTS. Catalog free.
Harry P. Squires, Good Ground, N. Y.

LETTUCE PLANTS—Grand Rapids, Big Boston, $1.50 per 1000
Harry P. Squires, Good Ground, N. Y.

PARSLEY PLANTS—Double curled, 75c per 100, $3.00 per 1000.
Harry P. Squires, Good Ground, N. Y.

FOR SALE OR RENT

FOR SALE—About 18 miles from New York, 2½ acres of land, 2 greenhouses stocked with Roses, 9000 sq. ft. of glass, Lord & Burnham boilers. 7 room dwelling house heated with hot water, and outer buildings.
H. C. Riedel, 49 West 28th st., N. Y.

Florist's establishment, situated near Patterson consisting of 2 acres, dwelling, 1 large iron frame greenhouse and several small greenhouses: good soil and near city markets. Full information will be obtained by writing to M. Weingarten, 286 Fifth av., New York.

FOR SALE—Florist business at Englewood, N. J.; 1 hour from N. Y. market, train, trolley or auto. Seven greenhouses, 2 dwellings, barn and sheds, all in good condition; coal in cellar. 5 acres level ground. Doing a good retail and wholesale business. McQuaid Bros., Englewood, N. J

FOR SALE OR RENT—Greenhouse plant at Park av., Harrison, N. Y., 20 miles from N. Y. City. 6000 ft. of glass, 2¼ acres. Rent free to May 1st., if leased to right party. Address W. F. care The Florists' Exchange.

FOR SALE—Retail florist business in town of 5000 population. Only florist in town or nearby Will take partner or sell outright. Apply to Barney B. Jacobs, 114 West 28th st., New York.

SUNDRIES FOR SALE

FOR SALE—16x24 double thick greenhouse glass as good as new. $5.50 per box. 14x18. $4.50 packed in specially made strong boxes, by experienced men. Second-hand black pipe, 1-in. 6¾c. ft.; 1¼-in. 8c.. ft.; 1½-in. 9½c. ft.; 2-in. 15c. ft. Used roof drip bars, 2c. ft. 3 Kroeschell Boilers, 2 Sectional Boilers; almost new. Metropolitan Material Co., 1335 Flushing av., Brooklyn, N. Y.

Standard hot bed sash, Cypress, made with cross bar, blind tenons, white leaded in joints, $1.50 each. Orders for 25 or more, $1.45 each. Glass, 6x8, 8x10, 10x12 or 10x14, $4 50 per box of 50 sq. ft Write for circular
C. N. Robinson & Bro., Dept. 25, Baltimore, Md.

Continued on Next Column

PRICES ADVERTISED ARE FOR THE TRADE ONLY

Advertisers Should Observe Following Rules

1. Stop your ad as soon as sold out.
2. Acknowledge orders same day as received.
3. Answer all questions by return mail.
4. Pack carefully, securely, yet lightly.
5. Ship same day as order is received or send postal notifying day you will ship.
6. Ship by least expensive route.

Following these principles will make you friends and keep your business enlarging.

SUNDRIES FOR SALE

CARNATION STAPLES

SUPERIOR CARNATION STAPLES—Best staple on the market, 35c. per 1000; 3000 for $1.00. Postage paid. Michigan Cut Flower Exchange, 264 Randolph st., Detroit, Mich.

GLASS

GLASS—6x8, 8x10, 10x12 or 10x14, $4.50 per box of 50 sq. ft.
C. N. Robinson & Bro., Dept. 25, Baltimore, Md

GLASS—15 boxes 8x10, double thick B., second-hand, $3.50 per box. Box 472, Brattleboro, Vt.

LABELS

LABELS—Patent, paper, tree, shrub or rose label. Colors: white, green, blue and salmon. Plain or printed.
Ohio Nursery Co., Elyria, Ohio

LABELS FOR NURSERYMEN AND FLORISTS
Benjamin Chase Co., Derry Village, N. H.

MOSS

SPHAGNUM MOSS—10 bbl. bale, $4.00; 5 bbl. bale, $3.00. Green Clump Moss, $1.50 bag. Live Sphagnum Moss, $1.25 bag. Dagger Ferns $2.00 per 100. Burlap, 50c. extra; cash, 5c. less.
Jos. H. Paul, Box 156, Manahawkin, N. J.

POTS

FOR SALE—CHEAP
Several thousand
STANDARD FLOWER POTS
Sizes: 1¾ in., 2 in., 2¼ in., 2½ in.
Rosedale Nurseries, Tarrytown, N. Y.

MISCELLANEOUS WANTS

Please quote prices on Gladioli, planting and other sizes. The Grullemans Co., R. D., Avon on Lake, Ohio.

Books

All the Books for Your Library

We offer the best works on the market in connection with the

Vegetable Garden
Fruit Garden
Flower Garden
Home Grounds
Farm, etc., etc.

Descriptive Catalogue of the 600 best books on above subjects sent free to Florists' Exchange Subscribers on application.

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NEW YORK

YOUR EARNINGS DEPEND UPON YOUR EFFICIENCY

Bailey's New Standard Cyclopedia of Horticulture

Beautifully Illustrated
Contents
Right Up-To-Date

WILL INCREASE THE EFFICIENCY OF ALL WHO STUDY IT.

BAILEY'S Standard Cyclopedia of Horticulture should be close at hand for quick reference by every member of your force, because it presents the combined labor and experience of the foremost North American authorities on horticultural subjects. These six magnificent volumes place at the disposal of the horticulturist, whether practical, amateur or scientific, an ample and readily accessible account of every subject which at any time may be of interest or practical use in his calling. Its range is wide, covering plants, flowers, vegetables, trees, tillage processes, tools and implements, cultural discussions, botanical history, geography, commercial markets, and a myriad items that only constant use will reveal. Every subject in the scope of this great work, in any way incident to the activities of the horticulturist has been fully covered, commercially as well as scientifically.

Six large quarto volumes. More than 3,600 pages. 24 full page exquisite color plates. 96 beautiful full page halftones. More than 4,000 text engravings. 500 Collaborators. Approximately 4,000 genera, 15,000 species, 40,000 plant names. Delivery prepaid, $35.00 the Set, cash.

"The immense wealth of practical horticultural facts and teaching contained in this work, and the ease with which they are found in it, place Bailey's STANDARD CYCLOPEDIA OF HORTICULTURE at the top. In other words, it is the Monarch of Horticultural Literature."

Write us for 16 page Prospectus Containing Complete Description and Our Special Offer on the installment plan :: ::

Pubrs. THE FLORISTS' EXCHANGE
Offices: 438 to 448 West 37th Street, NEW YORK
When writing use this address for short: BOX 100 TIMES SQ. STATION, NEW YORK

Chicago—Continued from page 1049

able. It has sold at from $8 to $10 per case. Some stock was offered Saturday by the commission men on South Water st. at $6.50 per case, but the quality was poor. There seems to be enough of Mistletoe but this has never been a great factor in this market. At this writing the market has nearly two days of Christmas trading ahead of it and the final details will have to be left for another week.

Willing to Pay the Price.

The writer was into the Briggs Flower Shop on Sheridan rd. Friday when a prosperous looking citizen walked in and asked the price of Holly. The salesman said $1 a lb. The customer asked for three pounds, which was wrapped in a small package that he carried under his arm. This is proof that some purchasers at least do not object to high prices.

A. Lange has a display of Ardisia crenulata among his Christmas plants. In former years this was a favorite plant for holiday sales but has been seen little of late.

The Fleischmann Floral Co. on Jackson blvd. had a full page ad. in the Chicago *Daily Tribune* advertising Christmas flowers, corsage bouquets and baskets of plants, as well as pot grown blooming plants. As a full page in the *Tribune* cost $600 their venture would appear to be an unusual stroke of enterprise under present market conditions.

Mrs. F. Ostermann is continuing the plant and seed store at 2833 Milwaukee ave., since the death of her husband last Spring.

T. E. Waters, chairman of the Victory Banquet Committee of the Chicago Florists' Club, is working on arrangements for the banquet to be held on Jan. 9, in the "Bluebird Room" of the Randolph Hotel. The club members are asked to bring their lady friends, as there will be dancing after the banquet. Tickets will be $1.50 per plate.

Geo. Wienhoeber, at his store on Wabash ave. and Monroe st., has a handsome display of Erica melanthera, California grown stock, in his window. It is distinctively a Heather window. The plants are among the largest ever attained by this variety. The plants are all set in handsomely decorated containers and the flowers are a pale pink, almost white, with black anthers. The window is highly admired.

O. F. Larson, who has a flower store on 63d st. near Ashland ave., and who has been in poor health for some time, has recovered completely.

The display of the retail stores this Christmas is far different from their customary holiday displays. The high price of all cut flowers and the scarcity of blooming plants prevented elaborate displays; nevertheless the stores present a bright and attractive appearance. Japanese frieze roping, red frieze wreaths, with decorations of artificial foliage and flowers, large velvet Poinsettias and red Ruscus were principally used in the holiday displays in many of the retailer's windows.

Artificial flowers were never in better demand than at present. Many of the small retailers in localities with foreign population have stocked up with artificial stock, as their trade will not pay the prevailing prices asked for natural flowers. Conditions have brought about a queer change. Florists who tried to put a ban on artificial stock some years ago are now profiting by its use. One wholesale florist firm which recently went into business is advertising "finest lines of artificial flowers" ever shown on the Chicago market. It is not new for supply men to carry artificial stock, but it is for the wholesale florists to do so.

Philadelphia

Dec. 24.—The day before Christmas finds the market practically swept clean of all cut flowers. The demand exceeds the supply by fully 50 per cent. Prices are ruling higher than last week. Am. Beauty Roses have advanced to $15 and $18 per doz. on the specials. Special Hadley and Russells touch 75c. each; top grade of Columbia $7.50 per doz. Richmonds are ranging about 50c. for the finest. Other Roses grade from 10c. up to 25c. Red Carnations are touching top figures at 20c. with some inferior stock at 15c. and 18c, and white and pink at 12c. to 15c. Gardenias are bringing from 50c. to 75c.; Cattleya orchids 60c. to $1. Easter Lilies and Callas are quoted at 25c; Poinsettias in very limited supply at 50c., with some specials at 75c. Sweet Peas bring $2 and $3 per 100. Violets are going strong at $2.50 per 100; Mignonette 6c. to 8c. Snapdragon is in very limited supply at $2 to $3 per doz. Calendulas is from 6c. to 8c. A few Paperwhite Narcissi are 5c. to 6c. Stevia is being sold for 35c. to 50c. per bunch.

The condition of the market is such that it is not merely a question of price but one of getting half of one's requirements.

As previously stated Christmas greens are scarce and high in price; at this writing the situation shows no change. The demand for this kind of material is larger than ever before. The supply houses, except for a few items, are sold out of everything in the line of Christmas goods. Plants as previously reported, were all sold up three weeks ago. There is nothing left now but the final disposal of the stock by the retailer and from all appearances the retailers are getting all the business they are able to handle and in most instances more than they can satisfactorily take care of.

Airplane Mail Service Suspended

Postmaster Patten announces the suspension of the airplane mail service between New York, Cleveland and Chicago, until Jan. 2, so that the motors may be tried out and placed in serviceable condition.

Fragrant Wildflowers

A new angle in the fragrant wildflower situation has been developed in *Science* by a note from Dr. A. F. Blakeslee, who found two forms of garden Verbena, one of which was fragrant to him and one of which was not. Happening to call the attention of an assistant to the flowers, the latter reported the odorless one fragrant and the fragrant one without odor, so far as he was concerned. This led to further experiment with the result that out of a considerable number of people tested, some found one form fragrant and some the other. The subjects were tested blindfolded so that no color suggestion vitiated the results.

If this condition, says the *American Botanist*, is found to exist with regard to other flowers, we may have to have new tests to decide which flowers are fragrant and which are not. We have repeatedly suggested that all flowers may be fragrant to the insects that visit them. But here, at least, we have evidence that even fragrant flowers may be odorless to noses that can distinguish fragrance in other forms. It is likely that those who can smell at all would not disagree in the case of such strongly scented flowers as pink Azalea, Wild Crab, Wild Grape and Arbutus, but in flowers reputed to be only faintly fragrant, the question now arises, are they fragrant, or is our own nose at fault? Some such condition as this may account for the reported fragrance in many species commonly regarded as odorless.

An Idea or Two for Florists

You have a dollar,
I have a dollar
And we swap,
You have my dollar and I have yours
We are no better off.
But if you have an idea
And I have an idea and we swap,
We each have two instead of one.

You have a labor-saving idea,
We have a floricultural paper.
You send us your idea and
We publish it.
You're extending a helping hand
To some poor chap
Who may be up against it—
Stuck for want of your idea.

We'll pay you for your idea
And if other florists follow your
Example, you're going to get a lot
Of good ideas yourself.
The whole business of floriculture
Will have fewer thorns
And more Roses
And rises.

You're going through it
Just once
And we have an idea
That if you use your ideas
To help others in this world
You'll be happy in the next,
Which seems to us
Well worth considering

From *Power House*, with apologies for the substitutions.

For Starting Crops In The Spring

FOLLOWING is what Mr. J. F. Zimmerman, of Alliance, Ohio, says of our Syststem of Irrigation:

"It is worth alone the price of the System in starting crops in the Spring, and especially in transplanting."

SKINNER SYSTEM OF IRRIGATION

The Skinner Irrigation Co.

225 Water St., Troy, Ohio

When ordering, please mention The Exchange

GULF CYPRESS

Greenhouse Materials

Pecky Cypress Bench Lumber

GLASS

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All kinds and Sizes

Unglazed, 85c up
Glazed, $2.05 up

Metropolitan Material Co
PATENTED GREENHOUSES

1335-1339 Flushing Ave., Brooklyn, N. Y.

For Greenhouses, Graperies, Hotbeds, Conservatories and all other purposes. Get our figure before buying. Estimates freely given

GLASS

N. COWEN'S SON, 14-16 Wooster St. NEW YORK

CAST IRON

BOILERS

THAT LET THE FLORIST SLEEP

GIBLIN & CO. 107 Broad St. UTICA, N. Y.

When ordering, please mention The Exchange

A Group of Stearns Cypress Greenhouses

Why not use Cypress for your Bars, Ridge, Sill, etc.?

More Durable Than Iron—Costs Less Than Iron—Breaks Less Glass

Pecky Cypress for Bench Lumber Cypress Clapboards and Boarding

ASK FOR CIRCULAR E

The A. T. Stearns Lumber Co.

NEPONSET—BOSTON, MASS.

When ordering, please mention The Exchange

NO MORE SOOT TROUBLES

Z-I-N-C-O WHAT IT IS

Soot destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean boiler steams very easily and is a great labor saver. It does an A-1 job, without any effort on your part. All concerns by using this modern method. It is used on all required is a good fire. It is now burning soot in the types of boilers—all types of stokers—and all kinds of largest plants in 41 states. Join these up-to-the-minute fuel.

WHAT IT DOES

Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft.

"Ain't it a Grand and Glorious Feeling?"

WHAT IT DOES

Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

Note The makers of Z-I-N-C-O have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is $3.00. If you have soot troubles, order one at once.

KROESCHELL BROS. CO. 468 W. Erie St., Chicago

When ordering, please mention The Exchange

1866-1917

Greenhouse Lumber

"ALL HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

Lockland Lumber Co., Lockland, O.

When ordering, please mention The Exchange

Greenhouse Material and Hot-Bed Sash

of Louisiana Cypress and Washington Red Cedar

Greenhouse Hardware and Posts—Patent V and U Gutters
Our Grade Invariably the best. Our Prices Right.
(Our new catalog should be in the hands of every grower. Write to Dept. C.)

A. DIETSCH CO., 2638 Sheffield Ave., Chicago, Ill.

When ordering, please mention The Exchange

JACOBS GREENHOUSES

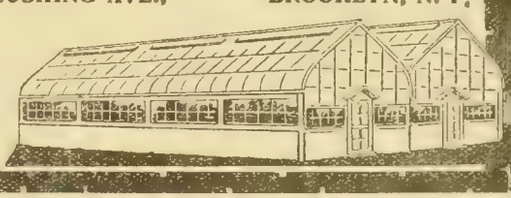
BUILT TO LAST

HOTBED SASH
MATERIAL AND GLASS

S. JACOBS & SONS

1365-1379 FLUSHING AVE., BROOKLYN, N. Y.

PLANS AND PRICES SUBMITTED



F. E.—ALIVE AND UP-TO-DATE

Four of the 61'x 500' houses which we erected for the Duckham-Pierson Company, at Madison, N. J.

Some Forthcoming Facts About the Duckham-Pierson Venture

WE say "venture," because most of you so considered it.

With the war abroad, and the possibility of this country being drawn into it, most of you thought it was taking a long chance to build five big Iron Frame houses, each 61x500 feet.

Suppose they had waited. Two years' profits would have been lost; besides the greatly increased investment necessary because of high cost of materials and labor. These were the things these men carefully considered, and acted accordingly.

They had an abiding faith in our country and the war's outcome.

In some early ads. we are going to tell you some further facts about this venture, especially concerning the heating system, which for simplicity and economy has caused so much favorable comment.

Hitchings and Company

General Offices and Factory, ELIZABETH, N. J.

NEW YORK
1170 Broadway

BOSTON
49 Federal Street